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An In-Depth Analysis of the Paradigm of Virtual-Reality Fusion in Creating New Media Art in the Context of Meta-Universe

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Abstract: Under the background of the era of rapid development of the meta-universe, the fusion of virtual and reality in new media art creation has become a key trend. Starting from the concept of meta-universe and new media art, this paper analyzes the connection between the two in depth, elaborates on the manifestation of the fusion of virtual and reality in new media art creation, explores the challenges and problems it faces, and puts forward coping strategies with the aim of providing theoretical support for the development of the creation of new media art under the context of the meta-universe, and promoting the innovation and progress of art creation.

Keywords: Meta-universe; New media art; Fusion of virtual and reality; Artistic creation

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1. Introduction

Since its introduction, the concept of the meta-universe has aroused extensive attention and discussion worldwide, and its rapid development has had a profound impact on many fields. As an art form closely connected with science and technology, new media art has ushered in new development opportunities and challenges in the context of the meta-universe. The fusion of virtual and reality is an important feature and trend of new media art creation in the context of the meta-universe, and an in-depth study of this fusion paradigm is of great significance to the understanding of the development direction of new media art and the promotion of art creation innovation.

2. Overview of meta-universe and new media art

Meta-universe provides a new field for the development of new media art, and its technological innovation influences the way of creation, the circulation and dissemination of works, and the presentation of themes of new media art. New media art and digital technology are highly related, and the focus of the meta-universe

is precisely digital technology, and the two are complementary to each other [1]. For example, blockchain as the underlying technology of meta-universe combines with art to produce NFT and crypto art, solving the problem of digital art circulation and authentication, making algorithms and game mechanisms become art works, and expanding the art presentation and audience base; online virtual space enhances the efficiency of the dissemination of new media art and the dimension of viewing, and improves the interactive experience, prompting the traditional art organizations to reflect on the changes; the distributed network and decentralized features of meta-universe generate the new media art creation methods and theme presentation. The distributed network and decentralized characteristics of the meta-universe have given rise to the DAO organization, which provides a possibility for the social participation and relationship network construction of art. The meta-universe is like a "field" in which new media art is influenced by its technological nodes, continuously forming a perfect digital art ecology.

3. Expression of virtual and reality integration in new media art creation in the meta-universe context

3.1. Application of virtual reality technology

In new media art creation, virtual reality (VR) technology is widely used to create an immersive experience for the audience. Through hardware such as head-mounted display devices, viewers can immerse themselves in virtual art scenes and experience the charm of artworks in 360 degrees. For example, in some VR art exhibitions, the audience seems to walk into the interior of the work of art, interacting with the elements in the virtual environment to enhance the understanding and feeling of the work. In the virtual concert, the audience can interact with singers and other audience members in the virtual space with the help of VR equipment, breaking the traditional viewing mode limitations [2].

Artists utilize VR technology to build virtual scenes that break through the limitations of real physical space and give play to unlimited creativity. These virtual scenes can be digital reproductions of real scenes or completely fictional fantasy worlds. In digital artworks, artists create beautiful virtual cities, mysterious alien worlds, and other scenes, allowing the audience to feel the unique artistic atmosphere through the equipment. For example, some pioneering artworks construct surreal virtual scenes to challenge the audience's cognition and expand the boundaries of artistic expression.

3.2. Integration of augmented reality

Augmented reality (AR) technology superimposes virtual information on real-life scenes, bringing new possibilities for new media art creation. Through devices such as cell phones, tablet PCs, or AR glasses, viewers can see and interact with virtual art elements that do not exist in the real scene. In the field of public art, some AR works superimpose virtual sculptures, paintings, etc., on real-life scenes such as city streets and buildings, so that residents and tourists can discover and experience artworks in their daily lives, enhancing the connection between art and life. In the field of education, AR technology makes art teaching more vivid, and students can see the static pictures in the teaching materials transformed into dynamic and three-dimensional virtual art scenes through the equipment, deepening their understanding of art knowledge.

AR technology realizes the real-time fusion of virtual and real elements to create unique artistic effects. Through clever design, artists combine virtual light and shadow, animation, and other elements with real objects to produce marvelous visual effects [3]. In stage performances, AR technology creates scenes where virtual backgrounds, special effects, and actors perform in tandem with each other, enhancing the ornamental and artistic impact of performances. In commercial advertisements, AR technology creates a combination of virtual

and real advertising experiences, attracts consumers' attention, and enhances the advertising communication effect.

