

On Power of Artistic Economy and the Structure of Art Industry with "Production-Distribution-Consumption Expansion" in Guangxi Province

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Abstract: Today, the national soft power culture has increasingly become an important source of national cohesion and creativity, and has become an important factor in the competition of countries' comprehensive national strength. And the continuous enrichment of spiritual and cultural life has become the ardent desire of the people of the country. Therefore, according to the needs and trends of national and social development, Guangxi Province is paying more and more attention to the development of its art market. Especially after the establishment of the China-ASEAN Free Trade Area, it has a strong driving force for the art market in Guangxi. However, the current art market in Guangxi still has some problems such as the lack of fine art, the low level of art, and the lack of management personnel in art. Therefore, this paper analyzes the problems existing in the current development of the art economy in Guangxi and proposes corresponding solutions to improve the quality and artistic value of art works, and to continuously improve the structure of art industry with "production-distribution-consumption expansion" to promote the healthy and sustainable development of the art market and art economy in Guangxi.

Keywords: Art economy; Art market; Strategy

Since the establishment of the China-ASEAN Free Trade Area, the economy, politics, and culture in Guangxi have been greatly affected. In particular, the economy has been greatly promoted and developed, and the cultural market has also been extremely positively affected. As part of the cultural industry, the art industry must develop under the premise of the development of the art law and closely follow the development of the China-ASEAN Free Trade Area. Art in Guangxi has always been famous for its ethnic characteristics. The unique topography and geographical location have given the full development of nutrients and materials for the art development, making art works have distinct national characteristics. The establishment of the China-ASEAN Free Trade Area has provided more favorable conditions for the development of art in Guangxi and provided a larger market for the development of the art economy. With the active support of the state and local governments, the cultural exchanges between China and ASEAN countries have become increasingly close, which provides an extremely important channel for the "production-distribution-consumption expansion" of art in Guangxi, and brings the future art industry of Guangxi to a new development platform.

1. The development status of art industry market in Guangxi

With the establishment of China-ASEAN Free Trade Area, the contacts with China and ASEAN countries have become increasingly close, which has greatly widened the art market in Guangxi and promoted the establishment of major art galleries, such as Guangxi Art Gallery, Chinese and Western Celebrity Art Gallery, and Ruyi Gallery. With the unprecedented development of art market, the increasing quantity and quality of art works has also promoted the growing of art auction companies such as Sanyi and Hongli. According to the development of art market, the local government is also constantly adjusting the strategy of cultural development and is trying to integrate the overall resources of Guangxi to create a more distinctive national art brand. With the great support of the local

government, the art market in Guangxi has achieved unprecedented prosperity and development, but there are still some problems that need to be solved in time. The details are as follows:

1.1 Lack of fine art and being low level

According to the knowledge of economics, once the market development prospect of a certain commodity is good, there will be a lot of such commodities in a certain period of time, so it is difficult to ensure the quality of commodities, resulting in the lack of high-quality products in the market. Moreover, the overall development of the market is uneven, and the overall level has declined. In China, the works of some famous artists are basically circulated in the economically developed areas such as Beijing, Shanghai, Guangzhou and Shenzhen. In Guangxi, few works of famous artists are circulated in the market. In the more active art market in Guangxi, the Yangshuo West Street in Guilin is taken as an example. It mainly focuses on local folk paintings, which are relatively simple and of low quality. Therefore, some works of art sold in the West Street are generally regarded as souvenirs for tourism, instead of treasures. Therefore, for consumers and collectors of mature art, the market has an awkward situation of "high-slung, low-nothing".

1.2 Lack of market cultivation

The relevant market elements such as painters, consumers, and appraisal and evaluation constitute a perfect art market, and are also the continuous improvement elements to promote the structure of the art market with "production circulation consumption expansion". The art market in Guangxi is still in the early stage of development, and many aspects are constantly improving. As a major element of the market, consumers' consumption concept is important for the development of the market. But for the relationship in the early stage of art market, the concept of consumers has not been able to change in time. Especially as non art consumers, art is just a hobby and is not an industry, so the consumption ability of art will be relatively weak. However, for people in the art world, being in the art market, they are more or less in direct or indirect contact with the development of the art market, but they seldom actively promote the development of the art economic market. It is difficult for many art lovers in Guangxi to meet "peers", so they will basically trade some high-end artworks internally, and will not put them into the market. As a result, art works and art resources have been circulating in a specific small area, and are isolated from the art market, which has a great obstacle to the development of art economy market in Guangxi.

