

Research on the Exhibition Planning and Design of Beijing Public Art Museums based on the Function of National Education

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Abstract

In the development of urban construction, public gallery as rich residents amateur life, improve the foundation platform of urban comprehensive literacy, under the background of new era needs based on national education function, the area of public art gallery exhibition planning, all-round optimization and innovation, which is now around the focus of economic development. Based on the understanding of the national educational function of public art museums and the accumulated experience of exhibition planning and design of Beijing public art museums in the past, this paper analyzes how to fully display the unique charm of the art museums based on the national educational function.

Keywords

National Education; Beijing; Public Art Galleries; Display; Planning; Design.

1. Introduction

With the steady rise of urban construction and development level, the urban art industry is developing more and more prosperous, and public art museums have become an indispensable place for art edification in residents' daily life. Due to people's different demands for the construction and display of art museums in different times, and with the development of practical economy and the increasing level of scientific and technological innovation, the exhibition planning and design of public art museums in different places is becoming more and more perfect, which not only meets the development needs of The Times, but also meets the requirements of the public. At the same time, with the acceleration of urban construction and innovation, public art museums have become the representatives of the cultural industry in urban development. At this time, to attract more groups to participate, it is necessary not only to ensure the novelty of exhibition planning and design, but also to promote diversified design concepts to enhance their own attractiveness. Only in this way can more urban residents enter the public art museum, so as to fully demonstrate its national educational function.

2. The National Educational Function of Public Art Galleries

Public art gallery for the city development of all countries, belong to the basic part of modern national education system, its own education responsibility is to guide the social public to inspire potential interest in learning, different times of history knowledge, expand the view of the practical development, and strengthen their understanding and the understanding of individuals, In order to guide the public in the whole body healthy growth at the same time to show a certain degree of individuality. For example, the National Library of China in Haidian District, Beijing, is one of the largest and most advanced national libraries in the world. It not only has a very complete collection of books, but also contains many rare and rare books. At the same time, the museum also has a variety of functional areas, as shown in Figure 1 below. The library has also carried out a variety of brand cultural activities, such as World Book Day theme activities, "Wenjin Book Award" selection cultural activities, "Wenjin Forum", "Chinese Library

Forum", "Chinese Classics and Culture", "Chinese Library Open Class" and so on. On October 11, 2018, it was selected into the list of "National Primary and Secondary School Students Research and Practice Education Base"[1].

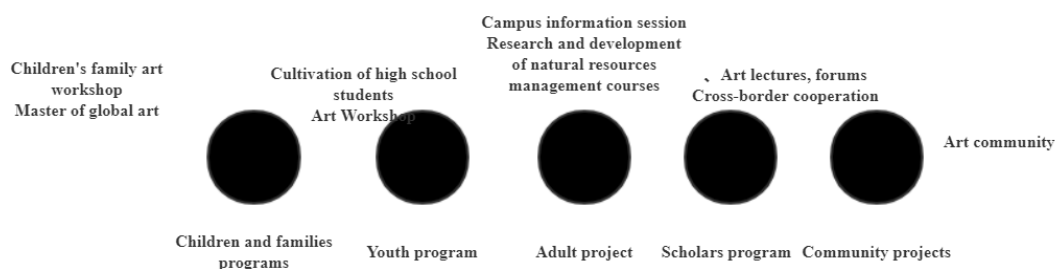


Figure 1. Organizational structure

Based on the analysis of the construction and development of the National Library of China in Beijing in recent years, it can be seen that on the basis of clarifying its own educational mission, its educational programs have the following characteristics:

2.1. Types of Analysis

Display the activities in the planning design and promotion content has been sticking to blend in "life-long education" concept, that is a kind of education pattern, all the people sharing not only can implement to different age groups, and according to different kinds of audience design different forms of education promotion project, common types of school education, children's education or the parents and family activities. These contents not only transfer the basic theoretical knowledge learned, but also guide the public to master more basic qualities and skills, and fully demonstrate the educational advantages of public art museums [2].

2.2. To Explore the Analysis

For the current construction and development of public art museums in Beijing, most of their forms of education are free and open. At this time, putting forward unique and rich educational projects can not only attract the public to think comprehensively, but also mobilize their autonomy to actively participate in the project. For example, the educational activity with the theme of "Explorer" designed for the youth group in the museum is not only to transfer knowledge and conclusions, but to focus on the process of practical activities, and the content of display planning and design is mainly to inspire and guide the public. In this kind of activity, the interaction between the public and the museum is free and unique, which helps people to generate more innovative inspiration based on strong emotional changes.

2.3. Theme

As an important city of China's economic development and scientific and technological innovation, Beijing's public art museums design and plan diversified activity themes every year according to different needs, and most of the themes are the hot topics of current social development or the focus of grass-roots people. The selection of these themes to construct diversified activity contents will help public art museums enhance their important position in urban construction and development. For example, the concept of quality education, public art museum in Beijing in the exhibition activities for different levels of teachers and students to provide free or planning theme projects, including on-site interpretation, exhibits, and live to guide teaching, not only can let the students to participate in public art gallery exhibitions and art production research and development work, but also can further show the national education functions.

