

Research on the Application of New Media Art's intervention in Subway Public Art

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Abstract: Today, with the development of science and technology, digital information has been formed, and new media art has become an important means of communication. The integration of new media art into subway public art can not only reflect the public aesthetic, promote the city image and urban culture, but also have more obvious advantages in publicity effect, interactivity and other aspects, and improve the comprehensive index of the city. Starting with the concept characteristics and development trend of new media art, this paper analyzes the advantages of introducing new media art into subway public art creation, and then studies the application of new media art in the artistic creation of various subway public spaces. summarizes the current situation of its problems, and puts forward suggestions for future development.

1. Introduction

In recent years, with the rapid development of urban construction, the number of cities in China have subway is increasing year by year. As a public place in the city, the public art in the subway space is called "the underground art palace of the city", which has attracted more and more people's attention. Its unique public space attribute has the advantage of displaying cultural information, which makes the floating crowd stop to watch and play a role in cultural communication. However, looking back over the past 30 years, we find that most of the public art of subway is displayed in the traditional form of murals, reliefs and other traditional forms, and presented with static characteristics, which is lifeless. With the continuous development of digital technology, the dialogue in public space shows a multiple and complex situation. The use of the traditional one-dimensional symbolic logic in the past to display public art creation has limited the display effect of public art to a certain extent, and the audience's demand for art works is gradually increasing. Still using traditional technology to create public art will inevitably affect the display effect of art works and the spread of culture. Therefore, by introducing new media into metro public art, subway public art can achieve innovation in art form and breakthrough in the expression of art content. This makes the subway public art not only improve the subway space, but also enrich the cultural image of the city from the space form, broaden the communication platform for public interaction and communication, and thus become a container for building the contemporary urban cultural experience.

2. Concept characteristics and development trend of new media art

New media art is a new art discipline with optical media and electronic media as its basic language. It is based on the core of digital technology, also known as digital art. It is based on the core of digital technology, also known as digital art. The category of new media art has the certainty of "keeping pace with the times". At present, it mainly refers to the latest scientific and technological achievements such as video, computer, network and digital technology. As a creative medium, artworks are mainly represented by computer images, animations, etc. Therefore, new media should be called digital new media, which is a new art form based on digital technology and modern media technology and integrates human rationality and artistic perceptual thinking. As the crystallization of contemporary science and technology and art, it has the interactive nature of communication and participation. It can let the audience's ideas and behaviors join the process of artistic framework and

let the participants make their own choices. Thus, different processes and outcomes emerge and participants' participation is enhanced.

With the rapid development of new media art, its broad prospects have been widely recognized by the world. It has been gradually applied in interaction and public application. Computer programming technology and interactive media are used to deal with the two-way transmission of information, involving psychology, communication, biology and other disciplines. The use of music, photography, film, television and other means are rapidly changing people's means and ways of receiving social information. Now this digital information world has become a new territory for people to communicate with the outside world. It fundamentally breaks the static structure of traditional information, uses highly interactive techniques, and allows countless individual consciousness to aggregate into a virtual spirit community, thus rediscovering themselves, forming a virtual spiritual community, and allowing the public to generate new feelings and experiences in the process of interaction.

3. Advantages for the application of new media art in subway public art creation

Compared with other urban public spaces, the subway space receives more than 10 times the attention of other urban spaces. As one of the urban public spaces with the largest flow of people, the subway public space can better convey rich information, reflect the characteristics of urban culture and modernization, but the space layout of the subway public space has closed and sequential limitations. How to better convey the public art in the subway space? The new media artistic technique, which integrates the advantages of science and technology, culture and humanities, will inevitably become the means and carrier of public art exhibition in subway.

The most prominent advantage of the application of new media art in subway public art creation is that the speed of information dissemination is more convenient, the content can be more intuitive expression, so that the public can timely obtain information from the outside world and let participants immerse in the virtual reality space created by new media technology. Through visual and auditory perception, they can integrate into the public space more quickly, and close the relationship between people and space. Xinyi Line of Taiwan subway, according to the geographic and unique features of its site, determines the street architectural modelling of the subway as the theme of "dialogue", and ingeniously implants it into the public art design of the station. In Da'an Forest Park Station, artists introduce natural elements and courtyard design into the architectural style of the site, emphasizing the dialogue between city and nature, presenting a special underground open space, highlighting the interaction between modern stations and natural parks. The public art work "the flower of Da'an" in the Da'an forest park station are created by using Taipei city flower "Rhododendron" to echo the sceneries of seasons and natural, and to create a pedestrian-operated turntable to dynamically display the process of rhododendron from budding to brilliant blooming, creating interesting and surprising experiences. By creating virtual scenes, the public interaction of artistic works is highlighted in the process of building spatial meaning, which fundamentally breaks the closed and static structure of traditional public art and makes public space a realistic collision field of emotional and ideological exchanges.

In addition, subway space is the first window of a city. How to better understand a city, the dissemination of new media art is undoubtedly the most direct way. The application of interactive means of new media art in subway public art, which integrates the media technology and art and plays the leading role of science and technology, not only can make art works present in front of people, produce good visual effects, but also can interact with each other, with the experience effect of independent participation. Interestingly, when people scan these QR codes with their mobile phones, they can see a lot of pictures and words. They can get a clearer understanding of the relevant traffic and shopping mall information of the site, so that passengers under the subway station can timely understand the city's characteristic information and the navigation of the whole route. By integrating science and technology into artistic creation like this, information can be quickly and intuitively disseminated, and the content of art works presents dynamic changes and realizes interaction, which

not only brings opportunities for the new era of subway public art, but also provides a good platform for displaying the city's character.

