

The current situation of Chinese art market under the creation of “integrating media art”

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Abstract: China’s art market not only has a dazzling array of art works, but also has the Chinese people’s pursuit and exploration spirit of lofty artistic ideals. It is not a simple simulation, stiff piling, but the integration of situational theory, is the Chinese nation’s high concentration of wisdom. This kind of artistic spirit has completely different artistic purport and artistic personality from the west, reflecting the unique cultural and philosophical reflections of the Chinese artistic spirit. The construction of virtual art moves forward continuously along the rational vision of science and technology, and the construction idea and form evolution go hand in hand with the innovation of technology. It is based on the positive, healthy and prosperous form. It is mediated by the time and space of information; The interaction with human imagination and conception through virtualization, digitization, instruction, structure and program; Outline the artistic image of the art market in the new era.

Key words: Chinese art market; Media; Artistic creation

In the new media art market, the virtualization of art depends on the vigorous development of science and technology to some extent, and the development of science and technology has also become the transition of the change of art time and space. With the development of traditional media, new media and integrated media, various alienation phenomena have also appeared, which greatly improves the personal cultivation and professional ethics of artists and critics, and the aesthetic ability of audiences, and truly enters the sound discourse system of integrating traditional media and new media.

I. The basic situation of the development of China’s art market

Going back along the river of history, in the Tang Dynasty about a thousand years ago, the Famous Paintings of the Past Dynasties was handed down to the world. Zhang Yanyuan’s “encyclopedia” has become the “witness” of ancient Chinese painting. During the reign of Qianlong and Jiaqing in the Qing Dynasty, Shiqu Treasure Book collected 12,000 paintings and calligraphic works, which took 74 years to complete. In the Ming Dynasty, Changwu Records detailed records of the trading, collection and appreciation of works of art in the late Ming Dynasty. The circulation of works of art in the ancient Chinese art market, from royal collection to folk collection and circulation, was mainly passed down from generation to generation in a folk way. In the long course of history, China’s art market has undergone various periods of evolution, and abundant historical resources have been heavily planted in China’s art market.

1. The art market after the founding of New China

After the founding of New China, the initial form of art trading was to sell artworks owned by individuals to state-run art shops. China has formed two modes of art sales, “reception room for foreign guests” and “inner cabinet”. Under the guidance of the Law of Cultural relics protection, works of art that can be exported are sold in external reception rooms; “Inner cabinet” products are sold internally and can not be exported.

2. Contemporary Chinese art market

In 1991, China’s first private contemporary art museum, Red Gate Art Museum, was established in Beijing. In the same year, Yanhuang Art Museum, the first private museum to promote traditional Chinese culture, was established, providing a better platform for international and domestic art exchange activities, Chinese painting appreciation and research, and national art lectures. In 1994, the tax sharing reform promoted the formation of art consumption, such as Rongbaozhai, Friendship shop art department and other antique shops.

The real starting point of Chinese art is when China officially entered the market economy from the planned economy. The most representative is the establishment of Duoyunxuan Auction house and China Guardian Auction House. China’s art market entered the first year of art finance in 2007, with the emergence of China Contemporary Art Center 798, Cultural Property Exchange and Art Fund. Art fairs, art finance, mobile Internet art information platforms (such as Artron.net), auction network platforms, and other forms of platforms related to art elements have all received key attention and support.

II. The current situation of China’s art market in the era of media integration

China’s auction market in the era of new media is developing rapidly. “In the spring of 2017, 10 companies held 75 special auctions of Chinese calligraphy and painting, auctioned 9,994 pieces, and transacted 7,496 pieces, with a turnover rate of 75.01% and a turnover of 6.236 billion yuan.” Both offline and online auction markets are growing.

1. The art market where traditional media and new media blend

The concept of new media was first proposed by Columbia Goldmark in the United States. New media is new media. In Professor Xu Peng’s New Media Art, the characteristics of new media art are summarized. The communication of new media art is characterized by pluralism, interactivity and openness, while the traditional media (newspaper, radio, magazine, book and periodical) also has its own advantages and disadvantages. Traditional physical works trading: such as antiques, sculptures, paintings and other works of art are

associated with museums and auction companies, while the experiential consumption is games, performances and other ways. With the development of science and technology, there are many media platforms in the new media era to meet people's different needs, and the ways of communication and acceptance have also changed.

2. The art market in the age of integrating media

Since ancient times, human beings have been in unremitting pursuit of beauty. Since the 1980s, mass art has been developing increasingly, and the public in the ordinary context began to have a separation from contemporary art products, and the dialogue between audiences and artists had a grudge, resulting in art falling into a situation of "non-public". With the increase of new media forms and the rapid development of new media, the range of interaction between the public and contemporary art products has begun to expand, and the field of interaction has begun to broaden. The new space constructed by new media has triggered the audience's deep resonance for art, fully reflecting the social value of contemporary art.

