

Analysis on the Development Value of Curatorial Commerce

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Abstract: The rapid changes in the development of contemporary society drive exhibitions to create more diversified ideas and ways to cope with the needs of different audiences. In the field of curation, the diversification of ideology and artistic resources is also presented. Commercial curation is a mode of production significance in the field of curation, which leads to the constant elimination of the boundary between art and business. More and more exhibitions are connected with commercial activities. For the modern society with increasingly vigorous material and cultural demands, curation plays an essential role in the transmission of culture and spirit. The space presenting 'artistic works' and 'artistic activities' combined with the drive of the capital market and commercial curatorial exhibition has enough prospects for development. Curatorial commerce integrates aesthetics into people's life, which combines characteristics of The Times and science and technology. However, it the success of curatorial commercialization needs the curators' correct planning to improve the art collection's universality and not let the curators deviate from the focus and become overly commercialized. At the same time, this requires calling on the world to respect human intellectual property rights.

Keywords: curation, exhibition, curatorial commerce

1. Introduction

Curating is defined by what Daniel Birnbaum, curator of the 53rd Venice Biennale, calls "an act of exhibition creation that goes hand in hand with art". Another statement is that curators, like editors of various ideas, constantly promote artistic and cultural practices and make audiences aware of these ideas through professional exhibitions, publications, websites, forums and other activities.

The art of curation is escaping from the framework of traditional art galleries and salons, and gradually combining it with commerce has evolved into a brand-new retail model. More and more exhibitions and public activities have led to the dissolution of the boundary between art and life. The capital market's pursuit of new things goes beyond art itself. The space for presenting art works is unlimited. Art does not have to be born in art galleries [1]. The immersive and interesting experience brought by curated retail attracts young consumers. When curated retail commerce reaches interaction and emotional binding with consumers through experiential social interaction, commercial space breaks through the boundary sense between experience and consumption and

captures more emerging business brands in the boundary between art and retail [2]. In this process, consumption has completed upgrading and transformation, and more new business forms and new species have been born. It has even gathered many derivative brands that are more relevant to younger consumers.

By empowering the brand and combining stories, scenes and contents, commercial space cultivates more new business forms, such as new species, first store, and collection store, thus endowing end consumers with different shopping experiences. Traditional business planning is usually in fixed nodes, planning diversion activities, and more attention to the form of activities. Art curators, on the other hand, pay more attention to the concept, focus on the theme, efficiently mobilize art and cultural resources, and constantly strengthen the form of communication and expression to create unique IP attributes, higher dimensions and deeper memory points.

Contemporary art is happening now, closely related to The Times, and easy to arouse the resonance of young people; At the same time, contemporary art jumps out of traditional forms, including technology, multimedia, interactive, video, and behavior. In addition to the visual, to provide a multi-level viewing experience and form a good interaction with the audience.

2. Background Information

In recent years, some unique spaces have appeared on the streets. Whether in shopping centers or public places, these spaces always attract attention, and some shops have even become internet-famous sites. These shops are so popular because they take advantage of curatorial commerce and breathe new life into stores through continuous innovation. In the past, the rise of e-commerce was a major blow to physical stores. In response to this crisis, curatorial commerce reinforced the social consumption attributes of commerce and became a new trend. With the rise of new retail in the world, Curation is gaining attention, and People are getting closer to art. Curatorial commerce as an emerging development model has broken free from the constraints of the traditional art museum and has taken an important position in the commercial field. In contrast to the homogenization of commodities, the commercial space of curation is constantly diversifying. It mixes different elements and runs through the exhibition with a storytelling curatorial approach, giving different artistic qualities to the goods, and creating emotional resonance and unexpected personal situations [3]. In China's post-pandemic era, the economy is gradually recovering, and business and art continue to develop. With the growth of new consumer groups and the improvement of artistic aesthetics among young people, curatorial commerce has begun to attract the attention of new consumer groups in the ever-evolving physical commerce [4]. The concept of cultural consumption has entered the public consciousness, and more and more people are beginning to pursue spiritual needs [5]. The emergence of curatorial commerce not only enriches the artistic atmosphere but also enhances the added value of goods. In the modern commercial development space, artists create an artistic atmosphere and introduce people to a new way of life and vision, thereby increasing their visibility. Curators use independent curatorial thinking to present the stories and unique concepts of the brand to consumers while paying attention to the emotional needs of each consumer, thereby providing additional opportunities for brand development. It can be seen that the development of art and commerce complement each other. Art needs a certain space to be displayed and disseminated, while commerce needs the cultural heritage of art to strengthen it.

