



AMITY  
UNIVERSITY  
—LUCKNOW CAMPUS—

NAAC 'A'  
GRADE  
ACCREDITED UNIVERSITY

STATE LALIT KALA AKADEMI  
CULTURAL DEPARTMENT  
GOVERNMENT OF UTTAR PRADESH



AMITY SCHOOL OF FINE ARTS

IN COLLABORATION WITH

STATE LALIT KALA AKADEMI

PRESENTS

# INTERNATIONAL CONFERENCE

ON

**ART & BEYOND -  
INNOVATIONS, COLLABORATIONS, AND DIALOGUES**

कला की असीमित संभावनाएं - नवाचार, सहयोग एवं संवाद

FEBRUARY 29, 2024 (HYBRID MODE)





## ABOUT THE CONFERENCE

Art has always been a powerful reflection of society, serving as a catalyst for innovation, fostering collaborations, and initiating meaningful dialogues. The conference on "Art & Beyond: Innovations, Collaborations, and Dialogues" aims to explore the dynamic intersections between art and various domains, unravelling the transformative power of creativity in shaping the future. This conference will provide a platform for artists, scholars, professionals, and enthusiasts to come together and explore the diverse facets of the art world. Through presentations, panel discussions, and interactive sessions, the conference seeks to inspire, challenge, and provoke thoughts on the transformative power of art in shaping a more innovative, collaborative, and interconnected world.

The conference seeks to unravel the intricate relationship between art and progress where the multifaceted nature of art is explored, showcasing its role in driving innovations, fostering collaborations, and initiating impactful dialogues. It is a celebration of the dynamic, ever-evolving world of art. The conference aspires to be a melting pot of ideas, experiences, and perspectives, fostering an environment where participants can engage in thought-provoking discussions, explore innovative artistic expressions, and cultivate collaborations that transcend traditional boundaries.

## ABOUT AMITY SCHOOL OF FINE ARTS

Amity School of Fine Arts, a Constituent Unit of Amity University, Uttar Pradesh, was established at Lucknow Campus during the year 2004 with a dream of turning it into an institution of excellence which would be reckoned in the field of fine arts. We hope and believe that the school would serve to be the most preferred source of trained professionals for the world of arts. Our journey has started with success being our milestone, learning our pursuit and future as our goal. We take immense pride in our achievements of being recognised as a promising source of the right creative as well as technical manpower for the expanding industry.

The Amity School of Fine Arts was established with the objective of teaching and training at ASFA to achieve overall development of the student's perception of the intricacies of visual arts. In our view of excellence, we at Amity School of Fine Arts strive to teach "Creative Thinking" to our students.

ASFA aims to prepare the students in the best possible way for the visual art industry, which encompasses Painting, Sculpture, Graphic design, Photography, Animation, VFX, Film television, Print and packaging and Product design.



## HIGHLIGHTS OF CONFERENCE

Plenary Sessions  
by experts.

Interaction with  
Eminent  
Personalities.

Paper and  
Poster  
Presentation.

