



Exploring the Enlightenment of Excellent Traditional Chinese Cultural Thoughts on Art Management

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ABSTRACT

This paper analyzes the excellent traditional Chinese cultural thought of Confucius's individual theory and explores the enlightenment of ideological culture through the path of art management. In the thousands of years of traditional culture collated and compiled by Confucius, there is a very deep cultural heritage and rich management thoughts. Humanistic management is to define the manager himself as the priority management object, not just from itself, and ultimately pursue the unity and harmony of the subject and object in the management process.

Keywords: Art management, traditional cultural thought, managers, artists

1. Introduction

With the development and progress of the social environment, people's demand for art is gradually becoming popular, and aesthetics and requirements are gradually rising. Therefore, cultural industry groups at all levels and the art performing arts market have a large demand for art management talents, and have more comprehensive requirements for the overall quality of art managers. This involves the management of things and people. It is a profession that requires a high level of comprehensive work ability. When studying the excellent ideas in traditional Chinese culture, it can be well applied to the field of art management and improve the way of doing things for art managers.

2 Research objective and intention

This article is mainly inspired by the excellent ideas of traditional Chinese culture to explore and study the management of Chinese art. By comparing the differences in Chinese and Western art management, we can better combine the management methods of the two to provide reference and help for art managers, so that they can combine local cultural thoughts with Western management system and learn it at the same time (the current teaching materials are mostly Western cultural systems).

3. Comparison of Chinese and Western Management Ideas

In the current global cultural education system, management is an independent discipline. It was first born in the management practices of Western capitalism since the industrial revolution. It was marked by the "Principles of Scientific Management" published by American Frederick Taylor in 1912. It has been only 100 years since but throughout the management academia, its management thoughts and management theories have been an important spiritual achievement of the development of human civilization. At the same time, because of the establishment of management, Taylor was regarded as the "father of scientific management" by his colleagues in the West, and became the highest honor in management circles.

1) Tracing History

As early as 427 BC - 347 BC, the Western philosopher, politician, and educator Plato used his broad vision and thought in the book "Utopia," starting from the Angle of the rational and logical, with justice as the theme put forward a series of higher requirements for the selection of city-state rulers. This had a decisive influence in the history Western thought development.

Chinese management ideas and theories can be traced back to the Five Emperors and three Dynasties from about 3,500 - 4,500 years ago. Confucius used his life's energy and his strong sense of national responsibility and mission, to organize and compiled 2,500 years of traditional culture since the Five Emperors and three Dynasties, which is now called the six classics of ancient culture.

2) Comparison of Chinese and Western Management Thoughts

From the early Chinese and Western cultural classics, we can see that both management ideas have thousands of years of history. Western modern management thought is directly generated from the practical experience of the capitalist industrial revolution, and is deeply influenced by its scientific and rational culture. Therefore, management in the West is essentially changing with the development of the times, focusing on "administration". The basic science has gradually transitioned to the management of people.

However, the essence of Chinese management thinking derives from human-oriented management thinking starting from "managing people", taking people as the main goal of management and as the basic object of management, and achieving effective management of things based on the management of people.

3) Complementation of Chinese and Western Management Concepts

At present, most of the textbooks related to management in China are dominated by Western cultural system. In fact, China's excellent traditional cultural management concepts are more worthy of our reference and exploration, and are more suitable for the management and development of our nation. While learning advanced Western management concepts and methods, we should be good at integrating the excellent thoughts of Chinese traditional culture into the process of art management to guide and integrate the human-oriented management concept and the service-oriented management concepts of the two cultures to achieve a complementary advantage through combination.

4. The Embodiment of Excellent Traditional Chinese Cultural Thoughts in Art Management

Chinese civilization is the longest-preserved civilization in the world today, and Chinese culture is also a culture that has been inherited and developed continuously from ancient times to the present day. Therefore, several important management concepts of Confucius in "The Analects of Confucius" are listed to explore the humanistic realm displayed by Confucius' cultural thoughts in art management, and help us to open the door of Chinese art management more effectively when combining Western rational management concepts.

