EMERGING TRENDS IN ART AS INTERVENTION MECHANISMS FOR REVAMPING THE ECONOMY

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Abstract

African art is closely linked with religious belief. The socio-cultural traditions of the Africans are highly influenced The emergence of digital age has brought about technological reawakening and monumental impacts on all spheres; with various trends emanating to further make the built environment more livable. One of the spheres through which the technological evolution has impacted is art. While one of the emerging trends in art that this study focuses on is the trending recycling of waste materials into something more aesthetic and artistically relevant as a veritable tool to inhibit environmental degradation the world is suffering from. Several individuals have developed functional artworks from discarded objects; with economic impacts. This paper utilized primary and secondary sources of information obtained in the library and internet sources. Identified emerging trends of recycling waste materials into fascinating artworks have no doubt addressed the menace of environmental reclamation which in turn reduced health hazards posed by environmental abuse over a lengthy period in the past. Revamping the nation's economy demands local production of essential goods to facilitate increased Gross Domestic Products within the shortest possible timeframe. This paper researched the outstanding contribution of certain individual artists whose activities lately have engendered productivity that supports gainful and improved living standards of practitioners of arts and crafts industries lately. In the light of the discoveries identified in this paper, it is recommended that creative thinking of the practitioners of art and design in recent times, if properly harnessed and encouraged by concerned government agencies would no doubt be a vital intervention mechanism in revamping the Nation's economy.

Keywords: Art, Design, Intervention, Environmental Reclamation, Recycle, Trends

Introduction

The emergence of digital age has brought about technological reawakening (Thomas, 2013) and monumental impacts on all spheres; with various trends emanating to further make the built environment more livable (Ajayi and Seyi-Gbangbanyau, 2021). One of the spheres through which the technological evolution has impacted is art. While one of the emerging trends in art that this study focuses on is the trending recycling of waste materials into something more aesthetic and artistically relevant as a veritable tool to inhibit environmental degradation the world is suffering from. Several individuals have developed functional artworks from discarded objects; with economic impacts as well as environmental improvement. Both the economic and environmental improvement are sine-qua-non to regurgitating the national cum global economy. Revamping the economy is vital for the sustainable development of every nation. Revamping an ailing economy no doubt requires sundry tactics in tackling the downturn in the economy. The task of revamping is no doubt a daunting one in a developing economy like we are currently experiencing across most African countries, Nigeria inclusive.

Out-of-the-ordinary solutions would be ideal to mitigate myriads of problems associated with daunting economic challenges to bring our economy out of the woods. Required ideal solutions should holistically ameliorate unemployment, and underemployment much as the gross domestic product of the nation should be on the upward movement.

Trends in Art can best be understood when a historical perspective is injected to bring to the fore, various art movements that have been recorded in human history. In different parts of the globe, there are always several kinds of Art created in the world, though everyone has his or her own tastes and particular preference when it comes to art. Howbeit, consumers, collectors, as well as curators at different instances in the past and lately, do greatly influence which styles of Art will eventually emerge as trending among the admirers of Artworks.

In the early 20th century, impressionism, or pop art grew out of nowhere to become the dominant artistic style of the period. But inevitably, a new trend, later on, emerged till the contemporary artworks now take their place. Sometimes ago in history, classical architectures were revived centuries afterward, as evidenced in the available relics of the neo-classical period. Art trends mostly follow or in most cases orchestrate political and social changes. In the not-too-distant past, during the just abated covid-19 pandemic, most artistic representations bore images that remind men of the prevailing health challenges faced by all mankind.

Emerging trends in Art and Design are hinged on the creative thinking of the individual artists in society based on the most exciting trends. In the past two years, the digitization of art events have produced what is now termed crypto art. Also revealed recently is the Virtual Art Exhibition which has come to replace the physical Art Exhibition of the old order. Crypto Art and Virtual Art Exhibition, has created a new taste in art and art patrons. This is because the virtual art exhibition has removed the barrier of traveling a long distance to enjoy what artists in distant lands have to offer their patrons across the globe. Virtual art Events necessitated by the pandemic eventualities have become more sophisticated, allowing artists to reach increasingly global audiences even now that the pandemic has subsided or is considered to have ended.

In the new world order, most museums, art galleries, and even Art festivals have begun to leverage virtual Art shows for its several inherent economic benefits. The museum, and Art galleries' operators are now embracing the Virtual Artistic experiences to cut down the operational cost thus maximizing profits even as the patron's scope is being widened beyond expectation. A digital presentation by various artists and their artworks are now available for interested artistic audiences anywhere in the world, even up to the inner recess of the comfort of their homes.

