



## THE PLACE OF FINE ART TODAY

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**Abstract:** This article discusses the evolving landscape of visual art in the 21st century, technological advancements, the role of visual art today, the democratization of art through digital platforms, the impact of the emerging art market, and the growing focus on social and political engagement in artistic practice.

**Keywords:** visual arts, globalization, technological progress, artistic trends, future of art, contemporary art, inclusiveness.

### Introduction:

It is known that visual art, from the cave paintings of our ancestors to the masterpieces of the Renaissance and the avant-garde movement of the 20th century, has always served as human creativity and cultural values. It has been a vehicle for storytelling, a catalyst for social change, and a source of aesthetic pleasure and intellectual stimulation. However, the traditional structures of the art world are no longer as rigid as they once were. The rise of the Internet and digital technology has democratized the arts, breaking down barriers to entry and enabling artists to connect directly with audiences around the world.

### Literature analysis and methodology:

The 21st century began a whirlwind of changes under the influence of technological progress, globalization and developing social values. This shift had a profound effect on the creation, distribution, and experience of art. Social media platforms have become virtual galleries that showcase diverse artistic expressions and challenge the gatekeeping role of established institutions.

This democratization has advantages and disadvantages. On the one hand, it fosters inclusivity and creates a more diverse and vibrant artistic landscape. It gives artists the opportunity to bypass traditional paths to recognition and success and build their audiences and careers. On the other hand, it raises concerns about quality control, the potential for oversaturation, and issues of fair compensation in a digital marketplace where content is often freely accessible.

### Results:

A thriving art market further complicates the picture. Globalization has opened new avenues for financial success, connecting artists with international audiences and collectors. At the same time, this has led to increased commercialization and speculation, with art often viewed as an investment asset rather than a cultural artifact. This commodification of art raises questions about artistic integrity, the role of galleries and auction houses, and the potential for market forces to influence artistic trends and values.

However, many types of art are classified as visual arts, even if they do not meet modern criteria. From this point of view, visual art is decided by appraisers who determine the value

of the artist's works. This is often the case with a contemporary artist of a new or alternative form, whose art is less important than an imitator of older forms and styles, even though his art is more in line with modern aesthetics. An example can be seen in a graffiti artist; street art images have great skill and imagination, but compared to pastels of the same image, street art is often devalued as mindless vandalism. While this may be true in many cases, there are also many pieces of pastel or chalk graffiti that deserve to be called art, and commissioning an artist to create such works can be seen as an attempt to preserve an old concept.

**Discussion:**

Another factor that changes over time is the idea or perception of identity. Although many people associate an original work of art with its own art, different eras have tolerated borrowing or copying of other works to varying degrees. This is reflected in periods of art where a work that is nearly identical to its predecessor is considered a masterpiece. A more modern understanding is that an earlier work is a "master copy" and later works are copies of a copy, and that simply copying an earlier work does not merit high artistic quality. Usually the most valuable legacies of eras and changing definitions of art are works of art that managed to combine the aesthetics of their time, so classic visual art is often defined by an outdated masterpiece.

**Conclusion:**

In conclusion, it should be said that predicting the future of visual arts is an impossible task. However, it is clear that adaptation, innovation and social responsibility are crucial to the development of artists and institutions. Embracing technology, promoting inclusivity and engaging with contemporary issues will define the evolving landscape of visual arts in the coming years. Visual arts have a complex and multifaceted role in today's world. By embracing change and being critical of the evolving artistic landscape, the visual arts can continue to inspire, challenge and enrich our lives.

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