

Under Curatorial Thinking: The Status of Artistic Development of Commercial Space

Xiaoxuan Zhong

School of Art theory, Harbin Conservatory of music, Harbin, China

Abstract: In contemporary society, the combination of art and commercial shopping centers has emerged as a prevailing development trend. On the one hand, the art market requires the infusion of commercial capital to invigorate it. Contemporary art also demands new expansion channels to enhance its influence, gain a broader range of art users and consumer groups. Artists need platforms to exhibit their artworks and access more art resources. On the other hand, with the rapid growth of online sales in the e-commerce era impacting traditional commercial spaces, offline physical commercial spaces are confronted with the pressure of homogenized competition within the industry. They also need artistic content to assist in upgrading the business management concept and achieving the expansion of new business models, maximizing the full potential of physical commercial spaces, attracting consumers, and improving economic benefits. Meanwhile, the uniform public spaces have gradually failed to satisfy the aesthetic and experiential demands of the public. Art, as an original force, intervenes in the operation of commercial shopping centers; commerce, as a promotional force, participates in the art market; and art, as a cultural force, integrates into the daily life of the masses.

Keywords: Art Commerce; Commercial Space; Curatorial Commerce.

1. Introduction

With the rapid development of China's economy, the experience economy is quietly coming, plus the popularity of e-commerce, so that people's life style is no longer satisfied with material consumption, but turn to material and spiritual consumption. Under this change of consumption mode, experiential marketing should come into being. As one of the main producing areas of consumer culture, the urban commercial environment is the main organ of urban development. Represented by commercial complexes, large-scale shopping centers and large-scale shopping malls, it is an important "rhythm" in the rhythm of public life. Under the current trend of new cultural consumption and experience economy, commerce is gradually uniting with art and culture in a positive attitude to create a multi-dimensional development model integrating art, life and consumption.[1] Therefore, flexible, innovative and innovative art exhibitions have become the focus of attention of business decision-makers.

2. Curatorial Commerce Leads the New Consumption Trend of The Times

In the era of art museums, "curating" has gradually stepped out of art museums and intervened in commercial space and public vision. Art runs through the curatorial path in the commercial scene in sustainable ways such as planning, social interaction, construction and retail. The multi-expression of brand, the freedom of commercial space, the renewal of the city and the creation of the community, with a more public development voice to communicate to the public, linking more scene possibilities. In order to cater to the new generation of consumers, physical commerce combines art and commerce, and curatorial commerce is gradually born.[2] Drawing lessons from the curatorial thinking, the combination of art and commerce shows a strong new

commercial potential energy, showing a new business model different from traditional commerce.

2.1. The Use of Contemporary Art Content and Techniques.

Contemporary art is closely related to The Times and easily resonates with young people; Contemporary art leaps out of traditional forms to provide a multi-level experience and a good interaction with the audience.

2.2. Professional Art Curators Conceptualize the Whole.

Art curators pay more attention to the concept, focus on the theme, efficiently mobilize art and cultural resources, and create unique IP attributes through the continuous strengthening of communication and expression forms, with higher dimensions and deeper memory points.

2.3. Multi-dimensional, Multi-frequency Communication Ability.

For traditional commercial activities or American Chen, once the activity has landed, the communication also ends. But art curation is different. Curators will interpret art content from different dimensions to attract different groups.

2.4. Operators Focus on "Long-term Value".

Applying curatorial thinking, commercial space curators require developers and operators to make long-term investment in the space they are in, rather than leaving for short-term profit. Only by holding the property for a long time and operating it in fine detail, can they return the resource investment required by the curatorial thinking through the appreciation dividend of regional value.

