



**Jawahar Lal Nehru
Govt. College of Fine Arts, Shimla**

5 - 6 Nov. 2024

INTERNATIONAL CONFERENCE

(HYBRID MODE)

ART AND SOCIETY NAVIGATING THE INTERSECTIONS OF CREATIVITY CULTURE, AND CHANGE

CONCEPT

Art has always been a dynamic force, a mirror reflecting society's most profound truths and an anvil forging its future. The conference seeks to unravel intricate tapestries, bringing together a diverse array of artists, scholars, policymakers, and cultural practitioners to engage in a rich and transformative dialogue. This conference will also pay homage to the region's unique cultural practices and traditions.

At the heart of this academic venture lies the politics of art—a domain where power dynamics and stakeholder interests wield significant influence. Through a critical lens, we will examine how governments, corporations, and communities shape and are shaped by artistic expression, revealing art's capacity to both uphold and subvert societal norms. Another focal point is the revival of traditional arts, crafts, and indigenous knowledge systems. In Himachal Pradesh, where ancient craft traditions like painting, weaving, woodcraft and embroidery continue to thrive, we aim to explore the delicate balance of preserving these cultural treasures while breathing new life into them, ensuring they flourish within our ever-evolving cultural landscapes. The fate of folk art in today's world will also be under scrutiny, posing the poignant question: Is it destined for a slow demise, or can it adapt and thrive amidst modernity's relentless march? Our discussions will delve into the intersection of art and sustainable livelihoods, spotlighting the myriad challenges and boundless opportunities for artists and artisans to carve out an economic niche. In Himachal, where traditional livelihoods are often intertwined with artistic practices, this exploration is particularly relevant.

The complex interplay of gender, class, and caste within art communities will be dissected, illuminating the oft-hidden social hierarchies that influence artistic creation and reception. In an age where technology pervades every facet of life, we will explore the impact of mass production and digital advancements on traditional and contemporary art forms alike. Market dynamics, value chains, and artisan empowerment will be critically examined, seeking pathways to equitable market access. Furthermore, we will delve into the potent realm of performing arts as sites of resistance, where political narratives and subversive expressions ignite change and challenge the status quo.

The conference will also embrace the therapeutic potential of art, discussing its profound impact on mental wellbeing. Ethical considerations surrounding AI in art will be rigorously debated, pondering the future of creativity in the digital age. As we will celebrate the transformative power of art, we hope to wrestle with the challenges of the contemporary world to explore newer possibilities of engagement with art.

Objectives

- To engender an interdisciplinary dialogue and exchange on the dynamic relationship between art and society, with a focus on cultural diversity, heritage preservation, and social transformation.
- To bring into focus the vibrant folk cultures of Himachal Pradesh and their role in shaping cultural identities and fostering community resilience.
- To explore innovative approaches, best practices, and collaborative initiatives in the fields of art and culture with a view towards promoting social cohesion and community development.
- To strengthen partnerships, networks, and collaborations among academic institutions, cultural organizations, government agencies, and community stakeholders committed to advancing arts and culture.

THEMES

The conference will feature a wide range of themes and interdisciplinary subtopics, including (but not limited to) -

- The Politics of Art: Stakeholder and Power Interests.
- Revival of Traditional Arts, Crafts and Indigenous Knowledge Systems for Evolving Cultural Landscapes.
- Is Folk Art doomed to die its own slow death?
- Art and Sustainable Livelihoods: Challenges and Opportunities.
- Gender, Class and Caste in Art Communities.
- Surviving the Age of Mechanical Reproduction.
- Market Dynamics and Artisan Empowerment: Negotiating Value Chains and Market Access.
- Performing Arts as Sites of Resistance: Political Narratives and Subversive Expressions.
- Art and Mental Wellbeing.
- Art in the age of AI: Ethical Considerations.
- Art and Social Change: Reinterpretation, Adaptation, and Innovation in traditional forms.
- Art Education and Community Engagement for Social Change.

Registration Link -
<https://forms.gle/MUJS3dfLhdMdrwz67>



Supported by

**Department of Language and Culture
Himachal Pradesh**

Important Dates

Last Date for submission of abstracts	13 Oct. 2024
Acceptance of abstracts	15 Oct. 2024
Conference registration for accepted abstracts	16 Oct. 2024
Submission of full paper	25 Oct. 2024
Last date for registration online	28 Oct. 2024

Guidelines for submission

- The abstract should not exceed 300 words, and the full length paper should not be less than 3000 words typed in Times New Roman font size 12 points with double spacing, following MLA style sheet version 9.
- The title of the paper should be in upper case centred and bold with font size 14 points.
- Author(s) name and affiliation(s), centred with font size 11 points. Author's address and email are mandatory.
- Papers submitted in Hindi should be in typed in Unicode / Kruti Dev 010 typeface, with all other guidelines as above.
- All submissions should be in MS word only.

Academic correspondence at - artscon3@gmail.com

Publication

All accepted papers (approved by peer review committee) will be published in UGC care-listed journal/book with a valid ISBN.

Fees

Students & Research Scholars	₹ 1000
All others	₹ 2500
On the spot registration	₹ 3000

The fees cover: registration/participation fees, refreshment, kit, transport to and from Banuti.

Bank details

Name of Bank	Indian Bank
Branch	Chaura Maidan Shimla - 4
Account Name	ARTCON 24
Account No.	7867735417
IFSC	IDIB000C132



Named after the first Prime Minister of India, Jawahar Lal Nehru Govt College of Fine Arts, Shimla, is the only institution in Himachal Pradesh exclusively dedicated to education and training in performing and visual arts. It came into existence in June 2015 and has its campus at Loharab, about 18 kilometres from Shimla. The college was born of a vision for specialised education and training in fine arts. The college offers professional degree programmes in Painting, Applied Art, Sculpture, Vocal Music, Instrumental Music (Sitar and Tabla) and Kathak Dance. In just a few years of its inception, the college is a proud alma mater to a large group of highly trained and accomplished alumni who are excelling and making a mark in their fields nationally.

How to Reach our College

Once in Shimla, you're requested to reach Banuti by bus / car and then take right towards Pahal. The College will arrange transportation from Banuti at 8:30 am and 9:15 am on both the days. We will drop you back at Banuti in the evening, after the conference sessions.

Follow or scan the link for location -

<https://maps.app.goo.gl/QosGK8LPCo1fqYoB8>



ABOUT COLLEGE

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Advisors

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- Prof. Him Chatterjee
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- Bhupender Thakur