

The Creative Motivations Processes of Art and Working Groups: an in-Depth Analysis Based on Cultural Identity

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Abstract: The creative and arts industry is the fabric that holds every community together by preserving cultural perspectives, experiences, and beliefs. Visual arts are key to understanding cultural values, affirming their importance in understanding societies and cultures. The present study investigated creative motivation and processes to expand comprehension of cultural identities within the context of visual arts. The positive influence of creative motivations and processes on working groups and the arts industry stood out through improved aesthetics, quality, and cross-cultural integration, amounting to inclusivity and addressing limitations and challenges faced by stakeholders in the visual arts industry. Visual art promotion through administrative dispositions, governance, and policies implicated conducive environments, support, market search, and regulation to promote the production of visual arts and ensure fair play. Drawing from conducive environments involves cross-collaborating and integrating diverse cultural values, experiences, and aspects of creating visual art. Integration of culturally diverse visual art elements enhances creativity and motivates artists to express their experiences, values, and perceptions of art.

Keywords: Creative motivations, arts industry, cultural identities, Visual art

1. INTRODUCTION

The art working industry offers unmatched economic and cultural opportunities to culturally diverse persons to exhibit their talents and abilities. The convergence and collaboration of diverse artistic skills, knowledge, and experiences produce amazing artistic expressions and cultural and economic excellence among formal and informal participants and collaborators. A case in point is the African art industries that feature cross-cultural collaboration and enjoy vibrant financial investments from public and private sectors to propel creativity and success (Comunian et al., 2021; Ohenhen et al., 2024). Therefore, understanding the motivational processes of art working groups unravels the interplay between creative endeavors and cultural identities and uncovers motivation as a key and contemporary influencer of artworks and the production of culturally aligned art forms across various industry domains (Yong et al., 2022).

Collaborative endeavors and art are profound avenues for the expression of cultural identities in the complex web of human life. Each avenue is ideal

for the critique, elucidating complexities and nuances intertwining the cultural elements of global diversity (Al-Zadjali, 2024). Importantly, cultural identity influences creative processes and motivation of activities related to visual arts.

Myriad art forms reflect elements of cultural identity. Be it music, sculpture, literature, painting, or performance, artworks enable individuals to communicate and articulate experiences, beliefs, and values. On the other hand, cultural identity encompasses traditions, customs, beliefs, and languages, all of which infuse critical elements of visual arts, including lyric, brushstroke, the ambiguity of visual arts, and choreographed movements (Heras et al., 2021; Lammam). An integration of these elements elucidates deeply rooted meanings of visual arts. In the context of visual arts and working groups, cultural identity influences creative motivations and processes in pertinent activities, including artistic collaborations, cooperate settings, and community initiatives. The influence of cultural identity is vital for art-working groups consisting of culturally diverse persons and contributes to a unique set of values and perspectives on visual arts (Marian, 2020).

The present study critiques the interplay between creating motivation processes and cultural diversity in visual arts and working groups. Investigating the influences of cultural diversity on group dynamics and artistic expressions highlights the inherent complexities and elucidates characteristic implications on communities, individuals, and diverse societies. The multidisciplinary lens of psychology, sociology, and art theories unravel threads and connections between creativity, cultural identity, and collaboration among artists, offering deeper insights and fresh perspectives on visual arts.

2. CONCEPTS AND THEORIES OF CULTURAL IDENTITY

Cultural identity is a diverse and complex concept encompassing identifying persons with particular groups. The group members share traditions, beliefs, values, customs, languages, symbols, and norms, shaping perceptions of self and each other. In relation to visual arts, cultural identity and concepts, including the social identity theory, cultural hybridity, intersectionality, economics, creative innovation, and governance, influence motivation among group members. These concepts are intertwined and influence visual arts production and presentation, as illustrated in Figure 1.

