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Art, Technology, and Cultural Identity in Contemporary Vietnam: A Philosophical Inquiry

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Abstract

Art has long been recognized as a fundamental dimension of human civilization that reflects aesthetic values, cultural identity, philosophical thought, and creative expression. In the context of globalization and digital transformation, contemporary Vietnamese art has undergone significant changes while continuing to preserve its cultural heritage and social significance. This study examines the philosophical role of art in contemporary Vietnam through a qualitative conceptual approach based on systematic literature analysis. Drawing upon classical and contemporary philosophical perspectives on aesthetics, creativity, phenomenology, communitarian theory, and the philosophy of technology, the study synthesizes major theoretical contributions to develop an integrated framework for interpreting contemporary artistic practice. The findings indicate that the philosophical significance of art can be understood through five interconnected dimensions: aesthetic experience, cultural identity, creativity and innovation, community participation, and digital transformation. Rather than viewing art merely as the production of aesthetically pleasing objects, contemporary philosophical theories emphasize its role as a dynamic cultural practice through which individuals and communities construct meaning, preserve cultural memory, stimulate creativity, and respond to social change. The study further demonstrates that these philosophical perspectives provide a comprehensive framework for understanding the evolving role of art in contemporary Vietnam while highlighting the continuing relevance of classical aesthetic theories in the context of technological innovation and globalization. The proposed framework contributes to philosophical discussions on aesthetics and offers theoretical implications for cultural policy, arts education, and future research on artistic development in Vietnam.

Keywords: art; aesthetic value; philosophy of art; creativity; cultural identity; contemporary Vietnam.

1. Introduction

Art has long been recognized as one of the most profound expressions of human civilization, reflecting not only aesthetic sensibilities but also philosophical inquiry, cultural identity, and collective values. Throughout history, artistic practices have served as important means through which societies preserve cultural memory, negotiate identity, and communicate shared understandings of the human condition. From classical philosophy to contemporary aesthetic theory, scholars have consistently argued that art transcends the production of beautiful objects by functioning as a medium through which individuals interpret reality, construct meaning, and engage with the social world. In Poetics, Aristotle understood art as mimesis, a creative imitation capable of revealing universal truths rather than merely reproducing appearances (Aristotle, 1999). Although Plato expressed reservations regarding artistic imitation, he likewise acknowledged the profound influence of artistic representation on moral education and political life (Plato, 2000). These classical perspectives established enduring philosophical foundations for subsequent debates concerning the nature, purpose, and social significance of art.

Contemporary philosophical discourse has considerably expanded these classical understandings by emphasizing the experiential, relational, and communal dimensions of aesthetic value. Rather than treating aesthetic value as an intrinsic property of artworks alone, recent scholarship argues that it emerges through dynamic interactions among artists, audiences, technologies, and broader cultural communities. Riggall (2022) proposes a communitarian theory of aesthetic value, suggesting that artistic significance is inseparable from shared social practices and communal appreciation. Likewise, Benjamin (2022) contends that works of art

cannot be fully understood independently of the interpretive contexts through which aesthetic experience is constructed. These perspectives indicate a substantial shift from object-centered aesthetics toward relational conceptions of artistic meaning that increasingly recognize the influence of social and technological environments.

Alongside developments in philosophical aesthetics, creativity has become an essential framework for understanding artistic practice in an era of rapid technological transformation. Contemporary research no longer regards creativity solely as an exceptional personal talent but instead conceptualizes it as a multidimensional process involving cognition, education, culture, technology, and social interaction. Sternberg (2021) argues that transformational creativity contributes not only to artistic innovation but also to addressing complex societal challenges. Kaufman and Beghetto (2023) similarly emphasize that creativity develops through multiple forms of participation across different stages of human development, while Baer (2024) highlights the contextual and educational dimensions of creative practice. Recent scholarship further examines creativity within environments shaped by artificial intelligence, digital media, and computational technologies, suggesting that technological systems increasingly participate in artistic production without replacing uniquely human capacities for imagination, interpretation, and value creation (Lee, 2022; Moruzzi, 2022; Corazza, 2023). These theoretical developments are particularly significant in contemporary Vietnam, where rapid digital transformation, globalization, and expanding international cultural exchanges have profoundly reshaped artistic production and cultural expression. Digital technologies have created new possibilities for preserving cultural heritage, producing digital artworks, disseminating artistic knowledge, and fostering public participation through online platforms. At the same time, these developments raise important philosophical questions concerning cultural authenticity, technological mediation, creative agency, and the preservation of Vietnamese cultural identity in an increasingly interconnected world. Contemporary Vietnamese artists increasingly integrate traditional cultural symbols, indigenous aesthetics, and historical narratives with digital technologies and innovative artistic forms, creating new opportunities for intercultural dialogue while simultaneously redefining the relationship between tradition and modernity.

Despite the growing interaction between art, technology, and cultural development, existing studies concerning Vietnamese art have primarily concentrated on historical evolution, cultural preservation, artistic styles, or creative industries. Comparatively limited attention has been devoted to examining how contemporary philosophical theories of aesthetics, creativity, technology, and cultural identity together illuminate the evolving significance of Vietnamese art. This gap is particularly evident in discussions of how digital transformation influences both artistic production and the philosophical understanding of cultural identity in contemporary Vietnam.

Furthermore, recent philosophical discussions concerning posthumanism, digital creativity, embodied aesthetic experience, and technological mediation provide valuable theoretical perspectives for interpreting these transformations. Phenomenological approaches emphasize embodied perception as the foundation of artistic experience (Merleau-Ponty, 1962; Flack, 2023), while pragmatist aesthetics understands art as an integral component of everyday life rather than an isolated cultural artifact (Shusterman, 1992). Other scholars argue that the growing interaction between creativity, artificial intelligence, and emerging technologies should be understood as expanding rather than diminishing human artistic capacity (Lee, 2022; Thornhill-Miller et al., 2023). Together, these perspectives suggest that understanding contemporary art requires integrating philosophical reflection with analyses of technological innovation, cultural continuity, and social transformation.

