

Current Development of Art and Countermeasures

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Abstract: The purpose of this paper is to discuss the current situation of art development and the challenges it faces, and to propose corresponding countermeasures. Firstly, by analysing the overview of international art development and the current situation of art development in China, key development trends and problems in the art field are sorted out. Secondly, to address the challenges and opportunities in the current situation, specific countermeasures are proposed in three aspects: policy and regulatory support, art industry and market development, and art creation and dissemination. The research in this paper has certain theoretical significance and practical value for understanding the status quo of art development, responding to the challenges and promoting art prosperity.

Keywords: Art development, Status quo, Countermeasures, Challenges, Opportunities.

1. Introduction

With the rapid development of social economy, art as a cultural phenomenon has become an important part of people's spiritual and cultural life. In today's deep development of globalisation and information technology, the development of art is facing unprecedented opportunities and challenges. In such a background, in-depth study of the current situation of art development and its countermeasures is of great significance in promoting the prosperity of China's art career.

2. The Current Situation of Art Development

2.1. Overview of International Art Development

2.1.1. Development Trend of Western Art

The trend of western art development is diversified and pluralistic, and some of the notable features include the review and re-interpretation of past art styles, as well as the exploration and application of new technologies and materials.

Firstly, the retrospection and reinterpretation of past artistic styles is an important trend in the development of Western art. Artists are not just an imitation or copy of historical art, but draw inspiration and elements from it through the study and understanding of past art styles in order to create brand new artworks. For example, modern art movements such as Cubism and Expressionism are a subversion and reinterpretation of traditional art.

Secondly, the exploration and application of new technologies and materials is also an important trend in the development of Western art. With the continuous advancement of technology, artists have more possibilities to create unprecedented artworks. For example, the rise of digital art has enabled artists to utilise new technologies such as computers and the internet to create unique works of art. At the same time, artists are constantly exploring new materials such as plastic, fibre optics, and electronic components to create richer and more varied works of art.

Overall, the trend of western art development is diverse and pluralistic, and artists are constantly exploring and

experimenting with new art forms and expressions to reflect the diversity and complexity of contemporary society. This trend of diversity and plurality also makes Western art more energetic and creative [1].

2.1.2. Characteristics of Oriental Art Development

With the advancement of globalisation, Oriental art has become increasingly prominent in the global art field. With its unique aesthetic concepts, expressive methods and philosophical ideas, oriental art has become a treasure in the world's art treasury. As a whole, Oriental art has the following characteristics:

Firstly, Oriental art emphasises the harmony of nature and life. In Oriental art works, images of natural landscapes, plants and animals often appear and become the carrier for artists to express their vitality. For example, Chinese landscape painting emphasises the philosophical idea of "the unity of heaven and mankind", and expresses the harmonious relationship between man and nature by depicting natural landscapes. Japanese ukiyo-e, on the other hand, uses vivid images of plants and animals to show the beauty and vitality of nature.

Secondly, oriental art focuses on the beauty of lines, colours and composition. In the fields of painting, calligraphy and handicrafts, oriental artists are good at using the smoothness of lines, the matching of colours and the balance of composition to create a sense of beauty. For example, Chinese calligraphy shows the artist's spiritual world with the rhythm of lines, and the tea utensils and spatial layout in the Japanese tea ceremony reflect the pursuit of compositional beauty in oriental crafts.

Thirdly, oriental art has distinctive national characteristics. The art works of various Eastern countries carry the history, culture and beliefs of their respective nations. For example, China's Peking Opera face painting, India's Lord Shiva dance, Japan's Noh masks, etc., are all representative national elements in Oriental art [2].

Fourthly, oriental art emphasises inner expression. In oriental art works, artists often express their inner feelings through allegory, symbolism and other techniques. For example, the mood in Chinese poems and the depiction of natural phenomena in Japanese haiku all imply the artist's perception of life and life.

Finally, oriental art is characterised by a long history and unending inheritance. From ancient times to the present, oriental art has developed continuously through inheritance and innovation, leaving a rich cultural heritage for the history of world art. For example, the Dunhuang Mogao Grottoes in China and the Ellora Grottoes in India are witnesses to the inheritance and innovation of oriental art.

