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Introduction

Milestones in the history of contemporary art and technology are widely known in the West and information about them can be easily found in media art centers, public libraries, universities and art academies. In Russia, this important information is simply not available, which, when studying the influence of information technology on art, provokes difficulties. The relevance of this topic is obvious, because art and science are integral and necessary areas in the life of every person. There continues to be a problem for the provincial public to receive modern, objective and operational information on the visual arts. It is not possible to solve this problem in the near future using traditional media. The use of new information technologies, which at the beginning of the 21st century, is seen as one of the solutions. become a powerful factor influencing changes in the sociocultural situation in Russia. Since the mid-90s, the Russian province received a new source of information about culture and art in the form of the Internet. A considerable merit in its distribution, primarily in university centers, belongs to foreign charitable organizations, in particular the Open Society Institute (Soros Foundation) and the educational programs of the US State Department. Through their efforts, about 30 regional cities of Russia were given the opportunity to provide free Internet services to teachers, students, and cultural and art workers. The most famous among the humanitarian intelligentsia are Internet centers that exist under the auspices of the Soros Foundation in Nizhny Novgorod and Yaroslavl. Their activities cover the entire Volga-Oka region and involve other interested organizations in cooperation. Note, for example, joint projects of the Yaroslavl Internet Center and the Yaroslavl Regional Art Museum. This work has the goal and objectives to find out the features of the influence of information technology on art, to consider the specifics of the interaction of art and science, the product of which is new technology, at the present stage and to characterize the results of the interaction of information technology and art.

1. The use of technology and social media in contemporary art

1.1 Digital technologies in art

The impact of digital technology on artistic creation in the 21st century is difficult to overestimate. They are used everywhere: when editing photos, creating sculptures using rapid prototyping technology, quantum shooting (without using a camera). Even “traditional” painters often create preliminary sketches on a computer, and only then work on canvas. As for a wide audience, young people in developed countries spend more time online than watching TV, and families transfer boxes of old photos and home videos to special companies that digitize data, where they turn them into first-class documentary material and record on DVD. The American film critic Edward Halter looks at the digital revolution with alarm: “Our time is the time of celebrity authorities, video memories, individual technologies, electronic terrorism, an overabundance of information flowing from many screens, and social life brought to the network. For modern youth, social benefits and military conflicts have become a game that can be downloaded, and history has taken the form of cluttered desktop files. ” Just as at the end of the 19th century the system of artistic styles (classicism, romanticism, etc.) lost its descriptive power, today any description of artistic practices that do not take into account the technological aspect will be untenable. The relationship between art and technology, not always amorous, has matured: world culture was inevitably computerized, and this process touched the artistic sphere. Digital art is a medium based on the operation of machines, and the possibilities offered to them seem inexhaustible. This is the opinion of the American writer and curator George Fifiid: “In a computer space where neither frictional forces nor the law of gravity act, an artist can easily rearrange and combine several images, filters and colors, feeling such freedom of creativity that could not be done before and dream. ” Digital technologies have provided the development of computer art, net art, digital photography and digital video, experimental sculpture, almost the entire modern standard and many other practices with their own history and corps of authors.

1.2 IT and multimedia technologies in contemporary art

Modern information technologies are used both in the creation of works, and in their display, as demonstrations in the form of multimedia installations, which provide an opportunity to take a fresh look at the classics and maintain interest in traditional

classical painting, music, and theater. So, for example, exhibitions of paintings by old masters in the style of "revived masterpieces" enjoy constant success with the audience. A wide range of tasks can be solved by the accompanying multimedia help and information systems, Digital Signage systems. Museums also digitize their exhibits and record information on long-term media and create websites that solve information and demonstration tasks.

Finally, modern technology is able to create an "immersion effect" in the atmosphere of a particular era. Virtual and augmented reality technologies allow visitors to see what was previously visually impossible to imagine. For example, in a virtual museum, exhibits are in virtual space, and visitors can get acquainted with them using displays, projectors or virtual and augmented reality devices. To the exhibits, you can add virtual elements that are combined in real time with real-world objects. Installation projectors, video walls, interactive panels allow you to create large-format bright images on various surfaces.

Now it's hard to imagine an exhibition or museum hall without information technology. And these are not only audio guides and displays with information about expositions. More and more museums, exhibitions, concert halls and other cultural institutions are using digital equipment to hold and attract an audience. This not only helps to increase attendance, but also contributes to the growth of interest in culture as a whole, develops the artistic taste of the viewer and makes it possible to obtain the necessary knowledge.

Conclusion

As a result of the influence of technology on art, the phenomenon of digital arts, or art media, has developed, which is characterized by interactivity, elitism, new artistic means, forms and genres. The most common types of digital art are video art, network art, and animation.

The development of sociocultural processes in this area according to a pessimistic scenario can be facilitated by the observed tendency to reduce the cost of computer equipment, which also refers to "durable goods" and prestigious status items of life, combined with the directly opposite tendency to increase prices for transport services, books, printed Media and entrance fees to museums and exhibition halls. At the same time, economic recovery and its balance will contribute to the establishment of a more pragmatic attitude of the provincial population to the Internet as one of the many sources of artistic information and one of the many technological possibilities of creativity in the modern world.

Links

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