

## Dialogue with Mark Rothko Art in Beijing: A Study on the Influence and Application of Art Development

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**Abstract:** In the new era, art development has reached a high-quality development stage. Focusing on the artistic innovation thought led by Mark Rothko's art, we need to put forward an innovative proposition to meet the social demand for art. The theoretical analysis framework of art development is built on Mark Rothko's evolving art, following the internal logic of art and social interaction to explain the mechanisms of art innovation and development influenced by artists and society, along with the art value. Additionally, it investigates the potential of advancing towards high-quality art development based on shifts in social needs and practical deductions about art growth. The purpose of art development is to provide society with works of art that meet the expected standards, and artists are committed to continuously improving the quality of art and improving satisfaction. To accomplish this, we will enhance art management by focusing on art quality, fostering cultural growth, and meeting public art standards. This will involve improving art control through internal quality measures, creating a system for artist-society interaction and evaluation, and establishing an assessment process for artworks and the art market.

### 1. Introduction

Artistic dialogue is one of the responsibilities of cultural exchange and an essential part of art development. Art can be divided into traditional art and modern art, with classical art forms and emerging art genre branches. Artists explored artistic innovation to promote the development of art. Mark Rothko believed that contemporary art is essential for art development. The quality of the work is the evaluation indicator. The difference between Mark Rothko and other artists is that he emphasizes emotional expression, color application, and abstract form. Therefore, this paper raises the topic of artistic dialogue [1]. Art innovation provides a new perspective on art development.

Mark Rothko's art comes from abstract expressionism, with its focus on emotion: his works contain deep spiritual meanings, but at the same time are tools of artistic expression. From the perspective of artistic structure, Mark Rothko's art pursues the harmony between color and form and realizes the modernization of creative expression through the combination of emotional expression and abstract content [2]. It is only one aspect of the art field. Today, Mark Rothko has undergone a unique art development way. The comprehensive promotion of artistic innovation impacts art history and embodies the variety of art. In addition, it affects the art market and will profoundly influence art value. Hence, in discussing Mark Rothko's artworks, we must be forward-looking and strategic. In the field of art, we put forward the proposition of a dialogue with art. In conclusion, artistic innovation is a critical condition and guarantee of developing art. From the practice of art, the dialogue with art has made significant progress. There are also some shortboards. At the same time, people have yet to find an effective way to innovate, and they are making efforts. Therefore, art dialogue needs to be further studied, which is not only the need for art development but also the embodiment of social and cultural progress.

Based on the analysis above, this paper proposes the mode of dialogue with art to innovate the art. We solve the bottleneck of art development by combining art theory and social needs. The main contents include the interaction between art and society, which effectively addresses the risks in the art market and has a significant impact on the culture industry.

## **2. Mark Rothko's Artistic Dialogue with Social Needs Realizes New Changes in Art**

### **2.1 Changes in Artistic Content**

Mark Rothko's art is developed with social needs. It reflects the concept of emotional expression and highlights artistic innovation. Furthermore, it embodies the interactive strategy of art and society for contemporary art [3]. However, when we try to construct the definition and essence of Mark Rothko's art with certain art standards, it is difficult to get a unified understanding.

### **2.2 Artists, Society and Artistic Dialogue**

#### **2.2.1 The Analysis of User's Emotional Needs and User's Artistic Appreciation Needs**

The quality of art is a vital standard of artistic innovation and is the embodiment of the emotional expression of works of art. Artists discussed the definition of art from the perspectives of artistic form and the use of colors. Some scholars suggest that art is a form of emotional expression or a reflection of social needs. Because Mark Rothko's art is more innovative to some extent, it belongs to the art science with emotion as the core. The history of art can be dated back to ancient civilizations, and its main activities include artistic creation and appreciation. In addition, Mark Rothko's ideas and artworks are closely related to the depth of artistic dialogue. Due to the introduction of artistic dialogue, artistic innovation has become an important responsibility for social development. The main contribution of modern art theory is the integration of emotion and form. Therefore, Mark Rothko's artistic concept initially focused on artistic measurement based on the standard attributes of emotional expression [4].

#### **2.2.2 Market Trends Drive Decisions on Artistic Innovation**

Art innovation emphasizes the relationship between artists and society, and it changes with the times. Although some scholars questioned that art innovation may not be directly related to social needs, most scholars advocate that art innovation can rationally evaluate social needs. Art critics proposed a classic model of art evaluation that included emotional expression and the use of color. This model has since become a typical tool for artistic innovation, from which developed the concept of artistic dialogue. Experts believe that art has sociality and "emotional resonance". When works of art touch people's hearts, people will resonate. Therefore, artistic dialogue is connected closely with art innovation. Additionally, scholars have summarized artistic dialogue as an art evaluation model, that is an art evaluation model based on emotional expression and based on social needs. The former focuses on artistic creation, while the latter focuses on artistic appreciation, which promotes artistic dialogue. Although innovation in art has experienced some challenges, from the perspective of artistic development, it can promote cultural exchanges [5]. In the end, the concept of artistic dialogue gradually became the consensus of art research and practice.