3. Analysis of the Reasons for the Rise of Curatorial Commerce

3.1. Demand of Business Development.

With the development of urbanization process, the number of cities increases rapidly, the urban population increases sharply, and the urban construction and development intensity is large. As the focus of urban commercial development, the urban commercial complex has the characteristics of high efficiency, architectural compound and functional diversity. Domestic commerce has gradually formed a pattern of diversified subjects, diversified modes and open competition, and has become one of the earliest open and most marketized fields in China. The number of large commercial complexes that dominate modern consumer services and integrate many urban functional activities such as retail, catering, leisure and entertainment, culture and education, etc. and provide comprehensive services is increasing year by year. The rapid emergence of commercial complexes directly leads to huge competitive pressure. Only differentiated competitive strategies can stand out in the homogenized commercial bodies. An art shopping center that gets rid of traditional consumer services, has more experience, focuses on integrating multi-culture as one, and improves the pursuit of humanistic and cultural values is the inevitable result of homogenized competition.

On the other hand, with the progress of Internet technology and the expansion of network coverage, online retail continues to expand, which also brings strong impact and competitive pressure to physical commerce. "Online shopping" has become the most commonly used consumption channel. Under the impact of the Internet e-commerce economy, the physical commercial space has to continue to innovate, make use of the advantages of physical space experience, enrich the sensory experience of customers, scene integration and enjoyment, shopping centers in the commercial development of all kinds of competition, is moving into a new era.

3.2. Demand for Art Development.

Under the influence of postmodernism, people have been impacted by the post-modern cultural trend of fragmentation, marginalization, diversification and uncertainty, and their understanding of the connotation and extension of art has changed. The modern avant-garde artists "try to break the barrier that traditional art must gather in the form of works, break the closure that art can only be played by aristocratic elites, and fill the boundary between art and life". They began the practice of art returning to daily life, the distance between art and life became closer and closer, and more and more people participated in the process of art creation, circulation and consumption, which made the art market increasingly prosperous.

With the development of the culture and art industry, the emergence of young artists, artists' demand for art platforms is also growing. In the context that the process of infrastructure construction in China lags behind that of urban commercial bodies, artists go out of specific Spaces such as museums, art galleries and galleries. It is an inevitable trend for the development of art industry to move towards a more open, diversified social commercial space with construction scale and construction quality.

3.3. The Demand of Mass Spirit.

From the level of mass spiritual demand, on the one hand, the upgrading of mass consumption habits, the demand for consumption mode and consumption experience; On the other hand, with the development of the cultural industry and the process of globalization, the public's cognition of art is becoming clearer and clearer, and their demand for both quality and quantity of artistic experience is increasing. The global economy entered the era of experience, and our country also began to enter the consumer society in the 1990s with the development of commodity economy. After entering the consumer society, the abundance of material resources makes people's demands for consumer materials not only stay in purchase and possession, but also begin to pursue a higher level of spiritual enjoyment. This point is in line with the "experience economy". Consumers' demand for consumption behavior gradually rises to the experience of "entertainment, education, escape and aesthetic", including entertainment experience, education experience, escapism experience and aesthetic experience. From just an action of buying, the body, senses, emotions or experiences are involved in the whole consumption process to achieve the experience of "emotional resonance".

In the aspect of art, with the narrowing of the distance between art and the daily life of the public, art is no longer an "unattainable" discipline and cultural category in the traditional sense, and art begins to exist more frequently and more prominently in all aspects of people's life, such as clothing, food, housing and transportation. The rapid urban development also stimulates people's senses and thoughts. What follows is that the public's individual concept and consciousness are getting stronger and stronger, and their spiritual needs and aesthetic needs are getting higher and higher. And art, as the carrier of ideological consciousness and the guide of aesthetic cognition, the public's demand for art is growing. Commercial space, as an important space of urban public life, is the place where the public can most easily enter and stay. The entry of art into a large number of urban commercial Spaces undoubtedly opens the most convenient and efficient channel for people to contact art. In the case of insufficient volume of art museums, galleries and other professional art institutions, the natural barrier between the public and professional art institutions is broken. To a certain extent, it can meet the growing artistic needs of the public and become a friendly bridge between the public and art. Consumers are more and more interested in the experience related to culture and art, and the public has an increasing demand for artistic spirit, so commercial space will introduce more cultural and art resources and increase the cost input of culture and art, thus forming a virtuous ecological cycle among the public, art and commercial space.

4. Curatorial thinking Empowers the Four Stages of Integrated Urban Commerce

From the perspective of domestic development history, the evolution of curatorial thinking in urban integrated commerce has evolved for four generations.

