### 项目名称

亚洲数字艺术展（空间设计）

（空间设计）（the）Asian Digital Art Exhibition

### 100个人英文阐述

这个设计项目是建立在一座曾经是电子制造业而如今被闲置的工业建筑之中。在与策展人多次沟通后，确定以亚洲文化背景的数字媒体展览，既呈现数字和图像的沉浸空间包裹，同时改造空间与原本建筑的电子工业遗迹产生冲突和共鸣，通过空间氛围使每个个体对于数字艺术产生新的解读。在保证每个作品独立并且完整的呈现的基础上，创造作品氛围在空间中的扩展。

This design project is built on an industrial building that was once an electronic manufacturing industry but is now idle. After many communications with the curator, it was determined that the digital media exhibition with Asian cultural background not only presents the immersive space package of numbers and images, but also reconstructs the space and the original building’s electronic industry relics in conflict and resonance. Individuals have a new interpretation of digital art. On the basis of ensuring the independent and complete presentation of each work, create an expansion of the work atmosphere in the space.

### 500个人阐述

这个空间设计项目是为了2019年在北京举办的亚洲数字艺术展，展览的策展和设计工作由中央美术学院团队完成。

这个项目与以往在美术馆中完成展览空间设计极为不同，这次展览空间使用的是一座近些年被闲置的体量巨大的数字科技工业厂房，该位置在北京重要的数字科技工业区。这个项目既是为这个传奇的工业空间再次创造新的地标，同时也是为了数字艺术项目重新回到科技发源地。这样虽然缺少了许多在美术馆展览的基本资源，但创造了充满特殊感受与时间痕迹的独特的展览空间，为这个项目带来既是困难也是新的创造力。

在空间改造过程中，这次设计为数字工业遗迹和数字艺术作品作出一个较好的平衡，与以往工业建筑的结构感与力量感有所不同，空间的可触及区域被新建的改造体包围，而高空与屋顶的非可触及区域被原始保留下来，这样的做法方便了作品的呈现，同时制造这种感受将数字工业氛围被脱离至不可触及的距离，这种空间的水平边界使数字艺术刺激体验与数字工业遗迹强化了这种冲突并制造脱离感引起反思。

对于数字艺术作品的空间展示，在这样特殊场地下满足作品的各项技术要求并完整独立的展示每个作品，实际上是空间的许多次协调并不断调整策展结构的结果，在这个过程中策展人与设计师密切沟通，为作品的呈现做出了许多让步，而这种展览结构与空间结构多次的协同调整，使这个本身就与寻常美术馆展览明显不同的空间体验，更具有冲突感，围绕展览的一系列活动、论坛与表演都在这一个空间系统中运行，一些空间单元在展览过程中兼具了多种不同功能，充分利用所创造空间的同时，改变了寻常展览的观展方式。

This space design project is for the Asian Digital Art Exhibition held in Beijing in 2019. The curation and design of the exhibition are completed by the Central Academy of Fine Arts team.

This project is very different from the previous exhibition space design completed in the museum. This exhibition space uses a huge digital technology industrial plant that has been idle in recent years. The location is in the important digital technology industrial zone in Beijing. This project is not only to create a new landmark for this legendary industrial space, but also to return the digital art project to the birthplace of science and technology. Although this lacks many basic resources for exhibition in the museum, it creates a unique exhibition space full of special feelings and traces of time, which brings both difficult and new creativity to this project.

In the process of space transformation, this design has created a better balance between digital industrial heritage and digital art works, which is different from the structure and strength of the previous industrial buildings. The accessible area of ​​the space is surrounded by newly-built transformations. The non-touchable areas of the sky and the roof are originally preserved. This approach facilitates the presentation of the work. At the same time, creating this feeling will separate the digital industrial atmosphere from untouchable distances. The horizontal boundaries of this space stimulate digital art Experience and digital industry heritage reinforce this conflict and create a sense of disengagement to cause reflection.

For the space display of digital art works, meeting the technical requirements of the works in such a special venue and displaying each work completely and independently is actually the result of many times of coordination and continuous adjustment of the curatorial structure of the space. In this process The curator and the designer communicated closely and made many concessions for the presentation of the work, and this coordinated adjustment of the exhibition structure and the space structure for many times has made this space experience, which is obviously different from the ordinary museum exhibition, even more A sense of conflict, a series of activities, forums and performances around the exhibition all run in this space system. Some space units have multiple different functions during the exhibition process, making full use of the space created while changing the ordinary exhibition Viewing methods.

### 500字参加比赛的原因（为什么很棒）

这个项目是工作室2019年最为重要的展览空间设计项目，这个过程总共经历了六个月时间。对于这样一个在特殊场地执行的特别是技术要求较高的数字艺术展览，过程中还是遇到比较多的考验，为此这个项目的工作人员付出了许多的工作，因此对于工作室以及整个策展团队而言这个项目都是一个比较难得的经历。同时在这个项目中较为特殊的空间操作方式以及思考方式对于设计师而言是一种空间实验的反馈，对于数字艺术展示与数字工业遗迹的关系的解决方案通过展览的快速建造，以及观众短时间的、纯粹性的体验过程可以快速反馈给设计师，这也是空间设计工作者从事展览设计的有趣的信息获取方式。

This project is the studio's most important exhibition space design project in 2019, and the process took a total of six months. For such a digital art exhibition that is executed in a special venue, especially with high technical requirements, there are still many tests in the process. For this project, the staff has put a lot of work, so for the studio and the entire curation This project is a relatively rare experience for the team. At the same time, the special space operation method and thinking method in this project is a feedback of space experiment for the designer. The solution to the relationship between digital art display and digital industrial heritage is quickly built through the exhibition, and the audience has a short time The pure and pure experience process can be quickly fed back to the designer, which is also an interesting way for space design workers to engage in exhibition design.