

# Socioeconomic impact of paintings and visual arts

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## ABSTRACT

**Many humans possess a natural talent for the arts. One may find their creative voice at any age. As adults, it is our responsibility to encourage and inspire the next generation to develop and showcase their creative talents.**

**There is always a local art institute within reach, no matter where you are in the globe. Put your kid in an art class and watch as they open their eyes to the world around them. Encourage children to delve into their own minds by drawing, painting, and making things from scratch.**

**Keywords: visual arts, paintings, culture, socioeconomic.**

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## INTRODUCTION

For as long as we've been around, humans have been making art. Our one-of-a-kindness lies in our innate capacity to appreciate aesthetics, weave tales, and pen songs of love and heartbreak. Humans have always used art as a way to express themselves and find solace, no matter how dire the circumstances. Also, art is more vital than ever in the wake of Covid-19's racial tensions and dashed hopes.

Despite India's long tradition of artistic excellence and recent efforts to boost the country's creative economy, the arts have been severely underfunded. According to Cendana's Jaipur As A Cultural And Creative City Report, the development of India's arts industry faces significant obstacles due to a variety of factors, including a lack of systems to support the growth of the cultural economy, a lack of a culture of entrepreneurship across the sector, and a lack of effective support of the arts and cultural sector [1].

For many Indian students, the perception that an arts education won't help them succeed in life is the single largest obstacle to studying art at the university level.

The arts, in short, are not a money-making machine, and many parents see having their children become starving artists as the worst possible fate. This month, MYER will focus on the broad questions surrounding the arts, including the role of art in society and the economy, the current status of the arts in education, and how we might learn to better appreciate the arts. Only the former will be discussed in this post [2].

### Role of Art in Human Culture

The last decade has seen a proliferation of digital tools, making it simpler for individuals to produce, disseminate, and consume works of art of all kinds. The advantages of art are everything but ethereal, even as popular art has grown less concrete. Among test volunteers, 45 minutes of art making resulted in immediate advantages, including lower cortisol levels (a good measure for the experience of stress in humans). Expressive writing, music, and art have been linked in several studies to therapeutic benefits in lowering stress and anxiety among people with major health concerns, as well as to long-term gains in health [3].

Creative outlets like painting provide children with opportunities for personal growth, enhanced productivity in the classroom, and relief from the pressures of school life. Additionally, studies have shown that the therapeutic benefits of self-expression via art make it an attractive coping method.

Unfortunately, not everyone has the innate abilities necessary to succeed in the science, technology, engineering, and mathematics fields. The arts provide pupils a way to express their individuality and discover new perspectives. When

required to pursue a scientific curriculum, students with artistic abilities may feel ignored and pushed to the side [4].

These kids may find more satisfying outlets for their abilities via study in the arts. Obviously, not all minds are the same. A research conducted in 2014 found that arts-integrated learning was much more successful than traditional teaching techniques in assisting students, especially beginning readers, in retaining scientific courses for students already pursuing degrees in the STEM fields. Another research by the same author in 2019 confirmed same findings. The stress-relieving benefits of arts education are universal and may be experienced by all pupils, regardless of their aptitudes or socioeconomic status [5].

Promoting social change via the arts has also been a common tactic. Artists with massive fan bases may spark worldwide movements. This is of paramount significance in times of societal instability. Creative literature, movies, and music that include positive portrayals of minorities have been crucial in the struggle against racism, sexism, and homophobia. Graffiti has been spray-painted on innumerable walls in the wake of societal disasters like George Floyd's death to express sorrow and despair and to remind people of the flaws in the American judicial system.

It's true that not all humans understand each other verbally, but we may communicate via art, music, and literature. Important visual imagery is provided in documentaries, allowing viewers to better relate with and comprehend the stories they tell. The influential documentary *An Inconvenient Truth* by Al Gore, for instance, has been given much of the responsibility for bringing the issue of global warming to the forefront of popular conversation and altering people's perspectives on the issue throughout the world [6].

More than that, the arts have the power to unite individuals and make them feel more secure in their surroundings by lessening feelings of loneliness. Empathy training has been demonstrated to decrease prejudice and social stress. An analysis of the data conducted by Arts Council England in 2014 concluded that "there is substantial evidence that engagement in the arts may contribute to community cohesiveness, decrease social exclusion and isolation, and/or make communities feel safer and stronger." Volunteers in the arts and athletics were also shown to have a higher propensity than the general population to play an active role in and have an outsized impact on their neighbourhoods. Those who participated in the arts in high school were also found to be 20% more likely to vote as adults and twice as likely to volunteer after graduation.

