

Transformation of Beauty in Digital Fine Arts Aesthetics: An Artpreneur Perspective

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ABSTRACT

The evolving nature of beauty in digital fine arts aesthetics signifies profound shifts within contemporary social and cultural contexts. Technological advancements have enabled artists to explore new mediums, creating works that reflect and respond to current societal issues. **This study examines** the paradigm shift in digital fine arts, focusing on the interpretation and manifestation of beauty in digital creations. It explores the interplay between digital aesthetics and societal realities, providing insights into the transformation of beauty in the digital age. **An interdisciplinary approach** is utilized, incorporating textual analysis of relevant literature, participatory observation at art exhibitions and online platforms, and a comprehensive literature review. These methods trace the evolution of beauty in digital fine arts and analyze how artists incorporate visual, auditory, and interactive elements. **The research demonstrates** that technological progress has significantly impacted the creation and perception of beauty in fine arts. This transformation includes broader definitions of aesthetics, integrating multisensory experiences and community participation. Digital fine arts now serve as a dynamic medium that reflects diverse social, political, and cultural themes. **The transformation of beauty** in this field underscores the complex relationships among art, technology, and society. Digital artworks provide innovative aesthetic experiences and mirror contemporary social dynamics. Despite concerns regarding the authenticity and preservation of digital art, its role in expanding artistic expression and fostering innovation is undeniable.

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1. INTRODUCTION

Digital fine arts have become one of the most striking manifestations of human creativity in the contemporary digital era. In the constantly changing and evolving social and cultural realities, digital fine arts serve not only as a vessel for artistic expression but also as a reflection of the changes occurring within it [1]. In this evolving landscape, artpreneurs play a crucial role in bridging technology and artistic expression, reflecting the changes occurring within contemporary society [2]. With the advancements in digital technology enabling broader access to creative tools and easier distribution of artworks, contemporary artists have embraced digital

mediums as their primary means of expressing their ideas. In doing so, they are not only pursuing technological innovation but also conveying artistic messages relevant to the present time, reflecting the social and cultural realities faced by contemporary society [1], [3]. In this evolving landscape, artpreneurs play a crucial role in bridging technology and artistic expression, reflecting the changes occurring within contemporary society [4], [5].

The paradigm shift in pure digital fine arts carries profound implications for the interpretation and experience of beauty. Traditional concepts of aesthetic in fine arts undergo significant transformations, raising questions about how beauty is interpreted and manifested in the digital context [6]. In this context, digital fine arts not only create visually appealing artworks aesthetically but also serve as a medium for responding to and reflecting the identities, values, and conflicts present in contemporary society concerning the aesthetics of digital art and the exploration of the concept of beauty in the virtual world. An interdisciplinary approach encompassing aesthetics, sociology, and technology is key to understanding the transformation of beauty in pure digital fine arts [7]. Through in-depth analysis of significant digital artworks, it is observed how artists utilize visual, auditory, and interactive elements to create profound aesthetic experiences for society within social realities. Furthermore, the use of technology in digital art also influences perceptions and appreciation of beauty, bringing profound implications for how society understands and enjoys art. As artpreneurs embrace digital mediums, they pursue technological innovation while conveying artistic messages relevant to the present time [8].

For instance, consider the work of artist Beeple (Mike Winkelmann), whose digital artwork "Everydays: The First 5000 Days" was sold for \$69.3 million at a Christie's auction [9]. This landmark sale not only underscores the economic and cultural value attributed to digital art but also highlights how digital artworks can encapsulate and reflect the rapid technological and societal changes of our times [10]. Beeple's work, composed of daily digital images created over more than thirteen years, serves as a profound case study in the intersection of technology, aesthetics, and contemporary social realities. This paper aims to explore and analyze significant changes in the aesthetics of pure digital fine arts within contemporary social and cultural realities. By delving into artists' perspectives and societal responses, it seeks to gain a deeper understanding of how the transformation of beauty in the aesthetics of pure digital fine arts interacts with the evolving social and cultural dynamics [11], [12].

