

The Application and Future Development of New Media Technology in Contemporary Art

Zhaoyu LYU

Beijing Institute of Fashion Technology, Beijing, 100029, China

ABSTRACT. *With the rapid development of social science and technology and the progress of the Internet, new media has penetrated and affected our lives, and provides convenient conditions for the creation, development and dissemination of contemporary art. The development of art follows the change of media of the time and makes reasonable adjustment and development changes for the aesthetic needs of human beings. The emergence of new media provides a good technical means for people's diversified aesthetic need, and also makes the contemporary art have many forms of changes. This paper explores the definition of new media technology and the characteristics of the time, combined with the integration and influence of new media and contemporary art, looks forward to the future development trend of the integration of new media and contemporary art.*

KEYWORDS: *New media technology, Contemporary art, Integration, Development analysis*

1. Introduction

McLuhan once proposed that “the media is information”. As a product of the new era of the 21st world, new media is an important tool for transmitting information. New media technology is a kind of new media technology, which uses a computer, network, audio-visual, light and shadow and other technologies to deal with media information such as words, sounds, images and so on.[1] Based on modern design art, digital information technology is widely used in many fields of art, design and culture. For the traditional media, new media presents more “younger state”. The most typical characteristics of new media are interactivity and participation, which give participants the most intuitive feeling, rather than being in the state of a third party. It is this sense of participation and the user's pleasure brought about by the experience that enables the rapid development of new media. And today's new media forms are very rich, can better meet the needs of different groups of people. It also has a strong convenience and frontline, not limited by the time and place, can help the audience to solve more work needs, and will affect us more deeply with the adjustment of time and technology.

2. The Manifestation and Development of Contemporary Art

“Contemporary art” has a wide range of concepts. In terms of time, it refers to the contemporary art form. In addition to comparing traditional sculpture, oil painting, sketch and architecture, it also includes artistic creation and practice with experiment, vanguard consciousness, future and public. In terms of connotation, it refers to the art with modern essence and modern language. Their contemporaneity is not only reflected in today's artistic appearance, but also in the praise and denigration of political, social and humanistic environment and the excavation of artistic connotation. For contemporary art, it is a state of continuous development. At the end of the 19th century and the beginning of the 20th century, the contemporary art is more advanced and experimental. And contemporary art forms are diverse, not just traditional primitive painting. It is closely linked with the social development, social aesthetic consciousness and form, science and technology, showing a diversified and become younger in average age art form.

3. Application and Development of New Media Technology and Contemporary Art

We know in the dialectics of philosophy that the development of things is connected. The relationship between technology and art is very close, and art can also be sensitive to the impact of media changes. During the period of industrial revolution, the emergence of the camera led to the development of photography art. With the progress of photography technology, film art came into being on this basis. In the 21st century, the rapid development of new media technology will imperceptibly affect the creation and performance of contemporary art. Therefore, as the spokesman of the “youth group”, contemporary art is no exception.

3.1 The Inevitability of the Integration of New Media and Contemporary Art

With the progress of the time and the improvement of people's aesthetic consciousness, diversified art forms are needed to meet the need of the masses for spiritual culture. Art will be innovated and changed according to the need. Therefore, the integration of new media and contemporary art is also the inevitable development of the time.^[2]This kind of integration can play a great role in promoting artistic creation and artistic expression, and it is also a form innovation of artistic creation and expression form. In this inevitability and innovation, the form of contemporary art will be more diversified, which can better meet and meet the needs of contemporary public aesthetic, and will have a profound impact on the creation and dissemination of contemporary art. Therefore, the integration of new media and contemporary art is a good opportunity, both in practice and in theory is very necessary.

3.2 The Influence of Contemporary Media on New Art

3.2.1 Speed U the Spread of Contemporary Art

The development process of art also follows the development of media; today in the 21st century, new media has become the most obvious form of life communication and communication in public life. The rapid development of new media has played a great role in promoting the dissemination of contemporary art.[3] Dissemination form of early art is more paper-based media, as well as site visit, which are relatively traditional compared with new media. The emergence of new media technology has brought great convenience to the dissemination of contemporary art, which is not limited by the site and time. The impact of this year's coronavirus epidemic has had a great impact on offline physical art exhibitions. However, the "cloud Exhibition" on the mobile terminal well avoids the restrictions of region and site, and can enjoy art exhibitions all over the world at home without leaving home, which has brought a good role in promoting the dissemination of contemporary art.

