

# A brief analysis of the evolution and development of art management in Western art organization activities

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**ABSTRACT.** *Art management is a new category in China, it asks for extremely high requirements on the management ability and artistic quality of administrators although it has broad employment prospects. Art management has a history of over 100 years in the development of Western art. Nowadays, on the background of the construction of cultural self-confidence and cultural self-consciousness, the development of China's cultural industry needs to play a positive role in art management. This article will go deep into study the evolution and development of art management in the activities of Western art organizations, it hopes can lead us to explore a way to make it work for good, and provide some reference for the management and development of China's cultural industry.*

**KEYWORDS:** *Art management; Western art organization activities; Artistic value; Propagation*

## 1. Introduction

Art management is aimed at the needs of the cultural market and it plays an important role in art production, marketing, and intellectual property management and so on. The construction of cultural self-confidence and cultural self-conscious have created a favorable environment for the development of China's cultural and art industry, thus both traditional cultural art products and cultural innovative products have achieved unprecedented development. However, for the reason that lack of systematic and modern management model, the management of China's cultural art market does not conform to the standard, thus requires the further development of art management to improve the integration of China's cultural market management with the whole world. It hopes we can provide a reference for the development of China's art management industry through research on the evolution and development of art management in Western art organization activities.

## **2. Overview of the evolution and development of art management history**

### ***2.1 The bottom-up management in ancient Greece and the top-down management in Rome -- political system determines the management mode***

Athens in the ancient Greek city-state period was considered to be the source of Western art, its democratic political system created the bottom-up art management mode. At that time the freemen had the right to participated in the administration of the city-state of Athens, and the labor of the city-state depended on slaves. The freemen who liberated from labor had the right to organized literary and artistic activities spontaneously, such as the most famous Dionysian Festival. Different from the democratic politics in Athens, the Roman political system was centralized, and the art management rights were concentrated in the hands of a few nobles, this also formed a top-down art management mode which stipulated the scale and forms of the activities of Chinese and Western art organizations.

### ***2.2 Medieval religious art management mode***

The most prominent signs and labels in the Middle Ages were “religion”, and the entire Middle Ages was almost shrouded in the shadow of religion even the Western art activities were no exception. Before the Middle Ages, the creation and organization of art were all based on the needs of the festival or the expression of the artist's personal feelings, or the reflection of reality, but in the Middle Ages, the creations and activities of art became the art in the service of religious governance which was organized only by “conveying the purpose and intention of religious stories”, thus makes the art management mode of the activities of medieval Western art organizations extremely religious.

### ***2.3 Patrons and organizational managers of Renaissance art activities -- economic development affects art management***

The Renaissance was born based on the embryonic development of Western capitalism. Therefore, from the 14th to the 16th centuries, on the dual influences of Renaissance and Capitalist economy, patrons and organizational managers of art activities appeared in Western art organizations. Most of the organizational managers are belong to the managers of art groups, the patrons of art activities can be guilds, church organizations, and court colleges, as well as families and private arts sponsors who have a large amount of money to support the development and operation of Western art organizations. Western art organization activities having the characteristic of pluralistic and indirect, along with the gradually transform into the organizational form of modern art activities with the help of the joint improvement of the sponsors and organizational managers of art activities.

#### ***2.4 Art institutions management after the Enlightenment-the influence of ideology on art management***

The development of the Enlightenment raised a storm of thoughts in the whole western ideological circle, which also drove the awakening of human thought and the development of artistic publicity, meanwhile, the characteristics and changes of the artistic publicity created and improved the development of modern art institutions management mode. The opening of the Asturian museum in Oxford University and other art venues to the public symbolizes the modern transformation of western art organization activities, at the same time, the government gradually opened the art space to the public, and the art management mode became increasingly systematic and institutionalized.

#### ***2.5 Artistic management and scientific management in industrial civilization***

The development of industrial civilization drove the development of management, which also created the real artistic management. The integrated of the theory and concept of management into art organization activities had driven the scientificity of Western art organization activities, meanwhile, art management became an independent discipline gradually. Art committees and art foundations were set up in many countries which provided the financial and institutional management support for art management activities. The quality and efficiency of the management of Western art organizations had greatly improved with the development of industrial civilization, which created a modern scientific and artistic management model.

### **3. Analysis of art management how to play a role**

Art management is of great significance to western art organization activities. Artistic value can be hardly caught and explored and artistic activities will become disorderly without the systematic and scientific art management. Therefore, it is the demand for the development of the current cultural and art industry to make sure art management can work for its purpose in the activities of art organizations.

#### ***3.1 Improve the construction of art management disciplines and cultivate high-quality art administrator***

Art management in China is still in the early stage until now. Most of the colleges and universities in China are offering a three-year program of art management and mostly focuses on cultivating the ability of art marketing. However, the high-quality art administrator does not only need to master the management knowledge or marketing but also needs to be able to recognize the value of the works of art and have an excellent appreciation of the works of art. Therefore, to help the students become the art administrate talents with all aspect, to supply more

high-quality art administrative talents for the development of China's art and culture industry, it is absolutely necessary to improve the construction of art management disciplines, strengthen the education of art appreciation and art market law, and regulate the teaching and management.

### ***3.2 Constructing professional institutions and standardizing the cultural market for art management***

Compared with the Western art management system, the professional institutions of China's art management are lacking in construction and there is a lot of room for development. In this way, we can provide corresponding policy support for the development of professional institutions of art management through financial subsidies or loan discount policies during the process of improving the development of art management. Meanwhile, the increase of cultural market subjects and the prospering market may result in different degrees of market chaos. Therefore, during the process of macro-management of the cultural industry, we should regulate the art management, support the construction and improvement of art management laws, standardize the cultural market with system management, to make sure the development of China's art management activities be orderly and organized.

## **4. Conclusion**

Above all, it can be seen from the development of western art activities that art management, political system and the level of economic development is interdependence and interaction reciprocally. No matter it is both top-down and bottom-up art management mode, or the artistic management that reflects the religious ruling class and the needs of asset positive groups, it does encourage the Western art organization activities to be more systematic and institutionalized step by step. The development of industrial civilization has encouraged the art management disciplines and realize the true meaning of integrated management into art management.

Art management is the management that is focused on art activities, explore the artistic value and transform it with the help of art marketing. Nowadays the construction of cultural self-confidence and cultural consciousness in China has motivated the development of the culture and art industry, but the development of the whole art market and industry are not satisfied. Therefore, it is necessary to support the development of the art management industry and improve the institutionalization and standardization of cultural and art industry management, provide the impetus for the development of China's cultural industry and market with scientific management means.

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