Against this background, this study investigates the interrelationship among art, technology, and cultural identity in contemporary Vietnam through a philosophical perspective. Drawing upon classical and contemporary scholarship in aesthetics, philosophy, creativity studies, and digital culture, the paper explores how technological innovation is reshaping artistic creation while simultaneously influencing the preservation, reinterpretation, and communication of Vietnamese cultural identity. By integrating international philosophical theories with the Vietnamese cultural context, this study seeks to contribute to contemporary discussions concerning the philosophical significance of art in an increasingly digital, interconnected, and technologically mediated society.

2. Literature Review

2.1. Philosophical Perspectives on Art, Technology, and Aesthetic Value

The philosophical understanding of art has evolved from classical theories of imitation to contemporary conceptions emphasizing interpretation, experience, technological mediation, and social engagement. In ancient Greek philosophy, Plato regarded art as an imitation (mimesis) that reproduces appearances rather than truth, arguing that artistic representation may distance individuals from genuine knowledge and moral

reasoning (Plato, 2000). Nevertheless, he acknowledged the profound influence of artistic representation on education, politics, and ethical formation. Aristotle (1999), by contrast, viewed art as a constructive form of imitation capable of revealing universal truths about human experience. Through concepts such as catharsis and poetic representation, Aristotle argued that artistic works cultivate emotional understanding and intellectual reflection, establishing one of the earliest philosophical foundations for understanding the cultural and educational significance of art.

Modern philosophical aesthetics has moved beyond debates over imitation toward examining aesthetic experience itself. Merleau-Ponty (1962) argued that artistic meaning emerges through embodied perception, emphasizing that viewers actively construct meaning through sensory engagement with artworks. Shusterman (1992) similarly rejected rigid distinctions between fine art and everyday life by proposing pragmatist aesthetics, in which aesthetic experiences extend into ordinary human practices. Derrida (1967) further challenged fixed interpretations by demonstrating that artistic meaning remains open to multiple readings shaped by language, history, and cultural context.

Recent philosophical scholarship has further expanded aesthetic theory by recognizing the influence of technological environments on artistic production and reception. Riggle (2022) proposes a communitarian theory of aesthetic value, arguing that artistic significance emerges through shared social practices rather than existing solely within artworks themselves. Benjamin (2022) likewise contends that understanding the object of art requires examining interpretive relationships among artists, audiences, cultural institutions, and increasingly digital platforms that mediate artistic communication. Drawing upon Peircean semiotics, Ibri (2022) explains artistic meaning as an evolving process in which signs continuously generate new interpretations across changing cultural and technological contexts. Collectively, these perspectives suggest that aesthetic value is produced through dynamic interactions among artistic creation, technological mediation, cultural interpretation, and communal participation rather than through purely formal artistic qualities.

2.2. Art, Creativity, and Technological Transformation

Creativity has become one of the central concepts in contemporary discussions of art, particularly within societies undergoing rapid technological transformation. Earlier perspectives frequently regarded creativity as an innate characteristic possessed by exceptional individuals. Contemporary research, however, increasingly conceptualizes creativity as a multidimensional process shaped by cognitive, educational, cultural, technological, and social factors. Sternberg (2021) argues that transformational creativity enables individuals to address complex global challenges through innovative thinking that combines imagination with wisdom. Kaufman and Beghetto (2023) further propose that creativity develops across multiple stages of human experience and manifests through diverse forms of participation rather than being restricted to exceptional artistic achievement.

Current research also emphasizes that creativity develops through interactions among individuals, educational environments, and technological resources. Baer (2024) challenges essentialist definitions by arguing that creativity cannot be reduced to a single universal competence but instead develops through domain-specific learning and authentic problem solving. Similarly, Rockliffe and McKay (2023) demonstrate that creative thinking emerges through the integration of divergent and convergent reasoning, while Maras and Shand (2023) emphasize artistic making as a process that simultaneously cultivates creativity, reflection, and critical thinking.

The emergence of artificial intelligence, digital media, and computational technologies has introduced new philosophical questions concerning artistic creativity and authorship. Lee (2022) argues that creative industries increasingly integrate AI into artistic production while preserving uniquely human capacities for imagination, judgment, and cultural interpretation. Moruzzi (2021, 2022), Xay (2025a, 2025b) distinguishes artificial creativity from human creativity by emphasizing that intentionality, agency, and meaning remain essential characteristics of human artistic practice. Corazza (2023) likewise maintains that creativity cannot be fully explained through computational mechanisms because artistic creation involves consciousness, imagination, ethical judgment, and cultural understanding that extend beyond algorithmic processes. Together, these studies suggest that technology should be understood not as a replacement for artistic creativity but as a transformative medium through which new forms of creative expression emerge.

2.3. Art, Technology, Cultural Identity, and Human Development

Art has consistently served as an important medium through which societies preserve cultural identity while adapting to changing historical, technological, and social conditions. Appiah (2006) argues that globalization should strengthen intercultural dialogue rather than diminish cultural diversity, allowing local identities to participate actively within broader global exchanges. Within this perspective, artistic expression becomes a

critical mechanism for preserving cultural heritage while simultaneously encouraging innovation and cross-cultural communication.

Several philosophical traditions further emphasize the ethical and existential significance of artistic practice. Arendt (1963) associates cultural production with human responsibility and participation in public life, while Sartre (2007) interprets artistic creation as an expression of freedom, responsibility, and existential choice. Kandinsky (1977) highlights the spiritual dimension of artistic creation by arguing that genuine art communicates inner intellectual and emotional realities beyond material representation. Jung's (1968) theory of archetypes likewise interprets artistic symbols as manifestations of shared cultural memory embedded within the collective unconscious.

Contemporary scholarship increasingly examines cultural identity through the interaction of artistic practice and technological transformation. Henriksen et al. (2022) argue that posthuman perspectives encourage broader understandings of creativity by recognizing relationships among humans, technologies, environments, and material systems. Vagg (2022) explores how digital data reshape creative practices and forms of cultural participation through posthuman empathy, while Naess (1989) emphasizes ecological thinking as an ethical framework connecting artistic production with environmental responsibility and sustainable cultural development. These perspectives indicate that technology is not merely a technical instrument but an active participant in reshaping cultural expression, artistic communication, and the construction of collective identity in contemporary societies.

