

# Comparative Study of Domestic and International Art Museum Derivatives

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**Abstract:** With the continuous improvement of the national economy, the quality of cultural consumer groups generally improve, the museum as a place of convergence of cultural essence, through the derivatives produced by the arts is worth studying, this paper is mainly through the introduction of domestic art derivatives of the development and construction of art derivatives with foreign art derivatives to compare the different, view design thinking and marketing model, put forward some reflections and constructive thinking, especially in the era of consumerism. Derivatives with what kind of innovative ideas, art and culture and the public clever connection.

**Keywords:** Art Derivatives; Museum; Derivatives.

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## 1. On the Concept and Development of Museum Derivatives

### 1.1. About the Museum Derivatives

At first, the museum comes from the collection, the royal family and aristocrats attach importance to a variety of souvenirs and precious items in the collection, some people "think of ancient feelings", preferring to link certain things with the emotions, today's museums have evolved from the collection as the core to the audience as the core of the new museum culture is more towards the market-oriented, entrepreneurial trend, focusing on the museum experience from the standpoint of visitors and consumers, with the prominent role of the educational function of the museum, how to achieve innovative education to attract the attention of the audience to achieve this purpose. Focusing on the museum experience from the standpoint of visitors and consumers, with the prominent role of the museum's educational function, how to achieve innovative education to attract the audience's attention to achieve this purpose, art derivatives as a new carrier of museum education, the accumulation of a rich history and culture, the use of cultural education and merchandise behavior of the clever articulation of the effective dissemination of the museum of the spirit of the cultural content and into the public's schedule Life, in form, the original art emphasizes originality, emphasizes only this one, while art derivatives have diversified forms under the conditions allowed by the authorization, closer to life, closer to the public, is the art that can be brought home, while each piece of art derivatives have the designer's thoughts and ideas, with the aesthetic extension of the original art to the life of the characteristics of the original art, the price is often much lower than the original art in the market. In terms of market operation, the return it brings and the potential to drive art market consumption are huge. As a new medium, art derivatives are a bridge between art and culture and the public.

### 1.2. A Study of the Significance of Museum Derivatives

At present, China's art market is no less active than the United States, Japan, France and other countries, some of the domestic artist's works prices soared very quickly; for

example, Sotheby's auction house had auctioned the Qing dynasty Qianlong light yellow on the ocean color brocade "ten thousand life even extended" was as high as 220 million yuan, and the public's knowledge of the artist and the art is very limited, or even little is known. Limited, or even say little is known, and its influence in the world is not big, which is related to the slow development of China's art derivatives industry. Art is not high or low, the original works of art and art derivatives are only two ways of art dissemination, while the original works of art are often expensive, art derivatives to the public as the focus of the price is low, through the designer's unique packaging design, style diversification, triggering the curiosity of the visitors, has a very high practical value is easy to be accepted by the public, and can be very high to drive the museum's income. Derivatives are mostly categorized into visible spiritual value and invisible spiritual value, which includes tangible objects and intangible emotions, which can be used to convey ideas and history and culture to the public through entertaining and recreational ways, and innovative technology, so as to become people's spiritual food and enhance the aesthetic quality.

## 2. Research on the Design and Development of Domestic Museum Derivatives and Current Situation

### 2.1. Principles of Domestic Museum Derivatives Development

Different museums have their own collection of characteristics and resources, but in terms of their commonality, the development of derivatives need to follow certain principles, first of all, the research results of the collection should be the basic principle, show to the public, in order to achieve the function of publicity and education, and to enhance the public's aesthetic literacy, museums in the development of derivatives in the process, must be in-depth excavation of the collection's cultural connotations, and reasonably extract the cultural correlation factors, is the derivatives carrying culture with rationality and rigor, not due to fun and drama lose the original value of the derivatives. The culture carried by the derivatives is reasonable and rigorous, and the original value of the derivatives should not be lost due to the fun and drama. At the same time to actively

establish brand awareness, the international large-scale museums attach great importance to the brand packaging, and China's brand awareness of museums lack of standardized strategies, if the establishment of the brand image and derivatives complement each other, each derivative below the corresponding brand logo, to enhance their own brand, at the same time, can inspire the audience to have derivatives of the willingness to be useful for the brand's fidelity.

