

Museum Exhibits Display

the Artistic Expression Fully Reflecting the Exhibits' Social Significance

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Abstract—In the multicultural context of contemporary society, how to make art life-oriented and profound, and what kind of expression form should be adopted, which have become the museum display's challenges. However, at the present multicultural society, with the gradual growth of the audience's aesthetics, we should explore artistic forms of display design or exhibits display, and the profound expression of cultural thought of exhibits display from many aspects. Simplification of forms have already could not meet spiritual needs of the public. Therefore, exhibition effect of the contemporary display also depends largely on the level of the art design of display.

Keywords—museum exhibits, exhibits display, art principles, social signification of exhibits

I. INTRODUCTION

The rapid development of our country's museums and artistic expression of exhibits display cannot be unable to achieve balanced development. More focusing on the exhibits themselves while ignoring the "interaction" between the audience and the exhibits, makes the exhibits display itself become more thin and unconvincing, and further weaken the significance and value of these exhibits and even the museums.

II. ORGANIZATION OF THE TEXT

A. Traditionally: Compared with its own theory, display is relatively lagging behind.

With the completely arrival of the information age, the application of Information technology and new science and technology can be found everywhere. However, the museum, as a public place for the display of material objects(historical relics or artworks), perhaps still remains the relatively conservative stage, and the application of artistic principles in the exhibits display seems to also stay in the level of the protection of exhibits' security, thus the profound significance of the exhibits are placed in a secondary position. The exhibits display in the most of museum are shown through display-centric approach, but from the angle of the exhibits display, that the audience can accurately understand the cultural background or social significance of the product still exists certain flaws and shortcomings. No matter the expression of some hardware, such as the use of lamplight, or in terms of placement angle, can not very well interpret the cultural context of cultural relics; even the security of the exhibits display is also single-sided nature; in terms of the interactivity

and participation between the audience and exhibits, the museum that can make it just up to the expectations is extremely rare.

The organic integration of the application of new science and technology and art design principles of the exhibition still cannot achieve the harmonious state, their combination is not close enough, and also can't become an organic carrier of cultural relics display. Whether from the perspective of the museum as an extracurricular auxiliary place for arts education, or in the aspect of the expression of artistic conception of the exhibits display, the application of artistic principles of science and technology and display design fails to play the powerful supporting role, and then losses the social education function of cultural relics.

Display design of museum exhibits, depending on science and technology, should be on the basis of protection the security of exhibits and adopt certain artistic principles, which can better play the social function of the exhibits, such as the grasp of the theme of the exhibits display, popular art form, a relatively perfect image of exhibits display, relatively rigorous art structure of exhibits display, creating a specific atmosphere, and even the security of exhibits display, economic rationality of the exhibits display. All these are necessary to create the artistic conception of the exhibits display and the real exhibits environment, establishing the audience's "resetting feeling" to exhibits. Therefore, the scientific property of the exhibits' combination form and its own form, even its economic nature and security has become one of our art reference standards.

1) Beauty of form

The museum, as part of the public cultural space, carries the corresponding functions of servicing for the public, and on the art of exhibits display, the museum must be designed in the form that the public can accept or love. And the artistic principles formed during the long-term practice process provide the relevant reference for the artwork exhibition and display.

First of all, for the museum is as the public cultural space, its exhibits' objects have made us to consider public aesthetic tendency. Loved and appealing-to-all display form is more easily accepted by the public, closer to the mass visual psychology, and can resonate better with them. Just because of this, the museum can be better play the social significance of the exhibits display, and also can better show the social function of the museum.

Second, in terms of the demonstration of beauty of form, we can, using the modern technology as a carrier, highlight the exhibits' artistic personality or social significance. The exhibits can develop from the completely materials objects monomer to the direction of the integration of environment and materials objects monomer, which fully highlights exhibits' regional and ethnic factors, makes the exhibits more easily accepted by the public, and also make the public participate as much as possible.

For the display of some modern artworks, we can introduce the performance of digital art techniques, and combine it with some composition methods of modern design, in order to highlight the era cultural context of the exhibits.

2) Rigor of display

We should still pay attention to its proper expression mode, cannot in older to pursue artistic expression and thus distort the social significance of artworks themselves. And standardizing the cultural significance of artworks and the rigor of expression mode cannot be ignored.

In terms of the expression of exhibits on display, some museums, in order to pursue the external form of exhibits, weakens and even ignores the connotation of exhibits themselves. Therefore, we should consider their relation and the specific cultural attribution in the exhibits' mutual combination and the creation of the exhibits environment, thus forming organic combinations.

We can see the real reconstruction of the model from the way in which the Xia Dynasty architectural model in Henan Museum is displayed. Contrasted with vegetation, it represents the true form of Shang Dynasty's vernacular dwelling and its own environment, which brings the audience to feel the Xia Culture that is the beginning of the civilization.