2.4. Research Gap

Although philosophical scholarship has extensively examined aesthetic value, creativity, technological innovation, and the social significance of art, several important research gaps remain. First, many philosophical theories have been developed from universal perspectives without sufficiently examining how art, technology, and cultural identity interact within specific national and cultural contexts. Second, while recent studies increasingly investigate artificial intelligence, digital creativity, and posthumanism, relatively few integrate these emerging perspectives with philosophical analyses of aesthetic value, communal participation, and cultural identity within a unified conceptual framework. Third, existing research concerning contemporary Vietnamese art has primarily focused on historical development, artistic styles, cultural preservation, or creative industries, whereas limited attention has been devoted to understanding how digital transformation is reshaping philosophical conceptions of artistic meaning, cultural identity, and technological creativity.

To address these limitations, the present study synthesizes classical and contemporary philosophical theories to examine the interrelationship among art, technology, and cultural identity in contemporary Vietnam. By integrating perspectives on aesthetics, creativity, technological mediation, and cultural identity, the study develops a comprehensive philosophical framework for understanding how artistic practices contribute to cultural continuity, digital innovation, and social transformation in an increasingly interconnected and technologically mediated society. This framework also provides a theoretical basis for interpreting how contemporary Vietnamese art negotiates the relationship between tradition and innovation while preserving cultural identity in the digital age.

3. Methodology

This study employed a qualitative research design grounded in philosophical inquiry and systematic literature analysis to investigate the interrelationship among art, technology, and cultural identity in contemporary Vietnam. Rather than collecting empirical data through surveys or interviews, the study synthesized classical and contemporary philosophical literature to develop a conceptual framework for interpreting how artistic practices are transformed by technological innovation while contributing to the preservation, reinterpretation, and development of Vietnamese cultural identity.

3.1. Research Design

The research adopted a conceptual and interpretive approach, which is widely employed in philosophy, aesthetics, and cultural studies to examine abstract concepts such as aesthetic value, creativity, technological mediation, cultural identity, and artistic meaning. This approach enables the integration of diverse philosophical traditions in order to understand how contemporary artistic practices are shaped by interactions among cultural heritage, technological development, and changing social contexts.

Rather than evaluating individual artworks, the study focused on philosophical theories explaining the evolving relationship between artistic creation, digital technologies, creativity, and cultural identity. Particular attention was given to the relevance of these theoretical perspectives for interpreting contemporary artistic developments in Vietnam under conditions of globalization and digital transformation.

3.2. Data Sources

The primary data consisted of published academic literature, including classical philosophical texts, contemporary books, and peer-reviewed journal articles in aesthetics, philosophy, creativity studies, digital humanities, cultural theory, and technology-related artistic research. The reviewed literature includes both foundational philosophical works and recent international scholarship published primarily between 2020 and 2024.

The literature was selected according to three criteria. First, publications had to address one or more of the following themes: philosophy of art, aesthetic value, creativity, cultural identity, technological transformation, or digital artistic practices. Second, priority was given to peer-reviewed articles indexed in internationally recognized databases together with influential philosophical monographs that have significantly contributed to aesthetic and cultural theory. Third, the selected publications needed to provide theoretical perspectives applicable to understanding the interaction among art, technology, and cultural identity within contemporary society.

Classical works by Plato, Aristotle, Merleau-Ponty, Derrida, and Shusterman were included because they establish the philosophical foundations for interpreting artistic meaning and aesthetic experience. Contemporary studies by Riggle (2022), Benjamin (2022), Sternberg (2021), Lee (2022), Kaufman and Beghetto (2023), Moruzzi (2022), Baer (2024), Henriksen et al. (2022), Vagg (2022), and other recent scholars were incorporated to reflect current discussions concerning creativity, artificial intelligence, technological mediation, and cultural transformation.

3.3. Data Analysis

The collected literature was analyzed using thematic analysis combined with comparative philosophical analysis. Initially, key concepts, philosophical arguments, and theoretical propositions from each publication were identified through iterative reading and qualitative coding. These concepts were subsequently organized into major thematic categories, including aesthetic value, artistic experience, creativity, technological mediation, cultural identity, community, digital transformation, and philosophical reflection.

Comparative analysis was then conducted to identify convergences and divergences among classical and contemporary philosophical perspectives. This analytical process enabled the study to trace the evolution of aesthetic thought from traditional theories of artistic imitation toward contemporary understandings of relational aesthetics, digital creativity, technological agency, and cultural identity. Finally, these theoretical perspectives were synthesized and interpreted within the socio-cultural context of contemporary Vietnam to explain how artistic practices contribute simultaneously to technological innovation, cultural continuity, and philosophical reflection in the digital era.

3.4. Research Trustworthiness

To enhance the credibility and theoretical rigor of the study, theoretical triangulation was employed by integrating complementary perspectives from multiple philosophical traditions, including classical aesthetics, phenomenology, pragmatism, semiotics, existentialism, creativity studies, and posthuman philosophy. Rather than relying on a single theoretical framework, the study compared both convergent and contrasting viewpoints in order to construct a comprehensive understanding of the relationships among art, technology, and cultural identity.

Furthermore, all interpretations were grounded in well-established scholarly publications and supported by authoritative academic sources drawn from philosophy, aesthetics, creativity research, and cultural studies. This multidisciplinary synthesis strengthened the conceptual validity and analytical reliability of the proposed theoretical framework.

3.5. Scope and Limitations

This study focuses on the philosophical interpretation of the relationships among art, technology, and cultural identity in contemporary Vietnam through the synthesis of existing academic literature. It does not evaluate individual artworks, investigate the practices of specific artists, conduct empirical audience research, or quantitatively assess artistic or cultural impacts. Consequently, the findings should be understood as a conceptual and philosophical framework rather than as empirical generalizations.

In addition, because the study emphasizes theoretical analysis, it does not examine the practical implementation of digital technologies across particular artistic sectors such as digital museums, AI-generated art, virtual exhibitions, or cultural heritage digitization projects. Future research may extend this work by incorporating empirical case studies of Vietnamese artists, museums, cultural institutions, digital heritage

initiatives, and audience experiences to explore how philosophical theories of art, technology, and cultural identity are manifested in contemporary cultural practice.

