THE ARTISAN PRACTICES OF
INTEGRATING HYBRID ART KNOWLEDGE

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ABSTRACT

This purpose of this paper is about artist's practices in hybrid art knowledge. This paper examines the elements of artist's practices in producing art work and as a tool for the dissemination of knowledge practice. There are 30 attributes extracted from hybrid art practices graph plot and the graph plot was analysed by using principal component analysis (PCA). All these attributes are discussed in two components which are artisan practices in hybrid art and hybrid art knowledge. In this multidisciplinary approach, it aims to discuss artist's practices from four perspectives that are a combination and support, creative and style, media and character and art form. This paper also will discuss about artist's practice affected artistic diversity, art space with gallery and understanding of audience to the concept of hybrid art knowledge. From the outcome of this research discussed how Conceptual Framework of Hybrid Art Knowledge integrated between artist, art space and audience to reflect on the impact of the local art scene.

Key words:
Artist practices, Conceptual Framework of Hybrid Art Knowledge, hybrid art knowledge,

INTRODUCTION

As considering of development in science and technology in Malaysia, it directly affected local artist to explore more in an artistic discipline. Local artists have influenced and consider new approaches to develop multidisciplinary arts were in our mainstream focus on very much about painting and sculpture. As computer art and electronic art started enter the art mainstream around in year 1980's, digital technologies have expanded and encourage artists to explore more in art where they channelled from old modes to new modes in producing art works. The new advance of technology had construct artist to apply multidisciplinary in art by combining old and new media to produce art. With those efforts, artists have developed the "hybrid art" in creating a platform to multidisciplinary approach and expand more in art exploration.

LITERATURE REVIEWS

According to Rahman (2007) stated that hybrid art is something of mixed origin or composition, having two or more components that produce results. The result is a new generation – integralism. In 2007, the Hybridism Art Group had created a manifesto named " Hybridism Concept Of Manifesto". Based on this manifesto (fig. 1), the integration of embracing culture of origin, support the activity of combining, value creative minds, cross disciplinary or multidisciplinary, media and technology convergence, unlimited process and experimentation have created hybridism in art.
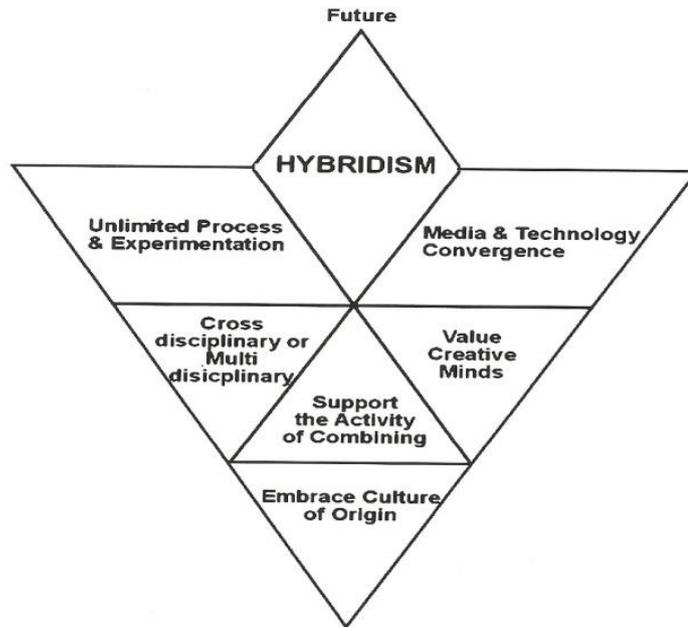
Figure 1 *: Hybridism Concept Of Manifesto*
Source: (Hybrid + ism, 2007, pg.65)

Gallasch (2004) stated that in Australia, hybrid arts are where new ideas about the body, culture, history and technology are most strongly expressed, explored and critiqued. It is an area of intense research and development into the possibilities of cross-artform, intercultural and multimedia practices. Rahman and Michael (2009) stated that the combination of science and technology have expanded to artistic practices without neglecting the elements and principals of art, and these expansions has existed to multidiscipline works practice by artists.
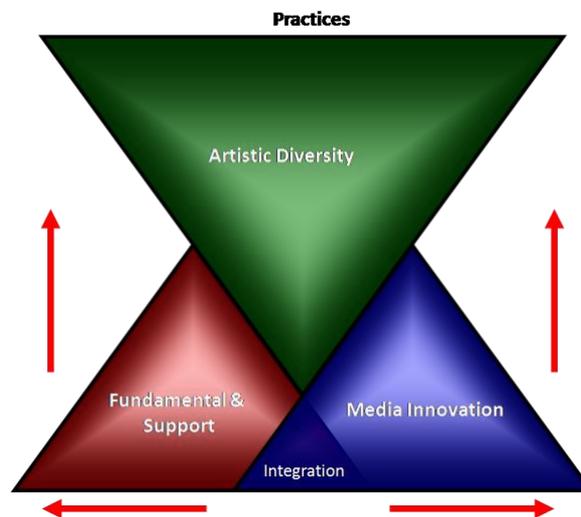
Figure 2: Model Of Hybrid Art Practice
(Source : National Arts Conference Proceedings Paper , pg. 347)

