

# Research on the Application of Installation Art in College Campus Environment

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## Abstract

Nowadays, with the continuous development of education, the continuous evolution of the times, and the continuous optimization of talents, China's colleges and universities are generally transformed from the previous pure technical education to the multifaceted quality education, and the continuous enhancement of quality education is also symbolic of the fact that the school, parents and students can not only put education on top of learning, but also outside the learning of the education has become particularly important. The needs of college students in daily life and ordinary study and other areas are increasing, and they desire to have a wider range of interpersonal relationships, a broader campus space and a more private environment for physical and mental growth, which should be provided and satisfied by the school as much as possible. Then, what kind of installation art should be designed in the campus environment as the second classroom of students in order to play a vital role in the enhancement of the physical and mental morality and aesthetic interest of college students is a question that the leaders of colleges and universities need to think about [3]. This design is to improve the enthusiasm and passion of contemporary college students to move forward for the purpose of the campus spirit of Wuhan Textile University: self-confidence and self-improvement, through the heavens and the earth as the starting point for the design, so as to design for the school campus campus installation art works, a total of three works, respectively, in "fine craftsmanship" A total of three works, respectively, with the theme of 'more ambitious than the sky' and 'ten thousand miles', which is an expression of the author's wish for the school and the encouragement and encouragement for himself and the alumni to make continuous progress.

## Keywords

Installation art, College campus, Craftsmanship, Education, Advancement.

## 1. Installation art design

### 1.1. Overview of installation art

Installation art belongs to public art, which is also known as space art, carrying the mission of transmitting ideas and pursuing social meaning. It succeeds in touching people's hearts and minds through the skillful use of semiotic language and the careful creation of artistic atmosphere, so that people can have a deep cognition and emotional resonance to the space. And contemporary public art is a reflection of contemporary public spirit and participatory experience. Installation art, on the other hand, is an artistic genre of three-dimensional works, including paintings, sculptures, images, photographs, and other forms of artistic expression, usually in a specific location, aimed at changing the perception of space. Specifically, objects or devices are placed in certain indoor or outdoor spaces to create, change, and break down a space according to the artist's intention or conception, or in some cases to construct a space by filtering video images, or by using sound, for example. This form of artistic expression focuses

on how to change the way the viewer experiences the space, usually expressed in a three-dimensional frame.

## **1.2. The development of installation art in China**

In China, installation art has not yet been widely accepted by the general public, and still faces many people's disparagement, accusation and incomprehension. The reason for this lies not only in the limitations of the public's aesthetic level and art appreciation, but also in the phenomenon of mixed quality and the rough and boring quality of the works in the process of the development of installation art.

When installation art is praised by some people as "avant-garde", "revolutionary" and "vanguard", we must be clear about one point: these praises do not mean that installation art is only the embodiment of a specific art form or style. The real value of installation art lies in its inherent spirit and innovative ability. Some artists and designers are not bound by traditional artistic concepts and dare to explore and practice various possibilities of installation art. They believe that installation art, as a new form of art, has a strong vitality and innovative ability, and can inject new vitality and thinking into the art world. Installation artists express their thoughts, feelings and concepts through their works, and at the same time convey messages and revelations to the audience. These messages and revelations may relate to various fields such as society, culture, politics, etc., thus triggering the audience's thoughts and reflections. The development of installation art requires the joint efforts of artists and audiences. Artists need to continuously improve their level of creativity and artistic cultivation in order to create works with more depth and connotation. The audience needs to expand their artistic vision and aesthetic ability, and be brave enough to accept and appreciate new art forms. Only in this way can installation art be more widely recognized and accepted in our country and become an art form with important value.

## **2. Application of installation art in campus environment**

### **2.1. The role of installation art in campus environment**

There is a difference between the installation art design placed in the campus environment of colleges and universities and the installation art placed in the urban space. Installation art placed in the city emphasizes more on the use of space and interaction with the public, and is more open in interaction and visual effect. The installation art placed in the campus environment pays more attention to the campus culture, guiding students to jointly create a campus atmosphere with the unique cultural and artistic nature of the university, which has a very important impact on the whole school of people and people, people and things [5]. People's perception of space is based on its iconic, with special significance and aesthetic value of the place mark can help people to space positioning, and important value of the place can help people play an important role in environmental awareness and cultural creation, thus realizing the aesthetic education function of space. In addition, an installation art in line with the school teaching concept and campus spirit for the cultivation of students and teachers, students and students also have a certain positive effect on the emotions between the students, and at the same time play a role in beautifying the environment.

