

Research on the construction of art management system

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Abstract: *Art management is a comprehensive management activity based on management, with art as the core, starting from the general nature and rules of management. Through scientific and modern management means, it studies the characteristics and rules of art activities. The promotion of art management ability and level is an important way to promote the healthy, scientific and effective development of the art cause in our country. The important premises for promoting the development of art management are to deeply analyze the profound implications and system construction of art management, clarify the responsibilities of management subjects at all levels, construct a scientific system of art management, and explore effective ways for the development of art management. This paper attempts to make a deep discussion on the meaning of art management under the background that the concept of art management is different, the management system is not perfect, and the management system is not perfect. On this basis, it states the system of art management, and thus proposes effective measures to improve the ability and level of art management in our country.*

Keywords: *arts management, system construction, cultural construction, theory of art*

As our society continues to develop rapidly, the artistic undertakings as an important component of socialist culture present an increasingly prosperous scene. The artistic cause of our country plays an important role in promoting the construction of socialist spiritual civilization and the development of socialist culture. As an inter-disciplinary and practical subject, the theoretical construction of art management is not perfect. It often needs to borrow more mature theoretical achievements of related disciplines. However, whether these theories can be well compatible with art management practice still needs further verification. There are still many problems to be solved if we want to establish the theoretical system of art management. Art management is not only a scientific methodology, but also a social practice. A correct understanding of the profound implications of art management and the construction of a systematic and scientific art management system are necessary to promote the long-term and healthy development of national cultural and art undertakings.

1. The Basic Definition of Art Management Concept

Art management has a long history, but as a discipline, it was established in the late 20th century, which is quite young. Since art management involves many fields such as art science and management, the construction of art management system and the development of the subject have not been completely completed. There is still no accurate and widely accepted definition of the concept of art management. The clarification of the concept is an important premise and basis for the discussion in the field of art management.

Henry Fayot, the world's first modern art management writer, believes that "Art management is leadership (or command), planning, organization, adjustment and control" [1]. His statement was endorsed and refined by Dan Martin. In 1998, Dan Martin defined "art management" in the International Encyclopedia of Public Policy and Management: Art management is the application of five traditional management -- planning, organizing, implementing, supervising and controlling, which helps to show the works of performing or visual arts and the works of artists to the audience. This process of managing and promoting creativity and communicating it to audiences generally involves two areas of the arts -- public, non-profit arts institutions and private, commercial, for-profit arts entities. [2] John Fei, a British expert on art administration, believes that "Art management is to reach an aesthetic contract for artists and audiences, so that the largest number of people can get the maximum satisfaction and benefits from art" [3].

The development of our art management was born from cultural management. It is the embodiment of the specialization and fine differentiation of cultural management, and has the obvious practical characteristics. Researcher Wang Wenzhang pointed out, "Art management is the management of the whole process of artistic creation and the overall development of artistic undertakings for a certain purpose. Art management is that coordinate and organize more than one group to carry out art production. This kind of art production is different from general material production. It is mainly a creative activity in the spiritual field, and it has its complexity. Art management is divided into macro management and micro management. Macro management is the management of the overall development of the art cause; Micromanagement mainly refers to the management of performing arts groups and so on." [4] Zheng Xinwen said that art management is "to achieve the artistic goals of artists or art groups in the most cost-effective way through art management skills. Arts management is a series of administrative work needed to coordinate the organization of arts activities [5].

Art management is different from general management. It is a comprehensive management activity based on management, with art as the core. It starts from the general nature and rules of management and studies the characteristics and rules of artistic activities by means of scientific and modern management. Art management not only needs to penetrate into the entire art production system, and clarify the unique internal laws of art production, but also needs to carry out strict control and constraints outside of art production. In essence, in the face of a complex production environment, art management connects all procedures and links in the whole process from artistic creation to artistic acceptance. It uses scientific and systematic means to effectively plan, organize, implement, control and supervise all stages of artistic creation, production and consumption acceptance, and finally realizes the maximum effect and value of artistic resources in the society. It completes art communication and appreciation, and achieves a double harvest of social benefits and economy.

2. Composition of Art Management System

Art itself is a complex and comprehensive development system, including at least eight categories: literature, music, dance, sculpture, painting, architecture, drama and film. Although the birth and development of each art category has certain particularity in means and forms, it also inevitably presents general and common characteristics. This requires the establishment of a set of scientific and reasonable art management mechanism, in order to adapt to the new changes presented by art in the new society, and actively guide the new development of culture and art. In order to establish a scientific art management mechanism, it is necessary to define the composition of art management system. The art management system is based on the art system and the management system, which can be divided and defined according to different indicators and factors. This paper mainly studies the vertical aspects of art management -- macro management, mesomanagement and micromanagement, in order to obtain a relatively comprehensive understanding and grasp of the art management system.

