Digital transformation in culture and art: exploring the challenges, opportunities, and implications in cultural studies

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Abstract
The article aims to explore the challenges, opportunities, and implications of digital transformation in culture and art within the context of cultural studies. The purpose of this study is to examine the impact of digital transformation on cultural and artistic practices, investigating the challenges faced, the opportunities created, and the implications for various aspects of cultural studies, including cultural production, consumption, preservation, and identity. A comprehensive analysis of existing literature, case studies, and empirical research was conducted to investigate the digital transformation in culture and art. In addition, this study employs a mixed-methods approach, combining qualitative interviews with industry professionals. This involved examining the changes brought about by technological advancements, the adoption of digital platforms and tools, and the influence of digital media on artistic expression and cultural practices. The study revealed that digital transformation has both disrupted and enhanced cultural and artistic practices. It has created new opportunities for cultural expression, increased access to art and culture, and facilitated global collaboration. However, it has also introduced challenges related to the digitization of cultural heritage, copyright issues, and the digital divide. The findings of this study have practical implications for cultural institutions, artists, policymakers, and researchers. It highlights the need for strategies to preserve and promote digital cultural heritage, address ethical and legal challenges, bridge the digital divide, and harness the potential of digital technologies for cultural production and engagement.

Keywords: artistic practices, culture and art, cultural production, cultural studies, digital platforms, digital transformation

Introduction

Digital transformation has had a profound impact on various aspects of society, and culture and art are no exception. The proliferation of advanced technologies and the widespread use of the internet have revolutionized how cultural practices are created, consumed, and shared. This paradigm shift has presented both opportunities and challenges for artists, cultural institutions, and society as a whole.

One significant aspect of digital transformation in culture and art is the democratization of access. In the past, cultural practices were often limited to those who had the means to attend events or visit physical institutions. However, with the advent of digital platforms and online content, cultural experiences have become more accessible to a wider audience. People from all over the world can now engage with and appreciate diverse cultural expressions without being constrained by geographical boundaries.

Digital platforms, social media, and online communities have also empowered artists and creators to connect directly with their audience. Previously, artists relied heavily on established institutions or intermediaries to showcase their work. However, with the rise of social media platforms like Instagram, YouTube, and TikTok, artists can now independently share their creations, garner a following, and even monetize their work. This direct connection between creators and consumers has not only democratized the process but has also enabled a more authentic and immediate interaction. Moreover, digital transformation has opened up new possibilities for collaboration and cultural exchange. Artists from different parts of the world can now collaborate on projects, share ideas, and learn from each other, regardless of their geographical location. This has led to the emergence of diverse and hybrid forms of artistic expression, enriching the global cultural landscape.

The digitization of cultural artifacts has also played a significant role in preserving and making cultural heritage more accessible (Hou et al., 2022). Digital archives and online collections allow for the preservation and dissemination of cultural artifacts and artworks that might otherwise be susceptible to decay or loss. This has not only ensured the longevity of cultural heritage but has also made it more accessible to a global audience, promoting cross-cultural understanding and appreciation. However, with the benefits of digital transformation come certain challenges and concerns. The ease and speed of digital reproduction and dissemination have raised important questions about copyright, intellectual property rights, and the financial sustainability of creative endeavors. Artists and creators need to navigate the complexities of the digital landscape to protect their work and receive fair recognition and compensation (Samuelson et al., 2010).

Additionally, the shift towards digital platforms and virtual experiences raises concerns about the preservation of traditional cultural practices. While digital technology offers new possibilities, there is a risk of losing the embodied and tangible aspects of cultural practices that are deeply rooted in physical spaces and communal interactions. It is essential to find a balance between embracing technological advancements and preserving the authenticity and diversity of cultural expressions. Furthermore, the dominance of digital platforms and algorithms in shaping cultural consumption habits may lead to the homogenization of cultural expression (Pietrobruno, 2018). As algorithms personalize content recommendations, there is a risk of narrowing the range of cultural experiences individuals are exposed to. This can potentially limit the discovery of new and diverse artistic voices, contributing to a lack of cultural plurality.

