

Art Projects in Natural Science Museum: A Case Study of “Color, Culture and Meanings”

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Abstract

Contemporary art is a new area of interest in visual culture, cultural study and anthropology, which conveys irreplaceable comprehensive experiences by capturing the subtlety in life. It, in addition to aesthetic context, also actively responds to the museum's awareness on cultural interpretation, historical perspective, commercial activity, urban migration, etc., and, meanwhile, influences the narrative viewpoints of exhibitions.

“iShare: Color, Culture and Meanings” combines anthropological interpretation with artistic creation to explore the non-visual dimensions of color and Taiwan's cultural diversity, and to engage the audience in reinventing cultural meanings.

This exhibition focuses on the social roles and cultural values of color and represents the material culture of Taiwanese peoples. Three artists, Chang Po-Chih, RoHsuan Chen and Agi Chen, were invited to create works on “science,” “interpersonal” and “beliefs” that enrich the audience's imagination beyond boundaries and match three subjects: “humans and nature,” “human relationship,” and “humans and the supernatural.”

This essay attempts to study and analyze the curatorial process of this exhibition in three contexts: museum, art works and audience. It emphasizes these aspects: how an exhibition reflects the missions and roles of museums, regarding the factor of cultural policy; the social meaning of contemporary art in museum and its active role as cultural interpretation; the relationship between the exhibition and audience and its principles for educational program.

Keywords: Contemporary Art, Museology, Cultural Studies, Participatory Art