YOJANA MAGAZINE ANALYSIS
(March 2024)
(Part 3/3)

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.'**

CAPTURING STREET ART & WALLS OF INDIA

Street art and graffiti are **unique ways to express art**. They bring dull city walls to life with color, creativity, and culture. These artworks **represent the diversity and stories of a community,** making the city more interesting.

They can share **powerful messages** and make people think differently. Overall, street art and graffiti not only make the city beautiful but also **encourage conversations** and let people express themselves freely in their community.

Lodhi Art District, New Delhi: India's first art district with murals by Indian and international artists

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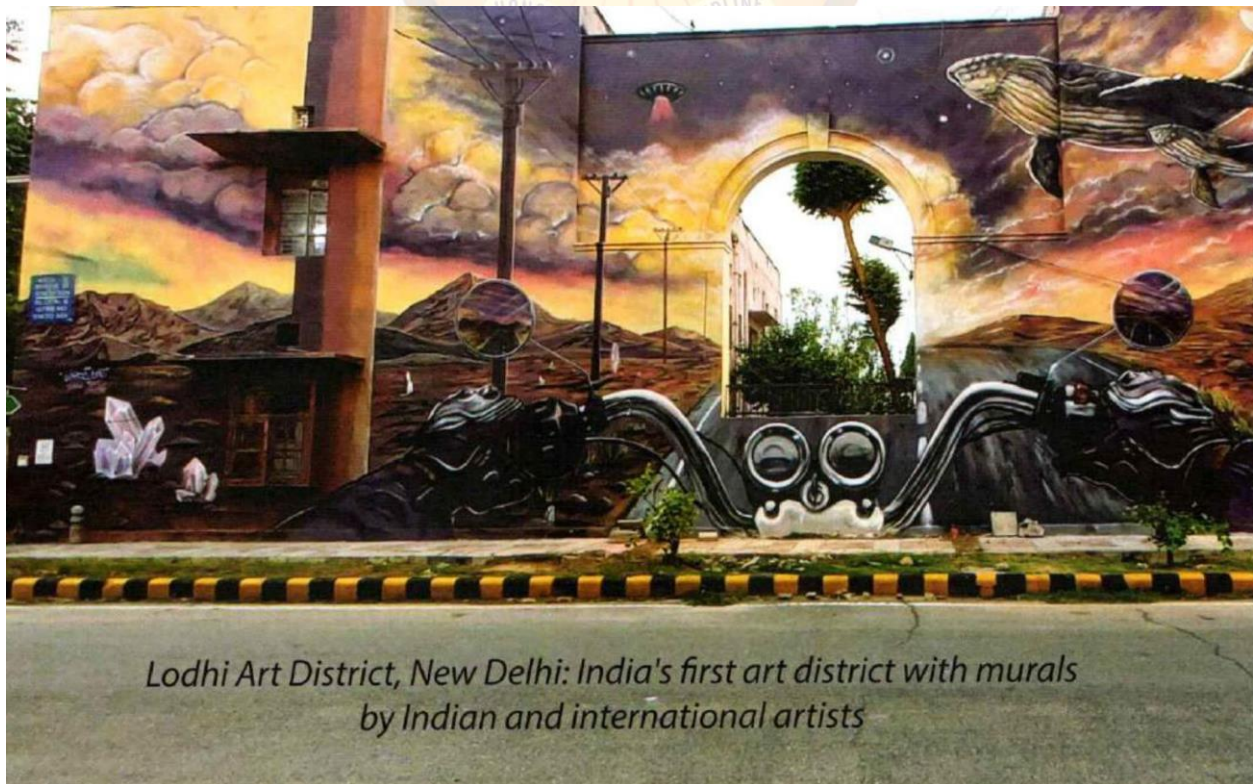+918988886060