1) The Thought of "Loyalty and Forgiveness" in Art Management

In the process of art management, the thought idea of loyalty and forgiveness is mainly reflected in the relationship between people. Its characteristics are manifested in the fact that the objects under management are basically artists with strong artistic personality and innovative consciousness.

The principle of "loyalty" in art management is embodied in being loyal to one's work, being honest with oneself, and being honest with others. From the perspective of cooperation between Director Feng Xiao gang and Huayi Brothers, neither of them are the only partner and they are closely linked together. Both parties have their own jurisdiction over the film art, and can share the common risks at the same time. As a director, Feng can push the distribution risk of the film to investors, but he links the commercial risk of film distribution to his own box office. It fully reflects that the two sides have developed together because of their loyalty to the film industry, sharing the honor and disgrace, and jointly taking the risks brought by the creation and commercial promotion.

In Chinese culture, the expression of "forgiveness" is more clear. The word "forgiveness" is composed of the word "like heart", which means to feel for one another. Art managers are required not only to have inherent qualities but also to have good professional ethics. For example, Mr. Wang of Huayi Brothers mentioned and affirmed the artistic value of Director Feng Xiao gang in the company's IPO prospectus, and pointed out that the company depended on Director Feng and agreed Huayi Brothers belongs to the three of them. It can be seen from this that as the leader of the art management organization, Mr. Wang has given full support and affirmation to the artists under the company, which shows that art managers should get along with the artists with a forgiving heart and think in the perspective of others.

Therefore, the "ideology of loyalty and forgiveness" has given us a very effective method in art management. It provides an orderly management for art enterprises in art management institutions. As a management art that regulates the relationship between people, it has paved the way for the better development of art enterprises.

2) The "Doctrine of the Mean" in Art Management

Throughout Western Management Theory, the five major functions in work are planning, organization, leadership, control, and problem solving. At the top of the list is planning. Everything should be planned in advance. Therefore, managers should have the ability to predict, the strategic management ability to strategically think in planning, and the ability to keep pace with the changes of social environment to timely formulate and adjust the operation and management strategies of the art institution or organization. As the saying goes, "plans do not change quickly." Under the conditions of the overall situation, we need to adapt to and understand the way of contingency. We should not only consider the internal factors and external conditions of things, but also predict the advance and retreat, and be able to grasp the correct scale of dealing with things from the actual environment. Comprehensive consideration should be carried out according to time, place, event, form or situation, so as to give proper play to the subjective initiative of art managers and keep the art team in a relatively harmonious, peaceful, and moderate state.

Art managers are faced with many emergencies at the operational level of actual management work, so they need to deal with problems flexibly. For example, when Mr. Zheng Xinwen, a leading arts management professional, was planning the Hong Kong Arts Festival, he invited an internationally renowned cellist to perform. According to the advance regulations, in addition to providing a business class for the artist, a seat for his cello was required. Under normal circumstances, artists will keep their cello with them. But the artist requested a business class seat for his cello, which was beyond the management budget. In the end, after negotiation, a person trusted by the cellist was appointed to "accompany" him to take the economy class with his cello. The final arrangement greatly reduced the original economic expenses and successfully solved the problem smoothly.

Through the above cases, we can realize that Mr. Zheng Xinwen is balancing the needs of artists and the financial budget. As an excellent art manager, he should not only try his best to provide the best quality environment and service for artists, but also consider the balance of income and expenditure. Art managers often break the original system and create new ones for artist' creativity. How to resolve contradictions is a great challenge for art managers as they are required to respond in a timely manner using their rich practical experience, contingency thinking and a pragmatic attitude. While at the same time, be humanized and flexible in terms of methods, follow the rules and characteristics of the artist's creation, pursue the sustainable vision of the group or organization for development, and apply the "Doctrine of the Mean" to art management to guarantee the harmonious development of local and overall changes in things.

