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REVOLUTIONIZING THE ART SCENE FOR TODAY'S DIGITAL WORLD

ABSTRACT

The primary purpose of this article is to shed light on the evolving landscape of art, where technology is used to create immersive and interactive art experiences. It emphasizes the importance of adapting art to meet the expectations of contemporary audiences who value interactivity, accessibility, and relevance. Art is no longer confined only to traditional forms like canvas and sculpture. Digital and multimedia art have emerged as dynamic mediums for artistic expression. These art forms leverage technology to engage viewers in novel ways. The article discusses how traditional art has evolved into a digital, interactive, and immersive experience, bridging the gap between classic art and modern audiences on the case of Hangar Art exhibition, dedicated to 19th-century Turkish artists and served as an example of this innovative approach.

Anahtar Kelimeler: Hangar Art, Digital Culture, Multimedia Art, Digital Exhibition, Interactivity, Immersive experience, 19th-Centure Turkish Artists

INTRODUCTION

This article embarks on a captivating journey at the nexus of art and technology, with Hangar Art leading the way. The article starts with introducing Hangar Art, an international company with a mission to merge art and technology. It details the company's role in creating immersive multimedia exhibitions and making classic art more engaging and accessible. Then it proceeds to the digitizing 19th-Century Turkish Classics that is a central theme, highlighting the historical and cultural significance of preserving these masterpieces. The goal was to present this art to a new generation through the language of digital multimedia, leveraging cutting-edge technology.

The article also emphasizes the importance of meeting modern audience expectations. It recognizes the evolving desires of Gen Z and Millennials, who seek dynamic and interactive art experiences. Technology is acknowledged as the bridge between traditional art and contemporary audience expectations.

Additionally, the study acknowledges global trends in the art world. It showcases international examples where technology enhances art experiences, such as digital art museums, augmented reality, and virtual reality exhibitions, providing context to Hangar Art's innovative approach.

The overarching purpose of this study is to shed light on how technology is reshaping the art landscape. It aims to highlight the importance of digitizing classic art, with a focus on 19th-century Turkish classics, to bridge the gap between traditional art and the desires of modern audiences. This article serves as a testament to the transformative potential of art when it seamlessly integrates interactivity, accessibility, and relevance in response to contemporary expectations.

Hangar Art: A New Digital Art Studio in Turkey

Hangar Art is an international company that specializes in creating, managing, and distributing immersive multimedia exhibitions. It was founded by a team of art and tech enthusiasts with a 10-year experience of organizing cultural and art events mainly in Russia and CIS (Hangar Art, 2021). Hangar Art merges art, technology, and storytelling to transform spaces into memorable experiences for audiences. Team works with galleries and cultural centers, providing them with unique, world-class content and comprehensive services, making it seamless for them to offer immersive and interactive art experiences to their visitors. From the curation of content to technical setup and support, it takes care of all the elements necessary to run a successful exhibition. The very name "Hangar" derives from a large in terms of space but an empty in terms of being equipped building designed to house and protect firstly, but not to host exhibitions. Small towns far from the financially and culturally rich regions often have such unequipped spaces, either left or used for rare cultural events. The idea is that Hangar Art thanks to new technologies is capable to organize interactive and immersive digital arts delivering turnkey solutions to the spaces unequipped and enclosed only to protect from sun, wind or rain.

Figure 1. Animated plot development to Nazmi Ziya Güran's *Lady in Pink on a Chaise Longue*, Hangar Art,
Dalaman, July, 2023

Figure 2. Animated living of Abdülmecid Efendi II's *Galleon in the Mist*, Hangar Art, Dalaman, July, 2023

Hangar Art has an international mission to invigorate classic art by making it interactive, accessible, and contemporary, aligning perfectly with the ever-evolving expectations of today's audiences. A core theme is the digitization of 19th-century Turkish classics, preserving their cultural and historical value. This innovative approach resonates with global trends, where technology amplifies art's impact, evident in digital art museums, augmented reality experiences, and virtual reality exhibitions worldwide (Paul, 2015: 237). Hangar Art's unwavering commitment to bridging the gap between traditional art and the desires of modern audiences illuminates the electrifying future of art. The convergence of interactivity, accessibility, and relevance epitomizes this transformative journey.

