

Shawn Li

Research Methods

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Preliminary Research Proposal

I really interested in visual arts and gallery, I think the reason is about my undergraduate major. My undergraduate major is fine arts, in the process of learning I have strong interested in visual arts and how to disseminate it. In my opinion, visual arts is different from auditory art, visual arts can be seen and touch, emphasize authenticity. if we want to understand the means of visual art by our eyes, we must be able to understand and feel the visual language in a certain extent. This is a very interesting process, as we want to gain the English reading and writing skills, we have to understand the relationship between vocabulary and grammatical.

I always focus on development of commercial galleries and how it works, I noticed that a lot of the gallery are concentrated together, some of them slowly and gradually formed a art district, some galleries have also become a major part of an art district. So, there is a close relationship between the galleries and art district, also gallery impact the development of an art district.

For my research question, it is “How art district industry impact the gallery development?” What is art district? In my opinion, art district composed of contemporary art, architecture space, cultural industry, historical and city living environment.

For example, Beijing 798 Art District. Factory 798 is to be found in Beijing's

Chaoyang district. It is not the easiest place to find, nestled, as it is, among the crumbling industrial compound of Dashanzi, a nest of factories and residential blocks built in the '60s, according to Bauhaus principles, in partnership with the former German Democratic Republic. As the fusing of the cultural and economic now defines cities within the post-industrial economy, Beijing is recognising the symbolic importance of the arts within its financial system and urban image construction. The campaign for and establishment of the arts district demonstrates not only a political awareness of the economic power behind cultural districts, but also the increasing pluralisation of power within Chinese society.

There are lot of 70 odd assorted studios and galleries scattered throughout the compound, and they range from artist-run exhibition spaces, like the Hart Centre for the Arts, some single artist studios, and extend to elegant commercial ventures, promoting the visual arts to China's rapidly expanding middle classes, like Gallery Continua from Italy, bringing artists such as Daniel Buren and Amish Kapoor to a mostly unfamiliar public. There are also fashion design houses, commercial photographic studios, performing arts spaces and bookshops.

In addition to art institutions, also including home furnishing, fashion store, bar, restaurant, cake and other service industries. On the basis of the original historical and cultural legacy protection, the original industrial buildings were designed and redefined, bring the new concept of creative understanding for the construction and the lifestyle. These vacant factory by redesigned and rebuild, itself has become a new architectural works, the “new” factory are both have practical and aesthetic, these new

elements are injected into these old factories. 798 has evolved into a cultural concept, have a strong appeal to all kinds of professionals and the general public, and there have a big impact for the city culture and living space concept.

Chinese gallery industry has experienced only ten years of development, as a new format is very fragile. Auction companies began trying to private sales, market share further and misuse of the gallery. The gallery industry faces challenges and more than that. The strength of the overseas institutions continue to enter, let the competition suddenly intensified; the emergence of new media, online gallery appear like bamboo shoots after a spring rain, the fast transmission speed and low cost advantages, also let entities Gallery suffering from shock. At the same time, the art fund, art brokers also let Gallery development way worse.

Thus, the unique development mode of art district made me interest with the commercial gallery, made me think about the relationship between the commercial gallery and art district. Gallery as the major part of art district, art district development must affect the commercial gallery which is in this art district, also affects the performance and the volume of commercial galleries and their survival status.

According to my previous assignment, I get more knowledge about my topic, from these assignment, I understand that more venues are used as cultural spaces, highlighting their distinctive locality and cultural values. I think cultural space is a space constantly for cultural activities and can play a big role in revitalizing local culture. It is a living organism, whose characteristics change along with the changing

times.

I have read a paper which is from a AAD student, *Management Strategy for Songzhuang Culture and Creative Industry Cluster* (2012) , the author is Nan Yang. The paper is under the key words of Culture industry, Culture and creative industry, Creative and culture cluster, Songzhuang. The purpose of the research capstones is to discover the development strategy for the cluster and provide suggestions for Songzhuang future development, and discussion about the current management model in SCCIC provides more specific evidence in determining what kind of management model is suitable for SCCIC.