3) "Harmony without Uniformity" in Art Management

Whether it is the organizational structure of art institutions or the role of art managers, there is also a reasonable arrangement for different art forms to develop harmoniously and mutually. All of these reflect the role of "harmony without uniformity" in a team.

Art institutions have their own organization and team division of labor, department types, and the relationship between personnel and departments. According to the different responsibilities of different departments, employees of different ages, genders, personalities, and educational backgrounds can be "different." This is the basis for the art work team to play with higher efficiency, and is also the prerequisite for the formation of the art team and maintaining harmonious development.

From June to July 2021, a series of art activities under the guidance of Xi'an Qujiang Cultural Industry Development Center will effectively present "harmony without uniformity" in the form of cultural and artistic management expression. In the art of art, Xi'an Joy City Culture and Art Festival invited a unique and responsible group of artists in life to integrate the three different artistic expressions of "Word Tour-Rebirth-Expressing Ideas":

Chinese Characters Art Design Invitational Exhibition-Ziyou Design Exhibition tries to explore the design cultural value and artistic boundaries of Chinese characters through artistic design, or express them as fashionable visual symbols, or return to poetic characters and graphics. Through this exhibition, I hope more people can know about Chinese culture in design, understand the relationship between words and era, navigate between Chinese characters, experience the aesthetics of the era of Chinese characters, and let art and cultural design truly integrate into our lives. Connect art and culture, history and modernity, so that artistic ideas can spread and continue.

Nowadays, the way of writing records has undergone a revolutionary change. When we type words on the keyboard like flying, we are also facing the dilemma of "lifting the pen and forgetting the characters". New technologies continue to impact traditional art, but it can't erase the rich cultural and artistic characters that walked into the memory palace and aroused the memory of Chinese characters in our heart. The themed exhibition is jointly created by the works of six visual artists. Meanwhile, the middle area takes the form of a salon as an interactive function, presenting an opportunity for rare young people to share and exchange, covering six categories: brand, poster, packaging, new media, visual, and artistic derivatives.

The exhibition of cutting-edge art works—is to move the works of the graduates of Xi'an Academy of Fine Arts from the campus on to the scene using art as a window to render more audiences. Compared with those already influential contemporary artists, this art festival is even more valuable for the new generation power station, with "new birth" as the theme, inviting new avant-garde artists to conduct in-depth discussions from flowing visual expressions to new perspectives, thereby presenting an artistic visual feast for the audience.

Urban Humanities and Art Forum brings Artists together and talks about artistic connotation, city dialogues, connecting the city's culture and art design, rejuvenating the imprints of words from memory, the name of art, and the future of art and urban culture. In order to continue to dig into the cultural and artistic content, demonstrate the attitude of cultural inheritance, update and shape the city's history and culture, Xi'an Joy City will also hold a series of art and cultural activities through the master's lecture hall. Art incubation, forums, salons, exhibitions and other modes will integrate intangible cultural heritage, avant-garde art and other elements. The in-depth exploration of the multiple possibilities of youth culture, and creating a gathering of "rare youths" for youth art consumption and cultural exchanges land.

This art festival successfully integrated "different" diverse arts into the public life "harmoniously" through the urban atmosphere of time and subtly influenced the people around. From another aspect of art management, it highlights the effective application of "harmony without uniformity" in art management.

5. Conclusion

We must keep pace with time, comprehensively examine the needs of time, and stand in the perspective of Chinese art management development to learn and incorporate the advantages and strengths of Western management theory and science. The discipline of art management covers a wide range of levels, and its thoughts and concepts run through both China and western countries. It requires art managers to accumulate and master various professional skills, which requires high comprehensive quality and coping ability. We should combine Western "things-oriented" rational management system with China's excellent traditional cultural thought of "people-oriented" to every link of art management so that China's art management system has its own perfected system and feature.

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