THE RELATION BETWEEN THE VIRTUAL SPHERE AND THE VIRTUAL SPHERE OF ARTS IN THE DIGITAL COMMUNICATION ERA

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ABSTRACT

The widespread use of digital communication tools has brought the formation of a new perception of space-time in terms of artistic activities as well. Nowadays, artists and their works; art activities (art galleries, museums, exhibition spaces, workshops) are available for the audience through digital communication facilities. In the context of interdisciplinary design fields and digital communication relationships, there is a digital artistic medium of interaction where the designers and also the audience interested in art meet. In particular, exhibits related to the design areas, explaining the factors such as catalog of the works in digital media, the artist's biography and interviews, reach the audience with an effective presentation. The art audience, can watch the art scene through an outsider perspective with the information presented to him/her in a virtual environment. With the art space transferred to the virtual sphere (museums, galleries, exhibition halls, etc.) the concept of distance is removed. The news, video and images of any artistic event held anywhere in the world, is transferred to the electronic mailboxes.

In the research where the boundaries of art sphere will be questioned, it is aimed to examine the sharing of arts, artist, and art work in digital media. In the light of the findings, the presentation of art in real and virtual sphere will be resolved with the use of the descriptive analysis method.

Key Words: Digital communication, virtual sphere, virtual sphere of arts

1.1 ENTRY

It is a known fact that many publishers use the possibilities of digital communication. Web pages of newspapers, magazines transfer actual information to readers more primarily beyond parallel from printed media. Except printed publication, art blog pages constitutes efficient resource for those interested. In the past an individuals was investigating current art books, magazines, CD archives in his/her hands in order to get information about any design area. Visual archive books,

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exhibition catalogs are still located in the library today. However, today when it comes to investigate an artist, the artist's work, performance, film, the first referenced resource is the digital sphere not in the libraries but in the computer.

As well as in many areas the Digital communication tools’ interaction with the virtual sphere of arts has brought a new space-time perception. On the basis of the definition "Media" of Turkish Language Association; throughout the study art sphere and work sphere are associated with the definition "The entire spiritual, social and cultural impacts affecting the lives of a person or a group of people" (http://www.tdk.gov.tr/). Because digital sphere and art sphere converge at the common denominator in terms of being the entire spiritual, social and cultural impacts affecting the life of individual.

In this study, in order to examine sharing art, artist, artworks in digital sphere, selected examples of art spheres’ visual presentations in digital sphere are taken into consideration; the interaction of digital communication facilities with arts are analyzed by descriptive analysis of samples (http://www.londonartfair.co.uk/ London Art Fair, Art in America Magazine http://www.artinamericamagazine.com/, Ekavart TV http://www.ekavart.tv/). Formal and content characteristics of the selected three sample web pages are analyzed using the following table.

<table>
<thead>
<tr>
<th>Name of Arts Foundation</th>
<th>The Qualifications of Foundation</th>
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Table 1

1.2 The Relation Between The Virtual Sphere And The Virtual Sphere Of Arts

When viewed in terms of the connection of media, which is defined as "The whole of natural or material circumstances of a living being", "Motion area, platform of a community or communities", "The entire spiritual, social and cultural impacts affecting the lives of a person or a group of people" (tdk.gov.tr), with arts primarily individual-
art-space relationship comes to mind. According to Armagan, art is a cultural element arising from social realities, reflecting and directing those realities, and contributing the change of communities in a balanced way (1982: 182). Whatever type of art it hosts, physical environment in which artistic activity takes place, has been a platform with borders specified as a composition area. Today being physical environments, spaces such as museums, galleries, opera / ballet, theater, cinema, exhibition halls are visited by art lovers.

Artistic activities generally reach audiences in the physical environment in a required way of social, economic conditions. "Defined as culture producer the artist has a place in the sociology of art. ... Likewise with unquestionable ‘greatness’ but somehow defined as a mysterious and heritable asset, cultural product (‘artwork’) loses its qualities of universal and transcendental existence" (Wolff, 2000: 133). For artistic works reaching to the audience it is needed a physical sphere in everyday life. Displaying and exhibiting of artistic work is possible with a sphere. This situation is different in the digital sphere. As a virtual sphere digital media offers an area to the artist and audience. Area where the work is presented is a web page. "Every web document that is seen on the computer screen is a web page. A person or a foundation can create a website by bringing together all the web pages. Every website has an address identifying its location on the internet" (Karacay, T.). Areas exhibiting works, news, events, and performances take place in virtual sphere such as the websites, blog pages of artists, art galleries, museums, and contemporary art media. As in many fields digital media can transmit the information’s of arts compiled on a surface to the reader. From past to present arts serve multiple domains with aesthetic, spiritual, intellectual, cultural, historical and functional transformations. Beside the basic works survived today from past centuries such as painting, sculpture, architecture, with modern period disciplines such as visual arts, cinema, photography, performance, installation art that are as well as independent and interact with each other have been different disciplines of art.
Art defined as modern art and which covers contemporary art takes basis from art insights arised in 1960s. Art that had taken on a completely different appearance in 1960s, has not avoided using the technology evolving rapidly and today has turned into a dynamic spending energy to be more surprising and engrossing by facing the audience in very different ways (Bulut, 2014: 119).

