

SUSTAINABLE DEVELOPMENT THROUGH ART: GLOBAL SCENARIO

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Abstract

Art and culture are the centre of development. Art is playing an enormous role in shaping the life and missions our cultural visions and aspirations of office society. Art is essential for cultural understanding and hence Global sustainability. Yet any significant sustainability initiative is related to the individual level. Both art and sustainability are processes that can lead to a creative outcome. Sustainability rests on the notion that individuals have to be both conscious of our place on the planet and embrace the values that enable us to leave sustainability at the individual level. Art can help people to become conscious of the state of our planet and assist in negotiating the values that will support sustainable living while working on environmental issues authentically as an artist one can find different ways to engage people when artists are able to show the integrity of their art and find ways to interweave the artistic that into a movement and to be validated and respected for it that is sustainability. Art is a model for sustainability because the basic values in art stem from the desire to communicate meaningful experiences that resonate over time. Even fleeting fugitive and Temporary experiences endure . A Dance, song, a vision becomes embodied and remembered, Re -communicated, recycled and re- embraced. Creativity and art is a model for sustainability because the basic values in art stem from the desire to communicate meaningful experiences that resonate overtime. If sustainability is a movement towards long-term well being acting now so as to impact a better future then it is a natural partner . One of the most important factors to affect contemporary art has been cultural and economic globalization. Increasingly International art exhibitions draw their contents from all over the world and artists address a wide range of subjects relating to this developing situation . Globalization changes the way Nations businesses and people interact specifically it changes the nature of economic activity among Nations expanding trade opening Global supply chains and providing access to natural resources and Labor markets .



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साहित्य संगीत कला विहीनः

साक्षात् पशु पुच्छ विषाणहीनः ॥

भर्तृहरि ,नीतिशतकम् श्लोक 1

A person destitute of literature, music and the arts is as good as an animal without a trail or horns. It is the good fortune of the animals that he doesn't eat grass like them.

As art is manifesting in the Global form New artistic dimensions are being created . Along with aesthetic expression art also serves as a bridge in expressing social objectives and moral values of the sustainability of human life .And we see this in the many sided ideology of art like ;- Modern Art contemporary art , digital art , 3D motion graphic design, NFT- Crypto art, cyberpunk ,AI art ,animation ,multimedia, outdoor art, public art ,appreciation for nature -environment art , Street art , Graffiti art, maximalism art , minimalism art, and so many virtual art events , exhibitions , workshops , art residencies etc.

Digital art has become a part of life. More and more types of digital art emerge as Technology advances. various innovative ideas of art have reinforced a collective Global ideology e. and its main conducting art is manifesting and its integral forms. Currently so many jobs markets are available for artists and all those using different types of local art gains popularity on global level . Now the artist is not only creating aesthetic forms but also orientation with the nature , environment , ecosystem and region specific folk art features and their utility. This work was not limited to only one country, province but became a worldwide movement with today's digital virtual electronic media. Artists' activism in the art movement became more vocal from several worldwide platforms around the world.

In this new trend where technology is more influential the same traditional local elements are also playing equal participation.. In this world wide movement not Only artists digital Modern Contemporary artists students but engineers doctors Architects are also contributing.

Art forces humans to look beyond that which is necessary to survive and leads people to create for the sake of expression and meaning. Art can communicate, information, shape our everyday lives, make social statements and be enjoyed for aesthetic beauty. In this context globalization is the abstraction through which we come to envision what artistic production all over the world at the same time might look like . We can imagine all the artists of the world somehow working together to produce the art of the present contemporary art .

