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## “Digital Kaavi Art: Promote Tradition in the Digital Age”

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### Abstract

Goa Kaavi art is a sort of mural painting that has its origins in the state of Goa in India and is a traditional style. Nonetheless, numerous barriers are preventing its growth and promotion in the modern era. The inventive use of digitization techniques for the promotion of this unique form of art is examined in this essay. With the use of software programs like Illustrator and Photoshop Procreate. This contributes to promoting this historic art form's authenticity and distinctiveness for coming generations. The convergence of digital art technology with kaavi art forms offers a unique opportunity to promote old creative activities.

To ensure kaavi art forms remain relevant and sustainable in the current world, this abstract investigates how digital printing might be used to revitalize and differentiate them. Kaavi art

forms, which are firmly anchored in craftsmanship and cultural legacy, frequently struggle to attract a larger audience because of restrictions on dissemination and replication. However, these obstacles are being removed from digitization. The study has been conducted on the

secondary data, these abstract analyses the advantages of digital art in promoting traditional art forms. A men's jacket design is suggested as an example of how digitally altered Kaavi art is used in modern clothing. The jacket, which takes its cues from weaving techniques.

**Key Words:** Mural Painting, Digital Printing ,Kaavi Art, Digital art, Fashion Design

### Introduction

India is made up of 28 states and 8 union territories, each with a distinct identity and set of traits. The coastal state of Goa is located on India's western coast. It is renowned for its stunning beaches, vibrant nightlife, rich cultural heritage, and unique blend of Indian and Portuguese influences. Though Goa is one of the smaller states in terms of both population and space in India, it is distinguished by its distinct and captivating qualities.

In Hindu mythology, Goa is connected to Lord Vishnu's Dashavatara. When Lord Vishnu took in the form of Parasurama, he founded the state of Goa. After defeating the Kshatriya warrior caste, he proclaimed Goa to be a Brahmin province. From that time until the fourteenth century, Goa was a significant and revered Hindu pilgrimage site. Goa was taken over by Islamic invaders at the start of the 14th century, however their rule was short-lived.

Around the end of the 14th century, the Vijayanagar empire came to rule the region since Goa was a port. The churches of Old Goa are grouped together, serving as a reminder of the state's Christian heritage with their imposing façades and Italianate architecture.

India's

comparatively recent temples are a vibrant fusion of Hindu, Islamic, and Catholic architecture. (Pandit H 2017)

In Goa, there exists a distinctive kind of traditional art known as Goa Kaavi Art, which has great cultural value. For many years, Kaavi Art, which is distinguished by elaborate patterns and vivid hues, has covered houses, temples, and public areas as a visual depiction of Goa's rich history. Kaavi art almost distinguished from temples The modern world is a threat to the preservation of Kaavi art. This beloved art form faces extinction due to factors including urbanization, shifting lifestyles, and a decline in the number of practitioners. Using contemporary technology and digital printing methods, attempts have been made to scan and preserve Kaavi Art, a cultural asset. Artists may preserve their creations for future generations and reach a global audience by digitizing these elaborate patterns.

Being an original form of visual art Digital painting is now widely employed in many different sectors and has become a mainstream aspect of current painting. Digital painting art has opened up new development opportunities in line with the economic and popular development trend of the art market.(Cui J 2017)

This research explores the combination of innovation and tradition by examining the ways in which digital printing processes are utilized to embellish men's jackets with themes from Kaavi Art. These jackets are physical representations of Goan culture and tradition in addition to being stylish clothing. Artists are able to present the classic beauty of Kaavi art to a larger audience on a local and international level by fusing it with modern fashion.

## Objectives

- To collect the kaavi art motifs.
- To examine market trends in order to determine the current state of the arts To collect customer choices for Kaavi artwork
- To promote Goa's rich cultural legacy by using Kaavi Art motifs on men's jackets. To evaluate the acceptability of articles

## Methodology

### 1. Market Survey

#### 1.1. Locale of the study

Pune society was selected as the study site since it was the most suitable location for the research. Customer preferences were gathered through a survey that was conducted to

evaluate the reception of Kaavi art. Respondents completed the questionnaire in order to collect information for further studies.

## 1.2. Preparation of questionnaire

To find out how much people knew about Kaavi art, a survey was created. To collect the responses from the respondents, a questionnaire tool was also developed. For this

examination, a sample of 100 people was chosen for the study.

## 1.3. Evaluation of questionnaire

The awareness of kaavi art measured by the questionnaire. Questionnaire was analysed by weighted mean score.

## 2. Collection and Selection of Kaavi art motifs

### 2.1 Data collection

Various Kaavi motifs that were collected for the study from books, websites, and secondary sources like literature. Investigating an internet-based art gallery, digital platforms offer an abundance of knowledge on artworks, artists, and their creative workflows; 25 themes were gathered and 15 motifs were selected for the study.

### 2.2 Motif Selection

Create a systematic survey with closed-ended and 4 Point Likert Scale to gauge customer perceptions and intended behavior about Kaavi art motifs. With questionnaire all 15 motif was analysed by weighted mean score.

## 3. Digitalization:

Create digital versions of the chosen Kaavi Art motifs using Photoshop and illustrator software. Five highest rated motifs were selected for further study.



#### 4. Product development:

With digital printing technique, all of the chosen designs were applied to men's jackets.