In short, oriental art is unique in the world art stage with its unique charm and profound heritage. In the context of globalisation, oriental art is more and more concerned and loved by the international community, and has become an important part of the diversified development of the world's art [3].

2.2. Current situation of Art Development in China

2.2.1. Traditional Art Inheritance and Innovation

In China, the inheritance and innovation of traditional art has always been an important topic of concern for the cultural and artistic circles. Traditional art is an important part of China's culture, carrying rich historical and cultural information and national spirit. With the development of the times, traditional arts need to be innovated on the basis of inheritance to meet the needs of modern society.

Firstly, in the inheritance of traditional arts, we should pay attention to the protection and excavation of traditional art resources. This includes the restoration and preservation of traditional artistic heritage and the inheritance of traditional artistic skills. In China, many traditional artistic skills such as Kunqu, Beijing Opera and shadow puppetry have been listed as intangible cultural heritage and have been protected and inherited accordingly. In addition, many art colleges and universities have also set up majors in traditional arts to cultivate a new generation of talents in traditional arts.

Secondly, in terms of innovation in traditional arts, we have to incorporate modern elements on the basis of maintaining the basic features of traditional arts, so as to make them more modern and contemporary. For example, some traditional opera genres have introduced modern stage technology to create unique stage effects while maintaining traditional singing and performance techniques. There are also some traditional art forms, such as Chinese painting and calligraphy, which, on the basis of maintaining traditional techniques, explore new forms of expression and subject matter, so as to give new vigour to traditional arts.

In addition, we need to strengthen the integration of traditional arts with modern life, so that traditional arts can better serve modern society. This includes integrating traditional arts into modern design, modern architecture and other fields, as well as promoting traditional arts through modern means of communication such as the Internet and films, so that more people can understand and appreciate traditional arts [4].

In general, the inheritance and innovation of traditional art is an important task for the development of culture and art in China. We should innovate in the inheritance and inherit in the innovation, so that the traditional arts can be revitalised in the new era.

2.2.2. Contemporary Art Genres and Trends

In contemporary times, the art field presents diverse genres and trends, enriching people's spiritual world. First of all, contemporary art is no longer confined to the traditional

forms of painting and sculpture, but has expanded into a variety of fields such as installation art, performance art and video art. These emerging art forms break the traditional concept of aesthetics and allow the audience to participate in them, creating an interactive art experience.

Secondly, there are many contemporary art genres, such as Abstract Expressionism, Minimalism, Conceptual Art, Postmodernism and so on. Each of these genres has its own characteristics, reflecting the cultural phenomena of contemporary society and the inner emotions of human beings from different perspectives. For example, Abstract Expressionism stresses the expression of the artist's personal emotions, and expresses the inner world through colours, lines and other forms; Minimalism pursues the aesthetics of simplicity and abstraction, and stresses the simplification of matter and form.

In addition, contemporary art trends are constantly evolving. On the one hand, artists pay more and more attention to social issues, such as environmental protection, gender equality, racial discrimination, etc., and criticise and reflect on social phenomena through artworks. On the other hand, the development of science and technology has had a profound impact on art, and emerging forms such as digital art and virtual reality art have gradually become an important part of contemporary art. Artists use computers, the Internet and other scientific and technological means to create unique works, expanding the boundaries of art [5].

In China, the development of contemporary art has also achieved remarkable results. On the one hand, traditional art and modern art have integrated with each other, forming contemporary art with Chinese characteristics. For example, the modernisation and reform of Chinese painting combines traditional techniques with modern aesthetics, presenting a unique artistic style. On the other hand, China's contemporary art is getting more and more attention on the international stage, and artists actively participate in international exchanges, constantly absorbing the essence of foreign art, which enriches the expression of China's contemporary art.

In conclusion, contemporary art genres and trends show the characteristics of diversification and cross-fertilisation, providing people with richer and more varied art experiences. In the future, with the development of society and the progress of science and technology, new genres and trends will continue to emerge in the field of art, expanding the boundaries of art and adding more brilliance to human civilisation.

2.3. Challenges and Opportunities in the Art Field

2.3.1. Impact of Digital Technology on Art

The application of digital technology in the field of contemporary art has become a trend that cannot be ignored, and it has had a far-reaching impact on art creation, art expression and art dissemination [6].