4. Results and Discussion

The review of the selected literature demonstrates that philosophical understandings of the relationships among art, technology, and cultural identity have undergone significant transformation over time. Early philosophical traditions primarily focused on defining the nature of art and its relationship with beauty, morality, and representation. Contemporary scholarship, however, increasingly interprets art as a dynamic cultural practice in which aesthetic experience, creativity, technological innovation, and cultural identity interact within changing social environments. Rather than viewing these dimensions separately, recent philosophical perspectives emphasize their interconnectedness in shaping artistic meaning and social development. Although these perspectives originate from different philosophical traditions, they complement rather than contradict one another. Collectively, they suggest that the significance of art extends beyond artistic production and should be understood as a process through which societies negotiate cultural continuity, technological change, and human development.

The synthesis of the reviewed literature further indicates that contemporary Vietnamese art reflects these philosophical developments through its growing engagement with digital technologies while preserving long-standing cultural traditions. Rapid globalization, digital transformation, and technological innovation have expanded artistic practices, creating new forms of cultural expression, public participation, and creative collaboration. At the same time, Vietnamese artists continue to reinterpret traditional cultural values through contemporary media, demonstrating that technological innovation and cultural identity are mutually reinforcing rather than contradictory. Based on the analysis of classical and contemporary philosophical literature, six major philosophical perspectives were identified. Together, these perspectives provide a comprehensive theoretical foundation for understanding the dynamic relationships among art, technology, and cultural identity in contemporary Vietnam.

Table 1. Major philosophical perspectives on art, technology, and cultural identity

Philosophical perspective	Representative scholars	Central philosophical idea	Contribution to understanding contemporary Vietnamese art
Classical aesthetics	Plato; Aristotle	Art represents reality and cultivates moral and emotional understanding.	Explains the educational and ethical functions of artistic expression while providing the philosophical foundation for cultural continuity.
Phenomenology	Merleau-Ponty; Flack	Artistic meaning emerges through perception and lived experience.	Highlights the importance of audience engagement and embodied interpretation in both physical and digital artistic environments.
Pragmatist aesthetics	Shusterman	Aesthetic experience is embedded in everyday life.	Connects artistic practice with ordinary cultural activities and community participation.
Communitarian aesthetics	Riggle; Benjamin; Ibri	Aesthetic value develops through social interaction and communal participation.	Demonstrates how art strengthens cultural identity, collective memory, and community cohesion.
Creativity studies	Sternberg; Kaufman and Beghetto; Baer	Creativity is a developmental process shaped by learning, culture, and social participation.	Explains artistic innovation, creative education, and the continuous reinterpretation of cultural traditions.
Contemporary philosophy of technology	Lee; Moruzzi; Corazza; Thornhill-Miller et al.	Artificial intelligence and digital technologies expand artistic possibilities while preserving human agency and cultural meaning.	Provides a philosophical framework for understanding digital transformation, AI-assisted creativity, and the interaction between technological innovation and Vietnamese cultural identity.

Table 1 demonstrates that philosophical thinking has gradually shifted from explaining the intrinsic characteristics of artworks toward understanding the dynamic relationships among artists, audiences, communities, technologies, and cultural traditions. Rather than emphasizing beauty as an isolated aesthetic quality, contemporary philosophy increasingly recognizes that artistic value emerges through interpretation, creativity, technological mediation, and cultural participation. These interconnected dimensions provide a comprehensive philosophical framework for understanding how contemporary Vietnamese art simultaneously preserves cultural identity, embraces technological innovation, and responds to ongoing social transformation. The following sections discuss these philosophical dimensions in greater detail.

4.1. Art as an Aesthetic Experience Shaping Cultural Understanding in a Technological Age

The first finding indicates that contemporary philosophical thought increasingly understands art as an experiential process through which individuals interpret themselves, their cultures, and the rapidly changing technological world. This perspective differs considerably from earlier philosophical debates that primarily emphasized artistic imitation and formal beauty. Contemporary philosophy instead views aesthetic experience as an active process of meaning-making in which cultural identity and technological mediation play increasingly significant roles.

Classical philosophy established the conceptual foundation of aesthetic inquiry. In *The Republic*, Plato argues that artistic works imitate the visible world rather than ultimate reality and therefore possess an ambiguous relationship with truth. Nevertheless, he acknowledges the considerable influence of artistic representation on moral education and civic life (Plato, 2000). Aristotle offers a more positive interpretation by defining artistic imitation as a creative process that reveals universal truths through dramatic representation and emotional engagement. His concept of catharsis suggests that art contributes to intellectual understanding by allowing audiences to experience and reflect upon human emotions (Aristotle, 1999). Although developed in pre-technological societies, these philosophical foundations continue to inform contemporary discussions concerning the educational and cultural functions of art.

Modern philosophical traditions significantly broaden this classical perspective. Merleau-Ponty (1962) argues that perception forms the basis of aesthetic experience because individuals understand artistic meaning through embodied interaction with the surrounding world. Rather than passively receiving artistic messages, viewers actively construct meaning through sensory experience, memory, and interpretation. Flack (2023) similarly explains that phenomenological aesthetics emphasizes lived experience instead of abstract definitions of beauty. Artistic meaning therefore develops through encounters between human perception, artistic expression, and increasingly diverse cultural environments, including digitally mediated experiences. Pragmatist aesthetics further extends this interpretation by rejecting the separation between art and everyday life. Shusterman (1992) argues that aesthetic experience should not be confined to museums or elite cultural institutions. Everyday activities, cultural traditions, and ordinary social interactions may all possess aesthetic significance when individuals engage with them attentively and reflectively. In the digital era, this perspective becomes even more relevant as online exhibitions, digital heritage platforms, and interactive media increasingly integrate aesthetic experiences into everyday life. For contemporary Vietnamese society, traditional festivals, folk performances, handicrafts, community rituals, and digitally documented cultural heritage continue to function as important forms of aesthetic experience despite rapid modernization and technological change.

Recent philosophical discussions increasingly emphasize that aesthetic value emerges through relationships rather than existing solely within artworks themselves. Riggle (2022) proposes a communitarian theory of aesthetic value in which artistic significance develops through collective appreciation, shared interpretation, and social participation. Benjamin (2022) similarly argues that artworks cannot be understood independently of the cultural contexts in which they are interpreted. Ibri (2022), drawing upon Peircean semiotics, further explains that artistic meaning continuously evolves because signs generate new interpretations across different communities, historical periods, and communication environments. These perspectives suggest that technological platforms increasingly participate in shaping aesthetic interpretation by expanding opportunities for cultural dialogue and public engagement while leaving human interpretation at the center of artistic meaning.

