



Study on the Strategy of Creating the Atmosphere of Thematic Exhibition Space

--A Comparative Study of the "Garden" and "V&A Alice in Wonderland" Exhibitions, for Example

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Abstract. In modern social and cultural activities, the emergence of thematic exhibition spaces has positively promoted the high-quality development of Chinese culture and art. Curators, artists, and the general public gradually pay attention to and participate in thematic exhibitions, which provide opportunities to convey information and promote cultural exchange and artistic innovation. However, with the development and progress of the times, thematic exhibition spaces face new challenges in shaping the spatial atmosphere. Through further discussion of relevant cases, strategies for creating thematic exhibition spaces are summarized. In other words, the five aspects of spatial layout, style design, light and shadow art, scene interaction, and emotional expression are analyzed. Through this perspective, two works, "The Garden" and "V&A Alice in Wonderland," are used as examples for comparative study. The theme of "The Garden" focuses more on oriental culture and art and creates a tranquil and elegant atmosphere by showing beautiful natural scenery. While the "V&A Alice in Wonderland" theme exhibition focuses on literature and illustration art with fantasy elements, creating an exquisite sense of wonder through fantasy scenes and visual effects. A comparative analysis of the two cases concludes that contemporary curatorial approaches are flexible and innovative in creating a specific atmosphere. Different design elements and strategies can give the audience various experiences and emotional resonance. These approaches highlight the exhibition themes and lead the audience to deeper reflection and interaction. In the future, in the continuous exploration and innovation of curatorial creation methods, thematic exhibition spaces can better meet the audience's needs and become influential in promoting Chinese culture and art development.

Keywords: thematic exhibition space, Curation, ART Curation, "Garden" thematic exhibition, "V&A Alice in Wonderland" thematic exhibition, creation method.

1 Introduction

To a large extent, contemporary art and Curation attempt to bring art and the public closer together to make art more participatory and resonant. Modern art tends to emphasize individual originality and breakthroughs, which has led to some artworks and concepts that may be difficult for the general public to understand or accept. To address this problem, contemporary artists and curators have begun to focus on integrating art with life better and engaging in dialogue with society through art-making. Contemporary artists pursue not the creation of forms but the utilization of documents, not to develop a particular established system but to dedicate themselves to present or criticize the cultural and spiritual status quo. The emphasis is on the problem, identity, and conceptual awareness in art creation.^[1] The contemporary curatorial approach is mainly concerned with the design of a modern exhibition. The current curatorial practice focuses on the creation of a thematic exhibition space. In creating the atmosphere of the exhibition space, the overall need to consider the exhibition's theme, the audience, the exhibits, and other factors, and the need to determine the appropriate curatorial approach to create the atmosphere of the exhibition space. This means curators must choose the proper layout, style, light and shadow, interaction, and other elements to create a viewing experience that aligns with the theme.

1.1 Concept of thematic exhibition space and Curation

The thematic exhibition space emphasizes the content and provides the most direct and effective promotion for the exhibition^[7]. With muscular mobility, the design of dynamic, sequential, and rhythmic exhibition forms is the first basic principle to follow, determined by the nature of the exhibition space and the human factor. When we study and discuss "curation," generally speaking, we mainly focus on exploring the "exhibition" and "curation" of contemporary art; that is, the modern cultural concept intervenes in the contemporary art scene. Exhibition planning^[2] In this context, the discussion of "curation" generally focuses on the "exhibition" and "curation" of contemporary art, i.e., the exhibition planning that involves modern cultural concepts in the current art scene. Gao Shiming once elaborated that "curating is an action of thought."^[3] The curatorial process is an act of thought. With the national emphasis and development of cultural and creative industries, "curation" has been dramatically extended, and its rich connotation has been widely involved in all aspects of contemporary society. The House with Attic" is presented as a thematic exhibition, allowing the audience to enjoy the beautiful courtyard and the artwork. Based on Chekhov's novel of the same name, this work combines Chekhov's words with Ho's paintings and images to present a deep and distant atmosphere of Russian classical music. Thematic exhibition spaces allow spaces to have one or more thematic conceptions and subjective meanings by using the theme as a place to mark the area. In the 'Gleaning Courtyard' exhibition, the thematic exhibition space creates a place for the viewer to echo the theme of the work, further enhancing the integrity and immersion of the viewing experience. The artists and curators can create a more individual and unique exhibition format that brings a new viewing experience to the audience.

