

Role of Media in the Commercialization of Contemporary Arts

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Abstract

The glory of all ancient civilization is unearthed in their ruins as a proof of artistic excellence when Architecture, Sculpture, Drawing and painting etc. were very intelligently planned in terms of aesthetics, magnificence and utility. Later, Indian art was influenced by Greek art and techniques but the mixing up of two forms did not compromise on the artistic excellence rather this combination further enhanced the richness of artistic creativity. There was a time when art adorned the wall of palaces, temples, or public places where the patrons would be the kings, religious bodies or the great and rich men in the society. At its most basic sense. Social media represent a shift in how people discover, read and share news, information and content. Social media have become extremely popular because they allow people to connect in the online world to form relationships for personal, political and business use. Art, whether traditional or contemporary has been combined with the media forms to reach the people. Here media, informs the people about the various art forms and the way it can be utilized for beautification or for any psychological influence, thus leading to its commercialization. Art of one country has reached to each and every part of the world through the help of media.

1. INTRODUCTION

Art is the expression of human skills and imaginations. It is as old as human civilisation on earth. The invention of visual art is the most ancient of all the creative activities of the man. It was the artistic idea of assigning symbols to language which became alphabets in late Harappan period. The glory of all ancient civilization is unearthed in their ruins as a proof of artistic excellence when Architecture, Sculpture, Drawing and painting etc. were very intelligently planned in terms of aesthetics, magnificence and utility. Later, Indian art was influenced by Greek art and techniques but the mixing up of two forms did not compromise on the artistic excellence rather this combination further enhanced the richness of artistic creativity. Indeed the art needs hard work, patience, perseverance, devotion and dedication. It is disgraceful to relate Art with money but the bitter fact is that in present time art is heading toward its commercialization and this is definitely taking the artistic creation towards its descent. Fine Arts has increasingly become commercialized. And while that has helped to expose

new people to art but still it is not worth risking the integrity of art because this will only corrode its root and will destroy the flair of a burning mind leading to the death of authentic talent.

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Now the patronship has shifted to the common people who wish to adorn their abode and can afford to do so as the rise in country's economy allows them to buy art more easily than it was earlier. A change in the mindset of the people towards art has welcomed the art market today with its growing channels for buying art and easy accessibility, new technology and development in the field of science has radically altered the entire globe.

2. NEW TRENDS IN ART-COMMERCE

New trends in art like media art, video and sound installation, and video projections have been experimented by the artists in field of visual arts. The

development in Indian art has propelled the growth and value of Indian art market where Indian art has taken a new platform. It no longer heels patronage like older times. Earlier the world art market was dominated by European or western art. Now through globalization and awareness. There is a radical shift in the mindset of art collector and investor who is now focusing on eastern art and Indian art. Two popular art houses Sotheby' and Christie's sold of so many art works for a whopping collective price of crores in the last few years not only have these houses increased their auctions of Indian art they have also been joined by other art houses.

Contemporary Indian art is praised internationally and group of buyers and N.R.I.'s are there to buy the painting of blooming artists of India. This is a very warm effect of globalization on contemporary Indian art.

In 20th Century, the Commercial Art widely regarded as an exciting new art from at the turn of the century. In the view of many artists, writers and business men, good posters would oil the machinery of economic progress, the harmonious conjunction of art and commerce would also help the society to reach its fullest potential. In the late 1930s and 1940s even the great modern artists stooped to commerce. The changing boundaries of fine and commercial art resulted from efforts on the part of painters' illustrators, advertisers, advertising artists, photographers etc. The era of post World War II with the emergence of television the horizon of commercial arts expanded. Since then it has progressed leaps and bounds. Advertising is a fine art perfected by the man over the years, though the type and form of advertising has undergone a phenomenal change. Our ancestors relied on word of mouth advertising through press (Newspapers and magazines), electronic media (radio and TV), and recently through the internet. Its affect on our daily lives is all pervasive. The finest of the product would not find a market and would be dumped in the godown, unless it is properly advertised. It has contributed a lot in entertainment and education. It has proved to be an effective tool for the spread of knowledge and has contributed in improving the quality of our daily lives. Advertising has changed the style

and concept of doing business. An effective advertising can increase consumers.

3. SOCIAL MEDIA

Today social media is in all conversation; tomorrow they will be everywhere, like air, but maybe, tomorrow is already today. There are many people who have spent a lot of time defining and re-defining Social media, over and over again. Here is the current definition on Wikipedia : "Social media is media designed to be disseminated through social interaction. Created using highly accessible and scalable publishing techniques. Social media supports the human need for social interaction with technology. Transforming broadcast media monologues into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers." Businesses also refer to social media as user generated content or consumer-generated media.

