

New Media Art and Chinese Traditional Aesthetics

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Abstract

This paper analyzes the relationship between new media art and traditional aesthetics and aesthetic characteristics of new media art in order to explore the ways and diversity of new media art in inheriting traditional aesthetics. As a rising star in the art field, new media art relies on modern science, technology and traditional aesthetics, bringing about a massive and multidimensional transformation and taking on artistic expressions with its own unique aesthetic features. Although it has led the art into the digital age, we still can see that many artworks present connotations and forms of traditional aesthetics.

Keywords: Traditional aesthetics, New media art, Aesthetics, Art

The new media art, born at the end of the 20th century, in the setting of digital age, focuses on visual communication. With the help of the Internet and digital technology, new media art has subverted traditional art form and is creating a brand new art fruit. Although general trends can not be fully confirmed, it is also reshaping human ideology in a complete new art form. Science and technology are main factors, but it is not hard to find that as technology changes day by day, artists and audiences are more and more aware that new media art can not boom unless it is led by the connotation of valuable aesthetics. The progress of science and technology is a product of highly developed society and an embodiment of human wisdom. However, because of this, with the development of technology today, we place our hopes on the comfort of our soul which brought from art, not on a blind high-technology life.

I. Inheritance and Development of New Media Art

The vigorous development of digital technology has given birth to new media art. Of course, there is no deny that any new art form has its own limitations of times. However, new media art that depends on technology is gradually becoming dominant trend of art. Just as people today can no longer leave electronic products. New media art gradually formed its unique artistic features in the process of continuous development. The process of summary and formation is also a process of constantly breaking away from shackles of traditional art and completing its own transformation. However, this breakthrough is not separated but an inheritance of traditional art. Therefore, new media art mainly refers to the works of art that make use of the latest scientific and technological achievements such as video, computer, internet and digital technologies as the creative media.^[1]

Each time the progress of technical means will cause tremendous changes in the art world. Perspective and anatomy influence the Renaissance paintings. The results of the optical principles and pigment tubes prompted Impressionism innovate. The same is true of the industrial revolution, bringing art into an era of mechanical reproduction. At the moment, the third industrial revolution is ready to enter into the digital age. New media art is a relatively broad concept.

Early video art, installation art, along with the rise of networking technology, digital devices, and newly emerging "wet media" - the combination of "dry" silicon computer science and "wet" biology. Of course, the development of new media art relies not only on the innovation of thoughts and concepts, but also on the technical power brought by the electronic, optical and new materials in social development today. The development of technology is a representation of the development of times. The progress of new media art will be further improved in accordance with the progress of technology. However, many artists do not have experiences of computer and network technology. The digitization process of new media art has been hindered by computational programming and its expressions have been limited. With the advent of the era of computer and network information, if we can overcome technical obstacles, we will not only increase spread of new media art, but also express new media art more concretely.

II. The aesthetic dimension of new media art

The most prominent feature of new media art is integration of science and technology so as to form a more diversified art form, resulting in the rift with traditional art and a sense of separation of post-modern art. It is the uncertainties of science and technology as well as their diverse features that have created a brand new aesthetic feature of new media art.

(1) Changes in the aesthetic taste of art

The changes of art are always influenced by changes of ways of people's life. The development of new media art is also influenced by technological advances and changes in aesthetic taste. Emerging media bring opportunities for all-round development of art and we are no longer satisfied with a single mode of communication such as newspapers and radios. Therefore, people are keen to appreciate new aesthetic tastes due to the development of the social environment. Of course, this is the way in which art truly integrates into our lives and thus creates art that goes beyond our life. Nowadays, art has already broken through the scope of visual perception and gradually penetrated into many perceptions such as hearing, touch and smell. It is a manifestation of the combination of images, information and media. Therefore, both art itself and aesthetic tastes of human beings are changing.

Chinese traditional aesthetics provides a basic artistic environment for the development of new media art. New media art can always correspond to various concepts in traditional aesthetics, and they form a united aesthetic concept of modern art and traditional aesthetics.

The aesthetic diversity of new media art more intuitively expresses true feelings of human beings. The emotions of artists are extremely rich and exquisite. The artists' feelings and thoughts on all things are transmitted to artworks through various materials, forms and contents, and spirit and materials are actively combined. In this way, perfect combination of modern technical means and human spirits can be achieved. It is not the stacking of new materials and patchwork of works but truly give artist ideas to artworks of new media art. On this basis, the richness of new media art has brought a new visual feast.

