



Redefining Boundaries: Emerging New Media Artists in India and the Rise of Digital Expression in 2025

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Abstract

In 2025, India's contemporary art landscape is experiencing a dynamic shift driven by the rise of emerging new media artists who are redefining artistic expression through technology and innovation. Artists such as Deena Pindoria, Akshay Bhoan, and Ritika Sharma are gaining significant recognition for their cutting-edge work that blends digital tools with cultural narratives. Their practices reflect a growing trend where traditional boundaries of visual art are being challenged and expanded. Furthermore, initiatives like the Diriyah Art Futures (DAF) Emerging New Media Artists Programme are providing crucial platforms for Indian artists to engage with global digital art movements. This article explores the contributions of these pioneering figures and examines how programs like DAF are shaping the future of new media art in India.

1. Introduction

The Indian visual art scene has traditionally drawn from a rich reservoir of history, mythology, and craftsmanship. However, in the last decade, a noticeable shift has occurred as artists begin to incorporate digital tools and new technologies into their creative processes. With the increasing accessibility of virtual reality, augmented reality, artificial intelligence, and blockchain platforms, a new generation of Indian artists is emerging—one that challenges the conventions of physical media and embraces the potential of the digital realm. In 2025, this movement has gained critical mass, marking a transformative era for contemporary Indian art.

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2. Understanding New Media Art in the Indian Context

New media art is an umbrella term encompassing artworks created with or mediated through digital technologies. This includes interactive installations, video art, digital painting, AI-generated visuals, and NFT-based artworks. In India, the adoption of new media was initially slow due to limited infrastructure and access. However, recent technological advancements, affordable digital tools, and global exposure have accelerated its adoption.

Indian artists are now not only participating in international dialogues but also bringing localized, culturally rooted perspectives to global platforms.

3. Emerging Voices: Artists to Watch in 2025

Deena Pindoria

Known for her immersive digital environments, Deena Pindoria combines traditional Indian textile patterns with generative algorithms. Her installations often explore diasporic identity and the emotional residue of migration. Her recent work, "Digital Sareescape," layers AR overlays on handwoven motifs, allowing viewers to navigate between physical heritage and virtual reimaginations.

Akshay Bhoan

Akshay Bhoan's transition from photography to digital storytelling reflects a deep engagement with social themes.

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His interactive video installations use facial recognition and motion sensors to explore urban alienation and personal data ethics. His series "City.exe" presents the viewer with dynamic urban scenes that respond in real-time to audience movement, critiquing surveillance culture.

Ritika Sharma

Ritika Sharma brings a unique feminist perspective to the digital art sphere. Her VR-based installations place the viewer inside emotionally charged environments drawn from Indian domestic life. In her celebrated piece "Inside the Kitchen," viewers navigate a hyperreal domestic space that critiques gender roles through symbolic interaction with everyday objects.

4. The Role of Diriyah Art Futures and Other Initiatives

International programs like the Diriyah Art Futures (DAF) Emerging New Media Artists Programme have played a pivotal role in promoting Indian talent on global platforms. DAF, launched as a cross-cultural digital arts incubator, provides mentorship, funding, and technical training for artists working at the intersection of art and technology. Several Indian artists, including Bhoan and Sharma, have benefited from such initiatives, gaining international residencies and exposure.

Additionally, institutions like the Khoj International Artists' Association and the Serendipity Arts Foundation continue to host residencies, workshops, and festivals that encourage experimentation with new media. These platforms are helping to build a sustainable ecosystem for digital art in India.

5. Cultural Identity and Technology: A New Synthesis

What makes this new wave of Indian digital artists distinct is their ability to interweave local identities with global technologies. Rather than abandoning tradition, these artists reinterpret Indian cultural motifs, rituals, and social issues

through digital mediums. This approach offers a layered narrative—where ancestral memory coexists with digital innovation.

For instance, AI-generated visuals based on folk art patterns or sound installations using field recordings from Indian villages demonstrate how new media can deepen, rather than dilute, cultural expression.

6. Challenges and Future Directions

Despite growing visibility, challenges remain. These include limited public funding, lack of digital infrastructure in rural and semi-urban regions, and inadequate archiving of digital works. Furthermore, institutional recognition of new media art in India is still evolving, with traditional galleries often reluctant to exhibit time-based or interactive works.

However, the future is promising. With increasing collaborations between artists, technologists, and academic institutions, and the rise of blockchain-backed art markets like NFTs, new media art in India is poised for exponential growth. Government-backed digital initiatives under the "Digital India" umbrella may also indirectly benefit artists in this domain.

7. Conclusion

The year 2025 marks a significant turning point for new media art in India. Artists like Deena Pindoria, Akshay Bhoan, and Ritika Sharma exemplify how technology can be used not just as a tool, but as a medium to tell compelling, culturally nuanced stories. As platforms like the Diriyah Art Futures Programme continue to support innovation, India's digital art future looks vibrant and globally interconnected. This convergence of technology and tradition is redefining what it means to be an Indian artist in the 21st century



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