The research question for this paper is “Under the Capital Art District plan, how could SCCIC economically and culturally develop better?” The author study literature review, and considering the current situation in China, the author has identified three concepts as important to evaluating management strategies in Songzhuang: the management model of the cluster, and the context for the public and private sector, the author analyzed the degree of public sector participation, one can determine if the policy is effective and if the financial support is sufficient. The author also analyzed private sector involvement provides information about its investments and what the benefits are for both the private sector and art district. Discussion about the current management model in SCCIC provides more specific evidence in determining what kind of management model is suitable for SCCIC.

After read this paper, I realized that the development of art district and the city policy development are inseparable. I am thinking about the cultural shift in Chinese

urban policy and the global utilisation of arts districts in urban image construction, and how the area is both a result of and an influence on gallery in this area. I think creative city is currently the best model for urban values and development. Combining the creativity of arts and culture to urban regeneration may be a start of such city.

According to these material I have read, I have decided three research methods for my project research.

Case study

The first method I choose is case study. Case study is a research method involving an up-close, in-depth, and detailed examination of a subject of study, as well as its related contextual conditions. Case-study research can mean single and multiple case studies, can include quantitative evidence, relies on multiple sources of evidence, and benefits from the prior development of theoretical propositions. Case studies should not be confused with qualitative research and they can be based on any mix of quantitative and qualitative evidence.

Beyond decisions about case selection and the subject and object of the study, I think decisions need to be made about purpose, approach and process in the case study. Then approaches are delineated, with a principal choice being the study is to be multiple, and choices also about the study is to be retrospective, and it is possible to take many routes through my research.

For my research, I would choose two cases to as my case study, The purposes of case study are first identified, I think case study is very fit for my research, because

There are many famous art district in the world, for example just like I mentioned Beijing 798 Art District, New York SOHO Art District, these well known art district in the world are worth doing research for my case study. I would like to comparing the two art district in various aspects, such as their city background, policy support, historical of this art district, and how this area become a art district slowly, and how it to evolution, the development model and development scale of the Arts District, also can comparison and analysis.

For a case which I choose, SOHO art district I have never been there, but I will be there visit it and for my research. I looked up some information, let me have the general understanding of SOHO art district. SOHO is a neighborhood in Lower Manhattan, New York City, which in recent history came to the public's attention for being the location of many artists' lofts and art galleries, but is now more noted for its variety of shops ranging from trendy upscale boutiques to national and international chain store outlets. The area's history is an archetypal example of inner-city regeneration and gentrification, encompassing socio-economic, cultural, political and architectural developments.

These are all international cities, The same position in the world, and the both are same art developed city. So the similarities between the two cities is very conducive for my case study. I have read a article *An exploration of Beijing 's 798 district and its implications for contemporary urbanism*(2008), Jennifer Currier, the author thought, as the two areas shared only the global trait of art-filled industrial spaces. With 798' s preservation, there was a stronger parallel. In the Rockefeller-inspired plan for Lower

Manhattan, the warehouses and working-class neighbourhoods were to be demolished in favour of a centralised financial area. Instead, a successful campaign was waged against the development in the name of ‘historic preservation and the arts’, and in 1971 it was proclaimed an art district. Yet this was not necessarily a success for culture over capital; it was really another means to recapitalise Lower Manhattan. Now, 798 has also been declared an area in which to promote the arts and preserve architectural and industrial heritage. As people continue to liken 798 to SoHo, will the space actually follow the same gentrified trajectory? If so, the difference will be the speed at which it takes place.(p260-261)

Survey

Second method i choose is “Survey”. Survey methodology studies the sampling of individual units from a population and the associated survey data collection techniques, such as questionnaire construction and methods for improving the number and accuracy of responses to surveys.

And i also have learned the knowledge of survey methodology on the book *The Essential Guide to Doing Your Research Project*(2010). Zina O’ Leary. I know the survey is the process of collecting data by asking a range of individuals the same questions related to their characteristics, attributes how they live, or their opinions through a questionnaire. And surveys can reach a large number of respondents; represent an even larger population; allow for comparisons; generate standardized, quantifiable, empirical data; be confidential and even anonymous.

