Characteristics of New Media Ink Image Interactive Installations

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Abstract: Since the dawn of humanity, technological advancements have continuously propelled the development of civilization. Each technological leap signifies the arrival of new cultures, phenomena, and trends. The invention of photography marked an unprecedented visual revolution, initiating the birth of image-based visual communication media. With the rapid development of digital technology, new media, represented by information dissemination, has emerged, profoundly impacting and transforming society. In the era of new media, the swift progress of digital communication technology has significantly impacted traditional arts such as painting, leading to the collision and integration of new artistic mediums and concepts with millennia-old traditional artistic ideas, resulting in profound transformations.

Keywords: New Media Art; Ink Painting; Image Interactive Installations

1. Introduction

New media, image installations, interactive technologies, and other mediums liberate artists from the constraints of traditional painting, ushering them into new realms of creativity. Some artists incorporate the language of installations, the forms of images, interactive technologies, and the concepts of new media into ink painting, expanding its expressive capabilities. This not only continues and innovates traditional ink art but, in certain aspects, even subverts it. Overall, when ink is utilized in new media image interactive installations, its characteristics manifest in four aspects: immersive interactive experience, diverse multimedia integration, spatiality of bodily perception, and expressive freedom in abstraction.[1]

2. New Media and Image Interactive Installations

2.1 New Media Art

New media, a product of rapid technological advancements, influences the production and lifestyle of human society. Concurrently, it updates contemporary societal ideologies and modes of expression. Artists integrate technologies such as digital, sensing, recognition, computer, and optoelectronics into their artistic creations, ushering in the era of contemporary art known as new media art. In contrast to traditional arts like painting and sculpture, new media art is built upon digital technology and represents a dynamic concept that evolves with technological progress. New media art employs sound, light, electricity, and other languages, encompassing interactive installation art, image art, virtual reality art, and various forms expressed through different mediums. Distinguished by its technological, interactive, and media-integrative aspects, new media art stands out as a prominent artistic feature in the realm of contemporary art.

2.2 Image Interactive Installations Art

Image interactive installations in the era of new media refer to "artistic forms primarily based on computer information editing, processing, communication, sharing, and collection technologies, as well as external software, hardware devices. They utilize comprehensive materials installed in a pre-set display scene as a platform for interactive information exchange." Image installation art, a branch of new media art, integrates the characteristics of both images and installations. Forms of image art can roughly be categorized into guerrilla videos, experimental records, image short films, and image installations. Among these, image installations represent the most mainstream form of image art in the contemporary era.

The term "interactive" signifies the process of mutual interaction and influence between individuals or objects. Earlier studies on inter-

activity defined it as "any third or subsequent communication that is correlated with previous and earlier communications." This interpretation emphasizes the continuous response between interacting parties from a communication perspective. "Image interaction" as a complete concept describes image art with interactive qualities, and "interactivity" is the key to human-machine information exchange and transmission in artistic forms. Compared to other art forms, the superiority of image interaction lies in its interactivity. In traditional art, audiences are spectators who enjoy the artistic outcome. Interactive art redefines the experience of art appreciation, providing a fresh perspective that allows audiences to immerse themselves more directly in the artwork. In interactive installations, you are both a spectator and a creator, enjoying art and perceiving the artist's inner thoughts in the process of participation. This embodies the 'interaction' of multimedia art, but instead of using a mouse, it occurs through the audience's immersive presence. The interactive installations' art reflects an interactive philosophy.

Digital technology guides artworks towards personalized experiences, and artists no longer settle for the audience's passive viewing. They aspire to convey their personal ideological connotations in a more intuitive and perceptible manner to the audience.

3. Characteristics of Traditional Chinese Ink in New Media Image Interactive Installations

The evolution of ink art, spanning ancient and modern epochs, serves not only as an artistic expression of China's rich cultural heritage but also as a conduit for the transmission of its enduring values. In an age marked by global cultural exchange and the impact of modern urbanization, traditional ink art has embraced diverse "modern elements," emerging as a popular force in innovative development. This article explores the burgeoning application and significance of ink in new media art, particularly in image interactive installations. Positioned as a pivotal medium within new media art, image interactive installations become a canvas for various cultural elements, fostering their dissemination. The fusion of ink with image interactive installations pioneers uncharted territories in the realm of art, facilitating the collision and integration of China's esteemed traditional culture with contemporary sensibilities. The profoundness of traditional art lays the groundwork for novel opportunities in the development of modern new media image interactive installations.

3.1 Immersive Interactivity

The traditional aesthetic essence of ink imbues new media image interactive installations with a direct and interactive experience of Chinese aesthetics. In a world where life rhythms are characterized by speed, simplicity, and convenience due to the influence of information technology, traditional art faces the challenge of adapting its communicative methods. The objective of immersive interactive experiences is to counteract fleeting visual encounters.[2] Through the transformative power of immersive interactive ink images, audiences gain insights into the cultural significance of ink art, fostering a profound understanding beyond the transient visual experiences prevalent in today's fragmented and entertainment-oriented environment.

