

# Research on the application of art aesthetics in exhibition design

Han Zhang

College of Fine Arts, Nanjing Normal University, Nanjing 210023, China

**Abstract:** In the exhibition activities, the exhibition site layout and design work is very important, has an important impact on the effect of the exhibition project. With the progress of The Times and the development of society, people's artistic aesthetic quality is getting higher and higher, and the layout and design of the exhibition site are also put forward higher requirements. Integrating art aesthetics into exhibition design, through the application of aesthetic theories such as space design, color design and lighting design, it can effectively enhance the aesthetic tension and artistic charm of exhibition design, meet the aesthetic requirements of modern people, and effectively improve the effect of exhibition activities. Based on this, this paper explores, analyzes the concept of art aesthetics in exhibition design and the performance of art aesthetics in exhibition design, and explores the application path of art aesthetics in exhibition design, hoping to provide some reference.

**Key words:** art aesthetics; Exhibition design; Application; Explore

## 1. Principles of the application of art aesthetics in exhibition design in China

### 1. Integration of Chinese cultural characteristics to avoid Europeanization

At present, there are serious problems of Europeanization in exhibition design in China, and a large number of European aesthetic or American aesthetic elements are used in many exhibition activities. This is mainly because in many designers serious, European style and American style design is more in line with the form and requirements of the exhibition, but this idea is extremely unreasonable. In the continuous dissemination and development of Chinese culture today, the exhibition carried out in China should reflect the traditional Chinese cultural characteristics and humanistic spirit, and integrate the application of Chinese cultural elements and cultural symbols in the exhibition design. Based on the application of Chinese art aesthetics, exhibition design should pursue simplicity and simplicity, and focus on the application of local cultural elements, such as traditional calligraphy, Chinese painting, engraving art, paper cutting art and other characteristic elements symbols can be integrated into it, and the exhibition site with Oriental aesthetics can be created through the unique Chinese artistic modeling and color matching. In this way, not only can the visitors to the exhibition have a deep understanding and experience of Chinese culture, promote the spread and inheritance of traditional culture, but also enhance the cultural confidence and national pride of the Chinese people.

### 2. Show the charm of personality and avoid assimilation

The development time of exhibition activities in China is still short, so the exploration of personalized and characteristic design in exhibition is still insufficient, the problem of stereotypical design is serious, the general lack of Chinese culture charm, and the artistry to be expressed and the difference of exhibits are not integrated and displayed in the design. Especially in some small-scale exhibition center design, some designers pay too much attention to the cooperation of the lighting system, but ignore the interaction between the exhibition body and exhibits, so that the exhibition audience can not realize the uniqueness of the exhibition in the exhibition atmosphere, and can not attract the attention of the audience, which leads to the loss of significance of the development of the exhibition. In the case of the current exhibition design style stereotype and increasingly serious assimilation, designers should set up the dominant concept of "highlighting the charm of personality" when designing the exhibition site, so that the works designed have certain cultural connotations and certain style characteristics.

## 2. Exhibition design art aesthetics performance

### 1. Space design aesthetics

In exhibition design, the planning and layout of the space will have a direct impact on the final effect of the exhibition, which specifically involves the on-site planning and design of the exhibition hall entrance, passage, rest area and display space. In this process, the designer should combine the contents of the exhibits with their own design characteristics to ensure that in the limited space, it can not only provide the exhibitors with high-quality aesthetic experience, but also make them have different understandings of the United States, so as to achieve the ultimate goal of exhibition activities. In the space design, the designer should master the overall space pattern, in order to meet the needs of the participants for space, so that the space design can play the biggest role and effectively improve the display effect. On this basis, the overall configuration of the space should also have a certain creativity, you can use contrast, dislocation and other design forms, to obtain better visual effects at the same time, for the participants to create a novel experience. Exhibition design is a form of expression of time and space art, which provides people with a new place for visual and cultural communication, and forms a new interpretation of its spatial relationship. For example, in the construction of Wuhan Huaxing Photoelectric exhibition Hall, in addition to the project approval, bidding, progress control, scheme design, construction tracking, system debugging, equipment acceptance and project completion acceptance and other work, it also designed the shooting and production of 18 promotional videos, and produced the exhibition hall, T3, T4 and 115 display screens. The display items and products were the corresponding layout and placement, and finally presented an excellent effect of the

visit reception platform, the publicity image effectively highlighted out, fully reflected the company's cultural value. In the exhibition hall area is limited, with the transmission of art aesthetics to improve the beauty of exhibition design, can achieve the purpose of improving the artistry and culture of exhibition design, and then create more visual pleasure and emotional identity.

### 2. Lighting design aesthetics

In order to ensure a good visual effect, in the planning of exhibition space, it is necessary to fully consider the lighting and lighting factors, and comprehensively use a variety of lighting means to achieve the lighting aesthetic effect of exhibition space. Optical fiber has a greater impact on human vision, therefore, in order to better seize the eyeballs of exhibitors, in the exhibition design, it is necessary to use lighting to strengthen its visual impact and create a completely different atmosphere from the daily light. Excellent lighting design can strengthen the overall shape of the exhibition, improve the effect of the exhibition, create a better atmosphere, highlight the theme of the exhibition. For example, in the exhibition space of celebration culture with Chinese characteristics, designers usually use red lights to present the effect, so that visitors can intuitively feel the rich Chinese folk flavor and festive atmosphere when they enter the exhibition space. In the specific design, the designer should make special planning for the needs of the exhibition. In terms of lighting, direct lighting, semi-direct lighting, indirect lighting and other methods can be used to adjust the brightness and darkness, so as to achieve the visual effect of combining near and far contrast, create a better exhibition atmosphere, build hierarchical space color, and effectively enhance the appeal of the exhibition.