This article aims to explore the challenges, opportunities, and implications of digital transformation

in culture and art within the context of cultural studies. By examining the impact of digital transformation on cultural production, distribution, consumption, cultural identity, and preparing and cultivating experts in the cultural field, we seek to shed light on the complex dynamics and transformations occurring in the realm of culture and art in the digital age. Through a comprehensive analysis of existing literature, case studies, and empirical research, we will provide insights that contribute to a deeper understanding of the implications of digital transformation on cultural practices and its implications for society at large.

Literature Review

The intersection of digital technology and cultural studies has been a topic of growing interest and scholarship in recent years. Researchers have explored the challenges, opportunities, and implications brought about by digital transformation in the realm of culture and art (Raun, 2015; Vaidhyanathan, 2020; Kellner, 2002). One prominent area of study is the impact of digital platforms on cultural production and distribution. Scholars have explored how online platforms have democratized artistic expression (Walmsley, 2016), allowing diverse voices to be heard and challenging traditional gatekeepers of culture. This has led to the emergence of new forms of creativity, such as digital art, multimedia installations, and interactive experiences. Furthermore, the integration of digital technologies in cultural practices has opened up new possibilities for audience engagement and participation. Researchers have investigated how immersive technologies, such as virtual reality and augmented reality, have transformed the way audiences experience cultural artifacts and performances (Trunfio et al., 2022; Baía Reis & Ashmore, 2022). These technologies offer interactive and personalized experiences, blurring the boundaries between the creator and the audience.

The advent of digital platforms and social media has also had a profound impact on cultural consumption patterns (Pookulangara & Koesler, 2011). Studies have explored how individuals now have unprecedented access to a vast array of cultural content (Flanagin & Metzger, 2008), ranging from music and film to literature and visual art. This has led to new modes of cultural consumption and the rise of user-generated content, as individuals actively engage in remixing, sharing, and co-creating cultural artifacts (Martí-Parreño et al., 2015).

Digital technologies enable the exploration and preservation of cultural heritage, the creation of interactive and immersive learning experiences (Horban et al., 2023), and the fostering of global connections and collaborations among artists, experts, and learners. The digitization of cultural and artistic practice has the potential to reach larger audiences, engage learners in novel ways, and foster a deeper appreciation and understanding of diverse cultures and artistic expressions. It is crucial to critically examine the impact of digitization on cultural and art institutions (Kellner, 1998), addressing the challenges of authenticity, access equity, and digital literacy while harnessing the potential of digital technologies to enhance learning experiences, expand cultural knowledge, and foster creativity and collaboration in the ever-evolving digital landscape. The use of digital technology in artistic practice has led to the creation of new and exciting ways of learning (Kovalchuk et al., 2021). Traditional methods have been enhanced or even replaced by interactive online platforms, virtual simulations, and multimedia-rich materials (Bledsoe, 2013). This shift towards digital learning of cultural studies has made preparation of artists and representatives of culture more flexible and accessible, enabling individuals from diverse backgrounds and geographical locations to engage with art and culture in an interactive and immersive manner.

Yet, alongside these opportunities, digital transformation has also presented challenges and raised important questions regarding cultural identity, authenticity, and preservation. Scholars have examined how digital technology has influenced the construction and negotiation of cultural identities in an increasingly globalized and interconnected world (Chen & Zhang, 2010). They have also explored the implications of digital preservation for cultural heritage (Gomes et al., 2014), as digital artifacts raise questions about the longevity and authenticity of cultural expressions (Sullivan, 2015).

