Journal of Studies on Art, Culture, and Society
Vol 3(2). July 2026
https://jacs.professorline.com/index.php/journal/id/index

Post-Pandemic Arts and Culture

Rizka Dwi Puspitasari[1*] and Zahra Raudhatun Nisaa[2]

[1*]Global Scholarly Research Institute, Indonesia
[2]Institut Seni Indonesia
*Correspondence author: puspitasaririzkadwi@gmail.com

Abstract

The global pandemic has brought about significant changes in the arts and culture landscape, not only in the way works are produced and distributed, but also in their meaning, function and relationship with society. The post-pandemic period has become a reflective and transformative space for arts and cultural practices in response to experiences of crisis, social limitations and the accelerated adoption of digital technology. This journal explores various post-pandemic arts and cultural phenomena by highlighting the adaptation of artistic practices, shifts in cultural consumption patterns, and the emergence of new hybrid and cross-media forms of expression. Apart from that, the studies in this journal also place art as a medium for negotiating identity, collective memory and social resilience in contemporary society. Through a multidisciplinary approach, this journal aims to enrich academic discourse on the role of art and culture in reshaping social relations, public space and cultural imagination in the post-pandemic era.

Keywords: Art, Culture, Contemporary.

1. Introduction

The COVID-19 pandemic has brought profound changes to various aspects of social life, including artistic and cultural practices. Social restrictions, the transformation of public spaces, and the accelerated adoption of digital technologies have compelled artists and cultural practitioners to adapt new modes of production, distribution, and consumption. In the post-pandemic era, art and culture function not only as aesthetic expressions but also as media for social reflection, collective recovery, and the negotiation of identity within contemporary society. Therefore, examining art and culture in the post-pandemic context is essential for understanding ongoing social and cultural transformations [1].

Beyond technological adaptation, the pandemic has reshaped the social meanings and functions of art within everyday life. Artistic practices increasingly respond to collective experiences of uncertainty, loss, and resilience, positioning art as a form of social communication and emotional mediation. Through performances, visual works, music, and digital narratives, artists articulate shared memories and reimagine social connections, reinforcing the role of art as a space for collective sense-making in times of crisis. In this regard, art becomes a vehicle for expressing lived experiences that may not be fully captured through conventional social discourse [2].

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Furthermore, the post-pandemic cultural landscape reveals a reconfiguration of relationships between artists, audiences, and cultural institutions. Digital platforms have blurred the boundaries between producers and consumers, enabling more participatory and interactive forms of cultural engagement. Audiences are no longer positioned solely as spectators but increasingly act as co-creators and distributors of cultural content. This shift challenges conventional hierarchies of cultural authority and raises critical questions regarding access, inclusivity, authorship, and sustainability within contemporary artistic ecosystems [3].

At the same time, the rapid digitalization of art and culture has intensified debates surrounding cultural inequality and digital divides. While digital platforms provide new opportunities for visibility and collaboration, they also risk marginalizing artists and communities with limited access to technological infrastructure and digital literacy. These disparities highlight the uneven nature of post-pandemic cultural transformation and underscore the need to critically examine whose voices are amplified and whose practices remain underrepresented in digital cultural spaces [4].

In addition, post-pandemic artistic practices increasingly reflect processes of cultural hybridity, where local traditions intersect with global influences. The circulation of cultural content across digital networks facilitates cross-cultural exchange, but it also introduces tensions between preservation and innovation. Local cultural expressions are often recontextualized to suit global audiences, raising concerns about commodification, authenticity, and the sustainability of cultural heritage. Consequently, post-pandemic culture is characterized by ongoing negotiations between locality and globality [5].

Despite the growing body of literature on digital culture and crisis-driven creativity, systematic analyses of art and culture in the post-pandemic era remain limited, particularly in relation to long-term cultural transformation. Existing studies often focus on immediate adaptive strategies during the pandemic, while less attention is given to how these changes persist and evolve beyond the crisis. There is a need for scholarly inquiry that situates post-pandemic artistic and cultural practices within broader theoretical frameworks of social change, identity formation, and cultural production [6].

This study seeks to address this gap by examining post-pandemic artistic and cultural practices as ongoing processes of adaptation, negotiation, and transformation within contemporary society. By adopting a qualitative literature-based approach, the study aims to contribute to critical discussions on how art and culture not only respond to crisis but also actively shape social imaginaries and cultural futures in the post-pandemic era [7].

2. Materials and Methods

This study employs a qualitative research method using a literature review approach to examine art and culture in the post-pandemic era. A qualitative framework is considered appropriate because it allows for an in-depth interpretation of social and cultural phenomena, particularly in understanding meanings, representations, and contextual transformations within artistic practices. The literature review approach enables the synthesis of existing scholarly discussions and theoretical perspectives relevant to post-pandemic cultural dynamics [8].

Data were collected from a range of academic sources, including scholarly books, peer-reviewed journal articles, cultural policy reports, and relevant online publications. The selection of sources was guided by their relevance to themes such as digital art practices, cultural transformation, social resilience, and post-pandemic creativity. Priority was given to recent publications to ensure that the analysis reflects current academic debates and contemporary cultural conditions [8].

