



The Role Of Art & Design To Aware Society Towards Sustainable Development

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Abstract

This research article examines how important it is for art and design to promote public knowledge of and comprehension of sustainable development. With today's intricate environmental, social, and economic issues, art is a potent tool for highlighting the significance and exigency of sustainable behaviours. This research explores how artists and designers use diverse creative approaches and media to connect audiences, elicit empathy, and stimulate critical thought on sustainability challenges via an interdisciplinary viewpoint. The article explores the transformational power of art in increasing consciousness, mobilising action, and encouraging collective responsibility towards accomplishing sustainable development goals. It does this by using examples from visual arts, installations, multimedia projects, and community-based initiatives. Moreover, the analysis focuses on how art-based interventions support social justice, environmental conservation, and cultural resilience in varied groups. In order to solve urgent global concerns and shape a more just and sustainable future, this study emphasises the linkages between art, design, and sustainability. It also highlights the importance of multidisciplinary cooperation and creative innovation.

Keywords: sustainable development, environmental consciousness, creative communication

Introduction

A method of advancement known as sustainable development aims to fulfil current demands without sacrificing the capacity of future generations to meet their own needs. Within the bounds of the planet's ecological potential, it entails striking a balance between social justice, economic progress, and environmental preservation to guarantee a successful and just society. The goal of sustainable development is to create inclusive, resilient, and ecologically sustainable development paths in order to solve the interrelated problems of poverty, inequality, environmental degradation, and climate change. In order to establish a more sustainable and equitable world for the current and future generations, it emphasises the integration of economic, social,

and environmental issues in decision-making processes and asks for cooperative action among governments, corporations, civil society, and people.

Culture and the arts are the hub of progress. The lives and purposes of office society are being greatly influenced by art, as are our cultural ideas and goals. Global sustainability and cultural understanding are therefore made possible by art. However, every meaningful sustainability endeavour has an individual component. A creative result might arise from practices like art and sustainability. The foundation of sustainability is the idea that everyone of us must accept the principles that allow us to leave sustainability at the individual level and be aware of our role on the world.

By addressing environmental challenges, art may raise people's awareness of the condition of the world and help them negotiate the values that will promote sustainable life. When artists are able to demonstrate the integrity of their work, collaborate with others to incorporate their creative vision into a movement, and get recognition and respect for their sustainability, they may engage others in a variety of ways. Because art is fundamentally based on the desire to convey meaningful experiences that have enduring resonance, it serves as a model for sustainability.

Sustainable Development Goals (SDGs)

A global call to action, the 17 Sustainable Development Goals (SDGs) aim to eradicate poverty, safeguard the environment, and guarantee prosperity for everyone by 2030. All of the United Nations' member states ratified them in 2015 as a component of the 2030 Agenda for Sustainable Development. Every goal outlines objectives to be met within the following ten years and tackles important worldwide concerns. The Sustainable Development Goals (SDGs) are a set of interrelated goals that aim to address a wide range of issues including poverty, hunger, health, education, gender equality, affordable and clean energy, clean water and sanitation, decent work and economic growth, infrastructure and innovation in industry, reduced inequality, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice, and strong institutions.

Here's a brief overview of the 17 SDGs:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production

13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

These goals serve as a framework for governments, businesses, civil society, and individuals to work together to build a more sustainable and equitable world. They provide a roadmap for addressing pressing global challenges and promoting shared prosperity while protecting the planet's resources for future generations.

Art and design play a crucial role in raising awareness

Art and design play a crucial role in raising awareness about sustainable development by effectively communicating complex issues in visually compelling and emotionally resonant ways.

Here's how they contribute to creating awareness:

1. Visual Communication:

The visual communication of the importance and urgency of sustainable development concerns may be effectively achieved via the use of art and design. Artists may draw in audiences and communicate important ideas like social justice, economic success, and environmental preservation using eye-catching compositions, vivid colours, and arresting images.

