

# Research on the Turn and Choice of Art Theory in the New Situation

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**Abstract:** Art theory research and criticism is an important part of cultural and artistic work and an important means to promote the development of culture and art. At present, the construction of art theory in China has made great achievements, but still faces severe challenges. At present, the study of art theory is in the "conceptual transformation period", which is the root of the disconnection between art and the times. Under the new situation, the research direction of art theory should focus on contemporary art, focus on ideas, inject its own vitality into art, adhere to independent aesthetics, and adhere to the future. This is not only the call of the times' aesthetics, but also the requirement of the work of art theory. This paper intends to explore the development ideas and trend choices of contemporary art theory by combing the frontier of art theory research under the new situation, with a view to providing reference for art theory research under the new situation.

**Keywords:** Art theory; Theoretical turn; Culture and art

## 1. Introduction

The development of art theory cannot be separated from the interdependence of art and the development of The Times, and art theory also needs to keep pace with The Times [1]. Therefore, we can say that the development of Chinese art theory can not be separated from the continuous advancement and reform of The Times. Any era will have its own rules of development, but also be affected by The Times, so art theorists must constantly adapt to the development, transformation and progress of the new social situation [2-3]. Under the influence of the trend of The Times, how to achieve integration with The Times in the environment of the art market is the most important question for every art theorist to think about. Only by responding to the emerging social problems with new ideas can the art theory be revitalized in the new era. The research of art theory must conform to the requirements of The Times [4]. With the progress of The Times and the ever-changing social and cultural environment, new ideas and new requirements have been put forward for new theories and new methods, which should also adapt to the new requirements of cultural construction in the new era.

## 2. The deviation between contemporary art and tradition

"Contemporary art" refers to an art form that takes contemporary Chinese art as the core and emphasizes the important influence of contemporary society and culture on contemporary society. In a sense, the birth of contemporary art represents the arrival of a new era. Compared with traditional art, contemporary art pays more attention to reflecting the cultural features and aesthetic values of society and the times in the way of conceptual creation [5]. The main value and influence of traditional art are becoming smaller and smaller after being destroyed. At this stage, the mainstream value of art seems to have been replaced, more and more art has been accepted and recognized, and "the art world of artists has begun to decline". This is exactly what we call the "concept transformation period", and from another perspective, it shows the reason why contemporary art is separated from tradition. It is mainly manifested in the following four aspects: First, contemporary art has developed to a new stage: emphasizing concepts instead of studying art history; Update of creation tools and change of ideas; Artists' reconstruction of art history; "Concept transformation" is "art and the period of disconnection"; Second, "the mutual penetration of art in Chinese traditional culture and modern society"; Third: contemporary artists lack of artistic essence, value, creative ideas, style and other aspects of cognition; Fourth: contemporary art and traditional art can not achieve a high degree of identification and resonance; Its essence is closer to a spiritual level of performance [6]; The mutual penetration of art in

Chinese traditional culture and modern society has made some achievements. The illustration of the 2017 Red Dot Award winner "Bun Doll" is shown in Figure 1 The paper-cut of hairy-bun doll is one of the important representatives of the folk art in northern Shaanxi, China, which contains rich folk culture connotation and national characteristics.



*Figure 1: Illustration of bun doll*

Therefore, there are many contradictions between the value of other cultural spiritual products and the market value. This leads to the conflict between art and tradition. Secondly, the development of art theory is hindered; While contemporary art has drawbacks, it also has profound description and reflection on its own existence factors: Art is too dependent on the society and capital and divorced from the real social life practice and ideological and cultural resources. It is a natural and even inevitable process that art is marginalized under the current realistic conditions, and this phenomenon has shown a relatively obvious and irreversible trend and tendency.

### 3. The aesthetic goal and value of art

Any art form can not be separated from the aesthetic background and social environment of a specific era. When the social environment changes, people will also be affected when facing the social aesthetic concept [7]. Therefore, when the concept of art is put forward in the contemporary era, it is an idea orientation that presents a new development trend in the collision with modern art. "Ideas play an increasingly important role in the generation and development of art." When art concept is generally recognized and welcomed by the market, it will become the mainstream trend of art development. At the same time, people also realize that there are various spiritual and cultural phenomena in different forms in the development of social culture. Under this cultural background, two different artistic forms, namely, artistic concept and artistic creation mode, emerged. Artists, art critics and artists in the new era integrate tradition with the present, and transform it into an art form with more characteristics of the times and its own way of expression [8]. It is an artistic phenomenon that forms the concept of art history or the characteristics of art theory by explaining the overall form and core concept of art through various types of art theory methods, concepts, language and expression techniques in contemporary art. Its characteristics include: diverse forms, rich themes, characteristics of The Times, cross-cultural, pluralistic and open, and so on. This makes contemporary art extremely inclusive and diverse. It is the collision between many forms and elements in art that can produce the most charming form of artistic expression. From these phenomena, one of the most important forms is the collision and fusion between conceptual art and contemporary art. Thus it can be seen that the concept orientation and modern art have amazing similarities and integration. In this new wave of art full of freedom and infinite possibilities and full of the collision and fusion of traditional historical heritage cultural tradition and modern art, the two have produced a new art collision and fusion. And this is exactly the pursuit and purpose of current art theory work. It is one of the key points of the work of art theory under the new situation, but it is also one of the problems that must be faced. French artist Juliette Clovis's ceramic sculpture art realizes the collision and fusion of human and nature, showing a charming form of artistic expression, as shown in Figure 2.



