

Exploration of Art Museum Operation in Digital Media Era

Chao Liu

Management College, Sichuan Film and Television University, Chengdu, 610000, China

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Abstract: The application of digital media technology provides new channels for the operation and development of art museums. This article explores the role of digital media in connecting museums with the public. These changes have brought unprecedented opportunities and changes to the management and operation of art museums, which have more advantages than traditional models. In the process of the construction of China's art and culture industry, public art museums play an important role in providing people with places to improve their aesthetic literacy, aesthetic ability, cultivate their sentiment and enrich their cultural life. However, affected by many factors, some public art museums currently have some problems in operation, and their operation mode needs to be innovated. However, a large number of private art galleries in China are facing great difficulties in actual operation. The opening of a large number of private art galleries is accompanied by the closing of a large number of venues. There are still quite a few existing venues that do not perform the basic functions of collection, exhibition, education, research and communication of art galleries at all, and only exist as cultural communication companies, galleries and exhibition halls. Digital media has become the background of the visual identification design of art galleries, which affects people's reception of information, aesthetic expectations and living habits. At the same time, digital media also gives a wider space for the visual identification design of art galleries and provides more diversified means.

1. Introduction

As an art museum, it carries many functions such as collection protection, academic research, display and public education, and is an important art place to meet the spiritual needs of the public [1]. In order to meet the needs of the development of the new era, meet the aesthetic needs of the public, provide higher quality services for the appreciation of works of art, and improve the appreciation ability of the public for works of art, public art galleries must innovate their operation mode [2]. In recent years, the Chinese government has increased its investment in public art institutions. The art museum business in my country has developed rapidly, especially in many economically developed areas. Educated [3].

The process from "plastic art" to "visual art" is also accompanied by theoretical updates. Since the s, the new museum theory has affected the thinking of art museums [4]. Therefore, the new museum theory puts more emphasis on the publicity of the museum, advocates that various activities should be carried out with the audience as the core, pay attention to the participation of the public, and highlight its social education and service functions [5]. With the rapid development of technology and the progress of the times, digital media has been widely used in people's lives. The network, smart phones, multimedia and other devices have made people's communication more convenient, increased the channels of information dissemination, and constantly influenced people's lifestyle and living habits. The art museum also shoulders the responsibility of guiding the public's aesthetic appreciation, which requires the public to pay more attention to the art museum and participate in its construction and development. The first step to pay attention to the art museum is to start with its visual identification [6]. Not only is digital media changing our lives, but its use in the operation of museum venues greatly enriches and enhances the experience of the audience. This article explores how to enhance audience participation through digital media and increase the revisit rate of art museums in the operation process of art museums. Combined with the characteristics of digital media, this paper analyzes the design trend of visual identity, and studies the application of

digital media in the visual identity design of art museums. It is easier to accept the brand concept and cultural connotation displayed by the art museum, and form a good interactive relationship with it [7].

2. Museums and the public

2.1. Application of digital media in art museums

The rapid development of digital media plays an important role in entertainment, interaction, communication and service. Behavior is the primary factor in the design planning of art galleries, which affects the whole design process [8]. The influence of audience's psychological factors on art galleries makes the construction of art galleries fully conform to the objective laws of visiting activities and audience's psychological fluctuations. The art gallery tries to achieve the unity of functional value and aesthetic value [9]. Digital media is dominated by information science and digital technology, based on mass communication theory, guided by modern art, and applies information communication technology to the fields of culture, art, business, education and management. Subject. Under the support system of digital media technology, interactive digital media has added interactive two-way communication features, and an interactive media form has emerged [10]. Digital media interactive projection technology generally uses computers and projection equipment to create a dynamic interactive experience, enhance the beauty of exhibition and show the light of science and technology. In the process of experience, the audience mainly uses body movements and projection pictures to interact. This "immersive virtual display" can create an interactive virtual world for the audience, realize the direct interaction between the audience and the environment, make the audience feel immersive, and get the same response as the real environment. This is the biggest advantage of the application of virtual reality technology in the exhibition. The light source of the projection environment also affects the projection quality, and the darker space environment is more helpful to highlight the projection effect. Due to the limitation of the shelter or space size, the projection can be divided into front projection and rear projection, that is, the front projection means that the projector is placed in front of the curtain and directly projected to the curtain; Rear projection means that the projector is placed behind the projection screen and projects images from the back of the screen. For example, in the 800th anniversary of Cambridge University in England, the wall projection technology was applied. The projection shows the glorious history of the school and the deeds of outstanding graduates. As shown in Figure 1.

New media breaks the inherent time and space limitations of traditional works of art, and will not be limited by any time and space. The presentation methods and scope of art museums are greatly expanded. It goes without saying that works of art need display space. For art museums, tens of thousands of collections need to occupy a lot of collection space, and the display and display of artworks also need to occupy space. If the information, materials and documents of artworks are digitally processed, the space for art museums has been alleviated and fully utilized. After digitizing the works of art, the repeated search of objects has changed from physical objects to networking and intelligence, which also eliminates the worry of damage to the works of art and improves the protection. It can collect and manage the relevant information of artworks at any time, so that the staff can better manage and research the artworks. It is convenient, efficient, real-time and accurate, making the management of the art museum procedural and scientific.