In recent years internet using, has turned into ‘active use’ (that individuals create their own content and contribute actively) from ‘passive use’ (that individuals read from the content providers and receive information) (Cardiff, 2007). Contemporary art products are presented to the audience on the web pages and blogs with explanatory information by technological opportunities. Internet user, can comprehend deeply the subject, artwork, artist, understanding of the artist's own by benefiting from the links that are served to themselves and reaching the required knowledge. Berger, expresses that the paint has an effect to close the time interval between the painting and the look of individual to it. In this special meaning all the pictures are contemporary. The feature being witnesses of the era of the paintings comes from this. The historical moment in which they live is there, in front of our eyes (2005: 31). Whenever we wanted we have the opportunity to see and examine the work in web interface located in front of our eyes, the environment in which work is submitted. Yetisken expresses (1991: 45) when the artist's mental object is produced once with the last form not to be changed again as a concrete completed unity, with this producing it has been independent from the artist and it no longer cease to be the mental object which this special creative activities of the artist faced. The exhibition space where the work or works that have become independent from the artist have combined, has become a location that can reach to the audience in a virtual sphere. Thus the artist hands in their works to the audience. Whenever they want independent from the sphere but as a third eye to dominate the presentation of art in a virtual sphere audience can be around the space.

Initially while art was a sign of magic, amulets, religious teaching, respect for God or Gods, the power and magnificence of the gods, by the time it has become a tool that documents the power and grandeur of societies (Bulut, 2014: 118). Yardimci
(2005: 133), in her study named "Biennial in Globalizing Istanbul", based on Habermas (1998), "The commodification and autonomization of culture that has been in the service of church and aristocracy until modernization, has provide the citizens who came together in public spaces such as coffeehouse to begin discussion on cultural production. With the commoditization, for private persons it has been easy to get to art and literature works" she says. Not being limited with two dimensions of the arts, being interacted with viewers in third dimension has incorporated the viewers in the sphere where they are and onto the surface of the work beside just observing. Virilio (2003: 57, 58), draws attention to the unity of arts and technology's effectiveness on Aktionismus movement that includes especially Fluxus, happenings, performance art in 1960s by saying "as seen in the Vienna-based Aktionismus example stipulating to use the closed room and camera in performance, observing look no longer belongs to the artist or scientist, but to the technological research tools ant to the simultaneous industrialization of information and perception". In addition, when any artistic work is exhibited in the digital sphere; as well as the exhibition of art work, introducing the artwork versatile, beyond physical environment representing the art work also in digital sphere have been carried out with transferring the information to the audience such as information flow about the artist, its location in the historical process. Representation of artworks in digital sphere brings also being monitored from any location in the World beyond the physical environment.

"The most important factor in the rise of 20th century art; the beginning of new technological media that crossing to the video, computer and internet from photography, film and sound reproduction" (Huhtamo, 2002: 4). In electrical and electronic culture period, the artist represent their work by using the opportunities provided by technology and bringing together different disciplines. "Leaving the traditional means of expression, new artist who finds opportunities of expression in various fields, has begun to use new equipments resulting from scientific and technological developments" (Bingol, 2012: 2). For example, artistic works realized in the street (painting, mural painting, dance, etc.), are shared on the internet by video recording and mounting while presenting. Thus beyond watchin the artistic work on
the street, in the physical environment, individual can observe the re-presentation of this work on the internet. New communication technologies introduced as "The advanced consumer television" (Morley & Robins, 1997: 113), carries importance in terms of hosting developments, changes, formations of different disciplines of arts and providing these to internet users.

Revolutionary new structure that photography has created for display technologies, with the development of the film and then electronic display technology, the images can be produced now not static but animated (Altunay, 2013: 80). Digital art based on the function that Artworks display electronically on the screen (software art, installation art, electronic art) has many varieties. produced with digital tools like Computer, tablet as an electronic image generation sphere these arts are presented together with traditional art works or art works that have been performed in physical sphere. In this respect modern and progressive art movements are open to experimentation, re-interpretation of ‘existing’. Therefore traces of the past are often confront us in art Works by integrating with today's technological possibilities.