Michael (2009) stated that in model of hybrid art practice (fig. 2) are evolved of artistic diversity, art foundation and support and media inovation as valuation to art works. The measure of gaining hybrid art practices involves art foundation and support is equally integrate with media innovation, so as a result, the practices in art diversity will be achieved. In general, hybrid art practice breaks

down the limitations, variety of media, techniques, equipment or discipline. In this context, clearly indicate that only openness is instrumental to the advancement of art and creating a new culture in experiencing art.

PROBLEM STATEMENTS
There is need to identify the elements in artisan practice for integrating hybrid art knowledge. So, what are the components the artisan practice of integrating hybrid art knowledge.

METHODOLOGY
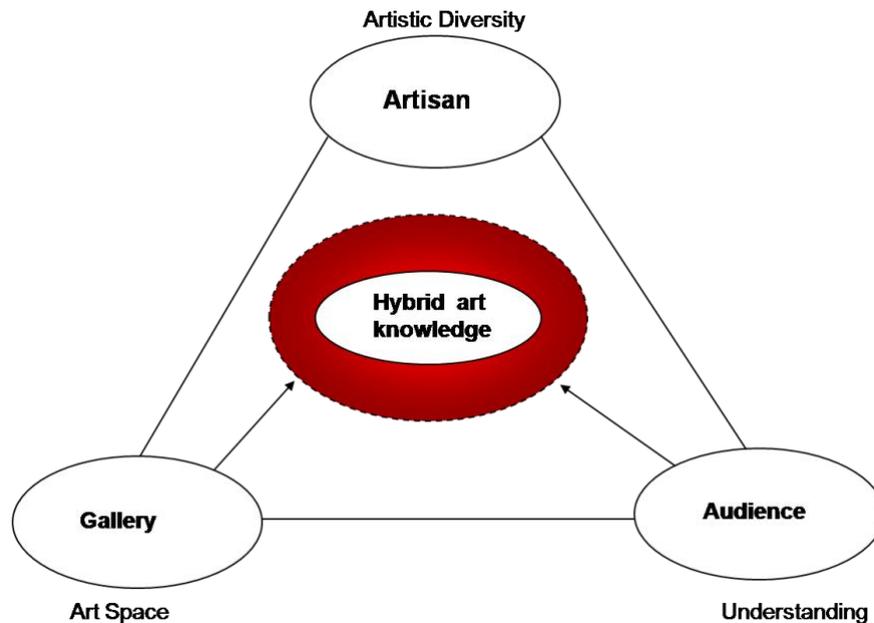
Figure 3: Conceptual Framework of Hybrid Art Knowledge

In this Conceptual Framework of Hybrid Art knowledge (fig. 3), artistic diversity is the core of the hybrid art knowledge which is artisan as the main character. The relations are surrounded by art space represents gallery and understanding portrays audiences. When we have seen this conceptual framework surrounding, it is a process of integrating hybrid knowledge impact with a different perspective. Using hybrid art practices as the factor for art diversity aspect, where the knowledge is practices of artists. This feature is to discuss what the attributes practices by artists and construct four components which describe combination and support, creativity and style, media and character and art form that can be analyzed in art studio context. In gallery context, art space is used to represent exhibition approaches. The crucial element in art space is that the integration between artist and gallery roles ensures that construct responses to their ability and capability in develop hybrid art works. In order to respond to hybrid practices, audiences will reflect their understanding through their experiencing hybrid works. This framework structure reflects how hybrid art knowledge responds at all levels to create a hybrid identity.