3.3. Innovative practices in mixed reality

Mixed reality (MR) technology integrates the advantages of VR and AR technology to realize the seamless connection between virtual and reality. In new media art creation, MR technology makes it difficult for viewers to distinguish the boundaries between the virtual and the real, creating a more realistic and natural interactive experience. For example, in some MR art installations, the audience's movements in real space can be fed back to the virtual environment in real time, and the virtual objects can have physical interaction with the real objects, such as the virtual ball can be kicked by the audience in reality, and the trajectory of the ball is in line with the physical laws, which is a seamless interactive experience that brings a new dimension to the creation of art.

MR technology promotes the exploration of new interaction methods in new media art creation. Artists develop a variety of novel interaction methods with the tracking and recognition functions of MR devices. Viewers can interact with virtual artworks through gestures, voice, eyes, etc., making the art experience more personalized and natural [4]. In some MR artworks, viewers can select and operate virtual elements just by looking at them with their eyes, realizing in-depth interaction with the artworks, and this new type of interaction brings more creative space and possibilities for art creation.

4. Impact and significance of the integration of virtual and reality in the creation of new media art in the context of meta-universe

4.1. Impact on artistic creation

The fusion of virtual and reality in the context of a meta-universe provides artists with a broad creative space. While traditional art creation is limited by real physical conditions, in the meta-universe, artists can utilize digital technology to create a variety of virtual scenes, characters, and plots, breaking the boundaries of time and space. They can build a fantasy world that does not exist in reality or exaggerate and deform the real scene, which brings infinite possibilities for art creation. For example, artists can create large-scale art installations in virtual space without considering the transportation and installation problems in reality and can modify and improve their works at any time.

The fusion of virtual and reality prompts artists to change their creative thinking and methods. While traditional art creation focuses on the observation and representation of the real world, in the context of the meta-universe, artists need to think more about how to utilize digital technology to realize the fusion of virtual and reality and how to create an immersive experience for the audience. This requires artists to have interdisciplinary knowledge, not only mastering art creation skills but also understanding the principles and applications of digital technology. During the creative process, the artist may need to work with programmers, engineers, etc., to complete the work. For example, when creating artworks based on VR technology, artists need to collaborate with technicians to ensure the interactivity and fluidity of the work.

4.2. Impact on the dissemination and appreciation of the arts

The fusion of virtual and real in the creation of new media art breaks the limitations of time and space in the dissemination of artworks. Through the network and digital technology, artworks can be instantly disseminated around the globe, and viewers can enjoy artworks from all over the world without having to be physically present. On the meta-universe platform, art exhibitions can be open 24 hours a day, and viewers can enter the exhibition space anytime and anywhere through their devices and interact with the works. Some virtual art

galleries and museums attract global audiences and greatly expand the scope of art work dissemination.

The fusion of virtual and reality enhances the audience's sense of participation and interactivity in the process of art appreciation. The audience is no longer a passive appreciator, but can participate in the artwork through various interactive methods, interacting with the work, the artist, and other audience members [5]. In virtual art exhibitions, viewers can interact with the virtual elements in the works through gestures, voice, and other ways to change the form of the presentation of the works; they can also communicate with other viewers in the virtual space to exchange views on the works and share the art experience. This interactivity enables the audience to understand the connotation of the works more deeply and enhances the art appreciation experience.

5. Challenges and problems facing the integration of virtual and reality in the creation of new media art in the context of meta-universe

5.1. Challenges at the technical level

At present, the application of virtual reality, augmented reality, and mixed reality technologies in new media art creation is limited by the performance of hardware equipment and popularization. High-end VR equipment is expensive, which is difficult for ordinary consumers to afford, affecting the scope of the work's audience; the display effect, interactive accuracy, and stability of some AR equipment need to be improved, which cannot provide users with an ideal experience. The endurance of the hardware equipment is also an issue; long-time use is prone to power shortage, affecting user immersion. For example, some VR headsets need to be recharged after 1–2 hours of use, limiting the length of user experience.

In terms of software technology, the virtual and reality integration of new media art creation faces many challenges. For example, the complexity of 3D modeling technology requires a lot of time and professional skills to create high-quality virtual scenes and models, which increases the cost and difficulty of creation; real-time rendering technology is not yet mature, and it is prone to lags and delays when dealing with complex scenes and a large amount of data, which affects the smoothness of the work and the real-time interactive effect. The compatibility problem between different software and platforms is also more prominent. When the works created by artists are displayed on different devices and platforms, display anomalies may occur and interactive functions cannot be used normally [6].