### 3. Color design aesthetics

The artistry of exhibition is mainly reflected in the contrast of colors. In exhibition design, colors show great expressive ability and strong infective ability, and the feelings expressed by colors are given certain meanings and emotions by human beings through actual social activities. Different colors can bring different mental stimulation to people. For example: in the environmental protection, post and telecommunications exhibitions, usually green keynote, to reflect the peace and security of the theme of the exhibition; In food exhibitions, warm colors are usually used, which can not only show the beauty of food, but also improve the appetite of participants; In business exhibitions, mainly grey, highlighting calm, simple and consistent style; In science and technology exhibitions, blue is more the theme, symbolizing intelligence and responsibility, presenting a magical visual effect. Therefore, the color element plays a great role in the layout of the exhibition space. Designers need to have a good understanding of the display demand of the exhibition space and select appropriate colors to display the theme when making relevant planning.

## 3. The application path of art aesthetics in exhibition design

### 1. Design based on modern aesthetic needs

Nowadays, with the development of information technology, people's pursuit of new aesthetic concepts is becoming more and more intense. Therefore, it is of great significance to integrate the pattern of "beauty" into contemporary art design. Exhibition is a highly integrated and organized business activity within a certain space, and it is a design behavior with certain creativity, comprehensiveness and communication. It is not only a place for information exchange between different media, but also an artistic window with practical and aesthetic value. People are born with the need for beauty, but their understanding of aesthetics is not consistent. Therefore, it is necessary to explore the aesthetic needs of the participants, stimulate the aesthetic potential of the participants, and enable the participants to tap their aesthetic creativity. Exhibition design is a kind of art closely related to aesthetics. Its aesthetic structure and individual expression are the continuation and continuation of traditional art culture and contemporary design thought. In exhibition design, designers should pay attention to the inheritance and development of historical and cultural pedigree, respect regional cultural characteristics, customs and habits, and reflect the new cultural needs brought by social development. In addition, it is necessary to conform to the needs of modern aesthetics, create exhibition art shapes with Chinese characteristics, integrate new China style into exhibition art design, and extend the connotation of traditional Chinese culture to a broader space.

### 2. Show the innovation of the design

With the rapid development of creative industry and cultural industry, people's requirements for exhibition are constantly increasing, and the emergence of new art design concepts and methods has brought new basis for the relevant research on the transmission form of visual aesthetic consciousness carried by it. In this regard, exhibition designers should rationally introduce the innovative concept of aesthetics and design, continuously explore the language and cultural elements with local characteristics, and promote the synchronous development of artistic aesthetics and modern design, so as to find a way of innovation that meets both artistic aesthetics and modern design. Based on this, exhibition designers need to have certain creative ability and innovative thinking. In fact, the nature of design is a kind of creative thinking, we should look at the exhibition designer from a creative point of view, through the appropriate training methods to train the exhibition design talent's innovative consciousness. In addition, designers should establish a kind of green ecological value concept, attach importance to the application of new technology, new energy, new materials and the innovation of display methods, and use artistic innovation to convey people's understanding and desire for green life and humanistic care.

### 3. Strengthen the reference of new technology

Exhibition design is to use a variety of forms of visual elements in a certain range of time and space, through a variety of forms of expression, with new angles, new ideas, to create a shocking exhibition hall layout and product display. In the specific design, the designer starts from the concrete or abstract visual symbols, takes multimedia technology as the basis, according to the all-round and multi-

dimensional platform, and goes to the image form of modern display design. It is no longer a simple market behavior, but also reflects a certain cultural aesthetic value. The combination of space environment design with art, media and other visual elements enables exhibition design to better meet the needs of the development of contemporary art market and large-scale exhibitions.

The design of the exhibition will directly affect the result of information interaction, and the exhibition is to create an interactive place for people, aiming to help the sender of information to communicate with the receiver. It is necessary for the publisher of the message to disclose the information of the exhibits and make them known to the public. And for the exhibition designer, how to get the required information from the exhibition hall window, it is particularly important. If we want to realize accurate publicity of exhibition activities, we have to rely on the support of advanced technology. In recent years, with the progress of science and technology, various types of projection screens have come out one after another, such as circular projection, spherical projection and giant projection. The external expression of visual communication created by new media technology has provided endless possibilities for the implementation of diversified display methods. Exhibition and exhibition has gradually changed from static to dynamic. The experiment and development of these emerging technologies have created a new aesthetic feeling for human beings. In addition, with the application of new technologies, 3D virtual image technology has gradually replaced the traditional physical screen, and various images can be transformed in a certain exhibition area. This novel virtual world allows exhibitors to place themselves in a space of different levels that they have never experienced before, giving people the feeling of being there. Introducing such an interactive display method into the exhibition design can make the exhibitors stop and stay, and make the dull exhibition full of vitality and interest.

## 5. Conclusion

To sum up, exhibition design is not a simple job, it needs to take all factors into account, fully show the exhibition theme and exhibits characteristics, enhance the interest of the participants at the same time, reflect a certain aesthetic value of art, highlight the charm of art. In this regard, designers should pay attention to the integration of space design, lighting design, color design and other aspects of aesthetic theory, through the combination of demand, innovation and new technology, effectively realize the creative design of exhibition space, highlight its unique and novel artistic charm, meet the aesthetic needs of participants at the same time, and effectively achieve the publicity goal.

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