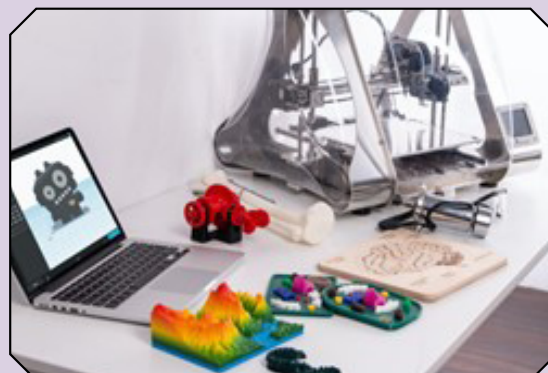


## ART ALCHEMY: THE SURPRISING TRANSFORMATION OF CREATIVITY

Art is how we see the world around us, and as our world develops and transforms, so does art. Over time, technology has changed the art world in many different ways.

### New Materials

Scientific and technical progress has brought some new materials, for example, acrylic paints allowed artists to work with bright colors and experiment with different textures. New ways of making sculptures, like using fiberglass and 3D printing, have made it easier to create art.



### Environmental Problems

As scientists have learned more about environmental problems, artists have created works that tell people about these problems. Environmental art often contains recycled materials and addresses topics like climate change and pollution.

### Interactive and Multimedia Art

Technology has allowed artists to create interactive and multimedia artworks, share them online and work together with other artists from different countries. This has made the art world richer. Visitors can now use touchscreens, motion sensors and virtual reality, where viewers can enter the artwork itself and also visit an exhibition in any place in the world! These exciting experiences break down traditional borders between the viewer and the artwork, digital platforms and social media have opened art to a global audience.

## Artificial Intelligence and Generative Art



Artificial intelligence has opened up new opportunities for artists. They can now use AI algorithms to make art and create beautiful works. Technology and art together have created a new form of art named generative art.

New technologies have started a new era in the world of art. However, these new technologies also bring questions about the authorship, copyright problems and the preservation of digital works. While the art world continues to adapt to these changes, it is important to find balance between technology and the traditional artistic values.

## KEY WORDS

- fiberglass – стекловолокно
- interactive – интерактивный
- motion sensors – датчики движения
- virtual reality – виртуальная реальность
- digital – цифровой
- artificial intelligence (AI) – искусственный интеллект
- generative art – генеративное искусство
- authorship – авторство
- preservation – сохранность
- values – ценности

## PROJECT

Find information about modern technologies in art in Russia. Choose one artist from your region, make a presentation and give a 1.5-2-minute talk about their works.

Mention the following:

- why you chose this artist and form of art (painting, sculpture, photography etc.);
- give some information about the artist (where they are from, the style they work in);
- explain how the artist uses modern technologies in their artworks;
- include pictures or videos as examples.

## DISCUSSION

Discuss the questions in pairs.

1. Does technology influence art positively or negatively? Why?
2. Can art effectively tell the audience about global problems such as climate change? What other problems can it address?
3. The text mentions the role of artificial intelligence in generative art. Do you think the use of AI questions creativity and authorship? How may this change the art world in the future?