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Research on the Development and Cultural Ecology of Contemporary Art Book Fair

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Abstract: *As the external window of artist books and independent book publications, Art Book Fair has become more and more open and dynamic in recent years. Its expression of self spirit and extension of life ideas have attracted the attention and favor of the audience. Exploring the development, structure and cultural ecology of Chinese art book fair and revealing the development logic behind art and design publications will help to explore the benign development path of Art Book Fair in the modern context, and then provide enlightenment for examining the richness and differences of contemporary art ecology.*

Keywords: *Art Book Fair; Independent Book Publishing; Art and design; Curating; Cultural and creative industries*

Introduction

Art Book Fair is a new exhibition combining art book exhibition and independent book publishing Expo. It is different from traditional book exhibitions and creative fairs. It mainly focuses on art and design publications and promotes Chinese local art book and independent book publications through exhibition and sales, dialogue and exchange, award-winning research and other ways, Build a communication bridge with international publishers and institutions, encourage the free expression and exploration of art in the vast space with "book" as the carrier, and show the unique discourse and style of the times of contemporary art creators and art publishers.

Development of Contemporary Art Book Fair

Art Book Fair and Independent Book Publishing: a Case Study of China

Since art book fair focuses on art and design publications, its emergence and rise have always been accompanied by the development of independent book publications in China. The birth of Art Book Fair also provides a broader vision and exhibition platform for independent book publications. The two are complementary and develop in coordination. China's independent book publishing has a long history. In a broad sense, independent book publishing is independent book publications. It can be seen that the "floating like a relic of independence, eclosion and immortality" and the "independent spirit" mentioned by Su Shi, a poet of the Northern Song Dynasty, have a fairly solid cultural consensus in China, especially in the Northern Song Dynasty, It is a self attitude that is not consistent with the world's emotions and secular affairs. It is an important

emotional trend in Chinese culture. Therefore, it can be called independent book publications as long as it is different from the mainstream ideas and opinions and recognized by a certain group. For example, the new youth founded in 1915 and the weekly review founded in 1918 can be classified into the category of independent book publications. This broad independent book publishing has emerged in large numbers in China since the 1960s, It is mainly expressed in the form of independent newspapers and magazines. In the narrow sense, independent book publishing is not only the concept of "independence", but also the operation experiment of concept content and form carrier in how to integrate the independent spirit and ideal into the publication. The form, printing and binding of the carrier are more diversified, and a variety of "books" appear. Therefore, this kind of independent book publishing in a narrow sense is also called artist's letter or art and design publication.

On the one hand, China's art and design publications are the necessity of the vigorous development of independent book publications. On the other hand, they are also the popularization of art and design consciousness and professional ability. Along with them is the external display window of art and design publications: the birth of art book fair. At the international level, the earliest large art book fair was New York art book fair, which began in 2006. The independent art bookstore printed matter hosted a three-day New York art book fair, creating an example for independent book publishers, art institutions and book designers all over the world. The first New York Art Book Fair was held in Dia space, Chelsea, the art concentration area in New York. 70 exhibitors, in addition to Europe and Japan, were mainly from independent book publishing and individual artists in the United States. The New York Times commented in its report that year: "When you think that independent book publishing will be as short-lived as any other independent movement, the freedom, popularity and popularity of New York art book fair, which opened yesterday, confirm that you can ease such concerns. Independent book publishing outside mainstream publishing still shows its importance and particularity." Then, in 2009, Tokyo Art Book Fair began in 2010, Los Angeles Art Book Fair, Toronto art book fair, offprint, London art book fair, offprint, Paris art book fair, Vancouver Art Book Fair, Seoul art book fair, and then Singapore Art Book Fair, which has gradually become active in recent three years. At present, more than 150 art book fairs have been held in cities around the world. The earliest large-scale art book fair in China was dreamerart book fair hosted by dreamer factory in 2015. In 2016, dreamer Factory Co hosted ABC (art book in China) art book fair with Shanghai 21st century Minsheng Art Museum. Later, ABC (art book in China) was used as the name of the book fair, and the organizer dreamer factory was later renamed "ABC official". In addition, Shanghai Art Book Fair, Hong Kong Art Book Fair, Taipei Art Book Fair, Chengdu Art Book Fair, Hangzhou art book fair and Xi'an Art Book Fair have also been carried out one after another.

