

Research on the Development Dilemma and Future Development Direction of Local Art Museums

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Abstract: With the continuous development of china's economy, the functions, forms and systems of local art museums have undergone tremendous changes. At the same time, people's aesthetic consciousness and aesthetic level are gradually rising, and the requirements for local art museums are more and more strict. Art itself is a process of constant change. In the process of development with art itself, society and china's economy, local art museums also bear certain challenges and difficulties. People need to help art museums out of the predicament of development and make local art museums develop well. Based on this, this article expounds the development dilemma of local art museums, studies the future development direction of local art museums, and provides references for the majority of local art museums.

1. Introduction

China's art museums have always been in the development stage. The society attaches great importance to the future development direction of art museums and increases investment in art museum facilities, and some local art museums have been established. However, some local art museums still have some problems. They were vigorous during construction, but the subsequent management work and long-term operations need to be improved, which seriously affects the future development of the art museum. Therefore, the local art museum should constantly explore ways to get rid of difficulties, strengthen the management of the staff in the museum, enrich the content of the local art museum, and further improve and perfect the management and operation of the local art museum. So as to promote the future development of local art museums.

2. Difficulties in the Development of Local Art Museums

2.1 Lack of Investment Funds and Sources of Funds

The main investment funds of local art museums come from government appropriations, with few sources of business income and lack of relevant sources of funds, especially local art museums, with almost no profit-making income, which are caused by the local environment and donation culture. At the same time, society usually only pays attention to the appearance issues of art museums, does not thoroughly explore the quality issues and development issues of art museums, adopts a one-time capital investment method, ignores the later development of art museums, and lacks continuous attention in later stages. As a result, the development of local art museums has encountered difficulties and lacks a certain source of funding channels [1].

2.2 Although the Hardware Facilities Are Good, the Update Speed is Slow

In the early stages of the construction of local art galleries, relevant urban cultural brands were usually built, but due to blind construction, the level of the art museum did not fit the scale of the venue. Therefore, China issued the "Public Art Museum Construction Standards" document in 2018, which requires people to comprehensively improve the management level of project construction based on the administrative level and serving population of public art museums. So as to further enhance the development and construction of public art museums in China. In the early stage of the construction of local art museums, they are all equipped with better hardware facilities. However,

due to improper follow-up and full construction in the later stage, the speed of hardware facilities renewal is slow, which can not follow the pace of the development of the times. Thus affecting the development of local art museums [2].

2.3 Lack of Core Collection and Low Level of Exhibits

As the treasure of the art museum, the collection in the museum is the difference between the local art museum and the art museum. To a certain extent, the quality and quantity of the collections in the museum determine the level and scale of the museum, while the type of collections determines the style and level of the museum. As the main symbol of Art Museum, collection plays an important role in the future development of Art Museum. However, due to the environmental impact of local art museums, the lack of certain high-quality collections cannot highlight the theme and characteristics of the works. At the same time, donation, as one of the important collection channels of local art museums, is difficult to attract the favor of high-level artists, so that it cannot collect high-quality collections, leading to the phenomenon of generally low-level photos.

2.4 Inaccurate Positioning, Affecting Future Development of the Venue

The art director of the Ministry of culture once said: “at present, the biggest problem of China's art museums is the lack of accurate positioning in the construction and operation of art museums.”. The lack of positioning is reflected in the following two aspects. On the one hand, the positioning of local art museums is not clear enough. Compared with other urban art museums, local art museums are affected by the limitations of the environment and the fixed population, which affects the development of their scientific research ability. The cause of this phenomenon is due to cultural differences, political and economic development. Without relevant research and demonstration, the hardware facilities of the venue will be incomplete and deviate from its actual situation [3]. On the other hand, it is reflected in the local art museum's inaccurate positioning of its own functions. Most people think that the nature of art museums and exhibition halls is the same. This concept also exists in some museum staff. They believe that the main function of art museums is to provide exhibition venues, thereby neglecting the comprehensive functions of art museums. Art museums have multiple functions such as research, collection, education, and exhibitions.

2.5 Affected by Levels, Uneven Sharing of Art Resources

There are almost no higher-level private art galleries in China's third- and fourth-tier cities. High-level art galleries occupy a wealth of fine art resources due to various factors such as the environment, and to a certain extent widely divide fine art funds and fine art resources. As a result, part of the local art museum resources are relatively scarce, which affects the future development of the local art museum in disguise. All of these are caused by objective phenomena. Local art museums should be re positioned accurately to explore a powerful way for future development.

