A Study on Display of VMD using digital art: Focusing on Display of the Gentle Monster

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Abstract. Enterprises seek to deliver images of goods and brands by various forms of marketing to cope with varying consumption patterns. VMD can deliver brand image to consumers effectively in terms of design marketing. Various brands which are housed in Hyundai Department Store Pangyo branch that opened in August 2015 compete with each other fiercely. VMD is emerged as important marketing tool. Therefore, research on enhancing VMD effect is required. This paper studies VMD which art collaboration is used through showroom of 'Gentle Monster', glasses brand and analyzes technical characteristics in cases which are presented with digital art and searches for possibility of digital art in VMD area in terms of presentation.

Keywords: Digital Art, Artworks, VMD, Display, Installation

1 Introduction

  Today's consumers tend to identify themselves with goods brand and prefer a brand which reflects their lifestyle. Accordingly, emotion and VMD as well as awareness, image, attitude and loyalty which are components of brand are considered important. VMD can serve as a tool which can deliver brand image to consumers effectively in terms of design marketing strategy and raise sales productivity by inducing consumption of potential customers. Existing display method fails to cope with varying consumption pattern because it does not express brand personality or image and focuses on enhancing efficiency of exhibition. Positive image for goods and brand which is created by displaying digital artworks which are made with goods that are familiar to people making good use of VMD as marketing tool has an influence on sale of enterprises. This paper studies cases which digital art is used in VMD focusing on 'zentle monster' , glasses brand and analyzes technical characteristics which are presented in artworks.

2 Digital Art

Digital art refers to artistic activities through digital media including sculpture, painting, installation art.[1] Digital art includes art forms which are based on digital

media as computer technology develops.[2] Existing artworks are reproduced by various media .

2.1 Interactive

Digital artworks which interactive elements are emphasized have a network which requires intervention of audience at interaction level which carries psychological experience by behavior of audience and coexists with humans.[3] Interactive shows results which react differently in accordance with behavior by inducing participation of audience. Artistic merit is realized by process of participation and audience experiences pleasure.

2.2 Media

Media refers to art form which artist produces on his/her unique way by using digital media. Digital media is characterized by complete reproduction, immediacy, and manipulability. Unlike analog method, digital method enables information to be reproduced limitlessly in a complete state without any loss, distortion or deterioration of quality and users to have immediate access to information. Media helps audience and artworks communicate smoothly. Inter media network can be built through wire and wireless network.[4] Electronic characteristics of digital information serve as core in digital media.

2.3 Kinetic

Kinetic shows mechanical motion in organic relation between mechanical elements and structures and produces new shape and change.[5] In order to have artistic value which is different from mechanical devices and replica, elements such as motion, contingency and temporality should be harmonized and motions and shapes are difficult to predict and should not be repeated periodically. Kinetic produces physical motion by using natural environment, machine, technology, power or participation of audience.

3 VMD (Visual Merchandising)

3.1 VMD (Visual Merchandising) Display

VMD(Visual Merchandising) which is a combination of the words Visual(visualization) + MD(merchandising) refers to marketing strategy which integrates several elements including visual display, and production, interior design, display, POP, product planning, sales promotion, sale service, service of employees and planning activities which goods and brand are presented visually so that

consumers can select goods effectively.[6][7] Enterprises seek to draw attention of consumers and expose goods and brand effectively and raise sales productivity through VMD. There are V.P (Visual Presentation), P.P(Point of Sale Presentation), I.P(Item Presentation) as method which presents goods in VMD. V.P and P.P are referred to as display and I.P is referred to as exhibition. Such visual merchandizing plays a role of changing purchasing intention of consumers by delivering positive image of goods and brand to consumers who visit a shop.

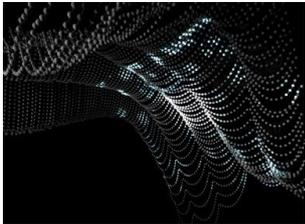**Table. 1** VMD types according to method which goods are presented

Types	Location	Role	Function
Visual Presentation	Show window, stage	Express overall image concept	exposure
Point of Sale Presentation	Surface of wall, showcase, shelf etc.	Express category of classified goods	exposure, sale
Item Presentation	Furnishings which goods are displayed	Display goods for consumers easy to see and select	sale

3.2 VMD display using artworks

VMD using artworks delivers emotional message that art keeps to consumers. Ray Oldenburg defined the third place as space where people visit regularly and communicate each other. Art applied in commercial space communicates through interaction of delivery of message to consumers and arouses sense of closeness and bond of sympathy and value which is delivered in artworks expands to commercial space and leads to value of goods. Gentle Monster which has drawn attention with sensitive VMD creates simulacres which is produced to recognize virtual simulation which is provided by brand and inculcates a belief on better life and value after consumers purchase goods and provides special experience to each consumer[8] and satisfies pleasure of consumers which they feel in the course of purchasing goods . Commercial space becomes brand communication space beyond exhibition space and delivers image of goods and brand to consumers effectively and enhances purchasing demand.

3.3 Case analysis

Table. 2. Case study

Photo of artworks	Name of artworks /artist /year	Concept of artworks	Characteristics of presentation
	ENCOUNTER / NEN / 2015	Interactive installation art delivers new space design solution. Space in which10,000objets are installed is defined as kinetic place which interacts through external physical gesture and presents 'experience' which is gained by intervention of various media and audience at the same time.	Interactive showing scattering with objet contacting touch connected each other
	IN BETWEEN / Alice Jung / 2014	Distance of various and meaningful relationships among people is described through interaction using colors and lights to express relationships among people "those who meet must part, those who part must meet again" and logic and capriciousness of fatalistic relationships.	Video light art using LED display and LED lights
	Mysterious fire / SILO LAB / 2014	This work asks a question of how people feel when they cannot see any more what they are familiar with . Incandescent lamp disappearing replaced with another thing for reasonable cause. This artwork tells about what becomes difficult to find.	Kinetic art which controls electrical signals and sound in real time by using VVVV and Arduino

4 Conclusion

Today's enterprises cope with fast changing consumer market and raise sales by providing artistic experience to consumers which is based on visual perception stimulation in collaboration with art for originality and leading consumers to have a positive awareness of goods and brand and provide intangible value by creating new art that brand identity is emphasized aesthetically . Art collaboration which means collaboration with art is performed actively in brands for young upper class aiming for art and culture and expands. Pleasure, experience and interaction which digital art keeps and scarcity and value which artworks keep enable VMD using digital art to provide consumers for new artistic experience and strengthen value of goods and brand. This study analyzed cases which digital art produced with art and collaboration is used as VMD and technical characteristics. This study showed that continuous collaboration of commerce and art can contribute to creating healthy art ecology and digital art can advance into VMD area through art collaboration.

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