3.2.2 It Enriches the Creative Forms of Artists

In the early stage, artists mainly used relatively single painting materials and images to create and express art, and the use of tools was relatively simple. In the 1980s, the popularity of computers has greatly innovated the creation of art. Artists began to use computer technology and began to use new means of artistic creation. The application of technology in artistic creation has enriched artistic language, creative concept, philosophy and the way to see the world. In the 21st century, the application of VR and AR technology provides a new source for contemporary art creation. In 2019, French artist Anna zhilyaeva used the tilt brush real-world Painting Technology launched by Google. Wearing VR glasses and holding the joystick, she was immersed in a virtual 3D space, drawing air as a canvas. The artist shuttled back and forth in her work, sketching the three-dimensional outline with the handle, which was dreamy and cool visually. The application of VR technology in contemporary art has broken the traditional plane painting mode, allowing artists to create three-dimensional pictures from the inside to the outside in the virtual reality, which provides more choices and attempts for artists' creation. The combination of new media technology and contemporary art can improve the diversity of art creation. And it can also improve the artists' awareness and ability of cutting-edge creation.



Fig.1 Anna Zhilyaeva VR Creation Site

3.2.3 Audience Role Change

Science and technology is changing the interactive form of people's perception and acceptance of art. In the early stage of watching the exhibition of traditional art works, more can only see but not touch. The role of the audience in watching the exhibition is more passive acceptance of the work.^[4]With the intervention of new media technology in contemporary art creation, the traditional static viewing form has been broken, and the role of the audience has also changed from passive acceptance to active participation, which greatly improves the fun of the audience participating in art and experiencing artistic creation, immersing in the works, experiencing the artist's creative emotion and feeling better visual art experience. For example, teanlab team, which was popular all over the world in 2014, is a very typical excellent example of combining new media technology with art, which makes the audience really immersed in it. The audience becomes a part of the work and jointly creates work, connecting the boundaries between technology and art, reality and virtual. Let the experience truly feel the new immersion experience and artistic beauty brought by the combination of technology and art.

3.2.4 Better Carry Forward Traditional Culture

In October 2019, 'the digital image of China through time and space' was successfully unveiled at Frankfurt International Book Fair. This exhibition project adopts LED screen with a height of 3 meters and a length of 25 meters, which shows the changes of the times of the world cultural heritage Beijing Hangzhou Grand Canal, and makes the audience truly feel the perfect combination of traditional culture and modern science and technology. The creation of this digital image adopts the combination of realistic painting and science and technology, tradition and modernity, vividly and completely shows the charm of Chinese cultural heritage, and has attracted a lot of attention from overseas audiences, which has played a good demonstration and guiding role in the dissemination of traditional culture. This digital image fully demonstrates the perfect integration of new media technology and art. In the near future, the excellent combination of technology and art will

present us with more excellent traditional culture.



Fig.2 China Live Exhibition through Time and Space

4. New Media and the Future Development Trend of Contemporary Art

With the application of technology in new media and the development of diversified expression of artistic creation, the integration of new media and contemporary art will become a very mainstream trend, and will become more and more popular, showing a more diversified and “younger” art form. It is not only the seeing and listening that we feel today, but also more immersive and virtual in the near future.^[5] In the future art creation, new media will bring unique changes and growth to the development of contemporary art; In the future, the role of art will be greatly changed. It is no longer the output of the artist alone, but a sense of interaction between the two sides. The audience can better experience the artist's creative ideas, emotions and world outlook;^[6] The popularization of the application of new media in public life and the convenience of creation tools make the creation of art no longer the personal exclusive of the artist. Everyone is the creator of art, which can better narrow the distance between art and the public and achieve a more pro people effect; With our pursuit of higher art, the future art development will no longer be a separate art discipline, but will present the integration of multi-media and interdisciplinary, which will better serve the needs of today's society and the public. At the same time, the form of beauty will become more abundant and diversified, and different artistic media will be constructed to produce unique aesthetic experience.

5. Conclusion

With the development of society, science and technology, art forms will become more diversified, more and more new media technology will be applied to our

contemporary art, presenting more new media art works. The integration of new media and contemporary art is a good trend for art development. In the near future, new media art will occupy a place in contemporary art. However, in the process of integration and development of the two, we can not pursue the entertainment of form brought by science and technology alone, or we should always maintain the purity of art, not reverse the position, only pursue the form of appearance and ignore the essence of connotation. Only in this way can we better achieve the integration of technology and art, and lay a firm foundation for the development of new media art.

References

- [1] Yu Jing. The image of new media technology on contemporary art communication in China [J]. Popular literature and art, pp.174-174.
- [2] Song Luyao. Exploration of new media art in the post image era: the integration of digital media and contemporary art [J]. Media Forum, vol. 2, no. 10, pp.38-39.
- [3] Li Sida. Exploration of new media art in the post image era: the integration of digital media and contemporary art [J]. Decoration, pp.7-9.
- [4] Ye Hongtu, Yuan Hui. Analysis of new media art in Chinese contemporary art [J]. Grand View of fine arts. pp.78-79.
- [5] Wang Ziwei. New media art research under the integration of art and technology [J]. Aesthetic education and culture, pp.160-161.
- [6] Ma Xiaoxiang. On the aesthetic experience of new media art in the context of contemporary art [J]. theoretical exception, pp.87-88.