

On the Influence of New Media Art on the Environmental Design of Commercial Shopping Space under Digital Economy

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Abstract

After entering the 21st century, the progress and development of science and technology show exponential growth, and new technologies, new means and new materials continue to emerge. With the rapid development of information technology and the creative development of art by new media art and the innovative use of cutting-edge technology, people put forward more and more differentiated requirements for the convenience, participation and intelligence of commercial space, and modern commercial space is endowed with more technical and artistic characteristics. Therefore, exploring the application of new media and its artistic features in commercial space design can not only promote the development of design thinking, but also provide technical support and artistic thinking guidance for the environmental design of commercial shopping space.

Keywords

Digital economy, New media art, Commercial shopping space, Artistic characteristics, Application value

1. Concept of New Media Art

New media art originated from the conceptual art in the 1960s. From the development process of new media art, new media art is a concept of development. Therefore, it is very difficult to define and discuss it. Richard Howells believes that the reason is: "firstly, this is a very changing field. Even the most fashionable research has become obsolete when it is mature. Secondly, this is a new field, and there are few important texts and classics that have been established. Thirdly, even the definition of 'new media' remains to be solved." [1] Gong Lin once discussed contemporary new media art: "New media art is a new art form divided and defined by digital technology and communication media, rather than according to the history and time of evolution and evolution of media and materials. Generally speaking, new media art is digital media art or digital media art. New media art is based on and created on the platform of digital information communication technology Contemporary art forms as media and display methods. New media art is a contemporary art creation activity based on digital technology, information communication as the media, interactive communication as the means, pioneer experiment as the feature and art concept as the driving force. " [2]

2. Characteristics of New Media Art in Commercial Shopping Space Environment

2.1. Interactivity

Interactivity has the characteristics of two-way communication and exchange, which is very different from the one-way communication of traditional media information. New media art has the characteristics of interactivity, which provides a solid guarantee for the personalization of artistic activities and the diversification of artistic works in commercial space. In addition, in

the process of presenting new media works of art to consumers, not only the content of works of art has been quickly conveyed, but also consumer groups can actively integrate into commercial activities, which fully meets the equal communication between people and new media works of art.

2.2. Nonlinearity

As one of the characteristics of new media art, nonlinear creation mainly refers to the editing of art information, which is different from the traditional linear editing form. In general, it refers to the innovative compilation measures of new media art in the creation concept of art works. Nowadays, the development of new media art breaks through the relevant limitations of artistic nonlinearity, and presents inclusive, open and rich artistic forms to a considerable extent. When using new media art for narrative operation, it will show two artistic characteristics, namely, playfulness and real-time narration. In the structure of narrative facts, designers and other participants can realize barrier free communication in the same language, so as to promote the sustainable and innovative development of new media art.

2.3. Virtualization

Relying on the rapid development of digital technology, new media art realizes the virtual expression of real time and space. Compared with the dependence of traditional art forms on materials and objects, with the help of digital technology, new media art can reconstruct the scenes around us, forming a non-material realm measured by time. The virtuality of new media art refers to the virtuality of artistic expression content and existence state, rather than the virtuality of expressing emotion and thought. In addition, with the advent of virtual reality technology, we have more thoughts on the sentence "art comes from life": art is no longer reproducing life, but also living in imitating art. Virtual reality technology has become more and more perfect. Virtual reality can create a virtual space-time environment integrating vision, hearing, touch and other perception systems through multi-dimensional perception acquisition and expression devices, so as to create a three-dimensional space with imagination, immersion and perception experience for consumers, which can be controlled by the program of computer system, Users can interact in this virtual three-dimensional space at will.

3. Application Value of New Media Art in Commercial Shopping Space Environment

3.1. Innovative Commercial Space Display

The essence of the vigorous development of new media art is its self innovation in art form, and creative concept compared with traditional media. These revolutionary changes have not only brought unprecedented life experience to people, but also brought infinite possibilities to the display form of art in commercial space. With the help of digital technology, new media art intuitively shows the multidimensional nature of goods in front of the audience, making the audience feel the unprecedented aesthetic experience liberation. New media art can display two-dimensional images and boring text annotations in the form of video, audio and video, so that the audience can more intuitively and comprehensively understand the information they want. At the same time, by strengthening the in-depth depiction of local details, it can display the display object in a comprehensive and multi angle real-time, which is far more attractive than the traditional physical display. The innovative display method highlights the impact on customers' audio-visual perception, makes it easier to leave an unforgettable first impression on consumers, consciously guides consumers' business space behavior, and then helps to arouse consumers' potential shopping desire.

3.2. Deep Participatory and Interactive Experience

New media art is obviously different from traditional forms, which is embodied in Deep Participation and interaction. With the help of interactive technology, new media art brings consumers into the creative process of commercial space. To some extent, consumers' participation and experience are an indispensable part of the artistic creation of the whole shopping space for shopping malls. For consumers, new media art endows consumers with subjective identity, and consumers are no longer passive recipients of information, But independent understanding and exploration.