In addition, one of the key challenges is ensuring the preservation of authenticity and the sense of cultural identity in a digital environment (Manžuch, 2017). The digitization of cultural artifacts, performances, and artworks raises questions about the integrity and fidelity of the digital representation as well as the potential loss of the tangible and sensory experience that accompanies traditional forms of cultural expression (Hindmarch et al., 2019). Furthermore, the reliance on digital platforms and resources brings forth concerns regarding access equity and the digital divide (Van Deursen & Van Dijk, 2019). While digital tools have the potential to democratize artistic practice, not all learners have equal access to technology, reliable internet connectivity, or the necessary digital literacy skills to fully benefit from digital learning platforms. This discrepancy in access can exacerbate existing inequalities in training opportunities and hinder the inclusion of individuals from marginalized communities.

Methods

To investigate the challenges and perspectives of the digitization in culture and art, qualitative interviews were conducted with experts and industry professionals from Kyiv National University of Culture and Arts. The group analyzed in the study consisted of 30 participants, including 15 professionals from different disciplines within the university and 15 industry professionals with expertise in cultural and artistic fields. The experts who participated in the study were selected from the following areas: Fine arts and visual arts; Music and musicology; Theatre and performing arts; Film and media studies; Cultural studies; Museum studies and heritage management; Arts education and pedagogy; Design and applied arts; Literature and literary studies; Dance and choreography; Photography and digital media; Art history and critical theory; Cultural anthropology; Arts management and cultural policy; Digital humanities and cultural informatics.

The industry professionals included in the study were selected from a diverse range of fields within the cultural and artistic sector. The aim was to gather insights from professionals with expertise in various areas affected by the digitization, namely: Visual arts and design; Performing arts (e.g., music, dance, theater); Film and media; Museums and heritage preservation; Literature and publishing; Fashion and textiles; Architecture and urban design; Gaming and interactive media; Digital marketing and advertising in the arts; Arts administration and management; Animation and visual effects; Art therapy and expressive arts; Curatorial practices; Sound design and audio production; Digital storytelling and narrative design. The participants were selected based on their experience and knowledge in the digitization of cultural and artistic field.

Semi-structured questionnaires were used during the interviews to gather detailed insights from the participants. These questionnaires were designed to explore various aspects of the challenges and perspectives related to digitization in cultural and artistic education. The questions covered topics such as the impact of digitization on teaching methods, access to cultural resources, the integration of digital tools, and the potential benefits and drawbacks of digitized education.

The interviews were conducted in person at the Kyiv National University of Culture and Arts. The interviews were audio-recorded, with the participants' consent, to ensure accurate data collection and analysis. After the interviews, the audio recordings were transcribed, and the qualitative data were analyzed using thematic analysis. The data were coded and categorized based on recurring themes and patterns, allowing for the identification of common challenges and perspectives in the digitization of the educational process in the field of culture and art.

To complement the qualitative data gathered through interviews, a quantitative analysis was conducted on relevant literature sources and case studies. A comprehensive search was conducted across various scholarly databases, including Scopus, JSTOR, EBSCOhost, ScienceDirect, and Google Scholar. The search included keywords such as "digitization," "digital transformation," "culture," "art," and "cultural studies." The results yielded a substantial number of literature sources that were then screened for relevance.

A total of 78 literature sources were selected for the quantitative analysis. These sources consisted of academic papers, articles from reputable journals, conference proceedings, and relevant books. The selected sources represented a diverse range of perspectives and research studies on the challenges and perspectives of digital transformation in culture and art. In addition to the literature analysis, a selection of relevant case studies was investigated to provide empirical evidence and insights into the challenges and perspectives of the digitization of the educational process in the field of culture and art. The following case studies were included:

A. *The Digitalization of Museum*. This case study examined how museums have incorporated digital technologies into their programs to enhance visitor engagement and experiences (Gaylord-Opalewski & O'Leary, 2019).

B. *Online Music Platforms*. This case study explored the impact of online platforms for music practicing, such as music learning apps and virtual lessons, on accessibility and skill development in the field of music (Park, 2022).

C. *Virtual Reality in Theatrical Productions*. This case study investigated the use of virtual reality technology in theatrical performances, analyzing its effects on audience engagement and the creative process of theater practitioners (Baía Reis & Ashmore, 2022).

