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Influence of Intermedia in Development of Malaysian Art Scene

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Abstract
Media art has evolved over time. Artists are developing intermedia in their art. It begins in 1950s NYC. The idea of Intermedia has since extended globally. Malaysia's media development is influenced by western Intermedia. Malaysian artists are intermedia experts. This research aims to determine why Malaysian artists use Intermedia and to classify its disciplines. This research was place in studio or online, depending on current conditions. Pandemic, artist demand. This research used library, catalogue, and web sources for data. The data will be analyzed to classify the artists' Intermedia use. Intermedia has diversified into numerous disciplines, and it's still growing.

Keywords: (Intermedia, Malaysian Art, New media,)

1.0 Introduction
John Cage, an American artist, developed intermedia in New York City in the 1950s. This is based on Firat Arapoglu and Seda Yavuz Erol's research paper (2002). While the word Intermedia was introduced in 1965 by Dick Higgins in his papers regarding Intermedia. Recognizing that Intermedia required development, the development programme has been implemented. Hans Breder in the School of Art and Art History at the University of Iowa implemented the programme based on the essay by J Sage Elwell (2006). Together with his pupil, he brought the Intermedia Programme to the community. The Malaysian art scene was not immune to this concept, which has affected artists in various countries throughout the globe. An artist named Tay Hooi Keat brought western art to the Malaysian art scene after completing his studies in the United Kingdom. The recognition he received from the study piqued the curiosity of numerous Malaysian artists. The Malaysian government is likewise aware of and interested in Intermedia. This prompted the government to establish the School of Art and Design at Institut Teknologi MARA, ITM (now renamed University Teknologi MARA, UiTM), in order to promote the development of art and Intermedia, such as the use of media, materials, and technology.

Kamarudzaman Md Isa, a Malaysian artist, used the concept of Intermedia to conduct research with his collaborator Niranjan Rajah on Intermedia in electronic art using Deluxe Paint on Commodore Amiga 1000. From the perspective of Intermedia in mixed media art, the artists of Nanyang Art Academy drew inspiration from western art and Chinese painting. During Festival Seni Video Antarangsa 90, an artist named Wong Hoy Cheong had brought performance art to the community.This study examines Intermedia artwork in Malaysia

and the evolution of Malaysian art. To discover the answer, a thorough investigation must be conducted using proper and professional documentation that can be saved and referred to by anyone in the future. Following contemporary trends, the researcher also creates artwork and conducts experiments on techniques, skills, and media; nevertheless, he or she has no idea what discipline is being tested. In order to determine what kind of discipline the researchers are investigating with the conducted experiment, this study has become a top priority.

2.0 Literature Review

The researcher researched Intermedia from many sources. Intermedia definitions vary. Mutualart.com's Dick Higgins says intermedia art'stands between media' Intermedia combines art with film or music with performance. The researcher looked at additional sources, such as. Intermedia blends new and old media, per Tate's website. Tate contemplated Intermedia. Intermedia includes video, music, and performing. The researcher looks up Intermedia in other sources. Intermedia is a creative effort connecting existing media, according to Concordia University's Communication Studies Department. Because this department teaches communication, they didn't directly employ film, sound, and video. This demonstrates the researcher that filmmakers, videographers, photographers, and more use intermedia. "Inter" from Intermedia meaning "between" Intermedia is between established media, according to Firat Arapoglu and Sedu Yavuz Erol. This communication department studied current media in novel ways by not employing film, sound, and video. This demonstrates the researcher that filmmakers, videographers, photographers, and more use intermedia. "Inter" in Intermedia implies "between" Intermedia is between established media, according to Firat Arapoglu and Sedu Yavuz Erol. The researcher had to investigate Western Art's history and progress to identify Intermedia. J Sage Elwell (2006) founded Intermedia. Herzogenrath (2012), Mead Works Museum (2003), and Elwell (2006) reported challenges recording and conserving Intermedia art. Fluxus artist Dick Higgins coined "Intermedia" in 1965.

