

The Development Strategy of Ice Printmaking in the Contemporary Art Market

Yan Sun

East University of Heilongjiang, Harbin, 150066, Heilongjiang, China

405765270@qq.com

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Abstract: Ice print, as a unique art form, is gradually gaining attention in the contemporary art market. It combines traditional ice carving techniques with modern aesthetic concepts, showcasing the purity and coldness of ice. Ice print still faces challenges in the market and needs to develop strategies. It is crucial to enhance the brand awareness and influence of ice printmaking, and expand its popularity and audience through promotion, art exhibitions, and other means. Expand sales channels, combine online and offline, collaborate with galleries and art institutions, and provide more opportunities for showcasing and selling works. Innovative creative concepts and techniques are the key to the development of ice printmaking, and it is necessary to continuously tap into its intrinsic value, explore new forms of expression, and meet contemporary aesthetic needs. By enhancing brand awareness, expanding sales channels, innovating creative concepts, and strengthening international exchanges, ice print is expected to achieve better development in the contemporary art market and showcase its unique artistic charm.

1. Introduction

Ice print, as a unique art form, has a place in the field of art due to its profound connotation and exquisite craftsmanship[1]. In the contemporary art market, the development of ice prints still faces many challenges. In order to promote the development of ice prints in the contemporary art market, we need to formulate a series of strategies[2].

We need to learn from the art market experience of developed Western countries. After years of development, these countries have formed a sound art market system and mature business concepts[3]. We can learn from it, understand the laws of art management, grasp the dynamics of the art market, and provide strong support for the development of ice printmaking. We need to strengthen the promotion of ice prints in the domestic market. In recent years, although the Chinese art market started late, it has developed rapidly and the understanding of art has been constantly improving. We should make full use of this opportunity to increase public awareness and interest in ice printmaking by organizing exhibitions, conducting art lectures, and expanding its market share. We also need to pay attention to the development of ice prints in the international market. With the advancement of globalization, the internationalization trend of the art market is becoming increasingly evident. We should actively participate in international art exhibitions and exchange activities, promote ice prints to the international stage, and enhance their visibility and influence in the international art market[4].

Innovation is the core driving force for the development of ice printmaking. We should constantly explore new creative concepts and techniques, combine traditional ice printmaking techniques with modern aesthetics, and create works with more contemporary and artistic value[5]. We can also try cross-border cooperation with other art fields to inject new vitality into the development of ice printmaking.

The development of ice prints in the contemporary art market requires us to constantly explore and innovate. By drawing on international experience, strengthening market promotion, expanding the international market, and constantly innovating creative concepts and techniques, we believe that ice print will surely shine more brilliantly in the contemporary art market[6].

2. The Status and Challenges of Ice Printmaking in the Contemporary Art Market

Ice print, as an art form that combines traditional techniques with modern aesthetics, occupies a unique position in the contemporary art market[7]. It has become the focus of attention for collectors, artists, and the public due to its unique materials, exquisite carving techniques, and profound connotations. However, due to the particularity and mystery of art production, ice prints also face many challenges in the contemporary art market.

The price of art is a major challenge in the art market. As a type of artwork, the price of ice prints is often influenced by various factors, including material costs, creative difficulty, and artist popularity. This makes it difficult to accurately evaluate the price of ice prints, causing certain difficulties for both buyers and sellers [8].

The cost accounting and employment relationship in art production are also one of the challenges facing the ice print market[9]. The production of ice prints requires exquisite carving skills and rich artistic experience. Hiring suitable artists and paying reasonable remuneration has become a carefully balanced issue. Accurate accounting of material costs, time costs, etc. during the production process is also necessary to ensure the profitability of the artwork.

Although ice printmaking holds a unique and important position in the contemporary art market, it also faces challenges such as price challenges, cost accounting, employment relationship management, and cultural strategy formulation. Only through continuous research and practice can we promote the healthy and orderly development of ice prints in the contemporary art market. Table 1 clearly illustrates the position and challenges of ice prints in the contemporary art market.