1.3 Lack of policy implementation

After the establishment of the China-ASEAN Free Trade Area, Guangxi government has also introduced a number of relevant policy support to promote the art economy market, which has had a positive impact on the development of the art market to a certain extent. However, due to other constraints, the relevant policies have not been substantively implemented. For example, the "Guiding Opinions on Financial Support for the Revitalization and Development of Guangxi Cultural Industry" has not been implemented very well. Given the particularity of art, the government's financial support is not in place for the technology and talents needed for the development of the art industry, and it is also lacking in the development of art resources in the market, so it has not been able to form a large-scale and efficient market operation mechanism. In addition, there is a lack of awareness of the protection of works of art in the Guangxi art market. For some high-end, excellent and innovative works, there is no right to register trademarks and other patents, and there is no incentive for the

creation and upgrading of art products, which also leads to the lack of quality art works in the art market.

2. Strategies to promote the "production-circulation-consumption expansion" of art industry in Guangxi

2.1 To improve the quality of art works

At present, there is a shortage of fine products in the art market in Guangxi. Therefore, improving the quality of art works and increasing art quality is also an effective way to stimulate the vitality of the art market. In order to ensure that there are fine works of art on the market, we must first rectify the market order. The government needs to intensify efforts to rectify and standardize market order, appropriately improve the market access rules for art, and also needs to give relevant incentives to assist in the creation of high-quality artworks. Furthermore, it is necessary to invite masters with certain prestige in the art world to strictly control the appraisal, trading, exhibition and auction of art in the art market, and create an excellent environment for the production and circulation of high-quality art. Finally, it is necessary to awaken local artists to actively face the market, guide their transformation of ideas, and encourage them to actively integrate into the current economy market environment of the ASEAN Free Trade Area and actively participate in the “cultural singing” of Guangxi, and actively promote the prosperity of the art market in Guangxi.

2.2 To establish and expand art brands

At present, Guangxi has relatively few art brands, which is not enough to increase the artistic influence of Guangxi. According to the unique characteristics of Guangxi, such as nationality, terrain and landform, and the most famous "Guilin landscape is the best in the world", we can create a unique Lijiang painting art brand. According to the influence of domestic painting school in recent years, in fact, Lijiang painting school has a relatively rapid development and has a greater influence. Therefore, we can continue to develop Lijiang school, expand its influence, and strive to make it a famous brand of Guangxi painting and calligraphy. Guangxi is dominated by costar landform, and its natural landscape has always been the work of painters and contains rich local culture color, which is of great artistic appreciation value. Therefore, we should actively support "Lijiang school" to become a famous and unique art brand in Guangxi. Moreover, the national characteristics are the important carriers of cultural activities, so the works of art as an extension of national culture are works with national soul, which has a big role in promoting the creation of art in Guangxi and the continuous prosperity and development of art economy market in Guangxi.

2.3 To make full use of the platform of ASEAN Free Trade Area

The establishment of China-ASEAN Free Trade Area will promote the economy, culture and politics of Guangxi to some extent. After the establishment of the ASEAN trade area, a lot of relevant large-scale activities or conferences have been carried out. The China-ASEAN Expo is one of the activities. Relying on this platform, large-scale international conferences such as Art Industry Forum, Excellent Art Works Tour and Trade Fair are held, providing a good international development platform for the development of art market in Guangxi. Therefore, relevant government departments in Guangxi can actively recommend and hold exhibitions on ethnic arts and crafts with some international organizations to promote the ethnic arts to the international market and gradually develop the

international market. At the same time, we should actively play the role of bridgehead in the cultural industry cooperation between China and ASEAN countries, and strengthen the exchange of art and cultural industries among ASEAN countries. Moreover, we should make use of the location advantage of Guangxi to increase the investment interest of ASEAN countries in the art industry in Guangxi, and actively introduce the capital of ASEAN enterprises to invest in art products in Guangxi to inject nationalization power into the art market and promote the gradual expansion of art economy market in Guangxi.

2.4 To strengthen the supervision of art market

The good and sustainable development of art market is inseparable from the supervision and control of the market. To have a correct and strict supervision of the market, we must first improve the market supervision system and the artistic atmosphere of the market. The government needs to actively carry out the popularization and education of relevant art basic knowledge to improve the artistic quality and artistic consumption awareness of the public. At the same time, it is necessary to constantly improve the relevant regulatory system, and to achieve true implementation, and promote the coordinated development of art works in Guangxi throughout the year. We will crack down on those behaviors that hinder the development of the art market to maintain the market atmosphere of artistic development.

3. Conclusion

In summary, the art market in Guangxi has unique cultural advantages and location advantages as well as the government's great support. And the international platform of China-ASEAN Free Trade Area provides a good prospect for the development of the art market in Guangxi. We need to continuously solve some existing problems in a timely manner, strive to keep up with the development speed of the free trade zone economy, and make full use of the various excellent resources provided by the platform to promote the continuous expansion of the structure of art with "production, circulation consumption expansion" in Guangxi, and promote the prosperity and development of the art economy in Guangxi.

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