RESULTS & DISCUSSION

ARTISAN PRACTICES IN HYBRID ART

Combination and Support
As hybrid art appears in the contemporary art scene, artists asserted inclination towards hybridization. It encouraged freedom and no boundaries in application and also emerging style in breaking traditional techniques way of producing art forms. For example, the combinations between electronic devices and traditional tools as a trend. Beside, Born and Barry (2010) state the emergent field of art-science as part of a heterogeneous space of overlapping interdisciplinary practices at the intersection of the arts, sciences and technologies. Hauser, Jaschko, Krpan, Vesna, Visnjic (2015) stated that now fully living in, where machine and flesh have already merged, cultures and ideologies are clashing face to face as well as nline, autonomous warfare is waged, top-down technologies have reached their limit and science is learning to return to bottom up systems that nature has been employing all along. It shows that the boundaries are no limits and emerging complexity in the arts. When artists started to participate in hybrid's work, they started to think what kind of integration to support different discipline and this allowing them to understand deeper about subject matter. Same goes to art students, they are free to explore latest technologies or techniques so that they understand the possibility of the media and challenge the boundaries to create work. Interviewed with Sanusi (personal communication, July 15, 2008) stated that art students are encouraged to think about the ' language ' that is being used at present other than industrial and artistic progress such as explores in the technology kind of works. As a result, through hybridization it is totally made an interactive, imaginative or even new interaction between creator, artwork and even the tools. This makes a new effects and knowledge through the languages of art piece.

Creativity and Style
At present, hybrid artists interested and even committed to exploring science and technology as their theme. For example, at western country, artists collaborated with various field backgrounds of people such as scientists or even engineers appeared to produce an extraordinary experimental artwork. Different from western countries, our local artists are our own identity and surrounded by elements of culture. However, as art crosses the boundaries of beyond creativity, artists may broaden their knowledge through combining technology and culture to create our very own identity in art. According to Sulaiman (2013) stated that artists have sought originality by delving into aspects of their culture, culture identity helping to differentiate one artist from another in an otherwise homogenous machine world. This article also stated Malaysia artists have used new media as a critical tool to address issues of cultural heritage. From the finding from hybrid art practice data, it shows that interactive and interactions are crucial to achieve hybrid practice in the works. From audiences perspective, experiencing art work where there are elements of interaction in art, it may attract them to appreciate art. On the other hand, the engagement between interactive and interaction may challenge for the valuation of creativity. Schraffenberger and Heide (2012) stated that interactive art is of great relevance to the arts, sciences and technology alike where it is existing research concerning interaction in interactive art and discusses its applicability for describing and classifying audience - artwork interaction.

Figure 4: Mohamad Ali Azraie Bebit, *Nothing,* 2009

For example, Mohamad Ali Azraie Bebit who created an interactive type of work, entitled "Nothing" (fig. 4), where he applied video and kinetic sculpture as interactive work. 'Doraemon' as the main character, where as we all know, the character known as may fulfill it's owner demand, but in this character, what we want is a delusion. This moving sculpture created attention to the audiece and the most interesting part is the video stated the word "nothing". This artwork is able for the audience to interact with the art work and they able to observe the character of the media and most interesting is reflecting to audience's lived experiences.
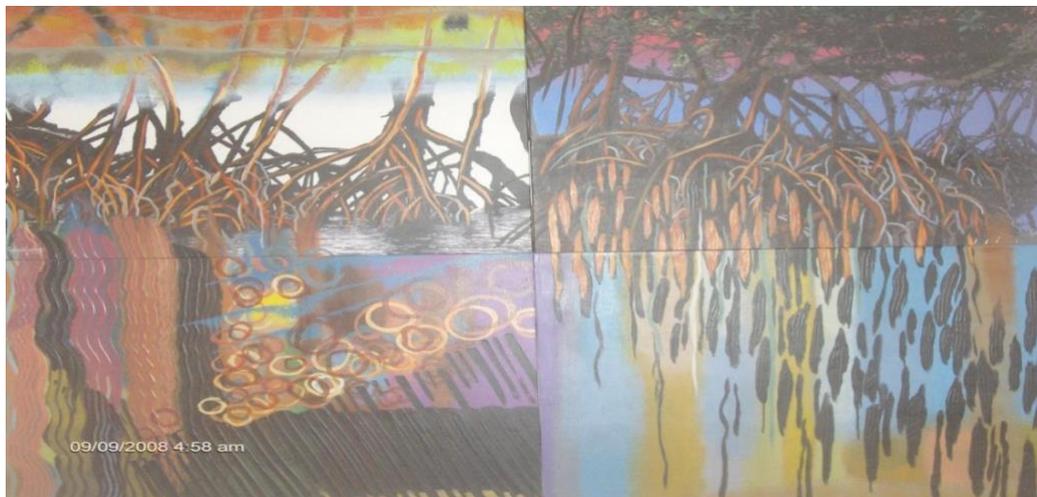
Figure 5: Sylvester Weilding Jussem, *Kobong Series* I & II, 2007

Sylvester Weilding Jussem presents an interesting piece of painting where combination between digital prints and acrylic painting. This painting is installed on a wall which is a precise grid of four artworks in the series. Besides, if the artwork divided separately, it will capture a single view. In this "Kobong Series" (fig. 5), he a tried to extend effort of creativity which is to explore two different media in a piece of an artwork.

