

REPOSITIONING VISUAL ARTS FOR TECHNOLOGICAL ADVANCEMENT IN THIS ERA OF GLOBALISM

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Abstract

In this era of globalism, there is an unwavering desire for self-improvement and advancement. From time immemorial down to the era of civilization, and then the present dispensation accompanied by Artificial Intelligence, human activity is characterized by speed and systems that simplify thoughtful and guarded application of time and resources. Also, the superiority of this age is further manifested by the sophisticated features of Artificial Intelligence. The consciousness of digital foundation is indispensable when dealing with various perceptions and techniques of more cutting-edge creative descriptions. Subsequently, global concerns are becoming confined in a way that has abridged the all-inclusive domain to a global community. This article, therefore, attempts to examine how visual arts can be repositioned for the challenges in this era of globalism.

Keywords: Visual Arts, Technology, Globalism.

Introduction

The world has metamorphosed through various developmental phases, commencing from the pre-historic period to the contemporary era. Each of these phases had a direct influence on humans. The development of Artificial Intelligence has amplified man's creative intelligence and ushered in a natural process of enhancement in his desire for self-actualization. Visual art is a field of study generally known for its functionality and aesthetics. Visual art as a science and an art has advanced rapidly for centuries. It is understood to be an instrument for promoting and sustaining environmental development. In this era of technological advancement, visual artists have a unique opportunity not only to repackage their art works but to redefine and reposition their art works and connect with global audiences. McCormack and Gifford, (2020) opines that artists should take advantage of digital tools and mediums to broaden their creative possibilities. They emphasized further that software for digital painting, 3D modeling and animation enables visual artists to explore new form of expression. Kinsella, (2021) believes that social media platforms such as Instagram, TikTok, and Pinterest have become essential tools for artists to showcase their work and connect with audiences. The incorporation of technology into the art world has made it possible for the visual artists to transform how art is created and distributed. Visual art is being reshaped and repositioned due

to the interplay of global networks, technological advances, cultural exchanges, and changing socio-political contexts.

Globalism in Visual Art speaks of the impact of widespread connection on the creation, propagation, and reception of art. Driven by contemporary high-tech advancements, globalism in visual arts has transformed how artists produce, share and link with their work. This, to a large extent offers numerous benefits such as cultural exchange and enhanced collaboration. The traditional boundaries and definitions of art are being expanded as artists, institutions, and audiences engage with a more interconnected world. According to Bakhshi and Throsby, (2010), modern technology has made it easier for artists from around the world to collaborate. They emphasized further that online platforms facilitate real-time communication and the exchange of ideas, resulting in innovative projects that incorporate various artistic styles and culture influences. In the same vein, Elkins, (2013), believes that the internet and social media platforms have transformed the way artists share their work, and that artists can now present their creations to a global audience without relying on traditional gate keepers like galleries or museums.

This paper, therefore, seeks to explain how visual art can be repositioned in the face of technological advancement and highlight key shifts and discussions in contemporary art practices.

Global Networks and Digital Platforms

Globalism has been simplified and accelerated by digital technologies, which have extended the influence of visual art beyond coast-to-coast boundaries. According to Hans, Andrea and Peter (2013), the growth of online platforms (such as instagram, virtual galleries, and digital museums) permits artists to share their work with a worldwide audience instantly. Stressing that art institutions are also engaging more with digital spaces, offering virtual exhibitions that attract visitors from around the world. They emphasized in this circumstance that visual art is not restricted to physical galleries or museums. Digital art, such as NFTs (Non-Fungible Tokens) and virtual reality art are instances of how artists engage with digital media. Therefore, repositioning visual art becomes a transnational, all-encompassing, and virtual experience, breaking down the restrictions that conventionally restrained art to unambiguous characteristics.

