Chapter 8
Digital Art Events and Digital Art Museums

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ABSTRACT

The development of information communication technologies and the increase in use have made it utilized as a tool for cultural and artistic production. Digital art, where technology and art coexist, has created a free working space for the artist. Digital art is a contemporary type of art that includes many different art methods such as sound art, computer graphics, virtual art, internet art, robotics, video, interactive art, computer animation, and it distinguishes itself from the old visual arts. The cities that have come to the fore with art in the world become the tourist attraction centers. In this context, tourist attraction centers can be created by developing digital art. The development of digital art and the increase in the number of artists interested in this art have led to the emergence of tourist attraction centers. In this chapter, digital art events and digital art museums are determined. And finally, digital art events and museum examples are given where digital art is an attraction.

INTRODUCTION

The development of information communication technologies and the increase in use have started to be used as a tool for cultural and artistic production. Digital art, where technology and art coexist, has created a free working space for the artist. Digital art provides an opportunity for direct communication with the viewer and creates an opportunity for interaction between the artist, the viewer and the work. Digital art is a contemporary type of art that includes many different art methods. Digital art using methods such as; sound art, computer graphics, virtual art, internet art, robotics, video, interactive art, computer animation, and distinguishes itself from the old visual arts. Today, new media is often used as an alternative to older nomenclature such as 'digital art', 'computer art', 'multimedia art' and 'interaction art'. Also, new genres such as 'net art', 'software art' and 'pixel art' are also referred to as new digital art. As stated in Çokokumuş (2012) the first use of the term digital art was in the early 1980s

when computer engineers devised a paint program that was used by the pioneering digital artist Harold Cohen. This became known as AARON, a robotic machine designed to make large drawings on sheets of paper placed on the floor. Many cities are not interested in the cultural or commercial dimension of art. Nowadays the cities that came to the forefront with art became the center of attraction in terms of tourism. New York, Paris, Milan are examples of these cities. In this context, tourist attraction centers can be created with developing digital art. The development of digital art and the increase in the number of artists interested in this art have led to the emergence of tourist attraction centers. In this chapter, digital art events and digital art museums determined. And finally, digital art events and museum examples are given where digital art is an attraction.

BACKGROUND

Digital Art

Digital art has undergone many naming changes since its inception. Computerized productions, which were started by the artists in the 1970s, were mentioned as computer graphics in the literature studies until the 1990s and "Computer Art" was later gathered under the title of "Multimedia Art". In the late twentieth century, film, video, sound art and other mixed art forms were evaluated under the term "New Media Art" (Arapoğlu, 2012; Atmaca 2011).

Digital art is generally referred to as the art form in which intangible and virtual objects produced with digital technology are created with aesthetic values (Ak, 2013; Türker 2011). Digital art is a form of art, which is realized by the production of non-physical objects, in which the computer plays a role in the general production. Digital art can be defined as "sense of art used in digital production as a tool and / or medium in its production or exhibition" (Avcı, 2013).

In the production of digital works of art, imagination and creativity that cross the boundaries of thought, as well as point, line, light, form, texture, color, etc. basic art elements are used with technology. Also, there is a need for computer use, programs and tools such as cameras, video cameras and scanners where digital art will be produced. Digital art is a form of computer aided art. Artists who are interested in digital art can produce new products by using computer programs and changing the pictures in various techniques. Although digital art is also named as computer art or computerized art, these terms do not fully meet the scope, but the computer has a very important role in digital art (Sağlamtimur, 2010).

From the first graphics using computer technologies to today's engineering wonder, interactive real and virtual environments, almost all works are defined as digital artwork. Christiane Paul states that digital art samples were first called "computer art", and later the name "multimedia art" was used. At the point reached today, she emphasizes that all these works are known as "new media art" (Paul, 2003).

According to Gültekin Çizgen, digital art is "the creation of visuals developed on the screen with a mathematical calculation, the technical language created by the 0's and 1's, and then the reflection of this infrastructure as a new technical tool in artistic expression and production" (Çizgen, 2007).

Digital art, formed by the combination of digital media and art, is called the art form in which the computer plays a role in its production. In this process, the computer can be found anywhere in the development, ranging from a traditional tool to a creative position. The works where only the usual use of the computer plays a role in the process are generally not included in this classification (Purves, 2005; Akten, 2008).

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