Table 1 The Status and Challenges of Ice Printmaking in the Contemporary Art Market

In terms of challenges and status	Describe	Matters needing attention
Art market position	Ice print combines traditional techniques with modern aesthetics, occupying a unique position in the contemporary art market	Becoming the focus of attention for collectors, artists, and the public
Price challenge	The price of ice prints is influenced by various factors such as material cost, creation difficulty, and artist popularity	Difficulty in accurately evaluating prices, causing difficulties for both buyers and sellers
Cost accounting and employment relationships	Exquisite carving skills and rich artistic experience are the key to making ice prints	Hire suitable artists and pay reasonable compensation, accurately calculate material and time costs
Cultural strategy development	Ice prints need to develop appropriate cultural strategies in the contemporary art market development	Through research and practice, promote the healthy and orderly development of ice printmaking

3. Analysis of the Art Characteristics and Market Potential of Ice Printmaking

3.1. The Embodiment of the Uniqueness of Ice Printmaking Art

Ice print art stands out in the field of contemporary art with its unique artistic characteristics. Ice printmaking, with its unique material ice, showcases a unique texture. The transparency, purity, and fragility of ice make ice prints visually present a cool and elegant temperament. During the carving process, the artist presents the shape, texture, and luster of the ice blocks perfectly through careful design and carving, endowing the work with unique charm.

Ice print combines traditional techniques with modern aesthetics in the creative process. Artists not only inherit traditional carving techniques, but also integrate modern art design concepts, making ice prints have a sense of the times in both form and content. This combination of tradition and modernity enables ice prints to showcase the essence of traditional culture while also meeting the needs of modern aesthetics.

The market potential of ice print art cannot be underestimated. With the increasing demand for art, ice print, as a unique form of art, has gradually attracted the attention of collectors and investors. Its unique artistic characteristics make ice prints highly recognizable and attractive in the market.

The exquisite skills and complex craftsmanship required in the creative process of ice prints also ensure the scarcity and value of their works.

With the advancement of globalization and the deepening of cultural exchange, ice print art has also shown broad development space in the international market. By participating in international art exhibitions and exchange activities, ice print art can attract more international attention and recognition, thereby expanding its market share and influence.

Ice print art has become an emerging force in the contemporary art market due to its unique artistic characteristics and market potential. We have reason to believe that in the future development, ice printmaking art will continue to demonstrate its unique charm and value.

3.2. Analysis of the Market Potential of Ice Printmaking

Ice print, as a unique art form, not only attracts people's attention with its unique artistic characteristics, but also demonstrates enormous development space with its vast market potential.

The enormous potential of the ice print market is primarily due to its unique artistic charm. Ice printmaking uses ice as the creative material, and through the artist's clever ideas and exquisite skills, perfectly presents the purity, transparency, and coldness of ice blocks. This unique form of expression gives ice prints a strong visual impact and can evoke resonance and deep reflection among the audience. Ice print combines traditional carving techniques with modern aesthetic concepts in the creative process, with both a simple and elegant charm and a modern and fashionable feeling, meeting the needs of collectors and investors with different aesthetic needs.

The potential of the ice print market is also reflected in its growing consumer group. With the improvement of people's cultural level and artistic aesthetics, more and more people are paying attention to and collecting ice print works. Especially for some middle-class individuals with certain economic strength and cultural literacy, they show a strong interest in ice prints, which have both artistic value and cultural connotations. With the continuous development and improvement of the art market, ice print, as an emerging art form, has gradually been favored by investors.

The potential of the ice print market is also reflected in its vast international market. With the advancement of globalization and the deepening of cultural exchange, ice print, an art form with unique artistic charm and cultural connotations, has gradually received attention and recognition from the international market. By participating in international art exhibitions and exchange activities, ice printmaking can further expand its international market share, enhance its international reputation and influence.

Ice print, with its unique artistic characteristics and broad market potential, has shown enormous development prospects. We have reason to believe that in the future development, the ice print market will continue to prosper, bringing more opportunities and value to artists and investors.

4. Development Strategy of Ice Printmaking in the Contemporary Art Market

Ice print, an innovative art form that combines traditional ice carving techniques with modern artistic concepts, is gradually emerging in the contemporary art market. To enable ice printmaking to gain broader development space in the fiercely competitive market environment, we need to formulate a series of targeted development strategies.

It is crucial to enhance the brand awareness and influence of ice prints. This requires us to strengthen our publicity and promotion efforts, by holding ice printmaking exhibitions, art lectures, and media promotion, so that more people can understand and appreciate the unique charm of ice printmaking. Actively participate in well-known art exhibitions and competitions both domestically and internationally, leverage these platforms to enhance the visibility and influence of ice prints, and attract the attention of more collectors and investors.

