

## Art Governance Technology Model Based on Visual Art Reality

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### Abstract

*The development of visual arts is currently undergoing significant disruption, with extraordinary leaps in technology and digital space. The world of visual arts is now at a crossroads between technological advancements and digital space, creating an awareness of two dimensions of human life: the reality space and the virtual space. However, it is important to remember that there is a space within humans—the soul—that can drive and renew computer algorithms. To support the capabilities and development of visual arts, a visual art governance technology is needed to enhance performance through the creation, utilization, and management of appropriate technological processes and resources. This research uses a qualitative method through comparative studies, literature reviews, and reflections from fine arts education in higher education institutions. The analysis shows that visual art governance technology is a fundamental need, in line with the rapid development of visual arts. Visual art governance technology encompasses the study of visual art reality as well as the practice of design, development, utilization, management, and evaluation of processes and resources in art governance.*

**Keywords:** *Technology, visual arts, governance, visual art reality.*

### Introduction

Higher education in the arts plays a crucial role as a source of the development of knowledge and innovative creativity, thereby making a significant contribution to the life of the nation. Through various scholarly activities, cultural development, and the application of artistic attitudes that increasingly integrate with the social realities of society, higher education in the arts functions as a catalyst in cultural growth. The focus on ideas and concepts represented through artworks from upstream to downstream is the primary concern that must be managed through research-based approaches to provide inclusive benefits for all groups.

Art management, taught as a course in art institutions, emphasizes the management and development of cultural arts. This is closely related to organizations operating within institutions or entities such as museums and galleries that aim to promote their programs. Additionally, collaboration between artists, patrons, and associations, aiming to integrate development strategies into visual art activities, is also a significant part of higher education in the arts. Art institutions are not only connected to the business world or job market but also play a role in the development of cultural arts knowledge oriented toward nation-building. Therefore, the noble cultural values of various traditions must be preserved and developed as a foundation for the character-building of the nation.

In 21st-century Europe, a dual challenge is faced both economically and in terms of civilization. The increasing complexity of society, the standardization of lifestyles and culture, the diversity of generations, gender, social status, living standards, and culture in Europe are valuable assets. However, this also raises the risk of increasing tensions related to universal values such as human rights. In response, it is important to ensure equal treatment for all and to maintain the richness of cultural and linguistic expressions so they are not eroded by political, economic, and dominant cultural hegemony.

In this context, efforts to establish visual art governance are crucial in depicting the cultural character of the Nusantara. One way to achieve this is by conducting and organizing the conservation, restoration, and curatorial activities of visual art as cultural activities. Exhibitions and collections of visual art artifacts not only provide inspiration, values, and beliefs but also play a role in shaping national identity. Therefore, visual arts must continue to be supported and given the space to develop so they remain relevant and impactful in the future.

### **Model**

A model is a set of ideas that describe the system and mechanism of the development of visual arts within the context of socio-cultural life. This model serves as a contextual framework for the construction of modern art, formulated and articulated in regions, places, and rapidly developing communities where visual arts play a significant role. This visual art governance technology model refers to the rapid progression of time while still considering the fundamental principles of art management that have long been recognized and understood in the art world.

Visual art creation, including exhibitions with curatorial, conservation, and restoration aspects, is a vital part of the art world that requires special attention. This visual art governance technology model is designed for digital-based research, presenting art knowledge from the creation process to the forms of visual art produced.

According to Rita C. Richey, the term "model" implies a representation of reality presented with a certain level of structure and order, where the model usually represents an idealized and simplified view of reality (2011:8). Richey categorizes types of models into three parts:

1. Conceptual Model: Describes how an idea serves as a reference explaining the model.
2. Procedural Model: Focuses on the stages carried out effectively and efficiently to achieve the desired goals.
3. Mathematical Model: Involves calculations that are considered within the model.

### **Visual Art Governance**

Governance in visual arts involves a set of best practices used to manage the production of visual arts efficiently and effectively. This includes the entire process, from the creation of artworks to their exhibition and collection by galleries, collectors, or museums. In the visual arts world, governance is crucial as it helps artists work freely, represent their work, and ensure the sustainability of high-quality visual art. It also enhances the aesthetic value and satisfaction of art enthusiasts.

Thus, visual art governance functions as a system that regulates and educates visual artworks, both in exhibition spaces and collection spaces, to ensure that art production is conducted efficiently and effectively. This system involves various aspects such as project management, finance, and human resources. By implementing good governance, artists can ensure that every stage of production is carried out properly and meets standards.

Modern visual art governance emerges as a response to the needs of art institutions within a nation. It includes ideas to promote inclusivity, diversity, and creative freedom in the art world. This framework is designed to support and nurture the ability to create visual art to its fullest potential while ensuring ethical practices and sustainability.

One of the main principles of modern art governance is the decentralization of comprehensive management. The decision-making process must be democratic and participatory, allowing artists, curators, and other stakeholders to have a voice in determining the direction of the art world. By decentralizing power, we can challenge traditional hierarchies and gatekeeping mechanisms that often limit access and opportunities for underrepresented artists.

