

Remodeling the Relation Between New Media Interactive Installation Art and Public Landscape Space

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Abstract:

The deconstruction and remodeling of public relations in the public sphere has always been a hot topic of contemporary art. Under the impact of digitization, the virtual cyberspace undoubtedly intensifies the transformation of public space relations from the original face-to-face close communication to the isolated virtual space. The decline of public relations makes more and more people focus on the remodeling of spatial relations. In this paper, with the new media interactive installation art in landscape space as the media, the new media interactive installation art based on flow theory is used to explore the relation in public landscape space and to improve the rapidly declining public landscape space relation in the current society.

Keywords:

New Media, Interactive Installation, Art Public Landscape Space Relation

1. Introduction

Since the 21st century, the “landscape” of society, as described by Guy Ernest Dobord half a century ago, has been evolving irresistibly and more and more violently. The root cause of the decline in the public sphere can be seen as the decline of people. When social interactions are flooded with “performance” information, the relation among people and even the public relation of the entire society will always be in a distance. Even in the natural landscape space, people are still immersed in “narcissism” where they do not interact with landscape space, so the landscape will lose its significance in public space.

The appearance of new media interactive installation art is the product of social landscape in a sense. In a social environment that prefers images, works composed of man-made environments can more arouse people’s interest. Actually, new media interactive installation art does not only provide designers with a more efficient and thoughtful means of expression, but can guide and stimulate the experiencer’s sensory feelings and even the flow of emotions, and lead the experiencer into a state of full-hearted and focused flow. Emotional guidance has always been a thankless way of expression for traditional art, but the characteristics of new media interactive

installation art is just right. The immersive environment does not only create an atmosphere for the experiencer to express “himself”, but also further stimulates the experiencer to reexamine the public relations, which has been fully demonstrated by its application in the exhibition space. Therefore, this new art form can bring many changes and leaps to the public landscape space relations.

2. New Media Interactive Installation Art Concept and Design Principles

2.1. Concept

New media interactive installation art is a branch of new media art, so the following defines the concepts of new media and new media interactive installation. New media, also called digital media, is a new art subject with optical media and electronic media as the basic language, while the new media interactive installation art is a branch of the aforementioned new media art. Compared with foreign materials, domestic interactive installation art is limited. Interactive installation, based on the natural hardware installation media, is an art of interaction between human and computer or among different people through computer hardware. The biggest difference between interactive installation and other art forms is the spatial interaction, that is, adding time through the installation in a three-dimensional environment to form four-dimensional time and space for artistic expression.

New media interactive installation art breaks the boundary between art and science. In essence, digital information has changed the way of thinking and existence of art. At the same time, the integration of media, timely interaction, public participation and the change of display form combine art and science closely. Under the support of modern technology, multi-media integration and real-time interaction enable the public to enter the art field for extensive participation and multi-angle experience, resulting in the collision and integration between different cultures, thus bringing the public into other possible fields.

2.1. Design Principles

2.1.1. Interactive Design Principles

Interactive design principle is one of the most important principles. In the creation of new media interactive installation art, environment construction is very important, which does not only bring the senses of the experiencer into the preset environment of the designer, but also guides the attention of the experiencer to a certain extent, so as to achieve the so-called “flow” state. According to the flow theory of psychologist Mihaly Csikszentmihalyi, when the experiencer's concentration reaches a certain state, his cognition and experience will be concentrated in the target environment of the current experience, thus ignoring the interference of other unimportant factors. This immersion state of deep experience brings about the artistic expression ability that traditional art does not have.

2.1.2. Experiential Design Principle

Multi-media is actually the unification of different types of media, whose advantage is to provide designers with more available ways of expression. Compared with the traditional art, the concept of time is introduced into the works. With the help of emerging technology, the multi-sensory needs of the experiencer, such as vision,

hearing, touch, etc., are met. The participation emotion of the experiencer is stimulated, and a relaxed and comfortable atmosphere is created to ensure the smooth progress of installation art. Therefore, the experiencer needs more experience space and dimension.

2.1.3. Scientific Design Principle

With the continuous improvement of domestic modernization level and the continuous development of new media interactive installation art, it is necessary to pay attention to the coordination between designers and Experiencers in the application process, so as to realize the real value of multimedia interactive installation art and closely combine art with science and technology.