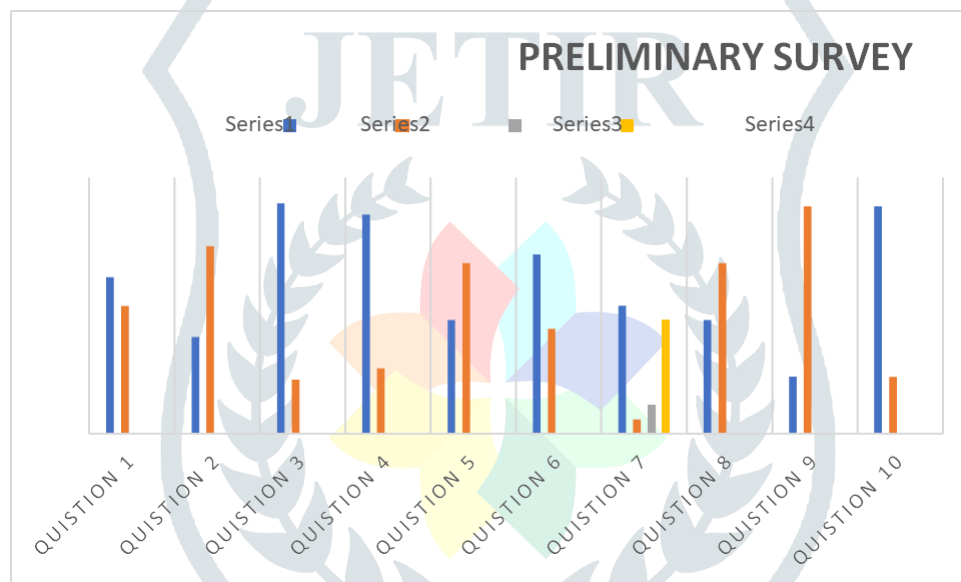
Fabric digital printing technology to imprint the Kaavi Art motifs on the men's jackets. Benefits of digital printing include excellent quality, quick turnaround times, and precise reproduction of small details.

#### 5. Results and discussion

Study was divided into two part, firstly the knowledge about the kaavi art and secondly the selection of kaavi art motifs for mas' jackets.

##### 5.1 Results of the preliminary survey

According to Figure 5.1.1. 55% of individuals are aware of Kaavi art., 34% of people know the techniques of Kaavi art. 81% of respondents know that Kaavi art is made on temple wall and 77% of respondents know that most of the Kaavi motifs inspired by the Hindu

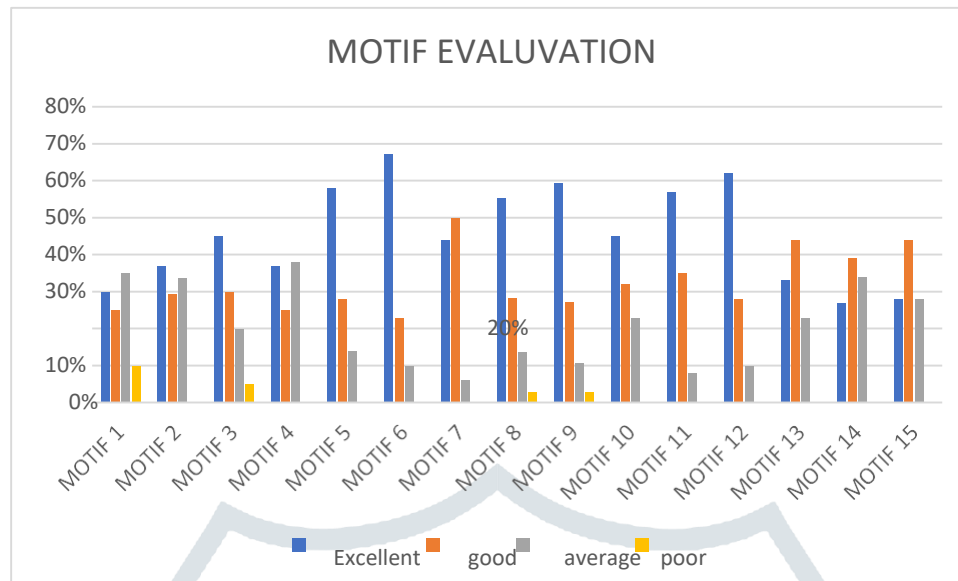


**Figure 5.1.1**

goddess, 40% of respondents know that Kaavi art used for religious storytelling, 63% of the respondents likely to purchase a jacket with unique cultural motifs like Kaavi art. For fabric preferences 45% of the respondents like cotton fabric, 5% rayon fabric, 10% canvas fabric and 40% khadi fabric. 40% interested in a jacket that combines Kaavi art motifs with modern design elements, 20% wear bandi jackets in daily life or 80% on special occasions

## 5.2 Results of the Digitalized Motifs

Fifty motifs were selected for digitalization and five highest rated motifs were selected for product development



**Figure 5.2.2**

**Figure 5.2.2** indicates that preferences for Kaavi art motifs included motif number 6, scoring the highest score (67%) and ranked I, followed by motif number 12 (62%) ranked II, 9 (59%) ranked III, 5 (58%) ranked IV, 11 (57%) ranked V.

## 6. Conclusion

Digitally printed jackets with Kaavi art theme inspiration prove the timeless value of traditional workmanship in today's society. They are an invaluable complement to modern wardrobes since they not only enhance fashion with their distinct style but also encourage cultural interchange and preservation. Promotion of Kaavi Art for future generations to appreciate and treasure, efforts are being undertaken to integrate traditional craftsmanship with cutting-edge technology. Digitization of Kaavi art inspires and enriches future

generations locally and worldwide by utilizing technology while upholding the integrity of the art form.

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