5.2. Problems at the artistic creation level

In the context of meta-universe, the fusion of virtual and reality confuses the concept of artistic creation. On the one hand, some artists pursue technical novelty too much and neglect the connotation and emotional expression of artworks, resulting in works with more form than content and lack of artistic infectivity; on the other hand, some artists do not have a deep enough understanding of the meta-universe and the fusion of the virtual and the real, so it is difficult to organically combine the new technology with artistic creation, and their creative ideas are limited. How to maintain the essence of art while technological innovation, and how to find a unique creative perspective and expression in the fusion of virtual and reality are important issues facing artists.

As the threshold of new media art creation integrating virtual and reality is relatively low, it attracts the participation of a large number of creators, but it also leads to uneven quality of works. Some creators lack artistic literacy and professional training, and their works are deficient in creativity, aesthetics, and technology utilization; some works are plagiarized and imitated for the pursuit of short-term interests, and lack originality. A large number of low-quality works are flooding the market, affecting the overall reputation and development of new media art.

6. Strategies for addressing the challenges of virtual-real integration in new media art creation in the meta-universe context

6.1. Technological innovations and breakthroughs

The government, enterprises, and scientific research institutions should increase their investment in the research and development of hardware equipment for virtual reality, augmented reality, and mixed reality, improve the performance of the equipment, and reduce costs [7]. Research and development of VR headsets and AR glasses that are lighter, more comfortable, and have better display effects should be strengthened to improve the precision and stability of equipment interaction and enhance the endurance technology of hardware equipment to prolong the time of use. Enterprises are encouraged to reduce the price of high-end equipment and increase the popularity of equipment through technological innovation and large-scale production, so as to provide hardware support for the creation and dissemination of new media art.

It is also important to strengthen software technology research and development and optimize key technologies such as 3D modeling and real-time rendering. More convenient and efficient 3D modeling software is developed to lower the threshold of creation and improve the efficiency and quality of modeling, enhancing the performance of real-time rendering technology to ensure smooth operation and real-time interactive effects of works in complex scenes. It is also necessary to establish unified software standards and interfaces, solve compatibility problems between different software and platforms, and promote seamless display and interaction of new media artworks on different devices and platforms.

6.2. Enhancement of artistic creation

Colleges and universities and art education institutions should strengthen the cultivation of new media art professionals, offer relevant courses, and cultivate students' interdisciplinary knowledge and skills. They should not only teach artistic creation skills, but also focus on cultivating students' understanding and ability to use digital technology, as well as innovative thinking and aesthetic ability. Training activities are conducted for working artists and creators to help them update their knowledge structure and enhance their creative abilities in the context of the meta-universe. Artists are encouraged to participate in various art exchange activities to broaden their creative horizons and enhance their creative level.

A scientific and reasonable evaluation system is established for new media artworks and guides creators to focus on the quality and connotation of their works. The evaluation system should take into account the creativity, technical application, artistic infectiousness, social value, and other factors of the works and encourage original and innovative works. Through organizing art exhibitions, competitions, and other activities, experts, scholars, and audiences are invited to participate in the evaluation of works, providing feedback and suggestions to creators and promoting the quality of works. It is also important to strengthen the publicity and promotion of outstanding works, set up industry benchmarks, and guide the healthy development of new media art creation [8-12].

7. Conclusion

The fusion of virtual and reality in new media art creation in the context of meta-universe is an important trend in the development of art, which brings a lot of opportunities for art creation, dissemination, and appreciation, expands the creative space, changes the creative thinking, enhances the audience's sense of participation, and pushes forward the innovative development of the art industry. However, this integration also faces challenges in technology, creation, and social ethics. Strategies such as breaking through hardware and software limitations through technological innovation, upgrading the level of artistic creation, and strengthening the construction

of social ethical norms can effectively deal with the challenges and promote the healthy and sustainable development of new media art in the context of the meta-universe [13]. In the future, with the continuous progress of technology and the growth of social demand for art, the new media art that integrates the virtual and the real will show greater charm, bring people richer and more diversified art experiences, and play an important role in the art field and even in the overall social development.

Disclosure statement

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