

The Positive Impact of Globalization on Art: Circulation, Styles, Identity, and Consumption

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ABSTRACT

This literature review explores globalization's effects on the art world. It explores the historical aspects, tracing global and local forces in art. It discusses the far-reaching effects of globalization on art's circulation, styles, cultural identity, and consumption. It uncovers the historical roots of global art engagement and analyzes the transformative role of globalization in shaping artistic styles, introducing new forms like digital art, and fostering cultural hybridization. The paper explores how globalization relates to cultural identity, including cross-cultural exchange and power dynamics. Lastly, it investigates how digital technology has made art consumption more accessible and interactive while discussing the ongoing digital vs. physical art debate.

Keywords: Globalization, Art circulation, Artistic styles, Cultural identity, Art consumption, Global art engagement, Digital art, Physical art, Cultural fusion, Cross-cultural exchange, Power dynamics, Digital technology, Art market, Transnational art, Hybrid art forms, Art-technology interaction, Virtual reality, Augmented reality, Contemporary art, Global art landscape.

1. INTRODUCTION

Globalization has significantly influenced many sectors of society, including art consumption and enjoyment. As the world grows more linked, the art business has experienced substantial changes, resulting in new markets and territories for art in cities worldwide. The rise of these new markets in the Global South brings with it both potential and problems, necessitating a reconsideration of previous categorizations and a better awareness of the local environment. Furthermore, as the worldwide circulation of artistic expressions promotes the creation and confirmation of cultural identities, globalization has spurred arguments about cultural identity. In the art world, the link between the global and the local has

grown increasingly complicated, with global influences actively accepted and integrated into local practices. This research paper examines how globalization has impacted the way we consume and enjoy art by investigating the role of globalization in defining the art market, the influence on cultural identity, and the dynamics between the global and the local.

2. GLOBALIZATION AND INCREASED CIRCULATION OF ART AND ARTISTS AROUND THE WORLD

Globalization has had a profound and long-lasting impact on the art world, encouraging long-standing relationships, exchanges, and cross-cultural influences. Rather than considering the globalization of contemporary art markets as a new event, it is critical to acknowledge it as a constant and fundamental component of the growth of art creation, distribution, and consumption. First, artists and their creations have transcended geographical borders since the Renaissance. International merchants, nobles, ambassadors, and patrons who engaged in art transactions and contributed to global art markets were drawn to Italy's 3 main cultural cities (Guerzoni, 2011). During the sixteenth and seventeenth centuries, art auctions in places such as Antwerp and Amsterdam had worldwide dimensions. Art dealers and collectors were critical in broadening art's worldwide reach in later centuries. In the nineteenth century, prominent dealers like Goupil & Cie had branches all over the world, predicting current galleries like Gagosian and David Zwirner, which have a global presence today (Rewald 1973 [1986]; Chong, 2011). Cosmopolitan collectors such as Ivan Morozov and Sergei Shchukin amassed art from various regions, reflecting the trend of amassing wealth in one place but investing it in art from another. This pattern has continued to the present day with figures such as J. P. Morgan and Henry Frick (Kostenevich, 1990). Artistic influences were not limited to the West but have also occurred globally.