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Social media can take many different forms, including Internet forums, weblogs, social blogs, wikis, podcasts, pictures, video, rating and bookmarking. Technologies include: blogs, picture-sharing, vlogs, wall posting Email, instant messaging, music sharing, crowd searching and voice over IP, to name a few.

According to some people, social networks will replace email, TV network, and search engines, cold calling and soon our whole social lives. Of course, we are not yet at this point but one thing is sure that the phenomenon is important, quickly growing and it is creating a convergence and auto-reference among the Apps.

The markets and more precisely the marketers have slowly begun to appreciate the power of word-of-mouth in recent years. Social media just makes it that much easier for customers to create and share information and content. As marketers begin to get a handle on what social media is and why it's important, they are beginning to incorporate social media into their

marketing plans. As other fields like tourism Art has generated a more and more important and constantly evolving market, which can be consider as a system. The art market has gone through crisis and periods full of enthusiasm. But while in the past, contemporary art mainly attracted specialized people; today its audience is increasing, especially among those who have a high financial capital and an interest for the diversification of investments.

Initially, the concept of galleries was to promote the artists by exhibiting their works and to create an artistic atmosphere in the society to achieve the due respect and reputation for the artists and to made him recognized as bearer of the culture. But now the new aspect of Art Market has broaden its definition. So, in this respect, the role of the galleries have concentrated towards its commercial aspect. They are now not the humble centers only to upgrade an artist statures but they have converted into a commercial hub.

It is not a humble place merely to display the art works but it is an art hub where so many people of various interest are involved, so many activities like publication of books related to art, brochure of artists, scholarships for upcoming artists, research, commissioning project, archiving and retrospective shows of eminent artists are also the part of the galleries' activities. Moreover, they are the major collectors of all genre of art. There artists display their work in anticipation of appreciation and money, gallery owner promote and benefited by the art work, art lovers come for the aesthetic gratification, critics and media for discussing the latest trend and the quality of the art work. Besides these traditional aspects, there is a new generation of gallery goers resultant of globalization, who are the buyers from corporate sectors, investors who think that investing in art is safe, some of them are from design school who think that they can curate the art more impressively, then there are (middle men) agents who works for both the parties-artist and art buyer to convince them about each other's interest. So the galleries are now the amalgamation of verity of people with various occupation/interest.

Auction house in the platform where activities such as collecting the artifacts, arranging the proceedings of an auction, bringing buyers and sellers together and finally collecting the funds from the buyer

take place. Thus, they play a vital role in establishing an art gallery and artist and enabling a buyer to get what he aspires for. Indirectly, they are responsible for making an art work valuable and establish an artist in the world art scenario and at the same time they generate a large amount of money as secondary market. Advent of electronic media has made them popular everywhere and has made their work easier as online auction is also done. Now bidding online and by telephones are a common phenomena. Some buyers do not hesitate bidding on phones as busy schedule does not allow them to attend the auction, so auction houses have started these options also.

Christie's and Sotheby' are one of the world's largest and prestigious art galleries which has history of world art auction and the market is divide between their duopoly. They dominate the upper end of the market. The auction houses are financially strong and have international networking to operate successfully. They engage specialists to ensure total security to their clients. Inspired by them and to Osian, Emami Chisal Art to name a few and they provide on line auction facility also.

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For the first time the Indian art market scenario has recorded a remarkable artistic activity to match the global standards in the form of India Art Summit. This is an indication of art being commercialized and Indian art becoming global. It is a new tool to strengthen the concept of art being commercialized and Indian art becoming global. It is a new tool to strengthen the concept of art market. Art market now is not restricted up to buying and selling. It compares of so many newly mushroomed fields in the world of art. Indian Art Summit is one of such newly born phenomena which is worldwide creating history within four years of its origin.

Maithili Parekh, deputy director of the British Auction House, Sotheby's, commented in 2009- "It's fantastic, really. The Indian art market is quite young and new but it's very exciting and has really taken off. The art fair has seen immense sales in spite of recession which is really encouraging, "She says." We're very pleased with the quality of galleries that have been

selected and the breadth of Modern and Contemporary Art that will be presented at the upcoming fair “says Neha kirpal, Director, India Art Summit at the third addition of summit 2011” India has never seen this selection of art and galleries come together from around the world, I’m very excited to see that our country’ art fair is shaping up to be of a truly international standard, “says Shireen Gandhi, Gallery Director, Chemould Prescott Road, Mumbai.