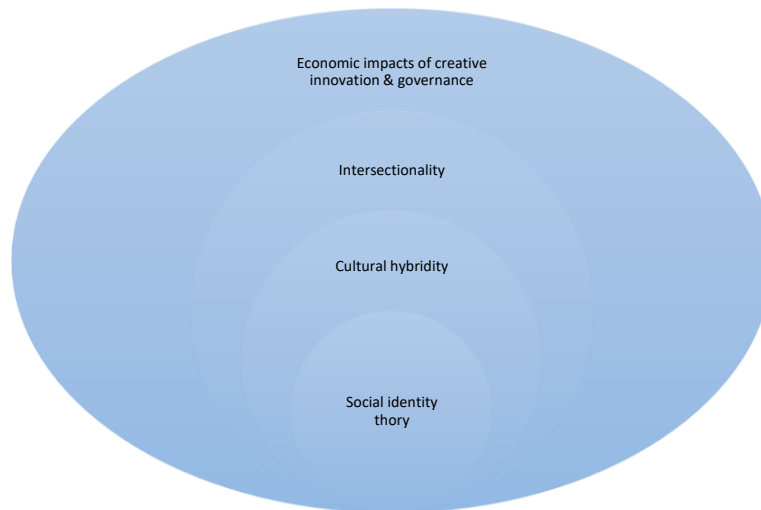


Figure 1: Concepts of cultural identity in visual arts

2.1 Social identity theories

Viewing creative motivations and processes through the lens of social identity theory deciphers vital cultural identity and motivational elements on group members, including professional networks and artistic communities. Art working groups and industry contexts posit that shared cultural identities agonize solidarity and collaboration and trigger a sense of belonging, influencing collaborative innovation, efforts, and creativity (Schnugg & Song, 2020). Artists in such industries or art working groups angrily express culturally diverse and unique identities through artworks due to collective experiences, culturally motivated skills, and common artistic values.

Not surprisingly, creative motivation and processes regard shared visions, professional principles, and cultural heritage, which foster mutual support and cohesion among artists and stakeholders in the industry. Shared identities influence individual priorities and motivations, making them salient in creative processes. As part of ingroup favoritism, stakeholders and artists prioritize individual interests and pursue or support the goals of members of fellow group members, substantiating ingroup collaboration and a collaborative atmosphere for the attainment of collective objectives that precede individual ambitions (Everett et al., 2015). Group cohesion enables artists to navigate complex artistic and industry dynamics to improve style and product output. In summary, the social identity theory asserts that shared experiences, values, reasoning, cultural skills, and knowledge of art shape creativity in art working groups and industry (Díaz & Giner, 2023).

2.1 Cultural hybridity

Collaborative endeavors and artistic expression are pillars of creativity and motivational processes in art working groups and the entire industry (Keane, 2013; Reid et al., 2016). Comparison and the blending of culturally diverse persons spark creativity and innovation in the industry. This hybridity unfolds in multiple mechanisms: fusion of contemporary-traditional artistic techniques, exploration narratives, and hybrid identities in creative works, and the integration of diverse cultural patterns and symbols. Arguably, cultural hybridity sets up a base for dynamic collaborations and exchanges among stakeholders and members of art working groups, with members drawing inspiration and motivation from each other's experiences and cultural perspectives. In practice, cultural hybridity transcends challenges and boundaries and contributes to diverse and robust cultural expression and creativity in the art industry (Everett et al., 2015; Schnugg & Song, 2020). Challenges and limitations to expression are notable in creative motivation in arts. Even though different communities are affected, minority groups are hit hardest, especially through marginalization, bias, and neglect.

A dynamic and varied interpretation of cultural identities emerges in artwork and the art industry through the complex connection of social contexts, individual experiences, and individual affiliations. Experts in the art working groups and industry navigate diverse cultural identities, acquiring information on ethnic heritage, personal backgrounds, and professional affiliations of artistic practices, serving immense influence, motivation, and inspiration within the art industry and members of art working groups. Art aesthetics, themes, and narratives reflect these motivations and the impact of cultural identities, and they demonstrate the intersection with general societal discourses dictating artists' engagement with cultural heritage, representation, and diversity within art and the creative industry. Thus, expanding diverse cultural identities within the art industries and in art working groups enhances inclusivity and pluralism of cultural landscape and fosters dialogue, comprehension, and acceptance of diversity (Darda & Cross, 2022; Everett et al., 2015; Schnugg & Song, 2020). The intertwined relationships between cultural identity, creative processes, and motivation underpin the dynamic association of collective identity, individual expression, and socio-economic parameters of art and industry. China is an excellent case study as collective identity and creative motivation, inculcated by Mao Zedong, yielded "people-oriented" values (Keane, 2013). Cultural identities are paramount inspirational and motivational sources for artistic techniques, styles, and themes in art

working groups. The broader motivational aspect emerges through the interconnection of diverse markets, contributing to the sustainability and vitality of culturally diverse art forms and products (Duxbury et al., 2020). Visual artists strive for aesthetic and top-notch artworks, identifying their works with their cultures. The motivation emanates from cultural value and pride, enforcing carefully crafted art to impress the community. Consequently, the visual artworks, having high economic value, infer profits, benefiting the art working groups.

2.3 Intersectionality

The interconnection of social features, including gender, sexuality, race, class, and ability, alongside their influences on individual experiences of oppression and privilege, broadly describe intersexuality. In the context of art working groups and the art industry, intersectionality constrains social structures and identities, influencing cultural identities alongside creative processes and motivations (Liani et al., 2021; Thomson & Jaque, 2023; Yep, 2016). Diverse individuals assemble unique but intersecting identities in art working groups, shaping perspectives, experiences, and opportunities. Often, multiple examples demonstrating intersectionality unfold in the art industry. For instance, artists from marginalized socio-economic backgrounds encounter intersecting barriers associated with education, constraining their participation in creative processes.