Media and Character

As an artist, understanding the media and its character are important where it encouraged freedom and no boundaries in application and emerging style in breaking traditional techniques way of producing art forms. Artists really looking deep into the strength of the media and study the character of media so that when they are conducting into media process, they will produce with outstanding outcomes. The hybrid artist knows completely about structuring the media through the content of the idea. For example, from the tools aspect, artists may apply electronic devices and traditional tools as an experimental art work. As a result, through hybridization of cross media it is totally made an interactive, imaginative or even new interaction between creator, artwork and even the tools. When artists able to identify the strength of media, it may challenges artists to control and handle it. The creative process inquires to develop new effects and knowledge through the transformation of the art piece. The audience may think that whether technology can turn advancement in creating art from an area of facilitate produce art piece into a new thinking area of development of knowledge. As technology gets involved in the creation of an art piece, artists have explored the scientific world rather in a wonder spirit than critique issues surround them. In the sense of the creative process, there will be interactivity between the machine and creator which meant the artist itself. Not even that, unlimited process and experimentation also highlighted which included media, medium and techniques.

Art Form

In Malaysia, we are dominants of generating cultural such as society and multiracial as a subject matter. These platforms represent to form of hybridized culture among Malaysian society. Once again, the nature of creator perception about combining media questioned how important mixed media being used for creating art. So, when comes to culture or cultural images and then transform it into an art piece. Meanings that it is also embracing the culture of origin as a form of art. Many artists agreed aesthetic generate naturally to the creation of artwork. Although artists who work with traditional media, indeed hybrid artist interested in practicing scientific or technology base skill to improve their creativeness. Again, these depend to the artist in exploring hybridity in this art form. At the same time, the idea of combining culture and technology can represent our society in order to create intercultural concept and opened up to multi practices. artists may Interviewed with Isa (personal communication, June 8, 2008), he stated artists must practice the fundamental knowledges and as well as go beyond in technological process. Levinson (1984) stated that the hybridization of art forms does precisely this, not at the level of single works and their components, but at the level of artistic categories and their antecedents. Thus individual hybrid artworks, in virtue of the arts they display in combination, acquire a significance as emblems of creative activity in general.

Hybrid Art Knowledge
Artistic Diversity

From the finding of hybrid art practices graph plot, there are 20 elements in the artistic diversity component such as interaction, communication, creativity, new identity, aesthethics, experimental, multidiscipline, culture, mixed media, research, media character, strength art and science and new effect. Born and Barry (2010) state the emergent field of art-science as part of a heterogeneous space of overlapping interdisciplinary practices at the intersection of the arts, sciences and technologies. Bandt (2006) stated that the conceptual considerations in the design of cross disciplinary works are addressed and these include the parameters derived from the disciplines of sculpture, sound, temporal composition, spatial architecture and audience interactivity. For art practice as part of art based research, the engagement of multidisciplinary and research as a process of making art as long as it concern of artistic aspect. This approach is to encourage a variety of languages and terms without neglecting local identity of the art scene. Another important development to achieve artistic diversity in artist practices is the extensive materials and media. On

the other hand, artists today are no longer limited to apply material and media for producing artwork activity. For example, painting and sculpture used to be an old media and apply traditionally for producing activity. But, now painting and sculpture are integrated with art performance and experimental so that there are interaction approaches between audience and art works. The idea of hybrid practice is to break traditional method and apply cross media so that will continue to generate many new ideas and genre in the arts. Interviewed with Saidon (personal communication, February 20, 2009) mentioned that technology not only exists today , but have existed in prehistoric times because human beings are "tool maker" to make tools and equipment. He also stated that technology has become a part of human life.

Figure 6 : Al Kesah, 24sm x 19 sm, Ismail Zain, 1988

In the Malaysian art scene, artists are engaging directly with a social culture as a main factor and dominant in term of the idea then followed by issues. For example, the late Ismail Zain's art work entitled "Al Kesah" (fig. 6) applying from the techniques of digital collage to create the finest dots and lines, form and texture. The details had transformed the fine dots to become a family picture of Ewing family (popular soap opera in 1980's) and traditional Malacca house. Ismail and Sabana (2009) stated that Ismail Zain's interests in allegorical impulse, conceptual art, cultural orientation and bombardment of images caused by information technology was translated in a very witty and teasing style in the title of his solo exhibition, which was Digital Collage. When applied to studio research, artists started to investigate what is the strength of the idea, creative process, and media character and so to integrate multi practices.