First of all, in terms of artistic creation, the application of digital technology provides artists with brand-new creative tools and expression methods. Through computer software, artists can more easily realise complex visual effects and abstract art forms, thus expanding the imaginative space of artistic creation. In addition, digital technology also makes the copying and modification of art works extremely convenient, and artists can adjust and optimise their works at any time.

Secondly, in terms of artistic expression, digital technology has brought a brand-new viewing experience to the audience. For example, through virtual reality technology and augmented reality technology, the audience can immersively experience the works of art, and even interact with the works of art, and this new form of artistic expression has greatly enriched the expressive and infectious power of art.

Finally, in terms of art dissemination, the application of digital technology makes the scope and speed of artwork dissemination greatly improved. Through the Internet and social media, works of art can be rapidly spread to all parts of the world, allowing more people to come into contact with works of art, thus increasing the popularity and influence of works of art.

To sum up, the impact of digital technology on art is all-round, which not only changes the tools and techniques of art creation, but also changes the form of expression and dissemination of art. In the future, with the continuous development of digital technology, we have reason to believe that art will become more diversified and richer [7].

2.3.2. Artistic Convergence in The Context of Globalisation

Nowadays, the process of globalisation is constantly advancing, and the field of art is also unavoidably affected by it. The interweaving, collision and fusion of cultures around the world have brought new opportunities and new challenges to the development of art.

Globalisation has enabled a freer flow of artistic resources. Artists can more easily access art forms from all over the world, so that they can draw inspiration and make innovations. For example, Chinese artists can refer to Western methods of expression and incorporate them into their own works to form a unique artistic style. At the same time, globalisation has also made the art market more international, and artists can more easily promote their works to the world and gain wider recognition and attention.

However, the convergence of art in the context of globalisation has also brought about some problems. On the one hand, some artists, in order to pursue recognition in the international market, over-pursued formal innovations while neglecting the depth and connotation of the content, resulting in works lacking uniqueness and depth. On the other hand, globalisation may also lead to the marginalisation of some local art, as the art trend of globalisation is often dominated by Western art, which may make it difficult for non-Western art forms to gain sufficient attention and recognition [8].

Therefore, in the face of artistic convergence in the context of globalisation, we need to actively absorb and draw on the best elements of other cultures while maintaining our own characteristics in order to promote the development of art. At the same time, we also need to strengthen the protection and inheritance of local art to prevent it from being marginalised. Only in this way can art maintain its plurality and vitality in the wave of globalisation and continue to promote the progress of human civilisation.

3. Countermeasures for Arts Development

3.1. Policy and Regulatory Support

3.1.1. Optimising the Art Education System

Optimising the art education system is the key to

cultivating more excellent art talents and promoting the development of art career. Firstly, the education department should improve the curriculum of art education, incorporate art courses into the basic education system, and ensure that students receive formal art education from childhood. Secondly, it should strengthen the construction of teachers, improve the professional quality and teaching ability of art teachers, encourage teachers to participate in art practice and academic research, and continuously enrich the teaching content. In addition, schools should increase investment in art education facilities to provide students with good practice places and equipment.

At the same time, they should promote artistic exchanges and co-operation within and outside schools, and encourage schools to establish co-operative relationships with art troupes, museums and other institutions, so as to provide students with more practical opportunities. In addition, the education sector should pay more attention to the evaluation of arts education, and incorporate the results of arts education into the comprehensive quality evaluation system for students, so as to stimulate students' interest in learning and creativity.

For students of different ages and needs, the arts education system should also include vocational education and adult education. For professional artists and art workers, the education sector should strengthen vocational education to cultivate talents with high professional quality and practical ability. For adult art education, more people can be involved in art activities through the opening of interest classes, lectures and other forms to improve the artistic literacy of the whole population [9].

In short, optimising the art education system is the basis for the development of China's art career. Only through improving the curriculum, strengthening the construction of teachers, increasing the investment in facilities, promoting artistic exchanges and cooperation between schools and outside schools, and paying attention to the evaluation of art education and other aspects of efforts, can we cultivate more excellent artistic talents and lay a solid foundation for the prosperity of China's art career.

3.1.2. Strengthen the Cultivation of Artistic Talents

Cultivation of artistic talents is an important part of artistic development and the key to enhancing the national cultural soft power. At present, with the rapid development of social economy and the continuous progress of science and technology, the art field is facing unprecedented challenges and opportunities. Therefore, it is especially urgent and important to strengthen the cultivation of artistic talents.

