

# Challenges in Museum Exhibition Narratives When Blending Art and Science: Using New Media Art Exhibitions in the National Palace Museum as Examples

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## Abstract

Along with the development of digital technology, especially when mobile devices appear abruptly, the message transmitting speed becomes anytime and anywhere without limitation. Technology has gradually caused a revolution in human beings' living habits since the 21st century. Likewise, in the global wave of information digitization, museums that archive collections have been proceeding with exhibitions combining art and technology in recent years. Some of them even trip from on-site reality exhibiting space into digital virtual exhibitions to provide whole new visiting experiences to the audiences. This paper is based on the intersection of museum exhibition narratives when blending art and science not only via literature reviews to examine the origins and current status but via exhibitions as case studies which are "Rebuilding the Tong-an Ships New Media Art Exhibition", "Qianlong C.H.A.O. New Media Art Exhibition" and "Giuseppe Castiglione: Lang Shining New Media Art Exhibition" organized by the National Palace Museum where the researcher works. Furthermore, this paper tends to explore the effectiveness results from the interpretation of collections in the NPM via scientific medium. The three new media art exhibitions would be mentioned in details by explaining their intensive responses and rewards, analyzing pros and cons after interpreting collections via scientific techniques on various digital artworks. Potential challenges and possible breakthroughs when museum exhibition narratives blending art and science will be addressed in the context as well. Finally, the paper will give some suggestions for directions of digital art exhibitions regarding scientific re-interpretation in the future. The researcher tends to integrate summarized opinions to help finding out the timely foundation for museums in Taiwan in the digital era.

Keywords: New Media Art, Digital Art, Digital Curation, National Palace Museum