

# Discussion on Exhibition and Decorative Design of Museum

WANG Hai-jun

Museum of Bengbu, Anhui, 230061

**Abstract:** The work of museum exhibition and decorative design is a part of the important daily work of the museum, but also a relatively basic part. With the continuous development of China's economy, the museum has been promoted to develop, which enriches our lives and culture. However, with the development of society, the museum exhibition and decoration design has encountered a lot of problems with respect to actual construction. In general, attention to the museum exhibition and decorative design needs improving, including theoretical and practical aspects of construction. In order to further promote the construction of the museum, we need to optimize the relevant construction work of the museum. Next, I will combine my own practical activities to have a discussion from the point of view of the museum exhibition and decorative design, hoping to have certain reference significance for relevant personnel.

**Keywords:** Museum; Exhibition; Decorative design; Discussion

The exhibition is one of the important propaganda means of the museum. It is one of the important daily tasks of the museum and an important criterion for the quality of museum construction. We can see the audience's satisfaction with the museum exhibition from their performance. In fact, with the continuous development of society, not only people's standard of living, but also their spiritual needs are constantly improving. Museum exhibition is a way to meet people's spiritual needs. The times are constantly changing. The museum construction work also needs to continuous reform and innovation. Anything that stays the same will eventually be eliminated by the times. Although our achievements in the economy are impressive, we have not kept up with the pace of economic development in many ways. Particularly, the museum construction needs our attention.

## 1. The Present Situation and Problem Analysis of the Exhibition and Decorative Design of the Museum

China, as a country with thousands of years' history, has rich cultural treasures. It can be said that what historical relics preserve is not just an imprint of the times, but our glorious history. Most of the cultural relics exhibited at the museums

---

Copyright © 2017 WANG Hai-jun

doi: <http://dx.doi.org/10.18686/wc.v6i1.99>

This is an open-access article distributed under the terms of the Creative Commons Attribution Unported License

(<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

truly reflect the footprints of people in a given era and help people to explore life of our ancestor. Museum exhibition is not only a way to meet people's spiritual needs, but also a kind of cultural transmission and inheritance. For the museum exhibition, the exhibition and decorative design of the museum is one of the important bases for weighting the quality and level of the exhibition. Then, the author will have a discussion from the point of view of relevant personnel training and supervision work of exhibition design, etc., hoping to make the museum exhibition and decorative design reasonable, promoting effective museum work, and better achieving the important task of cultural transmission.

The exhibition and decorative design of museum are two aspects of its important work. Through exhibitions, museums can exert their own propaganda to meet people's spiritual needs. And decorative design is one of the important factors affecting the museum exhibition work. In order to further promote the development of museum-related work, we need to optimize and reform these two aspects of work to improve the quality of museum exhibitions. In the actual construction of the museum, we often encounter the problems such as the lack of organic integration between the exhibition design and theme idea, the fact that the specialty literacy of relevant professional staffs remains to improve, the lack of a sound supervision system and so on. From this, there is a greater space for improvement of the museum's related construction work, which has a long way to go.

## **2. Discussion on the Construction of Museum Exhibition and Decorative Design**

### **2.1 Give the rein to local characteristics of the museum for concentrated embodiment of the theme idea**

For the construction of museum, decorative design is one of basic tasks. It is a kind of beautification mainly based on a specific theme, including clothing, painting, etc. In general, decoration is not an independent individual, but an assistant part to strengthen the effect of beautiful pictures, to better create a good environment atmosphere and to promote the organic integration of the whole. Decoration is not only has been applied in the museum exhibition work. As they have an increasing needs for spiritual needs, people have more and more pursuit of beauty. It can be said that decorative design not only beautifies our daily life, but also changes our lives.

In fact, every museum has its own characteristics, especially historical museums in some places, with a clear theme idea. In fact, for each museum, the theme idea is indispensable, which is not just a means of publicity, but also help for the museum's decorative design. A museum is like a history of the history, which is able to introduce the history of social history to people. The museum may lack a spiritual pillar due to a lack of theme ideas. Meanwhile, the whole exhibition may seem empty.

