

**SUMMARY OF THE MINOR PROJECT UNDER UGC ON THE TOPIC
TECHNOLOGY AND VISUAL ARTS**

*By: Namarta Sharma
Asstt. Prof., Dept. of Fine Arts
BBK DAV College for Women, Amritsar*

The new era of technology and creativity has launched. In this time of transition artists are re-evaluating their concerns and redefining the paradigms of art practice. The inventions and continual improvements of programme have revolutionized the ways that art is produced by allowing the artists to use various new techniques.

Flexibility is a very crucial factor in contemporary art. That flexibility shows in experimentation undertaken by this form of art. Our conventional values mixed with modern way and life has so wonderfully represented by contemporary art. Use of modern technologies never came out as strongly as displayed by contemporary art.

Artists are now experimenting with the latest technologies and are sometimes developing in order to explore new types of interactions and novel use of digital technologies⁸. The key point is that artworks are aimed to be in direct contact with the general public and therefore provide an excellent test based in order to experiment new ideas and their acceptance by the mainstream of public.

It is due to modern technology that we are privileged to see the works of art that in earlier times could never have been imagined. If modern technology is to be judged on how it has affected the visual arts it can safely be said it is just another tool for creative artists to be able to bring something to our eyes that stimulates our sense and appreciation for something of interest or beauty. Today artists are using the- infinite possibilities offered by the burgeoning technology. Indian artists of the 1990s have introduced new material and media into their art practice thereby altering both the prevailing viewer ship codes and the conventions of display. How the artists are using the media of assemblage installation, video art, site-specific art, interactive sculpture and computer graphics in their art.

In the present scenario the artists, researchers and media designers are exploring innovative, use of interactive multimedia technologies, for enhancing

creativity Artists are now exploring new horizons beyond the traditional art. Besides the museum exhibitions and envisioning, intelligent space that is digital artworks installed in public space which require intuitive interaction are now taking the advantage of today's interactive and ubiquitous technologies. Such a domain can be explored only through an interdisciplinary dialogue between science, technology and art.

Now the artists from all over India contributing by making definite choices in using innovative technology and multimedia methods to express themselves and establish their identity. The contemporary artists has realized that computers, if photography, multimedia tools are now a part of the modern world and society. It becomes imperative for contemporary art to bring the use of the modern equipment. We have seen there is a sudden spate of installation art in India.

Nalini Malani and Vivan Sundaram are among the first to explore the potentialities of the electronic media in the installation art.

The developing art-oriented applications of multimedia techniques can lead to a faster and easier acceptance by a broader public of the new interactive and ambient technology that are coming out of the research lab. Development of multimedia and vision technologies aims to allow human and computer interaction

Most of the new context media artists work with interfaces between net and painting, shadow installations and video, installations and video animation while lying emphasis on the interdisciplinary exploration.

In the past couples of decades due to the technological revolution the boundaries between arts become ever more fluid as painting, photography animation, sculpture, video art, and multimedia performance art cross fertilize are another on regular basis⁴. The artist has realized that computer, video filming, photography, web cameras multimedia tools friendly software are now a part of modern world and society.

With the emergence of new art collective and art organizations internationalism took on a web like structure and conversations between the local and the global art world. These organizations are conducting the ground breaking collaborations between the artists from India and abroad. These are providing space for experimentation of art with new technology and multimedia.

It is hoped that the energy that comes from this shared learning and exchange will serve to nature and enrich the contemporary art blended with new technology_in the region. With the new links between the Indian and global markets international ramifications are surfacing across the board in the culture industry like in art, electronic media, performance art. There are strong motivations at work everywhere across globe for tendentious art practice by exploring the new technological methods.