It can be said that the era of fusion media is a new fusion media that combines traditional media and new media, virtual art and entity art. In the case of continuous integration of art forms, the gap between art categories will become smaller and smaller, and new art forms across categories and disciplines have emerged. At the same time, new art market forms have emerged, such as the new media art market and art scene that can be seen everywhere, making art works a medium through which people can complete communication and interaction. Even the recipient can complete the re-creation in the virtual scene -- "performance painting". "Performing painting art" is a cross-border integration of three dimensions of art: entertainment, painting and performance.

III. Artistic creation in the age of media integration

In 2023, the major project of art science of the National Social Science Foundation, "Operation Mechanism and System Innovation of China's Art Market -- The First Art Market New Year Academic Forum in 2023", was successfully held online. The meeting raised key issues such as the new pattern of the art market in the post-epidemic era and the deepening trend of digitalization. The forum has a forward-looking insight into the Chinese art market under the development opportunities of the new era, put forward clear goals for the exploration and practice of the Chinese art market in response to the new situation, and summarized the current market operation mechanism and status quo in China. Among them, Ning Qiang, dean of the School of Art of Beijing Foreign Studies University, gave a speech on the Method and Path of AI Art Valuation, emphasizing the important influence and role of artificial intelligence on the development of China's art market.

1. Artificial Intelligence technology and AI and music creation

Digital music is the art of making sound, while AI music creation is the art of integrating sound and image, opening the carnival era of mass music. From the perspective of cultural philosophy, art and technology are closely related, which not only permeate and promote each other, but also enable a large number of artists to rethink their creative methods. In 2017, the poetry collection of "AI Intelligent Artificial Xiaoice" researched by Microsoft's research team in Beijing, Suzhou and Tokyo was published, which attracted the attention of the public. Xiaoice not only writes poetry, but also plays various roles as a singer, host, painter and designer. It can be said that the great development of AI technology has provided more possibilities for artistic creation.

Scholar Tao Feng put forward the idea of "artificial intelligence aesthetics", explaining that AI cannot be compared with human creativity. One scholar said, "If we can't explain why we create art, how can we build a machine to create art?" For virtual art, real art, art that can not be defined and so on, all return to the problem of art ontology, in art theory, in the vision of contemporary art, the development of AI art, let us rethink. In the intelligent music creation, there are the basic functions of AI music generation and song writing. For example, the music generation function launched by Create music with AI, Stability Audio, Suno AI and Splittic channels can all be used for music creation. AI music production is like an all-round "menu", according to your needs in the software to choose the material you want, such as style, atmosphere, details, background, mood, instruments, rhythm, etc., with 1 second can generate 90 seconds of AI stable audio.

Another example is AI cover singing, which is to use AI intelligence to imitate the voice of stars, such as "AI Stefanie Sun", singing popular songs with Stefanie Sun's source, with a high degree of restoration, and cover songs are popular on major network platforms. The scope of AI intelligent music creation is becoming wider and wider, and its uses are also great. AI music creation has begun to cooperate with many businesses, such as advertising music creation, coffee shop music creation, yoga studio music creation and so on.

2. Science and technology and installation art creation

Different from traditional media, new media is an active, participatory, interactive viewing mode. The artist Olafur Eliasson emphasizes the perception of space and science and technology to simulate nature, such as "Beauty", "Weather Project", "Waterfall". In the historical context of Chinese culture, open, diverse and dynamic art designs have also emerged one after another, such as the gardening art of Chinese installation artist Dai Fan. The design of Dai Fan's Shanxi Datong Garden incorporates the unique Chinese culture and seeks the "poetic beauty" of art in space and time. In addition, in the artistic creation of "Chinese Garden", not only the natural materials, stone, water, wood and other materials are used. At the same time, it also integrates the essence of Taoist philosophy in ancient China, and pursues the beauty of natural harmony between the universe and Chinese artistic ideals, such as the harmony of the Tao, the quiet orchid in the empty valley, the spirit of water, the mystery of water and so on.

IV. Epilogue

In the art market, artists can also make use of the diversified platforms provided by media technology to display and spread art. Financial media has the following characteristics: more novel visual effects, more diverse forms of communication, wider audience range

and stronger public participation. It is precisely because of these characteristics that the development of financial media has also been rapidly accepted and known by the public. In 2020, the first online auction of Beijing Poly, which lasted for 10 days, generated 14.55 million yuan in sales. The auction combined fashion games and works of art in the form of online live broadcasting. Diversified trading platforms and brand new experiences made it a new favorite among young people.

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