2.4. Life Type

Nowadays, Beijing public art museums not only pay attention to what happened in the past, but also pay more attention to the challenges and opportunities brought by innovation and development in the new era. Therefore, the content of practical exhibition planning and design is more inclined to life. Combined with the analysis of the construction and innovation pace of Beijing Art Museum in recent years, the museum has planned and designed a unique exhibition guided tour project for teachers and students of special universities, to promote their experience quality and happiness index while experiencing the rich collections of public art museums [3].

3. Analysis of Exhibition Planning and Design of Beijing Public Art Museums based on the Development of the New Era

The British as show gallery outstanding case of the national education function in the practice development often by building "gallery holiday camp", "museum wonderful trip" theme activities such as to provide experience for the growth of the youth group and learning the classroom, can also according to the exhibition hall interior or new interactive space design and planning for children of different types of exploration projects. In this process, whether teenagers continue to participate or interact with each other, the attraction of public art museums can be further enhanced. Nowadays, it has become a common practice in the UK to integrate art museums into the national education system, which contains rich and colorful educational activities and plays a positive role in public education, especially in the education of teenagers and children. Therefore, the quality of planning and implementation of practical education activities has become one of the important criteria for evaluating public art museums. For China, both the cultural spirit inherited by public art museums and the contents of their design and planning have the function of national education. Therefore, art exhibitions have a profound influence on social development and educational innovation in a certain sense, and occupy an important position in the cultural innovation and development of the new era. As a public institution for urban construction and development in the new era, art museums can use excellent works on exhibition to convey theoretical knowledge and cultural essence to the public, which can easily produce unexpected educational effects. Exhibition design as an important part of exhibition planning, space creation belongs to the core content of exhibition design. In the development of the new era, it is necessary to explore in an all-round way from the aspects of function, expression technique and form, which directly affect the quality of the final exhibition. On the one hand, in the exhibition design to ensure the layout of the beautiful and clear, at this time whether it is art or text or lighting, etc., should be in line with the expected set theme on the basis of the integration of performance. This helps to show the unique charm of the artwork, and at the same time, let the social masses be truly influenced by culture in a comfortable environment; On the other hand, under the influence of new media technology, as a form of cultural communication in the traditional sense, exhibition has a more significant publicity effect than mass media or television. The exhibition planning and design of the public art museum is for the public, and the public can enjoy or talk freely inside the exhibition hall, thus showing the national education function can not only highlight the individualization of the exhibition design works, but also create a comfortable viewing environment. Figure 2 below is the case diagram:



Figure 2. Case 1

Based on the analysis of the exhibition planning and design of Beijing Art Museum of Arts and Crafts in recent years, two principles must be observed in the development of practice, on the one hand, it refers to the scientific nature, on the other hand, it refers to the art. In order to show the scientific nature of the exhibition planning and design of the art museum, it is necessary to use diversified science and technology during the exhibition design, and make clear that the art exhibition itself is the main carrier of art communication. And artistry refers to the use of different types of artistic expression forms during the exhibition planning and design, which can not only fully show the value of the artwork, but also transfer the artistic charm of different forms. Through the effective integration of artistry and science, the art exhibition that helps public art museums will become more wonderful and unique. In this process, the national education function of public art museums can also be imperceptibly reflected. In essence, the highest level of exhibition planning and design of public art museums is not to increase the number of exhibition works, or to apply the strange and novel means, but to pay more attention to whether the public can be deeply attracted by the works of art when appreciating the exhibition, and can learn and master more knowledge and quality. At this time, the exhibition environment is an important auxiliary element to ensure the success of the exhibition design [4]. Figure 3 below is the case diagram:

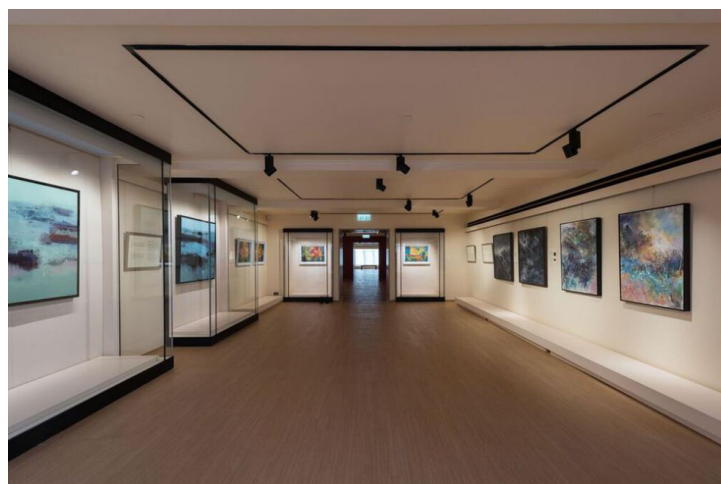


Figure 3. Case 2

4. How to Optimize the Exhibition Planning and Design of Beijing Public Art Museums based on the National Education Function