4.1. Static Exhibition.

The main form of static Chen exhibition is to create an artistic sense of commercial space, and to insert art into commercial space. Through artistic techniques, operators can

visually improve the visual sense of commercial space, which will directly affect consumers' desire to buy here. Some operators will also set up galleries or exhibition halls in the commercial space to create pleasant art experience for consumers, so as to attract visitors and stimulate consumption. Parkview Green Fangcaodi in Beijing, which opened in 2012, replaced traditional commercial beauty with works of art, marking a first in the integration of static art exhibition and comprehensive business.[3] Based on the concept of "a city within a city" in its architectural design, Parkview Green Fangcaodi aims to create an open commercial space with internal and external connections. The large area of glass in the facade of the building and the connected Bridges in the interior space are like Bridges in the city, which is not only a traffic route, but also another perspective to observe the space. In terms of interior details, the design of Parkview Green Fangcaodi uses a large number of lighting and public art installations, and the interior space is highly changeable. Galleries and exhibition halls are set up inside Parkview Green Fangcaodi, which are regularly opened to the public in the form of thematic exhibitions and artists' individual exhibitions, redefining the top consumption and leisure experience, and providing consumers with an ideal shopping place filled with art atmosphere. At the same time, the whole space of Parkview Green Fangcaodi is also like an art exhibition hall or an art museum. Such an artistic commercial atmosphere enables people to get in close contact with these artworks that originally had a sense of distance and feel the artistic atmosphere. There are about 500 works of art fixed in the Parkview Green Fangcaodi, which are not placed independently in a certain indoor space, but integrated with the architectural space, and the function of the architectural space is hinted through the installation. The artistic creation of commercial space can quickly improve the quality of space. The interest of commercial space is mobilized by artworks, forming an active commercial space with high participation, and improving the quality of the city to a certain extent. Using the emotional appeal of works of art, and then integrating cultural and historical elements, the original monotonous historical, cultural and life images are vividly and directly displayed to the participants through modern technology, artistic techniques, multi-sensory integration and other artistic techniques, so as to achieve the best effect of publicity.

4.2. The Combination of Static and Dynamic Art Curation.

The art exhibition combined with dynamic and dynamic is to add dynamic art activities such as lectures, residency and market on the basis of static exhibition, and upgrade the curatorial method by combining dynamic and dynamic. The curatorial thinking at this stage not only exists for creating space, but also provides consumers with a quality lifestyle to meet the experience needs of consumption. The brand will be art, humanity and nature three core elements; The interactive integration of shopping consumption, art appreciation, humanistic experience, nature and environmental protection. It aims to become an interactive art, leisure park, shopping and consumption experience with a sense of stage, and a trendy multicultural community hub. Make art appreciation, humanistic experience, natural greening and shopping consumption among the integration and subtle interaction, for consumers with unique features to enjoy. For example, K11 Kulture Academy (K11 Cultural Academy), a plate created by the famous art shopping center K11, aims to bring high-

quality various cultural courses to consumers, including the three major plates of art, life and food. It will not only put online art courses on the online channel, but also hold various art courses and salons offline. The art activities held in the commercial space introduce all kinds of activities originally limited to professional art institutions into the commercial public space, providing the public with the opportunity and platform to communicate with artists face to face, enjoy spiritual pleasure, further understand the originally mysterious art field, and create the artistic texture of the commercial space.