2.1 Macro Management

Macro management is mainly from the national level to the development of art overall planning and guidance, focusing on the overall situation. It respects the law of art development and common characteristics, and makes clear the purpose and goal of art's long-term development. It also plans the layout of the industry and formulates laws, policies and regulations to promote the healthy development of the arts and industries. The government is an important leading force in the art management system. Through legal, administrative, economic, social and public welfare means and channels, it can effectively guarantee the prosperity and development of national art.

In terms of laws and regulations, the government shall formulate and issue laws and regulations and normative documents, and provide basic guidance and norms. The government should also put forward overall goals and principles for the development of national artistic undertakings, protect the rights and interests of artists and various artistic participants, and fully embody the role of the state in leading, promoting, regulating, guaranteeing and restricting the development of cultural and artistic undertakings.

In terms of administrative implementation, the government should introduce relevant comprehensive policies and industrial policies for the development of art and specific industries in combination with the policies of the Party and the state. Strengthen the country's macro management and regulation through policy adjustment. In practice, it supports representative and exemplary works of art, as well as art groups that reflect national characteristics and represent the national artistic level. It also guides and

coordinates national art exhibitions or activities, and carries out effective administrative supervision and management over the operation of various art markets.

In terms of economic means, the government has increased its investment in the construction and development of cultural and artistic undertakings by means of fiscal, tax, financial and pricing methods. It also set up special support funds, and reduced or exempted tax rates related to the art market. The main purpose of the operation of economic means is to adapt to the operation demand of art market and fully respect the law of art development. Through rational allocation of art resources in the market, we can achieve reasonable optimization of the structure of the cultural market and maintain the balance between art production and art demand.

At the social and public welfare level, the government provides a healthy and sound development platform for art organizations and institutions at all levels, and carries out targeted incubation and cultivation around potential organizations, institutions and groups. It can guide the broader social forces to participate in the construction of cultural and artistic undertakings. The government should actively create a social environment conducive to the development of organizations in society. It should ensure that relevant art organizations have sufficient freedom and space in creation and expression, and fully mobilize the special role of professional industry associations and other art groups and organizations in the development of the industry, so as to form a good mechanism conducive to the development of culture and art.

2.2 Middle View Management

Middle view management is the backbone of the development of art, covering all kinds of art organizations, art academies and art production enterprises. These subjects shoulder the important task of creating and producing high-quality spiritual products to enrich and meet people's spiritual and cultural needs. Strengthening the management of middle-view art can create a good environment for the survival and development of art career, and then promote the prosperity and development of art career. First of all, they should re-establish art academies and professional organizations, and devote itself to establishing a relatively perfect system conducive to artistic creation and the growth of artists. For example, diverse subjects can be encouraged to hold various exhibitions or art selection and awards. By expanding different channels to promote art exchange, we can promote the connection between art and market while exhibiting and performing art works, and build a communication platform between creators and consumers. Secondly, attention should be paid to attracting multiple capital to increase the infrastructure construction of exhibition halls, museums, art galleries and other institutions. Besides government investment, social capital at home and abroad should be widely attracted. Thirdly, we should pay attention to active art theory research and art criticism. By strengthening the construction of art theory system, experts and scholars are gathered to express academic views in professional academic positions, and exchange and discuss the development direction of art. Thus, it can promote the development of artistic creation practice and form a mutually promoting benign ecological relationship between theoretical research and creative practice.

2.3 Micromanagement

Micromanagement is the terminal and foothold of art management. It is responsible for implementing various guidelines, policies and plans into specific art practice activities, and focuses on specific and individual art production, art trading and art activities. Micromanagement mainly organizes and plans specific art projects such as calligraphy and painting, music, dance, drama and film. It provides artistic guidance to individual artists such as painters, directors, actors and musicians, and manages specific and single organizations such as art academies and troupes, art organizations and art enterprises.

Micro art management includes not only the organizational structure of the organization, but also the management of administrative personnel (department office staff, department staff, etc.) and professional personnel (painters, calligraphers, screenwriters, directors, actors, stage design, theoretical research, etc.). Art units or institutions can be divided into commercial and public welfare, profit-making and non-profit, and this essential distinction directly determines the different management orientations of different art units or institutions. Public or semi-public art organizations aim to serve the society and the people. They also put social benefits in the first place, organize various artistic activities to enrich the public's cultural and artistic life, and enhance the public's artistic cognition and spiritual pursuit. However, commercial art units tend to maximize the use of art resources to create economic benefits.

3. Objectives of Art Management

Art is a complex production activity. From the essence of society, it is a special spiritual production. Through production practice, it can fully reflect people's social life and meet people's spiritual aesthetic needs. From the essence of cognition, art "grasps" the world in a unique way; From the essence of aesthetics, aesthetics is the core of art and the most fundamental difference from other things in society. The essence and fundamental purpose of management is to pursue the maximization of team, organizational performance and benefit through different ways and methods.

