

# *Research on the Current Situation of New Media Art Collection*

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**Abstract:** From the historical point of view, the art of each era is influenced by the media technology and artistic concept of its era to varying degrees, and the new media art is no exception. In the era of globalization, with the development of network and science and technology, the media of artistic creation is constantly expanding. From traditional painting to interdisciplinary new media art, works of art in various media forms have been gradually accepted and spread until they are collected and consumed. If art is to exist for a long time and reflect the spirit of the times, it must be properly preserved, properly utilized and promoted. Only in this way can the charm of art last forever and reflect its historical value. In the new media communication, the art audience is not purely a receiver, but has a dual identity, realizing the transformation from passive to active. Furthermore, the digitalization and virtuality of new media make art have unlimited spreading space and free and open spreading system, which really realizes the global spreading of art. So as to get the corresponding theoretical solutions and constructive opinions, and give your own reasonable ideas for the preservation of contemporary art.

## **1. Introduction**

New media art mainly refers to the art of creating with new media technology as the medium. It uses technologies in the fields of image technology, computer technology, Internet technology, interactive technology, biotechnology and so on, and integrates them into the field of artistic creation in various forms [1]. Collection is a unique nature of human beings, and it is a kind of leisure activity to meet certain spiritual needs [2]. The application of new media, such as network media, digital TV media and mobile phone media, has made art break through the limitations of traditional media communication, showing distinctive forms in communication subjects, communication channels and communication methods [3]. From the artistic point of view, art can't avoid the impact and influence of new media trends. New media has profoundly influenced the reform and innovation of contemporary art from beginning to end because of its convenient digitalization and strong interactive features [4]. If art is to exist for a long time and reflect the spirit of the times, it must be properly preserved, properly utilized and promoted. Only in this way can the charm of art last forever and reflect its historical value [5].

As a symbol containing a large number of cultural or spiritual thoughts, art works are destined to have the attribute of communication. To study contemporary art collection, we must understand the development status of domestic contemporary art, which will include the data analysis of several

elements such as artists and art market [6]. Art has been integrated into all aspects of life, and new media art has become a comprehensive art under the support of computer, Internet and intelligent new media terminals. The research on new media art should not only focus on the simple description of technological change, but should return to the relationship between art history and art subject [7]. With its fast and efficient transmission mode, new media has gradually formed its own style and characteristics, and has become the most important media for art communication in today's society [8]. In this process, it must be accompanied by thinking about how to spread art information and how to spread the effect. It is urgent to discuss how to preserve and continue new media art works and their vitality [9]. The development process of new media art is quite different from that of traditional art. On the one hand, it is based on the continuous development of media technology, but on the other hand, artists' personal creativity and inspiration also show an embarrassing situation in the face of professional technology, which leads to the creation of new media art increasingly showing a new mode of collective cooperation [10].

## 2. New Media

### 2.1 New Media Communication

In reality, any individual who uses new media can become a disseminator of information. The diversified trend of communication subjects has also brought about the growth of information resources. In the new media communication environment, people can freely publish information, exchange and share information through Weibo and blogs according to their own wishes and hobbies, thus supplementing the traditional media information resources and making the information capacity grow like a geometric function. In addition, the process of communication is systematic. The application of multimedia technology in contemporary art makes the exhibition content richer and more interactive with the public, and the psychological motivation that people are interested in this is also the help of contemporary art communication. Any communication phenomenon or activity is carried out around information. Material objects, which bear information, are different from general objects and become the media. The five communication forms of digital media art are shown in Figure 1.