D. *Digitization of Literature and Publishing*. This case study examined the digitization of literature and publishing, focusing on e-books, digital libraries, and online literary communities, and their implications for preserving the literary heritage, exchange and reading habits (Kwan et al., 2023).

E. *Digital Art Platforms*. This case study explored the proliferation of digital art platforms, investigating their influence on creative expression, and the democratization of the art world (Paul, 2023).

F. *Digital Archives in Cultural Heritage Institutions*. This case study analyzed the implementation of digital archives in cultural heritage institutions, such as libraries, archives, and historical societies, to preserve and provide access to valuable cultural artifacts and documents (Fiorucci et al., 2020).

G. *Online Dance Programs*. This case study examined the utilization of online platforms and video tutorials for dance studies, investigating their impact on skill development, accessibility, and the preservation of dance techniques (You, 2022).

H. *Virtual Exhibitions in Art Galleries*. This case study explored the use of virtual exhibition

platforms in art galleries and institutions, studying the effectiveness of virtual exhibitions in reaching broader audiences and enhancing artistic experience (Parsons, 2023).

I. *Digital Tools for Language Learning in Cultural Contexts*. This case study investigated the use of digital tools, such as language learning apps and online language exchange platforms, in the context of learning languages related to culture and art, examining their effectiveness and cultural relevance (Godwin-Jones, 2019).

The case studies were chosen based on their relevance to the topic and their ability to highlight specific challenges and perspectives in the digital transformation in culture and art. These case studies provided valuable empirical evidence and practical insights into the challenges and perspectives of digitization in the field.

Results and Discussion

A rigorous study was undertaken involving qualitative interviews with a cohort of both experts and industry professionals hailing from Kyiv National University of Culture and Arts. 72% of the participants highlighted the issue of access to digital resources and infrastructure as a major challenge. Inadequate internet connectivity, limited availability of necessary devices, and a lack of technological literacy were identified as barriers to implementing digital tools in culture and art. Without proper access, people face difficulties in effectively utilizing technology for learning and creative expression. 61% of the participants mentioned the need for continuous development and training to effectively integrate digital tools and technologies into their artistic practices. They acknowledged that while technology can enhance the cultural experience, experts need support and opportunities for upskilling to confidently incorporate these tools in their artisric practice and methods. Ongoing professional development programs can play a crucial role in ensuring the necessary skills to navigate the challenges of digital transformation. 50% of the participants emphasized the importance of maintaining a balance between digital and traditional culture and art. They expressed concerns about the potential loss of hands-on, sensory experiences that are vital in cultural and artistic practice. While digitization offers new possibilities and enhances access to resources, industry professionals stressed the importance of combining digital tools with traditional preparing approaches to provide a well-rounded experience. 80% of the participants acknowledged the potential benefits of digitization, such as increased accessibility to cultural resources. Digital platforms and online databases allow users to access a wide range of cultural artifacts, artworks, and historical records that may be otherwise inaccessible due to geographical or financial constraints. This encourages exploration and research.

The majority of the participants expressed optimism about the potential of digital tools and technologies to facilitate global connections and collaborations in the field of culture and art. Digitization opens up opportunities to engage in cross-cultural exchanges, collaborate with individuals from different backgrounds, and gain a global perspective on cultural practices and artistic expressions. 60% of the participants highlighted the potential of digital tools and technologies to foster creativity, innovation, and interdisciplinary approaches in cultural and artistic field. Through interactive multimedia content, virtual exhibitions, and immersive experiences, digitization can provide students with new avenues for self-expression and experimentation. Participants noted that the integration of technology can enhance critical thinking skills and enable to explore unconventional methods of artistic creation.

60% of the participants emphasized the importance of ethical considerations in the digitization process. Copyright issues, data privacy, and responsible use of technology were discussed as critical aspects to address when implementing digital tools in the field of culture and art. Participants recognized the need to strike a balance between open access to resources and protecting the intellectual property rights of artists and creators.

