Study on Engineering Mode of Modern Exhibition Display Art

Xin Tao and Nan Song

ABSTRACT

With the constant development of economy, exhibition display art is embracing an unprecedented flourish. Closely related to art design, exhibition display art focuses on the exhibition within certain space by means of certain objects and multi-media technologies, etc. Taking advantage of a combination of art and advanced technology, it presents audiences with the most beautiful sides of exhibits by digging deeper in the shape, lighting, acoustic, visual and other aspects, exposing the magnificence and elegance of the art to every single audience; meanwhile, audiences are fully engaged in the exhibition in the senses of visual, smell and auditory, feeling the expanding of every cell of the body, which enables themselves interactions with the exhibits. So far, exhibition display art consists of commercial exhibition, culture art exhibition, museum galleries and comprehensive art shows, etc. Nowadays, exhibits are not simply set out in exhibitions, but are emerged with new elements, creating certain atmosphere and arising audiences’ inspirations.

Keywords: Exhibition Display Art, Engineering Mode, Exploration.

Nowadays, modern exhibition display art is marching to the network information age. People cannot imagine how fast the information transfers, and their appreciation for art is also quietly changing. Art exhibition not only gives new life and vigor to the economic development and promotes its rapid development, but also broke into people's lives as a kind of new form. The advancement of economy and science and technology dives the development of exhibition display art, and its concepts and patterns are constantly changing. Each of them have different characteristics, and pay more attention to

Xin TAO, He University, Liaoning 110163.
Nan SONG, Shenyang Institute of Technology 113122
economic benefit. Their expression is more flexible, and full of the spirit of times. Their mode is also increasingly rich. Thus, the comprehensive development of the economy is realized.

A. An overview of modern exhibition display art

(1) The definition of modern exhibition display art
It means the exhibits are presented in front of audiences by a direct and objective way in a certain space and environment. Show art cannot be accepted and praised by audience unless it is exhibited by a certain form. Different show art needs different patterns to achieve the desired effect. Some engineering mode can help the exhibition display art present its beauty, have with strong appeal, and achieve unexpected effects.

(2) Key elements of engineering mode
The exhibition display art has many kinds of elements. Column, wall, roof, shelf, cabinet, and table are the most basic elements. By full use of these elements, the engineering mode will be perfect, exhibition display art presented by them is more diversified and greater impact to people's senses can be formed.

1. Column
Column is a basic element in the exhibition display art mode. It is mainly used for the construction of roofs. Its variety of styles, such as round, flat, square, etc., can separate the display space so that the space has a feeling of movement. It can also change the space structure to help present the beauty of exhibition display art.

2. Wall
Wall is used for the layout of exhibition display art by means of circumference. The layout will form a strong sense of space, specify the sight of audience and the space looks more spacious. Wall changes will present many unexpected effects.

3. Roof
Roof is an important element in exhibition display art mode. It can change the beauty of exhibition display art and present a different visual. Different forms of roof can bring different beauty to the exhibition display art.

4. Shelf
Shelf is dependent on the existence of other elements, but it has strong practicality. Shelves have many functions. For example, they can put and hang up objects.

5. Cabinet
It is a kind of closed elements, with a strong of practicability. Its material is generally transparent. Cabinet will also bring unexpected beauty to exhibition display art when used in different places. It is an ornament to exhibits.
6. Table
It is mainly used to place different exhibits. It gives a kind of downward expansion, which make aesthetic feeling more stable. Combined with other elements, a sense of novelty can be produced.

(3) Features of modern exhibition display art
Modern exhibition display art has strong artistic quality. Combined with science, it presents the diversity, the integrated features, the cultural features and the commercial features. Exhibition display art contains modern and classical elements, blended in many features, with both antique beauty and modern spirit.

B. Problems of engineering mode in modern exhibition display art
Nowadays, the economic is developing rapidly, but the spirit needs cannot keep pace with it, which bring significant impacts on modern art exhibition. For example, traditional culture of modern exhibition display art and fashion and money collide with each other. Message delivered by modern exhibition display art is more diversified.

(1) Lack of awareness
Modern art exhibition blindly pursues economic benefits but ignore the social benefits, which makes exhibition display art lack of emotion. As a result, the art does not have a good communication with the consumers, thus consumers will be very passive to the delivered information. Consumers spend for spending. If a better mode which can involve the masses into the exhibition display art can be used, the effect of exhibition will be improved.