Development Opportunities of Art Book Fair

Market Orientation: the Market Demand of the Long Tail Minority

Chris Anderson's long tail theory points out that seemingly "niche" low demand products can obtain amazing market share under the condition of wide enough circulation and display channels, which is comparable to or larger than the mainstream market. Due to its vertical domain segmentation, art book fair naturally targets a diverse and small group, and its audience is insignificant compared with that of mainstream publications and traditional book exhibitions. However, because art book fair's exhibitors are mainly studios, and art and de-

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sign publications are usually produced in small quantities and semi manually, the mode of "production direct sales" has been formed, On the one hand, it avoids the cumbersome process of mainstream publishing. On the other hand, it "sells as much as it is printed" and prints on demand, which is convenient and fast. It realizes the high circulation of art and design publications and can enter the market faster. It has obtained a considerable market share through the display platform of art book fair.

On the other hand, China has made great efforts to develop cultural and creative industries. Since 2000, cultural and creative industries have experienced awakening, breakthrough, outbreak and maturity. Art book fair, as a force of original culture and art, has also received policy support and social attention. It has taken advantage of the prosperity of cultural and creative industries and art undertakings, and has been widely recognized in art The field of design and publishing has gradually established a unique influence.

Moreover, under the impact of digital media, the creative power of the paper media market is booming. Being unconventional will inevitably lead to the obsolescence and stagnation of the forms and concepts of paper media carriers such as books, and affect the development of the paper media ecology that has been impacted by the digital media era. Take the photography books that are common on Art Book Fair as an example. In normal photography publications, they often pursue high-precision performance and look and feel as consistent with the real scene as possible. However, the high-precision pictures printed on the books still can not compare with the high-definition performance on the screen, and the photography books seem to be a dead end. However, the independent book publishing photography book on art book fair shows different wild vitality: weakening the effect of digital printing and strengthening the temperature of manual texture, that is, it no longer pursues the reproduction of photography content, but establishes a guiding thinking space through the form and structure of books, Or through letterpress letterpress letterpress printing or risograph hole printing and other handicraft forms to enhance the texture of photographic drawings, present the original intention, thinking and significance of photography in various ways, issue a hidden struggle against the increasingly homogeneous digital era, and create an immersive image time and space. Art Book Fair is the voice of independent spirit and the exploration and display of the original design of paper media with the carrier of "book", which has successfully won a warm paper media creative market.

Since art book fair focuses on the exhibition and sale of art and design publications, the opposite is similar paper media products, i.e. mainstream publications, and digital publishing. Mainstream publications are often guided by economic interests. In order to ensure printing efficiency, cost and circulation, they have a more limited and conservative attitude towards the innovation of form and concept. They have a set of mature but regular rules from cover to content, from visual design to folio paper. Art and design publications break the traditional limitations through diversified printing methods, changeable book forms and informal format expression. They have a strong experimental nature, explore various possibilities of books and printing with a positive attitude, and ensure the vitality and enterprising spirit of books and printing as a cultural carrier. As far as digital publishing is concerned, the art and design publications displayed and sold by Art Book Fair have the limitations of high cost and low output. However, compared with the copyright protection problem that is still difficult to solve in digital publishing, art and design publications are difficult to copy. Creativity and formal concepts have become the unique advantages of art book fair.

