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YOJANA MAGAZINE ANALYSIS

(March 2024)

(Part 2/3)

TOPICS TO BE COVERED

PART 1/3

- TRADITIONAL ART FORMS IN DIGITAL AGE
- POPULAR MUSIC IN INDIA

PART 2/3

- FOLK ART REIMAGINED USING MODERN TECHNIQUES & CONTEXTS
- IMPACT OF DIGITAL TECHNOLOGY & SOCIAL MEDIA ON ART MUSEUMS

PART 3/3

- CAPTURING STREET ART & WALLS OF INDIA
- FROM THE 'ART WITH INTELLIGENCE' TO 'ARTIFICIAL INTELLIGENCE.'

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FOLK ART REIMAGINED USING MODERN TECHNIQUES & CONTEXTS

Drawing inspiration from the Rasa theory of Bharat Muni's Natya Shastra, we may reflect upon fact that **art, be it visual or performative, folk or classical, is not just about creating or appreciating things that are aesthetically appealing.**

WHAT IS ART THEN?

It is a **means of connecting with our deepest selves and expressing the inexpressible.**

WHAT IS FOLK ART?

Folk art is a **traditional expression of culture that helps a group maintain and share its way of life.**

It can be **decorative or utilitarian**, and may be used every day or reserved for special occasions. Folk art is **often handmade**, and may include handmade elements, as well as new, synthetic, or recycled components.

It can be **learned formally or informally**, and may also be **self-taught**. Folk art may include intangible forms of expressive culture like dance, song, poetry, and foodways.

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IS FOLK ART ALSO IMPACTED BY DIGITISATION?

In contemporary times digitisation is impacting almost every aspect of our lives. This phenomenon extends to contemporary folk art as well which is facing increasing pressure to adopt modern technological advancements.

WHAT WOULD BE THE BENEFIT?

It is imperative that **integrating smart technology offers an opportunity for folk art forms to evolve and reach broader audiences** through digital dissemination.

The challenge lies in devising a strategy wherein these artforms while retaining their intrinsic cultural significance can adapt & flourish amidst the rapid pace of change.

IS FOLK ART EVOLVING?

Folk art is **deeply rooted in cultural specifics** of communities & serve as a medium for preserving unique customs & contributing to fostering communal cohesion. This art form plays a **crucial role in shaping the cultural identity of communities & geographic regions**.

Unlike classical art forms, folk arts exhibit a **dynamic and adaptable nature**, often responding to contemporary influences and trends. We are witnessing that **many folk-art**

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forms are no longer confined to their local boundaries. The process of **globalisation** has **facilitated cross-cultural influences** on them.

They are also **integrating new themes & techniques** in them.

THE CHALLENGE: Infusion of elements is making folk art popular but the original essence is getting lost.

CONCERNS FOR DIGITAL TRANSITION PRESERVATION

In the modern era, folk art is shifting to digital realm for their presentation. But in this transition, there are certain concerns. They are the following:

- Potential dilution of the subtle, abstract & intuitive elements inherent in traditional folk art forms.
- Some musicologists have said that while technology is offering unprecedented opportunities for dissemination & innovation, it also poses a risk for art to mere computational algorithms & digitised templates.
- There is danger of algorithmic bias & mass standardisation of these art forms.
- There is a risk that these art forms will be homogenised, commodified or reduced to superficial representations devoid of their original depth & meaning.

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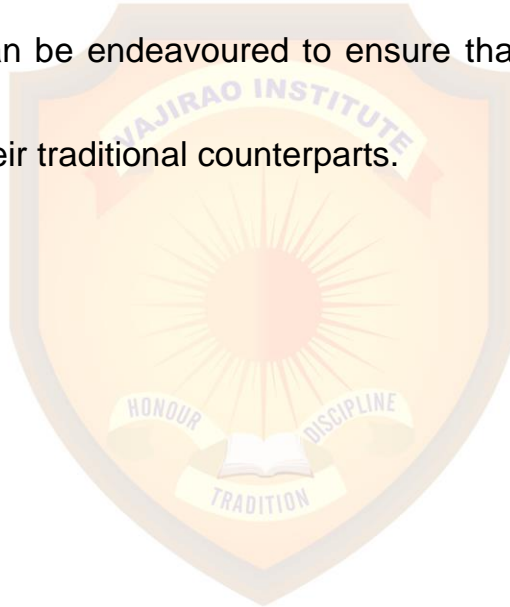


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WHAT SHOULD BE DONE?

To address these challenges, **it is essential to approach the digitisation of folk art with sensitivity and respect** for its diversity and its connection to heritage.