The development of technology is one of the characteristics of social development. Although it has brought an enjoyment of art, we have to grasp the degree of technology at the same time. In the new social environment, the manifestation of art gradually turned to the characteristics of being open, inclusive and decentralized. People expect artists to provide more aesthetic choices for people, such as digital media art works, garden design works, holographic video works, these works often need to use computer virtual productions before rendering completed. In the past, hand-drawn drawings became basic skills for artists rather than the most commonly used techniques. The artistic effect brought by new media art is more shocking than that of the traditional art, but this does not mean that the requirements of the cultural thoughts and values of art are somewhat reduced. As a cultural ideology, the fundamental value of art lies in the dissemination of cultural connotations, so this is what we should pay attention to in the continuous development of technology.

(2) Changes in aesthetic experience

Through various forms of expressions, art aims to create an artistic culture that integrates with our life. The purpose of art is to spread cultural connotations. Therefore, the artist's most concern is perceptual experience of art works. The artworks are presented to audiences after a series of steps such as conceiving of ideas, designing and processing, visual representation and so on and then complete visual aesthetic experiences with audiences. New media art brings deep artistic effects with interactive experience.

The difference between new media art and traditional aesthetics in aesthetic experiences is that it is richer in its artistic forms and vocabulary, and it can also bring about shocking effect on the basis of rich content.^[2] This change in aesthetic experiences is not only a matter of science and technology, but also a change of art brought by information to new media. It is also a process that must be followed in order to keep pace with times. It is mainly reflected in two aspects. The first is multi-sensory aesthetic experiences, including the visual, tactile and even olfactory senses and other comprehensive feelings; the second is aesthetic experiences of complex and diverse technology environment, such as the use of projection, three-dimensional animation and other technology changes. The difference between aesthetic experiences and traditional aesthetics in new media art embodies the expansion of artistic and realistic ability and the improvement of expressive ability. In July 2017, "Xiaomi Future Museum of Today" started with the theme of "zip" and introduced artistic expressions of reality and fiction, art and technology, cross-media interaction and information. The interaction between people and machines, the feast of sound and vision, brought a whole new art experience to viewers: sparking endless imagination for future in different dimensions of time and space. Such an exhibition is different from traditional art galleries. Science and technology are making art and life closer. Art aims to inspire and explore the unknown world and open the journey to decipher the future.

(3) Aesthetic scenes are gradually virtualized

The traditional arts tend to be nonobjective, it is often an aesthetic that people produce according to reality or object. New media art uses different technology applications, often via changes of multi-dimensional perspectives, making aesthetic scenes gradually virtualized. Virtual environment in aesthetic process, in the space for the development of new media technology aesthetic requirements are in a state of mind, this virtual ideas comparing with aesthetics have a very distinct difference, this difference is abstract thinking mainly through sensory perception of art by human, traditional aesthetics often have similar objects or references, that is, many of them exist in real life or they are prototypes of seeing and feeling of life, just as China's landscape painting, The Portrait of a lady and so on. However, with the

enrichment of people's spiritual world, the creators and artists in the era of new media art began to rely on imagination and intuition for creating works that are not based on reality and can often bring vivid images to people. This is also the special and magical aspect of aesthetic art of new media compared with the traditional aesthetics. In contemporary society, true feeling that can be reached by imagining fictional artistic creations requires not only aesthetic awareness of the creator, but also the application of advanced science and technology. Therefore, the virtualization of aesthetic scenes of new media art is characterized by continuous development of technology. Virtual and reality, blurred the boundaries of art. On the afternoon of January 19, 2018, Tian Xiaolei New Media Art Exhibition of "GREATNESS / GREAT" was exhibited in the shopping malls in Chengdu and really entered the general public and promoted public education. Therefore, virtual scenes are only one of means of new media art, with a novel means of building a bridge between public and art.

III. The connection between Chinese traditional aesthetics and aesthetics of new media art

(1) Traditional Aesthetics Supports the Development of New Media Art

Traditional Chinese art are rooted in Buddhism, Taoism and Confucianism. They have characteristics of euphemism, rich connotation and diverse concepts, which provide new media art a good environment for development. The aesthetic ideas of "harmony between nature and mankind, face comes from heart" provide directions of times for the development of new media art. In terms of technology, new media art relies on computer networks and a variety of cross-media approaches. Therefore, the most obvious and fundamental difference between new media art and traditional aesthetics is technical information behind its aesthetics. The uncertainty of modern society and changes of times have played a catalytic role in the development of the art. Due to the restriction of the conditions, traditional art nowadays has some limitations. Therefore, new media art based on modern technology came into being, which is also an inevitable requirement of the development of the era of technology.

