The Impact of Technological Visual Techniques upon Developing Contemporary Murals

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English Abstract

Art has long been a universal language that binds people together despite their differences. Art may be shown in museums and exhibitions, but it is considered at its best when it shines in the streets and public spaces. Mural painting is considered one of the most ancient forms of arts in history, and despite its various methods, techniques and eras, it has been always a way of expressing opinions and all the way was dedicated to the working classes, thus inhabiting and adorning the streets.

Fine Arts have long been associated with science, and the 20th century had witnessed a huge scientific bloom that affected the entity, shape and concept of artistic production. Also huge technological developments took place in the 21st century, thus affecting all aspects of modern life, including Fine arts that welcome all social and technological alternations. During that period a new term was coined" The digital image", which saw light during the sixties. This term paved the way to a new era deeply indulged in "Aesthetic Modernism" that was mainly based upon refusing all restrictions holding back the individual awareness. This was considered the beginning of the "Age of information" and "Mechanization" that was on a quest to not only imitating the human activities, but eagerly exceeding it.

It is well known now that fine arts can no longer be distant from the rapid changes taking place in the digital world. The 2 dimensional photos and murals are a huge source of knowledge regarding shape and content, especially when rendered on plain, hard surfaces. In few years time, fine arts have largely benefited from digital photos. And though it may seem ordinary and resembles cave paintings in its mere and abstract meaning, it is considered a far cry from classic paintings on all levels. It is mainly made of molecules and particles, which forms a picture that is well comprehended on all surfaces. Nowadays A powerful and new technological revolution is out breaking, giving way to a new phase of "contemporary visualization.

Few years ago a new expression titled "Augmented reality" was coined. It is a type of developing technological application that combines the real physical world with computer generated images and information, Thus creating a new reality which represents a collaboration between physical reality and virtual one. The year 1990 marked the beginning of this kind of new and integrating technology that was first developed by "US" air forces, which then worked as a platform that lead to more advanced applications including "virtual reality" and "Augmented reality". Recently, the later is used in educational, entertaining and artistic fields, especially in the field of "visual" arts.

Mural painting is largely affected now by this technological rise, and one can experience and taste any work of art through his bare eyes or through "AR " technology, that is made in collaboration between the artist and a specialized tech company. A viewer is allowed to point his cell phone and start an "Active view" where visual effects resurface upon the mural, adding a whole new perspective, and altering the silent work firmly attached to the wall, into an animated piece that is interactively alive, and termed an "Augmented Mural". Nowadays a lot of mural artists are using these applications to attract audiences to view and interact with their work. Some artists have deliberately tried to deliver moral messages, in the hope to

encourage people to take notice of climate changes, and cities that will encounter serious dangers if not rescued by high levels of awareness.

Nowadays a huge debate is taking place in the world of art. High profile associations and museums along with showroom owners, are highly enthusiastic about these new technologies, and are determined to mingle art with advanced technologies. Museums are now allowing its visitors to use specific cell phone applications to unleash the information associated with any displayed work of art in the shape of a digital catalogue. Other museums went even further by using "Immersive Multi-Sensory Space technologies" , such as " L'Atelier des Lumières" in Paris, which held an exhibition that displayed famous works of "Gustav Klimt and others. The museum used more than 140 video projectors and special sound systems, with a total space that reached nearly 3000 meter square. The works occupied the whole space between the ceiling and the floor, nearly up to ten meters high. This unique experiment was supposed to evoke visitors, and encourage them to seek a unique and extraordinary artistic experiment.

Graffiti writers and street artists may largely benefit in the near future by this technically elevated applications, that will allow them to show their work discretely on the walls of any city, escaping the notion of "public spaces" and subsequently all problems related to it. Only those who acquire a specific application will have access to those works of art. This idea somehow aroused a profound debate among the western societies, as supporters of the idea claim authorities will have no control on the secret content that no longer distorts private property. While those who oppose the idea think that even virtual contents in public places must go under surveillance.

It is definite now that change is inevitable, and that art is highly flexible, and can manage to survive and cope with any brutal circumstances. Those technologies will give way to a whole new artistic perspective, and reshape streets, altering public spaces that will soon turn into 3 dimensional virtual, democratic spaces. All these attempts aspire achieving a profound connection between art and technology, thus enriching artistic experiments, and engaging pedestrians who are firmly attached to their cell phones, and are blocked away from the real world.

In Egypt these technological aspects are still new, only few startup companies are investing and putting high hopes on those new applications. Soon enough those applications may take over all aspects of life, especially in educational and commercial fields. Lastly, it is expected that rapid changes and developments in science and technology will allow thinkers and dreamers to visualize a whole new world, a world that is unpredictable, rapidly changing, and totally surprising. A3 dimensional world is emerging and we are all somehow adhering to it.

Key words
Augmented reality- Augmented Murals- Ordinary murals- New technological Applications- Computers-Active mode-Digital life- Virtual artist - Digital Festivals.

Research significance
Exploring the effect of new technologies and applications on the area of modern visual arts, specifically Mural painting.

Research goals
The research aims at showing the significance of investing digital technology in any art work, and how the field of visual vision is expanding enormously paving the way for a more serious research and experiments and handling new inputs.

Research hypothesis
The research aims at monitoring the impact of the enormous technological revolution taking place on several artistic visual fields, especially mural painting. The research aims to arouse

several questions in the artistic arena regarding the changes that will affect street art, In addition to questions concerning the interaction between technology and arts, and how the viewers will interact towards it. And will these technological applications redefine the term of street art, and allow artists to express themselves truly and freely.

Research methodology

Descriptive approach (describing the impact of technology on the art field– (analytical)- (analyzing the future shape of art in light of those changes)- comparative (comparing the entity of art in the past and the future).

Time frame and zone

The 21st century – Europe and America- Egypt.

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