

From the Inside to the Outside: Study on Exhibition Design and Communication of University Art Museum

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Abstract: With the continuous improvement of living standards, peoples aesthetic awareness and aesthetic level of continuous improvement, a large part of art education in the way of exhibition to us. However, China's art industry is not fully mature, and art exhibitions mainly focus on art education, lacking a strong sense of substitution, so the design requirements for exhibitions have become higher.

Keywords: Art Museum ; Exhibition ; Design ; Communication

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Preface

Art museums are one of the ways for human beings to pursue spiritual level above material level at present. The content disseminated through art museums can help people better carry out academic exchanges and strengthen professional level and aesthetic education. Exhibition is also one of the ways to promote contemporary history writing. Therefore, scientific decision-making model must be adopted in order to better develop art museum education.

1. The significance of exhibitions in contemporary University Art Museums

Like the birth of public museums, the embryonic form of university art museums played an important role in its historical evolution before the first university art museum was recognized by the academic circle. In 1905, Mr. Zhang Jian, a famous industrialist in China, called for the establishment of a national museum in The Capital after he founded Nantong Normal School, and submitted his proposals for the Construction of an Imperial Museum in The Capital. Zhang Jian founded Nantong Museum in Nantong Normal University. It is worth noting that Zhang Jian has realized that the museum can enrich the university for students to observe and study^[1]. It can be seen that the establishment of university art museum should not only serve for teaching, but also become a research place.

2. Status quo of domestic and foreign art museums

At present, there is a big gap between the development progress of art exhibitions at home and abroad. Although the explanation is enthusiastic and detailed most of the visitors are just a cursory glance, without feeling the real connotation of art. This is exactly how the whole exhibition hall can fully show the charm of culture and art, not only to popularize some excellent creative inspiration, but also to carry out artistic aesthetic innovation, to generate empathy and resonance for the expression of ideas of artistic works, otherwise only care about passive acceptance without active thinking^[2]. With the improvement of people's aesthetic awareness in today's society and the emergence of more and more young artists, the variety of exhibition design has gradually increased. Therefore, the design and planning of the exhibition is particularly important for contemporary art museums.

3. Classification of contemporary art Museum exhibitions

At present, the value of the exhibition market lies in making visitors have a better sense of experience, making art promotion and education get better promotion, so that the audience can truly feel the significance of the exhibition, theme connotation and unique artistic characteristics. Private art museums, on the other hand, pay more attention to image management and maintaining basic operation. This is the biggest difference between the two museums. The general direction of art exhibition can be divided into three kinds. One is as a platform for academic exchange and learning between art researchers. The other is for business activities to stabilize the economic development of the local city. The third is mainly for the propaganda of art and culture, art communication and education^[3].

4. Innovative design of contemporary University Art Gallery

4.1 Decision model of innovation mode

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At present, no matter what kind of art museum forms, there is a lack of a scientific decision-making model. An excellent exhibition must be planned, creative, innovative, collective and evaluative. Although Chinese art museums have become mature on the surface, there are still some loopholes in the system and lack of targeted designs^[4]. Therefore, for art museums with different modes, we should adopt new design methods aiming at this mode to better carry out aesthetic education while promoting history and culture.

4.2 Innovative design cases

CAFAM Art Museum and the Second CAFAM Biennale Invisible Hand: Curation As a stand CAFAM Art Museum of CAFAM is realized on the basis of integrating the academic platform of CAFAM. From the exhibition theme is put forward to the exhibition, to form a complete set of exhibition promotion academic, education activities, it can be seen that the central academy of fine arts gallery of consciousness through planning exhibition has a certain academic level and problem consciousness, in the introduction, construction and production of new knowledge at the same time, with the help of institutional platform. And eventually extended to social practice and college education. The exhibition reflects the responsibility of the university art Museum for research.

4.3 Innovative curatorial process

This paper takes "From inside to Outside" as a case to illustrate the curatorial process as follows: Early stage: Learn about the school art museum experience in previous years. In 2010 the university art Museum was established to undertake numerous exhibitions, mainly for graduates and teachers of the painting department. In 2013, due to financial problems and other conceptual problems, the construction and planning were delayed. In 2021, the museum successfully carried out the school-enterprise cooperation plan, and the museum was rebuilt and renamed as "Runshi Art Museum". Mid-term: Questionnaire preparation and analysis. The questionnaire is divided into two parts, the first is for the art college, the second is for the public. One 180 valid questionnaires and two 150 valid questionnaires were investigated.

Analysis of Survey Results (Survey 1).

The majority of students who participated in the survey, accounting for 93.89%, are aged between 18 and 25 years old, belonging to the new generation of post-00s age group. Most of them visited exhibitions 5-6 times, accounting for 32.22%. This group attaches a certain degree of importance to exhibitions. Among the ways to learn the latest information of exhibitions, the official account of the exhibition hall, the official wechat account of art, moments of friends or recommendations of moments of friends are the most popular. Among the most attractive art exhibitions, Chinese and Western art history narrative exhibitions and academic masters theme forum exhibitions accounted for 24.44% and 22.78% respectively. It can be seen from the exhibition that art students hope to acquire some art knowledge. We know that innovation is a common concern. As for the design focus of oil painting exhibition, excellent oil painting works and moving line design of the exhibition account for the highest proportion, accounting for 72.78% and 65.56% respectively. From this, we can see that people are concerned about the design logic of the works and exhibitions.

5. Dissemination of contemporary University art Galleries

In the ever-changing era, colleges and universities art gallery, using a variety of transmission methods and transmission way conform to the trend of our times, the new media have been integrated into our food and clothing live line, the gallery as a platform for the spread of knowledge production and art should use various media provide convenient service for the viewer, truly realize the museum into public life, Become a field for the public to share art and spread art^[5].

6. Conclusion

From the current research on art museums in China, there is still a lot of room for progress. Due to the attention paid to aesthetic education, the scale of art museums in China has been expanding and applied to different industries. So want to promote the development of fine arts exhibition related business, the first thing to improve the comprehensive quality of curator, fully display the role of the curator and status, to adopt scientific decision model, defined the direction of its exhibition application, make corresponding plan again through a series of work steps, can effectively promote the further development of the museum exhibition.

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