Intersectionality spans representation and power dynamics within art working groups and the entire art industry, determining voices to be valued, heard, or considered in artistic discourses (Liani et al., 2021). In this paradigm, artists intersecting with marginalized communities or identities elucidate unique insights and perspectives to art, marking fundamental pieces of creativity and a challenge to dominant narratives. Even so, the threat of tokenization and marginalization stands as their intersecting identities reinforce exclusion and privilege systems. In addition, intersectionality promotes inclusivity and equity within art working groups, translating to the respect, acknowledgment, and empowerment of creative processes. Therefore, recognizing intersecting oppression and cultural identity in art working groups fosters conducive environments that amplify the voices of marginalized communities in the art industry and drive social justice and diversity.

2.4 Economic perspectives of cultural industries and visual arts research

The research on creative motivation and processes is complete with an

in-depth critique of the artistic expressions and market forces. Arts and cultural industries, including players like publishers, galleries, and digital media, significantly influence visual arts production, dissemination, and consumption. Rapid engagement of stakeholders commercializes artistic works around visual arts, constraining artistic expressions (Zhu, 2020). Consequently, artists pursue solutions to market trends, demands, and preferences to maximize income.

Globally, visual art artists report an increase in income through earnings reported in digital media, publications, galleries, and museums. Creative motivations and processes in visual arts blend culturally diverse perspectives, yielding world-class and marketable items that transcend market demands. The unique aesthetics of choreographed and deeply thought-out visual arts increase the income of art-working groups and industries (Figure 2).

Notably, disparities characterize creative processes and motivations. Considering ethnic and artistic medium disparities, innovative methods, and motivations, the dynamic influences of cultural diversity in visual arts emerge, asserting its uniqueness in art. However, cultural diversity enhanced the economic aspects of visual arts, as evidenced by the increasing income. The growing income is evidence of the financial gains of promoting visual arts and the industry. Thus, the surging income across the sector tips that economic benefits have motivated many artists to embrace visual arts and related activities.

