

New Way of Presenting Ephemeral Floor Art

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Abstract

Ephemeral floor art represents a distinctive form of creative expression in which artworks are intentionally temporary and closely connected with cultural traditions, community participation, and spatial aesthetics. Traditionally practiced through materials such as colored powders, natural pigments, flowers, grains, sand, and other locally available resources, floor art forms such as Rangoli, Kolam, Mandana, and Alpana reflect diverse cultural identities and artistic practices. This paper explores new approaches to presenting ephemeral floor art by integrating traditional techniques with contemporary artistic concepts, digital technologies, sustainable materials, and innovative methods of documentation. The study examines how temporary floor artworks can be transformed into immersive visual experiences through the use of projection mapping, digital photography, augmented reality, interactive installations, and controlled lighting. Such approaches can extend the visibility and accessibility of artworks that would otherwise disappear after a short period. Particular attention is given to the use of eco-friendly and biodegradable materials to preserve the environmental character of ephemeral art. The paper also considers the role of social media and digital archives in documenting, sharing, and preserving knowledge associated with temporary artistic practices without diminishing their transient nature. By combining traditional artistic knowledge with contemporary presentation techniques, ephemeral floor art can reach wider audiences while maintaining its cultural significance. The study proposes that innovation should complement rather than replace traditional practices, creating new possibilities for artistic interpretation, cultural education, community engagement, and sustainable creative expression.

Keywords: Ephemeral Art, Floor Art, Rangoli, Kolam, Mandana, Traditional Art, Digital Technology, Sustainable Art, Cultural Heritage, Contemporary Art