The way of communicating and spreading contemporary art as soon as the way of buying and selling it have already faced the net and the new communication tools. They have changed our perceptive capacity of enjoying an artwork, the way of getting information about artists, galleries, prices, museums, events and, more recently, about private collector. Why? Because on can find everything one wants to know about art market players and trends on the net.

One of the main online tools used by the contemporary art market players is the website, generally conceived as a showcase, which allows people to show what they are and what they do.

Through the net, people can get information about the art work and its market from all over the world and be updated about events and news, even if they live far from the main art circuits. Internet communication tools are also important to get more visibility. They are great means to reach a larger, more global audience, as well as the type of people who are put off by the hype and celebrity. All the interviewees agree with the fact that using Internet and its wide diffusion tools is important to create a strong identity online, even if it is useless without having a tangible project in the real world. What one sees on the net must be the mirror of one’s activities, carried on as a gallery owner, artist, art critic or curator.

Social media is considered as a shift in the way people discover read and share news, information and content and represent the democratization of information, which transforms people from passive to active. Specialized websites, online database, Social networks, forum, blogs etc. Concerning art field and art market are perceived as additional instruments, which support the traditional means of communication and can help to improve the workflow. Artists who use social media to promote their work, on the other

hand, are looked unfavorably by the Italian gallery owners and collectors interviewed, which think some artists that social media are wonderful tools to get in touch with foreign artists in a direct and instantaneous way. Collectors seem to use social media mainly to exchange information about emerging artists, quotations, exhibitions and new acquisitions and to get in touch with likeminded people increasing their knowledge about the art field.

None of the new socializing platforms seem to be able to replace the importance of face-to-face relationships that characterized the contemporary art market. Buying and selling artworks on the net is much more difficult than buying and selling other goods.

The opinions about this topic are quite contrasting. Some gallery owners are afraid of this technological shift, which has changed the way of communicating art and making art business, while others look at it positively because it can represent an alternative way for increasing the sales. The online art market exists not only for investors and, how some professionals have underlined during the interviews; it is a parallel channel, which is evolving day-by-day even if artworks have a more complex market than other goods. It is difficult to forecast, which will be the influence of social media on buying and selling art because, as affirmed by the interviewed art players, it will always be necessary to see a performance, a painting, a sculpture etc.

The new communication platforms have had a big influence on the human habits in general. More and more activities both private and professional are being carried on in front of a computer, especially those concerning interpersonal communication, so there is no doubt that the way of promoting events and exhibitions as well as getting in touch with people has totally changed since the advent of social media. Social media, collectors and art lovers have a higher knowledge of artists, prices, events and trends concerning art and they know exactly what they are interested in and its value on the market. The democratization of information opens a sector, which has always been elitist and makes it more accessible to a larger audience.

Thus, media has changed the traditional ways of transmitting messages to an audience, a global audience in fact. From the traditional sources of

paintings, music, museums to mass media like the Internet. Anything put on the Internet is available to anyone, anywhere and at anytime. In some countries, the adoption of Western products, Language and cultural differences also need to be considered when media in different countries. With this, many believe that our Western values negatively influence the native values of developing countries. Media is to inform and persuade the audience on a particular product or service. Global corporations depend on advertisements to promote their products and services in emerging countries as a way to earn profit. But we all know that every action has a consequence. Some believe that media educate the public about products that are out on the market. Some argue that media pollutes the minds of citizens in developing countries. In addition, it does not help their economy because it is wasteful spending especially when their poverty level is at an all time high.

4. CONCLUSION

To sum up, Media is one of the most powerful instruments of communication. The medias role in this

society is fundamentally a function of how this society choose to use the media. It can change opinions because they have access to people and this gives it a lot of strength. Media plays an important role in increasing of public awareness and collect the views, information and attitudes toward certain issue. Thus, farming one's thoughts and actions. These thought are not only related to commercial products or social awareness, but also includes art. Art, whether traditional or contemporary has been combined with the media forms to each the people. Here media, informs the people about the various art forms and the way it can be utilized for beautification or for any psychological influence, thus leading to its commercialization. Art of one country has reached to each and every part of the world through the help of media. Moreover, it is the media that has lead to conservation of art by commercializing it. Commercialization of art through the help of media, gave the artisans and artists important place in the society thus contributing to their economic growth and to the development of the cultural essence of a country which is embedded in its art form.

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