Combining the essence of "art" and "management", art's aesthetic pursuit of spirit is its nature, while the fundamental of management is to maximize the pursuit of benefits. Based on management methodology, art management reveals the essence and law of art development. Through organizing, planning, leading and monitoring artistic activities, as well as exhibitions and performances, the functions of artistic activities can be played to promote artistic expression and representation in multicultural contexts and different time and space environments, and promote the wide spread of art and realize artistic value. The purpose of art management is to build a bridge of communication between artists and the public, to form a harmonious interactive relationship between creators and recipients, producers and consumers, and to influence and educate the public through the aesthetic function of art. It is the ultimate goal and value of art management to promote the production and development of art and to promote the development of people and society.

First, we need to enhance the quality of art and promote its prosperity and development. Art is the core of art management. Excellent artistic quality is the fundamental driving force for the existence and development of art and the source of maintaining long-term vitality. The ultimate goal of art management is to promote the prosperity and development of art. The theories, ways and approaches of art management are all external tools to serve the development of art. The development of art has a unique inner law. Art management should respect the uniqueness and regularity of art. The management of different art categories and different art activities have very different art laws and management requirements. Art management takes "carrying forward the truth, the good and the beautiful" as the highest value, and promotes the artistic image and artistic conception of beauty in the process of creation, communication and education. It provides a broad display platform for the works with the pursuit of elegant art, and provides a good atmosphere for the artists who create excellent works of art. It also encourages the creation of works of art that meet the aesthetic requirements of the society, and provides a favorable space for the leapfrog development of the quality of artworks.

Second, it is also important to expand the popularization of art and meet people's spiritual needs. Our socialist system determines that our cultural undertaking and the development of cultural industry must insist on putting social benefits in the first place. At present, the material needs of the public have been greatly satisfied, and people are increasingly pursuing the spiritual needs of culture and art. By organizing and holding a variety of art activities, art management expands the scope of art popularization, and broadens the audience group of art, and enables people from all social strata and regions to participate in art activities. We need to break down the barriers of art "high and low" and truly bring art to people's lives. Through art education, art promotion, art training and other ways to open up the road to art, let the public close experience art, understanding art, appreciation of art, constantly meet people's spiritual and cultural pursuit, improve aesthetic taste and spiritual level, promote the development of national and social civilization. Through art education, art promotion, art training and other ways to open up the road to art. It allows the public to experience art, understand art and appreciate art at close range. It can constantly meet people's spiritual and cultural pursuit, and improve aesthetic taste and spiritual level, and promote the development of national and social civilization.

Third, expand the art market and increase economic benefits. The new art production mode is different from the traditional art production mode. On the basis of respecting the laws and nature of art, the new art production gives full play to the guiding role of the market. All production links and fields cooperate with each other, so that the art market can form a certain scale and the technical level of the industry can be continuously improved. Once art enters the market, it must abide by the laws and norms of the market. Art management plays an important intermediary role between art and market. It faces the market and understands the needs of the market according to how the market works. It can reasonably optimize art resources, and provide constructive guidance to the creation and production of art, so as to produce works of art that meet the market demand and meet the needs of the public spirit, and improve production efficiency and increase the economic income of the art market. At the same time, art management should adhere to the bottom line of artistic creation, to ensure that the quality of art in the

pursuit of market value and economic benefits at the same time will not degenerate, not reduce, not deteriorate.

4. The Comprehensive Construction and Overall Improvement of Contemporary Chinese Art Management System

At present, our art management organization structure has formed a certain scale, but in the management system construction is not perfect, we need to actively promote the comprehensive construction and overall improvement of art management.

4.1 Strengthen the Construction of Art Management Discipline

The development of society and art has increased the demand for art management talents and highlighted the compound and application-oriented characteristics of art management. Many colleges and universities have set up art management majors successively. However, due to the lack of unified definition of art management in China, the subject orientation of art management major is also relatively vague, which leads to some problems in teaching management, affecting the teaching level and teaching quality. The construction of teachers and curriculum is the key to the scientific research of art management and the cultivation of art management talents. Colleges and universities should establish the concept of modern art management and build a team of teachers with solid theoretical foundation and rich practical experience in art management education. They need to strengthen the professional construction of art management. It is the top priority to construct a scientific and standardized curriculum system and implement the professional education of art management into the professional curriculum.

