

# New Media Installation Art and the Interfere and Influence of Community Public Space

**Huang Gongxiang**

*School of Huashang College Guangdong University of Finance & Economics, Guang Zhou, Guang Dong Province, 510632, China*

**ABSTRACT.** *This article carries on the preliminary exploration to New media installation art and the interfere and influence of community public space. Base on the emergence of new media installation art, further more the possibility and advantages of its application to community public space are considered. The author regard as the interaction between the particularity of community public space and the art of new media installation is worth further exploration, expect new media installation art can enter into community with a positive role.*

**KEYWORDS:** *New media installation art, Public art, Community public space*

## 1. Introduction

With the development of art and evolution of technology, art has made more richer progress in both creation and categories. The categories of traditional art in nowadays society have begun to spawn into more pattern, especially the use of new media. Different from traditional sculpture, modern art is also different from the creation of ready-made products or installation art, the presentation of earth art. Nowadays, new media and Internet are developing rapidly, it also plays an vital function in adapting to the needs of The Times and reflecting the life in the new era. Review the background of its creation, may be able to perceive the inevitable trend of the development of new media installation art and its prospect of keep on developing in the future.

New media installation art originated in Europe and America in the 1960s, following the popularity of portable camcorder, the means of image are incorporated into the artistic creation by artists, it began the experimental creation of new technologies. In this process, new media art combines with traditional visual art to produce video installation art. It has gradually become a new and traditional visual arts abreast of the main art form, and gradually developed in the 1980s[1]. After computer technology and other electronic new media have been added to the new media installation art, and has made a rapid leap in technology. No matter the pattern of manifestation, conceptual expression or creation technique, it has been developing and making breakthroughs, forming a flourishing scene.

As Susan art said that new media art is a very broad term, its major characteristic is the use of advanced technical language in artistic works. These technologies include on-line virtual art, optical image art and multimedia interactive installation and behaviors created by computers, the internet and video technology[2]. Thus it can be seen from this that new media installation art has certain characteristics, which are the premise for the existence and continuous development of new media installation art:

## 2. Multiple Performance

due to the use of advanced technological elements in installation art. Compared with the static three-dimensional representation of traditional visual art, new media installation art breaks the previous limitations and has a variety of sensory representations. Sound, new media installation art can increase its performance of the subject content, bring to the audience have more visual experience, so that they can more deeply understand the theme of the work. Photo electricity, make use of it is a common technique in new media installation art, the photoelectric force is very strong. It can not only create atmosphere and express emotion, but also attract the audience's attention and improve the audience's experience. Virtual, new media technology breaks objective limitation of actual world, can set up a virtual look and feel experience. It increases the level of expression of artistic works and the level of audience experience.

## 3. Interactivity

The most noteworthy of new media installation art is interaction with audience. It depends on support of advanced science and technology, so that the works not only stay in the level of visual experience, but also can carry out in-depth interaction and accept the audience's feedback. And this function and characteristic make the creation of the work has more possibility. It can generate real-time interaction between viewer and works, in the interactive relationship, the audience broke the traditional state of the viewer, work is not traditional one-way output, the interactive new media art with more, newer, more broad expression language, which is one of the main characteristics of new media art.

#### 4. Expansibility

due to above the language characteristics of new media installation art, make it have largely expanding, diversified expressive force and expression, innovative artistic language not only expand the aesthetic and artistic value of the works, but also expand the connotation and thematic significance of installation art, from the creator is the dimension of the audience have different levels of expansion. In the process of design and creation, the creator needs more domain of synthesis and achieve mastery through a comprehensive study as well as more transformation of speculative and abstraction. However, when faced with the new media installation art, the audience is no longer a one-way receiver, In addition to receiving concepts, feeling and speculating at multiple levels, the audience is even included in the performance of the work, which expands the in-depth level exploration of the theme of the work.

Nevertheless, new media installation art relatively slow development in the China. Around 2000, new media technology developed rapidly in China and brought new development for art creation. At the end of the 20th century, a group of overseas artists such as wang gongxin and qiu zhijie took the lead in opening the artistic creation of new media installation art and gradually formed an influence. Domestic new media installation art technology developed slowly after the millennium, and the progress of technology and exploitation of application developed rapidly after 2000. In more than a decade, it has mastered the art language and innovated, made the leap from art exhibition to public space, and been promoted and developed by national policies: It can be seen from the *Suggestions of the CPC central committee on the formulation of the 12th five-year plan for national economic and social development* that the state has supported the development of new media technology in the arts and cultural industry since 2010. Although new media installation art is expected to be good, it is still sparsely used in public space. The use of public space installation art in China still remains at the level of traditional visual art. It is a pity that new media installation art with a sense of science and technology, information and interaction has not been widely used.