Technology Orientation: Promotion of Communication, Art Design and Publishing Technology

The development of Art Book Fair is inseparable from the support of communication technology. The powerful digital media platform expands the radiation of the book fair to the whole country and even the world, lays a long tail foundation for the niche of art book fair, and widely explores the potential audience of art book fair. Take abC (art book in China) Art Book Fair as an example, and promote the three dimensions: the first dimension is the publicity and publicity of the exhibition main body, such as through official account (artbookinchina.com), official micro-blog / WeChat public number (abC Art Art), publicity and promotion, the first publicity is to recruit booth as the main purpose, after the booth is confirmed, the book exhibition is organized as a whole. Comprehensive coverage and publicity of exhibitors, invited guests and activities; The second dimension is the reporting and publicity of the cooperation between the main body of the exhibition and the media, such as the surging news of online media, the fashion magazine dazed China, art business, City Pictorial, the Japanese magazine wooly, the international media China Global Television Network (cgtn), etc., which carry out domestic and international publicity through multiple channels; The third dimension is through the spontaneous publicity of exhibitors. The publicity of exhibitors for the purpose of improving their self-awareness also plays a synergistic effect, further tap potential audiences and help art book fair.

In addition, the development of art and design technology and the diversification and popularization of publishing technology, that is, printing and binding, are also the solid foundation for the development of art book fair. In terms of art and design, it is mainly reflected in the popularity of design education and media. Although it has not reached the level of "everyone is an artist" and "everyone is a designer", more and more people are exposed to art and design, and can express their aura through hand-painted and board painting, and then be presented and circulated through rich printing and binding technologies, Realize the self aura of "mechanical reproduction era".

Humanistic Orientation: Minority Aggregation and Audience Fans

Contemporary society is an era of audience with distinctive personality. The audience's subject consciousness and dialogue consciousness are constantly strengthened. It has the emotional needs of highlighting personality and shaping self and strong cultural consumption demands. Art Book Fair complies with the trend of audience diversification, based on more and more detailed vertical fields, and faces minority groups with clear interests and personality. The subdivided minority groups realize minority aggregation through art book fair's platform. On the one hand, they become viewers and readers of the exhibition, and on the other hand, they also become aesthetic recognizers and product consumers of the exhibition, In this dual identity, it shows the tendency of fans. The audience of art book fair can be divided into the following groups: first, subculture lovers with clear ideas and distinct interests, mainly teenagers, with high consumption ability; Second, art professionals who love art and design and pursue formal beauty and expression, mainly artists, designers, illustrators and art students in school, have high aesthetic ability and occupy the main body of the audience; Third, media and publishers, often in-service media and publishing workers, have an attitude of learning and communication and are keen on communication and discussion; The last category is family visitors. Parents generally have educational purposes, while children choose intended products through their interests. In short, art book fair establishes communication and contact through the strong cultural and psychological identity

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of the audience. The audience itself is synonymous with pioneer thought, artistic atmosphere, design beauty, cultural consciousness, innovation consciousness and love for life, which makes art book fair have extremely high brand stickiness and the audience has become a loyal fan of art book fair. Cultural media diversification, audience diversification, individual consumption differentiation, and paper media reading heterogeneity... Art book fair, as a small and long tail cultural and creative activity, is bound to be recognized and welcomed by contemporary people.

Structure and Composition of Book Fair

Exhibitors and Exhibitors

Art Book Fair's exhibitors are often independent art bookstores or independent book publishing studios. For example, banana fish bookstore and fake magazine, the organizers of unfold Shanghai Art Book Fair, are self publishing institutions dedicated to art independent book publishing. Banana fish bookstore is the first bookstore based on independent book publishing in China. It was founded in 2010 by Sophie and Guan Wei. It began with blog sharing, then microblogging, and finally officially founded. "Banana fish" is the protagonist of an article in the nine stories by American writer J.D. Salinger. It is a rare and beautiful virtual creature. The founder Sophie believes that the name "banana fish" represents the characteristics of books sold by independent bookstores. Fake magazines also began with blog sharing, so they are called "fake magazines". However, since the establishment of paper fake magazines in 2011, "fake magazines" has become the name of an independent book publications and the name of the fake magazine independent book publishing studio. Let's look at abcart book fair. The organizer dreamer factory is also an independent book publishing studio dedicated to self publishing, which takes books as the project carrier to explore the expression of artistic creation.

At present, the focus of Art Book Fair is basically in municipalities directly under the central government and provincial capital cities, relying on the aggregation and cultural inclusiveness of big cities to attract and cultivate audiences. For example, abcart Book Fair is held in Beijing and Shanghai, babart Book Fair is held in Shanghai, Chengdu, Nanjing and other provincial capital cities, booked Hong Kong Art Book Fair, unfold Shanghai Art Book Fair Hangzhou art book fair and others are held in named cities.