Cultural Hybridity and Cross-Cultural Dialogues

Globalism accelerates artistic interchange, allowing artists from diverse regions to impact and collaborate, traversing traditional, national and cultural lines. The fraternization of diverse artistic ethnicities, styles, and mediums leads to a more crossbred approach to visual art, reflecting an environment that is progressively more interconnected. This is seen in how global art institutions (such as the Venice Biennale, Art Basel, and Documenta) have become key platforms for showcasing art from diverse cultural contexts. These events no longer reflect a Eurocentric or Western perspective but rather incorporate voices from artists all over the world, particularly from the Global South. In his view, Jonathan, (2015) opines that this repositioning also challenges the notion of "authenticity" in art, encouraging a rethinking of what constitutes "local" or "traditional" art. Emphasizing that art now becomes a dynamic site of negotiation where identity, culture, and history are constantly being reevaluated in the face of globalization.

Art as a Form of Global Protest and Political Resistance

According to Nils, and Friedemann, (2016), as globalism has led to greater interconnectivity and inequality, visual art has increasingly been used as a medium for political protest and social critique. Artists have engaged visual forms to focus on issues of power, identity, migration, climate change, and social justice. Avae, (2007) opines that art in this sense becomes a universal language that can communicate across borders, facilitating worldwide movements and collective action. On his part, Uzoagba, (2008) earlier observed that art is expression and communication. In the same vein, Egonwa, (2011) believes that visual arts have their language like other subject disciplines. The author emphasized further that any statement made by the artist outside the accepted tenets of the basic vocabulary of visual arts may not be the artist's intended intention. Artists like Ai Weiwei, Banksy, and Tania Bruguera use their work to evaluate not just specific political systems but broader global structures of power and oppression. Through their work, they demonstrate how visual art can engage with and impact global political discourse. The ability of art to speak to global audiences allows it to function as both a critique of and a response to global forces.

Decentralization of the Art Market

The art market has traditionally been centered in Western cities like New York, London, and Paris. McAndrew, (2017), however, emphasized that with globalism, new art centers have emerged in places such as Beijing, Dubai, São Paulo, and Lagos, stressing that the increasing involvement of non-Western artists and collectors has diversified the market and the types of art being sold, valued, and exhibited. Artists from the Global South, Indigenous communities, and marginalized groups are gaining more visibility, challenging the dominance of Western aesthetic norms. This decentralization challenges the Western-centric canon of art history and opens up opportunities for a more inclusive understanding of what art is, who creates it, and who gets to consume it. For instance, contemporary African art and Latin American art have gained international attention, reshaping the art landscape.

Environmental and Ecological Concerns

The unique tendencies of contemporary science and technology are persistently placing apprehensions on the environment, thereby contravening anticipated links in the connection that endures the ecological system in which man has subsisted for centuries. According to the Encyclopedia Americana, (1979), human assault produces repellent and hazardous accumulation of biological debts. The Encyclopedia emphasized further that the novel technology that brings such astonishing efficiency and comfort also destroys man's biological capital, such as air, water and other parts of the ecosystem that must sustain him and his upcoming generations. As global awareness about climate change and environmental degradation grows, visual artists have increasingly used their work to address ecological issues. Zimmerman, (2008) asserts that, like all other living creatures, humans have clearly changed their environment, but they have done so generally on a grander scale than have all other species. Howson, (1995) stressed that the growing awareness of the environmental crisis has already done a lot to change things for the better.

Krummenacher, (2015) is of the opinion that art can serve as both a reflection of and a response to the environmental crises that transcend borders. He buttress further that from eco-art to the use of sustainable materials, artists are finding new ways to engage with the planet's future in the context of global challenges. Artists like Olafur Eliasson and Agnes Meyer-Brandis have produced work that directly responds to environmental concerns, using their art to raise awareness of global ecological issues. These works often encourage global collaboration, where solutions are sought beyond national borders.

