CHAPTER - VI

Conclusion

6.1 Alternative Approach is the Source of Creativity

Art making is different from normal activity because it demands certain kind of imagination and creativity. When the artists are engaged in creativity normally they undergo certain level of struggle and difficulty. They have to transform their thoughts and experiences into visuals through specific medium. The medium has its limitations and the subject demands certain properties in pictorial composition. Through the research questions and research process undertaken in this research, it has been found that struggle is quite common to an artist, but the way the artist workout the strategies and methods by alternative thinking and methods, they will overcome the problems in their creative process.

There are many alternative approaches the artists have adopted in the past and even in the contemporary art practices. Depending on the need of the artist and his desires or expectations in the works of art, depending on the trends, the artists have to look for fresh ideas. Sometimes change of medium can provide the alternative solutions, choice of an unconventional format as an approach can solve the problem, by combining different mediums and visuals through alternative thinking or lateral thinking the artist looks ahead for better results in the work. Display is another solution to certain concepts to achieve the required expression of the creative process. Combining different mediums called mixed medium can give wonderful results in the work. Alternative mediums like non-art mediums provide better solutions in the creative process. Projecting the works on different platforms or different spaces build the special identity for an artist. Finding alternative textures and effects can enhance the expression of the artistic works. In art making there are solutions and one can find them with freedom of thought and creative ability.

In addition to different mediums and ways of expression, understanding and reading the works is a complex process and every work of art is created in a particular cultural conditions. Majority of art is produced with reference to certain kind of text emerging from the culture and time. The contemporary art is one which is quite confusing and
misleading to understand because the confusion and contradictions are the subject matter for many artists. Every time or period the artists have developed alternative strategies to build their creation to meet their demands and to clear the confusion.

There are many ways the creativity has been explored and applied in the field of art. Creative thinking helps the artists to explore various mediums or devices to arrive at better results. Creativity and alternative efforts go together; sometimes one finds the other in the process. In every creative field the alternative thinking or approaches bring significant changes in perception. By providing alternative solutions, the artist gain better sense of visualization in their work and thus can gain better identity in their fields.

Alternative approach is very challenging for the artists in every stage because it keeps the artist in great insecurity to process and accept. Sometimes it may create new identity or it may destroy the existing identity. Whatever may be the condition the potential artists look for alternatives in their work and process by choosing or changing scale, changing medium, display methods or spaces, modifying the structure of the works, challenging the compatibility of the different mediums and contradicting the established symbolism in expressing their thoughts and feelings.

Whatever may be the responses, the artists moved forward with great determination and contributed variety of art works to their own societies and proved themselves as pioneers, or inventers of new aesthetics through alternative possibilities. Visual vocabulary is non linear and while reading it demands certain methods and directions which are associated with the technology and socio political influences on the artists of the time he lives in.

Every time and every period the needs and requirements change based on technology and production and availability of materials and opportunities. Particular social conditions will have their own complexities and problems, based on that the artists will react and express their ideas. Another reason as the process of observation, it is found that by change of patronage and encouragement process and representation will be discovered and rediscovered through alternative approaches by the artist.
Through this focused research, the researcher has found that alternative approaches is very significant in every stage of the creative process is to create extraordinary art works to shock, mesmerize, surprise and to excite the audience. Artist looking for the alternatives in their process generates new ideas and solutions to the problems he undergoes in creating a work of art. Finding an identity is very important for an artist to get recognition in their society or community. Many times the loss of identity happens and the artist gets into depression. But the artist has to get back his identity sooner otherwise his work will not have any special value. By adopting alternative approaches the artists enhance their work and provide good results in their work. It is also natural instinct for the artists to look for alternatives because they get bored with same medium or material if they practice for a long duration. Even if anyone notices or not the artists with the creative qualities always search for something new, different or innovative in other words alternative ideas, methods and Practices.

It is very clear that the art works and its language reflect the energy of the creative process manipulated by the artists. It is a constant exploration that the artists are working out to express and share their imagination and zeal to produce something special in their time and context.