Taken together, these philosophical perspectives suggest that aesthetic experience is a dynamic process involving artists, audiences, cultural traditions, technological environments, and social interaction. Art should therefore be understood not merely as the production of beautiful objects but as a form of philosophical inquiry through which individuals construct meaning, negotiate cultural identity, and interpret the changing realities of contemporary society. Technological innovation enriches this process by creating new forms of artistic

communication and participation without diminishing the central role of human perception, imagination, and reflection.

For contemporary Vietnam, this interpretation has important implications. Artistic practices increasingly serve as platforms for discussing historical memory, national identity, environmental sustainability, and the cultural consequences of digital transformation. Digital technologies enable wider public access to museums, heritage collections, virtual exhibitions, and creative communities, allowing traditional cultural values to reach broader audiences while encouraging new artistic experimentation. Consequently, the significance of contemporary Vietnamese art lies not only in technical excellence but also in its capacity to connect cultural heritage with technological innovation, stimulate philosophical reflection, strengthen cultural identity, and enrich public understanding of contemporary life.

4.2. Art, Cultural Identity, and Community Development in the Digital Era

The second finding concerns the dynamic relationship among artistic practice, cultural identity, technological transformation, and community life. Across the reviewed literature, philosophical discussions consistently demonstrate that art functions as a cultural institution through which societies preserve collective memory while simultaneously adapting to changing historical, social, and technological circumstances. Rather than serving merely as a repository of tradition, contemporary artistic practice actively reinterprets cultural identity through ongoing interactions among communities, digital technologies, and global cultural exchanges.

Riggle (2022) argues that aesthetic value cannot be separated from communal participation. Rather than existing as an individual judgment, artistic appreciation develops through shared cultural practices that enable communities to negotiate common meanings and values. Artistic activities therefore strengthen social cohesion because they encourage dialogue, collective interpretation, and public participation. In contemporary societies, these communal processes increasingly extend beyond physical spaces into digital platforms that facilitate broader cultural interaction while maintaining the social foundations of aesthetic experience.

Benjamin (2022) reaches a similar conclusion by arguing that the object of art cannot be understood independently of the relationships among artists, audiences, and cultural institutions. Art is therefore relational rather than autonomous, with its meaning emerging through interpretation within specific historical, cultural, and increasingly technological contexts rather than remaining fixed within artistic objects themselves. Digital communication technologies further expand these interpretive communities by enabling artistic works to circulate across geographical and cultural boundaries while generating new forms of public engagement.

The reviewed literature also demonstrates that art plays a central role in preserving cultural identity within an increasingly interconnected and technologically mediated world. Appiah (2006) argues that cosmopolitanism should not eliminate cultural diversity but instead promote dialogue among different traditions based on mutual understanding and respect. Artistic expression consequently becomes one of the most effective mechanisms through which local cultures engage with global influences while maintaining distinctive identities. This perspective is particularly relevant for Vietnam, where artists increasingly combine indigenous artistic traditions with contemporary digital media and international forms of artistic expression. Rather than weakening cultural identity, technological innovation provides new opportunities for documenting, preserving, and communicating Vietnamese cultural heritage to both domestic and global audiences.

Classical philosophical perspectives likewise emphasize the cultural significance of artistic practice. Kandinsky (1977) argues that authentic artistic creation reflects spiritual reality rather than external appearance, while Jung (1968) interprets artistic symbols as manifestations of archetypes embedded within the collective unconscious. These symbolic structures enable artistic works to communicate meanings that transcend individual experience and connect successive generations through shared cultural memory. In contemporary contexts, digital technologies provide additional mechanisms for preserving and transmitting these symbolic traditions, allowing cultural heritage to remain accessible despite rapid social transformation.

The relationship between art and community has become even more significant within contemporary discussions of sustainable cultural development. Naess (1989) argues that ecological philosophy encourages harmonious relationships among humans, culture, and nature. Contemporary artistic practice increasingly reflects this ecological awareness by promoting environmental responsibility, cultural sustainability, and ethical reflection. Vagg (2022) further demonstrates that digital environments create additional opportunities for collaborative creativity, cultural participation, and community engagement without diminishing the importance of human relationships. Instead, technology expands the spaces in which communities construct shared meanings while reinforcing rather than replacing interpersonal and cultural connections.

These philosophical perspectives collectively indicate that contemporary Vietnamese art performs multiple cultural functions simultaneously. It preserves traditional values, strengthens cultural identity, supports intercultural dialogue, encourages community participation, and promotes responsible engagement with

technological innovation. Rather than viewing tradition and modernization as opposing forces, contemporary philosophical theories suggest that digital transformation enables cultural continuity through creative reinterpretation. Consequently, contemporary Vietnamese art continues to evolve by integrating technological innovation with long-standing cultural values, demonstrating that the preservation of cultural identity and the adoption of new technologies can be mutually reinforcing processes within an increasingly interconnected world.

4.3. Creativity as the Driving Force of Artistic Innovation and Cultural Continuity

The third finding emerging from this review is that creativity has become one of the defining characteristics of contemporary art and one of the principal forces connecting technological innovation with cultural continuity. While classical philosophy primarily emphasized beauty, harmony, and representation, contemporary scholarship increasingly interprets artistic practice as a process of knowledge creation, cultural reinterpretation, technological adaptation, and social transformation. Creativity is therefore understood not as an exceptional talent possessed by a limited number of individuals but as a developmental capacity that can be cultivated through education, cultural participation, technological engagement, and collaborative experience. Recent studies consistently reject the traditional assumption that creativity is an innate and mysterious quality. Sternberg (2021) argues that transformational creativity enables individuals to generate ideas that not only solve practical problems but also promote wisdom, ethical responsibility, and long-term social development. From this perspective, creativity is valuable because it contributes to human progress rather than merely producing novel artistic products. In contemporary artistic practice, creativity enables artists to reinterpret cultural traditions while responding to the opportunities and challenges created by digital transformation.

Similarly, Kaufman and Beghetto (2023) propose that creativity develops across multiple stages throughout human life. Their framework demonstrates that creative expression appears in everyday activities as well as in professional artistic achievements. This perspective broadens the philosophical understanding of artistic practice by recognizing creativity as an evolving process of learning, experimentation, and reflection. Such a developmental perspective is particularly relevant in societies where technological innovation continually creates new artistic media while requiring artists to preserve cultural authenticity.