Most of traditional Chinese arts are presented in a concrete image, such as calligraphy, opera, architecture, art and so on, all of which have specific aesthetic requirements such as symmetrical beauty of traditional architecture and local characteristics of folk operas influence aesthetic trend and so on. The expression of new media art is more abundant than traditional art. Art aesthetics is no longer limited by the traditional aesthetics. The modern people also advocate asymmetrical forms of aesthetic appreciation. Compared with the inherent forms such as paintings and sculptures, modern art also advocates design logos, animations and some characteristics of art products. No longer simply for beauty, but adore a multi-sensory unity. However, different manifestations do not affect its inherent connotation. Although traditional

art forms are not as numerous as new media art, they are still respected by their rich and artistic atmosphere and cultural connotations. Therefore, artistic aesthetics cannot be changed as the time goes.

Although the aesthetic development of new media art now appears to have been very rapid. Not only in the field of art, but also in life. However, as an aesthetics of art aesthetic, new media art has to rely on traditional aesthetics, in other words, traditional aesthetics supports the development of new media art. If we only rely on technology to develop art, then art is hollow and lack of connotation, as if it lost its soul and left its body. Therefore, it is the connotation of traditional aesthetics that promotes the bidirectional development of intrinsic aesthetics and external technologies of new media art.

(2) Traditional art aesthetics provide a reference for the development of new media art

On the pattern of manifestations, traditional art has its own characteristics of closure and less influenced by foreign culture and art. It is mostly influenced by folk characteristics of the birthplace of its arts. Therefore, its closure is strong. However, the appearance of new media art is accompanied by technological innovation and is largely influenced by globalization. Therefore, it incorporates artistic features of various fields and regions and has very inclusive aesthetics.^[3] The main aesthetic characteristics of new media art include aesthetic feeling of the psychological experience. The forms adopted in the expression of new media art are also varied, and traditional art is mainly single expression. The diversification and comprehensiveness of aesthetic experiences can basically be seen from the fact that most of scholars and professionals in our country nowadays interpret the new media art constantly as the basic on the ideological source of the creation of western advanced media and the development direction of our country. Based on this, new media art can express features combined with traditional aesthetics and new media. Under the background of traditional aesthetics, there is more space for developing new media art. Under such a new situation, the development and growth of new media art in our country can be further promoted. This shows that the development of new media art is inseparable from the mutual supplement and reference of various artistic aesthetics, which is deeply influenced by traditional aesthetics of our country for thousands of years. For example, the aesthetic of calligraphy and painting affects contemporary projection art; the painting techniques also affect many graphic designs, multidimensional stereoscopic designs, and the traditional ethnic music affects today's popular music. The development of new media art is based on traditional aesthetics. It constantly expands, develops, innovates and progresses constantly. It also preserves outstanding parts of aesthetics, abandons some parts deviating from times, and then gradually forms direction of cross-media and new media art form.

IV. Conclusion

By comparing the aesthetics of traditional aesthetics and new media art, it is not difficult to find that aesthetics of new media art is based on traditional aesthetics. Through technical support, new media art can accommodate more content and meaning, aesthetic content is also more abundant. The aesthetic ideas of Chinese traditional art aesthetics are vividly embodied in traditional painting. Today, new media art not only makes breakthroughs in materials and media, but also incorporates literary and artistic trends of thoughts arising in the new era as well as thoughts about social conflicts in a new era. Today, traditional arts are moving toward new media art. The new media art is also moving toward nationalization on a technical basis^[4]. With the continuous development of technology in times, people are more and more eager to aesthetics. The development of art should not be confined to traditional forms such as dance, drama, painting, sculpture, etc. but should be developed more diversified. The prosperity of new media art conforms to the trend of times, inherits the foundation of traditional culture, and relies on the support of new and high technologies to create new artistic features and add diverse colors and forms to aesthetics. Although the development of new media art is not yet mature and there are still some problems, its future is brilliant. As long as artists are able to continually explore innovation and constantly absorb nutrients from traditional aesthetics and focus on present and future, new media art will gradually flourish and become the dazzling pearl in contemporary art.

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