1.2 Connection between thematic exhibition space and Curation

Traditional exhibitions are challenging to cope with the public's growing spiritual and cultural needs in the current urban development environment due to the limitations of display space and exhibition forms.^[4] The exhibition space is designed from a curatorial perspective. Thus, by adopting a curatorial perspective and introducing a diversified thematic exhibition space design, the future daily life space will create more opportunities for people to come into close contact with art, which will also help to reshape the thematic area and thus promote urban development. The aesthetic meaning of contemporary art is also generated through Curation, which establishes works in a multifaceted dialogue and communication between subjects.^[5] Through Curation, the aesthetic meaning of contemporary art is generated by selecting the pieces in a multidimensional exchange and communication between subjects. The exhibition is a spatial scene carefully created by the curator, where the exhibits and the space reflect each other to highlight the thematic and artistic nature of the exhibition, thus bringing the productions closer to the audience in terms of presentation^[6]. The "Research Exhibition 2020 - Curatorial Proposal Finalist" exhibition is a curatorial competition in which the six finalists explore "human and nature, animals, environment, and technological innovation." The thematic exhibition spaces create a rich cultural atmosphere through the setting of curatorial themes and the communication of ideas.

1.3 From exhibition space to theme-based exhibition Space

The development of thematic exhibition spaces can be traced back to the early history of art exhibitions. At first, exhibition spaces were simply places for display without a specific thematic atmosphere. However, people gradually realized the close connection between exhibition space and content over time. The exhibition space progressively transformed from an ordinary display place to an environment closely related to the exhibition's theme. At the end of the 19th century, Impressionist artists held a series of shows in France, including the first Impressionist exhibition in 1874. These exhibitions created a unique spatial atmosphere for viewing Impressionist works through specific display methods and environmental design. This historical example demonstrates the importance and influence of thematic exhibition spaces. For instance, Herbert R. L.'s book *Monet on the Normandy Coast: Tourism and Painting* refers to how French painter Claude Monet's works were presented in Impressionist exhibitions. His *Water Lilies* series in production is appropriately lit and laid out to create a feeling that the viewer is there, allowing the viewer to experience the natural scenery and light effects better than he depicts^[8]. This trend of thematic exhibition spaces has been further strengthened in modern art. By creating unique exhibition spaces, contemporary artists and curators develop specific themes and contexts to stimulate the viewer's emotional resonance and reflection. Dutch artist Olafur Eliasson's work "Riverbed" is influenced by modernism and compositions. His use of abstract art and geometric shapes shows a borrowing from modern art language. Creating a unique exhibition space and spatial atmosphere provokes the audience's emotional resonance and reflection^[9](Figure 1). To sum up, the development of thematic exhibition spaces can be traced back to the

emergence of Impressionist art exhibitions which gradually evolved into an essential part of modern art. By creating a thematic atmosphere that echoes the works, the exhibition space provides a richer and more immersive art experience for the audience.



Fig. 1. Olafur Eliasson "Riverbed"

2 Ways of Creating Thematic Exhibition Space

Thematic exhibition spaces have become an essential part of modern art and culture. Creating a thematic exhibition space involves several aspects, including space layout design, style genre, light and shadow art and interactive design, and mobilization of audience emotion. Space layout design: The layout design of the exhibition space should consider the display of exhibits and the flow of the audience to create a smooth and orderly viewing experience. Style genre: The style design of the exhibition space can convey the characteristics and emotions of the theme through color, material, decoration, and other elements. Light and shadow art and interactive design: Light and shadow art techniques such as lighting and projection can enhance the layering and artistry of the exhibition space. Interactive design can provide a richer viewing experience through digital technology, virtual reality, and other means, enabling the audience to interact and participate in the exhibition content. Emotionalization of the audience: The exhibition space design should consider the audience's emotional experience to stimulate their empathy and reflection. These elements together shape the atmosphere and viewing experience of the exhibition space, aiming to create an exhibition experience with a unique atmosphere and engaging experience so that the audience can better understand and experience the connotation of the exhibition theme.