Art is highly subjective, it is noteworthy that art is usually dynamic and so is the forward and backward movement of the various trends noticeable at different times. It is also worth mentioning that Art is patronized by different people for different reasons. While several patronize Art, because they see art as a good investment with a perceived higher return on investment, more so, in the style of the work is making a rebound as an emerging trend or for reminiscences.

Zhou (2018) opined 'Conspicuous emerging trends in art in the international sphere of influence encompass virtual art events, 3d motion graphic design, crypto art, street art, and outdoors appreciation for nature, contemporary African art, neon at home, Memphis revival and science coverage. Artistic thinking in recent times has assumed a novel dimension in which very new and distinctive ideas are beginning to sprout. Social happenings like in the times of old are still forming headlines and themes of artworks but diversification in the area of materials being used keeps changing by the day.

Turredha (2019) reported that 'The emerging trends in art globally include mind-boggling fabric art Installations that incorporates some level of engineering giving rise to increasing numbers of jaw-dropping installations around the world. Socially Conscious Art and Tech Art are equally on the rise again. Tech. art is increasingly integrating technology into nearly all aspects of modern Art. The fusing of technology together with organic wit and lift is the inexorable effect of young people engaging in Fine Art up to the level where robotics and kinetic effects are being developed together in recent artistic renditions. A typical example is the digital art installations found in parks across developed cities of Europe and America.

The younger artists trend in their new ways to subsist and succeed by way of their artistry. Opportunities to stimulate the audience's interest are now being harnessed by the younger artists who are now embarking on novel means of engaging the audience thereby making their works readily available within the reach of their would-be patrons. The effects of art remain; if it moves us it will move, thus connoting if the observer's impulse are not stimulated, there the artworks remain on the easel, on the wall of the gallery, never to be fully loved nor appreciated. Most artworks in recent times are acquired or purchased on the dictates of the customers' impulses. Bryan Steadman (2015) posited that " the customers' impulses is not positively motivated, the artist's chances of improving will continually dwindle as acceptance by the customers is key to invigorated motivation to aspire to greater heights professionally. In recent times, it is increasingly becoming trendier that the Artist and his products have unrestricted access to the desired consumer in the global plane.

Methodology

Being a qualitative research, this study radiates various trends in art focusing majorly on waste-to-wealth style of art, hence, the use of literature review, interviews, studio experiment, and internet resources was adopted.

While carrying out this study, about three different waste recycling artists were engaged for an interview. The essence of the interview was to examine the works, motivation and possible challenges they are facing. Out of the interviewees, two are a professional studio artists and teaching staffers while the third interviewee is a student. The interview informed the following:

Dr. Kenny Badru

> This artist is an experienced professional with meaningful academic experience. His dexterities in the area of waste recycling in art cannot be overemphasized. He believes a concept connotes rare innovations that are currently in vogue. So far, he has been able to successfully recycle tons of bio-nondegradable wastes that could have settled in the built environment and spur environmental hazard. This also is borne out of emerging art as noted in the contemporary practice of Art as entrenched in the creative thinking of Youths across the nation. It is no exaggeration to comment that trends in Art and Design come and go throughout the years just as our tastes in food, interiors, and fashion change with time. It could be noted in the history of humans that Art reinvents itself constantly, however, the quest for newness and uniqueness lies at the heart of artistic expression. Part of his challenges range from poor patronage, disorientation of community people who are increasingly hoarding some wastes by selling them with high price. Which is already inhibiting the goal of reducing huge tons of wastes from the Abeokuta Ogun State a According to him, recycled art pieces is a trending adventure in art with high-end profit. Sequel to the fast rising demand for the genre of works.

Wasiu Ganiyu

He is known for his artistic style of maneuvering metal wastes and creating artworks out of them. This is one of the most tending forms of art with economic significance. Wasiu enjoys exploring metal wastes and equivalents to purvey his inner expression as well as contribute his quota of saving the built environment from possible chaos. One of his challenges faced in pursuit of recycling discarded metallic materials range from poor electricity supply which has been dwindling the extent and the rate at which the production of metal wastes recycling art should have been done which will in turn increase the tons of metal and hazardous wastes that could harm the built environment to be eroded and recycled into artistic relevance. Other challenges faced by Wasiu range from the hike in price of the metallic wastes that should have been gotten freely. He termed the artistic vocation to be quite lucrative judging by the tons of wastes that has been returned back to life dynamically and the financial rewards that proceed from every piece of work sold.

