

Application and analysis of art installation in the future physical commercial space

Jiarui Chen*

Daegu University, Daegu City, South Korea

**Corresponding author: chenjiarui423@163.com*

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Abstract: This study examines the design of future commercial spaces, synthesizing the advantages of Internet sales platforms over traditional retail environments. It also highlights the shortcomings of conventional commercial spaces, which have come under increasing pressure due to the surge in online sales, particularly following the retail industry's sluggish recovery. To rekindle consumer interest in brick-and-mortar shopping, the use of art installations has emerged as an effective strategy. The study contrasts the benefits of incorporating art installations into future physical commercial spaces with those of traditional retail, and explores new models that integrate future commercial spaces with online sales platforms. Building upon this analysis, the study provides an in-depth examination and summary of the application of art installations in future physical commercial spaces.

1. Introduction

1.1 The development of commercial space

The concept of commercial space from the earliest 3000 BC Mesopotamia, people realize what they need, may exist in others, put forward the idea of barter, in exchange for what you want, use the difference between value quantity, and began to use "physical money" trade, people take the goods to a specific place for "trade" and trading place is the earliest commercial space. With the change of The Times, the improvement of peoples material level and the level of science and technology in the society, the electronic money has gradually replaced the physical currency. Similarly, the rise of online e-commerce has gradually led to the decline of the physical business.

In terms of the physical commercial space, although the retail industry has recovered somewhat after the recovery period with the dissipation of the epidemic, the physical retail is still facing pressure due to the lack of customer confidence and the diversion of the rise of online retail. In particular, supermarkets and department stores have seen slow growth rates, while some brands remain competitive through digital transformation and innovation. Experiential consumption gradually occupies an important position in physical stores, and consumers pay more attention to the shopping experience and the sense of interaction in physical stores, such as catering, entertainment and tourism services.

Internet sales are showing stronger growth momentum, especially in areas such as cross-border e-commerce, customized goods and short video platform sales. In 2024, more and more consumers will shop through online channels, especially for young people (such as Gen Z groups)[1], who prefer to buy life services and personalized goods online. Relying on big data, artificial intelligence and other technologies, e-commerce platforms can provide users with personalized recommendation and more efficient shopping experience. Compared with the offline physical commercial space, the Internet shopping space is convenient.

Therefore, how to improve the commercial economic consumption ability of the real commercial space has become a big problem. This research will aim at how to apply innovative art installations, improve the economic consumption ability of the real commercial space, and attract customers from the e-commerce consumption to the physical consumption again.

1.2 Intervention of art installations

Art installations originated in commercial space in the mid-20th century, A 1960 art installation constructed by Jasper Johns (Jasper Johns) and Chris Odenberg (Claes Oldenburg)[2], By amplifying objects that are casually visible in their daily life, For example, in Hamburg, Ice cream and so on, By fy the objects into sculptures, And put these enlarged art installations into the mall, Bring distinction from the visual impact of traditional commercial space, Xu Qian (2021) stated in her study, Interactive installation art in a commercial space[4], Through the hands-on experience of the consumers, So as to perceive the commercial civilization and quality connotation of cutting-edge technology communication, So as to achieve the phenomenon of consumption heat effect. With an exaggerated form of artistic expression, businesses can attract customers to stop and watch, stimulate the thermal effect of consumption, and draw their attention to making purchases.

In 2024, the use of art installations in commercial space is continuing to grow, especially in areas such as hotels, restaurants and office space. Art is not only used for decoration, but also becomes a core element of brand building, spatial sense enhancement and customer experience. Many commercial spaces are creating unique spatial experiences through large-scale art works, digital art, and interactive installations. Interactive installations and customized digital art are increasingly popular in malls, offices, hotels and restaurants, constantly updated through technology to maintain the modernity and appeal of the space.

The use of art installations in commercial spaces has become a mainstream trend, especially in businesses pursuing unique experiences and sustainable design. In their research, Xu Yue and Dang Chengjian (2018) pointed out the existence of the homogenization of commercial space[3], and emphasized the importance of personalized design. As a unique form of artistic expression, installation art can enhance the individuation and artistic sense of commercial space through exaggeration, element replacement, scene creation and other techniques. It can be seen that the introduction of art installation into the physical commercial space is to attract customers to the commercial space for consumption, and to induce customers curiosity and exploration desire to guide the consumption. The following study will express through the case analysis of the physical commercial space and the traditional physical commercial space compared with the market competitiveness.

2. Case analysis of art installation application in commercial space

2.1 Case analysis of art installation application in GENTLE MONSTER brand commercial space

GENTLE MONSTER Is a Korean designer Kim Korea (Hankook Kim) founded in 2011. Its

product positioning is to operate high-end glasses and sunglasses, and its main product line is sunglasses. In GENTLE MONSTERs commercial space, we can often see magnified art installations with exaggerated proportions[4].

