

## A Case Study on the 「Influencer」 Art Exhibition

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## 「Influencer」 예술 전시회 사례 연구

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**Abstract** With the continuous development of economic activities of influencer(people with social influence). Because of 'Influencers' bring huge economic benefits, all walks of life are creating their own 'influencers'. In the art exhibition industry, the 'influencer' art exhibition pays more attention to experiencing the audience. Although it reduces the professionalism of art exhibitions, it also lets more non-professional visitors to see and experience art exhibitions. In this paper, the write takes the 'influencer' art exhibition as the research object and divides into 'emotional immersion' and 'technological immersion', and analyzes the development status of 'influencer' art exhibition.

It is a commercial marketing method to call art exhibition 'influencer'. But with the increasing demand of the public for art and culture consumption. the 'influencer' art exhibition, which can bring immersive cultural experience to the audience. It just meets the cultural consumption demand of the public. So that it has become one of the main forms of art exhibition. In the future, immersive 'influencer' art exhibition will become the main form of art exhibition. With continuous innovation and creativity, art professionalism and commercial marketing, the 'influencer' art exhibition will continue to develop.

**Key Words** : Influencer, Art exhibition, Emotional, technical, immersion

**요 약** Influencer(사회적 영향력을 가진 사람)의 경제활동이 지속적으로 발전하면서 'influencer'는 다양한 삶의 영역으로 영향력을 미치기 시작했으며, 많은 경제적 수입을 창출하고 있다. 동시에 각 업종도 자신의 'influencer'를 만들고 있다. 예술 전시 업계, 'influencer'로 불리는 예술 전시는 전통 예술 전시의 방식을 바꾸고 있다. 본 논문은 'influencer'로 불리는 예술 전시를 연구 대상으로 한다. 기존의 예술 전시회와는 다른 'influencer' 예술 전시회는 관객에게 전시를 통한 경험을 얻도록 더 많은 관심을 기울이고 있다. 그것은 비록 예술 전시회의 전문성을 감소시키지만, 더 많은 비전문분야의 방문객들이 예술 전시회를 보고 경험하게 한다.

'Influencer' 예술 전시는 상업적인 마케팅이지만 대중이 예술문화에 대한 소비를 늘리면서 관람객들에게 생생한 문화 체험을 줄 수 있는 '영향자' 전시가 바로 대중의 문화소비 욕구를 충족시키고 있다. 몰입형 'influencer' 예술 전시회는 예술 전시회의 주요한 전시형태로 자리 잡을 것이며 혁신, 창의성, 예술 전문성 및 상업 마케팅을 통해 'influencer' 예술 전시회는 지속적으로 발전하리라 생각한다.

**주제어** : 인플루언서, 미술 전시회, 이모셔널, 테크니컬, 이멀전

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## 1. Introduction

### 1.1 Research background

With the development of Internet media, the concept of 'Influencer' appears. 'Influencer' refers to the person who is popular because of a event or behavior in life or online and is concerned by Internet users, or the person who is popular because of professional knowledge.[1] With the advent of 'mass media era', 'Influencer' industry has gradually matured and began to penetrate into all works of life. 'Influencer' is not only the appellation of Internet celebrity, some commodities, some phenomena, and etc. can be called 'Influencer'. On the one hand, 'Influencer' has brought huge income to the various walks of life. On the other hand, the various walks of life have begun to create their own 'Influencer'.

With the rapid development of 'Influencer' economy, in recent years, 'Influencer' art exhibition also began to appear in major cities. Art exhibition is a form of cultural exchange, whose purpose is to express and spread culture and art.[2] Traditional art exhibitions focus on "exhibits" and value the display of art. But at present, the use of digital media technology in the exhibition industry, especially interactive technology and projection mapping technology. There are many creative 'Influencer' art exhibitions. It changed the mode of traditional art exhibitions. The exhibition is no longer centered on exhibits, but more centered on audience.[3] The exhibits are also gradually reduced to a background plate for taking photos with the audience. Traditional art exhibitions provide art lovers with cultural and artistic information. 'Influencer' art exhibition, not only for art lovers to convey the art and culture. The general public can also be exposed to the aesthetic art and visual enjoyment that cannot be touched in daily life.

### 1.2 Research purposes

Instantly, digital technology is development rapidly. The combination of modern technology and traditional culture and art brings more new artistic experience to the public. 'Influencer' art exhibition uses interactive devices and projection mapping technology. It puts the light, shadow, color and sensory experience on the exhibition to create a good-looking, funny and suitable for taking photos 'Influencer' art exhibition which the public like. On the one hand, 'Influencer' art exhibition promotes the popularization of art exhibition, on the other hand, it weakens the professionalism of art exhibition.