2. RESEARCH METHOD

The method of transforming beauty in the aesthetics of pure digital fine arts within the social and cultural reality encompasses several approaches that can be used to examine, analyze, and explore the phenomenon. As part of an interdisciplinary approach to depicting the development of beauty in the aesthetics of pure fine arts in digital art [13]. Here are several methods that can be applied:

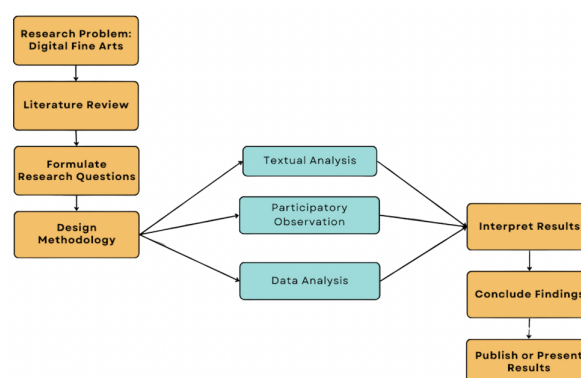


Figure 1. Graphic Model Flowchart

- **Textual Analysis:** Through textual analysis, researchers can examine texts related to pure digital fine arts, including art theories, critical reviews, and discussions on social media. This analysis helps understand the debates and conceptions of beauty in the context of digital art and how artpreneurs contribute to these discussions. Data for this method will be collected from academic journals, online art forums, and social

media platforms. The analysis will involve coding and thematic analysis to identify recurring themes and patterns, enhancing transparency and allowing for replication of the study.

- **Participatory Observation:** Involves direct observation by researchers of pure digital fine arts in the context of art exhibitions, art festivals, or online platforms. By directly participating in the experience of digital art, researchers can gain a deeper understanding of how beauty is interpreted and experienced by both audiences and artpreneurs [14]. Data will be gathered through detailed field notes, video recordings, and audience interviews, which will then be analyzed using qualitative methods to extract insights into audience perceptions and interactions with digital art. This detailed documentation ensures that the process can be replicated and verified by other researchers, thereby increasing the study's reliability and validity.

By clearly outlining how data is collected and analyzed, In Fig 1 this approach enhances the transparency of the research methodology and facilitates the replication of the study, thereby aiding readers in understanding and verifying the findings of the paper.

2.1. Literature Review

According to Hegel, aesthetics in its natural sense is not appropriate for this subject. Like the subject of aesthetics, it can be said to be like the vast nature of the most beautiful, especially the scope of aesthetics is art, in this case, fine arts. Hegel emphasizes this because artworks are the beauty created by the mind. The mind or idea and its products are higher than nature [15].

As an illustration of how natural beauty exists within the cohesive life of society in social and cultural realities [16]. Although beauty undergoes transformation in the aesthetics of pure digital fine arts within social and cultural realities, it becomes a construction of beauty thinking. It develops in various disciplines that can encompass various relevant approaches and concepts. The following are some theories that can serve as a foundation for understanding this phenomenon:

- **Digital Aesthetics:**

This theory discusses how beauty and aesthetics are defined and expressed in the digital context. Digital aesthetics explores the influence of technology on aesthetic experiences, including how artpreneurs use visual, audio, and interactive elements in pure digital fine arts. Azuma developed the concept of "otaku" and linked it to contemporary Japanese cultural phenomena [17]. Azuma uses the term "otaku" to refer to individuals highly involved in Japanese popular culture, especially anime, manga, and video games. He describes otaku as "database animals" who absorb and process information from various sources, rearranging this information according to their preferences and personal desires. Azuma presents an interesting analysis of the otaku phenomenon in Japanese culture. He portrays otaku as individuals living within a cultural "database", where they lack direct connection to reality but rely more on references and media images generated by the popular culture industry [18].