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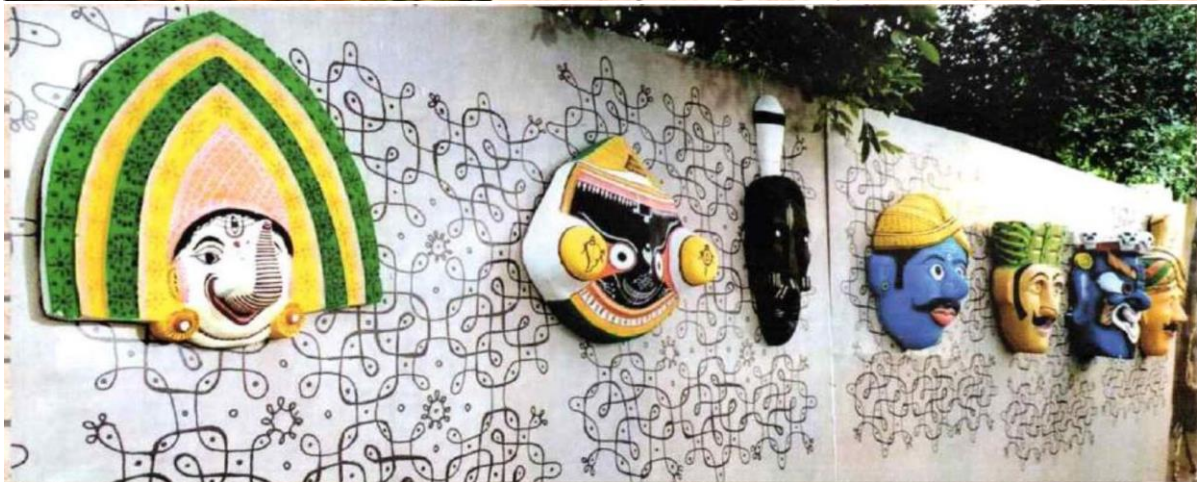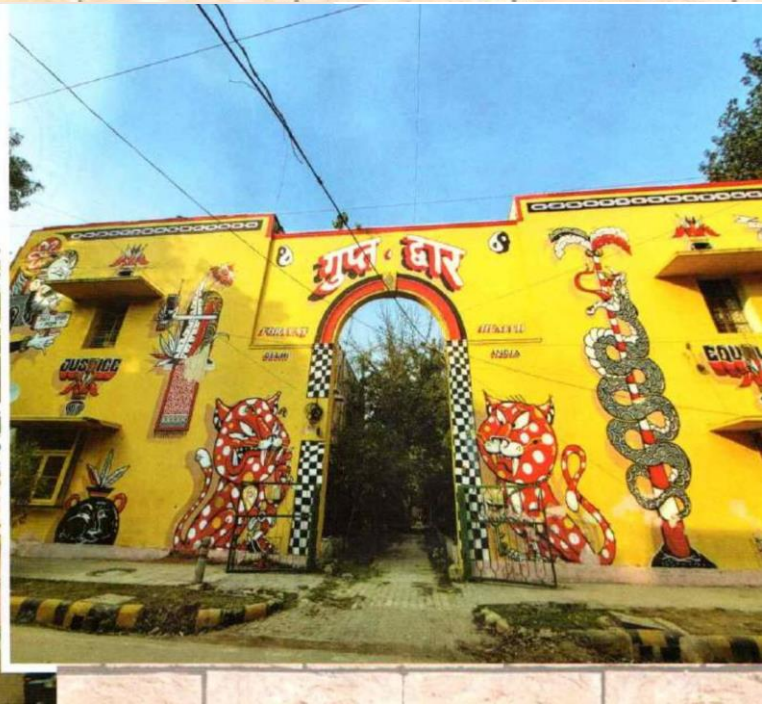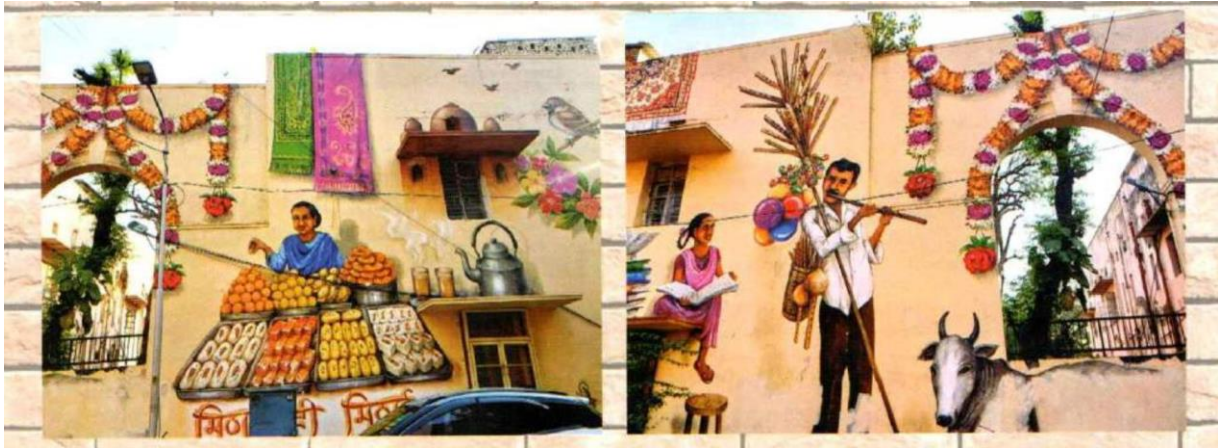
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FROM THE ART WITH INTELLIGENCE TO ARTIFICIAL INTELLIGENCE

Since the era of the digital world came into existence, **not a single aspect of life has been untouched.** The innovations of the digital era, like artificial intelligence (AI) and generative AI have made their presence in our daily lives.