## SUB TOPICS

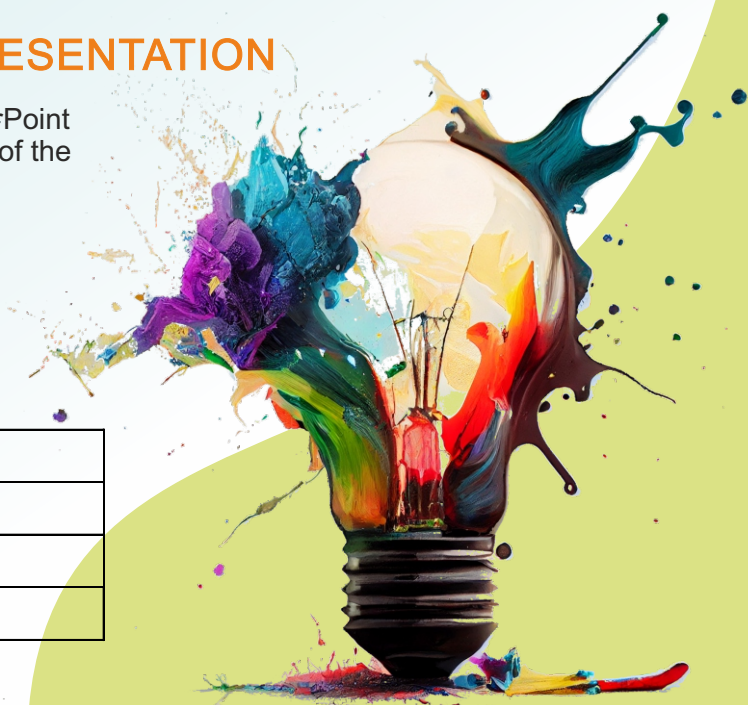
- The Impact of Emerging Technologies viz. Artificial Intelligence and Virtual Reality within the Evolution of Visual Arts.
- Augmented Reality: Elevating Viewer Engagement and Comprehension in Visual Art Experiences
- Fostering Interdisciplinary Collaboration: Breaking Barriers Among Artists, Scientists, Researchers, and Professionals
- Transformative Influences of Visual Arts in Enriching Culture, Society and Human Wellbeing.
- Unveiling the Therapeutic Power of Visual Arts on Mental Health.
- Navigating Digital Storytelling and Interactive Installations through Visual Art.
- Branding Through Street Art and Exhibitions in Corporate Culture and Alliances.
- Optimizing Art as a Catalyst for Environmental Awareness and Sustainable Practices.
- Optimizing Art as a Catalyst for Environmental Awareness and Sustainable Practices.
- समकालीन दृश्य कला के विकास में आधुनिक तकनीकों का प्रभाव।
- संवर्धित वास्तविकता - दृश्य कला अवलोकन में दर्शकों की सहभागिता एवं बोध।
- अंतःविषय सहयोग का प्रोत्साहन - कलाकार, वैज्ञानिक, शोधकर्ता तथा अन्य पेशेवरों का आपसी समन्वय।
- दृश्य कला - संस्कृति, समाज और मानव कल्याण की समृद्धि में परिवर्तन एवं योगदान।
- मानसिक स्वास्थ्य एवं दृश्य कला का पारस्परिक संबंध
- दृश्य कला एक माध्यम - डिजिटल स्टोरीटेलिंग एवं इंटरैक्टिव इंस्टालेशन का संचालन।
- स्ट्रीट आर्ट और प्रदर्शनी के माध्यम से कॉर्पोरेट संस्कृति की ब्रांडिंग।
- पर्यावरण जागरूकता एवं निरंतर प्रयास के उत्प्रेरक के रूप में कला की सहयोगिता।

## CALL FOR PAPERS/POSTER PRESENTATION

- Inviting abstract and full paper for Oral and PowerPoint Presentations engaging with various sub-themes of the conference.
- Participation can be done in Hybrid mode.

## REVISED KEY DATES

Last Date of Registration	22th February, 2024
Abstract Submission	24 <sup>th</sup> February, 2024
Notification of Acceptance	25 <sup>th</sup> February, 2024
Paper/Poster Submission	27 <sup>th</sup> February, 2024





## GUIDELINES FOR ABSTRACT/ FULL PAPER/POSTER SUBMISSION

- All submissions must be made in Word document in doc. or docx.
- Abstract length should not exceed 250 words. Full paper length should not exceed 2500 words including Title, Author(s), Affiliation with contact address, E-mail, Ph. Number and 5 Keywords.
- Font Style - Times New Roman, Title - 16 points, Subheadings - 14 points, Body Text – 12 points.
- Alignment - Title and Author Note should be Center Aligned, Sub-headings and Body Text should be Justified.
- For Poster Presentation- The Poster should be of a size of 4 x 3 ft.: Material: PVC flex. The poster should include Title, Author(s), Affiliations and Contact number.
- Content of the poster may be divided into: Abstract, Keywords, Introduction, Methodology, Result, Conclusion and References.
- Submitted manuscripts should be the original work of the author/artist, should not have been submitted or published elsewhere.

**Note:** Selected abstracts will be published in the Conference proceeding.

## PAYMENT DETAILS

CATEGORY	On or Before 22th February, 24	After 22th February, 24 Till 29 <sup>th</sup> February, 24
Foreign Participants	\$12	\$15
Academicians/Professionals	INR 1000	INR 1200
Research Scholars	INR 800	INR 1000
Students	INR 500	INR 600

- Participants are requested to Register, Upload an Abstract and Make payment on the link <https://amity.edu/Lucknow/PaymentGateway/ich2024>
- Participants can mail an abstract to [pgupta@lko.amity.edu](mailto:pgupta@lko.amity.edu), or [jgupta@vf.amity.edu](mailto:jgupta@vf.amity.edu) with the subject line "Submission 2024" along with the screen shot of payment receipt.
- In case of joint participation, the second participant must also register in the Conference with the same fees.
- Registration Fee covers the Registration Kit, Food, Refreshments and Certificate of Participation

## ACCOMMODATION

We extend assistance in arranging accommodation at hostels on the University Campus. Limited accommodation on a shared basis may be managed on prior request.