- **Sociology of Art:**

A sociological approach considers how pure digital fine arts are reflected in social and cultural structures. Sociological theories of art discuss the construction of art values, art institutions, and the interaction between artpreneurs, artworks, and society. George Dickie's concept of the "Institutional Theory of Art" provides insight into how institutions and social contexts play a role in determining what is recognized as art. Although this concept does not specifically address the aesthetics of social fine arts, it can provide an understanding of how institutions and social contexts play a role in determining what is recognized as art [19], [20], [21].

- **Media and Technology Theory:**

This theory explores the role of technology in shaping and transforming culture and art [22], [23]. In the context of pure digital fine arts, this theory discusses how digital technology alters the creative process, distribution, and consumption of artworks, as well as its impact on aesthetics and artistic experiences. Regarding the development of media and information technology, Drucker observes how visualization not only presents information but also shapes our understanding of the world [24], [25]. She highlights that the way we choose to depict data and information has a significant impact on how we comprehend it.

Other perspectives on the aesthetics of social fine arts can be found in the thoughts of Pierre Bourdieu, a French sociologist [26]. Bourdieu introduced the concepts of cultural capital and symbolic capital that can influence the production, distribution, and consumption of art within a society. In this context, fine arts are viewed as forms of expression closely related to power dynamics, social class, and cultural tastes [26].

Additionally, more general aesthetic theories, such as critical theory, can also provide insights into the relationship between fine arts and social realities [27], [28], [29]. Adorno and Horkheimer, for instance, discuss the culture industry and the commodification of art in capitalist societies.

It is important to note that these various thoughts offer different perspectives and often complement each other. The aesthetics of social fine arts encompass diverse viewpoints, and interpretations can vary depending on specific contexts and perspectives.

- **Postmodernism and Post-digitalism:**

Concepts of postmodernism, including deconstruction, pluralism, and fragmentation, are relevant in understanding pure digital fine arts, which often challenge the traditional boundaries between media, styles, and forms [30], [31]. Lyotard, a French philosopher known for his work "The Postmodern Condition: A Report on Knowledge", discusses how changes in our understanding of knowledge and reality impact culture and society. He emphasizes narrative diversity, pluralism, and the rejection of single or "meta-narratives". For Lyotard, truth is relative and cannot be understood comprehensively.

Post-digitalism refers to a shift from focusing solely on digital technology as the primary medium towards a broader acceptance of diverse media in fine arts [32]. Lev Manovich, a media scholar, theorist, and software designer known for his work studying the impact of digitalization on culture and art. In his work, such as "The Language of New Media", Manovich investigates how software, databases, and algorithms change the way we produce, understand, and consume media. He discusses concepts like "database aesthetics" and "remediation" referring to how digital media influence and transform creativity and cultural representation [33], [34].

- **Artpreneurs:**

Artpreneurs play a pivotal role in the landscape of digital fine arts by combining creative skills with innovative business strategies. These individuals leverage digital technology to not only create but also market and distribute their artworks on a global scale. By utilizing online platforms, social media, and digital marketplaces, artpreneurs can reach wider audiences, bypass traditional gallery systems, and engage directly with their clientele. This entrepreneurial approach enables them to adapt quickly to market trends and technological advancements, fostering a dynamic and responsive art ecosystem. Moreover, artpreneurs often drive the evolution of digital aesthetics by experimenting with new tools and mediums, thereby expanding the boundaries of traditional art forms. Their ability to merge artistic vision with business acumen makes them crucial players in the contemporary art world, influencing both the creation and consumption of digital fine arts [35], [36].

- **Sustainable Development Goals (SDGs):**

In figure 2 relevance of the United Nations Sustainable Development Goals (SDGs) to digital fine arts is significant, particularly SDG 4 (Quality Education), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 11 (Sustainable Cities and Communities).