There are more exhibitors. In addition to the independent book publishing institutions that account for the majority, there are also photography studios, music studios, publishing houses and printing institutions, as well as some individual exhibitors such as photographers, illustrators and designers. In the early stage of art book fair, there were only a dozen exhibitors, but in recent years, art book fair, exhibitors have been in short supply, exhibitors are increasing, there are more and more new art studios and independent book publishing institutions, and Self Publishing and art and design publishing have embarked on the road of benign development.

Artist Books and Independent Book Publications

As an exhibition of artist books and an exhibition of independent book publishing, the main body of Art Book Fair is naturally artist books and independent book publications. Artist's book and independent book publications are interpreted as "zine" on Wikipedia, which is the abbreviation of "fan zine". It comes from the science fiction created by Russ Chauvenet in October 1940. In the 1970s, punk music and film culture lovers ex-

pressed and spread their love for underground music and film culture by making "fan zine", It can be literally understood as fan magazine. Such "magazines" often refer to booklets with less than 1000 pages, small-scale dissemination, font printing and distribution, and for small groups. In fact, the artist's book and independent book publications at the book fair have broken through the form of "booklet". Various forms of handmade books, printed materials and records have been given the concept of "book". Various carrier media such as special paper, acrylic, plastic and cloth, and various printing methods such as letterpress and risograph have made "book" an experimental medium, Exploring the expression of different languages, showing the boundary of thinking. Due to independent book publishing, artist books and independent book publications can ignore the "conventions" of series a standards in format without considering cost, circulation and reader habits like mainstream publications, often in various sizes and forms.

In terms of pages, artist books and independent book publications are far less than mainstream publications. In mainstream publications, books that are too thin to print on the spine are almost invisible, and the thickness has become a symbol of "knowledge" of a book. However, artist books and independent book publications are often only a few thin pages, pursuing immediate text and image expression rather than thoughtful text narration; At the same time, considering that self publishing is often completed by one person, from topic selection, design, typesetting, printing to sales, too many pages make the production process cumbersome, so artist books and independent book publications are destined to be different in form, showing the pioneer temperament of independent book publishing. In terms of binding and printing, both artist books and independent book publications have a retro handicraft attitude. For example, many artist books and independent book publications will use traditional Chinese binding methods such as thread binding and scroll binding, as well as pull rings, folding, folding and other forms. Even some zines are directly clamped with paper clips or small clips; In terms of printing, it is not limited to four-color offset printing, but also letterpress letterpress letterpress printing, risograph hole printing, screen printing, etc., which are semi manual printing methods, making artist books and independent book publications have strong process characteristics and texture temperature.

Other Printed Matter

On art book fair, in addition to the "book" form or concept of artist books and independent book publications, there are also a wealth of paper printed materials, mainly in the form of decorative paintings, pictorials, cards, postcards and other forms, as well as diy paper devices such as paper carvings and three-dimensional paintings.

Curatorial Mode of Art Book Fair

Pioneer of Exhibition Concept

The curator of Art Book Fair has these elements: unique perspective, novel ideas and artistic expression. According to the current art book fair, the curatorial theme is generally based on the logic of topics and events, which is vividly displayed in the special exhibition environment of the integration of exhibition and sales. Mike BAL believes that the exhibition is actually a kind of "double exposures". In addition to the exhibition itself, the planned exhibition is another manifestation. It can be seen that the curatorial theme of Art Book

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Fair closely follows contemporary art and social trends. This continuous creative thinking and debate and voice in the modern context are the basis for bringing together many self publishing institutions, artists and other exhibitors with different backgrounds and experiences.

