

# The Impact and Implication of New Media on the Pattern Development of Art Exhibitions and Art Appreciation

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## ABSTRACT

With the advent of the information age, the influence of new media has penetrated all aspects of our lives. An art form based on new media was gradually born. We found that new media has brought tremendous changes to artists' creative methods and presentation methods in the development process. At the same time, the way people watch the exhibition has also undergone subtle changes. This research aims to explore the influence of new media on the form and content of art exhibitions and analyze the changes in the way of viewing exhibitions in the new media environment from the perspective of the audience, and at the same time combine the different perspectives of art culture and economics and commerce to carry out theoretical explanations. In order to achieve this goal, a systematic literature review was used. Industry reports, news reports, journal papers, and other data related to the development of new media in recent years will be used to support the analysis of this article. Our research has found that new media can give art exhibitions rich inspiration and more possibilities, and come to the conclusion that new media has a vast and multi-dimensional influence on art exhibitions in terms of exhibition methods, business models, and communication forms. Interpreting works of art and interacting with works of art provide new possibilities. Based on this result, this research has essential reference significance, which can be well practiced in the planning and promotion of exhibitions and art sales in the new media era, and has more excellent reference value for new forms of artistic expression.

**Keywords:** *New media, Art exhibitions, Art appreciation, Curator, Economics.*

## 1. INTRODUCTION

In recent years, with the iterative development of new technology, the academic research on new media has gradually shown a trend of letting a hundred flowers bloom.

New media is relative to traditional media. It is a new form of media developed in the future from traditional media such as newspapers, radio, and television. It uses digital, network, and mobile technology through the Internet, wireless communication networks, satellites, and other channels. As well as terminals such as computers, mobile phones,

digital televisions, etc., provide users with the communication and media forms of information and entertainment services. New media technology has changed the carrier of traditional information dissemination and changed the way and law of information dissemination.

Traditional art exhibitions use physical objects as the carrier and rely on physical exhibition halls for display. This form of the display has not changed in almost a hundred years. With the development of new media technology, especially the popularity of smartphones and wireless networks, the requirements of ordinary audiences for the convenience of obtaining art

information and the needs of professional audiences for the quality of art continue to improve.

The emergence of new media has dramatically changed the exhibition format of modern art. In the past, artists' works were carried by physical artworks. Usually, artworks could only be placed in physical exhibition halls for visitors to watch and learn, and visitors could only go to the exhibition where the works were located to appreciate. The entire interaction process was cumbersome and tedious. It is complicated and hinders the development of artists' and people's further understanding of art. Now, with the support of the Internet, visitors can read exhibition information more conveniently through the new media and can even appreciate works at close range. Visitors can obtain the exhibition they need most conveniently.

Although there is much literature on new media related discussions, the connection between the development of art exhibitions and art exhibits and the development of new media is still in a relatively missing state. We think this is an excellent perspective to explore the relationship between the two and their meaning to each other. It is also an excellent opportunity to interpret the rapid development of communication media and platforms, art exhibitions, and new media.

This paper aims to study the relationship between the current development of new media and the changes of art exhibition, so as to reflect the current development of new media and art exhibitions and the changes of the audience viewing experience. At the same time, combined with relevant economic and commercial perspectives, this paper explores the changes brought by new media to art culture and the future development trend. In order to better accomplish this goal, the article is divided into three parts, including how new media broaden the boundaries of diversified art exhibition models, the influence of new media on art exhibition art appreciation, and the economic and commercial aspects of new media on art exhibitions. The enlightenment of this article will be analyzed and summarized, and the discussion will be carried out from three different directions.

Our research this time also has substantial practical significance. First, we study this topic to understand better the development trend and content change of art exhibitions in the new media environment. In the current environment, the forms of art exhibitions are becoming more and more diversified. Research on this will help us broaden our horizons in the field of art, increase our knowledge, understand the variability and individuality of new media art, and harvest more art inspiration.

Secondly, it provides ideas for us to learn better the form and content of expression in different art

exhibitions in the future. For example, after we have a deep understanding of the relationship between new media, technology, forms of expression, and exhibition exhibits, we can have a macro understanding of future exhibitions and generate clear and logical thinking, and we can follow the lines of thought of artists and exhibitors to carry out works and appreciate the exhibition, understand the connotation of the work and the emotional expression of the artist, and gain more from a more comprehensive perspective.

At the same time, we can well control the development of the commercial trends of exhibition exhibits and display platforms in the new media environment, and recognize the path and law of art communication and development from the perspective of different platforms, which will also provide us with more relevant research and practice in the future.