3.3. Interest and Openness

In modern urban life, the realistic pressure from work and society and the accelerating pace of life make people physically and mentally tired. People are eager to find channels and ways to relax their body and mind and relieve the pressure. Therefore, in the design of commercial space, it is particularly necessary to turn consumers' commercial space behavior into a selfless enjoyment process. The new media art with its own playful and interesting attributes has naturally become people's best choice. The interest and openness of new media art make consumers consciously deepen their impression and recognition of commodity information while interacting with the game.

4. Response of New Media Art to the Environmental Design Demands of Contemporary Commercial Shopping Space

The rapid development of society stimulates the diversification of consumer demand. At the same time, the emergence of pop art, futurism, dada art and other art schools has planted the seeds of life for new media art. In order to adapt to the development of the times and flexibly deal with the uncertain changes brought by scientific and technological progress, commercial space design must also advance with the times and actively make corresponding changes.

4.1. Innovate and Enrich Commercial Space Design

With the rapid development of modern science and technology and digital information technology, social production mode and daily life form have undergone very subversive changes. Modern technology is also inevitably integrated into the field of commercial space design. At the same time, consumers also put forward higher requirements for modern commercial space design in time. As the product of the deep combination of modern information technology and art, new media art not only updates the art form, but also innovates the art creation theory. The application of new media art in commercial space design can not only divergent design thinking, but also constantly promote new ideas in commercial space design.

4.2. Two Way Flow of New Media Art and Consumer Groups

Because the form and content of traditional art are not easy to understand, and the timeliness is too poor, traditional art can not be well integrated into the vision of the public and the life of ordinary people in the process of communication. With the deepening of the digital process, consumers' aesthetic methods and aesthetic concepts are moving closer to the digital direction. In the digital age, consumers are more sensitive to the aesthetic value and inner meaning of characters, symbols, sounds and images. In addition, with the support of Internet information technology, the public in modern society has the ability to directly participate in practice and operation, so as to complete the creation and experience of artistic works. On the basis of Internet information technology, new media art has completed the two-way flow of consumer groups and new media art. Therefore, in the design of commercial space, the efficient and

reasonable application of new media art is conducive to the efficient transmission of commercial information between commercial space and consumers.

4.3. Rich and Diverse Experience

Commercial space design itself is a highly professional analysis process. At the beginning of design, we should first conduct in-depth research on consumers' spatial behavior, and take the research results as the reference law of commercial space design. Any commercial space behavior, consumer demand and consumer psychology are an internally related organic whole. Through the study of commercial space behavior in modern society, we are surprised to find that whether the functionality of commercial space is perfect has gradually become the focus of consumers' attention, and high quality and low price are no longer the primary demand of contemporary consumers, Consumers not only hope that the commercial space is more personalized and diversified, but also expect to obtain a variety of different consumption experiences in the commercial space. As far as new media art is concerned, it can effectively avoid a series of common problems such as lack of attraction to consumers in commercial space design because of its virtual, playful and interactive characteristics. New media art uses modern cutting-edge image technology and communication methods to create a more humanized shopping experience and diversified shopping environment for consumers.

5. Development Trend of New Media Art in the Environmental Design of Commercial Shopping Space

The wide application of new media art in the environmental design of commercial shopping space is the inevitable result of the rapid development of modern science and technology. As one of contemporary art, it well meets people's consumer demand for excellence in commercial shopping space. In order to meet people's increasing aesthetic needs, contemporary designers are constantly exploring new artistic language to interpret this era. Although there are differences in theme and form, society, civilization and human thought are making continuous progress, which requires art to be in a state of continuous progress. The emergence of new media art undoubtedly provides a new field and context for designers' concept expression. Facing the technical conditions and creative environment of today's society, designers can use more means to create, and combine or integrate their different materials and forms, so as to better express their humanistic thinking on commercial shopping space. At the same time, the elastic formal language full of uncertainty, infinite possibility and even illusion of contemporary new media art will be one of the development trends of contemporary new media art in the environmental design of commercial shopping space.

6. Conclusion

New media art is the product of the interactive integration of modern science and technology and art. It realizes the unity of science and technology and artistic thinking. Realizing the artistry and humanization of science and technology will be the ultimate goal of the combination of technology and art. Under the general trend of rapid development of experiential economy, contemporary commercial space design first needs to be guided by the aesthetic concept and artistic thinking of new media art, so as to establish the concept and thinking of commercial space design, and then explore the most ingenious and perfect solutions with the help of technical means to complete the design works. Technology and art together constitute the form and content of new media art. They have me in you and you in me, which jointly promote the innovation and practice of new media art in commercial space.

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