Figure 7: Khairul Aidil Azlin Abd. Rahman, Midin Series in Hologram (2007)

Artwork such Midin Series in Hologram (fig. 7) focuses on the attraction of movement in the instantaneous character of the forms created. The difference about this painting compare to other painting is the attraction of optical illusion of motion vector of viewing virtual moving images into 3 dimensional vision of space. He encouraged audience to explore and interact with the painting. Moving images are projected to the painting. So, audience noticed that the artist applied two media, which are painted and digital moving images to create between real and virtual images. In addition, creating art is part of the searching knowledge and learning process to achieve new idea and complexity. Busch (2009) artists have not only taken up art criticism and negotiations, they now also integrate research methods and scientific knowledge into their artistic process to such a degree that it even seems to be developing into an independent form of knowledge on its own. Besides, Benjamin, Coussement and Schmidt (2010) stated that artistic human-robot interaction design is introduced as a means for scientific research and artistic investigations. Their studies the use of finite state machines to organize robots' behavioural reactions to sensor data, and give a brief outlook on structured observation as a potential method for data collection. Meaning, this study focus on technical in experiencing the design of the robot and manipulate the complexity in hybrid which includes technical, experiment, research, artistic and so to the aesthetic. So, with our own art identities, artists may research about cultures, heritage, historical so that it can absorb to artistic research. We represent more on formulating own identity like integrate of culture and technology, resulting of hybrid identity.

Art Space
Gallery or art space is a space for artist to exhibit their works and presented to the audience and art collector. Most of the galleries are preferred old media works and collected it as part of their collections. If a measure of the value of hybrid art works is to be art source for next generations, then hybrid art works should be preserved so that they will experiencing and involved with different discipline of art. Now, the challenges for the gallery are how to attract audience to appreciate hybrid art works and conservation for hybrid art work how gallery play their role to develop hybrid art in the contemporary art scene? Burns (2010) stated that the technology of and accessibility to digital media arts work in public and private spaces present challenges to valuing digital media arts work. The importances of providing art spaces for hybrid artist to display their work are because of hybrid work physical needs suitable places due to some of the work are applying technology media.Without proper technology and support for exhibiting digital media art work, visitors are unable to access, experience, and value digital media art work.

Public and private art agency like the National Visual Art Gallery and Petronas Gallery and other private art gallery have to challenge their ability and collaborate with artist to attract audience to participate experiencing artwork. These collaborations are very important because the agency play a role to support and expand the boundaries of art space to local artists to exhibit their work. For example, exhibit at public space. With this opportunity, our new generation will able to enter different environment and learn new knowledge. Edmonds (2010) stated that the artist is concerned with how the artwork behaves, how the audience interacts with it and ultimately, in participant experience and their degree of engagement. In addition, by support from the agency, there will be more new artist to get involved with art exhibition and encouraged them to explore more in art.

Understanding

Audiences are important character in this component, where they are evaluating, experiencing, participating and interacting with artworks. When they are experiencing new approaches of present art, these allow interpretation and change the audience's ways of thinking. Artists are engaging with the intellectual thinking and critical discussion so that audience will interest to involve and measure their awareness in understanding the idea of works. This is because creativity involves the experience, knowledge and information. So, the responds from will contributes to the development of our local scene. As artists bring a new way of thinking in experiencing art, these may present the need for a shift paradigm in valuating art and part of educating young generation exposes to hybrid works. Technology plays an important role in providing information and as a disseminator of information to the community or audience. In addition, through the enhancement of now a day digital media, audience can access the latest art work or even support the activity of art exhibition. As there are understand what is hybrid's work, they even can experience virtual museum and interact with the artworks. As a result, art will be more closer to the community and many audiences can accept the complexity of hybrid art. The passion of artists will be appreciated by the audience and artists will be continued to produce our own style of producing art.

CONCLUSION

As discussed in this paper, art practice needs to be recognized as a valuable for developing local art scene. Further, art practice is the process of learning knowledge and ongoing discovery, so there is a need to create alternative to establish a hybrid art practice. In addition, in this new era of contemporary art, there is no longer of exhibit artwork in the gallery, but explore and seek more art space in order to encourage youngster to interact and experience art in new mode. This is because the styles of new generation appreciates and have an awareness in artistic practice is different from the 1990s. Global cultural is the main impact of transforming art practice, where artists will continue seeking new method, new possibilities and new technologies to enhance productivity of art works. In addition, the final results are the value of artistic inquiry and new knowledge to the community.

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