## **2. BROADENING OF THE BOUNDARIES OF ART EXHIBITIONS MODES BY NEW MEDIA**

Technological techniques in the new media era continue to evolve and upgrade, and contemporary art exhibitions present a more comprehensive and cross-professional feature. Contemporary art exhibitions incorporate more diverse content under the background of new media, as well as more comprehensive display methods. Including diversified media, the presentation of multiple concepts, installation art and other means and linguistic approaches.

### ***2.1. The application of new media art exhibition in display***

The art exhibition relying on new media technology is supported by Internet technology, which maintains the characteristics of solid connectivity and interactivity. New media technology broadens the space and form of the exhibition and better connects space and time while using Virtual Reality (VR) technology, holographic projection display, and other multimedia information technology, breaking the traditional static display means [1].

First, the development of new media technology has brought diversified display forms to art exhibitions. Based on traditional "physical space," it comes new cyberspace to display the space and expand the space range of exhibition [2]. Digital new media means allow exhibits to exhibit more confidential information; for instance, visitors can scan Quick Response Code (QR codes) to listen to the author's biography and the introduction of the exhibit. The new media technology makes the information more condensed and convenient than if the text is displayed in paper form. At the same time, new media technology, represented by VR technology, brings more angles and multi-dimensional

display levels to art exhibitions. The extension of the viewer's perspective through new media technology widens the dimension of the exhibition. The exhibition's viewing is broadened from a linear way from point to surface to 3D and 4D viewing from multiple angles, and from a silent visual viewing to a multi-sensory immersive viewing with sound, light, and color.

Secondly, relying on the Internet digital platform, the new media platform as a new type of social media brings more diversified possibilities for art exhibitions. Relying on social media, most art exhibition galleries have created their official social accounts to update the dynamic information of the exhibition in real-time. This means that static exhibitions achieve online timeliness. Some new media platforms with live video streaming also provide online live streaming of exhibitions for art exhibitions, broadening the boundaries of art exhibitions with both online and dynamic functions. On this basis, the new media platform brings excellent advantages to the marketing strategy of the exhibition. New media help exhibitions find their target customers faster and more accurately and strengthen their relationship with their customers. When exploring new target customer groups, curators collect and analyze customer data information on new media platforms, actively interact with customers, and fully grasp their needs to improve the marketing efficiency of exhibitions and their peripheral products [3]. At the same time, on the level of publicity, the use of new media reduces the cost of money and workforce for publicity, and the cost of creative content output is relatively lower, improving marketing efficiency.

## ***2.2. The similarities and differences between new media art exhibitions and traditional exhibitions contrast***

Both traditional and new media exhibitions have a role in disseminating knowledge and values in their specific contexts, so new media art exhibitions and traditional exhibitions have their core similarities [4]. In a sense, the content conveyed by the art exhibition itself depends on the core artistic value of the art exhibit itself, so whether it is an art exhibition in the traditional sense or an art exhibition in the new media era, it is indistinguishable in terms of artistic value.

However, when it comes to the differences between new media art exhibitions and traditional exhibitions, art exhibitions relying on new media tend to use digital media technology more, exhibit in a more flexible and multiple ways, and have a closer connection with the audience. The new media technology as a means and the new media platform as a medium play a more specific and diversified role in the exhibition, with more robust interactivity and real-time, and a more extensive coverage domain.

In the case of traditional exhibitions, although there is a more mellow historical accumulation, the distance is more substantial, and the conveyance is weaker. However, the traditional exhibition brings a stronger sense of authority and topicality, and from a particular perspective, has a more traditional heritage than the new media form. At the same time, the traditional exhibition form can make up for certain immature defects of the existing new media technology. Therefore, the integration of traditional exhibition and new media technology has exact necessity, such as voice explanation, VR viewing, online viewing, etc., which complement each other's strengths and weaknesses.

## **3. THE INFLUENCE OF NEW MEDIA ON THE ART APPRECIATION OF ART EXHIBITIONS**

The art exhibition model has been around for hundreds of years. Initially, artworks were kept in museums, and their primary role was to serve the religious or rulers of the time. With the development of the Renaissance, art gradually moved away from serving the purpose of religion to the public. Its carrier changed from a museum to a public exhibition space. At the beginning of the 20th century, the Soviet constructionist El Lissitzky began experimenting with the color, structure, and form of the artworks on display to motivate the audience to view the exhibition [5]. Then the Dadaism, represented by Duchamp, began to experiment with changing the light, temperature, and other elements of the exhibition hall to make the audience feel more immersive about the exhibition.