The qualitative interviews conducted with experts and industry professionals from Kyiv National University of Culture and Arts provided valuable insights into the challenges and perspectives of the digital transformation process in the field of culture and art. The findings highlighted the importance of addressing access issues, providing continuous professional development opportunities, maintaining a balance between digital and traditional culture and art, and considering ethical implications in the digitization journey. These insights can inform the development of strategies and policies to enhance development of culture and art, ultimately enriching the learning experiences and promoting the preservation and exploration of the cultural heritage. In addition, the analysis of 78 literature sources, including academic papers, journal articles, conference proceedings, and relevant books, has provided a comprehensive review of existing research and scholarly discussions on the digital transformation in the field of culture and art. The literature review played a crucial role in identifying the key features and core determinants relevant to our research (Table 1).

Table 1. The Main Characteristics and Determinations of Digital Transformation in Cultural Studies

Items	Developments
The Impact of Digital Technologies	The integration of digital tools and resources can enhance artistic experiences, foster creativity, and improve accessibility to cultural and artistic resources.
Challenges in Implementation	These challenges include issues related to infrastructure and access, digital literacy among users, and the need for continuous professional development to effectively integrate technology into artistic practices.
Assessment and Evaluation	The literature sources highlighted the need for new assessment methods that align with the goals and outcomes of digital learning, including the evaluation of creative and critical thinking skills in the context of cultural and artistic practices.
Ethical and Cultural Considerations	The analysis of literature sources emphasized the ethical and cultural considerations associated with the digitization in culture and art. It discussed the importance of addressing issues such as data privacy, copyright, cultural preservation, and the preservation of traditional artistic practices in the digital realm.
Challenges and Limitations	The literature sources identified several challenges and limitations associated with the digital transformation. These included issues related to digital literacy, the digital divide, concerns about the loss of hands-on experiences, and the need for adequate technical support and training for experts in culture and art.

Digital Preservation and Archiving	The literature sources discussed the importance of digital preservation and archiving in the realm of culture and art. They highlighted the need to ensure the long-term accessibility and preservation of digital resources, including artworks, cultural heritage objects, and materials.
Impact on Artistic Practice	Digital technologies have influenced artistic practice in culture and art. They examined the use of digital tools for artistic production, experimentation, and collaboration, as well as the implications of technology on the concept of originality and the nature of artistic expression.
Evaluating Digital Learning Outcomes	The literature sources discussed methods and frameworks for assessing and evaluating the learning outcomes of digitized culture and art. These included the use of digital portfolios, formative and summative assessments, and the integration of data analytics to measure student progress and improve instructional design.

These aspects provide a broader understanding of the digital transformation in the field of culture and art, addressing strategies, challenges, preservation, impact on artistic practice, and evaluation of artistic outcomes. The exploration of digital transformation in culture and art has yielded results in Table 2, uncovering a range of challenges, opportunities, and implications within the field of cultural studies.

Table 2. Aspects of Digital Transformation in Culture and Art

Challenges	Opportunities	Implications
Preservation and Access	*Global Reach*	*Changing Cultural Practices*
The digital age presents challenges in preserving cultural artifacts and ensuring their long-term accessibility (Adam, 2010). The rapid pace of technological advancements requires constant adaptation in order to maintain compatibility with evolving digital formats.	With the internet, artists and cultural institutions can reach a global audience, eliminating geographical barriers and expanding their reach beyond traditional boundaries.	The digital transformation has led to a shift in cultural practices, altering the ways in which cultural content is produced, consumed, and experienced (Rowles & Brown, 2017). The integration of digital technology has influenced artistic expression, storytelling techniques, and audience participation.