First of all, art education is the foundation of art talent cultivation. We need to optimise the art education system and focus on cultivating artistic talents with innovative spirit and practical ability. This requires us to improve teaching methods, strengthen interdisciplinarity, encourage students to engage in art practice, and cultivate their aesthetic ability and sense of innovation. At the same time, we should also strengthen the construction of teachers and improve their artistic quality and teaching ability.

Secondly, artistic practice is the key to the cultivation of artistic talents. We need to provide students with more practice opportunities, so that they can accumulate experience in practice and improve their artistic skills and creative ability. In addition, we should encourage students to participate in art exchange activities at home and abroad to broaden their

horizons and stimulate their creative inspiration [10].

Again, the art industry is an important carrier of art talent cultivation. We need to promote the innovative development of art industry and provide more employment and development opportunities for art talents. This requires us to strengthen the docking between the art industry and the market, improve the commercial value of art works, and also focus on the diversified development of the art industry to provide more development space for art talents.

Finally, policy support is a guarantee for the cultivation of artistic talents. We need to formulate more favourable policies to encourage and support the cultivation of artistic talents. This includes increasing financial input and setting up special funds to support art education, art practice and art industry development, as well as strengthening policy incentives for art talents and encouraging them to actively engage in art creation and art education.

In short, strengthening the training of artistic talents is an urgent need to enhance China's artistic level and international competitiveness. We must take effective measures to promote the reform of art education, strengthen art practice, develop art industry and provide policy support to create a favourable environment and conditions for the growth of art talents [11].

3.2. Art Industry and Market Development

3.2.1. Promote the Innovative Development of Art Industry

Promoting the innovative development of art industry is an important task in the current art field. First of all, the government should increase the support for the art industry and encourage the innovation of art industry through policy guidance and financial support. For example, a special art industry innovation and development fund can be set up to provide financial guarantee for art creation, exhibition and exchange. At the same time, the government should also formulate a series of policy measures, such as tax breaks and concessions on land use rights, in order to attract more social capital to invest in the arts industry.

Secondly, art institutions and enterprises should also actively adjust their business strategies to tap the potential value of the art industry. The social influence of art works can be enhanced by organising various art exhibitions and exchange activities. In addition, art e-commerce platforms can be developed with the help of the Internet, big data and other advanced technologies to broaden the sales channels of artworks.

In addition, the innovative development of the art industry also needs to strengthen art education and talent training. Colleges and research institutes should offer relevant majors and courses to cultivate art talents with innovative spirit and practical ability. At the same time, art industry enterprises should also pay attention to talent cultivation, through internal training, external introduction and other ways to improve the artistic literacy and professional skills of employees.

Finally, the innovative development of art industry should focus on cross-border integration. The combination of art and other fields such as science and technology, finance, tourism and so on can form a new industrial chain and market opportunities. For example, research on the integration of art and science and technology can be carried out to develop art derivatives and promote the synergistic development of the art industry and other industries [12].

In short, to promote the innovative development of the art industry requires the joint efforts of the government, art institutions, enterprises and academics to stimulate the innovative vitality of the art industry and achieve the sustainable development of the art industry by means of policy support, talent cultivation and cross-border integration.

3.2.2. Expanding Art Market Channels

The expansion of art market channels is crucial to the development of the art industry. With the development of social economy and the improvement of people's living standard, the demand of art market gradually increases, how to expand the art market channels becomes the key issue for the development of art industry.

First of all, the government should strengthen the support and guidance for the art market and formulate relevant policies to promote the development of the art market. The government can set up a special art fund to support artists' creation and exhibition activities and encourage the development of the art industry. In addition, the government can also organise various art exhibitions and activities to improve the visibility and influence of the art market [13].

Secondly, art institutions should strengthen the cooperation with various enterprises to jointly promote art products. Art institutions can cooperate with enterprises to organise art exhibitions, art salons and other activities to attract more audience participation. At the same time, art institutions can also co-operate with enterprises to develop art derivatives, combining art and business to improve the competitiveness of the art market.