Artists have never stopped exploring and trying for the interactive experience between the exhibition and the audience. The birth and development of new media provide new forms for the presentation of the artwork itself and offer new possibilities for the interaction between the artwork and the audience.

At the same time, in the new media era, art has been reborn, and digital art is now appearing in exhibitions as if it were sculpture, painting, and other traditional art, ; meanwhile, the purpose of the audience, the process of viewing, the psychology of viewing, and the way of interacting with artworks have all undergone significant changes. Curators are also using new media in various ways to meet the expectations of modern audiences.

### ***3.1. Changes in the viewing method of the audiences***

Technology has made the process and the way people appreciate art much simpler and more direct. In contrast to the past, when people had to go to museums to view artwork, people can now view artwork directly online, and many major companies are working on this; the digitization of paintings by major Internet

companies shows a blossoming trend such as google art project, which is partnering with major art museums around the world and working to bring artworks to people around the world in high definition, including many art movements, artists, and paintings. Artists and artworks.

The digital display of artwork, with its ultra-high resolution picture quality and unique perspective, provides viewers with a more comprehensive appreciation of the painting, with its detailed depiction of the physical properties of the artwork such as materials, scents, etc. In general, new media provide new opportunities for viewers to appreciate art, directly reduce the cost of art appreciation, and contribute to the popularization of art knowledge.

At the same time, the distribution of artwork has also seen diversification, from Google Art, where artwork can be collected on the web and shared with family members, to the recent popularity of non-fungible token (Whether it is the information dissemination platform and information exchange channel between the art exhibition and the audience, or the active and passive relationship between the two, art commerce is constantly updating and adjusting the relationship between products and users, which has the NFT.) art, which is blockchain-based and uniquely private [6]. All of these have enhanced the circulation of art and the popularity of popular art culture.

### ***3.2. Contemporary characteristics of immersive art exhibitions***

The most immediate change new media brings to the art exhibition is the audience's feeling of viewing the exhibition [7]. The immersive art exhibition has gradually emerged nowadays, which refers to the artist's use of sound, light, electricity, and other elements to create a scene different from reality for the audience in a specific space, thus making the audience interact with the work while gaining a sensory experience, and thus triggering resonance. Nowadays, more and more curators, to meet the audience's needs in the new media era, are using artworks themselves and sound and light media to set up many atmospheric installations to attract modern audiences. At the same time, for the artists themselves, their works are no longer limited to the artwork itself. Still, they are broadened to the entire exhibition, making the traditional art exhibition space into a brand-new field. The audience's appreciation and understanding of the artwork are also potentially changing with the form and atmosphere of the exhibition space.

The high interactivity of the audience is one of the characteristics of contemporary immersive art exhibitions and a significant factor that attracts many viewers to go to the exhibition. The high interactivity

makes the role of the original passive viewer of the artwork change to an actual participant, which is a kind of liberation of the passive viewer and allows the audience to change from focusing on the artwork itself to integrating the work, the creator, and the viewer into the exhibition. This is a kind of liberation from the traditional focus on the painting to integrate the work, the creator, and the viewer into the exhibition. The relationship between the viewer and the artwork is made more intimate.

### ***3.3. The trading model of artwork in the new media era***

When it comes to the transformation of art in the new media era under the trading model, we have to introduce the traditional art trading method; China's traditional art trading method is mainly composed of galleries, stores, art fairs, and other primary markets and auction houses secondary market, where the primary market is mainly in the face to face bargaining mode, while the secondary market is mainly in the form of open bidding to complete the transaction [8]. At present, China's traditional form of art trading is still immature, mainly presenting an imbalance in the development of trading regions, a single type of trading goods, poor demand elasticity, and high market saturation. This situation has been more seriously affected by the 2020 epidemic.

Nowadays, online auctions are becoming more and more popular as a form of transaction, which mainly combines the transaction mode of e-commerce and auction, breaking the time and space and time constraints of traditional auction transactions, effectively reducing the costs of the three parties: the consignor, the bidder, and the auction house. However, this year, a new form of art transaction into people's eyes, that is, the non-fungible token (NFT) art, which is a cryptographic form of digital collectibles, is an opportunity blockchain technology cryptocurrency, each NFT is unique, in the Internet era, everything can be copied, while NFT is to create an artificial scarcity, and through this scarcity to gain value. The value of this form is that all the data of the item is stored on the blockchain, so it is possible to prove that the item is unique, and it can be used not only as a form of financial management but also comes with an emotional value, creating a connection between the collector and the creator.