Five communication forms of digital media art

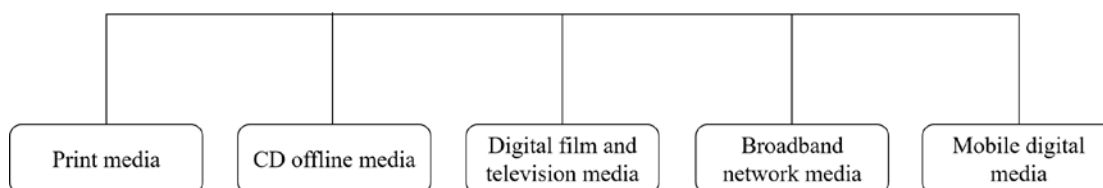
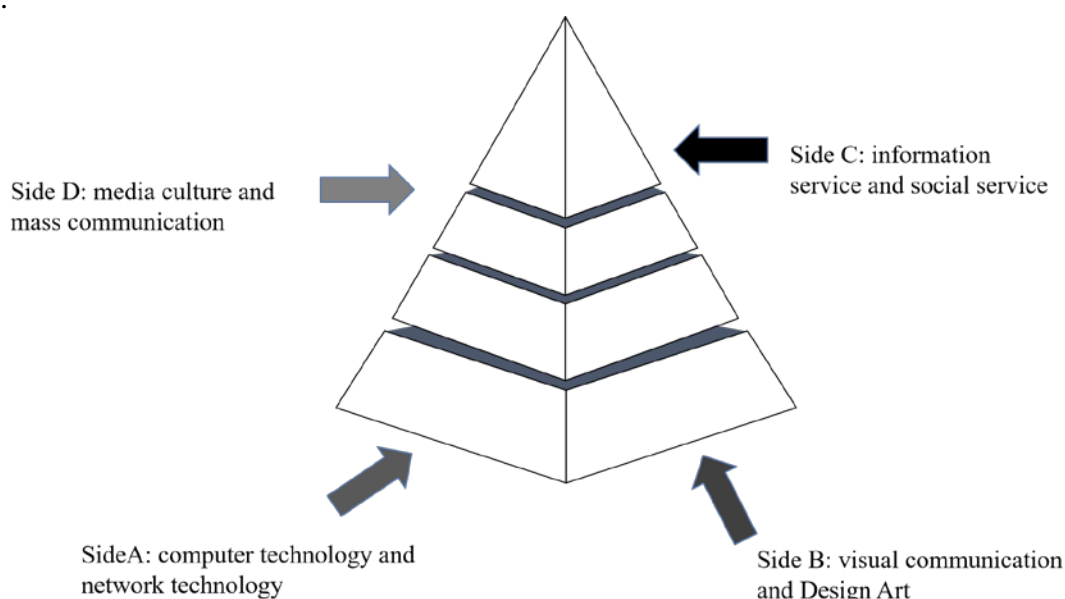


Fig.1 Five Communication Forms of Digital Media Art

As a social activity, communication must require the participation of the public, and individuals, as the basic unit of the public, naturally occupy an important position in communication activities. In a sense, the study of interpersonal communication is the basis of all communication activities. In the process of China's modernization, the collection of contemporary art is a necessary way to guide the public to objectively interpret the phenomenon of contemporary culture and art, which not only spreads the aesthetic concepts and values of contemporary art to the Chinese people, but also further promotes the coordinated development of China's culture and art industry, politics and economy. The new media communication of art is a complex and comprehensive process of adding, circulating and responding to art information.

## 2.2 New Media Art

New media is not only a new form of media, but also an extension of technology. New media is a relative concept. There are new media and old media in any era. At present, from the perspective of technology and communication, people usually regard new media as a comprehensive communication form that takes computer technology and network information technology as the support and forms terminal forms such as computer, mobile phone and digital TV through Internet, satellite and other channels, so as to provide users with information and entertainment services. New media art involves multi-disciplinary and wide application levels. The model is shown in Figure 2.



*Fig.2 Pyramid Model of New Media Art*

The rise of new media art in China is later than that in the West, and it is influenced by the trend of new media art in the West. New media art refers to the art with modern digital technology and network media as the medium and expression form. Excellent contemporary art should be like the signal of the immune system to a certain virus in the human body to society, not just to whitewash and strengthen it, let alone to become a vassal. Image art, as one of the presentation ways of new media art, has a longer development history than other forms, and refers to dynamic image works using video shooting and production equipment. There is a new media art relative to the old media in any era. We can't ignore the initial form of the new media art and the common features among the arts just because the digital technology is in full swing at present. Here, we don't mean that technology is unimportant, but that we should combine technology and art to analyze and pay attention to what new opportunities and new ideas technology brings to art, instead of a simple description at the technical level.