Such as the brand in Sanya, China CDF commercial space (see figure 1), in the entrance of the commercial space, put the art installation, the art installation is composed of three faces, behind the face, a mechanical structure used to control the art device for bionic human action, such as eye rotation, head swing and lips open and closing action. Also in Hangzhou, China (see Figure 2), the same exaggerated design technique is designed with an art installation named "THE WHEEL" in order to meet the theme. The main body is the enlarged mantis head, creating a surreal atmosphere. Liu Shuli (2015) pointed out that public art is both public and artistic, and the core lies in the artistic expression of public participation and space. The introduction of public art in the commercial space can improve the cultural atmosphere of the space and achieve the goal to attract customers. Combined with the above content analysis, this type of art installation has prominent points compared with the traditional commercial space in the pioneering, three aspects of topic and interest[5].

In pioneering, the bionic art installation itself is innovative compared with other brands selling the same type of products. Commercial space by placing such art installation can stop to attract customers to watch, induce the curiosity of the customer, and attract customers into the commercial space to understand the brand culture or consumption, so as to achieve profit.

In terms of topic, because the unique innovation of art installation, in the era of the Internet, itself has a certain topic flow. Customers to the commercial space photo clock, interactive behavior, through the Internet media can expand the GENTLE MONSTER brand influence and popularity, achieve the effect of propaganda. Visible, art device placed in the commercial space, can increase topic for commercial space, and expand the brand influence, so as to attract customer consumption, achieve the purpose of commercial space profit.

In terms of interest, compared with ordinary glasses brands, such art installation is a bold attempt. The whole space is no longer the traditional selling space, but prioritizes brand display space, with selling space as an auxiliary design mode. It can greatly enhance the customer's attraction to enter the store, interact with brand space, and get the emotional value. Such art installation design is not the Internet commercial space, so the art installation in the brand space setting is interesting, and other same-type brand spaces and Internet business spaces.

Through the above three points, we can see that the application of art installation in space plays a promoting role in helping the profit of the brand space and promoting the brand culture, so it also reflects the necessary functionality of the art installation in the commercial space of physical brands in the future.



The picture is from GENTLE MONSTERs official website

Figure 1: GENTLE MONSTER Commercial space of CDF, Sanya, China



The picture is from GENTLE MONSTERs official website

Figure 2: GENTLE MONSTER Commercial space of MiC store in Hangzhou, China

3. How to use art installations in a commercial space

Wei Britain (2017) pointed out in her research that the involvement of installation art in commercial space is a new commercial space model, which can better use the value brought by art installation to serve commercial space[6]. In combination with the above content and how to use art installations in the physical commercial space, this study will be divided into two parts. The first part is from the perspective of brand culture, and the second part is from the perspective of customer needs. Her research analyze how to create value in commercial spaces using art installations, starting from these two directions.

In the first part, the commercial space between art installation and brand culture is carried out from the perspective of brand culture. Zhao Jin (2011) pointed out that in the design, installation art should emphasize the creation around ideas, and the exhibition design should also be centered on exhibits, so as to highlight the theme. Therefore, choosing a design that conforms to the brand culture commercial space needs the theme of art installation can make the whole space narrative more complete. Wang Yuan (2019) pointed out in the study that the role of installation art in the commercial space design, to a certain extent, the addition of installation art can improve space artistic appeal and commercial influence[7].

This can not only increase the story and brand culture of the commercial space, but also enable customers to better understand the brand and have the desire to buy. Similarly, in the brand commercial space, the art installation can also play a role of dividing the space and shifting the visual focus, placing the art installation in the area where the commercial space wants to focus on display, which can capture the visual focus of customers, so as to attract customers. After attracting customers to enter the specific area of the commercial space, the whole space is divided, making the functionality of the commercial space better released. The addition of art installations can not only beautify the whole commercial space, but they are also functional.

From the perspective of brand culture, the addition of art installations is helpful to the development of commercial space

The second part is carried out from the perspective of customer consumption. Peoples dependence on vision is very high, and 80% of the acquisition of external information is completed by visual senses. Using visual senses to distinguish and process information and make thinking judgment, such as shopping, learning, entertainment, social interaction and so on in life are closely related to visual sense. It can be said that visual senses provide the most basic, most direct and most rapid information processing way for human beings. The art installation design in commercial space

is from the perspective of customers visual perception to arouse customers curiosity, so as to create potential consumption opportunities.

4. Future development of commercial space and art installations

In terms of the design of the physical commercial space in the future, compared with the traditional retail commercial space, it should have a better sense of user experience, better brand culture and product display effect, better space planning, and better digital intervention. From the above four points, the research and analysis shows that the future development of commercial space and art installation.

User experience is the most important part of the future commercial space. The purpose of commercial space design is to create revenue. In the future commercial space, businesses should make good use of art installations to create the topic, fun, and forerunner of commercial space.

