Visual Arts Education and New Technologies: Sharing cultures at the DeTao Masters Academy

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Vincent Van Gogh (paint)

David Hockney (iPhone)
Visual Arts Education and New Technologies: Sharing Cultures at the DeTao Masters Academy
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Stamenka Uvalić-Trumboić & Sir John Daniel
Our Plan

Visual Arts: definition
Technology in Art
Art Education
Sharing and Mixing
The DeTao Masters
The Wider Audience
Why are we here?
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Why are we here?
What are the Visual Arts?

“The visual arts are art forms that create works which are primarily visual in nature, such as ceramics, drawing, painting, sculpture, printmaking, design, crafts, and often modern visual arts (photography, video and filmmaking and architecture)”
What are the Visual Arts?

And also…

- performing arts
- conceptual art
- textile arts
- industrial design
- graphic design
- fashion design
- interior design
- decorative art
Before the Arts and Crafts Movement…

Artist:

= Fine Arts (painting, sculpture, prints)

NOT crafts & applied art.
Before the Arts and Crafts Movement…

**Artist:**

= Fine Arts (painting, sculpture, prints)

**NOT** crafts & applied art.

**Training:**

= Workshop, apprentice, academy
In the 21\textsuperscript{st} century....

...Art is a freer concept
In the 21st century....

...Art is a freer concept

Andy Warhol
Nam June Paik
In the 21st century...

art is a freer concept

Andy Warhol

Nam June Paik

“Turtle,” by Nam June Paik, is shown at a special exhibition at the Pohang Museum of Steel Art to commemorate the late world-renowned video artist. (File photo August 20, 2010)
In the 21st century…

…Art is a freer concept

“freedom and multi-disciplinarity, combining fine and applied arts and performing arts both in creation and in teaching”

“technology is changing the way visual artists work”
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David Hockney
David Hockney: “Painting is an old man’s art” (Chinese proverb)
Hockney and Opera Sets:
Turandot
“David Hockney illuminates Paris”
DAVID HOCKNEY
Fleurs fraîches

Drawings on iPhone and iPad
Curated by Charlie Scheips - Designed by Ali Tayar

EXHIBITION ON VIEW
FROM THE 20TH OF OCTOBER 2010 TO THE 30TH OF JANUARY 2011
Fondation PIERRE BERGÉ YVES SAINT LAURENT
5, avenue Marceau 75116 Paris Tel 01 44 31 64 31
Open everyday except monday from 11 a.m. to 6 p.m. www.fondation-pbysl.net
Vincent Van Gogh (paint)

David Hockney (iPhone)
“I draw flowers every day on my iPhone and send them to my friends, so they get fresh flowers every morning”.

David Hockney
London
Winter Season
Royal Academy of Arts
2012
Large paintings: 20 canvases
Video: 18 screens
9 cameras
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“at art school you can teach the craft; it's the poetry you can't teach”

David Hockney

To be a painter, “You need the eye, the hand and the heart. Two of the three won't do.”

Chinese saying
UNESCO’s Second World Conference on Arts Education (Seoul, 2010)

Making Art
A Platform for Dialogue and Sharing between Cultures

Janet Pillai
University Sains Malaysia
UNESCO’s Second World Conference on Arts Education (Seoul, 2010)

“Arts education inherently involves dialogue between old and new”

“Can tradition and innovation not only coexist, but actually synergize to produce significant cultural and economic progress?”
Leonardo da Vinci
Artist and inventor
Gao Xingjian
Nobel Laureate
“intergenerational learning in order to safeguard knowledge of traditional arts...and dialogue and sharing among different cultures”
Knowledge Media

“the Internet has a much more intense and interactive relationship with knowledge than previous technologies and media”
Art Explorer

• Begin with learner needs, not technology

• Get teachers & students on same wavelength
  = share same conceptual & perceptual frameworks

“If students do not ‘see’ what experts see they cannot understand the experts’ arguments”
Art Explorer
an analogy with dreams

“...use the interactivity of multi-media to bring together the personal perceptions of students and the shared conceptual frameworks of the experts”

“a series of episodes, which is the natural style of multi-media, rather than a narrative”
Art Explorer
an analogy with dreams

4 Episodes

“different experiences that encourage students to look closely at paintings and to reflect on their discoveries”
'Episode 1' asks users to express their own ideas and sort paintings according to categories that they choose. This student has chosen the category 'Modern'.
Art Explorer then challenges students to re-examine the paintings and refine their own concepts. They are shown an analysis of how they had categorised them.
'Episode 2: The paintings in this section are 'live'; parts within them can be moved or changed in various ways by the student.
'Episode 3: Students are allowed to manipulate elements. In this example, they are asked to rearrange increasingly complex sets of flat blue pieces to create three-dimensional cube textures.
'Episode 4: Students are given various ingredients (flowers, people, some background and so on) and invited to build these into a design for their own painting. The painting they construct has to serve a function.
“Pride comes before a fall”

*English proverb*
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“A technology has given us a new freedom”

Larry Lessig
In 2001 MIT put some 100 of its courses online for free and defined them as “. . . publicly available materials that are either a part of or a complete course usually from a higher-education institution such as a university or college.”
To share Chinese Quality Courses worldwide, CORE has launched the project of writing “Chinese Quality Open Courseware (CQOCW)” into English in 2006. Since 2006, CORE has selected 27 from 1,500 CQOCW from CORE Member Universities and organized professors to get involved in the translation.
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DeTao Masters Academy:

A new model that blends tradition and innovation
Chairman George Lee
上海视觉艺术学院
Shanghai Institute of Visual Art

2010级新生开学典礼暨五周年校庆
Opening Ceremony of Fall 2010
& Celebration of the 5th Anniversary of the Founding of
Shanghai Institute of Visual Art, Fudan University
Cinematography: Nathan Wang & Sing Choong Foo

Hollywood & China

Tacit knowledge & Apprentices
Most Beautiful Book of the Year 2011
Matias del Campo
Architect

“DeTao: Epicentre of an earthquake”
Rainer Maria Latzke: talent combined with craftsmanship and training

Frescography using 3D techniques
Roger Fidler: journalist, designer, technologist

Conceived tablet 30 years ago...
Steve Jobs with the iPad

The iPhone
Timothy Jacob Jensen: Design combining light and darkness

Peacefulness, Harmony, Beauty
Richard Tabor Greene: 60 models of creativity
Dare to Dream
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Knowledge Media Institute

Stamenka Uvalić-Trumbić & Sir John Daniel
上海电视大学
SHANGHAI TV UNIVERSITY

为了每一位学习者
一切为了学习者
Tsinghua University: Chinese Architecture as Open Education Resources

The History of Ancient Chinese Architecture

The History of Ancient Chinese Architecture
Professor Zhang Qizhi
Professor Fang Guanghua
Professor Zhang Maoze
Professor Xie Yangju
Lecturer Song Yubo:

School of Architecture, Tsinghua University

Course Structure: Hour long classes - four times a week
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Why are we here?
Our Studio?!
Education Masters: Knowledge Media Institute
New Technologies and Innovative Education Models
Knowledge Media Institute:

How to use technology to develop a sustainable model of knowledge transfer between Masters, apprentices and wider China?

Your feedback?
THANK YOU

Sir John Daniel
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Thank You...