In this paper, the author takes immersive 'Influencer' art exhibitions as the research object, studies the characteristics and development status of 'Influencer' art exhibitions, and tries to analyze the development trend of 'Influencer' art exhibitions in the future.

## 2. Theoretical research background

### 2.1 The theory of 'Influencer' Art Exhibition

Traditional art exhibition is a way of communication between artists and the public. Artists offer their works to the public through art exhibition. Art exhibitions convey art and culture to art lovers, entertainment and other comprehensive information.[4] After 'influencer' appears all various walks of life, it has created a large amount of economic income. Later, 'influencer' art exhibition appeared. 'Influencer' art exhibition is a new art exhibition mode with commercial nature under the birth of 'influencer' economy. Here's a photo guide. It is an exhibition based on public's attention. 'Influencer' art exhibition has the characteristics of a harmonious setting, suitable for taking photos, attractive scene and strong

interaction.[6-5] It is different from traditional art exhibition which can't be seen or touched, 'influencer' art exhibition is more for the public to experience closely. The reason why the 'influencer' exhibition is popular is that every visitor can find his own unique meaning in the exhibition. For example, taking photos and being displayed on SNS, or experiencing entertainment and decompression during the exhibition.[6]

## 2.2 The characteristics and classification of 'Influencer' art exhibition

There is no standard in the definition of 'Influencer' art exhibition. Its criterion is more based on the subjective impression of the public. However, when people talk about 'Influencer' art exhibition, they also mention 'immersive' experience together. Here, the author divides the 'Influencer' art exhibitions into the two types: emotional immersion and technical immersion. And the table 1 will show you the characteristics and classification of the two types 'Influencer' art exhibition's.[7]

Table 1. The characteristics and classification of 'Influencer' art exhibition's[8][9][10]

Emotional immersion	technical immersion
It's mainly refers to the installation art exhibition. It is a comprehensive display art of "scene, material and emotion". It transforms and combines some materials or elements to create an emotional environment suitable for young people and deduces a new artistic form.[11]	It's mainly refers to an art exhibition which application a variety of digital technology, such as projection mapping, VR interactive technology and other digital technology. It combined with the elements of sound, optoelectronics, and etc. So as to make the exhibition space a different scene from the reality.[12]
This type of art exhibition always has bright colors, clear theme and the color matching is comfortable. The exhibition environment is suitable for taking photo. And it easy to understand, but it lacks of artistic concept to support the exhibition content	This type of art exhibition uses digital technology to create interactive and immersive art exhibitions. It pays more attention to the experience of customers in the exhibition, and the exhibition is more professional and artistic.



## 3. Case study

### 3.1 Emotional immersion art exhibition

#### 3.1.1 Museum of Ice Cream

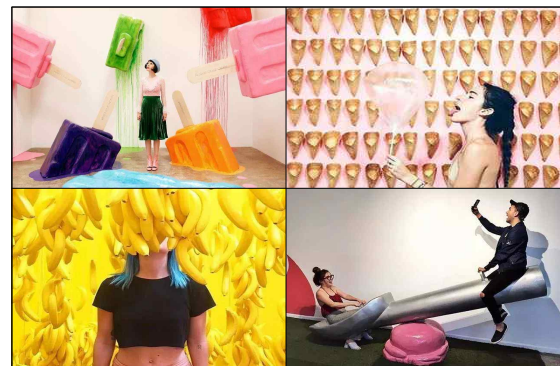


Fig. 1. Museum of Ice Cream[13]

The first practice of 'Influencer' Art Exhibition. In 2016, it was held in New York, USA. The theme of the exhibition is dessert which is loved by young people. Each exhibition unit in the exhibition hall takes all kinds of desserts as the theme, such as rainbow sugar pool, giant popsicle, ice cream cone wall and ect. This art exhibition's tone is bright and suitable for taking photos. Within five days of this art exhibition, 30000 tickets were sold. Visitors take photos in each exhibition hall and upload their photos to their social platforms. Fig.1 shows the photos taken by customers at Museum of Ice Cream.