## 2.2. Strategies for Derivatives Development

China's well-known museums have independent derivatives R & D system, or a separate design and development organization, its main purpose is to leave the dominant right of product development in the museum, so as to produce products that are more relevant to the museum itself and meet its own needs, and at the same time in the funds to save the cost of intermediate commissioning in order to improve the economic efficiency of many derivatives entrusted to third-party organizations, the quality of the product is difficult to be Guarantee, the influence of external factors is greater, so in the long run our country to build their own R & D department for derivatives of independent research and development, no matter how the external factors change, the development of museum derivatives of all aspects of the development can be a stable development, the collection of museums to the craft fairs, gift trading centers or other museums to order has been designed in line with the theme of the museum's style of the product, this way has a certain degree of timeliness, can save money, and can save money. This way has a certain timeliness and can save costs. Secondly, the design style is distinct and independent, which can enrich the variety of museum derivatives and diversify the form of commodities, and secondly, the museum does not have to pay the development cost. Of course, the world-renowned museums also pay equal attention to the cooperative development of creative design determines whether many consumers are willing to go into the museum, willing to buy museum art derivatives, at this time the creative design is particularly important, the creative design here is to be in a new material carrier, to enhance the ability to reinterpret the spirit of the content of a broader vision, can maximize the attraction and stimulation of the public purchase, indirectly or directly conveying museum-related educational information, indirectly or directly. It can maximize the attraction and stimulate the public to buy, indirectly or directly convey the educational information related to the museum, bring the niche art into the public life, improve the public's aesthetic quality and taste, and then develop the cultural and creative industry, so as to achieve the double development of the society and the economy.

## 2.3. Derivatives Operating Model

Appropriate pricing strategy can bring the maximum rate of return, but also control the operational efficiency, in the pricing of derivatives, you need to master certain skills, first of all, you should avoid the feeling of "discount store", "bargain store", the age of consumers, income, occupation and other differences in background. There are differences in the background of consumers' age, income, occupation and so on, so for different consumers, we should set different price ranges for commodities, and at the same time, the decoration of the store should be consistent with the architectural and decorative style of the museum; at the same time, we should pursue the principle of humanization, and we should highlight

the characteristics of the museum in the use of warm and cold tones, the lighting arrangement, the arrangement of plants, and the display of the windows; and then we should pay attention to the smoothness of the visiting channel on the display of the commodities. In short, the store should become an extension of the museum exhibition hall, and also need to play for the audience to create a personalized comfortable and pleasant experience. Update the window display once a month, synchronized with the museum exhibition, for the museum from time to time to hold special exhibitions, should instantly change the store furnishings, to special exhibitions to attract consumers to strengthen the promotional effect of the promotion, no matter how good the product, pricing or sales channels, can not make the product in the market foothold", which contains advertising, public relations, sales, promotion and direct marketing tools between and direct-response marketing are specific mixes and matches between the tools of advertising, public relations, personnel marketing, promotion, and direct-response marketing. [1]. In terms of promotion, we can use advertising to help manufacturers create demand, develop markets and increase sales. The purpose of advertising is to inform the market about a new product, to get customers interested in the product, or to show social concern for the public good.

## 2.4. Types of Museum Derivatives in China

Mainly based on the images of the museum's canonical collection, new derivatives of the same or similar form, ornamentation, size, material and color are developed. Commoditization of precious collections, the production purpose is not new, but to restore the original appearance of classic cultural relics. Today's collection of replicas is mainly used in the external form of innovation, due to the changes of the times, today's collection of replicas in the case of closer to the original, through the external form of change, easy for the public to extend it to the daily life of the space to go, full of unlimited imagination of the collection of replicas loved by the public, and secondly in accordance with the price of high and low as a criterion, the price of high collection of art, has been the collection of exquisite history and culture as the The price is high, the collection of artwork has been collecting exquisite history and culture for the purpose, the quantity is small, and the niche consumers are the main. The low price of the collection of art, in order to meet most of the mass consumers, volume packaging easy to carry, more quantities, practicality, furnishings ornamental both. Can even be made into souvenirs, in order to form a rich, it is published in a diversified manner, in order to meet the needs of different consumers, such as postcards, pictures, books and periodicals, and even CD-ROMs, e-newsletters, etc., emphasizing both fun and education, as well as parent-child creative DIY, the official website is equipped with a model of assembly teaching, production files, finished products show the board, thus shortening the distance between children and The official website also has a section of model assembly teaching, production file and finished product display, thus shortening the distance between children and the children, and adding children's interest in the collection, so as to achieve the purpose of teaching and having fun.

