

# Art in the Post-epidemic Era at the Covid Art Museum

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**Abstract:** The outbreak of the Newcastle pneumonia epidemic has brought about a similar 'digital displacement' as a major earthquake. The global outbreak has facilitated a shift from traditional offline lifestyles to digital, networked and intelligent ones. Through the example of the actual art phenomenon that emerged in the aftermath of the epidemic and through references to the relevant literature, it is possible to identify the changes in artists, the art market, art education and art and society that have occurred in the post-epidemic era. As science and technology continue to advance and develop, the art world will have the opportunity to use new technologies to create new artworks and experiences, and the art world is expected to see more innovation and development in the future of art.

**Keywords:** Covid Art Museum; Post-epidemic era; Art development; Online

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## 1. Introduction

COVID-19 is a serious infectious disease, caused by the SARS-CoV-2 virus. It poses a huge threat to human health. This virus was discovered in 2019 and became a global pandemic in 2020.<sup>[1]</sup> Compared to other influenza viruses, the new coronavirus is more infectious and has a higher mortality rate. In response to the New Coronavirus pandemic, governments have taken a number of measures, including lockdowns, home quarantines, public health campaigns and testing, treatment and vaccination. The pandemic continues to this day.

The impact of the Newcastle pneumonia epidemic on social isolation is clear; it has accelerated the digital transformation of people's consumption scenarios. More and more people are realising the importance of digitalisation in buying essentials, communicating at work and even alleviating loneliness. With the development of technology, more and more people are communicating with their families and workmates through online platforms such as WeChat Video, Tencent Meetings and software such as Zoom. Life can shift to online and cloud-based services, and experiencing the pleasures of the virtual economy will be the norm for our new lifestyle in the future. While human interaction is decreasing, the habit of human conversation with inanimate objects is also becoming widespread. Thanks to natural language processing technology, data analysis technology and artificial intelligence, in recent years technological smart devices of inanimate objects have been able to parse what people say. Online offices, online education, teleconferencing, online shopping, etc. are developing rapidly. The concept of "metaverse" has also gained popularity in the wake of the epidemic, with the emergence of a virtual world based on online networks, connected to the real world and existing in parallel.

## 2. The Covid Art Museum is a new thing in an epidemic period

Three advertisers from Barcelona, Spain, have created an online museum on Instagram on the theme of the New Crown virus. They were inspired by the impact of the New Coronavirus epidemic and found inspiration to express it through their work. The three founders felt that the New Coronavirus gave the artists a lot of ideas and creativity and that they needed a platform to show their understanding of the New Coronavirus epidemic. The creation of the Museum of New Coronavirus Art is the first online exhibition of artwork about the virus.<sup>[2]</sup> "The exhibition was not designed by professional artists, but by all artists, and was submitted under two conditions, one about New Crown pneumonia and one created in the context of the New Crown pneumonia epidemic.

With no more space restrictions, this pavilion is open to everyone every day and has already exhibited over six hundred

works and gained 160, 000 fans. Everyone, for their part, is free to submit their work to this art museum. Since the account opened, the three creators of the virtual art museum have received over 30, 000 pieces of art from all over the world. The common elements are masks, gloves, toilet paper, and the shape of the virus itself. Artistic representations of health care workers fighting the virus in an epidemic document the crisis we are currently facing. Even works by anonymous or amateur artists and celebrities from the art world can be found.

The "Internet Art" represented by "New Crown Pneumonia" is both in line with the reality of today's society and a trend in contemporary art. The New Crown Museum of Art offers an instant exhibition that shows us the diversity of both art and real life through the internet in the midst of an epidemic.

### **3. Changes in artistic development in the post-epidemic era**

The development of the arts has been greatly affected in the era of the epidemic. Due to the epidemic, many art performances and exhibitions have had to be cancelled or postponed, resulting in less income for artists and making it impossible for audiences to experience art on site. In response to the challenges posed by the epidemic, the art world has adapted accordingly. Many art institutions and artists began to present and perform through online platforms, allowing audiences to view artworks and performances from their computers or mobile phones at home. At the same time, many new forms of art, such as virtual reality art exhibitions, have also emerged, bringing a new viewing experience to audiences.