The collected data were analyzed using descriptive and analytical techniques. Descriptive analysis was applied to map key trends and patterns in artistic practices and cultural developments, while analytical interpretation was used to examine underlying discourses, theoretical implications, and social contexts. Through this process, the study seeks to identify recurring themes and critical insights that contribute to a comprehensive understanding of artistic and cultural transformations

in the post-pandemic era [8].

3. Results

The findings indicate a significant expansion of digital and hybrid artistic practices in the post-pandemic period, characterized by the increasing prevalence of online performances, virtual exhibitions, live-streamed events, and digitally mediated cross-regional collaborations. This shift aligns with Gere's (2008) concept of digital culture, which emphasizes how technological infrastructures reshape cultural production and aesthetic experience. Digital platforms function not merely as technical tools but as cultural spaces that enable new forms of artistic experimentation and transnational connectivity, as described by Appadurai's (1996) notion of global cultural flows [9].

Furthermore, art has increasingly been utilized as a medium for psychosocial healing and collective recovery. Drawing on Bourdieu's (1993) theory of cultural production, artistic practices in the post-pandemic era can be understood as socially embedded responses to crisis, in which symbolic forms operate as mechanisms for negotiating meaning and emotional experience. Community-based and participatory art initiatives facilitate the reconstruction of social bonds and contribute to what Hall (1997) describes as processes of representation through which shared identities and collective memories are rearticulated [10].

Popular culture has also undergone notable transformation through the intensified use of social media and digital platforms. This phenomenon reflects the democratization of cultural production, where audiences increasingly act as active participants rather than passive consumers. Such shifts resonate with contemporary cultural studies perspectives that view popular culture as a dynamic site of meaning-making and power relations (Hall, 1997). Digital circulation accelerates cultural exchange while simultaneously reshaping hierarchies of visibility, taste, and authority within the cultural field.

Meanwhile, local arts and cultural traditions encounter both structural challenges and strategic opportunities in maintaining cultural identity amid accelerated digital globalization. Appadurai's (1996) framework of disjunctive global cultural flows helps explain the tension between cultural homogenization and local differentiation. While digital exposure may risk the commodification of local traditions, it also enables processes of cultural hybridity, through which local practices adapt, reinterpret, and reposition themselves within global cultural networks. In this context, local culture emerges not as static heritage but as an evolving form shaped by negotiation between preservation, innovation, and global interaction [11].

4. Discussion

These findings highlight that post-pandemic art and culture are inseparable from technological development and broader processes of social change. Digital adaptation has not only expanded spaces for artistic expression but has also transformed the conditions of cultural production and reception. Online and hybrid platforms allow artists to experiment with new forms, reach wider audiences, and overcome spatial limitations. However, this shift also raises critical issues related to authenticity, digital inequality, and long-term sustainability, particularly for artists and communities with limited access to technological resources [12].

Art in the post-pandemic era increasingly functions as a site of critique and reflection on collective crisis experiences. Artistic practices respond to themes of vulnerability, loss, resilience, and social fragmentation, offering alternative narratives to dominant discourses of crisis and recovery. Through visual art, performance, music, and digital storytelling, artists contribute to the reconstruction of social meaning and collective memory. In this sense, art operates not only as cultural expression but also as a social practice that mediates emotional experience and fosters critical awareness within society [12].

Culturally, the post-pandemic period reveals an intensification of hybridity between local traditions and global practices. Digital globalization accelerates cultural exchange, enabling local cultures to gain visibility beyond their immediate contexts while simultaneously exposing them to

processes of standardization and commodification. This dynamic shapes new cultural identities that are fluid, negotiated, and continuously redefined. As a result, post-pandemic culture reflects ongoing tensions between preservation and innovation, locality and globality, which are central to understanding contemporary cultural transformation [12].

5. Conclusions

Art and culture in the post-pandemic era demonstrate adaptive, reflective, and transformative characteristics that respond directly to the challenges posed by global crises. The acceleration of digitalization, the emergence of hybrid artistic forms, and the reconfiguration of cultural spaces illustrate how artistic practices evolve in relation to changing social conditions. These transformations reveal the capacity of art and culture to function as flexible and resilient systems that absorb disruption while generating new modes of expression and engagement.

Shifts in artistic practices and cultural dynamics also reflect broader societal efforts to rebuild social relations and reimagine cultural spaces in the aftermath of the pandemic. Art operates as a medium through which individuals and communities negotiate collective experiences, reconstruct shared meanings, and restore social connectivity. In this context, cultural practices contribute not only to symbolic representation but also to social cohesion and community resilience, reinforcing the social relevance of art in post-crisis societies.

This study underscores the importance of art and culture as strategic elements in understanding and shaping post-pandemic society. By examining artistic and cultural transformations through a qualitative literature-based approach, the study highlights key patterns and discourses that define the post-pandemic cultural landscape. Future research is recommended to incorporate empirical studies within specific communities and cultural settings in order to capture lived experiences, localized practices, and diverse perspectives, thereby enriching academic understanding of post-pandemic art and culture.

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