

Proceedings of
International Conference on
“Innovation in Visual Arts”
(ICIVA’22)

**Art & Design Practice and Research:
Challenges and Opportunities in 21st Century**



16 November 2022
Amity University, Uttar Pradesh



Organised By
Amity School of Fine Arts
Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts
Amity University, Uttar Pradesh
Noida - 201313 (U.P.) India

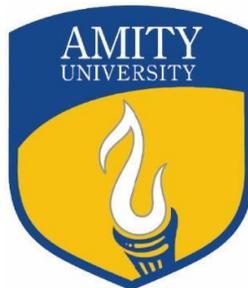
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Message from Vice Chancellor



Prof. (Dr.) Balvinder Shukla
Patron – ICIVA'2022
Professor – Entrepreneurship, Leadership and IT
Vice Chancellor, Amity University Uttar Pradesh

I am pleased to learn that Amity School of Fine Arts under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University Uttar Pradesh is organising **6th International Conference on Innovation in Visual Arts (ICIVA'22)** on the theme 'Art & Design Practice and Research: Challenges and Opportunities in 21st Century' on 16th November 2022.

21st-century art is a dynamic blend of practice, research, and technological advancement which makes it quite an interesting and innovative time in history of art and design. Many new areas have been explored in this century and many more are in experimental stage which have inspired novel ways of thinking about art. Going beyond the audio-visual mode, the contemporary art today has become more open to audience participation by creating interactive works of art where the audience is no longer a passive recipient but an active participant. Many artists frequently and spontaneously mix media and forms, making the choices that best serve their concepts and purposes. The notion of influences has also shifted with changes in communications and technology; every location around the world has artists who respond to local geographies and histories as well as the sway of global visual culture. While on one hand this opening up provides multiple opportunities to the art and design practitioner on the other it poses difficult challenges, foremost being the ability to capture the imagination of the audience which has access to many other forms of entertainment and distraction.

The aim of this conference is to bring together young and promising researchers with the established scholars in the field and enable them to present and discuss their research about the opportunities and challenges facing an art and design practitioner in contemporary times.

The conference will explore ways in which an educational and research outlook can help to analyze different modes of innovative thinking emerging from various creative fields. ICIVA'22 will provide a platform for scholars and professionals of Art, Animation and Design, to discuss ideas related to Impact of Visual Art Culture, Role of Technology in Art and Design and Art Education and practice in 21st Century.

I am confident that the participants will benefit immensely from the informative sessions by eminent speakers & researchers during the Conference. I take this opportunity to extend my best wishes to all the delegates, speakers, participants and students for an enriching experience during the Conference.

My heartiest congratulations to the **ICIVA'22** organising team and best wishes for the success of the Conference!

Prof. (Dr.) Balvinder Shukla

Message by Conference Chairperson (ICIVA `22)



Prof. (Dr.) Pradeep Joshi
Group Addl. Pro Vice Chancellor
Director General & Dean
(Applied Arts/Fine Arts/Performing Arts/Visual Arts)
Amity University
&
Conference Chair

Message by Conference Chairperson (ICIVA `22)

It gives me immense pleasure to welcome all delegates, researchers, esteemed speakers & industry members to *online* “**International Conference on Innovation in Visual Arts (ICIVA `22)**” (theme : “*Art & Design Practice and Research: Challenges and Opportunities in 21st Century*”) being organized by **Amity School of Fine Arts** under Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP. Impact of Visual Art Culture, Role of Technology in Art and Design & Art Education and Practice in Contemporary times are Sub Theme(s) for technical session of ICIVA `22.

ICIVA `22 proposes to discuss and deliberate on various contemporary topics related to Painting, Graphic Design, Animation and Visual Communication. The focus area of conference deliberation is primarily upon Visual Art Practice in 21st Century, Changing face of Painting in Contemporary times, Art and Relational Aesthetics, Contemporary Design Practice, Public Art, Challenges in Digital Art, Animation and Design, Contemporary Art and Design Education, Advertising Industry and current Challenges, Opportunities for 21st Century Artist, Visual communication and modes of representation, Re-presenting Traditional and Folk art in Contemporary world & Innovations in Animation.

The aim of this conference on one hand is to critically look into modes of art practice followed till now and on the other to discuss and debate innovative and imaginative practices which are more relevant to current times in the field of visual arts. Focus would also be on innovative methods practiced by great mentors and thinkers in the field of art through the ages and the learning one can glean from those.

Visual arts practice today needs to combine technology with artistic knowledge, philosophical inputs and skills. Field of Visual Arts is also witnessing opportunities as well as challenges. 21st Century has immense opportunities for art and design discipline. There is huge scope of interdisciplinary research in the current time with focus on art and design practices. Technology has transformed the world of art in the last decade. Digital art has become much stronger in post pandemic period and is opening new avenues for growth of the business in the domain of Art and Design. Artificial Intelligence will also contribute in tracking the requirement of the art buyers and creative industry. E-commerce for art is also providing an opportunity to budding artists to showcase their design and art creations in various digital platforms in economical manner. Art Fairs & Art Galleries are definitely a platform for showcasing the art and design work but post covid there are immense opportunities for interaction between potential customers of art work and artist on digital platform.

I am sure deliberation of this conference will provide directions to students, researchers as well as professionals associated with visual art field. **ICIVA `22** aims to bring together the Academicians, Research Scholars, Practicing Artists, Designers, Animators and Art Gallery Professionals to deliberate upon developments and innovations in visual art. I take this opportunity to thank all delegates, distinguished Researchers and faculty colleagues who are associated with **ICIVA `22** and making this reality.

I wish **ICIVA `22** a great success.

Prof. (Dr.) Pradeep Joshi

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