3. On the Future Development Direction of Local Art Museums

3.1 Strengthening Communication and Cooperation in Local Art Museums

Throughout the current situation of art museums in China, there is a shortage of excellent art resources, especially in local art museums. To a certain extent, compared with the art museums in the second and third tier cities, local art museums need more inter library cooperation and exchange, which is equivalent to economic construction. Second tier cities need the drive and support of first tier cities, and local art galleries also need the help and guidance of big city art galleries [4]. This is because of this situation. Local museums should strengthen inter-library exchanges and cooperation, cooperate with various excellent institutions, improve their venue mechanisms, and strengthen information sharing for research, collections, curation, management and other aspects. Thus forming a good platform for communication and interaction, changing the problems existing in the museum, and laying a good foundation for the future development of local museums.

3.2 Local Museums Should Develop Brand Awareness

Art museums should have a certain brand awareness. Compared with other urban art museums, local art museums do not occupy environmental advantages and resources, so they need to establish a relevant brand image. As the saying goes, “The wine is not afraid of the alleys.” The premise of this sentence is that wine needs fragrance, and the museum's brand is its style and image, as well as an important manifestation of social ability, comprehensive quality and management level. And inter-library activities can enable local art museums to form a certain brand culture and have important channels for transmitting shared resources. As a basic type of Art Museum, local art museum should pay attention to the excavation and research of local culture, which can deeply explore local culture, spread local art to all walks of life in the world, and promote it in a large scale [5]. For example, local art galleries can hold exhibitions to promote local culture, comprehensively display relevant artistic achievements for people, so as to enhance the influence of local culture. At the same time, local art museums can also hold national tour exhibitions, which can not only exchange and interact management knowledge with multiple regions, but also promote local culture and form a certain brand awareness, so as to promote the future development of local art museums.

3.3 Local Art Museums Should Introduce Social Resources

Local art museums should attach importance to the introduction of social resources, and take “low threshold, high quality” as the standard of introduction. One to three classic cultural relics exhibitions can be introduced every year, so that people can enjoy epic classic masterpieces near their homes. At the same time, the local art museum can also cooperate with the museum to hold exhibition activities related to related museums. In combination with the exhibition activities, the local art museum can hold relevant thematic seminars, figure painting observation meetings and academic seminars. Through the effective development of these seminars, the communication and interaction between the art museum and technical experts can be enhanced, feedback on the content that is not understood enough, and to find solutions to problems together. In this way, favorable suggestions and indirectness were obtained, which greatly improved the learning level of local art museums, strengthened their academic influence, and enabled local art museums to develop rapidly [6].

3.4 Local Art Museums Should Provide Education Platforms

The local art museums fully recognize their own advantages, and in accordance with the development characteristics of the venues, continue to innovate their own management methods and exhibition forms, combined with the current art development trends, to provide a platform for the effective development of public art education activities. As an effective method to improve public aesthetic education, the interactive education and exhibition education of art museums should be effectively explained and extended when holding exhibition activities, so that the exhibits can be interpreted and transmitted in more detail. Through lectures, experience activities, games and aesthetic education classes, local art museums transmit the cultural core to the visitors, so as to greatly improve the educational efficiency of public art resources and effectively improve the low efficiency of aesthetic education caused by the lack of resources. In addition, local art museums can cooperate with local universities in scientific research and work together to develop a rich series of aesthetic education activities. Then refine the cultural characteristics of local art museums, emphasize their core concepts, deepen the connotation of art, and promote the future development of local art museums [7].

3.5 Local Art Museums Should Meet Professional Standards

The development of local art gallery shows the development of a region, and it is a new artistic style and cultural image. Therefore, local art museums should accurately locate the venues according to their own characteristics, formulate relevant management plans, and fully understand the work plan of art museums. To help more people feel the contents of the art museum, so as to improve the professional ability of local art museum. At the same time, local art museums should

provide people with high-quality services in an all-round way and create a good public welfare image of art museums. Not only can it effectively improve people's aesthetic ability and comprehensive quality, but it can also give certain help to China's urban construction. In addition, local art galleries have improved traditional exhibition methods, strengthened their planning ability and aesthetic level, combined with the characteristics of the venues, and used relevant brand effects to guide people to improve their own aesthetic affordability. Gradually follow the tastes of local cities to the trend of tastes of the big structure and society, fully satisfy people's desire and demand for art, and lay a good foundation for the development of local art museums [8].

4. Conclusion

The development of local art museums has been widely concerned by society. Advanced operation methods and management mechanisms have brought hope and ideas to art museums. If a local art museum wants to develop well, it needs to strengthen its investment in hardware facilities, establish a complete academic system, and form an independent software system, including a series of research, online display, collections, art publications, etc. At the same time, the local art museum should also hold relevant lectures and art exhibitions, introduce professional librarians, pay close attention to the art trends and update the contents of the museum in time. So that the level of Art Museum collection can be improved, and a good blueprint for Art Museum painting can be drawn, so as to promote the development of local art museums in China.

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Chinese society pays attention to the 13th five year plan of literature and art education, research on the development of art galleries from the perspective of children's art education in the new era, subject No.: SWTF2019015

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