The important role of museum exhibitions mainly lies in the promotion of culture, the promotion of cultural communication and helping study on scientific history. A concise and powerful theme idea is able not only to play a guiding role in the daily construction work, but also to improve the publicity effect of the museum. Under normal circumstances, the establishment of a theme idea needs a lot of preparatory work. After all, the theme idea is the essence of the whole museum. As a main criterion to guide display and decorative design, we cannot rashly make decisions. Under normal circumstances, we need to conduct scientific classification and sorting of the exhibits, and decide the theme idea after analysis. Of course, in addition to the original exhibits, we also need to combine some of the local characteristics for comprehensive consideration. For example, this is a historical site of a certain dynasty, where there are many traces of life. Therefore, we also need to properly integrate historical and cultural explanation for them and the like. Take ancient historical civilization display of Bengbu for an example. Bengbu has a long history. Thirty thousand years ago, human activity traces in Huai River basin early appeared at the Xiyou site; seven thousand years ago, carved

symbols in Shuangdun showed germination of Chinese characters; five thousand years ago, Dawenkou cultural townsite Gaixia stopped the gap of civilization heritage in Huai River Basin; four thousand years ago, Yu met seigneurs in Tushan, opening the prelude to the establishment of the Xia Dynasty; two thousand six hundred years ago, the tomb of Bai, the king of Zhongli, opened a mysterious veil of ancient Zhongli; Two thousand years ago, wars started suddenly on the ancient Gaixia battlefield, which laid a strong foundation for the Han dynasty; six hundred years ago, the founding father of the Ming Dynasty Tang He returned home in glory and was granted to be buried in Caoshan. For ancient historical civilization display of Bengbu, we also need to explain the background of the times. For example, with the continuous development of the times, how did Bengbu become the traffic, military, political and economic center, and how was it gradually turned into an industry base in northern Anhui. The certain background knowledge can help the audience understand the connotation of cultural relics. The following is a glimpse of the museum. Many museums have already used the latest decoration and some high-tech equipment, designed to provide enjoyment of beauty for people.



A kind of classic decoration is to place exhibits in accordance with a chronological order. For example, this museum has collected a lot of pieces of ancient ornaments over the years, such as celadon, white porcelain, etc. We can arrange them according to a chronological order. This is able not only to reflect the ordering of the exhibits, but also to facilitate the audience's appreciation, giving people a more intense stimulation, and let them to experience the characteristics of China's history of thousands of years more profoundly.

On the establishment of a certain theme idea, the work of decorative design can be considered on the level of a large concept. To some extent, the exhibits like a skeleton and the theme idea connects each part while decorative design integrates each part organically, which can reflect the integrity better. Of course, some problems should be paid attention to in decorative design, such as the consistency. Museum exhibition serves the audience. During decorative design, the feelings of audience need to be taken into account as much as possible. For example, a local design is too fancy or too messy, affecting the audience's appreciation of the museum exhibition. In other words, attention should be paid to the audience's aesthetic experience, and the situation of aesthetic fatigue should try to be avoided. The theme idea also should be paid attention to in the design process. Decorative design is to serve the whole, choices for which cannot be made in full accordance with the aesthetic point of view, but in consideration of the overall unity and harmony and so on. Decorative design cannot be better than the main part, and of course, should follow economic principles.

## 2.2 Stress training of relevant professionals and improve work efficiency and quality

The museum's exhibition and decorative design work is done by the relevant staff, whose professional accomplishment is an important factor affecting the quality of the entire museum exhibition. It is crucial to improve the quality of the relevant professionals in order to further improve the efficiency and quality of museum exhibitions and decorative design. In fact, with the continuous development of society, people not only have a growing demand in the spiritual level, but also have gradually improving quality requirements. For example, in the museum's decorative design, we need to integrate elements more adaptive to the times, and the design concept of the relevant designers needs to be updated.