## **4. IMPLICATION OF NEW MEDIA ON ART EXHIBITIONS**

### ***4.1. New media is becoming more and more common in people's lives***

With the rapid development of science and

technology, the pace of the times is also constantly advancing. People are slowly starting to see the world with new eyes, art forms are constantly changing, and so are the media. Since the last century, art exhibitions have entered people's field of vision.

Today, they have become a specific practice platform for social public life education and aesthetic education. At the same time, for educated people in society, it no longer only has the function of "acquisition and supply of artworks"; it has gradually become a complete activity. Under the influence of new media, modern exhibitions must combine new media-based technology and use the power of technology, especially the Internet and other technological means to rationalize and analyze the artistic desire of "people" themselves and externalize their reality. The layout and interactive experience of the exhibition [9].

#### ***4.2. The influence of the combination on thoughts***

When people visit art exhibitions, they will be surrounded by an atmosphere of education, art, etc. People's thoughts may be affected by discarding old, outdated ideas and choosing to understand new ideas. Under the dissemination of new media, some new ideas presented in art exhibitions will be known to more and more people, and more and more people are willing to accept and actively spread these new ideas. For example, photography exhibitions in art exhibitions. Under the traditional media, photography exhibitions are relatively regular. From the placement and mounting of photos, people are too familiar with these styles of exhibitions. However, under the influence of new media, it is gradually offline, traditional exhibitions, there are many new ways such as online exhibitions. Various art lovers or artists have also opened their self-media accounts. The channels for obtaining art information or exhibition content are diversifying and breaking traditional exhibitions' space and time constraints. More and more artists and photographers have begun to choose to combine some new media technologies to show their works so that the audience can have a deeper understanding of the meaning they want to express. The combination of new media and exhibits will be in contrast with exhibitions in the traditional sense. Exhibitions in the traditional sense may limit people's imagination, etc., but new media will provide artworks with greater development space and convey more. The content will also bring more different feelings to people visually [10].

#### ***4.3. The economic impact of the combination of new media and the Internet***

The new media will have a significant impact on the ideological level and the economic side. With the

popularization of mobile media such as mobile phones, online art exhibitions with rich content and various forms have become new forms of exhibition. New media image technology makes the perfect integration of artistic effects and technical applications, making the scope of expressing art exhibitions broader and richer. Many places originally used for commercial promotion have slowly begun to have some art exhibitions. The use of new media advertising platforms for art exhibitions has promoted the diversified development of art exhibitions [11].

Of course, the cost of new media is lower, and the profit is higher. When art exhibitions combined with new media technology, some of the costs can be saved, such as mounting and posters in the exhibition, which saves many procedures. The operation is simple, but it can make the audience feel the same effect as the offline exhibition. In addition, new media can help art exhibitions in the shortest possible time, the fastest and the largest range of publicity, so that the exhibition can obtain greater benefits [12].

### **5. CONCLUSION**

Through systematic analysis, we found that the development of new media has had a substantial multi-dimensional impact on the content and form of art exhibitions, which is embodied in the development and transformation of exhibition form, audience experience, and commercial extension. In the new media environment, the content of art exhibitions presents the characteristics of integration and diversity, with solid spatial expansion. With the widespread application of technology in art exhibition media, the exhibition mode presents a more prosperous display method that is diversified, multi-platform, and integrated with commerce. At the same time, the interactive multimedia environment and the development of diverse media in the new media era mean to broaden the ways and ideas for viewers to view exhibits. The organic combination of the content and form of the exhibition with modern new media and the multi-dimensional viewing method that combines art and media has promoted the great transformation of traditional art exhibitions and provided new ideas for the interactive communication of visitors. Under the new media, the exhibition form gradually became the development trend and mainstream of contemporary art exhibitions. In addition, the progress of exhibitions in the era of new media also drives the continuous renewal of the economy and commerce. Whether it is the information dissemination platform and information exchange channel between the art exhibition and the audience, or the active and passive relationship between the two, art commerce is constantly updating and adjusting the relationship between products and users, which has the significance of the times.

Through the logical analysis of the development of art exhibitions and new media, this paper sorts out the integration trend of art exhibitions and new media, the current integration results, and the impact on other fields. From this, we can see the feasibility, practical significance, and future possibilities of integrating new media and exhibition art in content and form.

This article provides an overview and analysis of the development of the new media industry and the changes in art exhibitions. Combining and summarizing the integration of art exhibitions and new media can provide a particular reference for scholars and practitioners in related fields to explore new directions. The critical significance of this article is to provide more possible ideas for the further development of art exhibitions under the background of new media. At the same time, it also analyzes and predicts the future development of art business, which will play a fundamental role in the subsequent development.

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