Educational research reaches similar conclusions. Baer (2024) argues that creativity should not be regarded as a single universal ability that can be taught through standardized methods. Instead, creative performance depends upon disciplinary knowledge, authentic learning experiences, and meaningful participation within specific cultural contexts. Maras and Shand (2023) further demonstrate that artistic activities simultaneously develop creative thinking and critical thinking because artistic production requires both imagination and analytical evaluation. Rockliffe and McKay (2023) likewise argue that effective creativity emerges from balancing divergent exploration with reflective judgment rather than relying exclusively on spontaneous inspiration. These perspectives suggest that creativity is strengthened when technological competence is integrated with cultural understanding and philosophical reflection.

Other contemporary studies emphasize the social and psychological dimensions of creativity. Lebuda, Zielińska, and Karwowski (2021) distinguish between observable creative performance and the deeper psychological processes that support creative achievement. Leung et al. (2022) further demonstrate that creativity contributes positively to psychological well-being because creative engagement strengthens emotional regulation, self-expression, and personal fulfillment. These findings indicate that artistic creativity possesses educational, psychological, cultural, and social value beyond the production of aesthetic objects. Creativity therefore becomes a means through which individuals engage with both technological change and cultural heritage in meaningful ways.

The reviewed literature also demonstrates that creativity is increasingly viewed as a collective process rather than an exclusively individual achievement. Thornhill-Miller et al. (2023) identify creativity, communication, collaboration, and critical thinking as interconnected competencies required for education and future employment. This perspective recognizes that artistic innovation frequently develops through dialogue among individuals, institutions, communities, and increasingly digital networks rather than through isolated personal effort. Contemporary technologies facilitate these collaborative processes by expanding opportunities for interdisciplinary cooperation and intercultural exchange while preserving the fundamentally human character of creative practice.

For contemporary Vietnam, these philosophical discussions suggest that artistic creativity should become an essential component of both cultural development and digital transformation strategies. Supporting creativity requires not only artistic talent but also educational reform, interdisciplinary collaboration, technological literacy, and cultural openness. Contemporary Vietnamese artists increasingly combine traditional artistic techniques, indigenous cultural symbols, and digital technologies to create innovative forms of artistic

expression. Consequently, creativity functions as a bridge connecting cultural heritage with technological innovation, enabling Vietnamese art to preserve its distinctive cultural identity while actively participating in the evolving global digital cultural landscape.

Table 2. Comparison of Classical and Contemporary Philosophical Perspectives on Art, Technology, and Cultural Identity

Dimension	Classical philosophy	Contemporary philosophy
Nature of art	Representation of reality and beauty	Dynamic process of meaning-making, cultural interpretation, and technological mediation
Source of aesthetic value	Formal qualities of artworks	Interaction among artists, audiences, communities, technologies, and cultural contexts
Role of the audience	Observer and recipient	Active interpreter, participant, and co-creator of meaning
Understanding of creativity	Exceptional artistic talent	Developmental process shaped by education, culture, collaboration, and technological innovation
Social function	Moral cultivation and education	Cultural dialogue, identity formation, innovation, community participation, and social transformation
Relationship with technology	Not explicitly discussed	Digital technologies expand artistic practice while preserving human creativity, cultural identity, and ethical responsibility

Table 2 illustrates a significant transformation in philosophical thinking about art. Earlier theories primarily concentrated on defining the essential characteristics of artistic objects and their relationship with beauty and representation, whereas contemporary scholarship places greater emphasis on artistic processes, cultural identity, technological mediation, creativity, and community participation. Rather than replacing classical philosophy, contemporary perspectives extend its explanatory capacity by incorporating globalization, digital transformation, and emerging technologies into philosophical analyses of artistic practice. This evolution provides a more comprehensive framework for understanding how contemporary Vietnamese art simultaneously promotes creativity, preserves cultural identity, and responds to the opportunities presented by technological innovation.

4.4. Technology, Artificial Intelligence, and Contemporary Artistic Practice

The fourth finding concerns the evolving relationship among artistic practice, technological innovation, and cultural identity in the digital era. Contemporary philosophical research consistently demonstrates that digital transformation has fundamentally altered the ways in which art is created, distributed, experienced, and interpreted. Digital media, virtual environments, and artificial intelligence have expanded artistic possibilities while simultaneously raising new philosophical questions concerning originality, authorship, creativity, cultural authenticity, and human agency. Rather than viewing technology as external to artistic practice, recent scholarship increasingly understands it as an integral component of contemporary cultural production.

Lee (2022) argues that creativity within contemporary creative industries increasingly involves collaboration between human creators and intelligent technologies. Digital platforms enable artists to produce interactive artworks, virtual exhibitions, algorithm-assisted compositions, and multimedia installations that were previously impossible. However, Lee emphasizes that technological innovation should be understood as extending rather than replacing human creativity. From this perspective, technology functions as a creative medium that broadens artistic expression while leaving interpretation, intentionality, and cultural meaning firmly within human responsibility.

Moruzzi (2021) distinguishes between natural creativity and artificial creativity by arguing that intelligent systems may generate original outputs without possessing consciousness, intentionality, or subjective understanding. In a subsequent study, Moruzzi (2022) further explains that artistic agency requires purposeful action, interpretation, and value judgment, capacities that remain fundamentally human despite continuing advances in artificial intelligence. Consequently, AI may contribute to artistic production but cannot independently generate the philosophical and cultural meanings that characterize authentic artistic expression.

Corazza (2023) reaches a similar conclusion by arguing that creativity cannot be fully explained through biological or computational mechanisms alone. Human creativity integrates imagination, emotion, cultural experience, ethical reasoning, and social interaction, dimensions that extend beyond algorithmic computation. Artificial intelligence may successfully imitate certain artistic styles or generate visually sophisticated outputs, yet it lacks the lived experience and cultural consciousness that give artistic works enduring philosophical

significance. These perspectives therefore reaffirm that technology complements rather than replaces human artistic agency.

Other scholars have examined the broader educational and philosophical implications of technological transformation. Henriksen, Creely, and Mehta (2022) argue that posthuman perspectives encourage new forms of collaboration among humans, technologies, and environments without reducing creativity to technological processes. Thornhill-Miller et al. (2023) likewise emphasize that education in technologically advanced societies should cultivate creativity, communication, collaboration, and critical thinking because these competencies enable individuals to engage responsibly with emerging technologies while preserving independent judgment and cultural awareness.

