

Grace Bron talks to Andrew Nugee, CEO of Imagineear, about the latest technology bringing still art to life, which is set to draw an estimated 800,000 people to potentially the largest exhibition in Singapore's history.

Grace Brown 采访了 ANDREW NUGEE, IMGINEEAR 的行政总裁, 关于为静止艺术带来生命的最新科技。这预计会吸引约八十万人, 可能是新加坡史上最大型的展览。

DYNAMIC

移动中的代表作

ART

How was the concept of a moving painting conceived?

It is the perfect marriage of 'China's Mona Lisa', a painting known to all of China, and 21st century technology. It brings a highly protected thousand-year-old work to the masses and updates it, and in doing so, reignites interest in the prosperous Song Dynasty.

For all us non-art historians, is this the first time a painting has been brought to life?

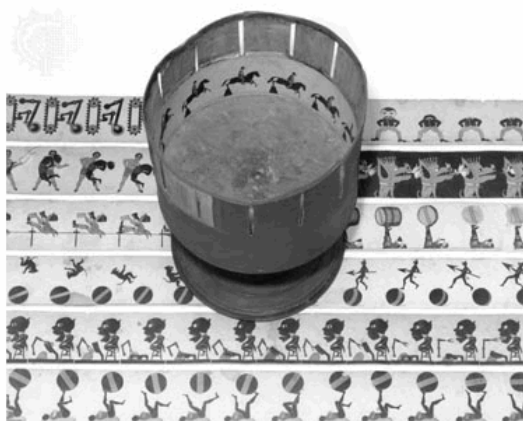
Animation is as old as painting itself. There is an Egyptian burial chamber mural, approximately 4,000 years old for example, showing wrestlers in action. There was no way to see the images in motion, but it indicates the artist's intention to depict motion.

More recently, in 180 AD Chinese inventor Ding Huan (丁缓) developed a zoetrope-type device, with slits around a cylinder and images on the inside. Driven by convection, Ding Huan's device hung over a lamp, called 'The Pipe Which Makes Fantasies Appear'. The rising air turned vanes at the top from which paper or mica panels were hung. Pictures painted on the panels appeared to move when the device was spun at the right speed.

Today many people animate pictures, and a contemporary New York artist, Jeff Scher, has made it a trademark of his. See his L'eau Life shark ending for example.

Why was the digitisation applied to a Song-era artwork in particular?

The Northern Song period (960–1127 AD) was a particularly vibrant, prosperous and peaceful period of Chinese history. It inspired technical innovation, leading



to the development, for example, of moveable type printing and the compass. An artwork from the Song period was selected as this era represents a society which many today aspire to.

What was the reaction at the Shanghai Expo last year?

It was the most popular display at the China Pavilion, with queues of several hours to see the painting, and over nine million visitors.

Is this technology likely to be applied to more artworks in future?

I hope so. Although it is rather a long and expensive undertaking, and needs to be able to guarantee a large audience.

What other kinds of art would be suited to this technology — could it extend to 3D sculptures?

Yes! I guess you could argue there is a straight line from

here to Ben Stiller and 'Night at the Museum'...

Can we expect to see the Mona Lisa flash a toothy smile anytime soon?

I would respectfully suggest you pose this question to the Louvre — then stand well back!

Apple is another brand that has been known to blend technology and art. Would you collaborate with them?

Everything we build is inherently cross-platform, available to Apple and Android phones, as well as handheld players. In this respect, we work with Apple technology already.

Overall, does this technology reflect a trend of new art lovers seeking meaning in art from more than an image?

Yes, I believe so. The real fascination with great art is that we can continually reassess it using our current learning and the tools at our disposal. Over the course of a decade I saw the proportion of visitors taking an audio tour at a typical fine art exhibition in London rise from 20–30% to 30–40%, and sometimes much higher.

是怎样被构想出来的？

那是从中国的蒙娜丽莎的完美婚姻，一幅在全中国着名的画作和二十一世纪的科技。它把一个被高度保护的、拥有千年历史的作品带给群众和让它变得现代化，而且这重新燃点了对富有、和平和成功的唐朝时期。



Original painting by Sun Yang Zheng Dian

对于不是艺术历史学家的我们，一幅作品被赋予生命是第一次吗？

动画和画作的历史一样悠久。例如有一幅约有 4000 年历史的埃及墓穴壁画展示了摔跤手的动态。虽然没有办法去看到移动的图像，但它清楚地指出艺术家想描绘动态的意图。

再近期一点，公元后180年中国发明家丁缓发展了一个动画片类的仪器，利用一个圆筒、围绕着它的缝隙和在圆筒内的图像。由对流现象推动，丁缓的仪器吊在一盏灯上，而且它名为「创造幻想的管子」。上升的空气在吊着纸或云石板上面的地方转动叶片。当仪器以适合的速度转动时，纸板上画着的图画就像在移动一样。

今天人们制作动画，而且一个现代纽约艺术家 Jeff Scher 以此作为了他的商标。可以看他的 L'eau Life shark ending 作参考。

为什么数码技术特别适用于宋朝画作？

南宋时期(公元后960 - 1127年) 是一个在中国历史上尤其有活力、富裕和和平的时期。这刺激了技术创新的旺盛发展，亦导致可移动种类别的画作和指南车等等的发展。宋朝时期的画作被选择的原因就是因为它非常能反映出社会的景况。

去年上海世博会的回响怎么样？

那是在中国馆内最受欢迎的展览品，人们需要排队几个小时去看这幅画作，而且有超过九百万的访客。

这科技有可能在将来应用在更多的艺术品吗？

我希望可以。虽然这可能是花时间和昂贵的工作，而且亦需要有大量观众的保证。

哪些其他种类的艺术会适合这种科技 - 它可以延伸至 3D 的雕塑吗？

可以！我想你可能会为这贯穿了这和 Ben Stiller 的「博物馆惊魂」而争论...

我们可以期望很快见到蒙娜丽莎闪耀着一个露齿微笑吗？

我会尊敬地建议你把这个留问题留给卢浮宫，然后等待。

Apple 是另一混合科技和艺术的另一知名品牌。你们会和他们合作吗？

我们所创造的每一件事都是跨越平台的，所以对 Apple 和 Android 的电话和掌上工具都是可用的。这方面我们已与 apple technology 一起工作了。

总括来说，这科技反映了新艺术爱好者从多于一个图像中寻找画中含意的趋势？

我相信是。伟大艺术真正的美妙之处是我们可以不停地对它作出评价，

利用现今的理解和工具所得出的来龙去脉。经过一个世纪的进程，我看到于一个伦敦典型的艺术展览中参与声音导览的游客由20-30%上升至30-40%，有时会更。