2.1 Layout design of theme-based exhibition space

"Layout" refers to the principle that the whole takes care of the local, and the local obeys the successive overall size.^[10] The layout of space and exhibition lines are generally based on strong logical thinking, and designers need to be familiar with and understand the theme and content of each place; it can avoid repeated crossings of the visitor routes, blocking the flow of people and affecting the visiting effect. Narrative

exhibition hall layout design is divided into the following categories: linear layout, circular layout, zoning layout, and theme-based layout. A narrative exhibition hall is a crucial space type in display design, which refers to using the basic principles of narrative to elaborate on the items displayed in the indoor space [11]. DRIFT: In Sync With The Earth was exhibited in Seoul, Korea (Figure 2 and Figure 3), which shows a narrative exhibition space layout design through the straight laying interior space layout design technique. All the display tables are arranged in a "tiled" way in an interior space.[11] The exhibition space can be created in an orderly and continuous manner. The exhibition space can make a tidy and coherent viewing path, which can effectively guide visitors to view and read according to the order of the display stands and effectively complete the story reading in the exhibition hall. The layout design of the thematic exhibition space creates an orderly exhibition path that guides visitors to explore deeply.

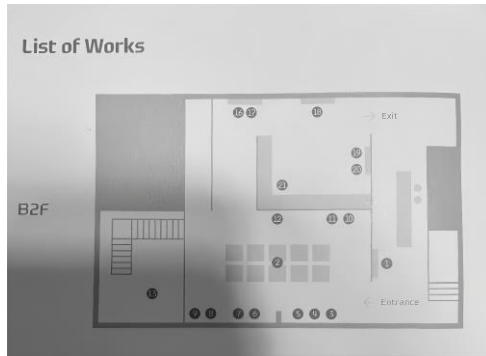


Fig. 2. In Sync With The Earth Exhibition B2

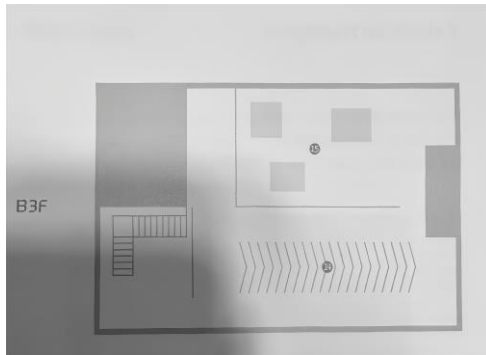


Fig. 3. In Sync With The Earth Exhibition B3

2.2 Stylistic design of thematic exhibition space

Various styles and schools have been emerging, and the common ones are as follows: Modernist design occurred in the early 20th century, and Wilde, as an important figure in the theory and practice of modernist design, emphasized "form follows function" and

advocated a simple, practical and pure design style.^[12] It emphasized "form follows function" and advocated a simple, practical, and pure design style. Elements such as simple geometric shapes, bright colors, and steel were often used. "In 1977, the architectural critic Charles Jencks published *The Language of Postmodern Architecture*, declaring more directly that 'modern architecture is dead' and systematically exploring the discourse of postmodernist design.^[13] Emphasizing the negation and rejection of tradition and authority, it pursues a free and non-linear way of thinking and expression. The postmodernist style often employs elements of chaos, diversity, and abstraction. The neoclassical style emphasizes the inheritance and promotion of classical aesthetics and advocates the restoration of the dignity and value of traditional aesthetics. The post-modern classicism style combines postmodernism and neoclassicism, emphasizing the critique and reflection on traditional aesthetics while focusing on the reinterpretation and application of classical elements. Different style schools give different thematic exhibition spaces a unique atmosphere and visual style that echoes the exhibits. By echoing each other with the exhibits, they can enhance the expressive and resonant power of the exhibition and provide the audience with a comprehensive experience in line with the exhibition theme.