2. Storytelling:

Art has a special capacity to convey tales that emotionally connect viewers on a profound level. Artists may arouse empathy, stimulate inquiry, and motivate action by portraying real-life experiences, difficulties, and triumphs pertaining to sustainable development. Artistic storytelling may captivate a wide range of viewers and promote a deeper comprehension of intricate sustainability concerns, regardless of the medium employed—paintings, sculptures, photographs, or multimedia installations.

3. Symbolism and Metaphor:

Artists frequently employ metaphor and symbolism to elicit thinking and communicate complex ideas. The interdependence of environment, society, and the economy may be symbolised by artists through the use of symbols like trees, animals, water, and renewable energy sources in their works, emphasising the necessity for comprehensive approaches to sustainability. Reflecting on one's own beliefs and behaviours might be prompted by metaphorical depictions of social injustice, environmental destruction, and human resilience.

4. Interactive Experiences:

Creating interactive experiences may actively involve audiences in learning about sustainable development. Examples of these experiences include workshops, exhibitions, and public art projects. By encouraging participation, exploration, and interaction with the artwork, interactive components let viewers connect with and comprehend environmental concerns on a deeper level. These programmes promote conversation, critical thinking, and introspection via experiential learning, storytelling, and guided conversations.

5. Cross-Cultural Dialogue:

Beyond linguistic, cultural, and geographic barriers, art and design function as universal languages. Through exhibiting many viewpoints, customs, and creative forms, artists may foster intercultural communication and understanding concerning sustainable development objectives. In order to solve issues of global sustainability, collaborative initiatives combining artists from various backgrounds may broaden viewpoints, dispel myths, and promote cooperation.

6. Social Media and Digital Platforms:

Social media and internet platforms have developed into effective instruments in the current digital era for disseminating artwork and designs that promote sustainable development. Social media sites like Instagram, Twitter, and YouTube are used by designers and artists to share their work with a wider audience and start discussions on important sustainability problems. Virtual exhibits, internet campaigns, and hashtags enhance the power of art to promote social and environmental change.

7. Community Engagement:

Initiatives including art and design have the power to directly involve communities in spreading knowledge of sustainable development. Artists may co-create artwork that represents community goals, beliefs, and aspirations by working with locals, businesses, schools, and grassroots organisations. Participation in community-based art initiatives gives people the confidence to own environmental issues and help find answers together. In general, since they appeal to the senses, the intellect, and the emotions, art and design are effective means of promoting awareness of sustainable development. Through interactive experiences, symbolic representation, visual storytelling, and community participation, artists and designers motivate people to take meaningful action in the direction of a more fair and sustainable future.

Review of Literature

This literature review provides a comprehensive overview of the diverse ways in which art and design contribute to raising awareness about sustainable development, drawing on empirical studies and theoretical frameworks from various disciplines.

Illeris (2012). Sustainable development study on art education is still relatively recent. Concerns about the environment, economics, and social concerns are what most people comprehend when they talk about sustainability. Yet, as a component of transformational pedagogy, art education seeks to teach society via creativity, consciousness, and emancipation. A positive attitude and a sense of responsibility are also fostered

and encouraged in students through education, in addition to teaching or raising knowledge of sustainability. Projects for education could focus on nature and the interdependencies of ecological systems, as well as alternatives to modern human behaviour.

Cadarso (2015) Art education may improve students' ability to adjust and put the lessons they have learned into practice by using such cutting-edge teaching techniques. For instance, creating creative work necessitates that students actively engage, research, and experiment with a variety of factors, all of which either directly or indirectly translate into the acquisition of information that will last a lifetime.

Cerkez, T & Gabriela, B, (2013) Although art educators can appreciate the importance of art education, it's crucial to assess the results in order to comprehend the ways in which art instruction can influence students' traits and overall growth.

Pociovalisteanu, D. M., Silvestre, B., Novo-Corti, I. & Rabontu, C. I., (2016) This is done concurrently with the endeavour to guarantee that art is sustainable and that art education can help students support themselves. The idea behind sustainable development is to maintain rather than destroy the built and natural environments via the production of resources that meet human needs. Future generations will also profit from preservation, in addition to the present.

