



Presentation – Hong Kong Arts Development Council Round-table

**New Ways of Doing Things or Doing Things in the Arts and
Culture Fraternity**

A Journey Through Innovation and Creativity

**Julie Diphofa – Chief Executive Officer
National Arts Council of South Africa**



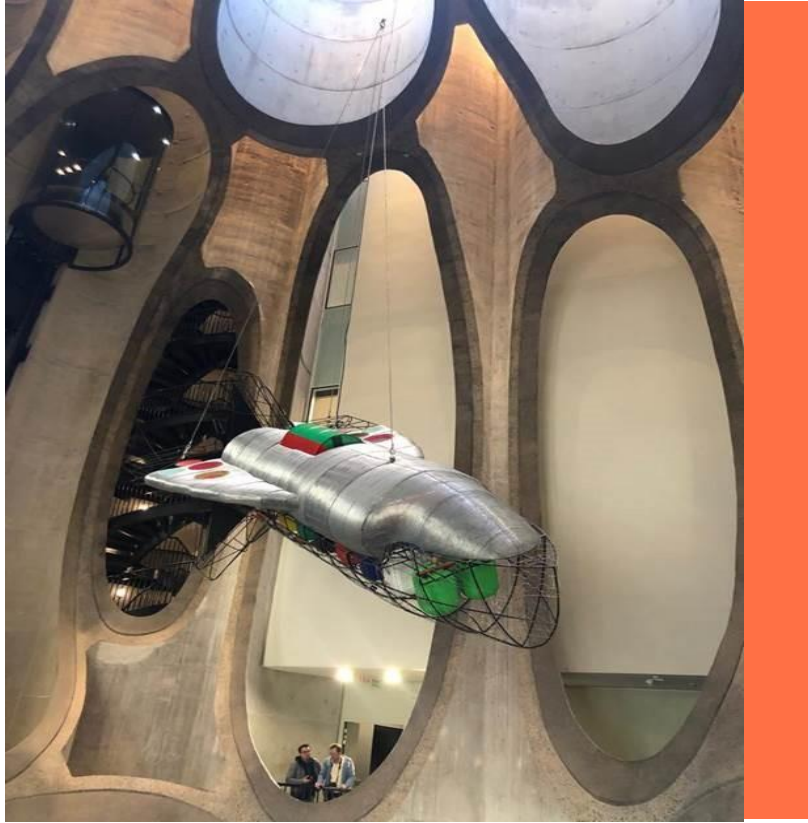
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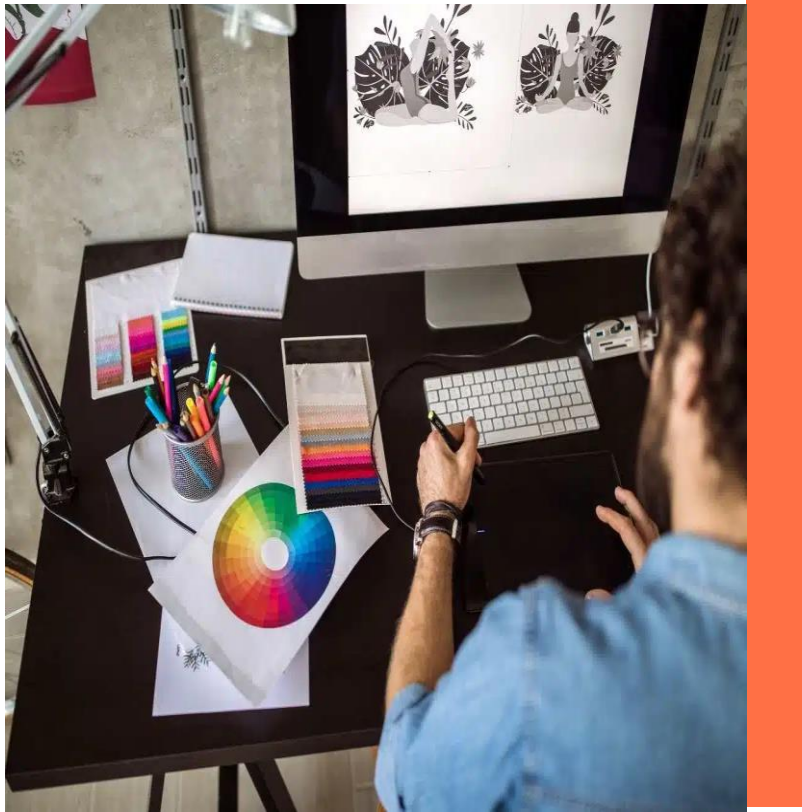