## CONFERENCE COMMITTEE

### CHIEF PATRON

**Dr. Aseem K. Chauhan**  
Chancellor,  
Amity University

### CONVENOR

**Prof. Pooja Verma**  
Director, Amity School of Fine Arts  
Amity School of Fashion Technology  
Amity University Uttar Pradesh, Lucknow Campus  
[pverma@lko.amity.edu](mailto:pverma@lko.amity.edu), 9335205796

### COORDINATOR

**Dr. Priya Gupta**  
Assistant Professor  
[pgupta@lko.amity.edu](mailto:pgupta@lko.amity.edu)  
7905275987

### PATRON

**Wg. Cdr. Dr. Anil Kumar (Retd.)**  
Deputy Pro-Vice-Chancellor  
Amity University Uttar Pradesh,  
Lucknow Campus

### Dr. Shraddha Shukla

Director, U.P. State Lalit Akademi  
Lucknow, U.P.  
[slka\\_up@yahoo.com](mailto:slka_up@yahoo.com)  
7728849381

## ORGANIZING COMMITTEE

**Mr. Nirankar Rastogi**  
Assistant Professor  
[nrastogi@lko.amity.edu](mailto:nrastogi@lko.amity.edu)  
8004874064

**Dr. Ranjana Deane**  
Assistant Professor  
[rdeane@amity.edu](mailto:rdeane@amity.edu)  
8853614955

**Mr. Jai Prakash Gupta**  
Assistant Professor  
[jpgupta@lko.amity.edu](mailto:jpgupta@lko.amity.edu)  
6392563133

**Ms. Nidhi Singh**  
Assistant Professor  
[nsingh18@lko.amity.edu](mailto:nsingh18@lko.amity.edu)  
8755655228

**Dr. Angad Verma**  
Assistant Professor  
[akverma1@amity.edu](mailto:akverma1@amity.edu)  
9451045607

**Mr. Aditya Kr Rai**  
Assistant Professor  
[akrai@lko.amity.edu](mailto:akrai@lko.amity.edu)  
9918898666

**Mr. Gaurav Rawat**  
Assistant Professor  
[grawat@lko.amity.edu](mailto:grawat@lko.amity.edu)  
9839447887

**Dr. Joydeep Dasgupta**  
Visiting Faculty  
[jgupta@vf.amity.edu](mailto:jgupta@vf.amity.edu)  
9839894963

## FOR ANY QUERY, PLEASE CONTACT

Dr. Priya Gupta  
7905275987  
[pgupta@lko.amity.edu](mailto:pgupta@lko.amity.edu)

Mr. Nirankar Rastogi  
8004874064  
[nrastogi@lko.amity.edu](mailto:nrastogi@lko.amity.edu)

Dr. Ranjana Deane  
8853614955  
[rdeane@amity.edu](mailto:rdeane@amity.edu)





# AMITY UNIVERSITY UTTAR PRADESH, LUCKNOW CAMPUS

**Amity University Uttar Pradesh** is built on a foundation which embodies the qualities that have made Amity Institutions world-class over the last two decades. Amity has instituted global education, training, and research standards with World-class Infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, the university strives to blend modernity with tradition in each of its students. AUUP has been accredited by NAAC with an A+ grade and, by the Western Association of Schools and Colleges (WASC), USA.

Amity University Uttar Pradesh, Lucknow Campus, with infrastructure having an essence of Roman Architecture, is situated in 'Biotechnology City' - Lucknow. The sprawling green campus comprises of 18 innovation driven institutions, starting from Sciences, Engineering & Technology, Architecture, Management, to Humanities, Literature, Education and Art with an asset of over 350 Intellectuals delivering knowledge to more than 5000 students.

The University firmly holds an ignited mission of providing education in all disciplines, in the frontier areas of Knowledge, Learning and Research and to develop the overall personality of students by making them not excellent professionals, but also individuals with understanding and regard for human values. With this great vision, this education sphere delivers knowledge galore, from an Undergraduate level to being an Innovative Thinker (Doctoral).