Globalization brings a key benefit - it stimulates the spread of knowledge and Technology, helping to spread growth potential across countries..... investments in education , human capital and domestic research and development are essential to build the capacity to absorb and efficiently use foreign knowledge . Globalization changes the way Nations ,

businesses and people interact, specifically it changes the nature of economic activity among Nations , expanding trade, opening global supply chains and providing access to natural resources and Labor markets . Globalization not only stimulates technology but also sustainability of natural resources through art . The main idea of Sustainable art is to raise public awareness towards environmental , political and social issues through work of art . Sustainable artists seek to optimize the use of natural resources to reduce the environmental footprint of their work as well as encourage society to become more conscious of their impact on the environment and future of our planet.

Sustainability exists in all areas of life, sustainable fashion [use of Eco Friendly fabrics and recycled materials], sustainable economic development [sustains natural resources and environment for future generations] , sustainable agriculture production with minimum effect on nature and our well-being, high standards of living securing well-being for future generations. Artists apply their creativity in a multi-faceted way and thus sustainability in art can take on a variety of forms depending on the materials used and the purpose behind the piece . The prevalence of Arts is an important effect of globalization even though the artist was not untouched by the Awareness of the Environment . Therefore keeping sustainability in mind many artistic innovations have been made and are continuing, many examples are found in different areas of art architecture and in various categories . Some of these have attracted worldwide attention .

Architectural art :-

First is **Rajkumari Ratnavati Girls School** located in Jaisalmer Rajasthan this architectural wonder located in a small distance from Jaisalmer famous sand dunes in Konoil village aiming to educate girls and empower them .The school portion called the Gyan Center will accommodate 400 girls from kindergarten to class 10th .

The institution is shaped like an oval that blends in the desert made of yellow sandstone. Oval geometry of the school symbolizes the strength of women . An AD100 award-winning sustainable School designed by **Diana Kellog** , the New York based architect and is funded by **CITTA**.² [image - 1]

Diana Started working on the structure in 2014 Construction by local workers started in October 2018 and took one year to complete . School has no air conditioner, the school blends with the desert landscape with the beautiful Jali wall at the roofs and Solar installations and ensures sustainable principles .

The school Complex also has the textile museum and performance hall as well as an exhibition space for artisans to sell their crafts. In another building women will be trained in traditional arts like waving and Textiles to preserve dying Handicrafts .

This Jaisalmer girls school is not only famous for its unique design but also for their specially designed uniform with Ajrakh print by famous Indian fashion designer **Sabyasachi Mukherjee**.³

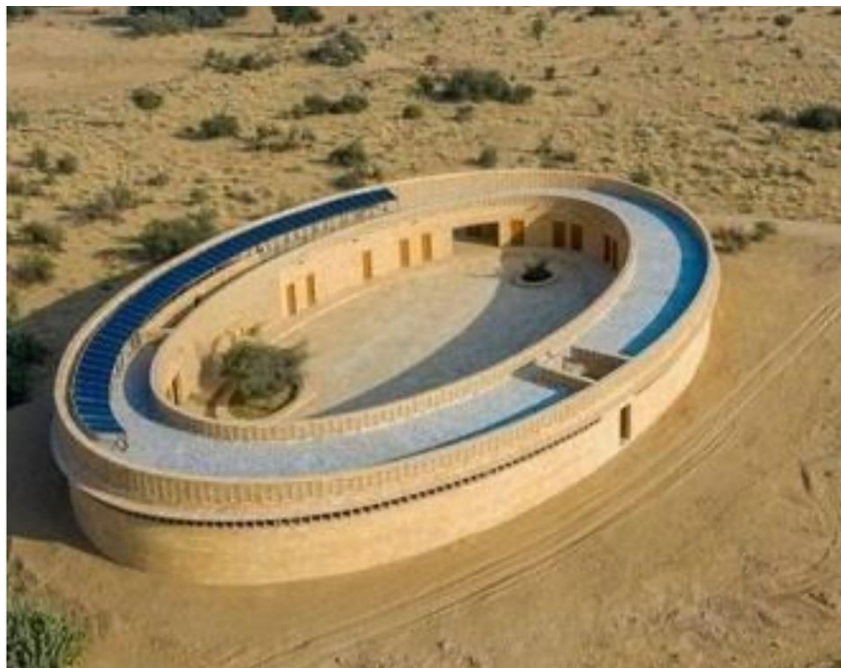


Image 1. Oval shaped girls school - Jaisalmer [source - wikipedia,e-net]