The curator of Art Book Fair is a gathering activity organization for the purpose of exhibition and communication, presenting a free and clear state. It is free and popular, with a tendency to subculture thinking and the voice of modernism. Through the return of traditional technology and the expression of modern ideas, it challenges the practice, meets people's imagination of paper and books, and highlights the intellectual value, aesthetic value and social critical value of contemporary art. In this regard, the guiding nature of the exhibition concept is its soul, which has a strong enlightening nature, and the exhibition presented is also more sharp, deep and thinking. At the same time, it is also academic, which can produce serious artistic discussion and social proposition. Through the natural cultural position of art book fair, it expresses the experience of reality and life from the perspective of individuals, presents the miniaturization, decentralization and sociality of contemporary art in a more in-depth and divergent narrative way, and reflects the relationship between artistic exploration and the context of the times; At the same time, explore a broader emotional space from the paper language, establish a dialogue between tradition and innovation, local and international, and realize more diversified artistic expression.

Diversification of Exhibition Methods

Art Book Fair generally has three links. The first is the artist's letter exhibition and the independent book publishing Expo, which focuses on individualized narration and divides the exhibition area into dozens of booths for exhibitors' exhibition and independent discourse display; In addition, there will be communication and discussion sessions, which will put forward topics based on the theme of the exhibition and various elements of the exhibition, guide visitors to pay attention to the logical relationship between historical elements, connotation of the times, design culture and paper art, and recognize the multiple perspectives of contemporary art and "book", The general communication and discussion sessions will be arranged in the independent multimedia space around the exhibition area, which is separated from the main exhibition area with linear guidance; Finally, there are public experience spaces such as workshops and reading rooms, which enable the viewer to have a dual identity through interactive narration. They are not only visitors, readers, but also creators and explorers. They can learn the binding, printing and cutting of books in the public education area and create their own "independent book publications". In addition, some Art Book Fair also expanded the publications award and collection links, and added online exhibitions for COVID-19's reasons.

Taking the just concluded 2021 abcart book fair as an example, by analyzing the exhibition mode of art book fair, it can be found that its exhibition area adopts the spatial layout of "combination of main and auxiliary". The "main space" is the main exhibition area, which arranges the exhibition halls on the first and second floors of today's Art Museum in a linear way, while the "auxiliary space" is the lecture dialogue space, which is independent of the adjacent side of the first floor of the main exhibition area The workshop and reading room are independent of the adjacent side of the main exhibition area B1, forming a distinct spatial pattern of main and auxiliary, which is convenient for visitors to watch the exhibition, exchange and discuss and study and practice in an orderly manner; At the same time, abcart book fair also divides the main exhibition area. 1F and 2F are the recruitment exhibition area of "exhibition and sales integration", while B1 is the international

exhibition area and entrusted exhibition area, with clear spatial zoning. In terms of display mode, the "dynamic and static" display mode is adopted. In the main exhibition area, the book exhibition gives exhibitors great freedom of display. Therefore, the forms of exhibition are rich and colorful. According to the product characteristics of different exhibitors, there are ways of exhibition and sales, on-site creation, interactive experience and so on; At the same time, the organizers also set up various exhibition forms, such as catwalk, selected screening of independent animation, on-site discussion, workshop experience and learning, with diversified characteristics. In addition, abcart Book Fair has prepared a non-profit project "ABCA (art book in China Archive)" to collect and archive the art publications of outstanding art creators and independent book publishers, sort out the development process of Chinese art publishing, and assist and launch academic research in this field; The establishment of "abC Art Book Award", with the help of the common force of the abC platform and cooperation agencies, gives awards and support to the most creative explorers in the book exhibition, and encourages local creators to carry out the free expression and exploration of vision and concept in the vast space of "book" as the carrier. Unfold 2020 Shanghai Art Book Fair also opened 31 lectures and 4 workshops outside the main exhibition area, greatly expanding the form and boundary of the exhibition; Meanwhile, in recent years, with the continuous emergence of all kinds of art book fair and zine Fest in the world, risograph has played a great role in promoting the production of Art Book Fair publications. Unfold Shanghai Art Book Fair also launched the Asia risograph conference. Following the organization of Shanghai Art Book Fair, risograph studios in Asia were invited to hold an annual peer discussion, Rethink the role of printing technology in the creation and practical application of works, and explore a richer paper presentation of art and design publications.

