



Digital Art in Art Museums in the New Era-Take Queensland Museum of Modern Art as an Example

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ABSTRACT: This paper explores the role of digital art in the Queensland Art Gallery of Modern Art (QAGOMA) in Brisbane, Australia. QAGOMA has been at the forefront of exhibiting and collecting digital art since the early 2000s, and has developed a significant collection of works in this medium. The paper examines the ways in which QAGOMA has embraced digital art, including through its exhibitions, acquisitions, and programming. It also considers the challenges of exhibiting and collecting digital art, such as technological obsolescence, preservation, and the question of authenticity. Through an analysis of key works in the QAGOMA collection, the paper argues that digital art has become an important and valued part of the contemporary art world, and that QAGOMA has played a vital role in promoting and supporting this medium.

KEY WORDS: Digital Art, Modern art culture, Media Design, Digital Age, Queensland Art Gallery of Modern Art (QAGOMA).

1. OVERVIEW OF DIGITAL ART RESEARCH

1.1 The concept of digital art

Digital art is a relatively new form of art that has emerged with the rise of digital technology. It is a form of art that uses digital technology to create works of art that can be displayed and shared electronically. Digital art can take many forms, including digital paintings, digital installations, digital sculptures, and digital photographs.

The concept of digital art is rooted in the idea that technology can be used to create art that is both aesthetically pleasing and intellectually stimulating. This concept has been embraced by artists and art enthusiasts alike, and has led to a proliferation of digital art exhibits and galleries around the world. One of the most significant aspects of digital art is its ability to be reproduced and shared easily. Digital art can be created using a wide range of software and hardware, and can be shared online or through other electronic means. This makes digital art accessible to a global audience, and allows artists to reach new audiences that may not have had access to traditional forms of art.

Digital art is also highly adaptable and versatile. Because it is created using digital technology, artists can manipulate and edit their work in ways that would be impossible with traditional media. This allows artists to experiment with different techniques and styles, and to create works that are truly unique and innovative. Digital art has become an important and influential form of art in the 21st century. It has opened up new possibilities for artists and audiences alike, and has helped to redefine what it means to be an artist in the digital age. As technology continues to evolve and develop, it is likely that digital art will continue to grow and evolve as well, creating new and exciting possibilities for artists and art lovers around the world.

1.2 Characteristics of digital art

Technicality: Digital art creation requires the use of computer software and hardware, and artists need to have technical skills to create digital artworks.

Interactivity: Digital art often involves interactivity, allowing viewers to engage with the artwork using touch, movement, and other forms of input.



Digitization: Digital art exists in digital form and can be shared and distributed through online platforms and networks.

Multimedia: Digital art can involve multiple media, such as images, sounds, animations, and interactive elements.

Reproducibility: Digital art can be reproduced and distributed easily without losing quality, allowing for wider dissemination and accessibility.

Flexibility: Digital art allows for flexibility in the creative process, enabling artists to experiment with different techniques and styles easily.

Collaboration: Digital art can facilitate collaboration between artists, allowing them to work together remotely and share ideas and resources.

Immersion: Digital art can create immersive experiences for viewers, transporting them into virtual worlds and engaging their senses in new ways.

1.3 Application fields of digital art

Advertising and Marketing: Digital art is widely used in advertising and marketing campaigns, including online banners, social media posts, and digital billboards.

Film and Animation: Digital art plays a significant role in the creation of films, animations, and special effects. It allows for the creation of complex, realistic scenes that would be difficult to achieve using traditional methods.

Graphic Design: Digital art is widely used in graphic design for creating logos, branding materials, and other visual elements in digital media.

Video Games: Digital art is an integral part of the video game industry, where it is used to create characters, environments, and other visual elements.

Education: Digital art is used in educational settings as a tool for teaching students about art and design. It can also be used to create interactive educational content such as online courses and tutorials.

Architecture: Digital art is used in architectural design to create 3D models and visual representations of buildings and structures.

Fashion and Textile Design: Digital art is used in fashion and textile design to create digital patterns and prints that can be applied to clothing and other textile products.

Fine Art: Digital art is increasingly being recognized as a valid form of fine art. Digital artists create pieces that are often displayed in galleries and museums alongside traditional art forms.

Overall, digital art has a wide range of applications across various industries and has become an essential tool for artists and designers in the digital age.

2. THE DEVELOPMENT HISTORY OF THE QUEENSLAND MUSEUM OF MODERN ART

2.1 The establishment of Queensland Museum of Modern Art:

The Queensland Museum of Modern Art (QAGOMA) was established in 1895 as the Queensland National Art Gallery. It was initially housed in the Old Town Hall building in Brisbane, Queensland, Australia.

