



FROM THE 'ART WITH INTELLIGENCE' TO 'ARTIFICIAL INTELLIGENCE'

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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.

Art and intelligence have always been bound to each other since ancient times. We did not have artificial intelligence during ancient times, but we had a plethora of art with remarkable intelligence. Early humans developed such significant art with their intelligence. For example, art made of stone and ivory, pottery, metallurgy, textile manufacture, bead-making, wood-carving, cart-making, cave-painting, etc. If one defines technology as a human way of altering, we have evidence of stone tools in the Indian subcontinent for more than two million years. During the first urbanisation in India, which took place between 2600 and 1900 BCE, the Harappan civilisation emerged as a significant example. In the Harappan civilisation, we have so many examples of art with intelligence. The people of the Harappan civilisation were advanced enough to invent new agricultural technologies, so they invented intercropping.

Further, they invented the wheel, which has helped human civilisation till modern times. In metallurgy, they invented new technologies for metal extraction from ore. Also, they developed the alloying technique, from which they started alloying copper with metal tin and producing bronze. One of the significant technologies that the Harappan people developed is 'lost-wax' technology. With the help of this technology, they made figurines, a milestone in the field of Art and culture.

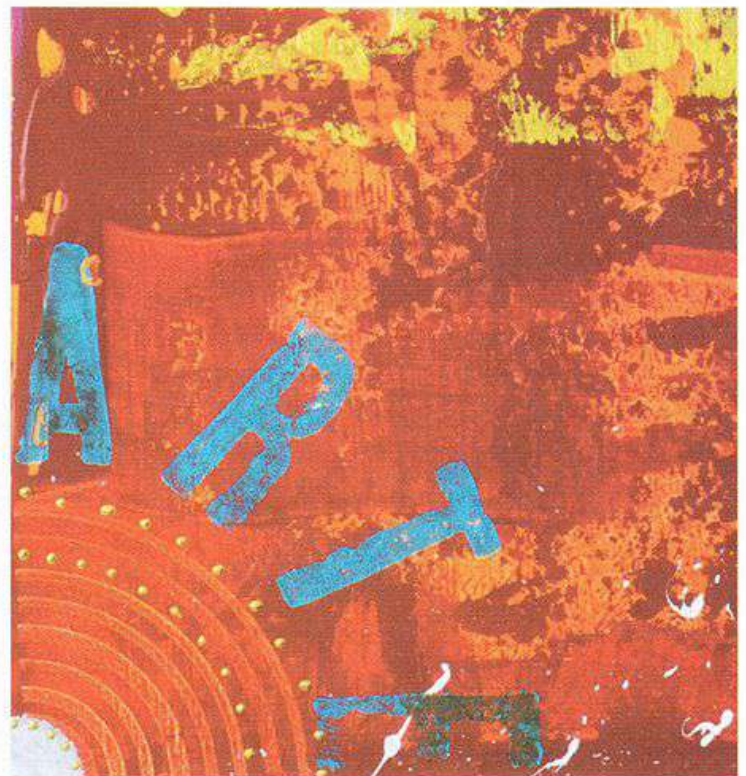
However, today, in this digital era, we use AI for better outcomes in architectural innovation. The Harappan people developed advanced grid-based town planning with all the modern aspects like drainage systems; they used bricks in proportion to make more muscular walls.

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. The Delhi Iron Pillar, which is 1500 years old, consists of six tonnes of wrought iron and uses phosphorous 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. The reason for their uniqueness is understood nowadays. 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 have many examples, like forts, are unique in their specialty.

Art and culture serve as expressions of identity, reflecting communities' values, beliefs, and traditions. Through art forms such as music, dance, literature, and visual arts, individuals and communities express their unique identities and heritage. Art can provoke thought, challenge norms, and inspire action. Through creative expression, artists address social issues, advocate for justice, and promote positive societal change. Cultural movements have historically played a significant role in driving social and political transformation.

The rise of digital technology has given birth to new art forms, such as digital painting, graphic design, animation, and interactive media. Artists use digital tools like tablets, software programs, and digital cameras to create stunning visual artworks that were previously impossible or difficult to achieve with traditional methods. The Covid-19 pandemic reinvented the Art and Culture arena; thus, tools like AI (Artificial Intelligence) came to the rescue. Today, we are observing the rapid emergence of virtual art museums, exhibitions, virtual conservatories, theatres, and more. The pandemic acted as a catalyst for the widespread adoption of virtual formats for cultural institutions and events. This challenging time marked a significant turning point in the development of the digital space for art institutions.





primary concerns is Data Privacy; collecting and storing personal information, conducting financial transactions, and sharing creative content online carry inherent risks that require robust cybersecurity measures and data protection protocols.

Overall, the digital era has profoundly transformed the art world, opening up new avenues for creativity, collaboration, and innovation. As technology continues to evolve, the possibilities for digital art are limitless, promising to reshape our understanding of art and its place in society.

