

Abstract

The technology development to challenge art from traditional concepts to new concepts has a contemplative effect and has created more interaction with art, therefore losing boundaries between arts. Progress in hardware, software and application in the digital arts, has opened new windows to the artist that things were not under his control. Therefore, with respect to the type of technology, level of artist knowledge has been metamorphosis. The audience along with the artist experiences a new phase. In contrary to the work of art, we are faced with an artistic system which includes artist, program, arrangement, and individual action. Generally, includes culture and system of technology, the audience and artist in an aesthetic genealogy has tried to reach awareness and new perception resulting from mutual conversation of digital instruments, images and mind. The intuition recreates the historical narrative with codes and encryption. Therefore, work of art comes as if, a language that can be readable as in terms of speech, writing, image, body language and technology. The present study aims to achieve the aesthetic views of the artist and audience using descriptive-analytical method, data collection based on the written documents and field survey through questionnaire. Based on identifying the aesthetic criteria derived from experts try to refresh the relation of technological society and aesthetic of art, through digital tools in two independent societies. This includes 100 artists and 385 audiences as a sample size of the entire contemporary society. The results of this study shows that nowadays production of art takes place in a society where there has been widespread of technology and capitalist systems. In fact, art based on digital tool acts like a bridge navigator between life in the real world and the virtual world. Therefore, with the concepts of virtual realism and hyper-realism, a new definition has been derived from the complexity of codes from the technological community that has led mankind to separation and confusion. The contemporary audience has received the code, but does not communicate with its meanings. In this process, due to the presence of technology, the social affair loses its meaning and concept, and what is authentic was the aesthetic idea that produces meaning in the mind. The idea is the origin of the difference in art that encompass objects in various ways. Therefore, in condition that idea has importance, the structural form and the means of expressing the work of art take place in descending phase. Even beauty color fades in and there exist no physical effect. Only an event has occurred that has beautiful idea. Because it varies in temporal and spatial conditions, the absolute aesthetic view is not dominant on it.

Keywords: Technology, Aesthetics, Artist, Audience, Digital art, Contemporary