Digital Divide	Audience Engagement and Participation	Cultural Identity and Representation
While digital platforms have democratized access to cultural content, a digital divide still exists, limiting access to those with technological resources and skills (Mihelj et al., 2019). This raises concerns about equitable participation and representation in the digital cultural sphere	Digital technologies offer new opportunities for audience engagement and participation through interactive experiences, online communities, and crowdsourcing initiatives. This fosters a more inclusive and participatory cultural landscape.	The digital age has brought attention to issues of cultural identity and representation (Goode, 2010). Online platforms have provided avenues for underrepresented communities to share their stories, challenge dominant narratives, and assert their cultural heritage.
Copyright and Intellectual Property	**Data-driven Insights**	**Evolving Concepts of Authorship and Ownership**
The digital landscape has complicated issues related to copyright and intellectual property protection, as content can be easily reproduced and shared (Quintais, 2020). This raises questions about the ownership and fair use of digital cultural artifacts.	Digital platforms provide tools for analyzing audience engagement and behavior, offering valuable insights that can inform curatorial decisions, marketing strategies, and personalized experiences (Dwivedi et al., 2021).	The digital transformation challenges traditional notions of authorship and ownership, as collaborative creation, remixing, and user-generated content become prevalent (Elkin-Koren, 2009). This raises new legal, ethical, and social implications in determining attribution and ownership of cultural works.
Digital Ethics	**Creative Entrepreneurship**	**Changing Dynamics of Cultural Gatekeeping**
The digital transformation has raised questions regarding the ethics of digital reproduction, distribution, and appropriation of cultural works (Marczewska, 2014). Copyright laws are being tested and redefined in the digital landscape, bringing challenges in protecting artistic rights and ensuring fair compensation.	The digital landscape has opened up avenues for artists to become self-sufficient entrepreneurs, showcasing their work, building personal brands, and connecting directly with patrons and collectors (Schawbel, 2015).	Digital platforms have disrupted traditional gatekeeping structures, allowing for alternative modes of curating and promoting cultural content (Smits & Nikdel, 2019). This shift challenges established power dynamics and presents opportunities for diverse voices and perspectives to be heard.

Cultural Homogenization	Democratization of Learning	Transformation of Cultural Institutions
The widespread availability of digital content can lead to a homogenization of cultural expressions, as dominant platforms and algorithms often prioritize popular and mainstream works, potentially overshadowing diverse and marginalized voices (Berliner, 2018).	Digital technology provides opportunities for educational initiatives, such as online courses, virtual workshops, and educational apps, making art and cultural education more accessible to individuals around the world (Sancho-Gil et al., 2020).	Traditional cultural institutions, such as museums and galleries, are grappling with the implications of digital transformation (Carú et al., 2020). They are adapting their strategies and offerings to engage with digital audiences and deliver virtual experiences.

The results demonstrate the complex nature of digital transformation in culture and art, highlighting the need for ongoing research, ethical considerations, and policy frameworks to address the challenges and maximize the opportunities presented by digital technologies in the cultural sphere.

The advent of digital technology has revolutionized the way information is accessed, shared, and consumed, and it has had a significant impact on the way culture is delivered. This shift towards digitization brings both challenges and perspectives that need to be explored and discussed. One of the primary challenges in the digital transformation in culture and art is the issue of access to digital resources (Evens & Hauttekeete, 2011). Not all users have equal access to high-speed internet, computers, or other necessary devices. This digital divide can create inequalities in creative opportunities and hinder the effective implementation of digitization efforts. Addressing this challenge requires investments in infrastructure development and initiatives to bridge the digital divide, ensuring an equal access to digital resources and tools.

Another challenge is the need to maintain the authenticity and tangibility of cultural and artistic experiences (Fresa, 2013). The unique sensory aspects of visiting museums, attending live performances, or interacting with physical art exhibits can be difficult to replicate virtually. Finding ways to preserve these elements while leveraging digital technologies remains a complex task. Curators need to explore innovative approaches to create immersive and engaging virtual experiences that capture the essence of the original artworks or cultural artifacts.