Due to the characteristics of new media installation art mentioned above, when artists apply it to public space for creation, the possibility and advantages of new media installation art applicable to public space are worthy of attention. Before exploring these possibilities and advantages, some thoughts on public art, including the concept of "publicity" and the current situation of community public art and other issues need to be clarified a little bit.

Public art, just as the name implies, refers to art created for public space. It is human-centered and has the attributes of public space and "publicity". Facing the public in the public places, the attributes of public art requires the "publicity" of art works, which is different from the placing artworks in public places and the nature of temporary and one-way output. Public art works have the meaning of public collective ownership and social value. Public art and publicity are a major symbol of public equality in modern society, which are different from art in museums, art galleries and other special occasions. Therefore, "publicity" should be considered in creation, performance and communication[3]. And community, as one of public space, is the most important part of people's life, the community public space has its own features, such as life, more hierarchical, communication, etc. These features make the community public space has some special requirements for the public art. However, on the other hand, the community public art performance often fails to match these requirements, such as lack of communication and interaction and the single level of orientation. In addition, community public art performance has always been to the traditional way is given priority to, on the expression of a less innovation: Installation of fixed furnishings, sculpture works, temporary installation works. With the spread of new media and is widely used in recent years, the community public art began to use such as video playback, audio output, lighting effects and other techniques, has developed to a certain extent, but these cannot be called new media installation art, the use of new media installation art in community public space seems to be still in its infancy.

Compared with traditional installations, the application of new media installation art in community public space has its own unique advantages. First of all, is the new media technology novel expressiveness and technical adapted to the demand of The Times. In the highly developed science and technology, life and technology have inseparable today, people's acceptance, response and usage of new media technology have reached a certain extent, the use of new media in the community public space is no longer a matter of the novel. On the contrary, it

is the embodiment of the daily life, which makes the emergence of new media installation art and the use of more closely associated with life. Multimedia images, sound and light effects, network links, these installation art is the expression of the common means of visitors also have the demand of public community, these presents not only can carry out effective promotion more pluralistic, saving time and space for more convenient, small new media device in the community for community multi-layered experience.

Secondly, the versatility of new media makes installation art more possible and effective in terms of both performance and expression, which can greatly enhance the role of community public art and make it more approachable and attract the participation of community groups. New media installation art is cutting-edge and leading in the use of new technologies. These technologies enable art to have distinctive characteristics such as connection and interaction. Through new media, art and community public space can complete a series of effects and reactions such as connection, integration, interaction, transformation and output. This makes the new media installation art more conducive to the expression and dissemination of the theme, and also in the process of expression and dissemination of a good response and feedback effectiveness. Such as the works of Marria stukoff "every passing moment" through screen presents the way of pedestrians and interaction, and simple present just increase the use of bluetooth devices and computer conversion equipment, the result is an audio virtual garden obtained the good effect, the pedestrian interaction, involved in the community public art[4].

And new media technology through the Internet and other new technologies, not only brings real feelings and instant network connection to the audience, but also creates an image for the community public space and establishes a brand of community art and culture through the development of community new media installation art. Public art and community environment construction are harmonious and symbiotic[5]. Good use of the characteristics of public art in community construction can create a cultural atmosphere with practical significance and characteristics, and then form the image of community brand. For example, many communities take local historical and cultural characteristics as the banner to create characteristic community brands nowadays, which has become a common phenomenon in China. The success of such examples can enlighten the strengths of cultural brands in our community, so as to create means that can be expanded beyond the traditional cultural symbol methods. Using new media installation art is a new way, Guangzhou international light festival is the most obvious example of brand image brought by new media installation art to public art. In terms of community public space, Spectaco district in the center of Montreal in Canada is a successful case. The new media installation art work "21 swings"[6] successfully creates a highly distinctive and successful image of the art community, and it has received a good response, which is worthy of further discussion.