Global Curatorial Practices

The role of curators has also evolved in response to globalism. According to Jean-Paul, (2016), Curators today often focus on showcasing art that spans multiple regions and cultures, incorporating global themes into exhibitions. He explains further that these curatorial practices are less about representing a particular national culture or aesthetic and more about positioning art within a broader, more interconnected world. Through global curatorial practices, art institutions aim to produce exhibitions that speak to international audiences, reflecting the diversity and interconnectedness of the contemporary world.

Visual Arts

Visual art refers to any art form that predominantly relies on vision to communicate its content or message. It is a general term for art forms that are essentially visual in nature, targeting to create an aesthetic experience or convey meaning through visual inducements. Visual art is a field of study generally known for its functionality and aesthetics. It is such a discipline that encompasses a broad range of human responsibilities in terms of content and context. Visual art as a science and an art has advanced rapidly for centuries. It is understood to be an instrument for promoting and sustaining environmental development. Visual art is important for the full development and advancement of the ecosystem. It is purely studio-base and embraces an inclusive array of media, styles and techniques, and is created with the objective of being perceived visually. Visual art is valued for its ability to convey emotional expression, social commentary, and aesthetic beauty. The activity-based nature of visual art attracts a variety of methodology of instruction. Art can also be representational, abstract or conceptual, often aiming to evoke a response or provoke thought in the viewer. It encompasses a broad range of practices that can include traditional forms like painting and sculpture, as well as modern mediums like photography, digital art and installation.

Repositioning in Visual Arts

Repositioning is the act of altering the perspective, context and position of something to craft a novel contemplation or prominence. Repositioning in Visual Art refers to the process of changing the perception, framework of an artwork or its fundamentals to create novel meanings, challenge current interpretations or alter viewers perceptions. Repositioning can be both ideological such as changing the framework on which art is viewed or understood and literal such as changing the medium or viewing platform of an artwork. This conception can

apply to how artists position themselves in relation to historical, social, political or cultural narratives, as well as to how they redesign the content within their art. In the framework of visual art, repositioning classically comprises changing the way a subject, concept, or context is viewed or interpreted, often to challenge conservative assumptions or to offer fresh perspectives. It can apply to an all-inclusive array of fields, comprising business, marketing, and visual art.

Globalism in Visual Arts

Globalism in Visual Art speaks of the impact of widespread connection on the creation, propagation, and reception of art. As the creation becomes more intersected through globalization, integrating the exodus of people, ideas, goods, and technologies, visual art has advanced to redirect and participate in this progressively globalized milieu. Artists, collectors, institutions, and audiences now participate in a wider, more varied array of artistic expressions, leading to an alteration in art creation, comprehension and consumption.

Conclusion

In this era of globalism, visual art is being repositioned in ways that challenge old paradigms, pushing beyond geographical and cultural boundaries. The enlargement of digital platforms, multicultural discourses, the role of art in political engagement, and the devolution of the art market are all part of a wider transformation in how art is produced, consumed, and understood. Art in the 21st century reflects the intricacies of global networks, offering new opportunities for connection, resistance, and expression across the world. Visual art as a science and an art has advanced rapidly for centuries. It is understood to be an instrument for promoting and sustaining environmental development. In this era of technological advancement, visual artists have a unique opportunity not only to repackage their art works but to redefine and reposition their art works and connect with global audiences. Artists should take advantage of digital tools and mediums to broaden their creative possibilities.

On the other hand, Globalism in Visual Art speaks of the impact of widespread connection on the creation, propagation, and reception of art. Driven by contemporary high-tech advancements, globalism in visual arts has transformed how artists produce and share link with their work. This, to a large extent offers numerous benefits such as cultural exchange and enhanced collaboration. The traditional boundaries and definitions of art are being expanded as artists, institutions, and audiences engage with a more interconnected world. Contemporary

technology has made it easier for artists from around the world to work in partnership. Artists can now present their conceptions to global viewers without relying or depending on antiquated gate custodians such as museums and galleries. As technology continues to advance, the potential for globalism in visual arts will undoubtedly expand and transform the landscape of creative expression.

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