SDG 4: Quality Education emphasizes the importance of inclusive and equitable quality education and lifelong learning opportunities for all. Digital fine arts play a crucial role in democratizing access to artistic education and resources. Through online platforms, virtual exhibitions, and digital learning tools, art education becomes more accessible, allowing individuals from diverse backgrounds to engage with and learn about art [37].

SDG 9: Industry, Innovation, and Infrastructure highlights the need to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation. The integration of digital technology in fine arts exemplifies this goal by encouraging innovation in artistic practices and expanding the infrastructure for art creation and distribution. Digital tools and platforms enable artists to experiment with new forms of expression and reach wider audiences, thus driving growth within the creative sector.



Figure 2. Research Framework

SDG 11: Sustainable Cities and Communities focuses on making urban areas inclusive, safe, resilient, and sustainable. Digital fine arts contribute to this goal by enhancing cultural and artistic engagement within cities. Public digital art installations, virtual reality experiences, and interactive artworks can revitalize urban spaces, promote cultural heritage, and encourage community participation [38]. These initiatives help create vibrant, inclusive, and sustainable urban environments. By aligning with these SDGs, the digital fine arts sector not only advances artistic innovation but also supports broader societal goals, reinforcing the interconnectedness of art, technology, and sustainable development.

3. FINDINGS

The development of art, including the aura of artwork, does not fade as long as the work remains authentic. Authenticity and uniqueness can still be displayed without necessarily relying on the presence medium and instead by resisting commodification. Benjamin's concept of aura, based on presence, suggests that artworks in the digital world are not auratic because digital media denies their presence.

Displaying the beauty of artwork as aesthetics is part of development, thus the transformation of beauty in the aesthetics of pure digital fine arts within social and cultural realities is a complex and intriguing topic [39], [40], [41]. Artwork operates within the mechanism of the cultural and social life media, accumulated from production as desire. It satisfies human life needs that cannot be fulfilled in human life. Simulating the art field in the exploration of creativity as a form of achieving artwork. Art and artistry exist within the reality of social life that cannot be satisfying [2].

In the unity of contemporary society with digital technology, exploring various aspects involving the interaction between digital fine arts and social and cultural contexts is possible. Uniting humans and technology can be considered as the next stage of human development [42].

The transformation of beauty in the aesthetics of pure visual art in the digital era is greatly influenced by advancements in digital technology [43]. The development of software, hardware, and digital platforms has provided new opportunities for artists to explore and materialize their creative ideas [44]. The use of this technology not only affects the form and aesthetics of artworks but also influences how these works are accessed, distributed, and received by society [45], [46].

Benthall may discuss the impact of digital technology on higher education today and the extent to which universities have adopted and integrated technology into various aspects of university life [47]. Meanwhile, Galloway develops the idea that interfaces have a profound effect on how we understand the world, memory, identity, and social relationships [48]. He outlines how interfaces shape our experience in interacting with technology, including how interfaces shape how we communicate, acquire knowledge, and understand information. Although technology has provided broader connectivity, we often feel increasingly isolated and less emotionally connected to others [49].

To provide concrete examples of the impact and significance of digital fine arts in contemporary society, we present a table 1 highlighting notable digital artists and their contributions. The table includes Beeple (Mike Winkelmann), Refik Anadol, and Krista Kim, whose works exemplify the integration of technology and art. Beeple's "Everydays: The First 5000 Days", sold for \$69.3 million, underscores the economic and cultural

value of digital art, illustrating how daily digital images can encapsulate and reflect rapid societal changes. Refik Anadol's "Melting Memories" explores the intersection of art and machine learning, using data visualization to create immersive experiences that engage audiences on multiple sensory levels. Krista Kim's "Mars House", a 3D digital Zen garden, demonstrates the concept of digital real estate, offering new possibilities for virtual environments. These case studies showcase the innovative approaches of digital artists, highlighting the broader definitions of aesthetics in the digital era and the transformative potential of technology in art.