Independent Book Publishing Ecology Driven by Curation

The organizers of domestic art book fair have almost the same development background and often have the experience of studying abroad. After returning home, they introduce overseas artists' books and various self publications through blogs or microblogs, then establish independent bookstores or self publishing institutions, and finally hold art book fair in mutual cooperation. It can be found that in the early stage of art book fair, the development of domestic art Self Publishing was extremely sluggish. Although independent book publishing and self publishing have a long history in China, the concept of Art Book Fair was born in China as an imported product with the efforts of a group of students majoring in art, design or media. In the early stage of art book fair, there were only a dozen exhibitors, so it was difficult to recruit. From the perspective of exhibitors, the directors of exhibitors often had overseas study background, unique pioneer and innovation consciousness, and few exhibitors with completely local background; However, in recent years, art book fair, exhibitors have been in short supply, and the number of new exhibitors can reach almost 30% each time. There are more and more new art studios and independent book publishing institutions, and their principals are not all young artists, designers and artists trained by local education The media and publishers have inspired more creative ideas, have a high cultural consciousness and self-awareness, and began to dig deeply into Chinese culture and collide with the spark of tradition and innovation. It can be said that art book fair, as an exhibition platform for artists' letters and art and design publications, has widely and deeply disseminated the innovative consciousness, independent spirit and self publishing concept of paper media, and promoted the development of domestic paper design innovation with "book" as the main body and art independent book publishing ecology, Contemporary Art Book Fair has created a distinctive cultural ecology of localization and local self publishing.

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Problems and Future of Art Book Fair

Art Management: from Survival to Ecology

Analyzing Art Book Fair from the perspective of art management, we can sort out its SWOT, including strengths, weaknesses, opportunities and threads. In terms of advantages, Art Book Fair has opened up the living space of the cultural and creative market through the minority aggregation of self publishing studios and various art institutions. It is also gradually creating an art book fair ecology through various industrial allocation and upgrading, such as establishing an art book award, holding academic seminars related to art books, establishing an art publishing Literature Library, creating an art book festival, etc. However, the threat has not been resolved. Chinese law clearly stipulates that "except for publishing units approved by the state, no unit or individual shall publish books, newspapers, periodicals and audio-visual publications publicly distributed in the society. Those who violate it are illegal publishing activities." Strictly speaking, art and design publications cannot be used as publications in China. They can only be called printed matter or design works, which is also the biggest dilemma restricting the development of art book fair. Therefore, when building the cultural ecology of art book fair, some problems were exposed due to the lack of institutional guidance, that is, its disadvantages: (1) a large number of small art self publishing studios emerged, but their viability was weak and their personnel structure was relatively loose. They often cooperated to establish studios due to their willingness and interest, but their enthusiasm decreased after a few years Dissolution due to ideological differentiation or economic problems. (2) From art book fair, we can intuitively find that the products of self publishing institutions are highly creative, but there are few systematic and systematic outputs. The product forms are mixed and lack systematic combing and planning. (3) Some book fairs have not been able to have stable curating venues. Considering the geographical conditions, exhibition space, time arrangement and economic ceiling, there is little room for venue selection, which also affects the progress of curation. At present, many art book fair and self publishing studios are also exploring development opportunities: (1) for art self publishing studios, we need to pay more attention to systematic division of labor and industrial operation. On the one hand, we need to coordinate the business of studio staff and operate with the idea of "independent thought, creative development and rigorous process", On the other hand, it is necessary to formulate a long-term publishing business plan, further explore the publishing system and business mode, and find more business combination points. (2) Both art book fair and self publishing institutions should pay attention to market segmentation and brand operation, establish studio brand style, and realize the series output of art and design publications. (3) Taking the international art book fair as a reference, it has stable cooperative art galleries or large bookstores, which can reserve a clear time and venue for art book fair as an annual exhibition, and the cooperative venue is non-profit and does not charge venue fees. Therefore, China's Art Book Fair needs to find a suitable and stable place for cooperation, constant time and place, and become an annual normal exhibition. At the same time, art book fair should also actively seek policy support, help self publishers at home and abroad carry out exchanges and dialogue, help self publishing studios connect with publishing institutions, promote formal publishing work, and explore more opportunities for creating a healthy art ecology.