3. Focus on the Decline of Interpersonal Relation in the Public Landscape Space

Since the 18th century, great changes have taken place in the social form and life style of human beings. The lifestyle and social identity that we used to stick to have changed with the times on all sides, which has aroused scholars' thinking and discussion in social relations. The public relation studies of Habermas, Arendt and Sennett all point to the fact that since the 18th century, the public sphere of social relations has been undergoing a continuous and irreversible decline. In the information age of highly developed Internet, reviewing the public relations theory of western society, we can still find that the "narcissism" caused by the decline of the public sphere has become the norm of social relations. Less and less people are willing to expose themselves in the real public space. Internet partition has become an excellent means for people to protect themselves and avoid intimate contact. The decline of public relations is essentially the disappearance of active feelings. People worry that their existence is too "independent", thus becoming extremely "narcissistic", confusing public life and intimate life and underestimating the value of the community relationship between strangers.

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Although human beings seem to gradually dissociate from the natural biological chain and construct another virtual world, the reality is that we are still in the real society, and the development of human society still needs to and will always rely on nature. Therefore, if today's art does not involve sociality or the multiple types of social groups as participants, it is tantamount to being doctrinaire and specious. Just like the modeling of public landscape space, if people's behavior or adaptation to local conditions is not involved, it is tantamount to placing some potted plants in the space, so the constructed landscape space will be lifeless and lose its significance. Therefore, in the interactive design of public landscape space, we should fully stimulate the awareness of the audience from the spiritual level, let the experiencer feel the impact of their daily behavior on the public sphere, and explore deeper feelings.

6. New Media Interactive Installation Art Remodel the Relation Between Public Landscape Space

As early as the rise of new media art in the 20th century, artists have studied the expression of ecological topics through the new media art. Artists pass on to the public through digital media to make the whole human beings know about ecological problems. Nowadays, there are more works about ecological art, which do not only appeal to the public to pay attention to ecological art, but also open up the way for the future development of new media art. Although more and more works move from indoors to outdoors, to cities, and to public spaces in the process of development, there are very few expressions of landscape space.

The public landscape space can be roughly divided into the practical space of the spatial environment selected by the practical application of landscape interactive works and the social space of the living environment and development space of this design in the society. The traditional public landscape space is usually changed by the

soft green concept that is not obvious enough to present and to integrate the new media interactive installation art into it.

6.1. Application of New Media Interactive Installation Art in Public Landscape Space

6.1.1. Application and Realistic Function of Installation Materials

The application of new media technology in interactive installation art mainly reflects in the material and structure of the installation. The existing design concept of works will be innovated and improved to improve the use value of materials. From the perspective of the experienter, it is required that the designer's works can be mastered simply by users no matter to any extent, which is also the necessary requirement for the placement of such installations in public landscape space, not only for human beings but also for natural vegetation.

6.1.2. Dynamic Interactive Immersive Experience Environment

The application of new media technology in interactive installation art can effectively improve the initiative, participation and interest of art works, and provide a new environment for the experienter to meet the needs of modern people and enhance the artistry of works. Compared with traditional static art, it has interactive experience and lively expression form, but it does not completely mean the elimination of artistry. On the contrary, it is a more acceptable way to convey artists' thinking through works of art in the current decline of the public sphere.

6.1.3. Current Value and Thinking of Art Works

Interactive installation art of new media technology can not only create a new appreciation environment for the experienter through the construction of virtual environment, but also extend the designer's ideas, experience personally and understand its value at the same time. Therefore, the value of its application in the public landscape space is far beyond meeting people's sensory needs, and more is to show the dimensions such as environmental protection incisively and vividly, so that modern people can live in the public landscape space with a more harmonious relation.

To sum up, the implementation and timely expansion of new media interactive installation art in public landscape space will enhance people's re-understanding and thinking of the relation between people and nature in public landscape space, and promote the humanization and industrialization of the application of new media interactive installation art in landscape space. In particular, the remodeling of human landscape space relation will be the inevitable trend of the future development of landscape public space.

7. Conclusions

Information society makes us more and more rely on electronic media and deviate from nature through the construction of science and technology geography, while new media interactive installation art is widely used in many fields based on installation hardware and its unique interactivity. At present, the relation of landscape public space is declining day by day. With the help of multi-media interactive installation art, we can guide the attention and sense of the experienter, re-examine the distance between people and the distance between people and nature, and make the designer

pay more attention to and strive to solve the problem with design. Although the current level of science and technology cannot fully achieve any design we want being applied in the public landscape space, but with ideas and active exploration, we will eventually insert the expression of art into the practical paddle, and roam in more fields.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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