Second example is **Bosco Verticale [Vertical Forest]**⁴ is a pair of residential Towers in the Porta ova district of Milan Italy between Via Gaetano De Castilla and Via Federico Confalonieri near Milano Porta Garibaldi railway station . They have a height of 111 M and 76 M and contain more than 900 trees[approximately 550 and 350 in the first and second towers] respectively on 8900 square meters of Terrace. Within the complex is an 11 storey-office building . Towers were designed by **Bolero Studio [Stefano Boeri, Gianandrea Barreca and Giovanni la varra** ; it also involved input from horticulturists and botanists . Building was inaugurated in October 2014 .

According to Stefano Boeri the building was inspired by Italo Calvino 1957 novel the baron in the trees in which the protagonist decided to abandon the ground and leave in the

trees for the rest of his life the project was name Bosco vertical or in English Vertical Forest because together the towers have 800 trees 5,000 shrubs and 1.5000 perennial plants which help mitigate smoge and produce oxygen.

The buildings biodiversity is expected to attract New birds and insect species to the city . It is also used to moderate temperatures in the buildings in the winter and summer by shading the interiors from the sun and blocking Harsh winds . The vegetation also protects the interior spaces from noise pollution and dust from street level traffic. The building itself is self-sufficient by using renewable energy from solar panels and filtered Waste water to sustain the building's plant life; these green technology systems reduce the overall waste and carbon footprint of the towers . [image -2]



Image -2 , Bosco -Verticale -Milan [Italy], [image source - wikipedia -e net]

Another beautiful example of art and sustainable architecture is **Mud Houses**. Mud construction system is less energy intensive and very effective in different climate conditions
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. Earth Is one of man's oldest building materials and most and share civilizations used in some form. It was easily available cheap and strong and required only simple Technology . In Egypt The Grain stores of Ramassume building built in Adobe in 1300 BC still exist ,the Great Wall of China has sections built in rammed earth over 2000 years ago . Iran ,India ,Nepal, Yemen all have examples of ancient cities and large buildings built in various forms of earthen Constructions.⁵ History repeats itself nowadays. There is a craze for mud houses in hotels, restaurants , guesthouses , and for personal homes also . **Kerala based Architect G Shankar** mud house at Mudavanmugal in Thiruvananthapuram, is the eye catching 3000 square feet mud house near banks of Vellayani lake.⁶ [image - 3]



Image -3 , Mud House , Kerala [image source - timesofindia.com , e net]

Another most artistic example of modern contemporary art is **BARCELONA CITY of Spain** Urban planning [A model of orderly clean safe hygienic urban living] , How the City grew , from pre-Christian Romans to Cerda\ to the 1992 Olympics.⁷ Over the centuries the city has been transformed again and again at the hands of vissionarie's mostly notably **architect Idefons Cerda** , are still considered one of history's great urban planners .

Two things are worth noting about Cerda's plan - first he took what was for the time and exceptionally Holistic view of urban quality. he wanted to ensure that each citizen had on

a per capita basic enough water clean air sunlight ventilation and space his blocks were oriented north west to south west to maximize daily Sun exposure .

And second, his plan embodied what is - then and today- a striking egalitarianism . Each block [manzana] was to be of almost identical proportions, with buildings of regular height and spacing and preponderance of green space. Commerce was to take place on the ground floor , the bourgeoisie were to live on the floor above[rather than mansions at the edge of town and the workers were slated for the upper floors . In this way they would all share the same streets and public spaces, exposed to the same hygienic conditions , reducing social distance and inequality . [image - 4]



Image - 4 , Barcelona City - Spain [source of image - vox,com ;-enet]

Land Art

Land art also known as Earth art or Eco art is an ecological movement which appeared in the 1960s and 1970s . land art uses natural materials such as wood, earth ,

sandstones, water ; it is often created in remote locations to draw attention to the power and beauty of nature .