In the eyes of many people, the quality of the designer does not have many impacts on the museum exhibition, which is not correct. In fact, for the museum exhibition design, not only the exhibition and decorative design, but also the aesthetic state of the audience needs to be taken into account, or to say that in the exhibition decoration design, the aesthetic experience of the audience needs more consideration.

In fact, the era continuously develops, so do people's aesthetics. For such a spiritual level of activities and enjoyment of the museum exhibition, the audience's feelings for it are essential. Therefore, higher demands for the display of the museum exhibition and the professional level of decoration designers are needed. They need not only to plan theme ideas of the whole museum exhibition, but also to master the overall design direction, to participate in publicity planning and so on. With the continuous development of society, the museum exhibition ushers in a period of rapid development. This opportunity, if we can grasp it, will certainly greatly promote the museum related work.

### 2.3 Optimize the supervision of the exhibition work and give full consideration to people's views and feelings

Museum exhibition is a kind of cultural spread, which not only bears the burden of people's spiritual needs, but also bears the historical task of cultural transmission. In fact, with the advent of the information age, we have ignored many things around us, such as family feelings, traditional culture heritage. In general, due to the continuous development of science and technology, people's lives are increasingly rich, and activities are dazzling. People have ignored the task of an understanding of history and cultural heritage. If we want to exert the impact of the museum exhibition, we must consider from the perspective of the audience and attract more viewers, transmitting the historical culture to more people for the completion of the task. It is undoubtedly important to control the quality of the museum's exhibition itself, but we also need to consider from the perspective of the audience, because some demands of the designers, experts may not be able to meet the demand of the public. In order to better complete the task, we need consider more from the point of view of the audience.

In order to attract more viewers, good publicity is essential. However, it can only make more people know the museum exhibition, and the real way to attract audience is still to stimulate curiosity and interest of the audience for the museum exhibition. For example, propaganda can be made through a number of photos. Of course, this is built on a good plan of theme ideas, exhibitions and decorative design. During their enjoyment, in addition to the appreciation of cultural relics and learning the relevant historical knowledge, people can feel the atmosphere at that time as well indispensably, which can help the audience to produce immersive feelings and have their own understanding of our history. For example, for the exhibition of wars of resistance against Japan, the Fascist War, as well as the Opium War, the entire display design and decorative design played a contrastive role in the audience's mood so that the audience can realize people's desperation for lives, desire for peaceful life and hate for the wars at that time. After a very long period of time, it may be difficult for people to feel the scene at that time. After all, some historical events have been far away from our lives. Therefore, it is quite common for people to have difficulties in understanding the situation. The museum exhibition needs to be optimized for this kind of problem. It should consider the emotions and experience of the audience from a number of aspects to create a corresponding environmental atmosphere.

Of course, good exhibition is inseparable from the supervision of the relevant personnel. Supervision work is like a mirror, which always reflects one's advantages and disadvantages. During the construction of museum-related work, the staff often sees the problem from their own point of view. This will inevitably lead to the bias of the assessment. Therefore, in order to promote the normal operation of the museum, it is necessary to set up a supervisory department to make a more fair assessment of design for display and decoration of the museum exhibition.

In fact, with the continuous improvement of living standards, people will have growing demands in the spiritual level. The museum exhibition is a way to meet people's spiritual needs. With the passage of time, the museum exhibition

has become a way for a considerable part of the people to meet the spiritual needs. Their requirements for the museum exhibition are getting higher and higher. It can be said that it is imperative to innovate and optimize the work of the museum exhibition, and the exploration and research of museum exhibition and decoration design related work has certain research value and research significance. The significance of history for our lives lies in our taking history as a mirror. To improve the quality of the museum exhibition will help people to commemorate the history, to take history as a mirror, and to comprehend history from their own point of view. I believe that with the efforts of the relevant staff, the quality of the museum exhibition related work can be improved, which provides people with more spiritual enjoyment.