Digital art, like 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.' The definition of art has changed over time; it's not just about

Websites, social media platforms, online galleries, and digital art marketplaces allow artists to reach a wider audience, connect with fellow creators, and even sell their artwork directly to collectors. It showed us the importance of Digital Preservation. Digital preservation techniques, such as digitisation, metadata management, and digital archiving, are essential for ensuring the long-term preservation and accessibility of digital artworks for future generations.

While the digital era has brought numerous opportunities for artists and art enthusiasts, it also presents several challenges. Digital art creation requires proficiency in digital tools and software, which may pose barriers for artists lacking training or resources. The proliferation of digital art online makes it difficult to discern the quality and authenticity of artworks, leading to trust and credibility issues. As digital manipulation techniques become increasingly sophisticated, distinguishing between original artworks and digital forgeries or replicas becomes more challenging. One of the


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paintings, drawings, and sculptures anymore. Art now includes computer-generated images and designs, expanding what art means. Digital art has transformed not only painting, graphic design, installations, and animation but has also given new perspectives to poetry, music, and sculpture. Advances in modern software and faster computer processors have greatly pushed the arts forward. This progress is reflected in the development of new artistic concepts in contemporary digital art. It reimagines many traditional art forms and contributes to expanding the global language of digital art. Many projects in the art world today aim to explore new forms for the future. While it's hard to say exactly how digital technology captures various aspects of life, its influence is undeniable. The use of Digital technologies can be seen in the following art forms in modern times:

Visual Art

This art form is tangible, meaning it can be touched to feel. These art forms are usually solid forms that an artist makes. Cinema is an excellent example of visual imagination depiction. In this digital era, we can use new technologies to create a visual imagination of our cultural places, cultural attire, etc, with less effort and on a minimum



budget. Today, With the help of new technology, one can depict anything as much as one can imagine. So, there is a strong reason we have today to support and use this new digital innovation in our art and culture, especially in cinema. However, on the other hand, we should also be aware that some technologies also show inappropriate utility, like fake or defaced videos, etc.

Painting

We see no use of technology from the Mesolithic rock cave paintings to the Renaissance paintings. But today's art form is highly digitised, where an artist makes any painting using hardware and software. These paintings are helpful in many types of design, like jewellery design and fashion design. Today, people have often developed a taste for abstract painting, where digitisation is highly used and valuable. One can create many artistic abstract paintings digitally and see them at any art gallery.

Sculpture

Since ancient times, people have used clay or any form of clay to make this form of art, but in today's digitised world 3D techniques are being used to make digital sculptures, or one can say the digital impression of a sculpture, which is based on projection technology where lights are projected on a surface to create a shape of either an human or an object which looks sometimes very real and live. Technology is also used in making a solid sculpture when a giant sculpture is made in parts, and technology, especially laser mapping, is used to make the exact shape.

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.

Performing Art

This art form is intangible, meaning it cannot be touched but can be felt psychologically. These art forms consist of facial and physical expressions.

Dance

The dance art form is very ancient, but new experiments are being tried in the digital world. We can now see laser lighting where a person is dancing, but in darkness, we see only the movements of various lights. This is unique and fun for the young generation.

Music

This is also a very ancient and loveable art, where an artist sings with an instrument. Before modern times, these things were natural, but in today's world, digitisation is being used. Even if a person has average voice quality, he or she can make it melodious by using the technology of 'Auto-Tune'. Instruments are also now digitally played to synchronise the voices of artists.

Cinematography

Theatre artists are the real artists who attract the audience with their powerful voices and expressions, but things have changed with the extensive use of VFX technology and Voice in cinema. It is now very easy to shoot any cinema off-location where you don't need the actual location. An artificial location can be created with the help of technology.

Conclusion

Digital platforms have given people open access to art and culture, allowing them to participate from anywhere in the world at the ease of their fingertips. Digital technology has transformed

how art is made, delivered, and preserved. Digital tools and software are widely accessible to create multimedia interactive installations and virtual reality experiences. The internet provides a significant platform for artists to connect with global audiences and allows opportunities to collaborate with other influencers for online forums and crowdfunding projects. Cultural heritage, like antiques, documents, and artworks, is digitised by archives and museums to preserve them from damage and theft. Museums, galleries, and cultural set-ups provide virtual tours of online collections and exhibitions, allowing people to discover cultural heritage worldwide. Copyright laws and digital rights mechanisms try to look out for the interests of artists and consumers. Yet, the issues of copyright, ownership, and intellectual property rights are often in the news. Digital technology has far-reaching implications for cultural identity and representation, as these platforms impact people's views of themselves and others, shaping cultural norms and values. In conclusion, the digital era has helped create new art and cultural expression forms, making them accessible worldwide. Still, it also comes in handy with privacy, digital rights, and copyright infringement issues.

Although digital technology is used in almost all art forms, making it more exciting and accessible, it sometimes gives audiences unrealistic pleasure. Hence, the motive of true art fails. We might need to restrict ourselves or create boundaries for how much we use digital technology. □

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