2.2 Development of Queensland Art Museum of Modern Art:

Over the years, the Queensland Art Gallery (as it was known at the time) grew in size and popularity, leading to the establishment of a separate gallery for contemporary art. In 2006, the Queensland Art Gallery of Modern Art (QAGOMA) was opened to the public as a separate entity in South Bank, Brisbane. The gallery was designed by the renowned Australian architect, Robin Gibson.

Since its establishment, QAGOMA has undergone several major expansion projects, including the addition of the Gallery of Modern



Art building in 2006, which doubled the gallery's exhibition space. In 2015, the GOMA building underwent a significant renovation and expansion project, which added new exhibition spaces, a cinema, and a rooftop terrace.

2.3 Current status of Queensland Museum of Modern Art:

Today, QAGOMA is one of the largest and most significant art museums in Australia, with a collection of over 17,000 works of art. The museum is home to a wide range of collections, including contemporary art, Indigenous Australian art, Asian art, and the Australian decorative arts and design. QAGOMA also hosts a range of temporary exhibitions and events throughout the year, showcasing works by both Australian and international artists.

In recent years, QAGOMA has become known for its commitment to showcasing Indigenous Australian art and culture, with a dedicated space for Indigenous art and a range of programs and events that celebrate and promote Indigenous culture. In conclusion, the Queensland Museum of Modern Art has come a long way since its establishment as the Queensland National Art Gallery in 1895. Today, QAGOMA is a world-class art museum, with a diverse collection of works and a commitment to showcasing Indigenous Australian art and culture.

3. DIGITAL ART AT THE QUEENSLAND GALLERY OF MODERN ART

Digital art is a rapidly-evolving field, and QAGOMA is at the forefront of this movement, showcasing some of the most innovative and exciting works from around the world. The gallery regularly hosts exhibitions, events, and workshops focused on digital art and technology, providing visitors with a unique opportunity to explore this dynamic and ever-changing field.

One of the most significant events at QAGOMA is the Asia Pacific Triennial of Contemporary Art (APT), a major exhibition that takes place every three years. The APT features work from artists across the Asia Pacific region, including a significant number of digital and multimedia works. These exhibitions are renowned for their innovative and thought-provoking installations, which often explore themes such as identity, culture, and social justice.

QAGOMA also has a dedicated space for digital artwork called the Australian Cinémathèque. This space features a state-of-the-art cinema and screening room, as well as a range of video installations and other digital works. The Australian Cinémathèque regularly screens classic and contemporary films, as well as video art, providing visitors with a unique experience of the intersection between art and cinema.

In addition to the APT and the Australian Cinémathèque, QAGOMA hosts regular talks, workshops, and events focused on digital art and technology. These events feature artists and experts discussing the latest trends and techniques in digital art, as well as exploring the broader implications of this field for society and culture. Visitors to QAGOMA have the opportunity to learn from some of the most innovative and exciting artists working in the field today, and to engage with the latest ideas and technologies in digital art.

Overall, QAGOMA is a must-visit destination for anyone interested in digital art and technology. With its focus on innovation, experimentation, and creativity, the gallery is a hub of activity for artists, thinkers, and enthusiasts from around the world. Whether you are a seasoned expert or a curious newcomer, QAGOMA offers a wealth of opportunities to explore and engage with this exciting and rapidly-evolving field.

One of the most exciting aspects of QAGOMA is its commitment to digital art. The museum has a dedicated space, the Gallery of Modern Art, which features immersive installations and interactive artworks that engage with technology and the digital world. This space is a hub for experimentation and innovation, showcasing the latest developments in digital art and providing a platform for emerging artists to showcase their work.

One of the most popular exhibits in the Gallery of Modern Art is the interactive installation, 'Rainbow Bridge' by Japanese artist Yayoi Kusama. The installation features a large, room-sized bridge covered in colourful LED lights, which visitors can walk



across while surrounded by a mesmerising visual display. Another highlight of the digital art collection at QAGOMA is the 'Future Beauty: 30 Years of Japanese Fashion' exhibition. This exhibition showcases the innovative work of Japanese fashion designers, many of whom incorporate cutting-edge technology and digital techniques into their designs. Overall, QAGOMA's commitment to digital art is a testament to its dedication to pushing the boundaries of contemporary art and providing a platform for artists to experiment with new technologies and techniques. Visitors to the museum can expect to be captivated and inspired by the immersive and engaging digital installations on display.

4. COMPARISON OF DIGITAL ART AND TRADITIONAL ART IN QUEENSLAND MUSEUM OF MODERN ART

4.1 Commonalities between digital art and traditional art in Queensland Museum of Modern Art

The museum showcases a diverse range of contemporary and historical art from around the world, including both traditional and digital art forms.