Taking Beijing SKP-S as an example, it has created a commercial space aimed at young consumers with the theme "Digital-Analogue Future", and the shopping scene mainly focuses on an immersive "Science Fiction World" [6]. It integrates storytelling scenes with an artistic curation approach, bringing people a unique artistic shopping atmosphere. In addition, there are many interesting interactive art installations by artists throughout the mall, such as "Future Farm" and "Penguin Mirror", which can effectively interact with people. To cater for SKP-S's "Digital-

Analogue Future" theme, various brand stores are launching concept stores to immerse young consumers in exploration. These include futuristic meteorite display windows and a space module-style fitting room with a strong visual impact. SKP-S takes advantage of curatorial commerce through bold innovation, not only creating a positive artistic atmosphere, but also injecting an immortal soul into the business.

3. Characteristic Analysis on Curatorial Commerce

3.1. Immersive Experience of the Business Scene

As an emerging model, curatorial commerce is closely related to both art and commerce, and new consumer groups have emerged. Strong consumer power and a sense of experience have become important factors for new consumer groups to purchase goods. More and more people accept the culture consumption concept. In the rapidly developing business environment, many companies have adapted their business ideas, broken traditional sales methods, integrated brand culture, and adopted a curatorial business development model. Curatorial thinking provides the soul of the business, creating emotional resonance with consumers and empowering the brand with emotional art [7]. Curatorial commercial scenes usually feature artistic interactive devices that greatly enhance consumers' shopping experience and bring the relationship between commerce and art culture closer. Curative commerce is actually an experience that immerses consumers through different planning methods. Immersive scenes constantly attract new consumers. Not only that, but this model also increases the amount of time consumers spend experiencing products and increases the likelihood of purchase.

3.2. Unique Memory Points

With the development of the art field, the number of exhibitions has increased significantly, and various curatorial businesses have sprung up one after another. As a young person who enjoys new ways of spending leisure time, having unique points of memory can attract more consumers. In order to meet the consumption needs of young people, unique memory points have become one of the advantages of curatorial commerce. A curatorial business requires not only planning, but also compelling stories. An interesting or touching story can leave consumers with a deep memory of the brand and even a sense of emotion. Unlike traditional advertising concepts, this form conveys the cultural concepts required by the brand and leads consumers to understand and support it, leaving a deep impression on consumers. Curatorial commerce is no longer just about displaying and selling items, but about integrating space and stories to create unique memory points. Based on market trends and the needs of different customer groups, the iteration rate of product updates is fast. Although curation has been innovatively applied in the commercial sphere, its essence has not changed. Both curatorial commercial and art exhibitions connect objects with stories and interpret them as a whole in a unique space.

3.3. Breaking Through Tradition

In curatorial commerce, artists use composite spaces to the extreme, and space has many possibilities. Curators combine curatorial thinking with multi-dimensional scenes to operate in different ways online and offline, compensating for the lack of real space [8]. Display in different scenes offers consumers new consumer and aesthetic perspectives. In addition, curatorial commerce will socialize simple transactions, transform simple consumption into social consumption, and use trendy space decoration to bring together young people who follow new trends and hot topics. As people's demands increase, the combination of online and offline exhibition forms is becoming

more popular. Online exhibitions first showcase products to attract consumers' attention, while offline exhibitions effectively enhance consumers' sense of experience. Curatorial commerce combines the two, breaking the barrier between commerce and art, and further integrating aesthetics into people's lives.

4. State of Development of Commercial Curation

Commercial curation is rewriting the public's perception of content with a unique art form, and is gradually forming a content trend. Art is now and will eventually go to the masses and to commerce. This is mainly due to the fact that while retaining its own artistic sense, it can combine with commercial brand attitudes and empower each other. For example, the Korean eyewear brand Gentle Monster has achieved great success by using art curation to jointly showcase 49 flagship stores around the world as art galleries with different styles. The brand has turned the commercial space into an art-immersive shopping hall, transforming the traditional nodal communication of commercial activities into regular communication and injecting a new soul into the business.

4.1. The Shift from Traditional Art Curating to Commercial Curating

As people know, art curation is the curatorial relationship between artists, works, and art museums, entering the art market, collectors, and the public. Commercial curation will be a planning and communication logic that people can explore in the future. Due to the aesthetic revolution, cognitive upgrades and the continuous development of the design industry process, goods can be of better quality as well as more beautiful, and products can be used or have the qualities of durability. Because of the times, people and needs are becoming more and more intertwined and diversified.