Thorpe (2011) The positive features of human well-being and how adopting a sustainable lifestyle may meet people's needs in their entirety help to illustrate the cultural sustainability component.

Cerkez and Gabriela (2013) There are two perspectives on sustainable art education: the first is reflected in the significance or worth of the art project, while the second is reflected in the recycling of the artwork's components. In the project Art Education for Sustainable Development, from each of these perspectives.

Cadarso (2015) Students get the opportunity to work on issues that may involve using art or design to solve problems.

Matsui (2018) claims that using art education strategies to improve students' empathy may help them develop personally and incorporate sustainability into their everyday lives.

Kohler, Weith, Hartel & Gaasch (2016) These are a few instances of how innovation may be applied to better sustainably communicate key concepts. One can produce meaningful artwork that addresses social or environmental challenges and communicates vital ideals through an art endeavour.

Live project to introduce and aware art & design students.

Amity University Haryana (AUH) celebrating Innovation Week 2023 from 18th -27th September 2023. On the occasion of the Innovation week celebration, Amity School of Fine Arts, AUH organized a virtual Expert Talk (Round table discussion) on “Design Thinking a Tool for Sustainability in a Changing World” on the 18th of September 2023. They have gathered a panel of distinguished experts, thinkers, and visionaries who have dedicated their lives to unraveling the mysteries of design thinking and sustainability. Prof. (Dr.) P. B. Sharma,

Honourable- Vice Chancellor, and Prof. (Dr) Vikas Madhukar, Honourable-Pro Vice Chancellor, Amity University Haryana inaugurated this expert talk.

Dr. Maya Jaber- CEO of M3D Consulting & Assistant Professor, University of Wisconsin-Platteville, United States, Dr. Manish Arora- Raman Post Doc Fellow (JHU-USA), Coordinator DIC & IICs BHU, BHU, Mr. Dharam Mentor-Brand Strategist/Mentor, Author, Educator and Founder GDGB Mumbai, India, Prof. Dr. Shruti Nigudkar-Program Director, Professor, Department of Visual Arts, School of Design, MIT WPU, Pune, Prof Jyoti Chhabra-Head Department of Fashion Design and Coordinator, Research and Innovation Cell for Entrepreneurship Graphic Era Hill University, Dehradun, Dr. Nilakshi Yein- User Experience & Interaction Design School of Design, UPES participated in this expert talk as expertise. These individuals have contributed immensely to their respective fields.

workshop on "Creative & Sustainable Sculpture Using Waste Materials".

Amity School of Fine Arts organized a workshop on creative sculpture by using waste materials for the students. The aim and objective of the workshop are to encourage skill development and enhance the creative understanding of students to bring out creative output. This workshop has explored a variety of mediums and techniques while developing critical thinking and problem-solving skills. The goal of this workshop was separated into two major components. First, how to transfer waste materials into a creative object. Second, nurture student's creative skills and aesthetical understanding of artwork. Students have developed versatile qualities of handling different mediums and building their unique style. In this workshop total of 42 Students, and 04 Faculty Coordinators participated, and after the competition, the workshop total of 61 Artworks were Produced.

Material Used

- Old Unused Cloth
- Cardboard
- Waste Newspaper
- Wood
- Egg Tray
- Glass Bottle
- Bamboo Stick
- Plastic Bag
- Plastic Bottle
- Jute Bag
- Burn Cigarettes

All produce sculptures of the workshop were displayed in the "Creative & Sustainable Sculpture Using Waste Materials"- art exhibition in the occasion of the Innovation Week celebration. All students of ASFA have spontaneously participated in this art exhibition. Students made many interesting creative sculptures with different kinds of waste materials like- corrugated cardboard sheets, foil paper, Paper rolls, Paper Mache etc,

wooden sticks, wood panel, wooden branch, plastic used bottles, plastic sheets etc. All artworks in this exhibition were very attractive and expressive. So many viewers were visited this exhibition, and they were all excited to see this kind of unique creative sculpture. This exhibition showcases the remarkable talent and dedication of our students, who have created stunning sculptures from discarded and recycled materials. It not only highlights their artistic abilities but also emphasizes the importance of sustainability and environmental consciousness. Through their innovative works of art, our students aim to inspire others to rethink waste materials and their potential for creative reuse.

