

Prospects and Challenges

145

شعبه



Editors
Dr. Deepti Bajpai
Dr. Satyant Kumar

Digital Art in Indian Contemporary Art World

Shalini Tiwari

ABSTRACT

In the 21st century, an ability to work with information and communication technologies is becoming essential to education and life. We are living in constantly evolving digital world and it has a great impact on every aspects of life. Indian art world is also being digital with increasing technology. Non conventional method such as digital art has become very famous in India. Technological advancement has enhanced and sharpened the perception of art. The blend of art with new technologies is giving birth to new innovative art forms. Digital art is created by artists with the help of computer. Digital art is the result of two things, first human creativity and second computer technology. Advanced digital art software has not only eased the drawing process but enhanced the creativity of an artist too. Digital art is also providing innumerable career opportunities. In the age of animation where life revolves around 3D images, creativity is not confined to brush and canvas. Digital art comprises of computer aided designing styles and illustration techniques through computer technology. This paper addresses the importance of digital art in Indian contemporary era and innovative digital artist and their works. Artists realized the scope and strength of digital technology in shaping their artistic creations. Digital art motivates artists by providing enormous opportunities in digital media and developing new markets with the help of worldwide digital revolution.

Introduction

Changes in technology always affect different types of growth and development in every area. As early as the second half of the 19th century the appearance of a new technology – photography – in everyday life gradually changed the nature of visual art.

Digital art has almost now completed twenty five years of existence in India. The most of the images we see every day through a variety of diverse media are digital. The contemporary artists are using new tools to reform the commercial art, such as photography, television, music, film and many more. Now digital art has become very famous art form which is virtually transparent and extremely wide. Digital artists are using digital tools to create innovative art works and contributing in unfolding contemporary art. Through digital art they are expanding the horizons of artistic expression.

Digital Art

The emergence of a new media called digital art on the Indian art scene came to light in the early 90s with the widespread use of computer. Digital art is the modern term used for art works that are created by using non-conventional method or technology. Digital art is different from traditional art forms. Traditional art forms are related with brush, colour and canvas but digital art is related with technology. Digital art became famous with the development of computers. Computer art and digital art are not same because they take advantage of different aspects of computer technology. Digital art is a combination of digital code and light.

Artists have accepted various technologies of print making, photography, film and video in bringing out pieces of fine art. Digital art by employing current technology finds itself in a variety of thought and unchanging artistic beliefs.

New generation of artists are using this art form and new innovations are reflected in multi-

Assistant. Professor Deptt. of Pol. Science, Govt. Degree College, B.B. Nagar, Bulanshahr, U.P.

media art of Ranbeer Kaleka, Gogi Saroj Pal, Anand Moi Benerjee, Shovin Bhattachariya, ved Nair, Pushpa mala, Sonia Khurana and many others. Today artists are not confined to a single media of an art, they are experimenting with many art media. Use of computers, to create art, is raising the question of its identity and existence. People go on asking such questions, "Is digital art a real art?" digital art is considered as an original art form because it requires human hands like other art form. It has provided innovation and wider space for an artist to experiment with new ideas.

Digital and Indian Contemporary Art

Visual arts include many art forms such as painting, drawing, sculpture, music, performance art being the most widely recognized. However with the technological revolution, other art forms have emerged such as video installation, digital animation, graphics and so on. As Indian culture and Indian art become digitized, digital art is also progressing and defining the new culture of art. Digital artists have created new benchmarks and increased the popularity of digital art. There are so many brushes and tools in digital art which allow an artist to adjust colours, themes, textures, shapes in a more desirable manner to express his thoughts and emotions. There are various advance tools which can convert the ordinary form into an extraordinary form. These tools redefined the fine art and created a distinct role in this revolutionary art form.

These computerized images have given a new dimension to the art world. Indian contemporary art is the blend of traditional art forms like drawing, painting, photography, collage with new innovative art mediums like video, graphics and animation. In contemporary period digital artists are impressively creative and rationally sensitive to highlight the complex issues of present ere. The new digital medium helps them to visualize their ideas and thoughts. Digital art has rich contributions in unfolding contemporary art and also provide endless and excellent ways of artistic expression. There are many museums and galleries that display different types of digital arts such as Sakshi Art Gallery, Mumbai, Tao Art Gallery, Mumbai, Radhika Art Initiative, Ladosarai, New Delhi, Lalit Kala Academy, New Delhi, and Crimson Art Gallery, Bengaluru.

Digital Artists in India

In India various digital artists are working and have accomplished brilliant work. They are successful in getting the attention and admiration of world-wide audiences through their effective images. The new generation of young and innovative artists like Sheba, Chhachhi, Atul Bhalla, Anita Dube, Vivan Sundaram, chhatrapati Dutta and gigi Scaria uses video, photography and digital technology to make their works more interactive and effective.