Compared with the traditional art-curatorial relationship, commercial curation has transformed into a relationship of mutual cooperation and integration among designers, products, and platforms. The identity of the curator has become a brand, a platform, a space, or a third-party establishment, and the people to whom it is directed are the growing population in the entire consumer market. Likewise, it is a curatorial process where brands plan their own products and sell them to consumers [9], and the process keeps polishing the products and packaging until displaying and showcasing them, which is close to brand marketing in a way worth talking about. Through pop-ups, art exhibitions, bazaars, theme parties, flash mobs, co-branding, and other different forms of wrapping, it shows consumers how the products like artwork are integrated with your lifestyle. And the brand becomes the artwork itself in a series of curated exhibitions.

4.2. Existing Problems

The domestic "curatorial" business model is not yet fully mature and complete. It is common to use "art" and "scene" to overlap space and brand. However, it is an essential part of the curatorial commercial development logic. The process of integrating "business" and "art" will undoubtedly deepen the curatorial difficulty. Such as the initial architectural design and planning, as well as after the landing of the interior space has a relative requirement, how to reasonably allocate space blocks and brand selection and location and other issues. The difficulty of planning and design will also raise the development threshold [10]. And the top logic from the development and operation, investment needs to be consistent pace.

In addition, the curator is the master planner of an exhibition, the spokesperson responsible for the texts and interpretation, and sometimes needs to have a certain academic status. What the so-called curation should provide is a way and key to understanding the work, a hint that triggers empathy. When curating art, curators sometimes cause a direct disconnection and distance between the art and the viewer due to obscure terminology and jargon. This is especially important to avoid

when it comes to commercial curation. Unlike traditional art curation, commercial curation also requires a higher level of knowledge in brand marketing in addition to artistic skills.

5. Suggestions

The irreplaceable symbolic meaning of art can be used in a unique way to showcase the cultural heritage of business, reconstructing and enriching the ideal framework and connotation of corporate meaning. By entering from the perspective of art, interpreting the core of the brand and using the exhibition to convey it to the outside world, it not only increases the brand's visibility and achieves meaningful exposure on numerous platforms but also serves as the optimal way for business to interact with the public.

In addition, in the balance between art and brand, the choice of artwork, the choice of space location, and the choice of materials are all done appropriately. The balance between curation and commerce is the focus of the curatorial research needed when artworks enter commercial spaces. Commercial spaces cannot be curated directly as art museums, but need to consider that consumers and goods are the first level of relationship works, not overshadowing the goods, yet leading the consumption path. The brand needs to rub its values, aesthetic power and design concept into the product, and present it in the form of an exhibition, with every detail in a unified style. The current lifestyle of young people will be integrated into the curatorial exhibition, and personalized design will be made from the curatorial theme, dynamic planning, scene interaction and other details to create an immersive consumption atmosphere.

The exhibition is a wonderful opportunity for brands to take advantage of the situation to dominate the eyes of the audience, tracking layers along the way and building strong relationships. However, brands need to be clear that the exhibition is only a carrier. More importantly, it is the content and value to be carried, and a good exhibition is not a destination, it is only a stop to provide nourishment for the growth of the brand. Whether a "curatorial" business model or more forms of business models in the future is nothing but innovative restructuring, but the brand, in addition to the pursuit of trends and pleasing, in the end, what kind of value do people want to deliver, or what kind of emotional link is becoming more critical.

6. Conclusion

In summary, the exhibition is a unique art form that integrates individual artistic ideas and ideologies. The emergence of curatorial commerce integrates art and economy, creating an ideal win-win prospect conducive to art communication and commercial exchange. Even if the art itself has a threshold, the investment based on capital will make the exhibition have a high universality, and people cannot measure the value of artworks in a unified way. In the post-epidemic era, in the context of economic recovery, people's spiritual needs are often greater than material needs. One of the ideal ways to seek synergistic development between economy and art is the curatorial business model. Art craves audiences and fields, and the economy needs art to enable it. The characteristics of curatorial commerce, which are different from traditional museum exhibitions, are immersive experience and individual creativity. People with different experiences will have their own brand-new ideas when approaching art. An artistic atmosphere can promote an economic atmosphere, and economic development feeds artistic development.

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