

Digitally Presentation of India's History, Tradition, And Continuity of Ephemeral Floor Art

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Abstract

India possesses a rich and diverse cultural heritage in which traditional art forms have played an important role in preserving history, community identity, religious beliefs, and social practices. Ephemeral floor arts, including Rangoli, Kolam, Alpana, Mandana, and related regional traditions, represent a distinctive form of cultural expression because they are created for temporary display and are often renewed according to festivals, rituals, seasons, and social occasions. This study explores the digital presentation of India's history, traditions, and continuity of ephemeral floor art in the contemporary technological era. Digital photography, video documentation, social media, virtual exhibitions, online archives, geographic information systems, and emerging artificial intelligence tools provide innovative methods for recording and presenting these temporary artworks before they disappear. Digital platforms also enable artists, researchers, students, and communities to share regional designs, techniques, symbols, and cultural meanings with audiences across geographical boundaries. Such documentation can support cultural education and intergenerational transmission while creating new opportunities for creative reinterpretation. However, digital representation also raises concerns regarding cultural authenticity, commercialization, ownership, and the contextual interpretation of traditional practices. The study emphasizes the importance of documenting ephemeral floor art with appropriate cultural context and community participation. Digital innovation can therefore serve as a bridge between traditional knowledge and contemporary audiences, helping preserve the memory and diversity of India's ephemeral artistic heritage while allowing these traditions to continue evolving in meaningful ways.

Keywords: Indian Heritage, Ephemeral Floor Art, Rangoli, Kolam, Mandana, Digital Presentation, Cultural Preservation, Traditional Art, Digital Documentation, Cultural Continuity.

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