Sodiq Odugbola

Sodiq is a graduate of the Ilaro school whose major interest in recycling art prompted him to also ply the route of Wasiu who happens to be one of Sodiq's lectors. Sodiq explores the use of metallic wastes to produce above life-size

artistic sculpture with discarded objects being the primary media. Parts of the challenges Sodiq talked about are majorly imbued by the fact that he was still a student as at the point of interview, hence, he identified financial shortfall as a core challenge marring him from exploring various hazardous wastes and displacing them from the built environment. He also stated how once in a while the few works he produced usually being monetary gratification to get some other required materials necessary for his academic performance.

Discussion and Findings

From the viewpoints of the three artists, it could be deduced that the recycling art vocation is lucrative as well as a veritable apparatus for saving built environment from being degraded by the fast rising wastes from the increasing population nationally and globally. Therefore the need for for more attention to be given to this trend of artistic style should further be projected and the economic employment it is imbued with at a point in the very distant past, classical architecture was revived centuries afterward, as evidenced in the available relics of the neo-classical period. Artists sometimes instigate social and political changes. Shortly after the vacation of various restrictions necessitated by the advent of the covid-19 pandemic, most artistic representations that flood society were bearing the images of familiar looks prevalent during the pandemic globally. Trendy artworks attract so much patronage based on impulse rather than the functionality of such artworks. Artists with environmental concern are now recycling waste materials for economic gains. This trend is no doubt becoming a great money-spinning ventures. Items variously consigned into the trash bins originally made of metals are being recycled into making artworks that can be displayed as flower vases indoors as shown in the plates below.



Plate 1: Flower Vase – A metal sculpture by Odugbola Sodiq Opeyemi Wasiu 2021



Plate 2: The Cockerel – by Ganiyu Ayinde 2022 made of found metal scraps metal sculpture made of metal scraps

Currently, students of Textile Design in this Polytechnic have started advancing new uses for erstwhile waste fabrics into fascinating interior decoration items like bedside foot mats and rugs as indicated in plate 4 below.





Plate 4: An experimental rag-craft foot-mat created by HNDII students of Textiles Technology, The Federal Polytechnic, Ilaro. May, 2022

Because the waste items used in fashioning these various artworks are a very important component of an emerging trend in Art and Design that are acquired by the artists at little or no cost, the artists is eventually smiling to the banks whenever their products are sold to their patrons. This is possible because their products attract no-cost input except their creative thinking that is brought to bear on the scavenged waste items.

Several experimental type of researches are being embarked upon by different artists across the nation to evolve many novel artistic renditions using found objects. This paper is focused mostly on the emerging trends that are domesticated within reach of the author for the findings to be authenticated appropriately. Environmental hazards posed by several non-bio-degradable items lying across our landscape have motivated the concerned artists to lend their contribution to resolving global warmth arising from the indiscriminate disposal of non-biodegradable wastes in our environment.

Conclusion

From the foregoing discussions, it would not be immodest to conclude that there abound several emerging trends in art; specifically the waste to wealth genre, which is capable of being treasured as intervention mechanism in revamping the nation's economy and regurgitating the built environment against every iota of degradation.. The trending Street art and Virtual Art exhibition has come to remove the space boundaries of physical Art Exhibitions of old by making modern Art accessible to all possible patrons across the globe, while local recycling of waste materials by artists in the domestic climes of this nation has turned out to be fascinating money-spinning ventures while jobless individuals are now leveraging on their creative thinking to fashion sundry artistic items from the erstwhile neglected waste-items in our environment.

Emerging trends in Art and Design provide job opportunities for jobless individuals. These trends reduced the amount of non-biodegradable waste circulating in our environment. The emerging trends in art and design make accessibility to artworks boundless as prospective patrons readily access available artworks worldwide from the comfort of their bedrooms via virtual Art Exhibition platforms made possible by recent technologies.

Recommendations

This paper recommends the government patronage of the local artists as a means to encourage the development and sustenance of their practices; especially the encouragement that will continually make them to recycle discarded materials for artistic and aesthetic relevance vis-à-vis economic gain. It is also a recommendation of this paper that with improved infrastructures like power supply, the recent technology can be adopted by the art practitioners to launch them into the global market. This paper recommends policy protection for the citizens' intellectual properties to boost their development.

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