The reviewed literature therefore suggests that technology should be regarded as a creative partner rather than an autonomous creator. Digital tools expand opportunities for artistic experimentation, democratize public access to cultural resources, facilitate intercultural communication, and support innovative forms of artistic collaboration. At the same time, philosophical discussions consistently emphasize that the meaning of art continues to depend upon human imagination, ethical reflection, emotional experience, and cultural interpretation. Technology enhances the processes through which artistic meaning is communicated, but it does not replace the human capacity to create cultural significance.

Within the Vietnamese context, digital transformation creates important opportunities for both artistic innovation and cultural preservation. Digital museums, virtual reality exhibitions, artificial intelligence-assisted design, online artistic communities, and digital heritage platforms enable broader public participation in cultural life while increasing international visibility for Vietnamese artistic traditions. Digital technologies also facilitate the preservation, documentation, and dissemination of tangible and intangible cultural heritage, allowing traditional artistic practices to reach younger generations and global audiences. Nevertheless, maintaining cultural authenticity and safeguarding traditional artistic values remain essential responsibilities for artists, educators, cultural institutions, and policymakers. Contemporary Vietnamese art therefore illustrates that technological innovation is most valuable when it strengthens rather than weakens cultural identity.

Table 3. An Integrated Philosophical Framework for Understanding the Relationships among Art, Technology, and Cultural Identity in Contemporary Vietnam

Philosophical dimension	Main philosophical foundation	Contemporary interpretation	Implications for Vietnam
Aesthetic experience	Aristotle; Merleau-Ponty; Benjamin	Art enables emotional engagement and reflective understanding through perception, interpretation, and increasingly digital interaction.	Art enriches public appreciation of culture while digital platforms broaden access to aesthetic experiences and encourage critical reflection on contemporary issues.
Cultural identity	Appiah; Riggle; Jung; Kandinsky	Art preserves cultural memory while supporting intercultural dialogue and the reinterpretation of tradition in changing technological contexts.	Contemporary art strengthens Vietnamese cultural identity while engaging constructively with globalization and digital cultural exchange.
Creativity and innovation	Sternberg; Baer; Kaufman and Beghetto	Creativity is a developmental process that promotes learning, innovation, technological adaptation, and cultural reinterpretation.	Artistic creativity supports education, cultural industries, digital innovation, and sustainable cultural development.
Community participation	Riggle; Shusterman; Benjamin	Artistic value emerges through public participation, shared interpretation, collaborative creativity, and digital communication.	Art strengthens community engagement, cultural participation, and social cohesion through both physical and digital cultural spaces.

Technology and digital transformation	Lee; Moruzzi; Corazza; Thornhill-Miller et al.	Digital technologies and AI expand artistic practice while preserving human creativity, ethical responsibility, and cultural meaning.	Technology creates new opportunities for artistic innovation, digital heritage preservation, and international cultural exchange while supporting Vietnamese cultural identity.
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Table 3 integrates the philosophical perspectives identified throughout this study into a comprehensive conceptual framework for interpreting the interrelationship among art, technology, and cultural identity in contemporary Vietnam. Rather than treating aesthetic value, creativity, culture, and technology as separate philosophical domains, the framework demonstrates that these dimensions are deeply interconnected in shaping contemporary artistic practice. Artistic meaning emerges through the continuous interaction of human creativity, technological innovation, cultural memory, and community participation. This integrated perspective provides a philosophical foundation for understanding how contemporary Vietnamese art simultaneously preserves cultural identity, embraces digital transformation, and contributes to broader processes of social, cultural, and educational development.

4.5. An Integrated Philosophical Interpretation of Art, Technology, and Cultural Identity in Contemporary Vietnam

The final finding of this study is that the reviewed philosophical literature supports an integrated understanding of the relationships among art, technology, and cultural identity as a multidimensional framework for interpreting contemporary Vietnamese society. Contemporary philosophy no longer explains art exclusively through beauty, representation, or artistic technique. Instead, artistic practice is understood as a dynamic process through which individuals and communities construct meaning, preserve and reinterpret cultural identity, develop creativity, engage with technological innovation, and respond to changing social conditions. These dimensions are mutually reinforcing and together explain the continuing philosophical significance of art within an increasingly digital and interconnected world.

The synthesis presented in this study demonstrates that aesthetic experience remains the philosophical foundation of artistic practice. Classical theories established beauty and representation as central concerns of aesthetics, whereas contemporary philosophy has broadened this understanding by emphasizing perception, interpretation, embodied experience, and relational meaning. Consequently, artistic value is no longer regarded as an intrinsic characteristic of artworks but as the outcome of continuous interaction among artists, audiences, cultural traditions, and increasingly technologically mediated environments. This interpretation is particularly important in contemporary Vietnam, where artistic activities encourage public reflection on historical memory, environmental sustainability, digital transformation, social development, and national identity while reaching wider audiences through emerging digital platforms.

The reviewed literature also indicates that cultural identity remains one of the most important philosophical functions of art. Rather than preserving tradition through repetition, contemporary artistic practice enables cultural values to evolve through reinterpretation, dialogue, and creative adaptation. Globalization and digital communication have expanded intercultural exchange while simultaneously increasing awareness of the importance of safeguarding local traditions. Contemporary Vietnamese artists therefore perform a dual role by maintaining cultural continuity while adopting innovative artistic forms and digital media that respond to international cultural developments. This balance between tradition and innovation reflects Appiah's (2006) conception of cosmopolitanism as dialogue among cultures rather than cultural uniformity, demonstrating that technological development and cultural preservation can reinforce one another.

Creativity represents another essential component of the proposed philosophical framework. The reviewed studies consistently reject the assumption that creativity belongs only to exceptionally talented individuals. Instead, creativity is interpreted as a developmental capacity supported by education, collaboration, cultural participation, technological engagement, and reflective practice. Artistic creativity therefore contributes not only to cultural production but also to innovation, lifelong learning, and sustainable social development. In contemporary Vietnam, this perspective suggests that investment in arts education, digital literacy, and creative industries can simultaneously strengthen cultural vitality, technological capacity, and economic development.