For my topic, I would like to choose the people who visit the art district for my survey target. I will go to the Beijing 798 and New York SOHO, to do face to face surveys. I know it can be lengthy and expensive, and limits geographical range, does not assure anonymity or confidentiality, and requires my training. But I think is good response rate, and allows rapport and trust to be established, also can motivate respondents, allows for clarification, prompting, probing, and the reading of non-verbal cues.

I will divided into four stages for my survey methods.

1.Prepare:

- To confirm the topic, consider the principle is: the necessity; creative; feasibility; appropriate.

- Clear the task of topic, object, purpose, requirement and meaning.

- Consideration of design survey scheme, to determine the survey method. (questionnaire), Concentration the survey content. The formulation of the outline, questionnaire.

This part more like plan my survey, I will focus on the relationship between art district and gallery, use questionnaire ask visitor question their opinion in the street, according to visitor understand the views and opinions on art district.

2.Research

- Sorting the data, check the data, make the data classification, make the information systematic.

- Analysis of the data, draw a conclusion or verify the hypothesis.

3. Analysis

- The principle authenticity is the most fundamental requirement in research.
- The principles of accuracy, accurate description of the facts, especially data.

This part is time to see what my data yields. Survey will be analysed statistically, and I will need to engage in thematic analysis for any open-ended questions.

I made some survey questions as a data collection tool for my survey.

1. Your gender:

A men B women

2. Your age:

A Under 20 years old B 21 - 30 C 31 - 40 D 41 - 50 E 51 - 60 F Above

60 years old

3. Your education level

A Primary school B High school C Undergraduate D Graduate

4. What is your motivation and purpose for come art district?

A Because there is famous B Buying art, crafts C Visit, experience the artistic atmosphere D To observe the work of art, artistic creation E Follow the forefront of fashion, the trend of information F other

5. What art form are your most interested in this art district?

A Painting B Photo C Sculpture D Behavior art E Equipment F other

6. How long do you stay in this art district?

A One to two hours B Two to five hours C Five to 10 hours a day D For

more than a day

7. Would you buy something in art district?

A Yes B No C Determined by price

8. What did you gain in this art district?

A Open up horizons, experience a variety of culture B Enjoy, feel the atmosphere of art, and feel the contemporary art, experimental art C Exchange experiences, learn the art knowledge D Understand the connotation of culture and art, learn a lot of knowledge of culture and art

9. What are you not satisfied with the place of art district?

A Showpiece content too commercial, the lack of art B Traffic inconvenience C Sanitation is poor D Marketing is not enough, need more public E The lack of explanation on exhibition art F The lack of overall planning of art district E Other

Interview

The third method I choose is interview. The qualitative research interview seeks to describe and the meanings of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say. A qualitative research interview seeks to cover both a factual and a meaning level, though it is usually more difficult to interview on a meaning level. (Weiss, 1994)

According to read the book *The Essential Guide to Doing Your Research Project* (2010). Zina O' Leary. I know that interview method will help me find out first hand how the interviewees genuinely feel.

Advantage for my research:

- Allow me to develop rapport and trust
- Provide me with rich, in- depth qualitative data
- Allow for non-verbal as well as verbal data
- Are flexible enough to allow you to explore tangents
- Are structure enough to generate standardized, quantifiable data.(p.196)

For my research, in order to identify the relevant factors of art gallery and art district, I would like to use the qualitative approach based on in-depth interviews, was chosen as the most appropriate given the exploratory nature of the research. I think this can allows me for the collection of fairly complex data and permit me to explore the interviewee's cognitive, emotional with what they are think about the relationship between the commercial gallery and art district, thus capturing the complexity of the interviewee world and obtaining a holistic view of the phenomenon.I would like to comprises some of commercial gallery executives and some of executives from Beijing 798 art district.

I made a interview questions for gallery as a data collection tool for my interview research.

What is the education background of gallery owner?

How much for investment founded gallery?

What is the gallery's main source of funds?

What is the way for cooperation between gallery and painter

How to discovery the new artist?

How to promote the painters?

How art district industry impact the gallery development?

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