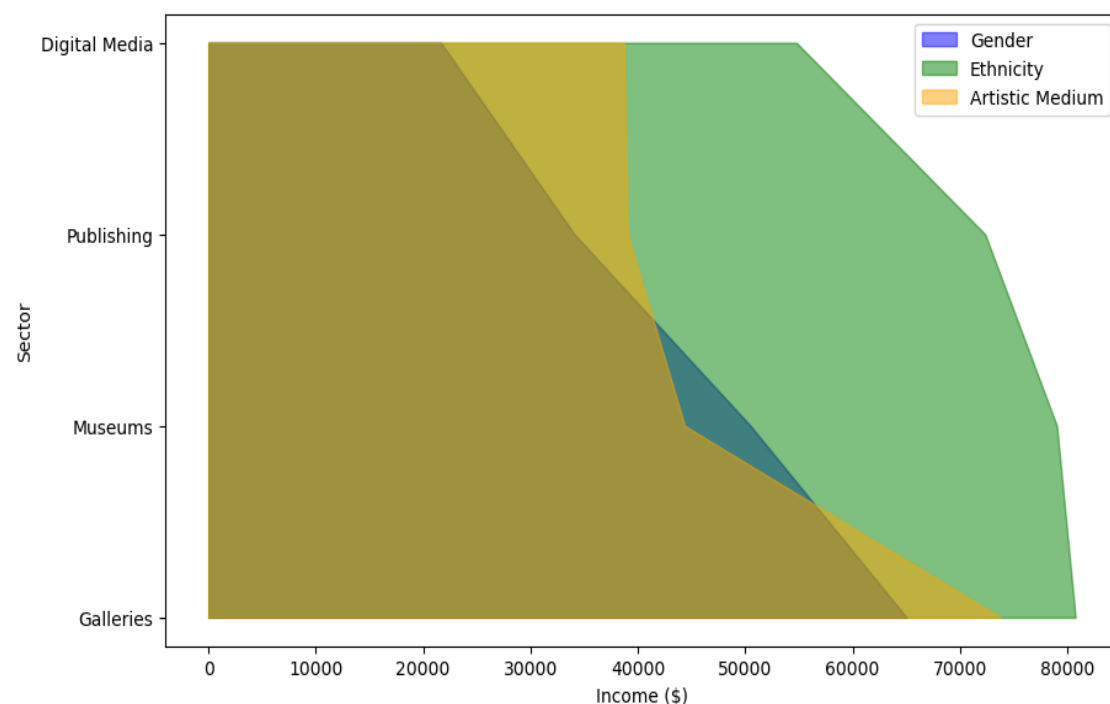


Figure 2: Income disparities among art working groups

2.5 Cultural governance and policy

Creative motivation and processes within the contexts of cultural identity are not without governing frameworks. In a disorderly society, cultural governance and policy play vital roles in ensuring the promotion, preservation, and advancement of artistic expressions and cultural heritage (Labadi et al., 2021; Sokka et al., 2021). Vibrant cultural policies and governance frameworks outline structures and approaches for controlling and managing cultural identities and artworks. The control ensures accessibility and sustainability for present and future generations. The institution of UNESCO to preserve world heritage summarizes the main concept of cultural heritage preservation for posterity. Like the global governing body, regional, national, and local cultural heritage policies concentrate on maximizing the protection of cultural elements throughout artistic activities. The policies and governance structures outline frameworks for artist engagement to ensure safe practice and harmless activities.

Globally, government policies constrain artistic works involving cultural affairs through infrastructure, funding, and regulation to support art organizations, cultural institutions, and practitioners. Efficient government policies have been enacted and enforced to foster innovation, creativity, cultural diversity, and integration (Labadi et al., 2021). These administrative restrictions keep the artists in check and prevent exploitative investors and persons who may prey on skilled artists. Additionally, the policies preserve cultural rights and heritage.

In part with government policies and administrative restrictions, cultural governance bridges and establishes the collaboration between cultural stakeholders, artists, and government bodies. Cultural governance attributes responsive and inclusive policies reflecting diverse needs and perspectives among artists and advocates for support from the government. It sponsors the advancement of skills to better the quality and aesthetics of artworks (Byrnes, 2022).

Stakeholders at the community levels lead in decision-making surrounding cultural governance, yielding policies that enable artists to respond to the dynamic markers and elements of cultural identities. Seemingly, the government is the largest stakeholder, with interests in revenue generation and the protection of cultural heritage (Figure 3). The multidimensional governmental involvement aids idea generation among artists, market and trend analysis to facilitate the commercialization of artworks, industry governance to ensure fair play among small- and large-scale art corporations, and artist protection.



Figure 3: Governmental and cultural involvement to preserve cultural heritage.

Fundamentally, cultural and governmental administrative frameworks advocate for sustainable development and social cohesion in the art industry by recognizing intrinsic values of cultural heritage, partnerships among diverse cultures, and collaboration. These frameworks lay grounds for cultural integration and investment in the broader developmental agenda where governments tap cultural resources to stimulate economic growth, environmental sustainability, and social inclusivity (Heras et al.,

2021). To maximize the financial output of visual arts, cultural and governmental policies nurture artistic skills, talents, and knowledge, market the items, and build economic ecosystems that stimulate creativity and production among art working groups.

2.6 Creative innovation and practices

Over the years, the art industry and working groups relied on organic creative motivation and processes. Traditionally, the creative processes banked on brainstorming for unique ideas, with the creative innovations and processes supporting the generation of new ideas. However, heavy technological presence in visual arts aimed at addressing limitations and challenges undermining art-based sustainability (Heras et al., 2021). Fundamentally, art-based technologies maximize the aesthetic values of visual art products through output-oriented and process-oriented approaches.

This puts social creativity in the desired light and enhances the overall picture of cultural identities in visual arts. Despite sustainability outcomes, digital art threatens innovative and motivational thinking by infusing modern and post-modern art concepts.

The drift towards art-based innovation erases organic brainstorming and idea generation, subjecting visual art production to automated approaches that do not yield desired aesthetics. In this approach, attention drifts from traditional motivation to art-technology collaboration (Zhu, 2020). Even though cutting-edge technology opens avenues of cooperation and the fusion of technology with traditional visual arts, creativity, and motivation paradigms are at risk.

Traditional creative motivation and processes exploited cultural heritage, personal expressions, and mastery of traditional artistic techniques and approaches. However, the surge of digital technologies triggered a paradigm shift characterized by attention drifts toward the art-technology union. The digital approach yielded intangible cultural heritage that virtually preserves visual arts to ensure posterity (Hou et al., 2022). The guarantee of posterity fronts the digital approach as a process of safeguarding cultural heritage and items. In addition to modern concepts, integrating post-modern art themes and ideas with digital media challenges artists to pursue complex and navigate the rugged terrain of cutting-edge technology featuring virtually and physically blurry realities (Figure 4). The automation aspect of technological use in visual art enhances the efficiency and performance of the industry, indicating a crucial motivation process.

