The elements media-art is required in art project in the local areas

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Abstract
In recent years, the number of art projects has been increasing in the local areas of Japan. These projects are considered to be important for local revitalization and the development of tourism, and thus values other than artistic quality are often required in art works on display. It is expected that the exhibitions of media art in these art projects would increase due to the development of IT technology. The goal of this study is to show the elements required for media art exhibited in local art projects. More specifically, a questionnaire survey was conducted concerning the media art works which were actually exhibited in art projects. As a result, two possibly important elements were revealed; 1) an art project event must be a good chance for visitors to understand the attractions of a local municipality through appreciating art works, and 2) the exhibition must be more accessible and understandable than those in art museums.

1. Introduction
In recent years, the number of art projects has been increasing in the local areas of Japan. These projects are considered to be important for the revitalization of local areas and the development of tourism, and thus values other than artistic quality are often required in art works on display. Media art such as Nishimuras’ project is to be used because of adaptability. These arts, which is exhibited out museum, is expected to react another standard but for aesthetics. Good example is contribution of local revitalization and tourism. The goal of this study is to show the elements required for media art exhibited in local art projects.

2. Purpose and Method
2.1 Purpose
The goal of this study is to show the elements required for media art exhibited in local art projects. By checking these elements, we try to show conditions of “good media art” in local art projects.

2.2 Method
We carried out a questionnaire survey in an art project named “Minato Media Museum (MMM)” for the above study[2]. Several questionnaire areas were set up in the venue from August 8th to August 31st, 2011, and 76 responses were obtained in total. MMM is an art project being periodically held in Nakaminato area of Hitachinaka City in Ibaragi Prefecture since 2009. At the MMM in 2011, six media art works were exhibited (“hassinkei”, “Consideration of ambient”, "A scenery of flowing blue smoke”, “invisible something”, and “Fablamp” etc.). In our study, we examined meanings of media art in local art projects based on the questionnaire survey carried out regarding those exhibited work.
3. Results

In the questionnaire survey, viewers were asked “Which work do you like best?”, and multiple answers were allowed. Following is the results. The average score obtained by the media art was 7.33. It exceeds the average score of 6.12 for the entire work exhibited. Looking at the results on individual work, it is also found that scores are polarized between extremely high scores and very low scores.

90.6\% of the respondents answered that there were attractions of the town which they knew through viewing the exhibition. This suggests that the contribution of an art project to a local area is great. In particular, there were 2 types in the work; attractiveness of the landscape or humanity of the local town.

4 Discussion and Conclusion

Our study showed that there are possibilities that media art in local art projects can be attractive for viewers when their easy-to-understandness are sufficiently displayed, and such works can also serve as a trigger to raise awareness on a town’s attractiveness. This is showing the potentials of media art to become a meaningful existence also in local art projects.

At the same time, there is also a high possibility that they are not understood because viewers are often not knowledgeable about art. Considering the above situation and the differences when compared with ordinary art museums, it was observed as necessary to pursue easy-to-understandness through allocation of stationed staff, putting captions, and detailed explanation by staying artists in addition to creativeness of work.

Remaining problems are how to clearly distinguish media art from other forms of art, and how to consider production methods under various conditions.

References