Introduction

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In a rapidly changing world, the digital revolution, in all its forms and manifestations, has profoundly impacted every sector of society and every aspect of our daily lives.

The theme *Tekno-Sining: The Work of Art in the Age of Digital Reproduction* captures this reality.

The fusion of art and technology shapes our interactions in our present environment wherein devices with various applications and tools have become inseparable from us. Digital arts are produced through an intricate process, from conceptualization and planning to design collaboration and execution. And from this production or reproduction of art, our experiences are mediated by sound bytes, colors, figures, texts, and images. We engage with these elements when using educational apps like *Mentimeter*, *Duolingo* or buying products via *Shopee* and *Lazada*, playing games like *Minecraft*, *Grand Theft Auto,* and *Pokémon*, watching Disney/Pixar and DreamWorks animations and films rich in VFX and production design, or immersing ourselves in augmented reality platforms, to name a few.

These elements are the collaborative byproduct of programmers and artists working together and to a larger extent by other professionals like psychologists, media and marketing consultants, engineers, statisticians, sociologists, literary and cultural writers, and many more drawn from various disciplines.

The conference aims to address the fundamental question: What is "art" in the age of digital technology, media convergence, and simulacra?

Once, a painting held a unique aura, to use Walter Benjamin's term, as an artwork born from the artist's imagination and tireless effort. However, the digital age has ushered in an era of perfect copies through photography, digital technology, and now AI or Artificial Intelligence. With simple instructions and prompts, you can ask a machine to produce a digitally enhanced painting--presto a work of art!

Think again. While digital reproduction may erode the aura of the original and encroach on the position of an artist and the author, it democratizes art. Masterpieces once confined to museums are now accessible to all. This newfound accessibility enhances a deeper connection with art, sparking conversations and igniting new creations. While these are emerging, we need to see the value of collaboration as critical participation, without compromising the "value" of the arts.

Then again, to create unique and culturally resonant applications and works of art in the age of AI, we must harness the talents and gifts of our students—the next generation who are the true citizens of the digital world. By integrating diverse perspectives and creativity, we can develop innovative solutions and exceptional art forms that will be admired and aspired to for generations to come.