The most prominent example of land art is Spiral Jetty.⁸ Spiral jetty is an earthwork sculpture constructed in april 1970 that is considered to be the Robert smithson built on the North Eastern shore of the great salt lake near rosal point in Utah Entirely of mud salt , crystals, basalt rocks and water. Spiral Jetty forms a 460 meters wide counterclockwise coil jutting from the Shore of the lake . [image -5]



Image -5 , Land Art ,Spiral Jetty by Robert Smithson

Eco Friendly Sustainable Art works by using waste materials

This art movement brings on sculptures that apply solar wind hydroelectric tidal and geothermal resources to create movement and energy such sculptures are functionally both renewable energy generators and artwork fulfilling aesthetic and cultural functions . Although this blend of Science and art is relatively new to sustainable art, it has been gaining confident momentum .

The UN conference on Sustainable Development held at Rio came up with an innovative way to put this message across .The organization commissioned the creation of the **gigantic fish sculptures** on the beaches made entirely of discarded plastic Water bottles .

Truly breathtaking and inspirational at the same time, these fish sculptures are the perfect ode to environmental sustainability.⁹ [image -6]

Andre Brossil [Ecofuturist Artist]creating a unique piece of art, the **spherical Sun power generator**, is not just an artistic interpretation of renewable energy but it is also a renewable energy invention. The sculpture is a structure that generates twice the Normal amount of solar energy possible with the Solar Panel this also works using significantly less surface area we can use this invention to charge an electric car or serve as a high power lamp at night.¹⁰ [image -7]



Fish installations from plastic bottles,

**Image - 6 , Fishes ;made with Discarded plastic bottles , [source of image -
ecofriend.org ;enet]**



Image -7 , Andre Brossil , [source of image -arte8lusso.net]

Nick Gentry is a London based artist whose distinctive feature is to **recycle used Floppy disks**.¹⁰ He uses film rolls, VHS discs, and X-rays which he skillfully harmonizes with the portraits. Nick paints extraordinarily futuristic portraits on them. His work is influenced by the development of consumerism technology and cyber culture in our society .
[image -8]

There Are so many examples available regarding sustainable art like Lime work , Pottery art and Clay Utensils and many more ; which impacts are visible globally in the present scenario. Humans have evolved through creative thinking and evolution over centuries it is not only a testimonial documentation of that profound fact but also the catalyst to that evolution.



Image -8, Artist - Nick Gentry, [source of image - arte8lusso.net]

Conclusion

In fact, the Global form of art explains the High ideals of Indian philosophy in which the Welfare of the entire world's being has been wished and the whole world was considered one family. As :- **वसुधैव कुटुंबकम् and यतो अभ्युदयः निःश्रेयस सिद्धिः स्वधर्माः**

Our Sanatan Dharma has deep-rooted practices and rules which are directly and indirectly connected to nature. The only reason for our survival is that we are practicing righteous laws of life . Never break rules of nature, that's why it is called 'Yato Dharma Tato Jaya'.

Thus we can say that The ways globalization caused around the world to shift to word inclusion. Both the west and the world followed unique paths towards the same globalized reality, creating a vast cross-cultural dialogue that envelops every aspect of culture including art .In today's world of art globalization is not a one-way street where we started indoctrinating the total discourse on art. Rather majority world Artists and Markets are also feeding and changing the Global discourse. The rise of global art Biennials and the sociological concept of “ reverse flow”, perpetuates the plurality of critical voices . With a new emphasis on plurality, theories of art fail if they are based on particularized intrinsic

qualities. As such a global theory of art must find extrinsic qualities for classifying and evaluating art .

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