Figure 1 Wall projection of 800th anniversary of Cambridge University

2.2. Connect the art museum and the audience with participation

At present, there is still a certain gap between the artistic ideas conveyed by most art galleries and the acceptance of ordinary audiences, which is due to the differences in the acceptance of art due to the different educational backgrounds of the public. On-line exhibition works are based on the collection of high data, which can not only reduce the possible damage caused by over-exposure of works in the exhibition, but also analyze the works according to the network high-definition data and carry out digital simulation restoration. Online art museums expand the channels for traditional art museums to communicate and display, and bring a new artistic experience to the public. Compared with the narrative presentation method of traditional art exhibitions in art museums, digital media is relatively more intuitive and interactive for the dissemination of information: a large number of pictures, videos, sounds, and animations present art in an all-round way. To connect art and the public, it is necessary to involve the public, which is why immersive exhibitions are developing rapidly and are widely welcomed by audiences. The use of digital media technology in offline activities and various scenes has been relatively popular, but the use of online platforms is far from enough. The application of new media technology in traditional paintings will not only bring new viewing experience to traditional paintings, but also help to express the author's creative ideas and creative background. The talking Mona Lisa, a new media art work exhibited at the 2008 Korean science and technology exhibition, is a holographic image art work that can talk with the audience. The Mona Lisa in the picture even wiggles her body and head slightly, and sometimes even blinks. With the help of Mona Lisa's dialogue with the audience, the audience can learn about some stories created by the painter and the life experience of Mona Lisa. As shown in Figure 2.

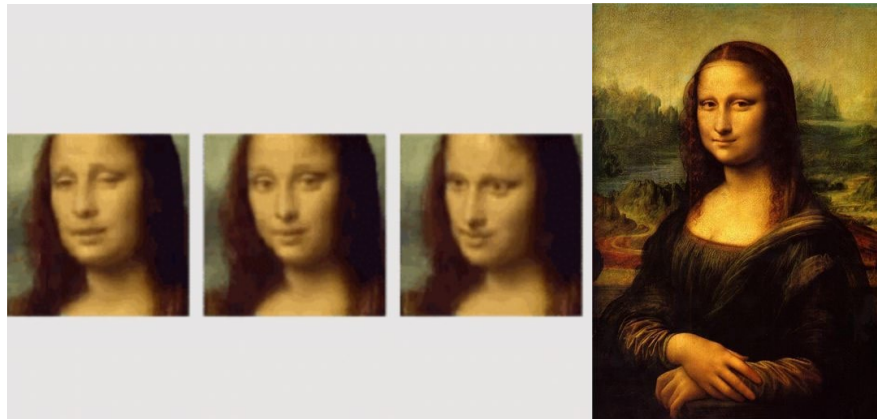


Figure 2 Talking Mona Lisa

Against the backdrop of the global epidemic in 2020, the Today Art Museum operates through an "online museum" from curation to execution. On March 9, 2020, Today Art Museum launched its first online exhibition - "Microcosm" series, which is an instant, interdisciplinary networked exhibition, which explores the cultural, ethical, social and biological relationships of biological genes (blood) Think and reflect from the perspective of cross-border art. Whether the content or form of expression presented by the art museum should consider the acceptance of the audience, increase benign interaction, and add a sense of participation to the audience. In recent years, immersive exhibition has become an exhibition boom. Immersive exhibition is a good combination of digital media technology and art exhibition. With the help of digital media technology, the interactive experience art device closely connects artists, art works and the audience, so that the audience can immerse themselves into the art scene. It is not only the audience, but also a part of the scene. However, in reality, although the Art Museum has established WeChat WeChat official account, its functions are mainly focused on publicity and booking. As far as "Digital Art Museum" is concerned, at present, more online exhibitions are used, that is, virtual technology is used to display the collections of art museums. At the same time, using Internet technology to connect art with the public can better reflect the communication and public education functions of art galleries.

3. Network marketing communication design of art museum

3.1. Sharing of social platforms

Art galleries are platforms for disseminating art, and the depth and breadth of public participation reflects the value of art galleries. The public's aesthetics and pursuit of art are constantly improving. Art museums can no longer be satisfied as a single institution for disseminating knowledge. They should take advantage of the platform to connect museums, curators, artists, and the public to jointly produce knowledge and create value. Taking photos, punching cards and uploading social platform sharing seem to be a way of life for young people at present. This enables the audience to watch the "cloud Exhibition" without leaving home, extends and innovates the traditional way of viewing the exhibition, and establishes the digital yearbook of the Art Museum exhibition, which is convenient for scholars to sort out and study. To establish an effective credit system and choose what kind of works of art to trade online is more in line with the market demand, which is the primary problem that the management and operators of the art museum need to consider and solve at present.