4.3. Curating the Overall Theme.

Overall theme curation is different from dividing a certain part of the commercial center into a special curatorial space, but using the entire commercial center as a curatorial space to conduct overall theme curation of brands, artworks and public Spaces, forming a high-traffic topic in a short time, thus attracting consumers. The high-end commercial complex "Beijing SKP-S" attracts consumers' attention with its large number of new media interactive art installation displays. Its main feature is the fusion of two very different experiences, "shopping mall" and "Art gallery", within its space. For the contemporary consumers who are eager to obtain "novelty" at every moment, the special experience it provides undoubtedly impacts the conventional consumption behavior mode and refreshes the inherent cognition of consumption behavior. Different from most experiential shopping centers, experiential projects and designs are mostly arranged in public Spaces, while brand stores have different styles, which greatly affect the creation of theme situations. In SKP-S shopping center, the store Logo of each brand uses LED display screen with red text on black background, which is neat and uniform. The boundary between stores is not clear, and the disappearance of physical boundary makes visitors' experience more continuous. In addition, the brand store also carries out a special design according to the theme of the mall, each brand has a theme, and will adjust the internal design of the store, display and products according to the theme of the mall, so that the space image of the whole mall is more unified, and it is also a bold collective experiment of major brands on experiential commercial space.

4.4. Highly Iterative Thematic Curation.

In addition to the necessary conditions and contents of conventional art exhibitions, highly iterative theme curation also focuses on the two dimensions of "fast" and "update".[4] To cater to the fast pace of life of contemporary social groups and the characteristics of short attention to new things, the display and activities of the commercial center are updated and iterated frequently.

The representative is Shanghai Bailian TX Huaihai Youth Power Center. With TX Huaihai as the representative, the curatorial thinking has entered a new stage, which is mainly reflected in several aspects:

4.4.1. Accurately Focus on the Theme of "Young Power Center".

TX Huaihai needs two types of formats: one is to trigger the curiosity of young people and do not stop taking photos, the other is to create topics and stories and trigger communication. Therefore, it uncharacteristically excludes the regular high street brands, luxury brands, fashion clothing in the fashion front, international buyers, national trend brands, to cater to young people's attitude to life; Food

catering focuses on the first-store economy, attracting young people to try fresh food and punch in; Actively introduce popular online shopping shops, fashionable home, IP derivative peripheral, blind box, artist peripheral and other products to bring forth the new, passing on the power of young creative culture. In order to cater to the "change" and "new" of young people, TX Huaihai put forward the "unprecedented" requirements for the settled brand, there is no chain brand, the settled business every month to replace the display.

4.4.2. Adhere to High-intensity Community Operation, and Accurately Create Matching Curatorial Experience Activities through Community Labeling.

The operator of TX Huaihai cooperated with about 50 communities in a year and a half. In terms of organizational structure, there are specialized jobs to communicate with different communities. Through the dialogue, communication and interest binding of community leaders and opinion leaders, it can provide accurate theme reference and guiding ability for the organization of offline curatorial activities.

4.4.3. Adhere to High Frequency Curatorial Activities, and Stick to Young People through Unique "Social Currency".

How to get the best and most sales in China, the most flash mob, the most topical exhibition, has become an important goal of TX Huaihai operators. In 2020, TX Huaihai has held more than 300 exhibitions and activities, attracting more than 2 million people to participate. In addition, in the first half of 2021, only the TX Huaihai official micro events also reached 66, an average of 11 per month.

5. Conclusion

Under the background of the booming experience economy and prosperous and diversified art and culture, curatorial commerce has become a new business form. Exploring the performance of art exhibitions in the context of new commercial space, its distinct theme, unique spatial location, form and background also bring a platform supplement to urban commercial space, so that ordinary people in the daily urban life of art experience to improve. The change of the function of commercial space and the introduction of artistic elements will enhance the cultural attributes of commerce and cater to the emotional trend of consumers, which is of great significance to the future development of commerce.

References

- [1] Mengting Dai. Research on the trend of art exhibition embedding in urban commercial space [D]. Shanghai University, 2021.
- [2] Yao LU. Analysis on the Relationship between Chinese Contemporary Art and Commerce [J]. Art Science and Technology, 2017, Vol. 30(10). p. 432-432.
- [3] Dou Dou. The form of art's intervention in commercial space - - Taking Parkview Green Fangcaodi in Beijing as an example [A]. Interior Design Branch of Architectural Society of China. Proceedings of Interior Design 2020 [C]. Interior Design Branch of Architectural Society of China: Interior Design Branch of Architectural Society of China, 2020: 129-133.
- [4] Research on Art Context [M], Xiaoxia Sun. Beijing: China Social Sciences Press, 2013, p151-151.