### **2.2. Case study of the application of installation art in China's colleges and universities**

#### **2.2.1. Wuhan Textile University "hundred years of trees" theme sculpture**

The work is designed by wuhan textile university art and design institute of public art direction of Cheng Wei teacher, belongs to the installation art of sculpture design category ,see Figure 1, height of about 1300cm, the overall shape of the towering, in the sculpture at the top of the

design highlights a number of staggered curved shapes, give a person a kind of sky than the same spectacular feeling. Material selection is prefabricated concrete and colored metal fluorocarbon paint, according to the author himself, its intention is to be made of stainless steel, can achieve the effect of reflective, in the material itself on the basis of the color of the light reflective, there can be a richer expression of the color, and finally in the way of a variety of reasons, did not achieve this idea of the practical operation of the real some regret.



Figure 1: Image from the original author's profile

### 2.2.2. China Academy of Art's "Figurative 'Sunset'" Theme Installation

Sunrise and sunset is a weekly thing in our life, some people think it is ordinary, some people think it is romantic, in the eyes of art students, sunset is both ordinary and romantic ,see Figure 2. The highlight of this work lies in the use of color, the bright red gradually over to warm yellow, perfectly reproducing the scene of sunrise and sunset. According to the author's original intention, it probably means: the red sun symbolizes the continuous sunrise, and the beauty of the sunrise lies in the fact that it is born from the deepest darkness, so I want to weave the sunrise and sunset in the jungle and give them to everyone.



Figure 2: Image from the web

## 3. Installation art in the environment of our South Lake Campus performance strategy

### 3.1. Mural

Mural is a very old installation art, is a kind of artificial wall or natural wall painted on the artistic expression. Mural attached to the main building, in the main building of the surface for copying or creation, has a very strong decorative effect, in the whole environmental design plays a very important role.

### 3.2. Sculpture

In the early 20th century, the scope of application of sculpture is still very small, only applied to the royal garden to play a decorative role. With the development of the times, sculpture has gradually entered the public's field of vision, not limited to the hands of a few people, and gradually into the parks, squares, schools and other public areas. In modern society, people like to use a more direct way to record some important time nodes or create some future conceptual objects, sculpture has an inherent advantage in this regard, emphasizing history, promote

tradition, advocate civilization, enlightenment, cultivate sentiment, cultivate aesthetic, sculpture can be very intuitive and natural to do these. Therefore, sculpture is one of the forms that can express the author's emotion in the whole installation art.

### 3.3. Plantscape

Plant landscape in colleges and universities refers to the combination of vines, herbs, trees, shrubs and so on to create a landscape, so as to reflect the color, texture, form and other natural beauty of plants. In China's ecological civilization construction strategy development needs, plants as the core elements of campus greening project, has an indispensable position. Its configuration is flexible and varied, ornamental features colorful, while upholding the planning concept of ecological and environmental protection, fully demonstrating the core value of green campus construction. In short, through the careful design of campus plant landscaping, we can create an ideal environment for teachers and students to learn, explore and grow. In this environment, teachers and students can not only feel and find beauty, but also stimulate creativity and shape beautiful behavior, language and personality.

### 3.4. Other Forms

In addition to the above forms of installation art expression, the public walls, campus signs, scrolling bulletin boards and other parts of the campus interior also belong to campus installation art. Take the campus public wall as an example, in fact, it has some similarities with the mural, except that the mural is inclined to art, and the second public wall is more inclined to design. The whole wall how to composition, layout, content how to edit, pattern placement, font size, the main color color, white part of the treatment, and the surrounding environment and so on need to carefully think and design. But this also belongs to a large category of campus installation art.

## 4. Conclusion

Installation art is relatively scarce in today's social life, such as in the school yard or teaching buildings and other colleges and universities set up some installation art with a strong artistic flavor, whether it can improve the students' aesthetic interest, or to give students some visual or spiritual reservation feelings?

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