

# Innovation and Discussions on the Integration of Art Management in the New Era

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**Abstract:** As the COVID-19 pandemic has swept across the world, lots of places, companies and services concerned with art have been seriously affected. Public art activities, such as art exhibitions, theaters, museums and other art institutions have been suspended. The world art industry is facing severe challenges. However, under the huge shadow brought by the epidemic, art still warms mankind with its unique charm and eternal power, pacifying people's mood and the panic. Questions on what kind of artistic talents we should cultivate, what kind of artistic charm we should present, and what kind of art discipline we need to build, have been raised and discussed, while the social function and cultural value of art is highlighted.

**Keywords:** Art Management; Transboundary Integration; Talent Innovation

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## 1. Art management in the new era needs transboundary integration

### 1.1 The evolution and professional shaping of art management major

Management is the ideological root that inspires artists to reflect on creation. From the 19th century to the middle of the 20th century, Paris has been the world art center and a global center of the new art. Artists' gathering, the impact of the World War II, economic development, the change of political power, the reconstruction of social structure and other factors are all accelerating and promoting the transformation and reconstruction in the art field, which not only shows the impact of development environment of the economy and society along with the cultural policy background on art development, but also shows that the negative effects of art collection determine the level of art development. Luminous fireworks can inspire creativity, enhance the artistic attributes of space and shape the spatial effect in summer. It is a space collision of communication, discussion and thinking, forming a distinctive landscape space, providing cultural impetus for urban development and forming a distinctive urban cultural symbol.

Meanwhile, as a special social ideology, art also helps to promote the universal civilization of society and improve people's aesthetic quality. With the increasingly personalized and diversified spiritual and cultural needs of customers, traditional art management and marketing methods can no longer meet the cultural needs of modern consumers, nor can they meet the demand of modern market for art products. Innovative talented persons become the inevitable prerequisite for the development of art industry.

### 1.2 The internationalization and interdisciplinary changes of art management

In the new period, art management is facing a historical changing point, along with a new economic situation and new demanding modes and other opportunities. For the creation of art management major in comprehensive universities, enrolling in the wave of globalization, traditional knowledge, traditional industries and traditional supply chain have difficulties to

adapt to. It should be combined with the advantages of interdisciplinary, wide field, high efficiency and deep-level development, and innovate greatly to consolidate new emphasis and direction. Characteristic art colleges should build art management disciplines with outstanding benefits, multi-disciplines, wide fields and deep levels.

## **2. Innovation dimensions of artistic management in the new era**

### **2.1 Catering to the needs of a better life and create warm artistic**

#### **management**

Although the COVID-19 pandemic has stricken the art industry, we can still see the forces, such as terrace painters, cloud theaters, cloud concerts, roving museums and online art exhibitions. They have eased social unrest and fears, and encouraged people around the world to hold these difficult activities in the post-disaster reconstruction process. Many cities also carry out artistic activities and create artistic narrative scenes to remember and comfort the affected people and cities. We must have an overview of history and the consciousness of big platform, in order to fully dig the historical charm of art. We need to create the necessary connections, transform art resources and cultural relics into real art, live out cultural heritage and make traditional art go public. Art management need to focus on practicality and humanistic care. In recent years, the over-commercialized art market, such as sky-high auction and transnational commercial performances, has not been seen in people's lives. It has formed a preset concept to equal art management with money, which ignores art management and non-profit cultural and art institutions.

In the new era, art management should pay attention not only to its commercial value, but also to its social function. The organic connection among the methods, mechanism and discipline construction of artistic talent training objectives promotes industrial development and social demand, which is no longer confined to specific disciplines, but plays a greater role. It has important and far-reaching functions and values for transnational and cross-border projects.

### **2.2 Build a regular art management when expanding the art market**

Nowadays, only by solving problems and overcoming difficulties in the cultivation of the art market can we promote the progress of human art, and make enhancement in aesthetics and civilization level. Breaking through the problems of art and commerce, artistic creation and artificial intelligence are the main problems when expanding the art market. The prosperity of the market has increased people's demand for art consumption, it has also brought some problems though. It is necessary to pursue the balance between art and trade, grasp the transition between art and technology, seek consensus, protect intellectual property rights, promote artistic creativity, and seek the combination of autonomous learning and in-depth learning of artificial intelligence. Emotional expression and personality interpretation in artistic creation will become the new requirements for artistic management in the new era, that is, new business model, environment and governance structure, which puts forward new goals for the cultivation of artistic management talents.

