



FACULTY OF
APPLIED ARTS/FINE ARTS/PERFORMING ARTS/VISUAL ARTS

AMITY SCHOOL OF FINE ARTS

Presents
online

INTERNATIONAL CONFERENCE
on
"INNOVATION IN VISUAL ARTS" ICIVA' 2022

Theme: Art & Design Practice and Research:
Challenges and Opportunities in 21st Century



Date: 16th November 2022

Email: iciva22@amity.edu | Website: amity.edu/asfa



CONFERENCE THEME

Amity School of Fine Arts is organizing a one day online 'International conference on Innovation in Visual Art (ICIVA'22) under the theme "Art & Design Practice and Research: Challenges and Opportunities in 21st Century.

21st-century art is a dynamic blend of practice, research, and technological advancement which makes it quite an interesting and innovative time in history of art and design. Many new areas have been explored in this century and many more are in experimental stage which have inspired novel ways of thinking about art. Going beyond the audio-visual mode, the contemporary art today has become more open to audience participation by creating interactive works of art where the audience is no longer a passive recipient but an active participant. Many artists frequently and spontaneously mix media and forms, making the choices that best serve their concepts and purposes. The notion of influences has also shifted with changes in communications and technology; every location around the world has artists who respond to local geographies and histories as well as the sway of global visual culture. While on one hand this opening up provides multiple opportunities to the art and design practitioner on the other it poses difficult challenges, foremost being the ability to capture the imagination of the audience who has access to many other forms of entertainment and distraction.

The aim of this conference is to bring together young and promising researchers with the established scholars in the field and enable them to present and discuss their research about the opportunities and challenges facing an art and design practitioner in contemporary times.

Call for papers

Possible topics include but are not limited to:

- Visual Art Practice in 21st Century
- Changing face of Painting in Contemporary times
- Art and Relational Aesthetics
- Contemporary Design Practice
- Public Art
- Challenges in Digital Art, Animation and Design
- Contemporary Art and Design Education
- Advertising Industry and current Challenges
- Opportunities for 21st Century Artist
- Visual communication and modes of representation
- Re-presenting Traditional and Folk art in Contemporary world
- Innovations in Animation



ICIVA '22



IMPORTANT DATES

DATE OF ANNOUNCEMENT	16 th SEP 2022
SUBMISSION OF ABSTRACT	09 th OCT 2022
SUBMISSION OF FULL PAPER	21 st OCT 2022
LAST DATE FOR REGISTRATION FOR DELEGATES	11 th NOV 2022
ICIVA'2022	16 th NOV 2022

All abstracts should be sent to

iciva22@amity.edu with a cc to asftasfa@amity.edu

Who should Attend ICIVA 2022

This conference aims to bring together the prominent Academicians, Graphic Designers, Practicing Artists, Research Scholars and Gallery Professionals to discuss various facets of creativity focusing on new opportunities and challenges in the field.

Payment Details:- (Registration Fees)

Category	Indian Delegates (INR)	Foreign Delegates (USD)
Authors Participants	1500	25
Participants	500	10

PROGRAMME SCHEDULE

Venue: Online Platform

Sno.	Time	Event
1.	9:00AM-9:30PM	Logging in
2.	9:30AM-11:00PM	Inaugural Session
3.	11:00AM-01:00PM	Technical Session- 1
4.	02:00PM-03:15PM	Technical Session-2
5.	03:30PM-05:00PM	Technical Session-3
6.	05:00PM	Valedictory Session

About AMITY UNIVERSITY

Amity is the leading education group of India with over 1,25,000 students studying across 1000 acres of hi-tech campus. At Amity University we are passionate about grooming leaders who are not only thorough professionals but also good human beings with moral and ethical values.



FACULTY OF APPLIED ARTS/FINE ARTS/PERFORMING ARTS/VISUAL ARTS

Amity School of Fashion Technology (ASFT), Amity School of Fine Arts (ASFA) & Amity School of Performing Arts (ASPA) under Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts are making efforts for promotion in research and innovation in the respective fields besides promoting art and design.



AMITY SCHOOL OF FINE ARTS

Amity School of Fine Arts (ASFA) offers professional education in the field of Applied Art, Painting and Animation. ASFA endeavors to create professionals who are versatile and understand the dynamics of global business environment of art and design industry. The objective of the programs offered is to inculcate the aptitude and skills to work as professionals in the industry.

Amity School of Fine Arts (ASFA), Amity University Uttar Pradesh, has world class infrastructure and a dedicated faculty team comprising of regular and visiting (industry experts) faculties to offer various programs.values.

The Programmes offered are:

UG PROGRAMME

- BFA (Animation)
- BFA (Applied Art)
- BFA (Painting)
- BFA (Visual Communication)

PG PROGRAMME

- MFA (Applied Art)
- MFA (Painting)
- MFA (Visual Communication)

Ph D PROGRAMME IN FINE ARTS

ICIVA
'22

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**Theme: Art & Design Practice and Research:
Challenges and Opportunities in 21st Century**

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CONFERENCE PATRON

Prof. (Dr) Balvinder Shukla, Vice Chancellor, AUUP

CONFERENCE ADVISOR

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CONFERENCE CONVENER

Dr Geetika Kaw Kher, Assistant Professor, ASFA

CONFERENCE CO-CONVENER

Dr Sugandha Gumber, Assistant Professor, ASFA

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