### 3.1.2 Museum of Marshmallow and Daydream

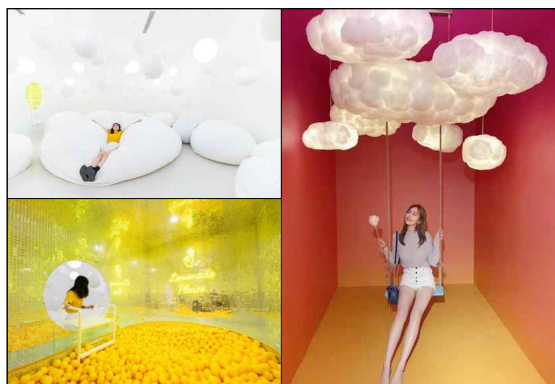


Fig. 2. Museum of Marshmallow and Daydream[14]

An art exhibition themed "marshmallows and daydreams" was held in China in 2018. The inspiration of the creator comes from 'The Grand Budapest Hotel', 'The Science of Sleep', 'Inception', 'Eternal Sunshine of the Spotless Mind' and other classic films about the relationship between dreams and reality. It constructs the three-dimensional space of sight, hearing, smell, touch and taste to arouse the public's examination of childishness, sensibility, sensitivity and fantasy. The whole exhibition is divided into 10 exhibition units and bright in color. Each exhibition unit has reserved a place for the audience to take photos.

## 3.2 Scene Immersion Technology art exhibition

### 3.2.1 Museum off Atelier des Lumières

In 2019, artists transformed a steel foundry in eastern Paris into a immersion digital art exhibition. The artists make Van Gogh's works and Japanese ukiyo-e into digital images through digital technology. Then it uses projection mapping technology to transform the liquid storage tank, water pool and column to the display screen in the foundry. And it makes every corner of the foundry be painted with Van Gogh and Japanese ukiyo-e's color. With music, the abandoned factory has a rhythm. The immersive

exhibition environment has brought new vitality to the classic works of arts. The whole exhibition is full of dynamic visual effects from top to bottom. The visual effects brought to the visitors is more powerful. Let the classic art works fresh and lively. The charm of classic art works is more popular.

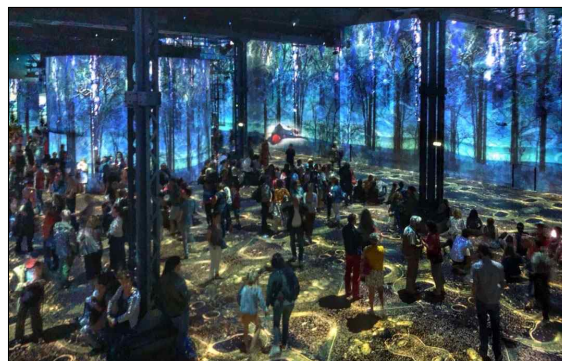


Fig. 3. Museum of Atelier des Lumières[15]

### 3.2.2 Museum of TeamLab



Fig. 4. Museum of TeamLab

Museum of Teamlab is the first art exhibition of audience experience with photography and social media sharing as the core. The creative team was founded in 2001 by more than 600 artists, programmers, engineers, CG animators, mathematicians and architects. It opened in Tokyo in 2018. And it is the world's first immersive digital art gallery composed entirely of digital art. It uses projection mapping technology to break boundary between the exhibition works

and the visitors. Let visitors live in the exhibition works.

## 4. Conclusion

### 4.1 'Influencer' art exhibition's Advantages and disadvantages

'Influencer' art exhibition is in line with the current situation of social development, but the public's evaluation of it is good or bad.

On the one hand, 'Influencer' art exhibition has reduced the academic level of art exhibition. It closes the distance between art and the public. More non-professional and non-interested audiences began to be interested in art exhibitions. It enriches the leisure and entertainment life of the public. To some extent, it promotes cultural education and cultural consumption, and promotes the development of exhibition industry. In particular, the application of digital technologies has enriched the form and content of art exhibitions. It also expands the application of digital technology in other fields.

But on the other hand, with the decrease of the professionalism and artistry of the 'Influencer' art exhibition, the appreciation of art becomes the view, and the art becomes the background of the group photo. At the same time, there are some problems in the exhibition, such as too much marketing, similar content and lack of artistic connotation. These problems will hinder the development of art exhibition.

### 4.2 The development of 'influencer' art exhibition

Such as museum of TeamLab, it can be said to be a successful example of 'influencer' art exhibition. The application of projection mapping and interactive technology, digital art works have more ways to display. At the same time, the public can find the ways to watch this exhibition and how to take photos on various

social platforms. This is also the key to 'Teamlab' becoming 'Influencer' art exhibition. For one thing, it meets the cultural consumption demand and social demand of the public. For another, it also successfully completed the cultural exchange between artists and the public.

In the future, 'immersion' and 'social behavior' will still be the key words of 'influencer' art exhibition. Interactive emotions, bright colors, lighting and shadow will continue to appear in all kinds of 'influencer' art exhibitions. Innovation Exhibition creativity, rich artistic connotation, appropriate commercial marketing, the 'influencer' art exhibition will have a more sustainable and healthy development.

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