To bind the customer groups, so as to attract consumption. In their research, Du Chengwei and Zhou Acheng (2019) pointed out the importance of customers sense of experience, emphasized the publicity of music interactive installation art, believed that their works should be open to the public, through the combination of art and technology, meet the cultural needs of the public and promote the dissemination of art, and enhance their sense of experience. Combined with the above content, it can be seen that in the design, commercial space should create a better user experience space, rather than retail space, put customer experience in the first place, and turn commercial space into a bridge between brand and customers.

Brand culture display effect, also can reflect with art installation, Jiang Chutian (2015) in the study, points out that public art as a new decoration means has become an important trend of the development of modern commercial space design, in the future will be more emphasis on artistic, interactive and functional integration, in order to adapt to the consumer demand for high quality cultural space[8]. In the commercial space, digital equipment is used to render the brand culture, such as digital LED display screen and digital holographic projection technology art installation, through such a design to better display the commercial space. In their research, Yang Zixuan and Yuan Aobing (2020) pointed out that art installations in a commercial space should integrate both real and virtual art to form a virtual reality art form and enhance consumers sense of immersion.

We should create a better cultural space atmosphere, so as to better promote the brand culture.

Art installations can also better display products and establish a connection with them. For example, as shown in Figure 3, the collaboration between GENTLE MONSTER and the "TEKKEN 8 fighting universe" brand features a visual deviation in the brand space, where an art installation has been built. Inside the commercial space, a dynamic mechanical device creates a tense battle atmosphere, and the brand's inkThe mirror product is displayed directly on the art installation.

In this case, the art installation became a vehicle of product display, thus creating a new display space within the commercial space. While promoting the brand culture, it also brings topics, adds interest to the space, and the design is also full of forerunner. This direct display method also helps customers to see the latest products in the first time, so as to attract customers to create revenue for consumption

In the spatial planning of the future commercial space, the difference from the traditional commercial space should be the spatial planning mode of display space and retail space. The purpose of this is to be able to better display the brand space and products. With display as the main part, supplemented by sales, such a space design mode has a certain topic, and can also become a way of brand culture publicity. The value created by products is limited, and the best way for the future development of commercial space and to create revenue is to create more sales opportunities and brand cooperation by using the publicity of brand culture and Internet traffic.

In her research, Wei Na (2019) pointed out that the development of digital technology is the key to realize the function of new media in commercial space, and put forward the importance of digital involvement in commercial space. Digital involvement in commercial space is also from two aspects. One is the one mentioned above. The digital technology and digital equipment provide a better way for product display, so as to promote brand culture and products. The second aspect is to use digital information to obtain related technologies to manage commercial space. More intelligent and more convenient consumption mode, improve the customer reception capacity of commercial space. Intelligent temperature control and intelligent lighting control can provide a better display effect for the future commercial space, and can also provide customers with a better shopping experience. The digital Internet platform is used to break through the barriers with the physical commercial space, and integrate the online and offline (O2O) business models, so as to form the offline commercial space docking with the user experience. The Internet retail space provides the online purchase and use mode to counter the Internet retail model of other brands.



The picture is from GENTLE MONSTERs official website

Figure 3: GENTLE MONSTER Brand collaboration with "TEKKEN 8 Fighting Universe"

5. Conclusion

This study will summarize the above content and draw the following three conclusions, from which the design relationship between the future commercial space and art installation, as well as the spatial capabilities needed for the commercial space in the future.

The physical commercial space focuses on enhancing customer experience and innovating business forms, while the Internet sales space is rapidly expanded through digitalization and multi-platform strategies. In the design of the future physical commercial space, in order to compete with the current emerging Internet economy, the publicity of the brand culture of user experience should be put in the first place. The design of installation art should take into account three properties: innovation, interest and topic, and design from these three properties.

Through art installations and innovative design, to attract customers, make customers interested in the brand, improve brand awareness, and thus create economic revenue opportunities. In the future, the design and layout of the physical commercial space should be changed from the original traditional commercial space based of retail space to the innovative commercial space model with exhibition space as the main space supplemented by retail space. Compared with the traditional commercial space, such a new commercial space mode puts customer experience and sense of participation in the first place, which is the trend of the development of the future physical commercial space, and also the point that should be paid attention to in the physical commercial

space in the future.

In the design of commercial space in the future, it will follow the development trend of digital technology and use digital to design commercial space. We use the digital installation art to better display the products, and make use of the digital information control ability, to regulate the commercial space, such as lighting, indoor temperature, etc.

This can better increase the customers shopping experience, and customers increase the brand space, thus creating consumption opportunities. In the future, physical commercial space and Internet retail space should make good use of their respective advantages for O2O) to integrate online and offline economic models, emphasize offline experience, and focus on online sales. This new model is also the general trend of future development.

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