Moreover, the informatization of subway public art is also a representation of urban character and a comprehensive index to judge a city. Compared with traditional media, new media art has brought a new perspective to the public art of subway due to its changeable features. It has changed from a single information source to a single audience, from a simple and single transmission process to a full communication mode with a two-way cycle. In this public device, when no passenger stays to watch, the device is very slow to turn the page of the book, once someone starts to watch, it will automatically recognize the face and return to the home page, at the rate of 15 seconds per page to complete the small book. If you want to stop and read in the noisy environment, it is also a kind of spiritual enjoyment full of leisurely and literary atmosphere. Such works combine with regional humanities in interactive content, effectively closing the relationship between works and the public, at the same time realizing the dialogue between people and computers, so that public works of art of new media in subway are no longer cold "art works", bringing more communication between the public-audience-environment, providing an open and undisguised platform. It brings more participatory interaction for the audience, which is also one of the real values of public art in the process of communication.

4. Application of new media in art creation in subway public space

How to reasonably apply new media technology to public art creation in metro public space, give play to the modern characteristics of subway and highlight the role of landmark? We need to start from the space nature to correctly locate the public space in the subway station. The subway space is divided according to the function, that is, the passageway space, the functional space and the resident space. Each space has its own characteristics and has different requirements for the display of public art.

Specifically, the passageway space refers to the station hall, subway station passageway, stairs, escalators and other space forms of the subway station. In this space, passengers have the most overall and direct contact with public art. As long as they are not limited by the time of riding, they can go fast or slow for viewing. With the change of viewing displacement, the replacement of space and the change of viewing angle, we can make full use of digital images and visual data, give full play to the role of new media, and produce the effect of varying sceneries with changing view-points. In addition, Xujiapeng station, as the intersection site of Line 7 and Line 8, echoes the "Autumn Reed" of Line 7. It shows the two different natural charms of reed in spring and autumn. It also has a sense of time and space across the four seasons. It makes people add some artistic nourishment to their dreary daily commutes and raises the level and taste of urban culture.

The residential space is the space that can stay for a long time to watch or wait for the train in the subway space. Because passengers need some waiting time when waiting for the train, there will be little space displacement at this time. All they face are the wall, the top and some public art installations. If the city's style, humanistic connotation and instant information are designed in these public spaces, not only can let people feel the historical accumulation of the city between the subway stations, but also make people feel a sense of interesting in the rush journey. For example, the subway public art work displayed at 101 world trade center station of Taipei subway is cross-media artist Huang Xinjian's "encounter moment", which is his artistic creation with new media, making the dreary waiting space become the highlight. The device adopts a programmable controller, and is created by using a 10*10 matrix composed of mechanical card-flipping device. In this matrix, a face portrait is displayed on each small square. The portrait pictures show the old and children. At the same time, the pictures can be turned over to form a large portrait. According to the introduction of the project, the idea conveyed by the device is that when people meet, people's emotions and expressions will be conveyed to others to varying degrees. At the same time, it reflects the ideals of the Chinese old saying "Expend the respect of the aged in one's family to that of other families; expend the love of the young ones in one's family to that of other families" ideal. Therefore, when

people place themselves in this space, they can have a closer understanding of local customs and practices in Taiwan and learn more about the "encounter" stories belonging to Taiwan.

Finally, the functional space of the subway station is mainly the space with practical functions such as the entrance and exit, air vents, etc. The most prominent of such space is guidance and warning design. In the process of public art design, we should first satisfy its function and intervene in the application of new media art on the basis of not influencing its own function. There were two ventilation shafts in Zhongxiao Dunhua Station of South Port Line of Taiwan subway, which were used for ventilation of subway stations. Their volume was very large and could not be placed in the surrounding buildings. They were very abrupt. After understanding the public opinion, organizing surveys and interviews, the designers chose the creative themes of "wind", "water" and "green idea", transforming the ventilation shaft into a "tree river" of public art, making the ventilation shaft a pleasant sight and a city landmark landscape. At the same time, it reflects the desire of urban people for natural landscapes, and forms landmark nodes with geographical representation.

In addition, the use of the sense of smell and touch in the new media and other sensory experiences in the public art of subway will undoubtedly increase the interaction and expressiveness of the public art forms of subway. These comprehensive senses will absolutely bring more attraction to the subway public art, make more people understand the subway art and culture, feel the city culture, create a more comprehensive and thoughtful image of the city culture, and produce good humanistic feelings for the city.

5. Summary

At present, the subway has become the main mode of transportation for urban residents, and one of the important public spaces in the city. The introduction of new media art in the subway public art is no longer simply to enhance the artistic and cultural characteristics, but also to fully reflect the strength of national scientific and technological innovation, because new media art works rely on a large number of electronic equipment as technical support, and digitally represent it. Now, it is no longer the expression of pure artistic behavior, it requires experienced technicians to provide technical maintenance services. Therefore, this is a new challenge for artists. Facing the current high-tech social environment and the limitations of subway space, how to adapt to social change and integrate new ideas into the creation of new media art to create a subway public art environment with a sense of the times and vitality. From the point of view of the government and the subway company, while improving the artistic and technological effects of public art, it will be a great challenge to apply new media technology to maintain the safe operation of public transport and to push the subway public art to a new peak. However, the essence of new media art has long been the global language of economic and cultural exchange and dissemination, which will inevitably be the main direction of development of subway public art in the future. Let's wait and see!

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