Another important aspect is the recognition and appreciation of diverse perspectives. This includes actively promoting artists from marginalized communities and individuals with disabilities, ensuring that the art world becomes more inclusive and representative. Modern art governance also emphasizes the importance of transparency and accountability, with the establishment of clear guidelines for art institutions to ensure ethical, professional, and responsible operations.

Moreover, modern art governance emphasizes the importance of sustainability and ethical practices, including environmentally friendly art production, fair compensation for artists, and the preservation of cultural heritage. By integrating these principles, visual art governance can create a better artistic environment and support the sustainability of visual arts in the future.

### **Research Methods and Techniques**

This research is a qualitative study aimed at developing a visual art governance technology model, focusing on the reality of visual arts that necessitates governance of artworks. The study aims to describe how an artist creates, organizes, and manages visual art to provide knowledge about the art world and its role in social reality as an integral part of the visual arts' existence.

The methods employed in this research include a comparative study approach, observation, and open interviews. Through comparative studies, this research compares various existing visual art governance models, while observation is conducted by visiting galleries, exhibitions, and museums to understand how visual art activities provide a comprehensive view of governance structures and mechanisms. Open interviews with artists, curators, and gallery managers are also conducted to gather in-depth qualitative data about their experiences and perspectives on visual art governance.

The study also emphasizes the importance of visual art governance within art education institutions, aiming to accommodate the development and needs of visual arts in line with the times. The research design model is structured as a representation of reality in the form of a conceptual study to identify issues that warrant further development. Thus, the concept of developing this visual art governance model is a structured and systematic approach to learning and managing visual arts, with the ultimate goal of achieving effective and relevant research outcomes.

### **Data Analysis and Discussion**

This research demonstrates that technology plays a crucial role as a foundation in developing a visual art governance model. In the context of the Jakarta Institute of the Arts (IKJ), visual art governance technology is used to support various creative activities, from the creation of artworks to the organization of end-of-semester exhibitions. This technology is designed to facilitate the artistic process, enabling effective and efficient management of visual art.

The goal of visual art governance technology is to provide the necessary tools and infrastructure for artists and art institutions by tailoring technological products based on the needs analysis of the visual arts environment. This governance framework emerges as a response to the real needs of the art world, which are becoming increasingly complex as time progresses. Therefore, visual art governance must provide adequate means and facilities to ensure that the artistic process can achieve optimal goals.

The research findings also underscore the importance of governance technology practices in every aspect of visual art activities, whether in creation, exhibition, or storage and conservation of artworks. This technology must be capable of maintaining the integrity and quality of artworks, preventing damage, and ensuring that artworks are stored in safe conditions. This management involves specialized techniques, including digital technology, which allows for the precise maintenance and restoration of artworks.

Digital technology plays a significant role in modernizing visual art governance. It not only simplifies the creative process and the management of artworks but also introduces new concepts in art management, such as the use of generative algorithms in curatorial practices, conservation, and restoration. These algorithms allow for the creation of artworks with limitless variations, providing a unique experience for the audience.

The digital-based visual art governance model offers unique advantages in managing artworks. By utilizing artificial intelligence and generative algorithms, visual art governance can be more responsive and adaptive to technological advancements and artistic needs. This allows for more effective and efficient management while enriching the visitor experience in exhibitions, museums, and galleries.

Furthermore, the study emphasizes that good visual art governance must integrate sustainability and ethics into every practice. This includes promoting environmentally friendly art production, providing fair compensation to artists, and preserving cultural heritage. Comprehensive visual art governance also needs to be supported by transparency and accountability, which can be achieved through clear guidelines and regulations.

In conclusion, the visual art governance technology model developed through this research is expected to become an integral part of the culture and visual arts, not only supporting the sustainability of the art world but also strengthening the nation's cultural identity. The government and educational institutions have a responsibility to support the development of visual arts through adequate funding, ensuring that art remains an essential part of the social and cultural life of society. With proper governance, visual arts can continue to grow and make a significant contribution to the social and economic well-being of the nation.

## **Conclusion**

The existence of a visual art governance technology model represents a significant expansion in the scope of the visual art world, serving to provide knowledge and broaden perspectives in developing artistic ideas. This model not only creates a deep and inherent experience in human life but also strengthens the role of higher art education in organizing specialized programs in visual art governance based on digital technology with a focus on visual arts.

Beyond the mere organization of exhibitions, festivals, markets, or competitions, this model delves into the culture and practices of visual art creation as an integral part of the creative process. All these activities must align with the values and needs of visual arts, enabling proper, sustainable, and effective management of visual artworks.

In this journey, visual art governance technology facilitates efforts in the conservation and restoration of artworks that have deteriorated in quality, with the aim of returning them to their original or near-original condition. Understanding visual art governance also aids in carrying out curatorial, conservation, and restoration practices through studies and techniques that allow for more effective execution of these tasks.

Additionally, the visual art governance technology model provides inspiration for artists and designers in creating their unique and innovative works, both in physical and virtual spaces. By managing and applying digital technology in visual art governance, we not only enhance our understanding of how technology can be used to create unique artworks but also introduce new paradigms in art management.

As part of art management or art administration, this model encompasses the application of business and organizational principles in artistic environments. This includes art education, creative leadership, gallery management, and museum administration, all aimed at advancing visual arts through the use of technology and innovative, sustainable governance practices.

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