While digital art and traditional art may seem vastly different at first glance, there are commonalities between the two that can be observed at QAGOMA. Some of these commonalities include:

Creativity and expression: Both digital art and traditional art forms are created with the intention of expressing the artist's creativity and ideas. Whether it is painting, sculpture, or digital media, artists use their chosen medium to communicate their vision and emotions.

Technical skill: While the tools and techniques used in digital art may differ from those used in traditional art, both require a high level of technical skill and expertise. Whether it is mastering the brush strokes of a painting or the programming skills required for digital art, both mediums demand a level of technical proficiency.

Narrative and storytelling: Many traditional artworks are created with the intention of telling a story or conveying a message. Similarly, digital art often incorporates narrative elements and storytelling techniques to engage the viewer and communicate the artist's message.

Exploration and experimentation: Both traditional and digital artists often experiment with new techniques and materials in order to push the boundaries of their art form. This exploration and experimentation is a key aspect of both mediums, as artists strive to create new and innovative works.

Overall, while digital art and traditional art may seem vastly different on the surface, there are commonalities between the two that can be observed at QAGOMA. Both mediums require creativity, technical skill, and a commitment to experimentation and exploration, making them equally valid and important forms of artistic expression.

4.2 Differences between digital art and traditional art in Queensland Museum of Modern Art

Traditional art refers to artworks created using conventional materials such as paint, pencil, charcoal, and clay. On the other hand, digital art is created using digital tools such as software and computer-based technology. One striking difference between traditional and digital art is the way they are created. Traditional art is created by physically manipulating materials, whereas digital art is created using software and computer-based technology. Consequently, the creation process is different, and the artists' skills and techniques required for each type of art differ.

Another significant difference is in the final outcome. Traditional art produces a tangible, physical object that can be touched, felt, and displayed in galleries or museums. In contrast, digital art produces a digital file that requires a screen to display. This means that the display of digital artworks requires specific equipment.

Moreover, traditional art often has a historical and cultural significance, while digital art is more contemporary and innovative. Traditional art pieces usually come with a story or cultural context that the viewer can relate to, while digital art often explores new ideas and themes that have emerged in our modern world.



4.3 The integration of digital art and traditional art in Queensland Museum of Modern Art

QMoMA has curated exhibitions that showcase the intersection between traditional and digital art, often using technology to enhance traditional works. For example, in the “David Lynch: Between Two Worlds” exhibition, the museum used virtual reality to immerse visitors in the world of Lynch’s films, creating a multi-sensory experience that combined traditional and digital elements.

The museum has also showcased exhibitions that celebrate traditional techniques and craftsmanship, such as the “Craft Futures: Queensland’s Indigenous Artisans” exhibition. This exhibition highlighted the traditional techniques and skills of Queensland’s Indigenous artists, while also showcasing how they have adapted and integrated digital technologies into their work. QMoMA has also embraced the use of technology to enhance the visitor experience, such as using interactive displays and augmented reality to provide a deeper understanding of the art on display. The museum has also incorporated digital art into its permanent collection, recognizing its importance in contemporary art.

Overall, QMoMA’s integration of digital and traditional art has created a unique and innovative experience for its visitors, showcasing the intersection between the two forms of art and the potential for technology to enhance traditional techniques.

CONCLUSION

The Queensland Museum of Modern Art (QMoMA) has been a pioneer in showcasing digital art and its potential to transform the art world. The museum has curated numerous exhibitions that explore the intersection between technology and art, showcasing how digital tools can be used to create innovative and immersive experiences. In addition to showcasing digital art, QMoMA has also embraced digital technology to enhance the visitor experience. The museum has incorporated interactive displays, augmented reality, and virtual reality into its exhibitions, providing visitors with a deeper understanding of the art on display. The museum has also embraced digital technology to create new ways for visitors to engage with the art, such as digital guides and online exhibitions.

The museum’s dedication to showcasing digital art has created a unique and innovative experience for its visitors. QMoMA’s exhibitions have attracted visitors from all over the world, cementing its reputation as a leader in the art world. The museum’s commitment to promoting digital art has also inspired other museums and galleries around the world to explore the potential of technology in the art world.

In conclusion, the Queensland Museum of Modern Art has been at the forefront of promoting digital art and exploring the intersection between technology and art. The museum’s dedication to showcasing digital art has created a unique and innovative experience for its visitors and has inspired other museums and galleries around the world to explore the potential of technology in the art world. QMoMA’s legacy will continue to shape the art world for years to come.

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