3) Economic factor

In the contemporary museum display and exhibition, the exhibits display is different from the purely academic performance. Of course, it is also not an expression of purely plastic arts. Form the perspective of the display design of exhibits, display design, based on its features, may have a double meaning of economic factors and cultural leader from its birthday.

Economic factors, as one of the principles of design must be a problem considered in the design of all the various industries, and the economic nature of the display design itself is no exception, which is bound to become our concern. On the basis of the exhibits fully displayed cultural connotation and the security of exhibits' display, advocating the display form of exhibits on the basis of the conservation-minded spirit has become the development trend and the design theme of the times.

4) Security

Security is another principle followed by the exhibits display. Certainly, and is not unilateral but two-way, which not only contains the security of the displayed exhibits, but also takes into account the viewer's own security. Without losing the aesthetic form and disgracing the social significance and cultural connotation behind the exhibits, and at the same

time fully considering the security of both sides, thus these can be considered to have made it.

In terms of the security of exhibits, in order to fully reflect the science, on the one hand, from the microclimate of exhibits, we should fully ensure exhibits "authenticity" which means do not loss original appearance so that viewers can see the real color and texture. On the other hand, from the museum protection of the environment of exhibits, the security protection of displayed exhibits should not be underestimated.

The application of modern science and technology has become an effective carrier of security. From the point of view of the microclimate, adjustment of temperature, rationality of humidity and rational use of lighting will help prolong the life of cultural relics, and all these depend on science and technology; from the environment, theft proof, fire prevention, shockproof etc. have become another aspect of security concerns.

The preparation for museum displayed exhibits' security is a guarantee for the external display and the expression of excellent art forms. The coordination and coexistence of security of the external form and beauty of form, and the application of modern materials and modern science and technology offer more possibility for the public to enjoy the real artworks.

B. Resetting—the creation of artistic conception

The creation of artistic conception is the cultural interpretation of the exhibits on display, also the transcendence of time and space, and also the viewers' resetting of exhibits realistic feelings. The viewers' extension of artistic conception and extension of thought advocated by Reception Aesthetics can be seen from this point. Drawing lessons form thought form and the application of scientific and technological techniques such as acoustics, optics, electricity etc. are all the basis of the creation of artistic conception.

Display design focusing on the surface and overly emphasis on the external form cause its lose in depth, and fails to accurately interpret the exhibits' personality and cultural significance, which become the nowadays shortcomings. We should also consider the application of the spirit of Chinese traditional culture in the museum design. "Artistic Conception Theory" in Chinese traditional culture provides valuable basis for the audience's resetting of real feelings in the display design. Emphasis on the creation of artistic conception can accurately convey the cultural context and also create a "resetting style" scene, which make the audience have an accurate understanding of the profound culture behind the exhibits and also feel the power of Chinese traditional culture at the same time.

The creation of artistic conception can not only show the specific personality of exhibits, but also is a kind of infinite extension for the limited exhibition space, by making use of painting thoughts of "in inches, in miles" to conceive a fun and realistic scene, with the limited space performing infinite space, beyond art atmosphere of the sense of time, which are the ideological basis to create the sense of reality of museum exhibits on display.

From the perspective of the outside material medium, the application of acoustics and optics of modern science and technology has also become a powerful carrier for the creation of artistic conception. From the angle of display design, we can take advantage of the light source to set off by contrast the exhibits atmosphere, in order to achieve the “truth”. In terms of the use of light source, nowadays the lighting adopted by most domestic museum exhibits display, monotonous effect and single form, easily makes viewers feel fatigue, which cannot fully mobilize their visual excitement, and make contribute to creating an atmosphere of culture. This does not match with our flourishing museum cause. Therefore, the improvement lighting are remained to be reflected and continued to improve, really contributing to the exhibits display.

Light, as the visual medium to enhance the image of exhibits, is also important to support the entire exhibition space. For example, the organic combination of the natural light and artificial light plays an important role to create the exhibits image and the entire museum atmosphere, which not only highlights the beauty of the exhibits’ external form and makes the audience have a certain understanding, but also contribute to create the cultural context for exhibits, really achieving the museum’s social significance. In the premise of scientific use of light, artificial light has the rational grasp for the exhibits through the proper angle, which can endow life to the exhibits, and also make the exhibits better show the effect and display the original appearance; adjustment of natural light instead of artificial light on the environment with artificial lighting, can be described as complementary aspects on the light to the exhibits’ display.

III. CONCLUSION

In today’s multicultural coexistence, the significance of museum or gallery is not only to store cultural relics artworks, but in the case of the public increasingly rich spiritual life, to use the museum exhibits to offer spiritual food to the public on the basis of playing its social significance.

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