

Chinese 3D Animations in “Diversified Interactive Cinemas”

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Abstract: Diversified interactive cinemas are products through the further development of traditional cinemas, which just attract some audiences from vision and hearing. As a matter of fact, such experience can't meet people's enjoyment requirements of vision, hearing and sense anymore. Generally speaking, people subdivide dome-screen and ring-screen cinemas, IMAX movies, 4D, 5D and 9D interactive cinemas into diversified interactive cinemas. As a result, starting from Chinese 3D animations, the author focuses on studying how to use Chinese 3D animations in “diversified interactive cinemas”.

1. Development status of Chinese 3D animations in “diversified interactive cinemas”

1.1. Analysis of Chinese 3D animations in “diversified interactive cinemas”

Overseas 4D films are perfect in workmanship. Even if duration is not long, creative stories and visual effect are deserved to study. What's more, we should reflect on how to attract audiences' attentions in a short time. 3D animation scenes in “diversified interactive cinemas” contact with audiences in a closer distance. As a result, model detail control and rendering precision effect are more considerable than 3D animations in traditional cinemas.

In 2011, a famous enterprise in Dalian released the first domestic original dome-screen animation—Symphony of the Sea with high international standard in China. The background music was performed by Shanghai Symphony Orchestra. The great breakthrough also changed the dilemma that film sources of Chinese dome-screen cinemas required for importing with expensive prices. Symphony of the Sea not only made a great improvement on the audio-visual effect, but also came from the aquarium. In the dome-screen cinemas, audiences could experience wonderfulness of dancing with fish. It seems that octopus is tramping on people's top of head, while people are embraced by sharks vividly. With the combination of dynamics and static, it also could different experience to the aquarium. The quaquersal movie Spring Dreaming developed by China's Changzhou Yancheng Paradise was the original of China. It was synthesized and edited with Hollywood Pictures. In the viewing process, people had the feeling of floating in the air with the height of 28m. In 8min duration, people could have the special feeling of shuttle back and forth and dream back to the Spring and Autumn period. Viewers could stay at high, overlook well-known mountains and rivers, enjoy thousands of horses running and celebrate harvests, showing the abundant sensual pleasures. Of course, Chinese 3D animations should be a new start in diversified interactive cinemas. China has the unique humanity history and cultural heritage, which are excellent themes that can't be reined by foreign countries. Even though China is not the earliest country to enter into “diversified interactive cinemas”, China has owned the top-level hardware facilities in the world. Expensive import film sources become the driving force to promote 3D animations of original and diversified interactive cinemas.

2. How to integrate Chinese culture into 3D animations and how to make innovations in traditions in “diversified interactive cinemas”?

2.1. Chinese element application in 3D animations

Chinese animations always have the serious dependency, so it is often affected by European and American countries, thus some animations have no novelty and it is hard to leave an impression as

depicting characters. Meanwhile, these animations are lack of enjoyment, just follow the same old disastrous road and remain in situ without moving forward. It turns out that these animations are eliminated by the new era. There is no big span in watchers of animations, but are just suitable for children in several years old.

Domestic animations are never lack of materials and stories, but we are short of courage of exploration and recreation. National culture needs skills in animation production. DreamWorks showed Kung Fu Panda in 2008 and vividly revealed the thought and spirit of Chinese traditional culture. Even if some meanings were misinterpreted, we still agree that producers respect Chinese culture. For example, farewell between Master Roshi and Master Raccoon and 3D Taoism of “nothing with something, something with nothing” and “invisibility” said by Papa Duck are enough to reveal the producer’s sincerity and efforts. The centralized elements have made great achievements. The huge influence of Kung Fu Panda made us realize that they utilize Chinese traditional culture, but they constantly look for a breakthrough and innovation through creation. The reason why the domestic original 3D animation *Monkey King: Hero is Back* could get a good result is that it never breaks away from Chinese traditional culture. In the scene framework, this film is based on western travel culture and the most basic traditional story to start a new plot. Without the original Tang Monk and 81 hardships, the film only adds some jokes and cross-talk to tell a story that Monkey King defeats the monsters, but it breaks away from the education of traditional chicken soup in previous domestic 3D animations and tells a grow-up story. Character setting breaks away from conventions. Monkey King, monsters and chaos are filled with characteristics. Integrity and exquisiteness of frames in the film make people stunned. Under the circumstance of not losing classical style, the film has revealed the gorgeous color and coherent fighting scenes.