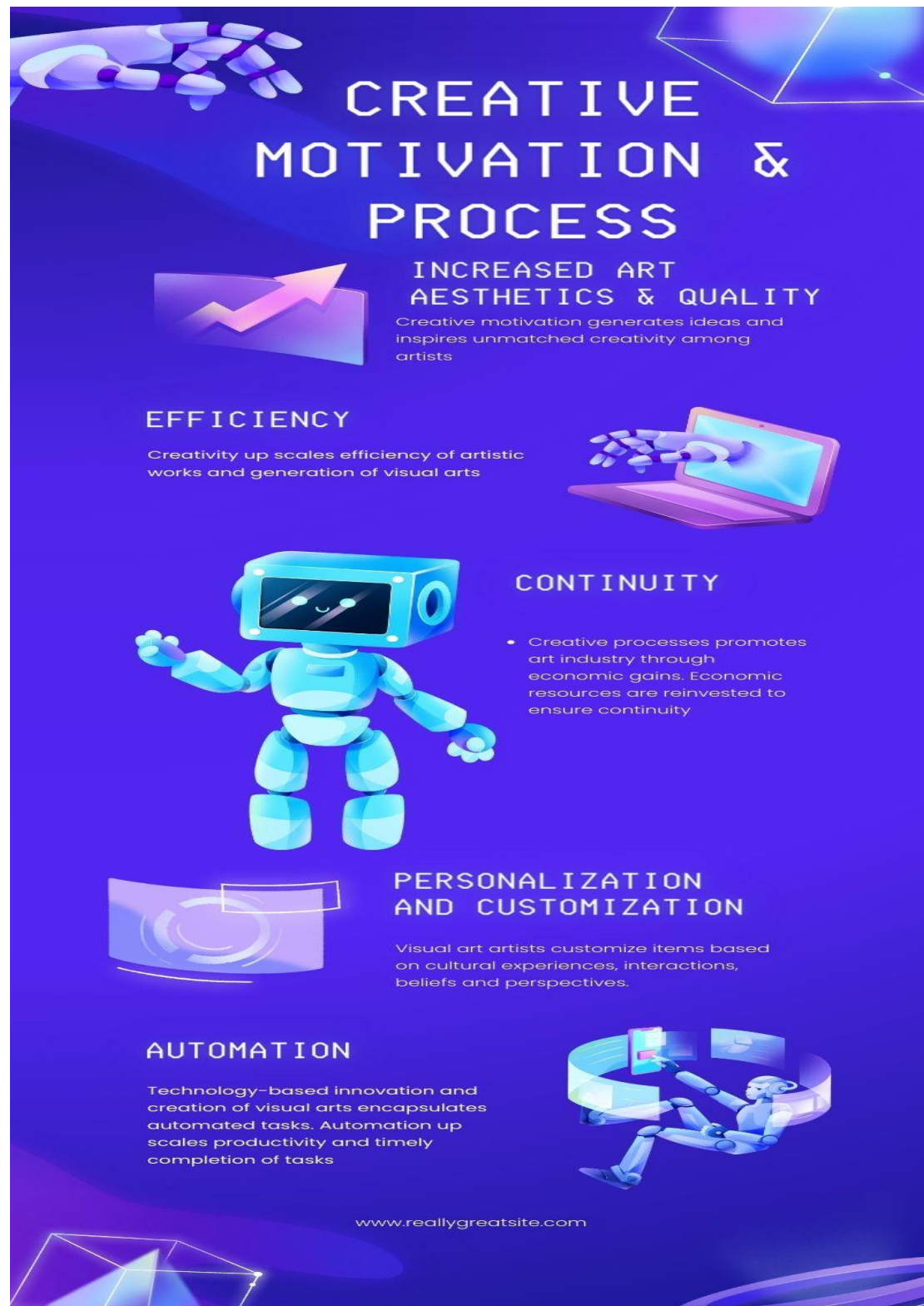


Figure 4: Creative motivation processes in visual art

The shift towards technology-based creative motivation is a game changer in the world of art with respect to cultural identities. Digital arts present unlimited innovative techniques and opportunities for artists through experimentation of contemporary mediums. Visual artists take

pride in technology-based innovative activities that promote the progress and growth of the industry. Fundamentally, technology or digital media polish existing visual arts, implicating the value addition concept. Automated generation of digital media encloses an efficient and effective system in visual art. Adopting automated systems is a game changer in the art industry as art working groups employ the technologies to address artistic challenges with high accuracy and effectiveness. Also, digital art revolutionizes audience engagement. However, the historic art-technology fusion concerns artists' roles in developing visual art and preserving cultural values, experiences, and practices in digital media.

3. PROCESSES OF CREATIVE MOTIVATIONS IN WORKING GROUPS WITHIN CULTURAL CONTEXTS

3.1 Types of creative industries

Understanding creative industries is crucial for exploring creative motivations and processes within art working groups as they pertain to diverse sectors and distribute myriad cultural and artistic products. To begin with, visual art is a faculty of art that contains photography, painting, print media, and sculpture. Artists in this industry collaborate with stakeholders like studios or art collectors to share ideas, inspiration, or resources. This collaboration upscales sensitivity towards diverse cultures and enhances experience, knowledge, and expertise regarding producing culturally sensitive visual artworks (Darda & Cross, 2022). Moreover, cross-cultural sensitivity eliminates the limitation of stereotypes and bias towards artists. This creates a conducive environment for collaboration and the collective pursuit of better artistic ideas and renditions.