2.3 Display of light and shadow art in thematic exhibition space

In thematic exhibition spaces, the art of light and shadow produces results in a sense of beauty and experience through light and shadow. Shadow is an objectively existing image formed when an object blocks the.^[14] Light and shadow art and technique are complementary relationships. Technology and art make the expression of light and shadow art more diverse and the presentation more visual and vivid. In terms of overall lighting, an artificial light source is one of the most dominant forms of illumination. Exhibition space will generally be based on the actual needs and the size of the flow of people and other factors to clarify the scope of freedom, set the tone of space, to provide people with a good sense of view, which is also the most basic requirement of space lighting. In addition to the overall lighting, local lighting is also essential, which can produce the role of dividing the space into levels cited. In terms of enhancing the texture, first of all, the overall texture of the area, according to the different themes of the exhibition, the use of different light and shadow to highlight the atmosphere of the space theme, to release the space to people's emotions, seeking resonance^[15] The first is the overall texture of the area. The 2022 ACMI Melbourne - *Light Works From Tate's Collection* exhibition, through elements of painting, photography, sculpture, and installation art, through a fascination with light as material and subject matter; these radiant works span time, medium, and style, projecting light onto the viewer's body and will draw them into a vision of infinite radiance and glow. As the exhibition spaces vary in theme, exhibit type, and spatial function, the need for spatial illumination and ambiance varies within the pavilion.^[16] The demand for space illumination and space atmosphere goes. Through the change of light and the shaping of shadow, the thematic exhibition space can create rich visual effects, echoing the exhibits so that the audience can participate and experience the thematic content of the exhibition more deeply.

2.4 Scene interaction design

The construction of scenes helps visitors have an immersive experience to experience the meaning that the exhibition hall wants to express under the rendering of the environment. "Scenario-based interaction" advocates taking scenarios as the research focus, researching people, things, and objects, exploring users' physiological and psychological demands in subdivided scenarios, and focusing on design results' experience ability and perceptibility.^[17] The design result is experienced and perceived. Since the human cognitive process is multimodal, individuals can quickly receive auditory, visual, and even olfactory signals when they smell the external world, such as scenes.^[18] This leads to visual or auditory physiological pleasure and a strong desire to do something with it.^[19] 2022 Shanghai New Time Media Art Center - Entangled: Creatures/Mediators, which transforms the exhibition into a "living thing," fits the contextual reset of life forms implied by the theme. Through the mediation of technology, living things become more biological; the materialization of nature is also enhanced in different substrates.^[20] The exhibition "No Wood" is an example of this. The work "No Wood" in the exhibition draws on digital images as sustenance for the broken wood, further questioning the concept of symbiosis and presenting a sad scene, urging the viewer to consider the traditional forms of knowledge maintained by human civilization. In summary, by creating scenes with a sense of context and design guidance, thematic exhibition spaces can stimulate viewers' emotions and reflections, allowing them to understand better and experience the thematic connotations of the exhibition.

2.5 Mobilize the audience's Emotionality

Creating a unified environment and a specific atmosphere in the exhibition space is imperative. This can be achieved through soft lighting, warm tones, and other means. The purpose of mobilizing visitors' emotions is achieved by focusing on the overall unity of the environment and creating a specific atmosphere: the second is in the interaction process. By analyzing user interactions in museums, we can help design better ways to interact with exhibition modules based on their preferences, characteristics, and behaviors. To assess this interaction, objective criteria need to be defined based on qualitative aspects of user behavior.^[21] Contemporary Curation often creates an emotional atmosphere that resonates and connects viewers emotionally.^[22] The use of soft lighting, warm tones, etc., in the exhibition space creates an emotionally charged atmosphere that allows the viewer to appreciate the artwork while feeling the emotions and ideas expressed behind the work. By mobilizing the viewer's emotions, the thematic exhibition space stimulates the viewer's interest and resonance with the exhibition's theme. 2021 artist Rana Begum's London exhibition - Dappled Light's Spring Space, this exhibition combines elements of painting and sculpture, using soft mesh tulle and layers of color to form A large hanging mesh installation that explores the relationship between light and color in a gentle palette. For the viewer, this limited colorful dream-catcher provides a visual experience and hides the scent of spring in every crevice. This design creates an emotional atmosphere, allowing the viewer to connect emotionally with the work. Overall, through the unity of the environment and the interactive format,

the thematic exhibition space can mobilize the viewers' emotions and make them resonate and emotionally connect.