2.2. How to make innovations in Chinese traditional culture?

China has the profound cultural deposits. The historical inheritance provides infinite possibilities to art creation. Development of new 3D animations can’t make out of whole cloth, but are products depending on historical deposits and cultural inheritance. In fact, *Monkey King: Hero is Back* is not accidental to get so proud performance. The entire film has been prepared for 5 years and has been produced for 3 years. It has spent 8 years. The employee of the post production company said the fighting plot between Monkey King and the Monster Master has been done for one year. In order to reveal the better visual effect for audiences, light rendering of the film has been very high. The rendering file of a scene has exceeded 800G. However, some audiences think *Monkey King: Hero is Back* is too similar to *Kung Fu Panda*. However, even if *Kung Fu Panda* has integrated with eastern philosophy, the thinking mode, intonation of speaking, and value might be too American, failing to make domestic audiences have sense of substitution. As a result, 3D animations should be international and try to reveal Chinese cultural features as many as possible, so it not only should change the modeling and style. Moreover, language and thinking mode must be east-oriented. Only in this way can westerners understand it and let Chinese original 3D animations go out of China.

The American famous Pixar CEO Ade Catmull said computer animation industry can provide lots of employment opportunities, so animation design production courses around the world are also abundant. However, majorities of job hunters fail to be employed by Pixar. In fact, it doesn’t mean that their computer level can’t reach the standard, but they are lack of the necessary artistic culture and cognition on animations. For this reason, we can’t blindly facsimile overseas creative style and production technology. Instead, we should deeply explore it, reinforce innovation, constantly expand influence of Chinese traditional culture, consider the production forms and plots as many as possible, and create 3D animations with unity of form and spirit and abundant Chinese traditional cultural features.

3. Development trends of Chinese 3D animations in “diversified interactive cinemas”

Nowadays, Chinese 3D animation industries more than produce 3D animations and also devote themselves to animation production in “diversified interactive cinemas”. Since 2011, China started creating the own dome-screen film sources, such as *Symphony of the Sea* and *Spring Dreaming*,

and so on. It is the starting, but direct benefits are very considerable. What's more, Spring Dreaming injected Chinese traditional culture into it to know about the historical style of the Spring and Autumn period in an experience way. It is said that in addition to Dunhuang digital visitor center in operation, Hangzhou and other places also start using diversified interactive cinemas and contain China's characteristic humanity history into films. As mentioned above, there are fewer film sources of "diversified interactive cinemas", so China constantly introduce overseas film sources, but ignore the vacancy of the market. Chinese 3D animations gradually explore its end result in "diversified interactive cinemas". Even if diversified interactive cinemas are constantly increasing, they are not as prevailing as traditional cinemas, due to more costs. Moreover, they just show up in some metropolis, so that people fail to know about diversified interactive cinemas. However, China has lots of populations. Historical relics should be protected. Moreover, some historical sites and weather-beaten cultural relics can't be completely viewed with the increase of viewers in sight-seeing spots at the peak season. All of these problems should be solved through the diversified interactive cinemas. In current days, some traditional cinemas like CGV and UME have joined in 4D cinemas. This is one of diversified interactive cinemas. Some similar shocking blockbusters like the Avengers and Superman: The Man of Steel enable audiences to experience from four dimensions, such as vision, hearing, touch and smell. The vibration halls are increased in the diversified interactive cinemas. The principle is that acoustical signal is converted into vibration, thus viewers can enjoy films, just like doing a free SPA. Diversified interactive cinemas increase the better enjoyment and entertainment, while making viewers enjoy film artistry. This is the different feeling that can be brought by diversified interactive cinemas to audiences. This is the humanized enjoyment pursued by people in today's society.

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