## **3. Challenges Brought by Artistic Dialogue and Social Needs**

### **3.1 Confusion of Artistic Expression: Excessive Innovation of Art Forms Leads to System Imbalance**

The essence of artistic dialogue focuses on emotional expression. Mark Rothko's work is the application of artistic thinking in modern society. To overcome the defects, it enters the research field as a new model: an artistic dialogue framework. The basic ideas of the framework are as follows: First, works of art should ensure the expression of emotion. Second, set professional standards for artwork. Third, capture artistic value through art reviews. Fourth, the use of art theory to assess the quality of artworks. The framework promotes artistic innovation, emphasizes the need to enhance the interaction between art and society, and optimizes the artistic works' emotional expression, color, form, and social popularity. Figure 1 shows its specific operation mode [6].

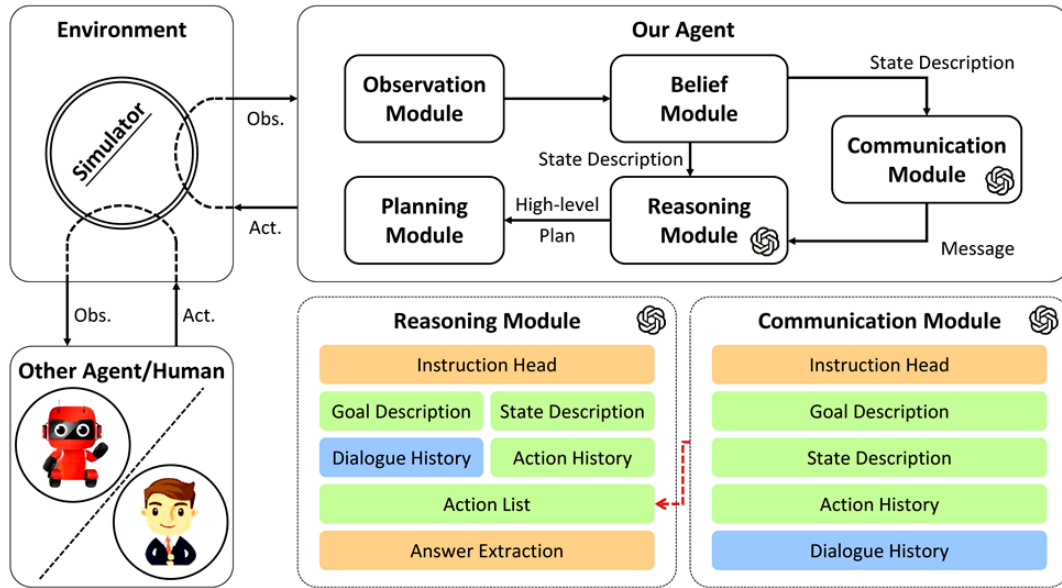


Figure 1 Mark Rothko's artistic model framework based on artistic dialogue

### 3.2 Obstacles to Art Appreciation: Commercialization of the Art Market

#### 3.2.1 Artistic Decision-making Errors and Management Deviations

Quality of works is the primary evaluation standard of the art market, which focuses on the emotional depth of artworks. Art criticism directly reflects the connection between artists and society. Some elements of the development of art gradually formed, and artistic evaluation and various standards are being valued. Some innovative artistic practices remain in the exploratory stage, which contradicts the logical framework of artistic dialogue and leads to issues with artistic expression.

#### 3.2.2 Art Appreciation and Risks in the Art Market

From the perspective of artistic appreciation, artistic dialogue is the basic link of artistic appreciation and the core embodiment of artistic innovation. Therefore, artistic innovation is mainly generated by emotional expression. The art market is the main driving force of artistic innovation and the platform of artistic dialogue [7]. Nowadays, in the art market, managers strengthen the control of art from a commercial perspective. There are three primary forms: First, art pricing. Artworks realize value exchange between artists and social workers. The second is art evaluation. The managers formulate art and art review standards and publicize art evaluation standards to the public to achieve standardized management. The third is the reconstruction of the internal process. In recent years, art exhibitions have used art reviews to enhance their artistic influence and increase the popularity of artworks. However, the commerciality of the art market remains to be further improved.

### 3.3 The Birth of Derivative Risks under the Influence of Artistic Innovation

The fundamental differences between artistic innovation and traditional art lie in emotional expression attributes. The emotional expression standard of Mark Rothko's art and the creative criteria of artistic tradition aim at emotional resonance. Artistic innovation's development mainly embodies emotional depth and form innovation. In the framework of artistic dialogue, accurately expressing emotions, using colors, innovating forms, and meeting social needs are the core values and highest standards of innovation. The diversity of artwork types and differences in art appreciation lead to the diversification of the art market. Despite the development of artistic dialogue, artistic innovation is imperfect and lacks a standardized mechanism in the art market. Therefore, they are the "short board" of innovation, which hinders the dialogue between diversified art.