Interactivity leads to Dynamic Connection. In today's digital age, art isn't content to remain static. Interactivity is the buzzword, and it's a game-changer. It's the artist's way of inviting you into their creation, making you an active participant. Consider interactive installations that respond to your movements or digital artworks that change in real-time based on user input. It's no longer about passive observation; it's about becoming a part of the artistic experience. Art is no longer a monologue; it's a dynamic dialogue between the creator, the work, and the audience.

Accessibility means Art for All. The exclusivity of art is giving way to inclusivity. Accessibility means that art is no longer confined to hallowed halls or the privileged few. It's for everyone, everywhere. Museums and galleries may remain vital, but the digital age has birthed a new wave of art accessible to anyone with an internet connection. Virtual galleries, online exhibitions, and digital collections mean that art can grace your screen, whether you're in a bustling metropolis or a remote village. Accessibility ensures that art transcends physical boundaries, reaching a global audience, regardless of geographical constraints.

Relevance stands for Art Reflecting Society. In a rapidly changing world, art is a mirror to our times. It doesn't exist in a vacuum; it's deeply intertwined with the contemporary landscape. Relevant art is thought-provoking and often a commentary on societal issues. Think of artworks that address climate change, social justice, or the impact of technology on our lives (Moulon, 2018: 141). Art has the power to ignite conversations, challenge norms, and inspire change. It's a reflection of our shared experiences and a testament to the artist's ability to capture the spirit of the age.

In today's rapidly evolving digital age, the world of art is undergoing a transformation, embracing technology to meet the demands of modern audiences. This article explores the fusion of art and technology, highlighting its significance in providing interactivity, accessibility, and relevance to viewers. It delves into the innovative approach taken by Hangar Art, an international company specializing in immersive multimedia exhibitions, to breathe new life into classic art.

Rediscovering the Past, the Multimedia Way

Hangar Art mission is to make classic art interesting and accessible for the greater public. One of the first projects in Turkey was dedicated to Turkish classics – resurrect the stories and brilliance of 19th-century Turkish artists and present them to a new young generation in a language they understand - the language of digital multimedia. The artists of this bygone era weren't just painters; they were storytellers, revolutionaries, visionaries. Their work deserved to be showcased in a format that transcended mere viewing, turning each interaction into an immersive experience. This led to the idea of allowing artists to "come alive", share their narratives firsthand, showcase their masterpieces, and immerse audiences in their captivating world. Hangar Art conceptualized and produced the content, procured the necessary equipment, and with the unveiling of five grand screens, the magic came to life.

Figure 3. Animated plot development to Hüseyin Avni Lifij's *Apartments of Mihrişah Sultan*, Hangar Art,
Dalaman, July, 2023

Diving deeper into the exhibition you would see timeless artistry of Turkey's seven legends[1]. The 19th century was a significant time for Turkish art, characterized by the captivating works of these seven classical maestros. Their creations, varying from the strokes of Impressionism to the grandeur of Classicism, are timeless tales painted on canvases. They speak not just of individual talent but also the broader story of Turkey's artistic journey during that period.

Figure 4. Animated plot development to Osman Hamdi Bey's *Flowers in a White Vase* and *Street carpet vendor,*
Hangar Art, Dalaman, July, 2023

Hangar Art opened this unique exhibition, showcasing seventeen spellbinding pieces from these Turkish luminaries. Team of tech developers and designers believe art is not merely to be seen but to be lived, to be felt. With this in mind, they've gone beyond the traditional and

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[1] Osman Hamdi (1842 – 1910), "Şeker" Ahmed Pasha (1841 – 1907), Hüseyin Avni Lifij (1886 – 1927), Nazmi Ziya Güran (1881 – 1937), Şevket Dağ (1876 – 1944), Abdülmecid Efendi II (1868 – 1944), Halil Paşa (1857 – 1939).

employed cutting-edge artificial intelligence and their in-house design prowess to bring these artists "back to life". As visitors could navigate the gallery, the painters of the 19th century would narrate their stories, share insights about their masterpieces, and provide a first-hand account of Turkey's vibrant history.

Neural network advancements and innovative design techniques empowered this immersive experience. Vivid multimedia, intricately detailed 3D effects, bespoke soundscapes, and dynamic shifts, all meticulously curated by the dedicated team, breathed life into each artwork.