While working on the hypothesis proposed earlier it is realised that Alternative Approach plays an important role in creative process. Alternative thinking is the source of creativity. Alternative methods have contributed to enrich the field of visual art. Impact of alternative approach on visual language is significant because the alternative methods are contributing to the field of art by opening the doors to creativity. In consideration of the time frame of the study undertaken of analysis the decade from 2000- 2010, it is observed that the Alternative Method is rather a deliberate effort of an artist to prove his metal in the Art world, which turns out compulsive and challenging sometimes. Thus it is justified here that the artist is driven by alternative approaches to establish his own identity constantly working in the field through his art practices.
6.2. Drawing conclusions

Alternative Approaches in art making is very important to enhance the visual vocabulary and expression. Every time period demands something new and fresh in every creation. Various mediums like lithography, photography, printing, film, video, industrialization, technology and communication have stimulated the artists to look for alternatives in their practice and they have produced great quality of art in every period.

As observed artist develops his creative abilities through experimentation and the same is reflected in his works. The same energy motivates through the efforts to apply alternative mediums, alternative formats, alternative thinking and delivering or presenting their works in an alternative way to their public in a fresh way to strengthen the relationship with people and art consumption. Artist has processed various types of alternative methods in their creation by adopting different fields through challenging, questioning, protesting and criticizing.

In contemporary times there are plenty of alternative possibilities to generate art and share art with developing technology and communication systems with greater awareness. Finally the alternative approaches definitely improve the artist’s creative process and his expression is essential for the artist in the field of visual arts.

Outcome and findings

- In the field of visual arts structured, focused and an in-depth research studies are less prevalent.
- There are some study material and content that are available on historical analysis of paintings, sculptures and architecture.
- Some studies have taken place on contemporary artists and their works. Theorizing of the issue that addresses the creative ability of the artist and his urge to change or to find new or fresh visual language to adopt in the art works, the methodology in which the creativity is expressed was not addressed.
- In several respects this research is a successful attempt in addressing several issues related to the creative process and practice in producing the art works over a span of life and career of an artist.
• This thesis is a first and humble step in exploring the Alternative ways and approaches that the mind of an artist always thinks, works and acts.

• The experiments that the artists undertake to explore the issues and methods are theorized through the course of this research.

• Alternative approaches are reviewed from the Western and Indian historical point of view and with that background the way in which the technology offers ample scope to widen the possibilities of findings alternatives in technique and practice, which has altered the ways of expressing and understanding the art.

• In this study one of the chapters is dedicated to structure and streamline the alternative approaches, as challenges, problem solving solution, clearing of confusion, the striking of fresh concepts, motivating to take up new mediums and theories would be taken in future from the perspective of academic interventions, as a useful and constructive method to analyze the works of art, particularly the challenging nature of contemporary art of 21st Century.

• In the field of aesthetics too this research offers a new dimension of analysis of the art works from the view of ‘Alternative Aesthetics’.

• In Contemporary art, experiment and exploration is so rampant and unpredictable. There are very few ways and means in which these issues are addressed. In such case, this research offers a technique for evaluating the alternative approaches in art practices.

• A chapter in thesis explores the art-works, shift of mediums and techniques, the changing visual language of 5 artists as case study, which cleared the myths and notions on these artists and art practices. The main reason behind the successful career or these five artists is that each of them is continuously working with the alternative approaches in art practice.

• The researcher apart from being a teacher in visual art at R.V. College of Architecture is also an established artist for over a period of two decades. This research provided the best opportunity to self-enquiry for the quest for changes, concepts, mediums, techniques and methods. The finding of this research by and large is adopted in the teaching and in art practice, having the relevance of this study academically significant.
• During the course of research, the researcher had met and interviewed reputed artists and art historians of National and International repute. All of them felt that this research is of great significance to the field of Visual Arts and Art History. It is also useful in the sense, for artists to put their works and creativity to self enquiry, and understanding their art process through the methods of alternative approaches, certainly drives them with higher motivation and reasoning their own changing practices with clear thinking.

• Finally this research has proved one fact, that ‘It is not the gallery nor the time, but it is the approach that the artists take towards their work and emerges in the context of individual identity striving for continuous search for alternative approaches in their art practice.'