Gogi Saroj Pal

Gogi Saroj Pal is one of the Indian women artists who is well known for her versatility. She was born in Neoli, Uttar Pradesh in 1945. She has a deploma in painting from the College of Art in Lucknow in 1967. After that she became vocational student for post graduate study in painting at the College of Arts, Delhi. Her work revolves around the condition of female in the society. She has worked in the field of installation, painting, sculpture, computer, graphic print, ceramics and photography. She merged fantasy with myth in work. According to Gogi Saroj Pal her paintings are result of those philosophical and mythological readings which she has studied from her childhood.

She was in the field of digital art before 1997, when the people were not aware of anything about digital art. According to Gogi Saroj Pal, "In today's world, digital art is not confined to painting, it also includes photography and 3D graphic visual effect". Gogi Saroj Pal has organised forty one solo exhibitions of her work, participated in thirty five international exhibitions and more than hundred group exhibitions in India. She also worked in digital prints such as "Hat Yogini series," "Hat Yogini on Tiger Skin series". She has received so many awards for her contribution in the progress of Indian contemporary art, for example "Sanskriti Award" in 1980, Jury's Commendation in the international

Biennial of plastic art, Algiers in 1987, National Award in painting by Lalit Kala Academy in 1990 and 12th Cleveland international Drawing Biennial Award, UK in 1996. She was also invited to participate in the third world print biennial, London in 1980, Bedford print biennial, UK in 1982.

Ranbir Kaleka

Ranbir Kaleka is one of the most senior practitioner of this medium and incorporate his experience of painting and art history in his projects. He was born in Patiala, Punjab in 1953. He studied at Punjab university in Chandigarh and moved to London in 1985, where he completed his MFA in painting at the Royal college of Arts. He worked in various mediums like oil, water colour painting and mixed media on different shapes of wood and board digital photographs and complex video installation. He continued experimenting in different areas like digital prints such as 'Done, undone menaced by dragonflies' and 'A – Panoramic – spectrum ground', as video installation like 'Kettle' and since the transition from painting to video as a tool for material innovation. His work has been widely exhibited in India and abroad. He organized more than 12 solo shows and participated in more than 24 group shows such as '2012 Volte gallery and Saffron art gallery, 2009 Bose pacia gallery, 'Reading Man', New Year and many more. He received the National award in 1979, Lalit Kala Academy, New Delhi and Sanskriti award, New Delhi in 1986.

Kaleka's work invites the audience to the third space time he has created, as the audience immerses in a flood of broadened visual experience and emotion. Kaleka's work provides the opportunity for the viewer to meditate upon the artist's outlook on the problems in Indian society.

Anand Moy Benerji

Ananda Moy was born on 30th June 1959 in Kolkata. He is a very well known name in print making and graphic art. He is the founder of the Indian print makers guild in 1990. The members of this group were Ananda Moy Benerji, Subba Ghosh, Shukla Sawant, Kavita Nayar etc. He studied BFA in painting from college of arts, new Delhi in 1980 and MFA in graphics from Shantiniketan in 1985. After post graduation he went to London to learn printmaking. He worked in various medium and technique like oil, acrylic, colour pencil, mixed media, pastel, digital print and serigraphy.

According to Anand "Digital art or essence of digital implication is the latest member in the family of art and expression. The world of digital art is a process and not a technique. Artists do turn this process to technique. My interest in digital world is more technical and from the level of explorations". His works are specific on exploring themes which is a reflection of his personal life. The spinning images in his present works are 'Performer', Entwined', His/her world, 'she'. It is an attempt to explore universal feelings and relations between 'Man to Man'. In these works, the line plays a very important role as well as colours. It moves around the whole space and is like a note of music spreading within the whole space. He has organized 32 solo and group shows, exhibitions, participated in 67 national and Inter-national exhibitions. He has attended more than 16 camps of print making and graphic prints in India.

Paramjeet Singh

Paramjeet was born in Jamshedpur in 1941 and he is a multi talented personality in Indian contemporary art. He did a diploma from the college of arts, New Delhi. He chose silk screen printing medium to express his abilities which gave him to display and manipulate purest art forms. In many ways he used the technique and crafts serigraphy drawing, lithography, etching and digital prints and moulded it with the sensibility of contemporary artistic concerns such as 'Blessings', Golden bird and silver cage, The touch, Waiting. Mountain lines, rising peaks, blossoming flowers, blooming buds and moving clouds are some of the best pictorial elements of Paramjeet Singh's art. He has participated in various group shows in India as well as abroad, such as Mexico, London, UAE, Berlin, Dubai, Iran,

and Cuba. He has attended many workshops in silk screen and painting. He received 'President India's Silver Plaque' award from All India Fine art and craft society in New Delhi and National award of Lalit Kala academy, New Delhi. He is an executive member of All India Fine art and craft society, Group 8 and Delhi Shilpi Chakra.