Secondly, performing arts encompass live artistic works, including dance, theatre, opera, and music. In this dimension of art, artists, including musicians, actors, directors, and choreographers, among others, collaborate to engineer and perform unique items. This collaboration spearheads cross-cultural tolerance and acceptance of diverse cultural perspectives in art and the industry (Darda & Cross, 2022; Schnugg & Song, 2020). Particularly, collaboration or performing items presented by artists from marginalized communities display acceptance and inclusivity.

Thirdly, the production, distribution, or display of digital content, including television shows and other motion pictures from marginalized communities or items obtained through collectivity creativity, fundamentally confer a creative motivation and process within art working

groups and the industry. This is a two-phase phenomenon of upscaling creativity in the industry. On the one hand, the collaboration of culturally diverse persons to engineer unique items with themes touching on diverse cultures inspires creativity and motivation in the industry and among art working group members. On the other hand, art working groups engage producers, screenwriters, directors, editors, actors, and technicians from diverse cultures to pursue creative and unique ways of presenting content and art. The approach to art inspires creativity, transcending the traditional approach and production of artworks. Lastly, engaging culturally diverse persons proliferates to fashion, graphic, industrial, interior, and digital designs employed throughout visual and performance arts. All collaborative works focus on resolving common challenges in the arts industry.

3.2 Conceptualization of cultural identities in visual art

Conceptualizing cultural identities in visual arts is a multidimensional and varied process reflecting relationships between the broader societal, collective history, and individual contexts (Ismail, 2021). Visual artworks engage in cultural identity parameters, including nationality, ethnicity, gender, socio-economic factors, religion, et cetera. As these parameters shape visual arts production through ideas, resources, and support, art working groups and the industry embrace their importance. Arguably, these parameters play crucial roles in shaping the course of visual arts. By exploring these parameters, visual artists express their identities and provoke essential reflections on the complexities of human experiences and diversity.

At its core, dynamic dialogue between the collective and personal visual arts deciphers cultural identities in visual art. Often, visual artists filter factual and lived memories, experiences, and perspectives as they craft artistic works (Mamur, 2012). By this approach, visual artists fuse their creative artworks with a sense of intimacy and authenticity. Simultaneously, visual artists navigate the expansive socio-political landscapes, combating queries on belonging, privilege, power, and representation. The combats of collective and personal interests technologically produce a structure of artwork through the narrative of the individual, which arduously surpasses social reality.

Given the diversity in visual arts strains, the integration of styles, techniques, and interpretations to show cultural differences and clashes is inevitable. In addition to conventional artistic expressions such as statues, paintings, or even photography, contemporary artists use various visual

works that include performance, installation, or digital arts. They rely mainly on the expressive prowess of the visual media for motivation and inspiration (Al-Zadjali, 2024). Therefore, the expressive powers of visual artworks are focal points for many issues like belonging to cultural groups and identity. In essence, the potential details of different cultures are conveyed through allusions. These symbols request a deep emotional response from the audience to enjoy and relate to the visual arts from a multitude of perspectives.

Conceptualizing cultural identities in visual arts is tremendously evolving and fluid despite the influences of the dynamic socio-political atmosphere, progressive cultural hybridization or exchange, and global interconnectedness (Al-Zadjali, 2024; Rijmenams, 2021). As such, artists share deconstructing stereotypes and inflexible notions of identity and embrace intersectional perspectives around complexities and multiplicities of human nature. The dynamic approaches to cultural identities allow empathy, understanding, and inclusivity. This fosters dialogue among artists from diverse cultural backgrounds or beats divergent perspectives or opinions on visual arts.

3.3 Cultural identities and artistic processes

Visual arts are a medium for the expression and assertion of cultural identities. By virtue of accessing wide audiences, visual artists bank on the benefit of access to diverse cultures to sell their cultural identities through pictorial representations, digital media, and visual publications. At the core of creative processes are the exploration, integration, and assertion of cultural identities, concepts, norms, and practices in visual arts, dispensing insights into identity nuances, community, and belonging. A comparative analysis of African and Indian visual art industries demonstrated how artists navigated the complex environment, overcoming hurdles to cultural identity expression in the post-colonial era (Sharma, 2021). Like India, the African art industry faced the challenge of Western's dominance during the colonial era.

Consequently, Western values, culture, and religion were imposed, eroding raw and indigenous artistic works. Canada is another case in point where adaptation and innovation rescued indigenous visual arts (Feboi, 2022). Modernization, historical injustices, and globalization are key challenges navigated by Canadian visual artists to survive, express indigenous cultural values, and preserve heritage.