Exploring the Theme:

- The central question: "New Ways of Doing Things or Doing New Things?"
- Importance of this question in arts and culture
- Innovation, creativity, and progress are at the core of artistic endeavors

The Ever-Changing Landscape of Art:

- Art as a reflection of society through different eras. Examples: Cave paintings to digital masterpieces
- The challenge posed by technological advancements and globalization makes us ponder: should we focus on new ways of doing things or embrace entirely new things?



Reinventing Tradition- This approach is rooted in the belief that while the foundational aspects of art remain constant, the methods and tools we use can and should evolve

- Reimagining existing forms, techniques, and traditions. **Example 1:** Technology in visual arts: Digital painting, 3D modelling
- **Example 2:** Performing arts: Integration of AR and VR

The Role of Technology in Artistic Innovation:

- Technology democratizes art and broadens access
- Platforms like Instagram create global influencers
- Artistic Innovation and machine learning's collaborative role in creative production

To develop and promote the arts and to encourage excellence in this regard



- A bold departure from tradition.

Example 1: Interactive and immersive art (Yayoi Kusama, Olafur Eliasson)

Example 2: New music genres and sound art (EDM, sound art)

Example 3: NFTs and digital art revolution

Interactive and Immersive Experiences:

- Blurring lines between observer and participant
- Transformative art environments
- Audience engagement in new, immersive forms



Fusion of Tradition and Innovation:

- The dynamic blend of new methods with traditional forms. Example:
 - Revival of traditional crafts through modern design
- Cultural heritage revitalized by contemporary techniques



8. Reviving Folk Art Through Modern Platforms

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- Social media marketing for artisans
- Modern aesthetics meeting ancient traditions
- Honouring the past while embracing the future



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- Artists practicing traditional forms (e.g., classical music, painting, live theatre) may feel threatened by the dominance of technology in the arts
- There's a fear that traditional methods may be devalued or seen as outdated in the face of highly interactive and digital art forms

- **Technology's Impact on Traditional Arts:**
 - Technology could submerge traditional arts, making them less visible or relevant to younger, tech-savvy audiences
 - Digital platforms and interactive media often overshadow manual techniques or live performances

10. Submersion of Traditional Arts vs. Exploration of Opportunities

- **Exploring Opportunities for Traditional Arts:**

- Rather than seeing technology as a threat, it can be used to promote and disseminate traditional art forms to a broader, global audience
- Digital archives, virtual exhibitions, and augmented reality could help preserve and popularize traditional art
- Technology could also be an educational tool to pass on traditional practices to future generations, ensuring continuity

- The advent of Artistic Innovation and holograms (e.g., ABBA's hologram concerts) showcases how technology can simulate live performances
- This raises the question of whether we still need human performers on stage, as technology becomes capable of recreating or enhancing live experiences

12. Potential Impact on the Appeal of Live Performances

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- Artistic Innovation and hologram performances provide novel experiences, but may lack the authenticity, spontaneity, and emotional connection that comes from live human performances
- There is concern that AI-driven performances may commercialize and commodify art, reducing its personal, cultural, and emotional value.

- **Opportunities for Synergy:**

- Rather than positioning technology and traditional arts as opposing forces, the two can complement each other, allowing for a balance between innovation and preservation
- Live performances and physical exhibitions can incorporate technology to enhance accessibility (e.g., live streaming, virtual tours), while also emphasizing the irreplaceable qualities of human artistry

- **Cultural Preservation and Innovation:**

- Artists and cultural institutions can explore how technology can help safeguard traditional arts, ensuring that they continue to thrive alongside digital innovations
- Cross-disciplinary collaboration between tech artists and traditional practitioners can create hybrid forms that respect cultural heritage while embracing technological progress

Embracing Both Approaches:

- The arts stand at a crossroads
- The intersection of new ways and new things enriches culture
- Final thought: By embracing both, we redefine what's possible in arts and culture



Thank you