Vivan Sundaram

Vivan Sundaram is one of the influential artists of his generation. He was born in Shimla in 1943. He graduated in art from the Maharaja Sayajirao University in Baroda and post graduation from Slade School of Art, London. Looking at his entire career, it emerges that there are two Vivan Sundaram : the first one is an artist and storyteller and the second is an experimenter and manipulator of materials. 'The family room', displays a series of digital photographs by Sundaram, for which he has combined the paintings of his aunt Amrita Shergil and the photographs of her father Umrao Singh. Vivan is well known for shifting away from painting to make works in different mediums in early 1990s. Vivan's figures are embedded in the social background. The spatial arrangement in these paintings allows the eye to move, as the artist creates different registers of memory, moving between past and present, commanding a certain fluidity and melting the horizon. Vivan has exhibited in the Biennales of Sydney, Taipei, Sharjah, Shanghai, Havana, Johannesburg and Berlin. He has participated in group shows at Tate Modern, London in 2011, Haus der Kunst, Munich in 2006, International centre for photography, New Delhi in 2008 and Mori Art museum, Tokyo in 2008 etc.

Archan Nair

Archan was born in New Delhi in 1982. He is self taught artist. He started painting in 2006 and became Independent artist in 2007. He has collaborated with various brands such as Nike, Sony, Red bull, Vogue, Microsoft, Infiniti and General Motors. He is known for his specialization in digital art and mix media.

Anita Dube

Anita was born in Lucknow on 20th Nov 1958. She completed her graduation from the University of Delhi in 1979 and MFA from Maharaja Sayajirao University of Baroda in 1982. Her works exhibited in various museums and galleries such as Kiran Nadar Museum of art, New Delhi, Dr. Bhau Daji Lad, Mumbai, Khoj, International artists association, New Delhi.

Conclusion

Art is the reflection of our society. Only the social, political, religious, geographical, scientific impressions create a strong impetus. The web world has brought all of us close to each other and hence all art and cultural activities are also closely knitted. It can certainly develop and create more communications between all forms of artistic happenings. Today with conventional art medium, non conventional art medium also progressing and have entered in the main stream of contemporary art. As compared to the development of traditional art, the development of digital art is much faster and hence will take different routes and forms also much faster. That was the era of voyages to different parts of this world and this is the voyages to different worlds.

Digital art is giving an opportunity to young artists to blend their imagination and realism to create futuristic art work. Now, we can easily define and realize the reality and usefulness of digital art. Digital art, like other styles of art, is created by applying different digital equipments. Art does not mean tools which are used to create it. It is about the vision, message or emotion of the artist. With digital intervention skilled artists are able to expand, develop and retain the uniqueness and other properties of their work. In present time artists ensure unique vision, themes and the fusion of art and technology has beautifully transformed the thoughts of artists into reality. The digital revolution has been successful in bringing out new dimension in contemporary art practices. Digital art provides unlimited career options such as, animation, advertisements, video games, websites and print media.

Digital artists can work as a full time employee, freelancers and even as self employer. Digital art is the latest development which added a new chapter in the evolution of art and technological changes will explores the significance or scope of digital art.

REFERENCES

1. Bahl, S.K.(July 2009). The playing field of new media art. (S. Tagore, ED>) Art & deal creator of new media, Vol. 6 no 3 (issue no. 29)
2. Chari, A. (2009). Illusion and reality: The nature of the digital art in contemporary art practices. (S. Tagore, Ed.) Art & deal creators of new media, Vol.6 no 3(29)
3. Chakladar, A. (2001, December 20). The waking world: Selected art by Ranbir Kaleka. P 41.
4. Event information 'Painting and prints by Anand Moy Benerji. (2010, Feb). Retrieved 2012, from Atiart Buzzin town: <http://www.buzzintown.com/delhi/events/paintings-prints-ananda-moy-banerjee/id—175530.html>
5. Fibicher, B., & Gopinath, S. (2007). Horn please : narratives in contemporary Indian art. (B. Fibicher, & S. Gopinath, Eds.) Hatje Cantz.
6. Gogi Saroj Pal – Indian Painter. (2013,July 11). India Net zone. Biodata – Paramjeet Singh. (n.d.). Retrieved from www.paramjeetsingh.in/biodata.php
7. Holt, J.A. (2001), What is Digital Art? Retrieved from [digitaleye:http://www.withdigitaleye.com/index.Php/en/digital art](http://www.withdigitaleye.com/index.Php/en/digital%20art)
8. Kidd, A. (2011,08). Contemporary art in digital media : learn to be creative. Retrieved from design juices: [http://www.designjuices.co.uk/2011/08/creative-digital media](http://www.designjuices.co.uk/2011/08/creative-digital%20media).
9. Kumar Bhattacharya, S. (1994). Trends in Modern Indian Art. M.D. Publications Pvt. Ltd. P 1.
10. Richard Colson. (2007). The fundamentals of Digital Art Fundamentals series an AVA Publishing.
11. Sinha, G (2009). Art and visual culture in India 1857 – 227. (GSinha., Ed.) Marg publications, p 1