Interestingly, artists navigate the challenges only to survive and access the global audience, establishing deeply rooted cross-cultural appreciation

and comprehension. The heavy presence of cultural identities in visual arts reinvents the industry and discourse through enriched and improved production of unique and culturally diverse items (Al-Zadjali, 2024; Bürger & Kleinert, 2021; Marian, 2020).

Recent developments demonstrate inherent ties between visual arts and creative motivations as artists pursue and emphasize profound connections with cultural roots. This connection illustrates how cultural identities shape the broader artistic landscapes, with traditional artistic materials and techniques emerging as motivational and creativity catalysts. In contemporary contexts, visual art reinterpretation focuses on cultural symbols. Such phenomena inspire artists to craft artworks reflecting unique perspectives to match the current competition and contribute to the collection of the tapestry pertaining to human culture.

4. CULTURAL INDUSTRIES AND VISUAL ARTS

4.1 Influence of cultural identities, industries, and visual arts on art working groups and motivation

Recent studies found that cultural identities shape dynamics, composition, and creativity in art working groups. Diversity taps a variety of artistic ideas and perspectives in the industries, fostering cross-cultural exchange innovation alongside narrative and thematic exchanges (Marian, 2020).

Thus, adequate representation of diverse cultural identities and consideration of cultural ideologies in working groups motivate members and enhance collaboration. Additionally, crowdfunding spearheads social cohesion by sponsoring economic activities of culturally diverse persons in the industries and art working groups (Al-Zadjali, 2024; Bürger & Kleinert, 2021). The monetary support enables the exploitation of creative expressions and cultural varieties.

Within cultural realms, crowdfunding holds a fundamental key to motivating creativity in art working groups and industries. In the last decades, Asian, European, and Australian societies have invested hundreds of thousands of dollars in crowdfunding to motivate culturally aligned artistic works and industries (Table 1).

Cultural crowdfunding significantly boosts creativity and innovation in art forms and artworks, speeding up the development of the industries. Cultural crowdfunding and economic support are fundamental to external motivation and innovation opportunities (Schnugg & Song, 2020).

Table 1: Crowdfunding trends in the last decade

	Asia	Europe	Africa	North America	South America	Australia
2013	228782	550448	714748	256238	643153	238073
2014	730473	407234	352871	159073	101451	878042
2015	317660	181194	651651	578293	699916	339858
2016	367378	318488	491852	610089	208287	473636
2017	201661	951501	507086	266682	817103	542872
2018	412078	554539	871937	758332	273937	258536
2019	195153	906660	265150	578327	231660	400861
2020	528496	905665	387336	555560	223102	758180
2021	381498	602644	237052	699752	731914	715120
2022	197760	234567	993399	858542	112544	300283
2023	531238	673489	812662	887414	408512	240272

Creative industries tap opportunities within the art working groups and motivate the activities of active members. Viable economic opportunities, practices, and trends within art working groups inspire aspirations and sustainability. Table 2 captures economic support in US dollars for art working groups and industries in Asia, Europe, Africa, Australia, and North and South America. Evidence collected from art working groups and industry players shows remarkable motivation and improvement between 2014 and 2024. Further analysis revealed that economic support upscales cultural inputs and productivity. In addition to networks, resources, and open platforms to engage audiences, sustainability and inspiration promote creativity and motivation in the art industries and art working groups (Molloy, 2020).

Table 2: Economic support trends

	Asia	Europe	Africa	North America	South America	Australia
2013	254715	458046	251156	162032	165857	170889
2014	348725	426578	303792	92051	57618	53038
2015	162234	284801	156377	489306	312588	68422
2016	214995	417740	136540	441418	305998	404973
2017	284243	435071	491843	353149	308864	308099
2018	274835	413496	424412	310977	125699	234405
2019	185306	313745	80108	472744	340640	102197
2020	71106	469670	431272	349789	411533	277397
2021	377387	104734	307961	87192	69959	108430
2022	224046	273804	100569	132031	102595	446670
2023	265400	494111	405353	215138	77238	151054

Visual arts represent aesthetics, creativity, and traditions of art working groups. Presentation of visual arts in exhibitions, visual arts institutions,

and galleries connects art-working groups with the wider art community in the global market and enhances recognition (Cline, 2012). Equally, exposing members of art working groups in visual art hubs inspires creativity and motivation through diverse visual art techniques, traditions, and artistic influences.

Professional advancement, artistic fulfillment, socio-economic empowerment, and community engagement motivate and upscale the performance of art working groups. From the point of view of the profession, visual arts have expanded the job market by attracting many participants and stakeholders. Many people have secured jobs in the visual arts industry in different parts of the world (Kara, 2020). The intersection of industry dynamics, cultural identities, and visual arts drive enthusiasm in art working groups, with a focus on professional development. Fundamentally, comprehending diverse motivations in art working groups and industries fosters sustainability, creativity, and collaboration.