2.1 Collision of Intermedia from Western Art to Malaysian Art

The Malaysian art scene faces a number of challenges when it comes to introducing new ideas about art. The researcher will learn more about how western art and Malaysian art collided with Intermedia. Also looking at how Intermedia is moving in the Malaysian art scene. Based on what the researcher read in Art Generation's blog, Malaysian art began in the 1930s and 1940s with Abdullah Arif, Yong Mun Sen, and other Malaysian artists who used a variety of materials to make their first works. The restrictions and lack of publicity about the Western art movement, especially on Intermedia, have not yet been received. Even though there were dedicated artists in Malaysia in the 1950s, the community and government did not support the arts well. After he finished his studies in the UK, Pulau Pinang native Tay Hooi Keat moved to Malaysia in 1952. He was then exposed to western art on the Malaysian art scene. In London, he also studied Intermediate Art and Craft. 24 This effect has made Malaysian artists and the government more interested. Balai Seni Lukis Negara and ITM Art and Design School (current: Faculty of Art and Design, UiTM). Artists from Nanyang Art Academy such as Lai Foong Moi, Khoo Sui-Ho, Cheah Yew Saik, and others developed mix media art in Malaysia. Mix media art is still used today, including acrylic and charcoal on paper, wood by Haslin Ismail, and mix media on canvas by Fauzan Mustafa. According to Hasnul J. Siadon and Niranjan Rajah (2013), electronic art in Malaysia was started by Kamarudzaman Md Isa utilising BASIC programming language on Apple IIe with making an image. By developing a self-portrait and displaying it at ITM. Kamarudzaman Md Isa produced Cini (1987) and Tribute to Bapak (1987) utilising a Digitizer and a black-and-white camera with an RGB filter. Deluxe Paint on Amiga 1000 used editing. Ismail Zain followed the march of art and technology and began developing electronic art. 1988's Al Kesah utilised a computer image. Local art scene uninterested in experimental and critical electronic art. Liew Kung Yu won Bakat Muda Sezaman in 1989 with A Passage Through Literacy. 1989. In the 1990s, video art, installation video, computer art, CD-ROM, and online art emerged. Wong Hoy Cheong in the early 1990s at Festival Seni Video Antarabangsa 90. In the mid-1990s, electronic art developed dramatically with the advent of various artists with their unique methods, such as Noor Azizan Paiman with Bernafas Dalam Lumpur. Late 1990s CD-ROM and internet art. Ismail Zain and Niranjan Rajah, young artists, employed this strategy. The researcher would also examine performance art depending on media, function, and content. In this age, performance art focused on entertaining. The community chose not to accept or record performance art.

2.2 How Intermedia Works?

Intermedia combines traditional media with music, theatre, film, poetry, and more, according to Slovenkej Kultury, kultury.sk. By understanding that Intermedia means "between," it doesn't matter how many media are used in one artwork as long as the characteristic of combination is there. Hans Breder started Intermedia at the University of Iowa in 1968. 28 After being invited to teach at the university's School of Art and Art History, he created Intermedia Program. Before media limits on art separate dramatically, he must introduce Intermedia Programme with developing Intermedia. Hans Breder has reportedly created a room for him and his Intermedia Programme students to study art. Hans Breder and Ted Perry established interdisciplinary and cross-pollinations through experimenting in their design programme.

Figure 2.1 Research Framework or formula of understanding the Intermedia.

In analysing any artwork that the research will find, a research framework need to be done to understand very well about how Intermedia working. Studying the process and development can be useful in analysing an artwork. Figure 2.1 show on how to understand Intermedia by combining two or more media in one artwork.
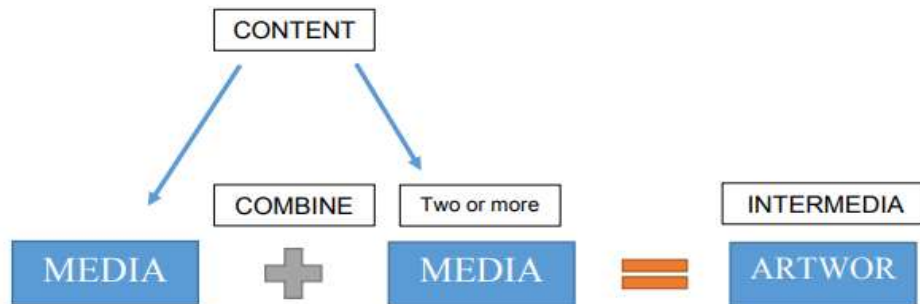

Figure 2.2 shows how a Malaysian artist improvised Intermedia's original formula. Malaysian artists had to know their substance and idea before choosing media. Western artists focus largely on materialistic and aesthetic aspects of art. Every aspect of media and technology has a purpose and meaning.

