

Installation Art as a visual art that supports the presence of the viewer to confront social isolation

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Abstract

In today's digital age, technology has revolutionized everyday life by providing digital access to everything around us. This has significantly impacted people's contact and public activities. The pandemic has also imposed restrictions on physical contact and interaction, leading to increased virtual possibilities and distance-based solutions. As a result, many societies have become isolated, reducing interaction in all fields, including arts. This has led to a critical need to encourage physical connection and interaction again, resulting in the rise of interactive activities. Installation art is a contemporary art that is not easily defined due to its complex structure. It is connected to the participatory nature of some pieces and site-specific aspects. Installation art is not limited to specific materials or rules but can be made up of various materials and influences various senses through various sensual components like sounds, light, and videos. It can include unlimited forms of art such as painting, sculpture, performance, and video art. Additionally, installation art has an extra advantage of being site-specific, allowing it to change its features when shown in different spaces. Study focus: This study focuses on addressing the issue of social isolation that arose during a pandemic that caused illnesses to spread over the world, forcing people to stay at home and stop engaging in daily activities. describing the useful function of installation art and its capacity to provide the audience with a singular, integrated live experience that is impossible to achieve from a distance. Problem: The dominance of digital and media technologies in all facets of our lives and its detrimental effects, which result in social isolation and a lack of genuine involvement with all activities, including the visual arts, are the research problem. Objective: In order to create an artwork that encourages viewers to engage physically with the artwork, the research aims to activate the role of installation art as a distinctive artistic whole experience. Methodology: To highlight the idea of "Draw your shades by your own hands," an exhibition was held. The purpose of the exhibition was to spread the message that everything in nature has an impact on its surroundings. For example, a tree provides shade on the ground, air, and homes for birds, and a good person spreads his generous nature to those surrounding him, positively influencing them. The more attractive you are, the more favorable you appear to others. So, attempt to be excellent. Twenty-five installation works of art were on display.

Keywords

Installation Art, Spectatorship, Interactive visual art-social isolation

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Introduction

In an Era that technology offers everyday a new service or living facility by giving everything around us digital access that could be held at home or followed on the internet. This affects to a far extent peoples contact and their public activities practicing.

Also, the Pandemic diseases that hit the world-imposed constrictions on physical contact or interaction with things or others as a way of facing the spread of these diseases. Increasing the must of

giving more virtual possibilities and solutions that could be done at distance.

Ending to find our societies members isolated at their homes after the epidemic period came to an end. That most of the activities were badly affected and people interaction decreased in all fields including Arts.

This leads to a critical need to encourage physical connection and interaction again and here rises the role of interactive activities.

Installation is a kind of Art that cannot be easily defined. "Due to its complex structure most of the

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installations are hard to document by photo or video. It is connected with the participatory nature of some pieces or some site specific aspects.” (Alexandra Orlova 2020)

The expression “installation” appeared after a big period when some features appeared in artworks, that’s what usually happens when a new art movement begins, we can trace how some assembled features appeared in a few artworks then gradually specific characteristics were marked to give a new style or Art movement.

Installation Art is a contemporary art that could be considered an opposite to the traditional artwork which has an unchanged two-dimension form that does not change by changing the place where it is shown.

While installation could change the arrangement of its parts by changing the dimensions or nature of the space where it is displayed to create a new scene. It is related to a big extent to the environment where its settled, parts or components are always arranged or installed with respect to the special aspects to create a unique atmosphere.

it’s not limited to certain materials or rules it’s a malleable art open to any medium. it could be made up of one or many different materials, it doesn’t work only on our visual sense its more complex that it might influence many other senses by enrollment of different sensual components like sounds, light, videos, it might include parts that motivate our sense of touch.

It could include unlimited forms of art (painting, sculpture, performance, video art etc.) It also has an extra advantage that’s makes a big difference Its site specifically related to space comprises it in a kind of relation that could change its features when showed in a different space.

Hue of Installation Art:

It is an Art that takes place in a three-dimension space. It is always related to its site, created to make a certain intimate relation with the narrator. Its importance lies in its impact not in its components or mediums.

It could be one simple object or a complicated structured project, it’s not limited to achieving aesthetic goals, the concept, and ideas that lies beneath the appearance worth the most. A kind of conversation between the Artwork and the narrator. it is characterized by an unbreakable unique relation between the artist, place, time and the spectator. “Installation Art not only creates meaning at the aesthetic level but can also have a moral meaning which engages viewers in an experiential and explorative way.” (Liming Han, Haiyan Gong 2022)

Why Installation Art?

It starts with a concept that motivates the artist to start a new project using all his experience and may be go try new mediums or technologies he never used before to create meaningful features that could touch the narrator feelings and mind raising questions and generating pleasure.