After visiting the art gallery, more and more art lovers will choose to share their feelings by uploading a large number of pictures and videos on social platforms, reflecting the value of their visit. For art galleries, the rise of social media, short video and other platforms has become the main battlefield of marketing communication. In order to meet the needs of the audience, more and more art galleries have begun to pursue the interaction between visual effects and trends, and many art galleries have become the punch-in places of online celebrity. Art museums can not only establish their own trading platforms, win their own brand effects, and facilitate further marketing; they can

also use specialized art sales network platforms or third-party e-commerce platforms to conduct business. At the same time, with the widespread use of self-media and social platforms, the mode of audience participation is also changing, and art museums have transformed from traditional art institutions to platforms for artistic creation and social interaction. While experiencing the immersive interactive experience, take photos and clock in. Each photo is a work, and the audience also becomes the creator. They get a lot of traffic on their own social platform, which also attracts a large number of fans to the art museum.

3.2. Web communication -- Construction of Web Virtual Art Museum

The origins of virtual art galleries and digital museums can be traced back to the end of last century and the beginning of this century. Some foreign museums that put their artistic works on their websites have simple interfaces and basically do not use multimedia technology, which are the common characteristics of these pioneers. Compared with traditional art galleries, digital art galleries have the advantages of wider and more convenient dissemination, and are more conducive to the promotion of culture and art, the promotion of aesthetic education and the protection of works of art. At present, they are valued by art galleries and art institutions at home and abroad. The operation of the virtual art museum is very easy to use. Internet users control the walking direction through the mouse or keyboard, simulating the real walking in the art museum, and the zoom-in and zoom-out functions can realize the real experience of walking into the screen to see the details, stepping back to see the whole, and leaving the screen. In view of the functional characteristics and advantages of virtual art museums, the following planning suggestions are put forward for the construction of virtual art museums in Qilu Art Museum: (1) By using the counting method of combining live shooting with 3D walking and guided tours, the physical exhibitions of Qilu art museum will be put on the network, so that Internet users around the world can see the original appearance of Qilu Art Museum, experience the artistic atmosphere of the venue and appreciate the artistic works as if they were on site; (2) Real-time synchronization. The exhibitions held regularly by art galleries are held on the same date in the web virtual art gallery to ensure the timeliness of confidence; (3) Create a permanent art museum with "no holiday" and "no exhibition period", and preserve some important past exhibitions of Qilu Art Museum in the form of virtual display, together with works and spaces "packaged"; (4) Hold "virtual exhibitions" and build all virtual exhibitions in the network virtual art museum, so that some exhibitions that cannot be turned into entities for various reasons have a platform for realization. At the same time, it is also an economic and environmental protection exhibition mode.

Weibo and WeChat are the application software used by almost every smartphone user. The popularity of Weibo and WeChat also makes the marketing methods of Weibo and WeChat hot. Weibo WeChat marketing can realize the fixed-point communication in a certain network social circle through the network platform, and the information transmission is more targeted and more effective than the ordinary webpage communication. Weibo marketing has the characteristics of low cost, wide coverage, strong pertinence, fast transmission speed, convenient information transmission, strong openness and diversification. With the help of advanced multimedia technology, Weibo marketing can disseminate art museum information in the form of text, pictures, etc., so that potential consumers can receive information more vividly and directly. While providing opportunities for audiences to participate, art museums can also become content producers by actively guiding audiences, creating value for art museums. Compared with entity participation, the online platform can connect art lovers more widely and provide opportunities for their creation. Still take the "future cloud Museum" app of today's Art Museum as an example. While providing communication opportunities for different audiences, it has established cooperation with new media artists, signed Internet licenses for a large number of new media works, displayed works on the platform, shared ideas and spread knowledge. Absorbing young artists' pioneering thoughts and ideas will, in turn, promote and lead the development of art galleries, and win each other for mutual benefit.

4. Conclusions

In the era of digital media, art museums have been endowed with new features—not only venues for art exhibitions, but also social platforms for communicating and sharing artistic ideas. The application of new media technology in the construction of art museums can enable art museums to show a new look in the new digital age, and digital media can assist museums to display and participate in exhibition art to present the significance of the times. The development of digital media has two sides to the museum. First of all, the art museum and the curator should consider the effect of digital media in the exhibition and activities of the art museum in many ways, and balance the relationship between traffic and art communication education. New media also need to constantly open up new development paths, so that the management and operation of the art museum can achieve continuous innovation in the development of the trend of the times, and play a greater role in the development of the cause of the art museum. The development of digital technology provides multi-dimensional expression space for the design and expression of the visual image of art galleries. On the basis of the original graphics, characters and colors, various elements such as sound, animation and lighting are added, which greatly enriches the expression forms of the visual image. If you want to interact with the public better and influence the public, you need to adapt to the communication environment of the new era, which is the general trend of the digital media era. Designers need to establish corresponding design concepts and change their design thinking, so as to make better use of new media means to explore various possibilities of visual image design of art galleries.

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