Collaborative efforts between modern technologists and artists, who have an in-depth understanding of tradition, can be endeavoured to ensure that digital adaptations retain the genuineness & richness of their traditional counterparts.



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IMPACT OF DIGITAL TECHNOLOGY & SOCIAL MEDIA ON ART MUSEUMS

Museums are powerful places. People from all walks of life visit to see a curated collection of a kind to understand and enlighten themselves about the same.

There are countless art museums around the world, each with its own unique collection and focus.

WHAT IS AN ART MUSEUM?

An Art Museum is a **public or private institution that collects, preserves, exhibits, and interprets works of art** for the education and enjoyment of the public.

These institutions **typically house a diverse range of artistic objects**, including **paintings, sculptures, furniture, drawings, prints, photographs, textiles, ceramics, and decorative arts**.

MUSEUMS IN INDIA

India is home to many art museums that showcase the country's rich cultural heritage and artistic traditions. Some notable art museums in India include:

- **The National Museum, New Delhi:** The National Museum is one of the largest museums in India, with a vast collection of art, artefacts, and antiquities from different

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periods of Indian history. It houses collections of sculpture, painting, decorative arts, coins, and manuscripts.

- **National Gallery of Modern Art (NGMA), New Delhi:** Established in 1954, NGMA is one of the premier art institutions in India, showcasing modern and contemporary Indian art. It houses an extensive collection of paintings, sculptures, and other artworks by renowned Indian artists.
- **Salar Jung Museum, Hyderabad:** Located on the banks of the Musi River, the Salar Jung Museum houses one of the largest private collections of art and antiques in the world. Its collection includes paintings, sculptures, textiles, ceramics, and furniture from various cultures and civilizations.
- **Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (formerly Prince of Wales Museum), Mumbai:** this museum in Mumbai houses an impressive collection of Indian art, including sculptures, miniature paintings, decorative arts, and artefacts from various periods of Indian history.
- **Indian Museum, Kolkata:** Established in 1814, the Indian Museum is the oldest and largest museum in India. It has a vast collection of art and artefacts, including sculptures, paintings, coins, and archaeological finds, representing the cultural heritage of India and other Asian countries.

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- **Government Museum and Art Gallery, Chandigarh:** this museum in Chandigarh features a diverse collection of artworks, including Gandhara sculptures, miniature paintings, and contemporary Indian art. It also has a significant collection of artefacts from the Indus Valley Civilization.
- **Jehangir Art Gallery, Mumbai:** established in 1952, the Jehangir Art Gallery is one of the most prominent art galleries in Mumbai. It hosts regular exhibitions featuring works by both emerging and established Indian artists.

These are a few examples, and there are many more art museums and galleries across India, each offering a unique perspective on the country's artistic heritage.

DIGITISATION OF ART MUSEUMS

Art Museums are increasingly embracing digitisation to make their collections more accessible to a wider audience. This involves digitising artefacts, creating virtual exhibits, and utilising online platforms for education and outreach.

Digitisation allows museums to **preserve fragile items, reach global audiences, and engage with new technologies** for immersive experiences.

However, challenges such as **funding copyright issues, and ensuring digital preservation** remain significant considerations for museums undertaking digitisation efforts.

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MUSEUMS & SOCIAL MEDIA

Social media platforms offer museums powerful tools to connect with audiences, engage them in new ways, and fulfil their educational and cultural missions. Let's take a deeper look at this important connection:

- **Increased reach and visibility:** Social media allows museums to reach a wider audience, including younger generations, those outside their geographic area, and people who might not typically consider visiting a museum.
- **Enhanced engagement:** Platforms Instagram, Twitter (now X), enable museums to share stories, behind-the-scenes glimpses) educational content, and interactive experiences, fostering deeper engagement with visitors.
- **Community Building:** Museums can create online communities through social media, fostering conversations, encouraging feedback & building a sense of belonging among visitors.
- **Promotion of events:** Social media is a vital tool for promoting upcoming events, exhibitions, and programs, driving attendance and interest.

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CHALLENGES FACED BY ART MUSEUMS

- **Competition:** Social media is a crowded space, and museums need to stand out effectively.
- **Content creation:** Creating engaging and relevant content consistent planning.
- **Access:** Museums need to ensure their social media presence is accessible to diverse audiences and caters to various learning styles.
- **Measuring effectiveness:** Tracking the impact of social media efforts and demonstrating their value requires specific metrics and analysis.
- **Virtual presence:** Museums are increasingly using live video to offer virtual tours and experiences, making accessible remotely.
- **Social media influencers:** Collaboration with relevant influencers can broaden reach and attract new audiences.
- **New platforms:** Staying informed about new platforms and adapting strategies accordingly is key for museums to stay relevant.

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