

Problems in the development trend of “integrating media art”

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Abstract: In the new media art market, art creation depends on the vigorous development of science and technology to a certain extent, and science and technology has become the transition of art time and space change. The construction of the operation mechanism of the contemporary art market moves forward continuously along the rational vision of science and technology, and the construction concept, the evolution of form and the innovation of technology go hand in hand. Take the positive and healthy form of prosperity as the “foundation”; Taking the time and space of information as the “medium”; 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. Under the development trend of “integrating media art”, it is urgent to solve three major problems: first, the sense of separation between traditional media and new media art market under the transformation of paradigm; Second, the inheritance of the “localization” Chinese spirit; Thirdly, the significance of the positive art market mechanism to the construction of individual and group spirit.

Key words: Chinese art market; Art; Melting media; bottleneck

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 or stiff stacking, but the integration of situational theory, which is a high concentration of Chinese national 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.

I. The basic situation of contemporary Chinese art market

Throughout the history of art, China’s art market has experienced the evolution of various periods. In the long historical process, abundant historical resources have been planted in 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.

After the founding of the People’s Republic of China, the initial form of art trading was to sell artworks owned by individuals to state-run art shops. Under the guidance of the Law of Cultural Relics Protection, two modes of art sales, “reception room for foreign guests” and “inner cabinet”, were formed. 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 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. With the increase of new media forms and the rapid development of new media, “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.” The range of interaction between the public and contemporary art products has begun to expand, and the field of interaction has begun to broaden. With the new space constructed by new media, the audience has a deep resonance for art, which fully reflects the social value of contemporary art.

Art market and art creation in the era of new media

The art market should be based on a positive and healthy form of prosperity; The time and space of information should be the “medium”; 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. Under the development trend of “integrated media art”, it has really entered into a good and diversified media integrated discourse system.

The communication of new media art is characterized by pluralism, interactivity and openness, while the traditional media (newspaper, radio, magazine, book) 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.

1. The art market in the age of integrating media

The era of fusion media is a new fusion media which 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 will appear.

At the same time, new art market forms have also 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, and even the recipients can complete the creation again in the virtual scene -- “performance painting”. “Performing art” is a cross-border integration of three dimensions of art, namely entertainment, painting and performance.

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 range of audiences, and stronger participation of the public. It is precisely because of these characteristics that the development of financial media has also been quickly accepted and known by the public.

2. Artificial intelligence technology and artistic creation

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 in the form of online network, summarizing the current market operation mechanism and status quo in China. Whether it is music creation or art creation, artificial intelligence art has played a key role. Digital music is the art of creating sound, while AI music creation is the art of integrating sound and image, opening the carnival era of mass music. 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.

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, Sun o AI and Split-tic 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 and so on, with 1 second can generate 90 seconds of AI stable audio. The threshold for AI to generate music began to gradually reduce, the cost is relatively low, and the listeners who love music can use AI to create music and design their favorite music. However, in the actual application, some links are still relatively immature and not smooth, and there are many things that need to be improved.

II. Three major problems under the development trend of “integrating media art” in the new era

The operation mechanism of the art market is the exchange and integration of production and consumption, and it is also a two-way flow. The balance between the two is the commercial value and intrinsic value of a commodity, and it is also a sufficient and necessary condition for the long-term prosperity of an art market. At the same time, the commercial value and aesthetic value of art can not be separated.

1. The sense of tear between traditional media and new media art market under paradigm transformation

The synchronous development of the traditional art market and the new media art market should draw on their respective strengths and disadvantages, and actively guide and improve the aesthetic trend of the public. On the basis of the traditional cultural industry, the cultural and creative industry has developed, among which the new technology and new media play an immeasurable supporting role in its development. “Even in the era of digital media transmission and reproduction, originality in painting is still a quality worthy of respect.” It can be said that an individual artist’s cultural literacy, professional skills and artistic ideals all bear important social responsibilities.

Under the development trend of new media integration, traditional painting has begun to expand in the era of digital media. Static painting has become dynamic, or infinite reproduction, color matching, composite art with interactive functions, artificial AI painting, music composition and other virtual, digital, command, structured, coding and procedural forms of creation. It has indeed changed the creation mode of traditional art and the acceptance mode of the audience.

In this process, there is the progress of science and technology, and at the same time, there is the fault and tear between the two. The development of new media should not lead to the disappearance of the advantages of traditional media, nor should the rapid development completely abandon the “old attitude” of the traditional market, and should be examined and measured from the perspective of dialectical thinking. Make good use of the advantages of new and old media, promote the establishment of high-quality cultural business groups, promote employment, attract outstanding talents, create a positive and positive art fashion and art market environment, and pursue the highest spirit of artistic truth, goodness and beauty.

2. In the situation of “pluralism and integration” of art globalization, how to inherit “localized” Chinese culture

The rapid growth of Chinese art market in a short period of time has made many people see the commercial value of art. In just a few years, Chinese art has risen from folk collection to auction house, constantly refreshing the records of auction house, and encouraging more bystanders and speculators to join this market. This makes the Chinese art market always become an elite market with high barriers.

From the point of view of universal value, sometimes a painting does not bring aesthetic interest, meaning and emotion to people, but when the artist places it in the context of art history and a certain category of art theory, and gives it value, the nature changes. In other words, focusing only on the universal or aesthetic value of a work of art constitutes a kind of “gaze”. “Gazing art” can be understood as the art of “one thousand years of darkness” in the Western Middle Ages. Gazing, measuring and defining art entirely according to religious standards will shackle and close the development of art, resulting in stiff and blunt art.

The aesthetic trend of artworks in the Chinese art market is also influenced by the western postmodern art trend, and the art from

different regions spreads rapidly: For example, Duchamp's Fountain, Andy Warhol's Brillo Box, Rauschenberg's Bed, etc., all push the nature of artworks to a new Angle. The view that artworks have no definition, no scope and no boundaries has also attracted the attention of Chinese artists.

3. Scientific and excellent art market development space

In the study of art theory, the definition and gaze of art need freedom but also need limits, need space and need constraints. Therefore, in today's Chinese art market, artists should advocate positive and upward materials in the pursuit of avant-garde ways of integrating media art, and work for success, adhering to the guiding role of positive energy for the society and the country, and playing a positive role in the construction of individual and group minds.

However, while absorbing the essence of global art diversification, the Chinese art market should control the alienation phenomenon of "devils and chaos" and uphold the Chinese spirit and wisdom culture in the traditional culture of the Chinese nation. At the same time, the art transaction itself will become a new mode of creation, such as "default event", when a painter sent a blank sheet of paper to a gallery, claiming that it was a default, and the default itself completed the creation. As such, a question is worth thinking about: how to spread, criticize, operate and price these arts. It can be seen that the positive art market mechanism is of great significance to the construction of individual mind and group mind.

III. Epilogue

In 2020, the first 10-day online auction of Beijing Poly sold 14.55 million yuan. The auction was conducted by online auction mini program, and the total number of bidders exceeded 6,000 times. The auction combined fashion and art in the form of online live streaming. Diversified trading platforms and brand new experiences made it a new favorite among young people. In the new media art market, technology has also become a transition force for the change of art time and space. The construction of the operation mechanism of the contemporary art market continues to advance along the rational vision of science and technology, and the evolution of construction ideas and forms goes hand in hand with the innovation of technology, and gradually enters into a good discourse system that is compatible with Chinese culture and integrates with foreign countries.

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