The exhibition visitors could step in to witness not just the visual splendor of these artworks but to relive the bustling ambiance of ancient Turkish bazaars, the scent of spices in the air, the murmur of traders, and the very soul of an era gone by. Hangar Art's commitment was to transport them to another time, wrapped in the magic of art and technology.

The exhibition "Seven Legends of Turkiye in one story" was first held in Dalaman for 2 weeks in July, 2023, aroused widespread interest and as a result covered about a thousand local residents and town guests including adults and schoolchildren (Hangar Art, 2023).

The Tech-Youth Paradigm

In today's fast-paced digital world, the intersection of technology and the expectations of the younger generation has given rise to what we can call "The Tech-Youth Paradigm." It's a recognition of the profound impact that technology has on the way Generation Z and Millennials interact with art, culture, and the world at large.

Figure 5. Interactive introduction to Osman Hamdi Bey's *The Tortoise Trainer,* Hangar Art, Dalaman, July, 2023

The Gen Z and Millennials, born and raised in a world surrounded by screens and virtual realities, crave dynamic experiences. Classic art pieces, while timeless in their beauty, often remain distant for this cohort because of their static nature (Buzila, 2017: 12). Hangar Art

recognizes this gap and uses technology as a bridge. By weaving tech into art, it aims to spark curiosity, invite questions, and fuel creativity among the youth.

Using cutting-edge technology, such as artificial intelligence and immersive multimedia, Hangar Art transforms static art pieces into dynamic, interactive narratives. Through this approach, classic artworks come alive, providing a deep and engaging experience for the tech-savvy Gen Z and Millennial audience. They can now interact with art, ask questions, and delve into the rich stories that traditional art often conceals.

This paradigm shift not only revitalizes the art world but also redefines how the younger generation consumes art. It's a call to action for art institutions, galleries, and artists to adapt to the changing times, ensuring that classic masterpieces don't remain distant relics for the digital age's youth.

Inspiration from Global Trailblazers

This blend of tech and art isn't new; it's a global trend that's proving to be both popular and profitable. TeamLab's boundary-pushing digital art museums in Tokyo are a testament to art's future, where visuals transcend physical boundaries. The Dali Museum in Florida uses augmented reality, allowing visitors to step inside Dali's surreal world. Frameless in London offers art enthusiasts a chance to experience art via virtual reality, while Paris's Atelier des Lumières transforms entire rooms into moving artworks. Ars Electronica in Austria crafts futuristic exhibits, making it a hotspot for tech-art lovers.

In this section the global trends and trailblazing initiatives that are redefining the art world would be covered, highlighting the pivotal role of design studios in driving digital art productions. Here are some techniques, image features, and transformative experiences that are shaping the future of art.

Figure 6. Athletics Forest Hall of TeamLab Planets, Modern Art Museum in Tokyo. Athletics Forest.
Photo: Intmedia, 2019

Design studios play a central role in the creation and production of digital art. These studios serve as creative hubs where artists, designers, and technologists collaborate to craft immersive, interactive, and visually stunning art experiences. They bring diverse skill sets to the table, including graphic design, animation, 3D modeling, and software development. Design studios are the incubators of innovative digital art, enabling artists to transcend the boundaries of traditional media.

Figure 7. Interactive Hall of Salvador Dali Museum, Modern Art Museum in Florida. The materials from third parties © by their respective owners, 2022

In the realm of digital art, a rich tapestry of techniques and image features is employed to captivate and engage audiences. Some of the notable techniques include:

• Augmented Reality (AR): AR overlays digital elements onto the physical world, allowing viewers to interact with artworks in real-time. This technology breathes life into static images, making them dynamic and interactive.

• Virtual Reality (VR): VR transports audiences into immersive, computer-generated environments. This technique is employed to create entire virtual art worlds where viewers can explore and engage with art in three dimensions.

• Artificial Intelligence (AI): AI is harnessed to generate dynamic and evolving art. Machine learning algorithms can create art that responds to viewer interactions, changing in real-time.

• Generative Art: This technique involves the use of algorithms and computer code to generate art autonomously. The artist sets the parameters, and the computer creates unique variations.

Image features in digital art are diverse and can include interactivity, animation, soundscapes, dynamic visuals (3D modeling, shaders, and particle systems).