4.2 Strengthen the Legal Construction of Art Management

Legislate for arts administration. A single law cannot cover all the issues of arts administration. Relevant laws are needed to solve the problems arising in the various links and processes of art creation, production, dissemination and consumption, such as art trade, art exhibition, import and export trade of art products, copyright and intellectual property protection, art evaluation and appraisal, etc. The intervention of capital, the Internet and other influencing factors has expanded the scale of the art market and made the means of trading and communication of the art market realize comprehensive innovation. When new social factors are involved in the art market, legal construction should be strengthened. Illegal behaviors and phenomena in the art market should be remedied. Market operation awareness should be standardized, and the legitimate rights and interests of artists and art audiences should be guaranteed.

4.3 Innovative Arts Management Leadership and Supervision Mechanisms

The art market develops in the long run through the government's macro-control and the market's resource allocation. In the face of problems in the market, the visible hand can sometimes improve the invisible hand. One of the reasons we need government is that the invisible hand can work its magic only if it imposes rules and sustains the institutions that are essential to a market economy. N. Gregory Mankiw, a famous American economist and professor of economics at Harvard University, said in *Principles of Economics*: "There is another reason why we need government, but also a deeper reason: the invisible hand is powerful, but not all-powerful... There are two kinds of reasons for government to intervene in the economy and change the allocation of resources that people choose in their own interests: to change efficiency and to promote equality." To change efficiency and promote equality is the aim and goal of art management. The art market lacks a strict regulatory system and a regulatory body, both of which need to be established and implemented by the government. In order to ensure the fair and just operation of the art market, the government needs to further establish a sound leadership and supervision mechanism, and set up a special art market management center and supervision organization. In accordance with relevant laws and regulations, we will guide market players and participants to conduct standardized operations and break market monopolies. It also provides practical solutions to many disputes and problems in market production and consumption. For example, improving the transparency of art trading information ensures the normal operation of production, communication and consumption links. The government needs to regulate the market transaction behavior and protect the practical interests of both producers and consumers, so as to build a fair, reasonable, healthy and orderly art market.

4.4 Enhance Moral and Humanistic Management

The ultimate destination of all artistic activities is "people". Artistic activities are still human activities in the final analysis, and people's moral and spiritual qualities are reflected in artistic activities. From the perspective of management, it is also necessary to strengthen humanistic management and enhance the social responsibility and ethics of all participants such as managers, artists and consumers. The development of art activities and art trading should pay more attention to social responsibility and moral value while obtaining corresponding economic benefits. Art management needs to train and educate art managers and practitioners on social ethics, so that social moral norms can be deeply rooted in people's hearts. Art management practitioners should not only strictly abide by the principles and norms of market operation, but also provide quality social services for the creation, production, dissemination and acceptance of art. They should also improve their professional quality, and demand themselves by advocating ethical standards in daily artistic activities.

4.5 Promote Innovative Management of Science and Technology

Science and technology are the primary productive forces. It is necessary to integrate science and technology into the art management system and comprehensively improve the technology and modernization of art management when promoting the innovation process of art management in our country. The popularization of the Internet provides a new way for the development of art management. We should make full use of information and communication technology and Internet platform, and introduce advanced management systems such as management information System (MIS) and enterprise resource planning (ERP), and coordinate the allocation of resources, personnel, finance and other production factors, which can improve the modern management level of art organizations, enterprises and institutions and other management bodies. At the same time, the network big data is used to collect and collate relevant art activities and information, and construct the database of art management, and strengthen the management of digital information, and provide basic guarantee for the innovation and development of art management. The Internet has broken the boundaries between ethnic groups, regions and countries, becoming a platform to connect different cultures and arts for communication and exchange. We should make full use of the platform advantages of the Internet, and give full play to the advantages of Internet information sharing and extensive dissemination, and vigorously promote the value of art and cultural value, and promote the interaction of multiple subjects such as artists, audiences, experts, enthusiasts and so on, and enhance the market operation force of artworks.

5. Summary

Art management in our country started relatively late, The management system is not perfect. At present, there are still many problems, such as decentralized responsibilities and weak supervision. However, after more than ten years of development, the discipline of art management in China has developed vigorously. Many colleges and universities have set up corresponding majors, and many books about art management have been published successively, laying a certain foundation for the development of art management. The fundamental problem is how to strengthen the depth and applicability of the theory, and then establish a set of unique Chinese cultural value of the art management system.

As an important branch of national cultural management, management concepts, ways, means and approaches have been constantly improved and developed in practice. The important premises for promoting the development of art management are to deeply analyze the profound implications and system construction of art management, and clarify the responsibilities of management subjects at all levels, and construct a scientific system of art management, and explore effective ways for the development of art management. As the center of the connection between art creation and art acceptance, the ultimate point of constructing art management system is to standardize the art market and create economic benefits. We should excavate the inner aesthetic significance and spiritual value of art, and promote the popularization of art and aesthetic education. We also need carry forward the truth, the good and the beautiful, and improve people's spiritual and cultural accomplishment, and realize the overall grand goal of building a strong socialist culture and spiritual civilization.

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