3 Case Comparison Analysis

3.1 Case Introduction

3.1.1 "Garden" theme exhibition.

In 2022, the show at the UOB Art Gallery in Shanghai was themed "Garden," which consisted of four parts: "Mountain, Forest, Pavilion, and Falling Ying," in which artist Yuan Long reconstructed an artist's garden using sculpture, painting, video, installation, and sound. With the theme of environmental sustainability, the exhibition uses modern Chinese ink painting as a background to convey an imaginary and constructed relationship between man and nature. Local lighting creates a layering effect on the space regarding light and shadow shaping. The designer used stainless steel mesh to create soft sculptures with the theme of "mountains," which flowed through different light changes (Figure 4). There must be lightweight and shadow, light, and shadow to make the theme of the exhibition space produce changes in light and dark so that the contrast can make the area present a three-dimensional sense and a sense of hierarchy to provide a better visual experience for the viewer.



Fig. 4. "Mountain" theme exhibition hall (using stainless steel mesh to make soft sculpture)

3.1.2 "V&A Alice in Wonderland" theme exhibition.

The exhibition "Alice in Wonderland" at the British Museum in 2021 explores the original author's work's origins, adaptations, and derivations. From simple manuscripts and illustrations, the exhibition explores the evolution of the original author's work into various forms, including film and performance. Multiple scenes showcase works derived from different fields. There is also the use of VR technology to restore the story. Bring VR equipment to experience Alice's fantastic adventure of falling into the rabbit hole. From the pictures alone, many scenes are designed with elements from the original author or the movie, such as white roses painted in red, disordered cards, charming gardens, etc. (Figure 5). Scattered throughout the exhibition, there are insights into the creation behind the different scenes, reflections on the characters' personalities, and hidden metaphors.



Fig. 5. "V&A Alice in Wonderland" theme exhibition (disrupted cardboard area)

3.2 Comparative study

Art museum exhibition space flow and space planning begin the scene design. Still, it also lays the foundation of the final curatorial presentation of the display effect.^[23] The exhibition space design is flexible in its means of representation. The exhibition space design is flexible in its production means and should serve the exhibits to a certain extent. Thus, it enhances the participation between the exhibition activity and the audience as well as the interest in the exhibition activity itself and stimulates the curiosity and exploration of the audience.^[24] The exhibition space design is flexible in its means of presentation.

3.2.1 Spatial layout.

Both thematic exhibitions have a thematic layout design, which divides the display content according to different themes, each presenting additional information and interactive methods, and the audience can choose a theme for touring and visiting according to their interests and needs. The spatial properties of these exhibitions analyzed are limited to decision and non-decision points in the layout. The space syntax study explores museum exhibitions' more complex spatial properties, considering the global relationships between various parts of the building and the local properties of individual exhibits^[25]. Studying space syntax can help designers better organize exhibition spaces, provide a more fluid and consistent viewing experience, and guide visitors through the exhibition to observe and understand the content on display.

3.2.2 Style design.

The differences in style between the two exhibitions reflect different aesthetic orientations and expressions. The "Garden" exhibition focuses more on the fusion of tradition and modernity, conveying the mood of integration with nature through simple and pure design language. In contrast, the "V&A Alice in Wonderland" exhibition emphasizes innovation and avant-garde, creating an imaginative spatial experience through multiplicity. The "V&A Alice in Wonderland" exhibition highlights innovation and avant-garde, creating an innovative spatial experience through diversity and

abstract elements. These two exhibitions present their unique artistic styles and spatial experiences through different aesthetic orientations and expressions.