Expanding the sales channels of ice prints in the market is also crucial. We can expand our sales channels by combining online and offline methods. On the online side, utilizing e-commerce platforms and art trading websites to provide convenient purchasing channels for ice print works; In terms of offline activities, we collaborate with galleries, art institutions, and other organizations to hold exhibitions and sales events for ice prints, allowing more people to have the opportunity to

appreciate and purchase ice prints up close.

Innovative creative concepts and techniques are also key to promoting the development of ice printmaking. We need to constantly explore the intrinsic value of ice print art, combine it with modern aesthetic needs, and create works with more contemporary and artistic value. Actively introducing new materials, processes, and technologies, enriching the creative techniques and forms of ice printmaking, to maintain its unique competitiveness in the contemporary art market.

Strengthening cross-border cooperation and exchange is also an effective way to promote the development of ice printmaking. We can engage in cross-border cooperation with other art fields, explore new art forms and expressions together, and broaden the artistic boundaries of ice printmaking. At the same time, actively carry out international exchanges and cooperation, draw on advanced art concepts and experiences from abroad, and promote the international development of ice print art.

By enhancing brand awareness, expanding sales channels, innovating creative concepts and techniques, and strengthening cross-border cooperation and communication, we can promote the better development of ice prints in the contemporary art market. I believe that with the implementation of these strategies, ice printmaking, a unique art form, will shine even more brilliantly in the future. Table 2 clearly shows the development strategy of ice prints in the contemporary art market.

Table 2 Development Strategies of Ice Printmaking in the Contemporary Art Market

Strategic direction	Concrete measure	Implementation method	Goals and Effects
Enhance brand awareness Expand sales channels	Strengthen publicity and promotion	Organize ice printmaking exhibitions, art lectures, and media promotion	Enhance the visibility and influence of ice prints to attract more attention
	Participate in well-known art exhibitions and competitions	Domestic and international art exhibitions and competition platforms	Enhance the visibility of ice prints and attract collectors and investors
Innovative creative concepts technique	Online sales	Utilizing e-commerce platforms and art trading websites	Provide convenient purchasing channels and expand market coverage
	Offline sales	Collaborate with galleries and art institutions to organize exhibitions and sales activities	Provide opportunities to enjoy and purchase up close, enhancing the purchasing experience
Strengthen cross-border cooperation	Digging for intrinsic value	Combining modern aesthetic needs to create new works	Create works that are more contemporary and of artistic value, while maintaining competitiveness
Exchange	Introducing new materials and technologies	Explore new materials, processes, and technologies	Enriching creative techniques and forms of expression to enhance the quality of works
Strategic direction	Collaboration with other art fields	Explore new art forms and expressions together	Expand the artistic boundaries of ice printmaking and increase artistic diversity
Enhance brand awareness	Carry out international exchanges and cooperation	Drawing on foreign art concepts and experiences	Promote the internationalization of ice printmaking art and enhance its international influence

5. Conclusions

Ice prints, with their unique artistic charm and profound cultural connotations, have gradually occupied a place in the contemporary art market. It cleverly integrates traditional ice sculpture techniques with modern artistic concepts, showcasing the purity and coldness of ice, as well as the artist's ingenuity and aesthetic pursuit. Ice prints still face many challenges in the development path of the contemporary art market. To overcome these challenges, we need to develop a series of development strategies. Enhancing the brand awareness and influence of ice prints is crucial. By

strengthening publicity and organizing art exhibitions, we can enable more people to understand and appreciate the unique charm of ice prints. Expanding sales channels is also crucial. The sales model that combines online and offline can provide us with a broader market space. Innovative creative concepts and techniques are also key to promoting the development of ice printmaking. We need to constantly explore new creative techniques and forms of expression to meet contemporary aesthetic needs and maintain unique competitiveness in the contemporary art market for ice prints. Strengthening international exchange and cooperation, drawing on advanced art concepts and experiences from abroad, is also an important way to promote the development of ice printmaking.

The development strategy of ice print in the contemporary art market requires us to start from multiple aspects such as enhancing brand awareness, expanding sales channels, innovating creative concepts and techniques, and strengthening international exchanges and cooperation. I believe that with the implementation of these strategies, ice prints will shine more brilliantly in the contemporary art market.

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