In this age of digital technologies, artistic expression has become more attractive and innovative with little effort and greater affordability.

THE CONNECTION BETWEEN ART & INTELLIGENCE

Art & Intelligence have always been bound to each other since ancient times. In ancient times, we did not have artificial intelligence but art with a lot of intelligence.

For example:

Art made of stone & ivory, pottery, metallurgy, bead making, wood carving, cart making, cave painting, etc.

- **Art during Harappan Civilization:**

  During Harappan civilisation, we have **multiple examples of art with intelligence.**

  o The people were advanced enough to invent inter cropping.

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- o They invented wheel, they invented new techniques to extract metals from the ore & alloys (bronze) by mixing copper & tin.

- o They also developed Lost Wax Technique.

- o Their drainage system has been unparalleled till date.

- After the Harappan period, the second urbanisation existed in the Ganga Valley. In this second Urbanisation period, some remarkable technological innovations based on iron occurred.

  - o The Delhi Iron Pillar, which is 1500 years old, consists of six tons of wrought iron and uses **phosphorus in the iron**, is an excellent example of art with intelligence and also a true example of advanced technology. **This iron pillar is famous for its rust-resistant properties.**

  - o The same technology is also used in the temples of Jagannath Puri in Odisha.

- Further in **medieval times**, if we see art with intelligence, we come across many **monuments like forts or mausoleums** built during that period.

THE RISE OF DIGITAL TECHNOLOGY

The rise of digital technology has given rise to new art forms such as digital painting, graphic design, animation & interactive media. Artists use digital tools like tablets, software programs

& digital cameras to create stunning visual artworks that were previously impossible or difficult to achieve by traditional methods.

Covid 19 pandemic reinvented the art & culture arena where tools like AI came to the rescue.

Covid acted like a catalyst for diffusing digitalisation in art. Virtual art museums, exhibitions, virtual conservatories, etc.

Websites, social media platforms, online galleries & digital art marketplaces allow artists to reach a wider audience.

DIGITAL ART

Digital art, unlike traditional art, is **made up of pixels**.

Over the past 50 years, as **computer technology has advanced**, so has art. The rise of internet technology has spurred the global art movement to grow. When we look at the **social, cultural, and economic values** of society, we see that the combination of art and digital technology has led to the creation of a new, revitalised form of art known as **'digital art'**.

Art is not just about paintings, drawings & sculptures anymore. It now includes computer generated images & designs.

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USES OF DIGITAL TECHNOLOGY IN ART FORMS

The use of digital technology can be seen in the following art forms in modern day life:

- **Visual Art:** This art form is **tangible** meaning it can be touched to feel. In this digital era, we can use technologies to create a visual imagination of our cultural places, attire, etc with less effort minimum Budget.

- **Painting:** We see no use of technology in paintings from ancient era. But today's era paintings have been digitised using hardware & software. People nowadays have developed a taste in abstract painting where digitisation is highly used & valuable.

- **Sculpture:** Sculptures are popular art forms since the IVC where techniques like Lost Wax were used. That was the tech of that era but now a days, 3D formations are created by using digital technology. 3D printing is also in vogue now. Holographic images, which look real is also getting popular.

- **Architecture:** Architecture is usually the art of making giant monuments and buildings, but to manage this art, digital technology is highly required, from exploration to excavation. From remote sensing to aerial exploration, we gather the calculative data required to make an architecture.

- **Dance:** Although, an ancient dance form, but new experiments have been tried in the digital world. Laser shows or drone shows where a person can be seen dancing in dark lighting.

- **Music:** Again this is an ancient art form where people used to sing along with musical instruments. But in the present day era, even if the person has an average voice quality, he/she can make it melodious by using the technology of **'auto tune'. Instruments are also digitally played.**

CONCLUSION

Digital Technology has given **increased access** to the people at the ease of their fingertips. It has **transformed** the way how art is **made, delivered & preserved.** The internet provides a significant platform to the artists to connect with the global audience, also opportunities to connect with other artists.

Although this new technology has immense benefits attached to it, **but it, at times, gives unrealistic experiences** to the audience, failing the objective of art.

We thus **need to draw boundaries** for how much we should use digital technology.