3.0 Methodology
After reviewing a lot of information and documents about Intermedia, from its definition and history to its influence on Malaysian art, diversity, and how it works, the researcher concluded that Intermedia is a combination of more than two medias in creating an artwork, also called media intermediaries. Intermedia classification is the initial stage before interviewing artists, analysing their work, and getting study findings.

3.1 Interview Session and Conversion Recording Audio to Audio Transcribes
The interview session was conducted by meeting in a virtual meet or online using Google Meet one-on-one on three separate dates. There were three participants who are professional Malaysian artists who have participated in numerous exhibitions and shows. They were Dr. Kamal Sabran, and Mr. Azizan Paiman. The interview audio was also transformed into an audio transcript. The conversation was conducted in Bahasa Malaysia since it is simple to comprehend and communicate in. It also makes it simple for the researcher to convert and transcribe the audio. The translation is also used in Bahasa Malaysia, and after completed, the researcher.

After the interview session and the audio has been transcribe. The researcher had review every opinion and views by the artist about the Intermedia. Some of their opinion were similar and give same answer. And some of the answer also a bit different due to their concept of thinking perspective and different theme they bring in making an artwork.

a) Dr Kamal Sabran

Plate 3.1 Interview Session with Dr Kamal Sabran

His definition of Intermedia is combining many media in one artwork. The Intermedia included sculpture, sound, and dance. According to him, Intermedia also uses inter-discipline and multi-discipline. This was common until recently. Fluxus introduced Intermedia in the 1950s and 1960s, he believes. He thought Intermedia was hard for artists to accept then. Dr. Kamal Sabran says Fluxus introduces Intermedia to collaborative and experimental art. Innovative, revolutionary media use. He thought it signified the start of art's modernity. Dr. Kamal Sabran agrees Intermedia was late to Malaysia. Malaysian art aficionados and critics argue and seem unappreciated. Latiff Mohidin created Anak Alam. Anak Alam combined theatre, poetry, music, and sound. Pyan Habib uses a musician in his "sound poetry" poems.

Dr. Kamal Sabran said incorporating Intermedia with Malaysian art was tough. Intermedia is criticised despite being called inter-discipline or new media at the time. It's being contested because Intermedia was used with technology and science. The artist used Intermedia purposefully or unwittingly, he said. He used a movie example. Film, in his view, is Intermedia since it blends design, prop, and sound.

"…. this Intermedia, the definition is refer to a combination with many, variety media in making an artwork."
 "I look like Anak Alam, they use poetry in collaboration with musicians using sound, experimental. There are also those who use video, called video art. And performance art as well, maybe performance art is also made into a theater, there is to a point made into a film."

Dr. Kamal Sabran said Anak Alam combined poetry and music or sound in the 1970s and 1980s. Some combine theatre and film to produce performance art. Intermedia was providing a new perspective to art, not only visual art, he said. Artists become more competitive as a result. Dr. Kamal Sabran's Malaysian artist references are Prof. Hasnul Jamal Saidon and Kamarudzaman Md Isa. Both artists returned to Malaysia after studying in the U.S. and U.K. and brought Intermedia to Malaysian art, he said. Hasnul Jamal Saidon and Kamarudzaman Md Isa were avant-garde artists, he stated. They're in the studio and leave their comfort zone..

"It's just that the idea of Intermedia is kind of an experimental process where this artist he uses what work, meaning he grabs to make one work that doesn't sit in the comfort zone."