One of the key objectives of these trailblazing initiatives is to create immersive art experiences. Visitors are no longer passive observers but active participants in the art itself. The use of cutting-edge technology allows viewers to step inside artworks, explore their intricacies, and even influence their evolution.

Institutions and art spaces around the world are taking cues from these global trailblazers, recognizing the potential of digital art to transcend traditional boundaries. They are increasingly embracing technology to enhance art experiences and engage diverse audiences (Parsons, 2023: 19).

Digital Art and Hangar Art's Future Vision

But the journey is not without hurdles. The acceptance of tech-infused art by traditionalists, securing funding, and building a sustainable model are challenges Hangar Art faces. Yet, its resolve is unwavering. The team has glimpsed the future of art, and it's electric, dynamic, and inclusive.

Hangar Art's goals extend beyond just exhibitions. The team envisions creative labs, workshops for budding artists, and tech-based installations that are transportable and adaptable. A world where every school, every gallery, every public space can be a canvas for this new-age art.

The challenges faced by Hangar Art and design studios in general are emblematic of the broader hurdles that the art world encounters in the age of digital transformation.

These are listed below:

• Acceptance of Tech-Infused Art: Traditionalists may be resistant to the integration of technology into art. Bridging this gap between classic and digital art forms can be challenging.

• Securing Funding: The development and maintenance of digital art installations require financial resources. Funding can be a significant barrier.

• Building a Sustainable Model: Establishing a sustainable model for digital art exhibits, which can be costly, is a considerable challenge.

It's important to acknowledge these challenges and consider potential roles that galleries, museums, and institutions can adopt to enhance the accessibility of digital art. Here, we can also draw inspiration from the steps taken in several European countries:

1. Digital Art-Specific Spaces: Follow the European model by creating dedicated spaces for digital art within existing museums and galleries. These spaces should be equipped with cutting-edge technology.

2. Digital Art Museums and Galleries: As the interest in digital art grows, consider establishing museums and galleries exclusively dedicated to digital art. These institutions can become hubs for innovation and creativity in the digital art realm.

3. Government Support: Seek government support and funding for digital art initiatives. This can include grants, subsidies, or partnerships to facilitate the growth of digital art in Turkey.

4. Education and Awareness: Develop educational programs, in collaboration with schools and universities, to introduce digital art to students and foster an understanding of its significance.

5. Art-Tech Partnerships: Encourage partnerships between artists, technology companies, and art institutions. These collaborations can result in groundbreaking digital art experiences.

By acknowledging the challenges and adopting these strategies, Turkish galleries and institutions can play a vital role in advancing the accessibility and appreciation of digital art. The steps taken in Europe provide a blueprint for nurturing this transformative art form in Turkey.

CONCLUSION

In a rapidly evolving digital era, where art is being redefined by technology, this article serves as a comprehensive exploration of this transformative landscape. It delves into key themes and trends that intersect with art and technology, encapsulated within specific sections. Hangar Art's Introduction sets the stage for this journey, telling about an international company at the forefront of merging art and technology. Their mission is to reimagine classic art, making it engaging, accessible, and contemporary, catering to the evolving expectations of today's audiences.

The core theme revolves around Digitizing 19th-Century Turkish Classics and its profound cultural and historical significance. This section accentuates the value of preserving these artworks and presenting them to a new generation through digital multimedia, utilizing cutting-edge technology.

The article acknowledges the importance of Meeting Modern Audience Expectations, particularly the desires of Gen Z and Millennials, who crave dynamic and interactive art experiences. It emphasizes technology as a bridge to close the gap between traditional art and the contemporary audience's expectations for interactivity, accessibility, and relevance.

Global trends within the art world are woven into the narrative, showcasing how technology and art are converging on a global scale. It cites examples like digital art museums, augmented reality, and virtual reality exhibitions, underscoring the broader context in which Hangar Art's innovative approach operates.

In summary, this article is a testament to the transformative power of technology within the art world. It spotlights the importance of digitizing classic art, primarily 19th-century Turkish classics, to make art more relevant and accessible to modern audiences. The overarching message is that art's future lies in seamlessly integrating interactivity, accessibility, and relevance to meet contemporary expectations and bridge the gap between traditional art and the dynamic desires of today's viewers. This is the electrifying path towards art's future, where technology is the bridge to a new dimension of engagement and appreciation.

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