Artists such as van Gogh, Picasso, and Gauguin took influence from varied cultural sources such as Japanese prints, African art, and Polynesian aesthetics in the late nineteenth and early twentieth centuries, defining the trajectory of modern art (Crane, 1987; Guilbaut, 1983; Fillitz, 2009). Furthermore, prominent art centers such as New York and Paris have traditionally drawn artists from all over the world, transcending Western areas (Crane, 1987; Guilbaut, 1983). For example, the historical ties between African artists and their Western equivalents, including both colonial and postcolonial features, highlight the global art landscape's significant linkages (Fillitz, 2009). The art market continued to globalize during the twentieth century. The rise in demand for impressionist art in the 1980s can be attributed in part to Japanese collectors and speculators, demonstrating how international interactions and economic shifts have consistently influenced the dynamics of the art market (Velthuis & Baia Curioni, 2015). To completely comprehend the contemporary art market, one must look beyond the popularly accepted beginning point of "1989." The emergence of the contemporary art market in places such as New Delhi and Mumbai can be traced back to the 1940s and 1950s when modern Indian artists were greatly influenced by European modernist art. The Progressive Painters' Group, today's most sought-after painters in India, blended traditional Indian themes with worldwide influences, highlighting the difficulties of expressing twentieth-century Indian culture and identity in a modern globalized world (Khaire & Wadhvani, 2010). As such, throughout history, globalization has been a driving factor behind the broad movement of art and artists across the world. Artists and art markets have crossed boundaries from the Renaissance to the present day, thanks to cosmopolitan collectors, art dealers, and major art centers. Cross-cultural influences have affected creative trends tremendously, and historical ties between various areas continue to have an impact on modern art markets. Understanding the historical origins of globalization in the art world is critical for understanding the complexities of today's global art environment.

3. GLOBALIZATION AND ITS INFLUENCES ON THE DEVELOPMENT OF NEW ART FORMS AND STYLES

The influence of globalization on art forms and styles is visible in their progress, reach, and economic relevance, notably in the realms of digital art and

Dhokra art from the Indian tribal culture and Shyam's art style. First, digital art has evolved as a result of globalization's greater interconnection and cross-cultural contacts (Langdon, 2014). This new art form rejects established classifications and accepts imitation, misappropriation, and anonymity as viable creative aspects. Digital art, through employing interaction and technical innovation, provides a unique lens for studying and commenting on the consequences of globalization on human experiences and reactions (Langdon, 2014). Through tactile, interactive, and responsive media, it converts spectators into active users who participate in global dynamics. 5 Furthermore, digital art is a participant in shaping and responding to the globalized world, not just a mirror of it (Langdon, 2014). Its contextualization within globalization frameworks enables it to document present times and give new insights into the phenomena. This meeting point of globalization and creative expression demonstrates how the two may significantly impact one another. Similarly, Dhokra art, often known as "tribal" art at the time, demonstrates the influence of globalization on traditional art forms (Potdar & Avachat-Shirke, 2022). Dhokra art acquired appeal internationally as globalization aided its expansion beyond its native bounds in the Bastar area. This method resulted in economic prosperity in the area as well as international exports of Dhokra art (Potdar & Avachat-Shirke, 2022). As a result, this art form became a significant contributor to the Bastar region's economy, helping rural populations' livelihoods and strengthening rural enterprises. The blending of traditional techniques with exposure to global markets and influences has also resulted in the development of new Dhokra art forms and adaptations (Taylor & Corey, 2019). This exemplifies how globalization has affected the growth and variety of art genres worldwide. As stated in the book "Barbarians at the Gates: Contemporary Art and Globalization in Asia" by Khullar (2015), art in Asia is marked by contradictions and risks caused by globalization. The late Jangarh Singh Shyam, an indigenous Indian artist, represents the complexity of the globalizing art industry. Shyam's painting style, which is rooted in imagination, personal recollections, and communal mythologies, has received international acclaim in shows such as *Magiciens de la Terre* in Paris. However, the commercialization and exploitation of his work following his death exposed the art world's hierarchical and inequitable features. 6 "InFlux: Contemporary Art in Asia" goes into critical assessments of globalization's influence on current Asian art. The editors reject a triumphalist narrative of

Asia's presence in the global art market in favor of a more flexible notion of Asian belonging. They investigate contentious ideas of Asian identity and call into question essentializing perspectives (Khullar, 2015). The articles in "InFlux" underline the critical role of curators in constructing creative narratives and challenging dominant trends in the contemporary art world alongside artists. The participants analyze how globalizing forces affect and are impacted by art and identity (Khullar, 2015). The collection aims to reflect many Asian regions and provide insights from various experts, questioning the dominance of Western and Chinese art discourses. Overall, the study of art in Asia highlights the intricacies of cultural interaction, power relations, and the importance of critical engagement with globalization forces driving contemporary art forms in the area.

