Study of Art–based Research Interacted with Digital Technology to Enhance Cultural Representation

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Abstract

The innovation of digital devices has revolutionized the status quo of art-based research and image design, the way in which they converge sound and images with innovative technology. Theoretically this study is influenced by Lev Manovich (2001)[1] who addressed to numerical representation, modularity, automation, variability, and transcoding as the characteristics of image technologies and new media arts. The researcher has dealt with textual visualization for representing literal or historical texts in associated with creating exhibits to preserving the Oriental cultural heritage for years. Her studies especially focused on how to presenting culture variability and producing its symbolic transcoding in conducting digital representation. Through applying digital technology, the meta-relationship between the reproduction of cultural texts (as exhibit objects) and the interpreters may be revealed to reinforce the interaction between exhibited media and today's viewers/audiences/participants in the art exhibition.

For revealing the cross-cultural understanding, the researcher firstly conducted a documentary film, entitled as【*Plundering and Preserving China*】[2], to discuss the significance of Brent Wilson's artistic journals exhibited both in Hong Kong and Taipei, in relation to his wondering travels around China. By appropriating old Chinese illustrated books Brent Wilson, from the United States, has created new way

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[1] Manovich, L. (2001). *The Language of the New Media*. New York: MIT Press.

[2] Dated in 2004; unpublished.

of cultural representation to discuss the artist's self-reflection and his meta-interpretation of Chinese culture.

For conducting semiotic transcoding, the researcher conducted a documentary film, entitled as【Seeking the Answer】(2006)[3]. She appropriated Rabindranath Tagore's (1861-1941 A. D.) poem—【My song】to resonate her reflection and insights retrieved from the first Indian trip to investigate Hinduism and Buddhism cultural heritage in the heading of the film. It served here as the act of intertwining poetry, image and background narrator underlying the inter-textual approach.

In addition, the researcher recently focuses on design innovation of new technology. The researcher intends to use flexible electronic-material to create a digital exhibit objective【Floating with Brahma】(2016), which deal with the convergence of sound and images with innovative technology of flexible speaker, to recall her memory of the earlier Indian trips.

Therefore, the cultural texts are decoded and transcoded into specific images and films, and exhibits to introduce the underlying cultural signification, as well as with sound effects to stimulate viewers' imagination. As the result, the artworks do help viewers-audiences-users to realize the significance of diverse elements of sounds, images and texts in relation to its cultural-heritage representation, in the hope to find new meta-languages of viewers-audiences-users' interpretation.

Keywords: Art-based design, digital technology, cultural representation, meta-interpretation

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[3] Su, P. H. (2006). [Seeking the Answers: Thoughts of Buddhist Arts and Indian Culture]. Taipei: Huafan University.