## 2.5. Problems and Suggestions of Museum Derivatives Development

At present, the domestic museum derivatives monotonous types, insufficient consumption capacity, innovation as the

main content of commodity development, we need to vigorously strengthen the sense of innovation and training of relevant talents, derivatives of creative research and development of art creation, product design and museum positioning to combine, design both artistic characteristics and practical art derivatives. At present, China's outstanding talent resources in universities, cultural industry management professional talent reserves are extremely rich, therefore, the relevant departments of art derivatives can engage in cooperative development with universities and research institutes; or can absorb internships, outstanding graduates actively participate in the museum's R & D team to broaden the sales channels, the city's commercial districts, pedestrian streets, colleges and universities near the creative store can be set up in the art store. So that consumer groups of different age stages and different occupations can participate, and even some well-developed enterprises can sign agreements to customize the development according to different customer needs. Each developed a kind of art derivatives, should go to apply for a patent, but really to the time of rights, you will find the process of evidence is very difficult. Another example is to do jewelry type of art derivatives, brand has a patent, while the style is not patented, similar to the same, be copied too easily. As a new thing, the relevant laws and regulations for the property rights of art derivatives need to be further improved.

### **3. Research on the Design and Development of Museum Derivatives and Current Situation in Overseas Countries**

#### **3.1. Development Model of Foreign Derivatives**

The development of all foreign derivatives are based on the museum's rich cultural relics resources, the development model mainly has two kinds, one is the independent development, the museum has a professional design department within the museum, which has a global sourcing composition, and is responsible for the production costs, the other is that the museum will be authorized to the manufacturer, the manufacturer is responsible for the design and production costs, and then directly from a fixed manufacturer into the goods, of course, sometimes the museum will be on part of the products have a Of course, sometimes museums will have special needs for some products, for such products museums will designate designers and design institutions to design, and then authorized manufacturers in the production. In the United States every large art museum has a huge museum store, annual revenue, in can continue to provide the audience with interesting and fresh services at the same time, but also to obtain tangible income to meet the museum's daily maintenance and operation.

#### **3.2. Operation Mode and Current Status of Derivatives**

Museum art derivatives in developed countries have

accumulated more mature experience in creativity, design and sales mode, forming a more complete industrial chain. Derivatives of income in the cultural creativity occupies a large proportion, in the major museums set up in the museum store, in large airports and shopping malls are also equipped with museum stores, and there is a corresponding network sales platform, which has reached a high level of industrialization. The British Museum in the United Kingdom, for example, in addition to the government's financial support accounted for 30% of the total income, the museum's revenue has become the main source of economic, museum derivatives annual income of 200 million yuan.

#### **3.3. Derivative Goods of Foreign Museums**

Foreign theme stores are rich in variety, the theme of different stores which bookstores main ancient history, archaeology and art history books, family stores main games for children of all ages, books, CD-ROMs, puzzles, souvenirs and educational merchandise, collectible merchandise main souvenirs, guides, postcards, artifacts, jewelry and other affordable commodities, cultural stores main luxury goods, in 2007, British Museum Museum Museum of the Terracotta Warriors and Horses of the Qin Shihuang Exhibition reached a In 2007, the exhibition of Terracotta Warriors and Horses at the British Museum reached a peak, selling 35,000 copies of the catalog alone, not to mention the related postcards and souvenirs, which drove the museum's total income for the whole year. At the same time, there is a wide range of derivatives merchandise, including jewelry, watches, books and audio-visual products, wall decorations, stationery, costumes, furniture and sculptures, handbags and accessories, children's toys, and each of the different categories of derivatives merchandise has a different price point of the sub-categories, of which jewelry is the main merchandise of the Museum of Fine Arts, which is designed by intercepting totem motifs, symbols, and mythological stories from the historical collections of different cultural heritage museums. Some museum stores started as small souvenir centers and have developed into major extensions of cultural education and important sources of funding.

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