*Figure 2: Fusion and collision of art*

In the contemporary society, some western scholars position the goal of aesthetics as "value", that is, the goal and value of aesthetics. They believe that both aestheticians and philosophers regard the aesthetic goal as the basic aesthetic goal. But the understanding of aesthetic goal is not comprehensive.

They pay more attention to the subjective feelings of human beings about aesthetic objects. In their view, only when they realize that aesthetic objects are aesthetic forms or aesthetic objects, and can realize the existence of beauty; And the experience of things is the process of getting aesthetic satisfaction in this experience process [9]. Therefore, art is no longer just the expression of artistic forms created by people and the use of language and character symbols and other human emotional values, but the process of sublimating these people's experience and feelings of life to a higher level of aesthetic value or ideological realm. Therefore, the aesthetic purpose of artists in their creation determines that their works have more unique and profound significance and value.

#### **4. Analysis of the Trend and Choice of the Turn of Art Theory in the New Situation**

##### ***4.1. The subjectivity and localization of contemporary art***

Chinese art theory is unique to China, with Chinese theoretical characteristics and its own philosophical system. The study of Chinese art is an innovative and pioneering work, with originality, and is also one of the most representative work in the study of Chinese art theory. Although the theoretical form of Chinese art has become more and more mature and diversified, it is not perfect in general. Although the inheritance and development of the tradition of contemporary art is an inevitable historical process, the inheritance of the tradition itself is an organic and contradictory process. In any historical period, it is impossible to copy a certain set of patterns and methods completely divorced from the historical conditions at that time [10]. The abstract logical thinking method and logical system in western philosophy provide a solid theoretical foundation for Chinese traditional philosophy. The emergence of philosophical thought was closely related to the development of social reality at that time. The history of western thought is closely related to the history of Chinese art and the study of Chinese aesthetics. Contemporary art and western art also have deep roots in China. But compared with the West, it has its own uniqueness and complexity. Western culture is mainly concentrated in the field of philosophy and art; China, as one of the ancient civilizations of China, is also a country with a long history and rich cultural resources. Traditional culture is one of the most important components of Chinese civilization. Therefore, I have a deep understanding of Chinese culture and art. How to inherit this excellent traditional culture and how to make it carry forward is also a problem that Chinese contemporary art research needs to face.

##### ***4.2. Analysis of the trend of art theory turning under the new situation***

Another trend in the development of contemporary art theory is to take modern technology as the center and technology closely linked with beauty as the aesthetic means. This is not only the embodiment of current art aesthetics, but also the source of ideas that are constantly extending in art. It can be said that technology and art are one of the most important forms of aesthetic expression of the times. The aesthetic object is not only the artist itself, but also closely related to the times. This requires that art theory should be based on the understanding of the times to art, and based on this to create. Aesthetics is the core element of art. What is different from people is that the distance between people is increasing, but the understanding of visual arts is different. Therefore, the creation on the basis of aesthetics must be inseparable from the emotion and significance expressed by art itself, as well as the relationship between beauty and truth. In this sense, we must reflect on the difficulties faced by contemporary art and give us a solution by attributing it to the artist's own artistic creation, and turn our eyes to the new things emerging in the current society (including the art brought about by the development of new science and technology). From this point of view, Western classical art and new media art pay more attention to the use of artistic expression forms to convey beauty, create beauty and the pleasure and inspiration it brings to people's heart. To some extent, the new media technology overturns the boundary of traditional art creation, which is also produced for better artistic creation. As the network and media technology plays an increasingly important role in the whole social ecology. Therefore, the author also put forward that it is worth thinking about and should make reflection and change. To some extent, science and technology should be regarded as an indispensable factor in the aesthetic content of art. Today, we should also see that with the development of society and the change of technology, the phenomenon of influencing the artistic content to some extent (for example, multimedia technology brings more possibilities to artistic creation) has a certain degree of practical significance that cannot be ignored, and technology is interpreted as the cultural achievements of human beings.

### 4.3. Turning and selection of ideas

With the development of China's economy and the emancipation of the people's minds, the response of contemporary art to the times and the prediction and exploration of the trend of new art creation have gone beyond the simple theoretical study of art, and gradually turned to the "concept transformation period". The concept of "concept" and the publication of related works indicate that people's attention to art theory has shifted from concept. In fact, after the concept of "modernity" was gradually accepted in the 1960s, there were many discussions about the theoretical direction of artistic creation in the art world, but no theorist has yet formed a unified understanding of "concept". Therefore, the "conceptual transition period" has become one of the hot issues in the study of art theory. When discussing these issues, we also need to consider the relationship between art disciplines and art phenomena, and also need to consider how the relationship between art and society can truly solve the problem.

## 5. Conclusion

Art theory is also a discipline, but also a brand of The Times, The Times will give us art theory more abundant and broad space for expression. On the one hand, The Times continue to give us more rich and perfect content. On the other hand, the requirements of The Times are also increasing. With the expansion of art market, art is becoming more and more commoditized, and art creation is becoming more and more contemporary. With the rapid rise of contemporary technology and industry, a large number of new technologies and new products appear, bringing many challenges to art research and creation. For example, the development of Internet technology has provided more ways and means for people to carry out communication, which has brought certain influence and challenge to the research of traditional art theory. In addition, the rapid popularization and development brought about by technology and industry also pose great challenges. Therefore, it is necessary to explore and study how to promote the healthy development of cultural and art circles through a series of technology and industry application. Only by constantly developing and improving the technologies and industrial models of various literary and artistic products can we better serve the contemporary society.

Therefore, under the new situation, we need to conduct in-depth research and innovative development of art, hoping to better promote the adaptability of art theory to the new situation and promote the development of art theory.

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