4.1. Focus on the Display of Historicity and Freshness

Art museums in China first appeared in the Republic of China period, that is, in the late 1930s. They were developed from the National Art Gallery. In a sense, it was also the first art museum in China. Knowing the contents of previous art museum exhibition design, we can see that neither the publicity content nor the form of display has been paid attention to, and most of them adopt simple display mode and expression text, without clear requirements for the form and content design. For example, in the 1950s and 1960s, exhibition posters in galleries were still in the form of hand-painted paintings posted outside doors or on walls. There was no relevant publicity material inside the museum, and there were only simple handwritten labels next to all works of art. It was not until the 1990s that the design concept was applied in the exhibition planning of the art museum. At that time, whether it was the opening ceremony of the activity or the introduction of the works, it was too dull and boring from the perspective of the current development. In the new era, in order to ensure the success of the exhibition planning and design activities of the art museum, it is necessary to start with the overall design from the initial theme planning, work selection, album production, exhibition publicity and other perspectives. Comparing different periods of museum display design is found that although the traditional form of exhibition design is too single, but the appearance of the realistic and historic are the current gallery, so in the future construction of update, the museum must based on their own national education function, pay attention to the integration of traditional patterns and experience in exhibition design, and reference more modern technical means, Build a new display planning mode and content. This can not only provide appropriate exhibition activities for different groups, but also enhance the educational role of public art museums in urban construction and development [5].

4.2. Focus on Improving the Requirements for Art Museums

Nowadays, with the continuous improvement of social and economic development, the pace of cultural industry innovation is getting faster and faster. With the rational application of a large number of new technologies, Beijing public art museums, on the basis of improving the requirements of exhibition management, pay more attention to highlighting their own national education functions. In this process, whether the exhibition works or the display effect should conform to the development of The Times and the needs of the masses. Generally speaking, the exhibition planning and design of an art museum includes posters, newspapers and new media promotion and publicity. In the era of knowledge economy, the society is in the trend of information explosion and diversified development. Faced with the increasingly mature and perfect art market, it is necessary to improve the requirements of public art museums' exhibition planning and design. In display design, for example, at present most of the exhibition notice to emphasize interactive, so have to get all aspects of the technical support, such as lamp brightness adjustment, the use of computer facilities and chimney infrared ultraviolet prevention function, will increase the complexity of the design scheme, but also can improve the interest of the exhibition and view and admire a gender.

4.3. Focus on Improving the Suitability of Display Design

Different types of themed exhibition activities require different design concepts and forms. For example, the exhibition design of children's works should show bold and distinct characteristics in color, in order to highlight the vitality of children and teenagers; And traditional Chinese painting and calligraphy and other works in the design should pay more attention to calm and solemn, in order to show a strong historical atmosphere; For modern exhibition design, it can be planned from the direction of strange or unique, and it can also use

the colors of black, white and gray to show the advanced nature of the theme of the activity. It should be noted that the exhibition planning and design of public art museums is not the more complex the better, and only the theme design and display layout is the best choice.

4.4. Focus on Building a Good Communication Bridge

In order to better show the national education function of public art museums, attract the public to participate in the exhibition or design activities in the museum, form good appreciation habits, and pay attention to improve their comprehensive aesthetic awareness and ability, it is the focus of the reform and development of public art museums nowadays. Understand the current running status, the public art gallery of Beijing under the knowledge economy era, display the form and content is very rich, the author of the art also has the very strong performance desire, therefore in display design, from the audience, writing form as well as in the environment, such as multi-angle thinking, and learn to use various forms as a guarantee, This can not only show the diversity of domestic works, but also ensure the adaptability of display design. In this process, the art authors and the audience can have a deep communication and exchange in a good exhibition design environment, which enables them to gradually deepen the visual attraction into the exhibition activities from the initial stage, and generate love and recognition for the art works from the deep heart [6] [7].

5. Conclusion

To sum up, as an important part of urban construction and development, public art museums' national educational function will be fully displayed with the innovation of exhibition planning and design. Under the background of the new era, art exhibition design pays more attention to the beauty of intention and form, which contains works of art can bring different types of artistic aesthetic appeal to the audience, and can be effectively integrated with the environment, color and lighting, and enhance the display effect of practical works. As a result, both social masses and in the future construction of innovation at the grass-roots level government should correct understanding of public art gallery of national education function, and pay attention to combining past experience exhibition planning design concept and modern technology, build a new and rich theme activities, only in this way can the transfer of knowledge and skills at the same time, show adequately gallery have education advantage.

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