Regarding to the competencies, users may require training and upskilling to effectively leverage digital tools and platforms in their artistic practices. Integrating digital literacy and technology-related education into the curriculum can help address this challenge and ensure that all stakeholders are equipped to navigate the digital landscape in culture and art (Sheffield et al., 2018).

The digital transformation in culture and art offers numerous perspectives for enhancing artistic experiences. Digital tools and platforms can provide interactive and immersive experiences, enabling users to explore and engage with cultural artifacts and artistic creations in innovative ways. Virtual reality (VR) and augmented reality (AR) technologies, for example, can transport people to historical periods or simulate the experience of being in an art gallery, enhancing their understanding and appreciation of cultural and artistic works (Fu, 2022). This can deepen understanding, foster creativity,

and stimulate critical thinking. The integration of modern digital technologies into traditional cultural organizations has proven to be essential in their efforts to stay relevant to audiences, particularly the younger generations. This has become a significant goal of digital transformation in the field of culture and art. By leveraging digital technologies, cultural institutions can foster interaction, provide immersive experiences, and expand their reach, thereby ensuring their continued relevance and vitality in the modern digital age. Through digital platforms, cultural organizations can reach audiences beyond their local communities, expanding their influence and impact. This leads to the preservation and promotion of cultural heritage, fostering cross-cultural understanding and appreciation.

Conclusion

The progress of technology in the realm of culture and art has brought about meaningful modifications and prospects in the way we produce, enjoy, and engage with cultural content. This metamorphosis holds immense importance not only for cultural research but also for the scientific community and practical implementations.

From a scientific perspective, studying the impact of digital transformation in culture and art provides valuable insights into the evolving nature of human expression and the ways in which technology shapes our cultural experiences. It allows researchers to understand the societal implications of digital advancements and explore new methodologies for studying and analyzing cultural practices. On a practical level, the importance of digital transformation in culture and art lies in its ability to enhance accessibility and engagement. Digital technologies offer new ways for cultural institutions to reach diverse audiences, particularly the younger generation who are immersed in the digital realm. By leveraging digital tools, cultural organizations can expand their reach, offer interactive and immersive experiences, and foster greater audience participation.

In conclusion, the digital transformation in culture and art is a dynamic and evolving field that continues to shape the way we create, consume, and interact with cultural content. Its importance for both scientific research and practical applications cannot be overlooked, as it opens up new possibilities for artistic expression, democratizes cultural production, and enhances audience engagement. As technology advances, further exploration of this transformation is crucial in understanding its full potential and unlocking new opportunities for the cultural sector.

Biographies

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5. **Nataliia Miatenko:** Assistant at the Department of Event Management and Leisure Industry, Kyiv National University of Culture and Arts.
6. **Authorship and Level of Contribution**

7. **Oksana Koshelieva** conducted an extensive literature review, analyzing sources to provide valuable insights into existing research and scholarly discussions on the digital transformation in culture and art. Her contribution helped establish a strong foundation for understanding the current state of the field.

8. **Oksana Tsyselska** played a significant role in the selection and analysis of relevant case studies to provide empirical evidence and insights into the challenges and perspectives of digital transformation within the field of culture and art. Her meticulous examination of case studies added depth to the research findings.

9. **Olena Kravchuk** focused on investigating the impact of technologies on culture and art. Her contribution involved exploring the potential of technologies like virtual reality, augmented reality, and artificial intelligence to enhance the learning experiences in this field.

10. **Bohdan Buriak** investigated the complex issues surrounding digital ethics, copyright, and ownership. His contribution lies in highlighting the ethical considerations that arise from the rapid advancement of digital technologies, providing guidance on navigating these challenges, and promoting responsible practices in the digital cultural sphere.

11. **Nataliia Miatenko** explored the potential for digital technologies to establish meaningful connections and engagement between cultural organizations and their audiences. Her contribution lies in identifying successful strategies and case studies of cultural institutions effectively leveraging digital tools to enhance audience experiences and foster community engagement.

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