Installation Builds a whole scene with multi-sensory mediums can take you to a fantasy world, can give you a feeling of being out of your world for some time. You can move around and take an unfamiliar perspective; you can interact with the artwork and be a part of it. it’s an experience that cannot be documented or simulated because it will be always missing some emotions that reveals in contact with the artwork. Installation builds a scene of a whole experience, designed to fit a specific space in a certain circumstance

Practical Framework

Concept: “Draw your shades by your own hands”

Everything in nature has an influence on its surrounding, a tree gives a breath to the air, shades on the ground, homes to the birds, a good person spreads his goodness on the people surround him affecting them in a nice way. Then try to be good, the more you are beautiful the nicer your shades on others

Converting the concept into Artwork:

1-Building up the instillation:

Drawing a Fantasy natural floating garden with bright colors

Choosing appropriate media, iron mesh sheets would be suitable to let the light pass through

The instillation will be consisting of panels

The Panels will be painted partially leaving empty parts according to a design

The installation will be suspended parts from the ceiling in levels that can let the spectator move around and in between

2-Creating the scene:

what kind of light?

what kind of music to tune in with the scene?

what are the space dimensions that allow motion and gives many perspectives of view?

How to draw the scene with respect to the drop shadow it reflects on the surrounding?

3-weaving the feelings

I want the scene to be in big scale to give an impressive feeling

I want to choose a music track that goes with the romantic scene

I need to choose a kind of light that imitates daylight with a strength that give well defined shadows

Step by Step work

Step 1: Painting the panels



Fixing the sketch drawing on the background to be seen through the pannels while painting



Painting the panels all together



Applying color by color to let the colors move on the pannels giving continuity and motion

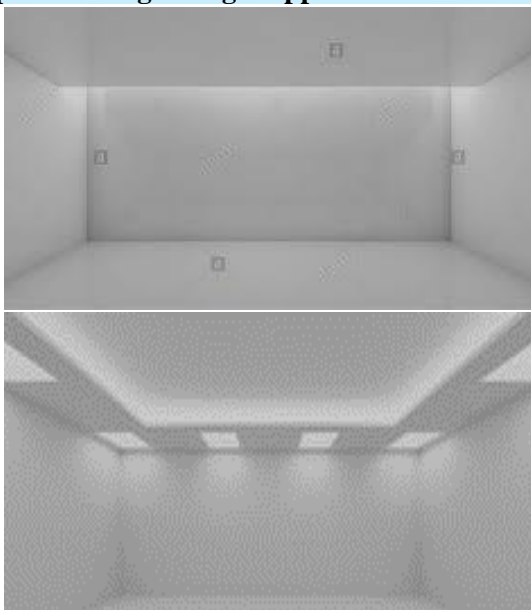


Two completed panels showing how the painting contains painted parts to drop shadows and unpainted parts to let the light pass through

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Step 2: Desiding the light application



Step 3: Trying to arrange the panels virtually



Trial 1



Trial 2



Trial 3



Trial 4



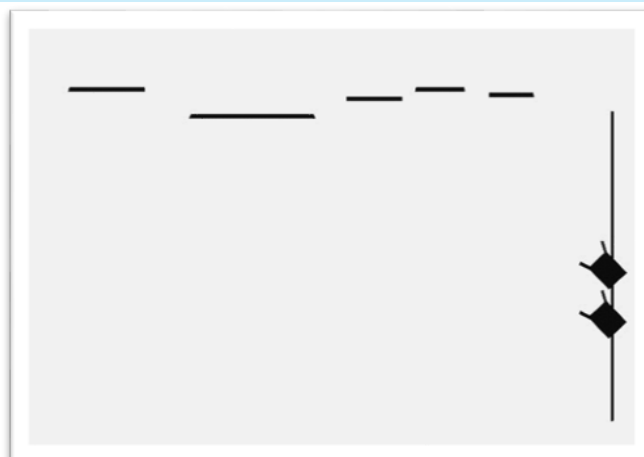
Trial 5

Step 4: Real Application



Hanging the instillation parts with different heights, distant from each other and with a sufficient distance from background surface

Step 5: Applying Light



Adjusting the light source strength and place to drop well defined shadows

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Step 6: Artwork on Display



Lighting the instillation with 2 ARRI 1K Incandescent (Tungsten Halogen)
Color Temperature 3200 0 Kelvin

With Reference to an expert Prof. Wael Anany Head of Cinematography dept. Faculty of Applied Arts



Adjusting the light to drop the shadows on the background
so the spectator can see a black and white drawing



Different perspective views to the scene



The visitors interacting with the artwork



Setting a unique mood to the instillation



The Artist moving within her instillation parts

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Conclusion:

The Problem of Social isolation and abundance of practicing live activities need artists to be more positive and take Artistic actions to help changing this reality.

Instillation art can be an attractive force encouraging community members to see and interact with Artworks.

The more the Instillation artist gather his artistic tools to express his concept or to send a message through his art, the more his message will be delivered to the spectator and gradually can make a change in community behavior.

Recommendations:

Art displaying shouldn't be limited in Galleries Displaying of Art in public spaces would be more effective.

Artwork should concern understand, analyze and express community needs and try to fulfil them.

Art could be a part of solving some community problems especially those Arts who starts with a concept related to real life issues, Instillation art is one of these arts who need to be widely spread giving more opportunities to people's interaction facing social isolation global problem.

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