Art Exploration: from Experiment to Realization

Art Book Fair itself is an act of artistic exploration. Can independent book publications with independent

spirit under independent financing be recognized? Can the combination of content and form be harmonious? Can vanguard's concept and self discourse find resonance? These questions from the publisher will be answered on Art Book Fair. Every product sold at the book fair means the realization of an individual experiment, which is a great exploration of exhibitors. Of course, the artistic creation of independent book publications should also avoid blindly innovating and falling into the nest of radical extremes; Similarly, it can not cater to the public or pursue imitation, and lose creativity, uniqueness and the expression of self discourse.
For the visitors, art book fair emphasizes the "spiritual touch" above the "material necessity", which is the life taste, aesthetic temperament and aesthetic preference bred by the personal life proposition. Once the symbolic meaning and morphological temperament of the exhibits meet the personal life proposition of the exhibitors, the exhibits are injected with the depth of cultural connotation through moving recognition and appeal, It has become a product with consumer significance and achieved the self realization of exhibitors.

Art Events: from Voice to Identity

Art Book Fair is also an art event. Its emergence and development is a process from the voice of the minority to the recognition of the public. Art book fair should also adhere to the positioning of "niche" and "Popularization". Art book fair, as an exhibition jointly carried out by art independent book publishing institutions, is born with the characteristics of "independence". Independent financing ensures the sharpness and depth of the content. The segmentation and originality of the content also brings the audience to a small audience. However, the "small audience" is not the premise of art book fair, but the result of independent choice, Art Book Fair must also adhere to the positioning of "niche".

Judging from the current book fair, there are difficulties in the further development of the audience. Based on the positioning of "niche", art book fair also needs to adhere to the promotion of "popularity". After art book fair was launched, it often formed a good reputation and stable audience group due to its high cultural identity, artistic feeling and surprise experience. However, on the one hand, the audience was limited to regions and was in a decentralized state. On the other hand, after the audience group was formed, the exhibition also lacked the maintenance and cultivation of the audience and did not form a large-scale interpersonal communication chain response, Audience expansion is limited. Therefore, art book fair needs to establish a brand system and integrate and utilize resources. After the book fair has established a stable audience through the cluster effect, take advantage of the momentum to pursue. After the book fair, continue to cultivate the audience through organizing various types of sharing and lecture activities, launch a series of products and publications through online or physical experience stores, constantly improve the brand system of Art Book fair, form brand awareness and reputation, and expand the influence and radiation of brand image; On the one hand, the audience will be transformed into fans who agree with the book fair culture and support the core of the brand. On the other hand, it will attract potential audiences and further expand the audience. Thanks to the increasingly mature communication technology and network media platform, the emergence of conscious talents in art, design and culture, and the enhancement of the subject consciousness of the audience, the "minority" of Art Book Fair has been continuously enriched, has a distinct long tail attribute, and the cultural specificity carried by Art Book Fair has been gradually recognized by the public, Art Book Fair has achieved the development of "Popularization" in the positioning of "niche".

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Conclusion

Contemporary Art Book Fair reflects on the times and the meaning of modernism in a free and clear state. Through the return of traditional skills and the expression of pioneer ideas, it challenges the Convention, meets people's imagination of paper and books, and highlights the intellectual value, aesthetic value and social critical value of contemporary art. At the same time, Art Book Fair provides a broader vision and exhibition space for art independent book publishing, and creates a distinctive art book fair cultural ecology with the market demand of the long tail minority, the promotion of the development of communication, art design and publishing technology, minority aggregation and audience fan operation, Explore more possibilities for the development of cultural and creative industries and contemporary art. Of course, China's Art Book Fair also needs further planning and management, seeks more policy support and social recognition, adheres to the promotion of "Popularization" on the basis of the positioning of "niche", transforms the surprise experience of the book fair into brand stickiness and cultural identity, and takes the road of benign development of Art Book Fair in the local context.

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