The relationship between art and technology constitutes another central finding of this study. The reviewed literature consistently recognizes that artificial intelligence, digital media, virtual environments, and intelligent technologies have transformed artistic production, cultural communication, and public participation. Nevertheless, contemporary philosophers argue that technological innovation cannot replace the uniquely

human capacities for imagination, ethical judgment, emotional understanding, intentionality, and cultural interpretation. Digital technologies should therefore be regarded as creative instruments that expand artistic possibilities while remaining guided by human agency and cultural responsibility. Within the Vietnamese context, this perspective supports the development of digital museums, virtual exhibitions, artificial intelligence-assisted artistic production, and digital heritage platforms while emphasizing the continued importance of preserving traditional artistic values and cultural authenticity.

Another important observation emerging from this review is that community participation has become central to contemporary theories of aesthetic value. Rather than viewing artistic appreciation as an individual activity, recent philosophical discussions emphasize dialogue, collective interpretation, collaborative creativity, and shared cultural experience. Artistic meaning develops through interactions among creators, audiences, educational institutions, cultural organizations, and increasingly digital communities connected through online platforms. This relational understanding suggests that cultural policies should encourage wider public participation in artistic activities while employing digital technologies to expand access to cultural resources and strengthen community engagement across geographical boundaries.

Overall, the findings indicate that the philosophical significance of contemporary Vietnamese art can best be understood through the dynamic interaction among artistic creation, technological innovation, and cultural identity. Five complementary philosophical dimensions—*aesthetic experience, cultural identity, creativity, community participation, and technological transformation*—operate together in shaping contemporary artistic practice. None of these dimensions independently explains the significance of art. Rather, their integration provides a comprehensive philosophical framework for interpreting how contemporary Vietnamese art contributes simultaneously to cultural preservation, technological innovation, educational development, social sustainability, and intercultural dialogue in an increasingly interconnected digital society.

The integrated framework proposed in this study also contributes to contemporary philosophical discussions by demonstrating that classical aesthetic theories remain highly relevant when interpreted alongside recent developments in creativity studies, communitarian aesthetics, phenomenology, and the philosophy of technology. Rather than replacing earlier philosophical traditions, contemporary scholarship expands their explanatory capacity by incorporating digital creativity, artificial intelligence, technological mediation, and globalization into philosophical analyses of artistic practice. This synthesis therefore offers a broader understanding of contemporary Vietnamese art as a living cultural practice situated at the intersection of technology, cultural identity, and philosophical reflection, where innovation and tradition coexist to create new forms of artistic meaning while preserving the enduring cultural values of Vietnamese society.

5. Conclusion

This study examined the interrelationship among art, technology, and cultural identity in contemporary Vietnam through a philosophical synthesis of classical and contemporary literature on aesthetics, creativity, cultural identity, and the philosophy of technology. Rather than approaching contemporary Vietnamese art primarily from historical, stylistic, or institutional perspectives, the study adopted an integrated conceptual framework that brings together diverse philosophical traditions to explain how artistic practice simultaneously contributes to cultural continuity, technological innovation, individual development, and social transformation. The review demonstrates that philosophical understandings of art have evolved substantially from classical theories centered on imitation and beauty toward contemporary perspectives emphasizing perception, interpretation, creativity, community participation, and technological mediation. Although these philosophical traditions differ in their theoretical assumptions, they collectively recognize that art represents a dynamic human practice through which individuals and communities construct meaning, negotiate cultural identity, and respond to changing social and technological realities. The findings further indicate that the philosophical significance of contemporary Vietnamese art can be understood through the interaction of five complementary dimensions: *aesthetic experience, cultural identity, creativity and innovation, community participation, and digital transformation*.

A major contribution of this study is the development of an integrated philosophical framework that connects these five dimensions into a coherent interpretation of the relationships among art, technology, and cultural identity. The framework demonstrates that aesthetic value emerges not only from the formal qualities of artworks but also through continuous interactions among artists, audiences, communities, technological environments, and cultural traditions. It further highlights that creativity functions simultaneously as an artistic capability, a cultural resource, and a driver of innovation that supports education, cultural industries, and sustainable social development. At the same time, the study argues that digital technologies and artificial intelligence should be understood as creative instruments that expand artistic possibilities while preserving

the uniquely human capacities for imagination, ethical judgment, emotional understanding, intentionality, and cultural interpretation.

Within the Vietnamese context, the findings suggest that contemporary artistic practice increasingly serves as a bridge between cultural heritage and technological innovation. Digital transformation provides new opportunities for preserving, documenting, and disseminating Vietnamese cultural heritage through digital museums, virtual exhibitions, online artistic communities, and AI-assisted creative practices. At the same time, the continued vitality of Vietnamese art depends upon maintaining cultural authenticity, encouraging creative reinterpretation of traditional values, and strengthening public participation in cultural life. Contemporary Vietnamese art therefore demonstrates that technological innovation and cultural identity are not opposing forces but complementary dimensions that together shape new forms of artistic expression and philosophical reflection.

This study is limited by its conceptual nature and reliance on published philosophical literature. It does not include empirical investigation of artists, audiences, cultural institutions, or specific digital artistic practices in Vietnam. Consequently, the proposed framework should be regarded as a philosophical foundation rather than an empirical model. Future research may extend this framework by conducting case studies of contemporary Vietnamese artists, digital heritage initiatives, museums, creative industries, and audience engagement with technology-mediated artistic experiences. Such empirical investigations would provide valuable evidence for evaluating, refining, and expanding the philosophical understanding of how art, technology, and cultural identity interact within contemporary Vietnamese society and contribute to sustainable cultural development in the digital age.

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Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

Author Contributions

All authors contributed collaboratively to the conceptualization, methodology, investigation, formal analysis, writing of the original draft, and review and editing of the manuscript. All authors have read and approved the final version of the manuscript.

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Ethical Approval

This study was based exclusively on secondary sources and did not involve human participants or animals. Therefore, ethical approval was not required.

Informed Consent

Not applicable.

Data Availability Statement

No new empirical data were generated or analyzed in this study. All materials and sources used are publicly available and are appropriately cited in the reference list.

Statement on the Use of Generative AI

Generative artificial intelligence (AI) tools were used solely for grammar and language editing, stylistic refinement, and manuscript formatting. The authors take full responsibility for the accuracy, integrity, interpretation, and conclusions presented in this manuscript.

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