Dr. Kamal Sabran says Intermedia started without diversity. Only experimental art and practise were featured. Intermedia does not really stay in its comfort zone and creates beyond traditional art, he said. He also suggested Intermedia may have a diversion with sub-categories like electroni art, which includes AI art, robotic art, sound art, etc. Dr. Kamal Sabran said this misdirection evolves with technology, science, and religion. From materialistic art, build content, context, human health, etc. Intermedia, in his perspective, makes the artist or their artwork not standalone and must be mixed. Dr. Kamal Sabran says Intermedia classification relies on the artist's chosen discipline. They may want to install with a technician or make video art with a videographer. Dr. Kamal Sabran calls him an artist because he fears his concept creation would stagnate. He also said he uses sound media because it is his competence and the framework of his ideation is philosophical and metaphysical in producing human health and as stress medication. He believes faith in Allah Ta'ala is a natural medium for artists. Without faith, we're like western artists who only present materialistic and formal art. This distinguishes western art from Malaysian. As a Muslim, he believes doing art with Allah Ta'ala in mind is worship ('ibadah).

 "Don't stick to one medium. For me, if I, I have been sitting in the art scene for almost 30 years, I know we have to get out of one media, do not stick only to the western definition. Because of the western definition, because the west they love the world."

Artists should just not stick to one medium, he advises. Explore and get out of western art's world-loving definition. As Muslims, we must love the Hereafter, not the earth. Also, he added it is true that we were born as artists, but Allah Ta'ala wants to see how we used this opportunity to worship by delivering messages about Islam, the truth, and fun in a way that benefits the community. We Muslims do not really shirk our role, whether we're academics, researchers, or artists. Dr. Kamal Sabran defines Intermedia as a blend of painting, performance, and electronic media in one artwork. Fluxus introduced Intermedia in the 1950s and 1960s. Prof Hasnul Jamal Saidon and Kamarudzaman Md Isa brought Intermedia to Malaysian art in the 1980s and 1990s with a blend of digital media. Dr. Kamal Sabran is a master in using sound as his medium, but he also believes faith and Allah's five senses are media in making art. Artists can't create without it. Finally, he advises artists to explore with different media when making art. Develop that media.

b) Mr Azizan Paiman

Plate 3.2 Interview Session with Mr Azizan Paiman.

"…. this Intermedia I have never used that term. I will say that is mix media and also cross-discipline, right. So, if that's the case, my understanding is that I prefer to refer to this matter as a mix media and also a mix of discipline."

Mr. Azizan Paiman's understanding is different than the first. He never heard or utilised Intermedia. Mix media or cross-discipline are his terms. He asked the researcher about Intermedia. After that, he realises Intermedia is mainly like the term he used and has branches like mix media and theatre. Intermedia is a blend of disciplines, according to him. He knows it's a difficult, non-absolute discipline. According

to him, World War I was a protest against the lack of colour at the time. Tristan Tzara and Hugo Ball in Switzerland introduced dadaism at that time. They created Intermedia with unexpected media. In Malaysia, a banner protesting Malayan Union is also an Intermedia. Redza Piyadasa and Sulaiman Esa, recent graduates of Maktab Perguruan Ilmu Khas, taught at ITM and developed art there. They created critical formalistic art interpretations.

"…. the incident that happened, because an artist like me, I wouldn't do a work if my soul wasn't disturbed. The soul is disturbed due to the factors around me. I'm a person who doesn't believe in studios. Because I don't sit in the studio."

Azizan Paiman, a cultural worker and back dater reporter, believes that generating art troubles his spirit. How can somebody create art without distractions? He claimed he didn't believe in studios since our brains are studios. Our studio. In general, he saw Intermedia in Malaysian art when Tun Mahathir brought the internet. Internet's introduction. Malaysian art evolves into electronic art. Azizan Paiman says opposition from others made Malaysian artists welcome Intermedia. He said Malaysian Intermedia art has three approaches. Firstly,Technology's influence fluctuates. Second, the artist wants to make art without considering the market. Third, someone publicised Intermedia. This is why Malaysian influence on Intermedia is hard to accept. Before Intermedia, Mr. Paiman noted, artists used 2D and 3D. Then, startling artwork arrived. Burning own art, destroying art, etc. This type of artwork requires nontraditional media. Non-electrical band is another performance art example. A band employed bottle, marble, sand, wood, and barrel instead of electrical instruments. Kapallorek, Percha Artspace, Mata Hati, and Five Art Center prepare for this media. Many Malaysian painters impact Azizan Paiman's works. Zulkifli Yusoff, Hasnul Jamal Saidon, Zakaria Awang, Ponirin Amin, and Fauzan Omar. Prof Hasnul Jamal Saidon tutored him when he was a student. He said he was multi-talented and a good listener. Joseph Tan also influenced because they had similar interests. Mr Azizan Paiman became interested in international artists like Prof Pavel Buchler, his UK lecturer.

