

From Da Vinci to Digital: Learn the Art of Looking at Art in the Post-Truth Digital Age

“Technology, like art, is a soaring exercise of the human imagination. They are not separate realms walled off from each other. Art employs techne, but for its own ends. Techne, too, is a form of art that bridges culture and social structure, and in the process reshapes both.”

- Sociologist, Daniel Bell

Art and technology have been crossing paths since the time of Leonardo da Vinci. A pioneering example of algorithmic art emerged in 1973, as English painter Harold Cohen crafted a computer program named AARON capable of generating original drawings. Two decades later Jean-Pierre Hébert coined the term “algorist” - an artist crafts artwork through a self-designed algorithm.

The early 2000s witnessed a pivotal shift in the art world. Digital artworks found their way into museums, prompting cultural institutions to embrace new technologies and reimagine how collections were presented. This shift aimed to broaden the audience for museums and galleries, which were often perceived as elitist and inaccessible. The democratization of digital tools fostered a surge in new creative practices and modes of artistic production by non-professional artists. This accessibility further contributed to making art more inclusive and approachable for a wider public. The last few years have seen the birth and growth of some of the most future-forward technologies of our times.

TIFA Studios and **Avid Learning** present **The Art of Looking at Art: Decoding Tech Art in the Post-Truth Era**. As the digital realm increasingly shapes our understanding of reality, *Founder Director, TIFA Studios, Trishla Talera* will lead the participants in an immersive journey designed to appreciate, evaluate, and engage with the dynamic realm of tech-enabled art. This workshop would unravel the intricate interplay between art, technology, and human experience. It will delve into the intersection of these elements within the context of posthumanism and the post-truth era.

During the workshop, Trishla will take the participants through the course of art history, tracing its evolution, and giving valuable context that underscores the current intersection with technology. The attendees will gain an understanding of how technologies like Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) are reshaping and redefining the essence of art in the modern landscape. This workshop facilitates a unique understanding of both, theoretical and practical applications, engaging the participants directly with the philosophical dimensions of art in the post-truth era.

This workshop is the third installment of Avid Learning's much-acclaimed '**The Art of Looking at Art**' series. The inaugural workshop examined the lives and masterpieces of globally renowned artists through the socio-political underpinnings that shaped their work, the second edition introduced innovative perspectives for critical art analysis, delving into nuanced discourse of postcolonial theory and the gaze. With this latest workshop, Avid Learning elevates its exploration to new heights by venturing into tech-enabled art, inviting participants to unravel the fusion of artistic expression and cutting-edge technology.

Join Avid Learning for an immersive workshop, where the narratives of history, technology, and creativity intertwine, guiding participants in the ever-evolving realm of artistic expression and engagement.

Date: Saturday 13th April 2024

Time: 10:30 AM to 4:00 PM

Fees: Rs. 2500 + 18% GST (Including Lunch and Refreshments)

Venue: Essar House, Mahalaxmi, Mumbai 400034

Register: www.insider.in

For Press: ayeshah.avid@gmail.com

About Faculty:

Trishla Talera is a cultural producer, curator, creator and founder, director of TIFA by Evolving Culture Foundation, a platform for Creativity and Culture in India. She advocates and supports deeply innovative practices through mentorship, residencies and festivals. In the last decade, her foundation has grown into a dynamic cultural hub in Asia and beyond. She is recognized in the Top 20 women running the Indian art scene by Art Gorgeous. Trishla has been a cultural ambassador to France, Switzerland, Taiwan amongst others. She has presented India's creative and cultural prowess at national forums, like FICCI and CII and international platforms, like in transcultural exchange Conference, Boston and Sessions Residency, Berlin