3.2.3 Light and shadow art.

In the "Garden" theme exhibition, the theme of "Falling Ying" uses programming and robotic arms to simulate the process of flower blossoming and flower shedding, and then uses lighting to create the effect of flowing water so that the whole space is in an independent and quiet situation (Figure 6); the use of situational display effects, generally refers to the simulation or imagination and creation of scenes based on existing experience. In the display space, light and shadow, in addition to being a form of visual communication, are also given emotional factors.^[26] The "V&A Alice in Wonderland" theme exhibition mainly uses overall lighting to create different atmospheres and highlight key exhibits; for example, the "Tea Party" section uses ambient lighting according to the design concept of the exhibition space. For instance, in the "Tea Party" section of the exhibition, ambient lighting is used to create a unique space according to the design concept of the exhibition space (Figure 7). Using projection technology to change the scene, the whole space is immersively restored to the location, and the immersive experience mainly includes sensory knowledge and interactive experience.^[27]

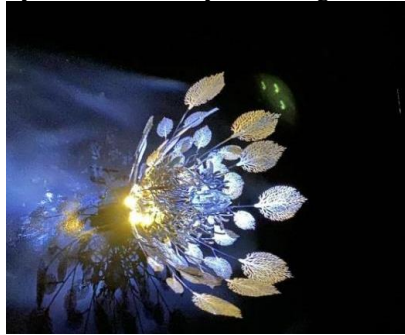


Fig. 6. scene of the theme of the fallen Ying



Fig. 7. TeaParty theme scene

3.2.4 Scene interaction.

A field is a social space that contains rich internal relations and has relatively independent and differentiated characteristics.^[28] The "Garden" theme exhibition uses painting to reflect visual Touch (Figure 8). Which is a traditional way; for example, the piece of "Forest" uses interactive installations, with the rise and fall of music to interpret the tree's "birth, old age, sickness, and death The "Forest" theme uses interactive installations with music to interpret the "life state" of the tree, applying the concept of human-centered design to the exhibition space. ^[29] For example, the "forest" theme uses interactive installations with music to interpret the "life state" of the tree. Thinking. The "V&A Alice in Wonderland" theme exhibition uses only VR experiences (Figure 9) to stimulate visitors' senses through immersive technology and enhance their experience in the collection. These two thematic exhibitions' interactive methods and technologies aim to improve the interactivity and participation between visitors and the display.



Fig. 8. interactive forest scenes



Fig. 9. VRinteractive scenes

3.2.5 Emotional expression.

The theme of "Garden" is expressed in the form of Chinese new ink and wash aesthetics, and creating a specific atmosphere in the theme exhibition space allows visitors to ponder the relationship between man and nature. The theme is derived from real nature and reflects the elaborate illusion. The expression of Chinese new ink aesthetics presents a feeling of integration with nature. On the other hand, the "V&A Alice in Wonderland" theme exhibition focuses more on restoring scenes from the original work and analyzing the creation behind different backgrounds, such as the origin of the characters or locations, reflections on the characters' personalities, and hidden metaphors. By restoring settings from the original works and analyzing them in depth, the exhibition allows the audience to engage and think deeper. These two thematic exhibitions differ in their presentation and purpose." The "Garden" theme exhibition focuses more on emotions and philosophies, provoking visitors' thoughts through aesthetic expressions and atmosphere creation. In contrast, the "V&A Alice in Wonderland" theme exhibition focuses more on restoring and analyzing the original works, allowing visitors to understand their creation's background and meaning deeply.

4 Conclusion

The application of contemporary Curation in the spatial atmosphere of thematic exhibitions is explored through the comparative analysis of the above cases. Based on different themes, thematic exhibitions successfully create a unique atmosphere and enrich the exhibition experience of the audience through elaborate spatial layout, stylistic design, light and shadow art, and scene interaction. Contemporary curatorial exhibitions focus on the thematic characteristics of shows, audience participation, experience, innovative spatial layout, and scene interaction. Such integrated design concepts and strategies make thematic exhibition spaces attractive to audiences. However, contemporary Curation faces several challenges, such as balancing exhibition themes and audience engagement, applying thematic exhibition creation techniques, and maintaining sustainability and diversity. These issues need further research to enhance the quality and impact of thematic exhibition spaces. In conclusion, contemporary Curation plays an essential role in shaping the atmosphere of thematic exhibition spaces. Through innovative designs and strategies, it provides audiences with a rich and immersive exhibition experience and promotes the development and progress of society and culture. In future exploration and innovation, thematic exhibition spaces are expected to meet audience needs better and significantly contribute to China's high-quality development.

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