Outcomes of sustainability workshop



Figure 1: wooden horse



Figure 2: Plastic Bottle Standing Dog

Upcycled art is essentially the practice of repurposing recyclable waste to turn it from something unwanted to a creative piece of genius. This wooden horse (figure 1) is created by the damaged furniture and the idea behind the awareness of society as well as our creativity. ASFA three students Himanshu, Balam, and Dev take this challenge to convert it into a creative piece of art. Dr. Animesh Mahata, Assistant Professor, of Sculpture from Amity School of Fine Arts, AUH coordinates with these students. The size of this sculpture is 8x4x8 feet.

Motivated to make a statement about the need to recycle plastic bottles, exhibited ASFA student Tanu (MFA I Sem) created the Plastic Bottle Standing Dog (Figure 2) (6x3x7 feet). it is made entirely of waste plastic bottles. Her goal was to build a community through creative social and educational collaboration which transforms an overlooked material that harms our planet.



Figure 3: Wall decoration owl



Figure 4: Hanging face frame

Jute handbags are not just fashion statements; they are a celebration of nature's versatility and elegance. Crafted from the fibers of the jute plant, these bags embody both strength and sophistication. Their natural, earthy texture and rich, brown hue make them perfect artworks for any occasion. As the world becomes more conscious of environmental sustainability, jute bags have gained tremendous popularity. ASFA two students Tamanna (BFA III Sem) and Akshita Arya (BFA I Sem) chose this material to make an artistic composition. Tamanna made a Wall decoration owl (Figure 3) (2x1 feet) and Akshita Arya made a Hanging face frame (figure 4) to decorate the interior.

Corrugated sheet as a material is already known to be biodegradable, recyclable, and even compostable. Maybe you already knew that you could create material to sculpt by cutting, pasting, and assembling. One ASFA student Loiyamba Maisnam (BFA III Sem) Applied Art selected this medium and explored it He created a piece of sustainable sculpture "Hanging Fish (figure 5)" (2x1 feet) and another student Divya Tiwari (BFA III Sem) Painting made a Human Figure (figure 6) (3x1x2 feet) in this medium.



Figure 5: Wall decoration owl



Figure 6: Hanging face frame



Figure 7: upcycled clothes bag

With a hope to make more and more people switch to sustainable fashion and get used to upcycled clothes products (figure 7). by unsewing, cutting, and stitching jeans, ASFA three students Pankaj (BFA V Sem), Delisha Sharma (BFA III Sem), and Perna Sagar (BFA VII Sem) (created handbags, and shoulder bags that were unique and trendy both for men and women. Jeans pockets can be reused to add functional and aesthetic details.

Conclusion

In conclusion, it is critical that the arts and design play a part in educating the public and motivating them to support sustainable development. Art and design have the unique capacity to convey complicated ideas in a way that is both emotionally and visually stirring, which makes them effective catalysts for social change. Artists and designers encourage empathy, critical thought, and action in people and communities by portraying social injustices, environmental degradation, and the need for sustainable practices.

The transformational potential of art-based interventions in promoting social justice, environmental stewardship, and cultural resilience has been shown. These interventions can range from visual arts and installations to multimedia projects and community-based initiatives. A collective awareness may be developed and grassroots movements can be mobilised to achieve sustainable development goals via the engagement of broad audiences and the promotion of multidisciplinary collaboration that art and design provide.

In order to solve urgent global issues and create a more just and sustainable future, it will be crucial to use the synergies between art, design, and sustainability going ahead. This calls for cooperation between artists, designers, legislators, and community leaders as well as ongoing funding for arts education and creative endeavours. We can build a society where environmental integrity, social equality, and economic success are pursued in harmony, providing a higher quality of life for current and future generations, by utilising the transformational potential of art and design.

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