#### **3.1 The changing face of artistic creation in the age of epidemics**

With the development of internet technology, the art of painting can also be disseminated through the media. Artists can display their works, express their views and give interviews on online platforms. As technology develops, the art of painting may also be affected in some ways. For example, artists may use new painting tools, software or materials, which may change the artist's approach and style; the way artworks are displayed may also be influenced by technology, for example, through online exhibitions via online platforms. In the post-epidemic era, the spread of new technologies may bring new opportunities and challenges to the development of art.

For example, in September 2020 on the Charente River in France, Cai Guo-Qiang brought a daytime fireworks show called "The Birth of Tragedy" to the world. From the 150 beer barrels floating on the river, the show expresses the common values of "indomitable, courageous and hopeful", as well as the resilience and vitality to survive through the wind and rain. Inspired by Nietzsche's *The Birth of Tragedy*, Cai uses a poem, a piece of calligraphy and a scene for a total of 15 minutes to present a variety of life situations such as loneliness, isolation, introspection, indomitable, optimism and positivity. This explosive salute is a constant reincarnation of destruction and creation, a spirit in which man, in the face of life's suffering, still has to accept and enjoy it and become one with nature.

#### **3.2 Changes in the art market in the post-epidemic era**

The art market was greatly affected during the Newcastle pneumonia epidemic, especially in terms of online auctions and electronic trading. Due to the difficulties in organising auctions and exhibitions, many art institutions and auction houses started to use online platforms for auctions and transactions.<sup>[3]</sup> This shift led to many new players joining the art market and enabled more people to participate in the buying and selling of artworks. At the same time, the epidemic also led many people to change the traditional way of buying art. Many people began to buy art through online shopping and online auctions, rather than through physical shops or auctions. This has also made the art market more global, as more people can trade online. Due to the cancellation or postponement of exhibitions and performances, many artists and art institutions have seen their income decrease. In response to this, many artists and art institutions began to use online platforms to display and sell their work, as well as using social media to promote themselves. Overall, the art market changed considerably during the epidemic and led to many new opportunities and developments.

#### **3.3 Changes in arts education in the post-epidemic era**

In the post-epidemic era, a number of changes are likely to occur in arts education. These changes relate to the epidemic itself as well as to the impact of the epidemic. Art education approaches and tools may also be affected by technology, the use of online teaching platforms or virtual reality technologies; also, the disruption of art exhibitions, auctions and other activities during the epidemic may have an impact on art education.<sup>[4]</sup> Overall, art education in the post-epidemic era is likely to be affected by a variety of factors, and the development of a new generation of online technology education is being spawned by these factors.

### 3.4 The changing relationship between art and society in the post-epidemic era

The plague has hit the city much harder than the war did. The new coronavirus has hit the city and has not only changed the way people live, work and socialise, but has also affected the whole city. <sup>[5]</sup>

During the epidemic, the arts have shown an important role in fighting the epidemic, calming people's hearts and boosting cultural confidence. Many artists expressed their concern and support for the epidemic in various ways, conveying positive energy and hope through artistic creation, performances and exhibitions. At the same time, art also provides a space for society to express emotions and reflect through art, helping people to get through difficult times. In addition, the arts can promote cultural diversity and inclusiveness in society, helping people to understand and respect the values and traditions of different cultural backgrounds. <sup>[6]</sup>In today's globalised world, the arts play an important role in promoting dialogue and harmonious coexistence among human civilisations.

## 4. Conclusion

The era of the epidemic brings many new opportunities and challenges for the future development of the arts. The arts community has to seize the opportunity and bravely explore new directions in order to achieve greater success in the future development of the arts. In addition, the arts community is expected to receive more attention and support in the future development of the arts. As people's awareness and understanding of art increases, the art world will receive more attention and support from the government and society, which will provide more development opportunities for future art development. <sup>[7]</sup>At the same time, at the same time, there will be more innovation and development in the arts sector in the future. With the advancement of technology today, the art world will create new artworks and experiences with new technological means to give people a new feeling. Overall, the future of art is bright. The art world must seize the opportunity and bravely explore new directions in order to achieve greater success in the future development of art.

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