Today museums and galleries where traditional, classic, historic works present virtual solutions in art spaces by taking advantage of the technological opportunities, thus it is intended visitors to have more information about the period and art works. On computer and tablet screens, historical informations are presented to the visitor in an arranged and ready format. In addition, "except guided tours in museums illustrated lecture, touching session, story telling, drama and role play, discussion events across an artwork are held" (Maccario, 2002: 277). Thus, the informations transmitted interactively in art space become permanent.

Armagan (1982) summarizes in that the position and function of the art in technology society of our age:

1. Parallel to the technological developments in modern industrial society, all forms of artistic creation known until now can be performed simultaneously. Contemporary man, as being aware of the artistic creations emerging in every corner of the World, to some extent has also the
opportunity to obtain them by reproduction techniques. Thus, the effects of artistic creations have started to address all segments of the society.

2. Artistic creations has begun to appear to be out of service of a small minority. different social clusters have had the chance to benefit from the creation consumption there is a rapid increase on the number of beneficiaries from cinema, theater, television and art galleries.

3. As the content of artistic expression has changed, the perception of art is also changing. In these changes, as well as new techniques and mass media, public opinion and expectations are effective. Artistic creations tends to issue social facts. Many social, economic, political and even ideological messages are delivered to the masses through art. Art has become an important force in society (181, 182).

As summarized by Armagan, it is a fact that the expansion of arts provide positive returns to society. Today, technology plays one of the most important roles in spreading the art. As a time period triggering globalization the digital communication era that we are in, infuses the association of socio-cultural elements and globalization to the individual. In digital sphere, the size of the world as physical aspects, the distance of each living space are eliminated; it is reached to the information regarding art, artist, artwork in accordance with the intended purpose. Artistic actual news occurring in the World can be observed in the screen in front of us at any time with words and images.

On the other hand Benjamin in Passages (2002: 54), uses the expression: "Reproduction by technical ways may bring the copy of the original work to positions that cannot be considered for the original of the work. First of all provides the work to reach to the audience by the copy of the work produced by technical means (photograph, video, and so on. record). As a result of reproducing of the artwork by technical means the position of obtained product that can be, it is certain that it denies the value of 'now and here' attribute even if it does not affect the work’s existence in any way". Sevim (2010: 510), in her article named " Culture Industry with Walter
Benjamin's Concepts: Aura, Storyteller and Flâneur", expresses that Benjamin signifies a break with tradition with "special atmosphere" concept he put forward that artwork loses its power in the era that it is reproduced. Derived from Benjamin, it can be said that the artwork in its real space (exhibition or concert venue, stage, etc.) can be perceived with its own atmosphere in the strict sense. Perceiving mysterious air surrounding the artwork, focusing on the essence "described" in the work can be realized by perceiving the original work in art space.

The effect of the artwork exhibited in digital museums and galleries expands its permanence and continuity is ensured. Video recording and captions from the exhibitions provide the recognition and keep in mind of the artwork. Internet user, in addition to browsing the exhibition in digital sphere; is able to observe viewer, the artist and artworks. To walk around an exhibition on the physical environment must take place within the allotted time for the exhibition. However, visiting an exhibition video published on the internet at any time, re-watching, having extensive knowledge about the art and the artist by exploring the other information is possible on the internet. So when having this kind of installing information is a few clicks away, is it possible to feel, to perceive the atmosphere, the essence of the artwork?

"Aura", means a unique light or glow surrounding the original artwork. The feeling "here" and "now" gives the uniqueness to the art product. Therefore, "aura" that can be described as a spiritual cover that surrounds them coming off the person or object, is present in nature and is shaped by composing a unique form of any distance. This inaccessibility, is the main feature of the "aura" of artworks. The uniqueness of an artwork is also related to the impossible separation feature of the positioning in the tradition texture (Se vim, 2010: 510).