Table 1. Digital Artist Case Study

Artist	Notable Work	Impact	Key Elements
Beeple	Everydays: The First 5000 Days	Highlighted economic and cultural value of digital art	Daily Digital Images, NFT Sale
Refik Anadol	Melting Memories	Explored the intersection of art and machine learning	Machine Learning, Data Visualization
Krista Kim	Mars House	Demonstrated the concept of digital real estate	3D Digital Zen Garden, Virtual Environment

Chen's perspective can be analogized in looking at pure digital visual art, which discusses how digital technology has changed the way art is produced, consumed, and understood by society [50], [51]. The phenomenon of change in aesthetics, digital art trends, and the social and cultural debates that arise with the development of digital art. Reflecting diverse contemporary cultural expressions [52], [53]. Through their works, artists often reflect relevant social, political, and cultural issues of the present time. The aesthetics in digital visual art often mirror the complex social and cultural dynamics, including identities, values, and conflicts present in contemporary society.

The concept of beauty and aesthetics in pure digital visual art often undergoes a paradigm shift [54]. In the context of digital art, beauty is not only limited to visual aspects but also involves elements of sound, interactivity, and multisensory experiences. This change expands the traditional definition of beauty and opens up space for broader and more inclusive interpretations. Thus, Grau discusses how technology and art evolve together, creating new forms of art [55]. Grau also introduces the concept of virtual art and explains how this art has evolved from illusory representation to immersive experience [56]. As Dixon described, artists and practitioners of performing arts have adopted and adapted to digital technology in their works. Through the presented history, readers can see how technology has become an integral part of modern performing art expression.

Pure digital visual art often allows for greater participation and interaction from the community [57]. Through digital media, the community can interact directly with artworks, provide feedback, and even contribute to the creative process. This shapes a dynamic and engaging aesthetic experience and expands the meaning of beauty in social and cultural contexts [58]. "Digital Art and Meaning: Reading Kinetic Poetry, Text Machines, Mapping Art, and Interactive Installations" explains how digital art changes how we understand and experience artworks, as well as how new meanings are formed through the use of technology in artistic contexts. It includes analysis of how kinetic poetry moves and generates meaning, how text machines interact with readers, how mapping art represents space and place, and how interactive art installations engage audience participation [59], [60].

Globalization and technology have expanded the reach of pure digital visual art, allowing artists to collaborate and share their works with audiences worldwide [61]. The concept of beauty in digital aesthetics has paved the way for new cultural expressions and art forms that were previously impossible. For example, digital art, animation, and other interactive arts have become essential parts of today's digital culture. Digital aesthetics can also influence how individuals perceive themselves and others. With the presence of social media and other digital platforms, individuals can easily manage and present their self-images, which in turn affects their perceptions of identity and self-image [62]. Popper discusses how technology has affected the creative process in art and how artists have used digital tools to create newer and more innovative works. However, this also raises questions about how pure digital visual art affects local cultural identity and reinforces or weakens cultural diversity.

Considering the explanation above, discussing the transformation of beauty in the aesthetics of pure digital art within the socio-cultural reality can serve as a foundation for understanding the role and significance of digital art in the evolving context. In the digital era of a changing smart society, this discussion becomes

increasingly important in navigating the complexities of the relationship between art, technology, and society.

4. MANAGERIAL IMPLICATIONS

The findings of this study have significant managerial implications for artpreneurs and digital art institutions. The paradigm shift in digital fine arts, where beauty is now interpreted through multisensory experiences and community participation, suggests that artpreneurs should adopt a more holistic approach to their creative processes. By incorporating elements such as interactivity and audience engagement, creators can design more immersive and impactful artworks that resonate with contemporary audiences. This approach also emphasizes the importance of utilizing digital platforms for broader distribution and interaction, allowing creators to reach global audiences and build diverse communities around their work.