Again, artists should actively utilise emerging channels such as the Internet and social media to promote their works. Artists can display their works and attract more attention by setting up personal websites and social media accounts. In addition, artists can also make use of e-commerce platforms to sell their works and broaden the channels of the art market.

Finally, the expansion of art market channels also needs to strengthen the support of art criticism and media publicity. Art critics should actively write review articles to introduce and evaluate art works, so as to improve the visibility and influence of the art market. At the same time, the media should also strengthen the publicity and coverage of the art market to attract more audiences to participate in art market activities.

To sum up, expanding art market channels is an important task for the development of art industry. All parties, including the government, art institutions, artists and media, should work together and strengthen cooperation to promote the development of the art market. Only by expanding art market channels can we better meet people's needs for art and promote the prosperity of the art industry [14].

3.3. Art Creation and Dissemination

3.3.1. Encourage Artistic Innovation and Experimentation

Encouraging artistic innovation and experimentation is an important means to promote the development of art. Artistic innovation and experimentation can bring new artistic forms, styles and concepts and inject new vitality into the art field. First of all, encouraging artistic innovation and experimentation can promote artists to constantly explore new creative techniques and forms of expression, break through the traditional constraints, and realise the diversified

development of art. For example, Ouyang Yiyi's painting and calligraphy art is unique in the contemporary art world for its cross-border integration and experimental innovation, and his works are not only limited to the scope of traditional painting and calligraphy, but also organically integrate a variety of artistic elements and media, presenting a novel and unique artistic style. Secondly, artistic innovation and experimentation can broaden the materials and themes of artistic creation, enabling artists to explore social and natural themes from different perspectives and levels, and injecting more profound connotations and meanings into artistic works. For example, artists can create a large number of details through AI technology to quickly generate ink animation works with vivid details, bringing more possibilities for the innovative expression of traditional culture. In addition, encouraging artistic innovation and experimentation will also help cultivate the innovative spirit and practical ability of a new generation of artists, enabling them to stand out in the art field and become future art leaders. In a word, encouraging artistic innovation and experimentation is an important means to promote the development of art, which can inject new vitality into the art field, promote the diversified development of art, and improve the connotation and value of art works.

3.3.2. Improve the Communication Power of Art Works

The dissemination power of art works is an important index for measuring the influence of art, and is also an important link in the development of art. In the current information society, it is particularly important to improve the communication power of art works.

First of all, the improvement of communication power can help promote and popularise art works, let more people contact and understand art, so as to expand the audience group of art and enhance the social influence of art. Through various communication channels, such as media, network, exhibitions, etc., art works can be rapidly spread to all over the world, so that people from different regions and different cultural backgrounds have the opportunity to appreciate and understand art [15].

Secondly, improving the dissemination of art works helps the growth of artists and the prosperity of art career. The wider the dissemination of art works, the greater the popularity and influence of artists, the more their creative talents are recognised by more people, and thus they have the opportunity to obtain more creative support and resources, which further promotes the development of the art career.

In addition, the enhancement of communication power also helps to promote exchanges and integration between the arts and various fields. Cross-border co-operation between the arts and fields such as science and technology, business and culture can generate new artistic forms and contents, provide more possibilities for artistic creation and promote artistic innovation.

In order to improve the communication power of art works, we need to start from various aspects. First, strengthen the construction of art communication channels, make full use of the advantages of traditional media and new media to create a diversified art communication platform. Secondly, improve the quality of the content of art works, create art works with unique perspectives, profound connotations and strong infectious force, and attract the attention of more audiences. In addition, strengthen art promotion and publicity, and improve the popularity and reputation of art works through various forms of activities and marketing strategies.

In short, improving the communication power of art works is an important countermeasure for the development of art and an important way to realise the value of art. Only through effective communication can art play its due role and bring more beauty and inspiration to society [16].

4. Conclusion

As a cultural form reflecting social life and expressing thoughts and feelings, art has played an important role in the development of human civilisation since ancient times. With the advancement of the historical process, art is also constantly developing and evolving. From ancient art forms, such as sculpture, painting, architecture and music, to modern film, television and network art, art has become increasingly rich in expression methods and carriers, and the themes and styles of artistic creation have become more and more diversified. The current state of art development is diverse, complex and dynamic. In the future, with the development of society and the progress of science and technology, art will continue to present new faces and make new contributions to human civilisation.

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