## 3. Collection of New Media Art

### 3.1 Collection Status

The collection of new media art is similar to that of other mainstream works of art. Besides the limited copyright collection of works themselves, it also includes the right of art exhibition and the collection of related derivatives. In view of the diversity of new media art, it not only provides

many possibilities for collection, but also challenges the inherent collection methods of art galleries and museums. Not only for the collection mechanism of art galleries, but also the views of audiences and artists are changing and adjusting. New media makes the traditional separation of subject and object tend to be unified, which drives the art audience from passive to active, and strengthens the audience's subjective consciousness. At the same time, the virtual communication characteristics of new media promote the traditional ordinary art audience to gradually transform into network audience. At present, the public collection of new media art in China mainly relies on research institutions and art galleries under the Academy of Fine Arts. In China, there are basically no representative collectors who focus on collecting new media art, and the major private collectors in the industry still focus on traditional categories such as painting. The convenience of new media has lowered the entry threshold of information distribution channels, and turned the information distribution rights originally limited to media organizations to the general public. In addition, the huge information reserves of new media make supervision almost impossible, which greatly enhances the freedom of art communication. Because new media art often has the effects of sustainable viewing, interaction and cool vision, as well as the emergence of VR technology, it not only satisfies the public's curiosity about "virtual reality", but also makes this kind of art highly attractive to the public, and to a certain extent satisfies the audience's curiosity and rationality, so it has gradually attracted attention in commercial fields such as public performance projects, commercial projects and brand co-branding.

### **3.2 Problems and Countermeasures of New Media Art Collection**

The technology and material matrix on which the expressiveness of new media art relies are complex and changeable, which is not conducive to centralized management and storage. There are several factors causing the instability of contemporary art market: first, the uncertainty of contemporary art value. In addition, the whole art market today lacks a complete integrity mechanism, which is also the decisive factor causing the instability of the contemporary art market. Popularizing mass education refers to cultivating and improving the public's aesthetic awareness of modern art, increasing their understanding of laws and regulations related to modern design collection, so as to form a good art business environment. Through the establishment of public courses on modern design appreciation in universities, the popularization of art education for the public can directly improve the appreciation of art design collection at all levels, and understand certain design professional knowledge, so as to form a group of high-quality collectors, planners and managers. New media art form is difficult to be effectively copied and saved. Because new media art integrates a series of media such as sound, light and electricity, it is difficult to copy the complete data through the same media. Chinese new media art has long been scattered in various folk art studios, occasionally participating in some short-term media art exhibitions, and then sealed up. Lack of a national fixed collection institution. In the long run, it is not conducive to the dissemination of new media information, nor to the establishment of an effective collection mechanism for new media materials. In theory, China is not only lack of relevant in-depth theoretical basis, but also lack of scientific and reasonable operation mode and collection analysis researchers. Adding this course in Colleges and universities can not only prepare for the development of modern design collection, but also promote the universal collection behavior to the level of culture and academia.

## **4. Conclusions**

With the public's pursuit of spiritual comfort, cultural or artistic products gradually become the focus of people's attention. However, in view of the separation between art and production in

today's society, it is decided that art products have the orientation of communication. Chinese contemporary art is gradually moving from underground to public cause, and is coexisting with traditional art in today's Chinese art ecology. In fact, with the development of new media technology, big data, artificial intelligence technology and so on, new media art is constantly deriving new art forms. The reason why this article makes the above analysis is to comprehensively consider the operation mechanism, logic, behavior state and corresponding artistic effect of new media art. With the rapid development of new media technology, the cross-integration of various disciplines, and the change of artistic concept with time, the definition of “new media art” will be constantly moving, and there will be more “new media art forms” that need to be deeply studied. The information maintenance of network artworks still lacks systematicness, and the retrieval ability and interactive experience are still not as strong as exhibitions. To sum up, the focus of the preservation and maintenance of new media art in China in the future should still be government support as the guide, institutional collection as the supplement, strengthening the construction of digital network, encouraging the interactive art business model, and adhering to the road of combining Industry-University-Research as the best policy.

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