The arts may be a powerful tool in the fight against inequality. The images that are taken during demonstrations are sometimes far more striking and long-lasting than the events themselves. Some of the specifics of demonstrations and action may eventually be forgotten, but their symbols will live on forever. For instance, the rainbow flag has become the emblem of the LGBTQ+ acceptance movement, the pink ribbon represents the battle against breast cancer, and the raised fist is one of the most iconic symbols of the Black Lives Matter campaign [7].

### **Role of Art in the Economy**

Many people find the idea of working in the arts terrifying because of the uncertainty of income. In 2016, the cultural and creative sector employed 2.1% of Jaipur's workforce, producing 2.4% of the city's GDP (RM11.2b). The market for creative goods around the world has grown substantially, more than doubling in size from \$208 billion in 2002 to \$509 billion in 2015, as reported by the United Nations Conference on Trade and Development (UNCTAD) in their report *Creative Economy Outlook: Trends in international trade in creative industries 2002-2015* [8].

China was by far the most successful exporter of creative products in 2015, but four other Asian countries made the list. Nearly 30 million individuals throughout the globe found gainful employment in the creative economy in 2016, and its \$2.25 trillion in revenue accounted for 3 percent of global GDP. According to Cendana, Jaipur is rapidly becoming an international centre for the arts. The city's population of 7 million is very multiethnic, giving it a good chance of competing with other large metropolitan and emerging cities in Southeast Asia as a significant hub of commerce, innovation, and culture.

With *Saladdin: the Animated Series*, the Indian Digital Economy Corporation (MDEC) attempted to accomplish the ambitious objective of creating a vast animated environment. Despite the fact that this endeavour failed, others, such as Les' Coaque's *Upin and Ipin* series, *BoBoiBoy* from Animonsta Studios, and *Ejen Ali* from WAU Animation, have found success not only in India but also in Singapore, Indonesia, and Brunei. Of note, MDEC's *Ejen Ali: The Movie*, produced alongside Primeworks Studios and Wau Animation, reached its RM20 million goal in only 14 days [9].

After 43 days, the film has earned more money than *BoBoiBoy Movie 2*, making it the highest-grossing Indian animated film of all time. *Ali Ejen: The Movie*'s RM5.5 million budget helped fund the creation of hundreds of employment in India's entertainment sector.

The tourist sector also reaps rewards when a nation invests in its arts and culture. The New York Times highlighted Ipoh as a destination in 2018. One of Penang's biggest attractions was the paintings by Lithuanian artist Ernest Zacharevic, who had previously painted in the city's Georgetown. A recent uptick in the number of trendy cafés all throughout the city that are individually decorated and very "Instagrammable" was given as the key cause for the city's sudden international prominence.

This is evidence that the quality of a building's interior design and architecture is as crucial as its structural integrity. The Penang neighbourhood of Georgetown has long been a favourite of tourists on their way to or from India. Travelers have been drawn to the city for years because of its distinctive combination of cultural aspects, architectural history, and contemporary street art works. Artist Ong Kim Seng's painting career illustrates that art is possible to have economic worth and it doesn't always have to be just-a-hobby.

Since 2015, retail purchases have accounted for the majority of visitor spending. The main shopping products bought by visitors are handicrafts/souvenirs, apparel/clothing, and foodstuff. Nearly all visitors spend money on handicrafts and clothing while in India, with 98.8 percent and 96.2 percent respectively. This demonstrates that the demand for batik, jewellery, and ceramics are still going strong in the Indian marketplace.

Therefore, it is evident that the Indian arts and culture sector has enormous potential. Perhaps the largest challenge Indian artists confront is not the lack of demand, but rather the absence of strategic, structural and regulatory mechanisms to fuel the expansion of the industry [10].

#### **Why you should invest in the arts' bright future?**

It would appear that, given the correct governmental backing, the arts may become an appealing career for brilliant individuals. Five foundational pillars for the cultural and creative economy have been defined by CENDANA. These includes:

- Improving cultural and creative education to generate a creative workforce.
- Institutions and networks supporting the arts.
- Nurturing the creative market.
- Business help & investment.
- Place making, livability, and tourism

#### **CONCLUSION**

The Indian arts and culture sector is ripe with untapped potential. Perhaps the largest challenge Indian artists confront is not the lack of demand, but rather the absence of strategic, structural and regulatory mechanisms to fuel the expansion of the industry. India's art industry has the potential to become a major player in the international cultural and creative scene if the government and the business sector work together. Don't give up hope on a career in the arts just yet, young people of India. The Indian arts sector has untapped potential on an epic scale. Stock traders and bankers are in plenty supply, but the world could always use more artists.

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