

ELECTRONIC-BASED ARTWORK IN THE MALAYSIAN ART SCENE: THE APPLICATION OF ELECTRONIC TECHNOLOGY IN THE CURRENT ART PRACTICES

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Abstract

The introduction of computer and video art in the late of 1980s is considered the beginning on the application of electronic technology in the Malaysian art scene. Since then several artists have seen slowly attempt to explore and exploit the capabilities of electronic technological medium in their art practices. Presently, the application on electronic technology in art practices has become a common approach particularly for the young generation artists. The situation happens because of the development in the present day electronic technology, which has become part of the new media art culture. Therefore, artists have seen adopt electronic technologies creatively and innovatively for their art practices. The application of computer, video and other electronic devices have become common as a tool and medium in their art practices. This paper will discuss the situation on the application of electronic technology in the current art practices. It indirectly emphasises on the factor and impact, which emerges from the situation. The study also will outline the approaches carried out from the application of electronic technology in art practices.

Keywords: electronic-based artwork, art and electronic technology, exploration and exploitation, Malaysian new media art culture.