The interactive nature of image installations facilitates cross-temporal dialogues between viewers and traditional culture in art exhibitions. This interaction enhances the aesthetic experience, breaking away from the passive appreciation inherent in traditional art exhibitions. This interactive feature renders ink image interactive installations an exceedingly captivating art form. Participants are immersed in the world of ink through interactive devices, transforming viewers into active participants in human-computer interaction. This mode of interaction aligns with universal cognitive patterns and daily behavioral habits. Image interactive installations capture human body information, triggering emotional resonance and making art appreciation a more engaging and participatory experience. Such interactive art stimulates both senses and creativity, combining artistic and exploratory qualities.

3.2 Multimedia Integration

The traditional aesthetic essence of ink, coupled with sound, light, and electricity in multimedia, provides a comprehensive and multidimensional experience of Chinese aesthetics in image interactive installations. In interactive experiences, the five human senses—sight, hearing, smell, taste, and touch—are regarded as distinct elements applied to interactive images. Vision takes precedence as the primary perception mode, closely followed by hearing, constituting essential characteristics of interactive effects. As the demand for interactive experiences grows, smell, touch, and other senses gradually integrate into interactive design, enriching the quality of the artwork and the sensory

experience for audiences. An ideal interactive image technology should encompass the perceptual functions of all five senses, with ongoing improvements in interactive design to enhance perceptiveness, keeping pace with technological advancements.

Traditional art primarily captivates audiences through form and material, while interactive images go beyond static forms, utilizing light, sound, and motion to create unique effects. Digital technology endows digital art with multimedia functionality, encompassing sound, images, and tactile experiences. Digital art transcends singular visual or auditory experiences, offering a comprehensive sensory encounter. The presentation of digital art excels in reproducing visual and auditory realism through large projections, clear images, and surround sound. Virtual reality headsets create an immersive experience that traditional art cannot achieve.

3.3 Spatial Perception

The traditional aesthetic essence of ink shapes the spatial perception of scenes, offering an immersive experience of Chinese aesthetics in new media image interactive installations. Digital artists transform real images, presenting them in a state different from reality. In an era flooded with digital information, visual experiences are no longer deemed trustworthy. Even the most realistic traditional paintings couldn't completely deceive viewers into regarding them as the real world. Digital simulations and three-dimensional spatial imaging can achieve this, creating an environment where, theoretically, visual experiences can reach the endpoint of human thought. The presentation style of new media image interactive installations possesses super-visual attributes, transforming viewers from passive recipients into active experiencers, integrating the artist's thoughts, concepts, and emotions into the artwork. New media image interactive installations encourage a more proactive audience, stimulating their senses and vision. During the Renaissance, Leonardo da Vinci proposed the use of curved perspective to avoid distortion in images compared to flat perspective. Immersive spatial arrangements often use curved screens for display, presenting spatial features through irregular displays like spherical and panoramic screens, with image displays achieved through projection or LEDs.[3]

3.4 Expressive Freedom in Abstraction

The inherent freedom and abstraction of ink in traditional Chinese painting offer a diverse and abstract experience of Chinese aesthetics in new media image interactive installations. Professor of Image Science and Art Historian Oliver Grau from the Danube University in Austria believes, "We are in an era that pioneers interactive and evolving image spaces, not only heralding an 'instant culture' but also signifying the loss of the historical status of images as 'records.' The memory function of an unchanging, stable work is giving way to the arbitrary processing of images, where retelling is impossible, and images are on the brink of becoming transient phenomena." The expressive power of ink is manifested in its cross-media image representation and diverse application in digital media, playing an increasingly important role in the era of new media. The graphic language and cultural inheritance of ink painting are widely applied in the field of art, conveying various emotions and thoughts, providing spiritual enlightenment for the audience. As people's understanding of traditional culture deepens, recreating cultural connotations through ink's creative techniques and formal language not only showcases traditional aesthetics and formal beauty but also reveals profound cultural concepts and values. Through the re-creation of ink, artists can generate new artistic forms and visual effects, providing audiences with visual and emotional impact distinct from traditional painting. Additionally, this form of artistic creation can drive the inheritance and development of traditional culture, transmitting wisdom and strength to the people. The diverse digital media landscape provides a broader space for the expression of ink art and enhances its expressive power.

In traditional Chinese painting, ink is conventionally considered a fixed technique, medium, element, and form in the artwork. The trend of abstract ink experiments and the development of ink towards abstraction emerged gradually in the 1980s, becoming more mature in the 1990s. The rise of Impressionism altered the standards of representation, causing artists to shift their focus from representational and narratively themed tendencies to expressive forms.

4. Conclusion

New media technologies propel the diversification and interdisciplinary integration of contemporary art, offering artists a novel medium for creative expression. This empowers artists to craft more intricate and varied forms of artwork. New media art is a genre that not only

inherits the language of traditional art but also intertwines it with contemporary digital technology. It consistently delves into the relationship between digital technology and artistic expression, innovating numerous unique and avant-garde works. As a pivotal branch of contemporary art, the ascent of new media art injects fresh elements into artistic expression, fostering communication and development across diverse fields such as culture and technology.

Utilizing new media image interactive installations as a medium, incorporating ink and wash painting as a platform, and adopting a global perspective, it explores expanded possibilities for ink and wash painting. Bridging the essence of Chinese traditional art with the modern context, it reshapes viewers' preconceptions of ink and wash painting. Infusing vitality into ink and wash painting while charting its viable path in contemporary times, new media digital technology opens up new realms for the innovative transformation of ink, providing."

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