4.2 Practical implications on industries and communities

In the last decades, investigations have reported that cultural identity constrains and informs the comprehension of the universality of appreciation of aesthetic values of art, cautioning against general approaches to empirical aesthetics to forms of art and non-western populations and highlighting the value of art experience. While knowledge of the attributes of art forms, including paintings, drawings, and sculptures, remains scarce, a universal judgment and preference exist for art and expertise modulation (Darda & Cross, 2022). Since individuals from diverse backgrounds have an aesthetic appreciation of art forms based on contrast, asymmetry, complexity, brightness, or proportion, cultural diversity, and creativity have been promoted to expand artwork and art forms to accommodate individual needs. A case in point is a case study where the Chinese highly rated Chinese paintings more than Western paintings, as Westerners rated Western paintings more than Chinese paintings (Darda & Cross, 2022).

The case study exposes group biases and favoritism, based on ethnic and cultural favoritism, that motivates creativity within specific cultures and communities. Such distinctive aesthetic judgment explains a one-size-fits-all approach to art forms and offers an opportunity to pursue cross-cultural approaches to enhancing creative motivations and processes. Art working groups and industries must navigate culturally-related complexities to enhance art representation and promote equity and diversity to survive the rapid cultural integration in the contemporary world. Despite group bias

and complexities, professional development and income generation steadily increased courtesy of creative motivations (Figure 4). The steady increase in income in art working groups tips the importance of cultural identities and the motivation of art working groups and industries.

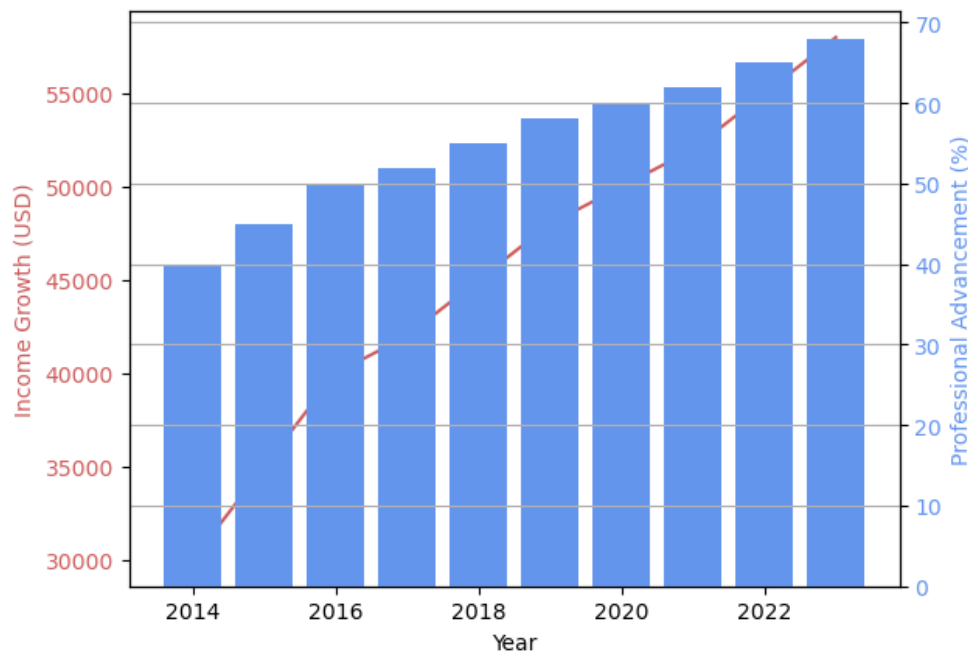


Figure 4: Professional advancement and income growth in the last ten years

5. CONCLUSION

Creative motivation and processes in the visual arts industry take multiple dimensions, concepts, and themes. In the context of cultural identity, creative motivations, and processes focus on establishing conducive environments for the development of excellent visual arts, protection and effective governance of the industry, a collaboration of artists from diverse backgrounds, the introduction of state-of-the-art technological advances to aid art production and efficiency, integration of diverse cultural perspectives, beliefs, values and experiences in visual arts. These motivation processes instill pride and enthusiasm among artists, leveraging unmatched energy in the innovative and creative activities pertaining to visual arts. The present study found that increasing incomes among visual artists is a profound motivation, justifying the rationale of the economic investments, industry and market regulation, marketing, and the commercialization of visual arts. The fundamental influence of the global, regional, cultural, and natural regulatory and administrative bottlenecks or policies implicate fair play in the market and increase the economic benefits

of artworks. Collectively, art working groups, governments, local communities, and the art industry benefit from this, enhancing the drive towards better and more aesthetic visual arts.

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