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THE INTEGRATION OF DIGITAL ART INTO ONLINE MUSEUM EXHIBITIONS DESIGN

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This article explores the impact of digital culture on museum exhibitions design, particularly in the realm of digital art. The article showcases the Museum of Modern Art (MoMA) in New York City and Tate Modern (TATE) in London as examples of institutions adapting to the digital era by offering online exhibitions and interactive experiences. The article discusses the benefits of digital art and how it enhances the exhibition experience, providing visitors with a new perspective and allowing artists to approach their work from a different angle. The online museum exhibition is described as interactive, open, and dynamic, bringing new opportunities for museums to engage with their public.

Key words: *digital art, design, online museum, online exhibition.*

INTRODUCTION

In present times, digital culture has impacted every aspect of human existence, ranging from interaction with information, communication, and computing, to ways of knowing, thinking, being, and doing [1]. This digital state of being is not confined to any specific field or discipline and shares a commonality in terms of the use of digital tools and technology. The change in human behavior is at the core of digital culture, and people from all backgrounds are becoming more accustomed to digital behavior. Even museum visitors are increasingly indulging in digital activity and expect to be an active part of the museum's life. This digital transformation has prompted museums to go beyond their physical walls and connect with their public on location, online, and in public spaces - real and virtual.

PURPOSE

This research aims to explore ways in which digital art converges with online museum exhibitions design.

RESULTS AND DISCUSSION

In the era of the integration of science and technology and multimedia art, a new way of art display, namely digital art [2]. Digital art is the use of digital technology and computer programs and other means to analyze, edit, and other applications of pictures, audio, and video files, and finally, get a perfect upgrade work. It mainly includes digital reinvention, 3D modeling, interactive installations, virtual reality, holographic projection, phantom imaging, etc. The intersection of art, design, science, and technology integrates different levels of artwork.

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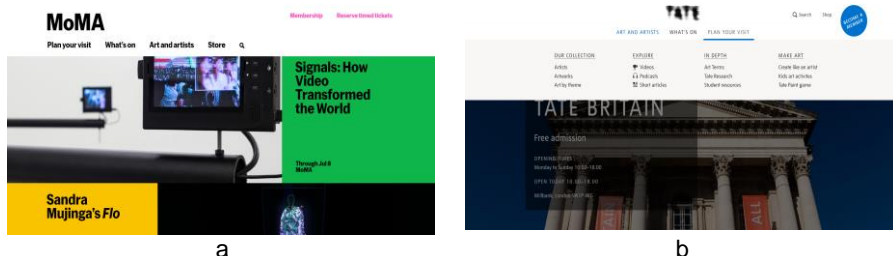*Київ, КНУТД, 27 квітня 2023 р.*

The online museum aims to manage the physical collection and scientific research information efficiently while ensuring permanent preservation. It provides users with online display, education, and research services through the internet while disseminating knowledge on cultural and natural heritage. It is an innovative information service system that combines computer science communication and museology [3]. Using network technology, new media technology, etc., museums have gradually penetrated the broad social information dissemination and entertainment activities, and become a part of life.

The Museum of Modern Art (MoMA) in New York City is globally recognized as one of the preeminent modern art institutions. Its extensive collection features over 200,000 works of art [4]. The exhibition includes Pablo Picasso, Vincent van Gogh, Salvador Dali, and Andy Warhol artworks among others. In more recent years, MoMA has concentrated on emerging technologies and has been instrumental in advancing the conservation and preservation of digital art (Fig. 1, a). In 2011, MoMA with Google Arts & Culture offered virtual tours of its collections through various digital platforms. This initiative includes web-based galleries, interactive exhibits, and digital replicas of physical art installations. The Museum of Modern Art provides an example of how museums are incorporating new mediums such as digital art.

The MoMA website homepage is divided into three sections: "Visit", "Exhibition Online", and "Art and Artists". Each section serves a unique purpose. The "Visit" section provides essential information for individuals intending to visit the museum, such as online ticket sales, transportation options, dining locations, and travel advice. The "Exhibition Online" section showcases past and future exhibitions, screenings, performances, and other events utilizing a calendar-based format. Finally, the "Art and Artists" section fulfills the public education role of online art museums by providing access to their collection of digital works, artists, audio and video recordings, and other art-related content.

TATE (Tate Modern and Tate Britain) which first opened to the public in 1897, boasts a collection of nearly 70,000 works encompassing 1500 years of British art as well as modern and contemporary art from around the world [5]. Its mission is to foster public appreciation of British art from the 16th century to the present and international modern and contemporary art. TATE Online (Fig. 1, b) is a key part of the museum's digital strategy and is utilized by all divisions within the institution.

a   b
Fig. 1. Digital Art Exhibition: a - MoMA, b - TATE

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The website is divided into three main sections: Art & Artists, Exhibitions & Events, and Tate Children. The Art & Artists section provides visitors with comprehensive explorations of various art forms, allowing them to learn about the artist's life and the stories behind their creations. The Exhibitions & Events section offers over 100 customizable activities, allowing users to tailor their experience according to their needs. The Tate Children section is entirely dedicated to young audiences and offers online craft tutorials, fun games, art history lessons, and a children's gallery.

Digital technology enhances the exhibition experience, transcending traditional visual experiences and allowing for a change in the artist's creative angle and approach, as well as providing a new perspective for visitors to engage with the exhibition. Kim concludes that the online museum exhibition has the following characteristics: Interactive, Openness, Dynamic, and Collaborative [6].

CONCLUSIONS

The impact of digital culture on art museums has been enormous, enabling them to transcend physical spaces, showcase digital art, and offer virtual reality experiences. This incorporation of digital technology has greatly enhanced museum exhibitions, enabling them to reach a wider audience and offer a more immersive experience. The examples of museums such as the Museum of Modern Art and TATE have demonstrated the significant benefits of integrating digital culture into the art world, which has provided new opportunities for exploration, experimentation, and appreciation. Ultimately, the influence of digital culture on art museums is a testament to the incredible power of technology to revolutionize and enrich our lives.

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