

Chapter 4

Digitalization in Art: Accessibility

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ABSTRACT

This article explores the relationship between digitalization and accessibility in the art world. It highlights how digital technologies have transformed the creation, exhibition, and distribution of art, making it more globally accessible through online platforms. Digital tools like virtual reality and AI have expanded creative possibilities, while internet access allows people from diverse regions to engage with art. However, the digital divide still presents challenges to equal access. Overall, digitalization has made art more inclusive, innovative, and collaborative, reshaping how it is experienced and shared worldwide.

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INTRODUCTION

Art is an original production field that reflects social values as a cultural form of expression and enables aesthetic and intellectual communication; at the same time, it produces meaning in a historical and sociological context by structuring the individual's emotions, thoughts, and imagination. In this context, art is not only an individual creation process but also plays an active role in the construction of collective memory and the shaping of cultural identity. Art is the form in which individuals and societies express their emotional, intellectual, and aesthetic experiences, holding an important place in the historical and cultural development of humanity. Art not only serves as a tool for aesthetic pleasure but also creates profound effects on a social, cultural, and individual level. The fact that art is accepted as a reflection of every stage of human history is an indication of its universal and timeless nature. Every work of art, while carrying traces of its own time and culture, also touches upon the universal themes of the human spirit.

The social function of art shows that it goes beyond merely expressing individual emotions. The common values, identities, and beliefs of societies are shaped and transmitted through art. Art ensures the transfer of a society's cultural memory and history from generation to generation through visual, auditory, or verbal means. In this sense, art is an important tool in the preservation of cultures and the strengthening of social belonging. At the same time, art also functions as a tool for social criticism; artists raise societal issues, injustices, and human rights violations in their works, paving the way for social change and transformation. In this sense, art continues its role in the historical process as the conscience of society and a tool for change.

Art is a fundamental cultural practice that feeds societal awareness and critical thinking, beyond merely developing individuals' aesthetic perceptions. By shedding light on the historical, political, and sociological processes of societies, it keeps the collective memory alive; it enhances empathy between individuals and creates a foundation for dialogue aimed at understanding differences. Art is a dynamic tool for both individual freedom of expression and social transformation.

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