At present, many merchants blindly and exaggeratedly use the exhibitions in order to sell their products. The emphasis to economic interests ignores the charm of exhibition display art itself. For example, some merchants exaggerate sales methods or wantonly make text illusion, which makes exhibition deviated from the original intention. This is a kind of blasphemy to the exhibition, and also an insult to national culture.

(2) Lack of humanism
The lack of humanism is mainly manifested in the following two aspects. First, the lack of concern on human nature. Some exhibitions are designed for ordinary people, ignoring the need of the disabled and other special groups. Moreover, exhibitions shall be designed for targeted people. For example, for the old with poor eyesight, the exhibitions should have the visual text, and for young people who use the network, the exhibitions should consider visual impact. Exhibition display art does not have enough attraction for consumers, which makes human-oriented care become empty talk. Second, the lack of transfer and inheritance of traditional classics. The exhibition display art does not have innovation, but only imitate forms and styles of other arts. In design, the blind pursuit of particularity abandons the classic culture completely.
Though it can give a person fresh and new feelings first, after the exhibition, people will feel empty and lack of culture content. In today's market economy, exhibition display art should take advantage of the humanism, so that the two can be integrated and complementary to each other.

(3) Lack of ecological consciousness
First, most exhibitions imitate forms of foreign countries. The imitation of foreign form ignores whether they are suitable for the local and the environment of our country. The pursuit of taste and aesthetic feeling only without considering the actual situation and blindly following others’ design will cause the waste of the cost and resources. This kind of exhibitions may increase the audience at a time, but ignore the sustainable development. Now at many exhibitions, the package of exhibits and posters are distributed everywhere with no recycling. As a result, the exhibition becomes the world of garbage when it ends, which is a big pollution to the environment. Therefore, the exhibition should pay attention to the protection of the environment. Second, the environmental protection consciousness of the masses is poor, so the design of exhibition should be integrated with nature to show the perfect combination of man and nature. With the development of modern economy, people's way of life shift to diversification and it is more convenient. At the same time of development, many problems appear, such as housing problem, traffic problems, health problems, etc., and the problems tends to be more and more. Exhibition display art has fewer and fewer combinations with nature, so people are calling for more nature elements in the exhibition, so that the exhibition is permeated with the vitality of nature.

C. Modes of modern exhibition display art
(1) Exhibition
The exhibition is an important mode of modern art exhibition. Different from the museum, it has its own characteristics. Many expositions and trade fairs will try their best to constantly present different characteristics at different time and seasons. In the exhibition, the content, time, form, size are adjustable. Formal exposition are generally organized and implemented by government or social organizations in order to promote the economy development and spiritual civilization. The effect to promote the progress of the two is very obvious through modern exhibition activities. World expo invites other countries to participate with formal invitation letter so as to communicate with each other and promote the development of all countries. The world expo in Shanghai was organized by our government, inviting the world to our exhibition to communicate with each other and learn from each other.

World expo needs much money as its backing, but it can also promote the local economic development and progress, so the modern exhibition display art has been supported by the government. Combined with functions and power of
the state, the operation and implementation of exposition will be much better. The construction of the exhibition is a complex of local culture, economy, politics, etc. fully mixing various elements. As an important modern exhibition display art pattern, it has opened up a new era of exhibition display art, promoted the comprehensive development of local economy, opened the window of the world, and also make themselves seen by the world.

Today, the exhibition has entered people's lives. It drives economic development and enrich the entertainment. Its content and style have its own characteristics, which drive the integration of world economy and culture, making some contribution to the integration of the global economy.

(2) Fair
Fair and exhibition have no obvious boundaries, often mixed together in everyday use. However, fair also has its own characteristics. Fair often has rich and colorful contents, exhibiting special commodities as the main exhibits; it closely combines modern show with science and technology to promote the development of exhibition display.

(3) Business mode
People are very familiar with this mode which includes all kinds of department stores, supermarkets and shops, etc.; its main purpose is to display commodities in areas with intensive stream of people, and commodities are displayed in designed environment which can make people comfortable, so as to promote sales or purchase.

1. Shopping center
Shopping centers are normally divided into two types, the first of which is an open area, and the second is a closed area. Open area is usually set at the entrance of the hall or open place of each floor, which largely enhance the market atmosphere of the whole space. Sales areas are partitioned by different modes. In the open area, it is necessary to have free traffic space.