New media installation art can have a good interaction and grow in harmony with community public space. Of course, when these works enter the community, their intervention needs to have certain principles: 1. No impact on life: community public space still dominated by daily life, and the intervention of art is an auxiliary to enrich the color of community life, yet can't attract much attention. Community public space is different from the special exhibition space such as art gallery, so paying too much attention to the works and ignoring the conditions and requirements of community public space will put the cart before the horse. New media installation art works should be designed, created and arranged in a reasonable way, taking the situation as the first consideration without affecting life. 2. Associated with the community identity, that is locally. Good public art works need to be related to the characteristics of the space, not divorced from the community culture and life. Based on the needs and construction purposes of the community and customize the new media installation art that fits into the community public space. 3. Robust durability: The biggest concern for new media installation art is whether the work can be displayed for a long time, and whether it can deal with various problems such as the public and outdoor space. This is a consideration that should be carried out at the beginning of the design of the work, as well as the sustainable development of the work in the community space.

New media installation art between the community public space, if we can find a suitable method for intervention, make good relationship between the two. From community space for the creation of new media art can not only make the works have specific practical significance and social value, but also expand the art culture of the community as well as the propaganda and dissemination of the concept of people's livelihood when the new media installation art enters the community public space. The good interaction between the two can promote each other, which is of great positive significance to both the development of artistic works and the enrichment of community culture. Then, we can experience and summarize the influence of new media installation art on community public space through some successful cases:

## 5. Propaganda and Dissemination

New media installation art has rich and multilevel expressive force in information transmission and presentation, which brings practical significance to the propaganda and dissemination of the community. In the tradition-

al sense, propaganda and dissemination in community culture are often unidirectional and rigid, the audience's acceptance rate is very low, which is prone to cause aesthetic fatigue. So that new media installation art can make breakthroughs in this aspect. Guangzhou international light festival is a good example for reference that the high-tech presentation and gorgeous visual effects make the light festival bring high level artistic enjoyment to the public. On this basis, the cultural and connotation expressed in the light festival has a high degree of audience feedback in the level of missionary dissemination. Such soft dissemination also makes the audience subjectively willing to accept and respond well[7]. During the National Day holiday in Guangzhou this year, the light video projected on the buildings on both sides of the pearl river shows the praise of the motherland. This propaganda uses simple symbolic images to convey the theme, and the audience is also very happy in the visual appreciation, achieving a good propaganda effect, which is a positive example.

## 6. Narrow the Distance between People and Community Space

The relationship between people and the community in modern life has become increasingly estranged. Through the creation of new media installation art, people are brought back to the community space, the distance between people and the community is narrowed, and people are more willing to devote themselves to public life. Teamlab's light installation "crystal universe"[8] is a learning example, dreamy beautiful scene is composed of numerous hanging LED lights, space is independent and interrelated, the lighting device not only present a good visual effect, also has carried on the interaction design, through the digital control system, the audience participation will affect the presentation of the work, digital operating system will react based on people's activities, and then to change. The mutual influence and two-way interaction among the creator, audience and art works is not only the intervention of the works to the community, but also the interaction and relationship construction between the community group and the community space.

A good community art work should be able to enliven the community atmosphere, narrow the distance between people in the community, and gather people together through the works to form a harmonious and happy atmosphere. "21 swings" and

"The tilt of light" in the Melbourne federation square of Australia is a good way to connect people[9]. The former can produce beautiful melody through the interaction and cooperation between people, while the latter can make people close the distance through the use of seesaw and the special physical light effect. Through the works, people are more willing to enter the community public space for communication and interaction.

The combination of new media installation art and community public space should make good use of its own characteristics, exert positive energy, so as to make people's life more positive and make people's livelihood happier. Music interactive devices in stairwells, video collection and translation on paths, and various devices for the community, if properly used, should be able to have a lot of fun in busy lives, and a little fun in life will certainly have a positive impact on people.

Starting from the characteristics of the new media installation art, it has a certain fit factor with the community public space. If it is applied to the community public space, it is feasible and has certain advantages. Its intervention should bring some positive influence to the community public space. Facing and dealing with the interaction between the new media installation art and the community public space correctly is the breakthrough and trend of the community's future development. In addition to all the above considerations, some of the new media installation art thinking and community public space also is instructive: public art has from static to interact, and this is the trend of The Times, is also the demand of the society, but also works creation from one-way leading to the bidirectional interaction, it also bring new task and thinking for the creator, the creators and works no longer have absolute power of discourse, the requirement of openness makes the work need to consider the active participation and feedback of the audience. New art forms bring new artistic experiences, and the integration of life and art is inseparable now. In the future, the relationship between new media installation art and life will become closer and closer. Whether in public space or community space, the development between the two is really expecting.

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