4. GLOBALIZATIONS AND HOW IT HAS CHANGED THE WAY WE CONSUMED AND PRACTICED ART

Globalization has had a significant influence on the world of art, notably via the growth of digitization and technology. This transition is visible in the changing tastes of the next generation of art consumers, who choose interactive and engaged experiences over passive observation (Zhai, 2022). The use of digital technology, such as virtual reality (VR) and augmented reality (AR), has altered exhibition experiences, allowing viewers to immerse themselves in virtual spaces and engage with artworks in new ways (Bachiller et al., 2023). Art has grown increasingly accessible to a worldwide audience as it incorporates digital media, overcoming geographical boundaries and time limits (Lin et al., 2020). Online platforms, virtual reality exhibits, and digital displays have democratized art, allowing people from all walks of life to interact and appreciate a vast spectrum of artistic expressions. This enhanced accessibility has boosted not just the reach of art collections but also audience involvement and participation. Viewers who encounter art online frequently report a strong desire to visit the original works in person, resulting in increased interest in real exhibitions and galleries (Lin et al., 2020). 9 With the advent of digital technology, art curators are now able to give extra information and context regarding artworks, enhancing overall enjoyment and comprehension of the artistic process and historical relevance. Audiences may obtain insights into the art's subject, history, and processes via digital platforms, strengthening their relationship to the pieces. Despite

the advantages of digital encounters, there is an ongoing dispute concerning the influence of digital vs. physical displays on art enjoyment. While digital displays provide new visual effects and engaging interactivity, others claim that visiting an exhibition in person builds stronger relationships with the artwork. The tactile and sensory pleasures of interacting with tangible artworks are difficult to reproduce in the digital arena. Nonetheless, digital technology has opened up new dimensions for art appreciation, allowing viewers to link their experiences to the artwork in novel ways. Virtual reality shows, for example, have been found to increase abstract thinking and imagination and encourage creative interpretations (Bachiller et al., 2023). The fusion of virtual and real worlds in exhibitions, as witnessed at the National Museum of Singapore, provides visitors with a fresh and captivating experience (Dwivedi et al., 2022). Globalization and digitization have influenced art beyond accessibility and interaction; they have also inspired boundary-pushing projects inside the art world. This tendency is shown by the notion of "Hello, We're From the Internet," an unlicensed gallery that employed AR to overlay animations over Jackson Pollock's paintings in the Museum of Modern Art (Bachiller et al., 2023). By questioning the exclusivity of traditional art galleries and embracing digital interventions, this effort aimed to make art curation more democratic and inclusive. 10 By incorporating digitization and technology into the art world, globalization has drastically impacted the consumption and enjoyment of art. This transformation has democratized art, making it available worldwide and encouraging greater engagement and participation. While the influence of digital experiences on art appreciation is debatable, there is no doubt that virtual reality, augmented reality, and digitalization have improved the way art is seen and interpreted. As digital art evolves, it provides new and interactive opportunities for younger audiences to connect with and enjoy artistic expression.

5. CONCLUSION

In summary, globalization has resulted in significant changes in the way we consume and evaluate art. The internet's interconnection and advances in digital technology have transformed the art experience, making it more accessible, interactive, and engaging. Digital platforms, virtual reality shows, and online collections have broken down geographical borders, allowing individuals from all walks of life to engage with a wide range of artistic expressions. This

democratization of art has resulted in increased audience involvement and participation and a better awareness of the historical and cultural relevance. However, the argument between digital experiences and physical displays continues. While digital displays provide new visual effects and immersive experiences, many people still value the tactile and sensory qualities of physical art experiences. Nonetheless, digital technology has expanded the scope of art appreciation by encouraging abstract thought, imagination, and unique interpretations. Globalization has also spurred new efforts in the art world, challenging conventional standards and creating a more democratic approach to art curation. As globalization continues to impact the art scene, it is critical to accept these changes and balance digital and physical encounters to ensure that art continues to be a lively and enriching component of global culture.

6. REFERENCES

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