Some virtual museums are created by transferring the real space to virtual space as digitally designed. Data on the background formed by inspiring the real image are arranged in a hierarchical structure; the information are transferred to the audience in this way. In Simulacra and Simulations Baudrillard (2011: 19) claims that "the images always have a deadly force. Across the image with a deadly force, is reached by the
dialectic power of revive re-presenting the apparent and sensible features of the fact”. “Virtual reality produced by the technology is a natural extension of the perception of reality. The physical energy that individual received from the virtual world prevents error in perception with the resembling the world energy in which it exists. Virtual models and locations are reflected as real over the existing reality" (Candemir, 2012: 8). Artun (2011: 67), says that the communication designers want to conquer all public areas in his book named "Organization of Contemporary Art". With the articulation of art to the culture consumption, it is involved that the process of artistic creation arouses curiosity and becomes traceable. Thus, the design process that actually existing can reach to a wide audience on the internet environment by being recorded with technologic facilities. Various presentation formats of art, can be performed in digital media with interdisciplinary studies. The artist creates the artwork by using music on the background by recording with video record method, the artwork is revealed in the form as an artistic performance. The movements of the artist, the brush strokes composes an integrity as a result of interaction with the music and the space where they exist.

1.3 METHOD

In this study examined the relation between the virtual sphere and the virtual sphere of arts in the digital communication era, the review of the web interface of Art in America magazine, Ekavart TV and the London Art Fair unite in common denominator in terms of presenting art space, artist, artworks in virtual sphere and transferring actual information about art. Web interfaces discussed in the research have been obtained by the screenshots taken from the web interfaces of the foundations. Furthermore the selected samples have been investigated with descriptive analysis within the framework of art foundations qualification, the titles located in web interfaces, formal expression of the web interface and functionality of the web interface.
1.4 FINDINGS

The examination of the web interfaces of art foundations (London Art Fair http://www.londonartfair.co.uk/, Art in America Magazine http://www.artinamerica-magazine.com/, Ekavart TV http://www.ekavart.tv/) in order to examine the relationship between the art sphere and virtual sphere is presented in a summarized format in Table 2.

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Art in America Magazine</td>
<td>Art magazine</td>
<td>News&amp;Features, Exhibitions, Magazine, Newsletter, Subscribe</td>
<td>On the top on a black band, there are a banner advertisement, Art in American logo and titles of web interface. On the white background there are exhibition images, the titles and texts left justified.</td>
<td>Sharing the latest news about the contemporary art world in the United States</td>
</tr>
<tr>
<td>Ekavart TV</td>
<td>Online art television</td>
<td>Homepage, Exhibitions, Artists, Museums, Videoart, Music, Artblog</td>
<td>Designed with different shades of gray on the background, there are Ekavart logo and banner advertisement on top, the titles of the web interface down, exhibition videos and titles.</td>
<td>Sharing the latest news about the art activities in the World and in Turkey</td>
</tr>
<tr>
<td>London Art Fair</td>
<td>Art fair</td>
<td>Visiting, Galleries, Art Projects, Photo50, Sponsors, Vip, Press, Exhibiting</td>
<td>On the white background there are the titles of the web interface, London Art Fair logo, fair informations and other titles and the slideshows of the fair. Following of the page, on the white background beside the informations of the fair there is a window arranged for the Twitter page.</td>
<td>Sharing the latest news about London Art Fair</td>
</tr>
</tbody>
</table>

Table 2

1.4.1 THE ANALYSE OF ART IN AMERICA

Name of Arts Foundation: Art in America

The Qualifications of Foundation: Art magazine

Titles Located in Web Interface: News&Features, Exhibitions, Magazine, Newsletter, Subscribe

Formal Expression of the Web Interface: On the top on a black band, there are a banner advertisement, Art in America logo and titles of web interface (Image 1). On the white background exhibition images, the titles and texts left justified are designed. On account of the texts and titles used on the web interfaces of Art in
America are created with the typeface used in the logo, there is a unity in design. Furthermore, there is an attention to the gap element between images and texts.

Functions of the Web Interface: It is the web interface of Art in America magazine published monthly in order to share actual news about the contemporary art world in America. It gives information about artistic events, artists, the artworks of the artists, art movements. This magazine and the web interface of the magazine address to the audience interested in arts like artists, art historians, collectors.

1.4.2 THE ANALYSE OF EKAVART TV
Name of Arts Foundation: Ekavart TV
The Qualifications of Foundation: Online art television
Titles Located in Web Interface: Homepage, Exhibitions, Artists, Museums, Videoart, Music, Artblog
Formal Expression of the Web Interface: Designed with different shades of gray on the background, there are Ekavart logo and banner advertisement on top, the titles of the web interface down, exhibition videos and titles. On the web interface (Table 2) there are mostly the video records realized in exhibition and museums. With these video records, artistic events from Turkey and around the World reach to the audience. Beside the videos, there are also the images of the artworks in the exhibitions, the interviews with the artists working with the visual and auditory arts, the texts on the artblog. On the banner advertisement, an education foundation is advertised.