Moreover, the integration of technology into artistic creation necessitates that artpreneurs continuously update their technical skills and stay informed about emerging digital tools and trends. This ongoing learning process can enhance their ability to innovate and maintain relevance in the rapidly evolving digital art landscape. Additionally, institutions should consider offering training programs and workshops focused on the intersection of art and technology, providing creators with the resources needed to excel in this dynamic field. By fostering an environment that supports technological experimentation and collaboration, both individual artpreneurs and institutions can drive the growth and sustainability of the digital fine arts sector.

These managerial strategies not only enhance the creative output and marketability of digital artworks but also ensure that creators remain at the forefront of contemporary art movements, effectively navigating the complex interplay between art, technology, and society.

5. CONCLUSION

Artpreneurs play a pivotal role in this transformation, leveraging digital tools to create and distribute their work widely. The transformation of beauty in the aesthetics of pure digital art, within socio-cultural reality, reflects the complex dynamics between art, technology, and society. In this context, digital pure art is not only a medium of artistic expression but also a reflection of the values, identities, and conflicts present in modern society.

The advancement of digital technology has shifted the paradigm of pure art, enabling artists to express their creativity through digital media in unprecedented ways. Digital technology has shifted the paradigm of pure art, enabling artpreneurs to express their creativity through digital media in unprecedented ways. The role of digital technology in creating, disseminating, and interpreting contemporary artworks, and how it affects the social and cultural dynamics in the reality of the 5.0 era society. The concept of beauty in the aesthetics of pure digital art has undergone a paradigm shift. How the concept of beauty or aesthetics is redefined in the context of digital art, and how it relates to the current social and cultural context. Aesthetics is no longer limited to visual aspects alone but also involves elements of sound, interactivity, and audience participation. This opens up space for broader and more inclusive interpretations of beauty in digital art. Pure digital art reflects the socio-cultural reality of contemporary society. Through their works, artists often reflect social, political, and cultural issues relevant to this era. Beauty as an aesthetic in digital art is a reflection of the complex dynamics in contemporary society. Pure digital art often allows for greater participation and interaction from the community, shaping a dynamic and engaging aesthetic experience that artpreneurs actively foster. Through digital media, audiences can interact directly with artworks, provide responses, and even contribute to the creative process. This shapes a dynamic and engaging aesthetic experience.

Thus, the transformation of beauty in the aesthetics of pure digital fine arts within the socio-cultural reality reflects the complex dynamics between art, technology, and society. Artpreneurs play a pivotal role in this transformation, leveraging digital tools to create and distribute their work widely. Their innovative approaches not only provide new aesthetic experiences but also democratize artistic expression, making art more accessible to diverse audiences. Despite challenges such as issues of authenticity and preservation, the contributions of artpreneurs in advancing digital fine arts are undeniable and pave the way for future research and development in this field.


However, it is essential to address potential counterarguments or criticisms regarding the transformation of beauty in digital fine arts. Some critics argue that the reliance on technology might undermine traditional artistic skills and the authenticity of artistic expression. Additionally, the digital medium's ephemeral nature raises questions about the longevity and preservation of digital artworks. This paper acknowledges these cri-

tiques and responds by highlighting the unique opportunities digital art offers for innovation, interactivity, and democratization of art. By addressing these arguments, the paper provides a balanced perspective, enhancing the reader's understanding of the nuanced transformation of beauty in the digital art landscape. Despite criticisms regarding the authenticity and preservation of digital art, its role in democratizing artistic expression and fostering innovation by artpreneurs is undeniable.

6. DECLARATIONS

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6.2. Author Contributions

Conceptualization: TA; Methodology: TA; Software: TA; Validation: TA; Formal Analysis: BC; Investigation: TA; Resources: TA; Data Curation: TA; Writing Original Draft Preparation: BC; Writing Review and Editing: TA and BC; Visualization: TA; All authors, TA, BC, have read and agreed to the published version of the manuscript.

6.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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6.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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