"I am the one who does the work without putting the terms in the way that matters. The most important thing is that for me, I make the work, I feel and believe in the work that way and it's relevant and it makes a sense."

Azizan Paiman does not really care about art's technical terms. He makes art and uses it if it fits his subject. In making art, he focuses on what he wants and uses relatable materials. Mr. Azizan Paiman will not really think about technical terms; he just works.

"… if I think a lot about the term, end up not doing the work. So, the work I do is more important than I want to think in any term..

Mr. Azizan Paiman's interview offers a different perspective from the previous. The researcher sees that Mr. Azizan Paiman is working and focuses on the substance and context of his artwork rather than the term itself. Mr. Azizan Paiman gives a unique perspective on Intermedia's history and influence on Malaysian art by tying it to Malaysian politics, government administration, and global geopolitics. If we look at his biography through the lens of his artwork, he focuses on social, political, and global themes.

4.0 Findings

Table 4.1 Classification of discipline in Intermedia based on artwork analysis in Malaysian art.

	Main Media Use		
Artwork #1		Sound (Music Tools)	
Artwork #2		Augmented Reality (AR)	
Artwork #3	Watercolour, Random Printed Media		
Artwork #4			Artist, 30 Participants, 1 Set of Teacher Desk and Chair, Artist, 30 Sets of Student Desk and Chair
Artwork #5		Video, Digital Screens	
Artwork #6			Actor, Fabric, Light
Artwork #7	Diskettes on Plexiglass, Mouse on Chair		
Artwork #8	Digital Print, Ink, Pencil, Photography Collage On Canvas and Paper		
Discipline	Mix Media	Electronic Art	Performance Art

The researcher identified knowledge and methods that were different from the previous reading. Diverse opinions. Certain information and opinions may be similar. In this final chapter, we'll synthesise basic knowledge, literature review, artist viewpoints, and artwork critique. The researcher categorised Intermedia. Each of the three components has its own subdiscipline. All three participants agree that this word and categorization are no longer applicable and that something new will be introduced. But a thorough document on Intermedia in Malaysian art is needed. The researcher noted the main media employed to transmit the artwork's content. Like mix media, it can be identified when the artwork is hanging or solo but combines multiple mediums. If used with electrical media, it should be off. Electronic art uses electrical media as the principal media to deliver messages or experimental media such as video or animation, lighting or sound, or online or offline and virtual media. Performance art uses the human body to act and communicate. Either the artist as actor or actress, or the artist letting the audience participate in their performance, or any organisation and team performing the artwork using human body. VR and AR require an audience, right? Back to the main medium, VR and AR are the main media, thus it's electronic art.

This is the result after artwork analysis had been by the researcher in classify the disciplinary of Intermedia from the artwork chosen

5.0 Conclusion & Recommendations

Intermedia can be defined as a combination of multiple media, whether they are attached or separate, so long as they are used amongst one another in a single artwork. In Malaysia, there is no single person who can claim to be the originator of the new media, as they all began at the same time but with different medium. Electronic art has its own explorer, performance art has its own actor or actress, and mixed media has its own experimental artist. In the Malaysian art scene, the use of modern media for artistic exploration is still a matter of controversy. The discipline of Intermedia can be identified by observing the primary media used by artists to transmit their message. It is divided into three disciplines: mixed media, performance art, and electronic art. And Intermedia will continue to grow throughout time, with no end in sight until someone invents and introduces a new form of something, perhaps with a new title, that beyond our current understanding.

Acknowledgements

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