2. Supermarket
Supermarket is essential to people's lives. Supermarket mode has a high level of freedom, and customers can select goods freely. This model breaks the space limit, and payment is centralized, generally at the exit of the supermarket, making the payment convenient and quick. It is an inevitable outcome with the development of modern life, and it has a very strong atmosphere of lives.

3. Specialty shop
This mode is generally divided into two types, one of which sells exclusive goods, and the other sells exclusive brands. Specialty shop simplifies the types of goods to be sold, making sale and purchase more concentrated.

D. Development Trend of Mode of Modern Exhibition Display Art
With economic development, the mode of modern exhibition display art has embraced the prosperity, promoting its development and making its form more diverse.
(1) Full integration with science and technology
With the continuous development of modern science and technology, science and technology has become the important force to promote the development of modern exhibition, adding new energy and vigor to promote the modern exhibition develop more quickly. In the design of modern exhibition display, it is necessary to not only inherit traditional design concepts, but also integrate modern design concepts; meanwhile, it is necessary to give full play to modern science and technology and harmoniously combine tradition and modern factors, making the exhibition have both classical beauty and modern atmosphere, so that the exhibition display lively and rich in content.

(2) Take advantage of network
The development of network is dramatically fast, enriching people's lives. Network has great advantages in terms of sound, color and dynamics, and has become an impact to traditional art; however, adding new elements to traditional art can make the artworks more appealing. Therefore, the modes of exhibition display art should be fully integrated with the network, which will make the art more diverse and vivid. Network brings new life of art, making it more vivid.

(3) Humanity and environmental protection
The exhibition display art serves for people, aiming at obtaining the maximum value with the minimum cost. Therefore, the exhibition display art should give full consideration to environmental protection, achieving the people-oriented. Environment is one of the important elements people rely on, and it has important influences on people's lives. If the pursuit of art is on the sacrifice of environment, it is unworthy. Art should be based on the environment and human being, separating from which the art will not have long-term development. Therefore, exhibition display art should always take environment into consideration, so as to promote the all-round development of human beings.

In conclusion, the continuous development of economy also promotes the diversifying development of exhibition display art, enriching people's spiritual civilization construction. The mode of exhibition display art continuously varies with the development of the economy and society, which promotes the continuous development of the economy. So far, people have been always in the pursuit of beauty, and are always seeking for new display art mode by using their talents, which is not only the pursuit of beauty, but also promoting the economic development. In future economic development, exhibition display art will keep on moving forward, showing more wonderful achievements and promoting the all-round progress of economy, culture and politics, and its development will make contribution to the achievement of the "Chinese Dream", as well as the great prosperity of our country.
References

[1] Yu Liang. Discussion on the Generality and Individuality of Modern Exhibition Display Art Design [J]. Literature Life, 2011 (6): 157-157.

[2] Meng Mingming. Analysis of the Impact of Traditional Craft Art Elements on Modern Exhibition Display Design [J]. Art Science and Technology, 2014 (6): 413-413.

[3] Ye Bin. Discussion on "people-oriented" as the key to successful display design—enlightenment on participation in the Shanghai World Expo[J]. Art and Design: Theory, 2011 (5): 85-87.

[4] Ji ChenTong. The Interaction of Sense and Sensibility—Logic Thinking and Imagery Thinking in Exhibition Display Art Design [J]. Modern Decoration: Theory, 2013 (12): 111-112.

[5] Yan Shengxue, Tu Le. Study on the Design and Practice of Movement-based Display Art [J]. Studies in Culture & Art, 2010, 3 (3): 123-124.

[6] Zhou Lingyun, Li Bin. New Exploration on the Cultivation Mode of Order Talents for Exhibition Design Major in Senior Vocational School—Tracking on "LingTong" Based Order Shift In-post Internship [J]. Reform and opening, 2013 (16): 78-78.

[7] Zhao Feng. Study on the Design of Art Exhibition Space in Modern Commercial Complex—Take Beijing Parkview Green as an Example [J]. Urban Construction Theory Research: Electronic Version, 2015, 5 (34): 145-146.

[8] Gu Yue. Museum Display Design and Representation—Take the "4+1" Olympic Welcoming Exhibition Held by the Capital Museum as An Example [J]. Decoration, 2009 (3): 144-147.