### **2.3 Realize the transboundary art management in face of the supply in the art market**

Art management is a new interdisciplinary and transboundary business form. Starting from the digital consumption scene, we need to change cognitive thinking and adopt digital and intelligent teaching methods to realize networked and personalized education. Therefore, the diversification of art management is not only the exploration of a single discipline, but also the exploration of a single major. It is also the extensive art management in the fields of traditional art, digital technology, network time and space, etc., which can better reflect the needs of art development, the integration of disciplines and the intersection of enterprise forms.

Currently, the new interdisciplinary subject embodies the interdisciplinary integration trend of digital performance, artificial intelligence and music information. The cultivation of professional talents must gather industry talents, build cross-border talents, construct discipline structure, and cultivate new art management talents with general knowledge, practice, innovative thinking and innovative consciousness. A series of art management work can more clearly reflect the characteristics of the art market in the digital age. Cultural consumption in the digital age promotes cultural experience, scene interaction and non-contact. On the one hand, art management pays attention to interdisciplinary integration, which focuses on the two basic disciplines of physics and social science, establishes a multidisciplinary interdisciplinary system, and promotes the cross-integration of philosophy and humanities, social science and engineering.

## **2.4 Shape recognizable artistic management concerned with the new strategy of national governance**

We should not only maintain the worldwide vision of western art management theories in case of the construction of modern national governance system and the cultivation of artistic management talents, but also develop a locally recognized management model to grasp the pulse of the global art market, stimulate innovative market models, update the supply system and enhance China's art consumption. Through the establishment of art management research alliance, interdisciplinary research will be carried out to solve important regional problems, for example, the Great Wall Cultural Belt, the evaluation of artistic resources in the Grand Canal Cultural Belt, the Belt and Road Initiative Node Art Heritage and Cultural Resources Development, Long March, Xiong 'an New Town Art Construction.

## **3. The management direction for Chinese art in the new era**

Art has existed since ancient times in the history of human development, and is constantly being updated for a long time. The development power released by the social value created by art in the new environment and landscape not only embodies the higher level and deeper connotation of "the importance of beauty", but also can meet people's practical needs, meet people's knowledge needs, and constantly improve innovation and aesthetics, which is a measure to meet people's spiritual needs.

### **3.1 Comprehensively promote the deep integration of traditional art and digital intelligence**

In recent years, more digital intelligence and art education, educational technology +, network+ and other means have become important measures for the discipline construction of art management for colleges and universities entering into classrooms and lives in the new period. As far as art communication is concerned, no traditional communication method can be compared with digital media with instant communication characteristics, whether in speed, breadth or content. In the information age, the art market has the tension of integrating innovation and leaping development. The integration of the market and the real economy has promoted the close connection between the art industry and innovation chain, achieving a wider, deeper and higher level of integration, and at the same time enriching the creation of Chinese culture.

### **3.2 The ubiquitous integration and in-depth development of innovation-driven art management**

A new round of scientific and technological revolution and industrial transformation is shaping the world, and the international influence of emerging countries and developing countries is gradually increasing, which puts forward new requirements for the national cultural management system and management talents. The general integration of social

development trends and the in-depth development of art market segmentation make art management a new topic in the new era, and also make new space for the art management market.

## 4. Conclusion

In total, the innovation and development of art management must be based on catering to people's diversified and high-quality spiritual needs. Art management is not only the historical, cultural inheritance and context development of Chinese civilization, but also the only uninterrupted culture in the world with Chinese characteristics. Therefore, the development of China's art market must cultivate profound cultural traditions, give full play to cultural advantages, deepen cultural awareness, enhance cultural self-confidence, and build a scientific art management discourse system with Chinese characteristics, reflecting and highlighting Chinese style.

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