Functions of the Web Interface: 2008 Ekavart TV founded in 2008 carries out actual news sharing in the World and Turkey with the identity “First online art television in Turkey”. With Ekavart TV, EKAV Foundation aims the art lovers to reach to arts independent from time and space in order the arts to become a rising value in Turkey. For this purpose, the art audience who can not see the artistic events in the World and Turkey can follow the actual art images, video records on Ekavart TV. Ekavart TV, offers to the art audience the facility to navigate in virtual sphere by sharing the video records registered in exhibition halls on the internet page.

1.4.3 THE ANALYSE OF LONDON ART FAIR
Name of Arts Foundation: London Art Fair
The Qualifications of Foundation: Art fair
Titles Located in Web Interface: Visiting, Galleries, Art Projects, Photo50, Sponsors, Vip, Press, Exhibiting
Formal Expression of the Web Interface: On the white background there are the titles of the web interface, London Art Fair logo, fair informations and other titles and the slideshows of the fair images. Following of the page, on the white background beside the informations of the fair there is a window arranged for the Twitter page.
**Functions of the Web Interface:** The web page created to realize sharing the latest news about London Art Fair, a contemporary art exhibition held most widely once a year in the UK, has been transferring detailed information about the issues such as fair, artists, artwork, galleries, exhibitions, visitings. In the web interface (Image 3) beside the exhibition images, artist works images are also included. As in Art in America Magazine web interface, in the London Art Fair’s web interface, black band is also used. In addition, a hierarchical order in text and captions have been created by the use of different thicknesses of the type characters. The data contained on a white background have been read and perceived easily due to the hierarchical and simple organization of the web interface design and are format and detected.

**1.5 DISCUSSION AND CONCLUSION**

From the perspective of art’s interaction with communication technology continuing to develop day by day; it is seen that sharing the artists, artworks in the digital sphere carries importance in terms of reaching a wide audience who are interested in art from all over the world. In the world and Turkey, the foundation and organizations performing activities related arts, transfer information to the art audience with digital possibilities in the virtual sphere by publishing artistic events that take place in their foundation and other artistic organizations beside the existing physical spaces.
As a result of descriptive analysis of the samples (London Art Fair, Art in America Magazine, Ekavart TV) considered within the interaction of digital communication facilities with arts, differences and similarities on formal properties of the web interfaces have been observed. Three organizations’ web interface, in a similar manner sharing contemporary art informations is questioned. London Art Fair shares also the latest information of the art fair held in London in internet sphere. Art in America magazine publishes the information of artistic events, artists and galleries held in the United States located in its archives and date issue number in internet sphere. Ekavart TV, presents the images of the museums and galleries from different parts of the world to the art lovers in Turkey. Especially artistic events that take place in Turkey, is delivered to the art audience in internet sphere. In Ekavart TV web interface, despite the use of different shades of gray on the ground, the confusion occurred because of the legibility problem caused by the written items’ colours similar to the ground color and using less of the space element between visual elements constitutes a negative situation in terms of art audience. Besides, web interfaces of the foundations of London Art Fair and Art in America Magazine, taking into account the principles of design web interface is designed. White and black contrast and gap used between the images, creates a positive impact on distinguishing the text and images about event news. In the study, it is seen that the headings on the web pages have features reflecting the features and functions of the art institution. It is seen that the formal aspects of the web pages are required to be easy to understand and resolved through practical methods for the audience who wants to follow the artistic innovations and latest informations. Visual-written data located in the web interface design and that is organized by the art institution carries importance in terms of hosting the existence feature and functions of the art institution. In this context, it is involved that the necessity of the web interfaces of art institution located in virtual sphere of being actual, functional and practical.

Sharing the art spaces, events on virtual sphere, makes it possible for art enthusiasts to reach the current information they wish as their interest by eliminating the time-space concept. In this context the development and updating of web interface design of arts organizations will increase productivity and attractiveness in
the presentation of artistic data on virtual sphere. In addition, in order to reach to artists, museums, art galleries from different places around the world, developing a global social-artistic media application will expand the research possibilities of each individual interested in art. Again in a similar manner, gathering the art fairs in the World on the same webpage, phone application and designing this page ready access for individuals from all over the World will contribute to the development of international artistic relationships. It is possible to transmit art, artwork, the artist informations, museums, galleries to the audience with detailed informations via internet sphere. This condition provides the possession of informations about the data of relevant art disciplines. However, the "atmosphere of original art work" discussions, will continue as long as the development of technology progresses. The issue of perceiving, internalizing art with the real environment in which located and transfering art to the individuals by supporting extensive data through digital technologies, can be reprocessed with detailed surveys intended for the individual's perception of art.
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