## **4. The Coping Strategies of the Development Process of Art Industry under the Challenge of Technology**

### **4.1 Transnational Artistic Dialogue: Innovative Art to Get Rid of the Challenge of Art Market**

#### **4.1.1 The Improvement of Emotional Expression Realizes the High-quality Migration of Artistic Innovation**

From the perspective of artworks, the art market cannot comprehensively provide the artworks the audience needs. Evaluation methods used in the art market are mainly based on user satisfaction and emotional resonance, but more information and evaluation mechanisms about the art are needed. The root of this problem may be innovative ways. For artistic dialogue, artworks often include a variety of "emotions," and the content and emotions presented reflect the viewpoints of artists on society. However, most information that art markets give is about commodity prices. There is a need for regulating the market. Generally, the emotional resonance with art is challenging to obtain or measure. Asymmetric information and imperfect evaluation mechanisms for art become obstacles to performing artistic dialogue.

#### **4.1.2 Art Appreciation Upgrade**

From the perspective of artistic innovation, the ability of art to innovate has long been limited. Since the 20th century, the art of Mark Rothko, who integrated artistic innovation, has changed art assessment through emotional expression. Still, the shortcomings of traditional art have limited its development. Due to the forms of art and the commercialization impact of the art market, we need to improve the innovation level. In the context of artistic dialogue, innovation is seen as one of the ways of appreciating art. At the same time, the actual role of market-based artistic innovation in art appreciation remains open to question. In addition, difficulties in evaluating art lead to the public lack of emotional resonance with its innovation. As a result, artists need to achieve desired goals. Art innovation is not only a technical problem but also closely related to the risks in the art market.

### **4.2 Shared Responsibility: Art Market and System Optimization and Art Governance**

Art innovation and expression bear their attributes as carriers of artistic dialogue. In the mechanism of artistic dialogue, art evaluation is a standard and effective tool that plays an essential role in artistic innovation. Moreover, artistic innovation is not limited to the concept of the art world but also has an impact on society. Therefore, artistic dialogue based on emotional resonance becomes the mechanism of artistic innovation. The practical understanding of innovation usually evolves through emotional expression and involves experimenting. From creating art to admiring it, the focus is heavily on emotional connection. Art innovation is intended to meet the demands of society and the art market, although excessive consumption creates a dilemma in this scenario, that is commercialization of art. Overall, there is room for improvement in art innovation, and the evaluation mechanism needs further improvement, which is also an important task.

### **4.3 On Artistic Value: Correct the Art Market and Restore the Essence of Art**

When constructing an artistic dialogue system, we usually start from two kinds of relations: One important aspect is the relationship between the artist and the work, and the other is between the work and the audience. For the latter, the creative process reflects directly while the connection between the work and the audience needs a detailed analysis of art acceptance, which can uncover the deeper interaction between art and society. Building an artistic dialogue system involves creating dialogue for artistic creation, expression, and appreciation at different levels, as well as constructing a multi-level dialogue system for the art market. After constructing a multi-level system, people need to judge and evaluate the acceptance of artworks to ensure that the constructed system has high accuracy. Compared with single-stage art dialogue systems, multi-stage art dialogue systems have a more complex structure, can store more works of art, and the relationship between the works and the audience is complex. Therefore, we can use the art evaluation system to verify it. This evaluation system is shared emotion, the parameter scale is small and has more evident application advantages

than other evaluation systems. In the application, the evaluation system combines the emotional expression and social needs of artworks to complete the connection from the work to the audience. In addition, the evaluation system can score the works of art under the influence of the artistic dialogue system and select the works with the highest score as high-quality artworks. Multiple dialogues with art can improve people's acceptance of artworks to verify that the constructed artistic dialogue system has high accuracy.

## 5. Conclusion

Artistic dialogue has profoundly impacted many aspects of art innovation, which poses new challenges and requirements for the art market. Artistic dialogue represents emotional resonance for art and is a vital way for innovation. Furthermore, it meets the need for interaction between art and society, as well as maintains artistic purity. Therefore, it essentially shows the internal requirements for art. Due to the development of artistic dialogue, we construct the theoretical analysis framework and practical mechanism of art development. In recent years, modern technologies, including information technology, have promoted the spread of art. Digital art empowers art appreciation, improving the accuracy of art assessment. The value fits the internal logic of artistic dialogue. Therefore, the transformation based on IT creates a new way for artistic dialogue. In conclusion, the sustainable improvement and development of artistic dialogue are conducive to meeting people's expectations for art and promoting healthy art market development.

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