

# THE DEVELOPMENT OF MIXING REALITY TECHNOLOGY CONTRIBUTES TO THE IMMERSIVE EXPERIENCE IN THE MUSEUM DISPLAYS

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PROGRAMA DE DOCTORADO EN ARTE: PRODUCCIÓN E INVESTIGACIÓN

- **Objetivo:** Discuss the concept, classification, art form and aesthetic characteristics of art and the development trend of science art from the perspective of mixed reality (MR) technology and research of the immersive space, aiming to construct a trend of science art and the preliminary model of the study.
- **Etapas:** The research process (how & why); Research strategy: topic, objectives and hypotheses; MR performance in visual effects; Literature view; Case study research
- **Resultados previstos y utilidades:** As we live more fully online and in metaverses, the digital world is merging with our physical reality and giving rise to the development of digital identities. MR technology is analyzed through two aspects: Firstly is an analysis of MR technology, including current technological and recent developments in artificial intelligence in an immersive museum environment. Secondly, an analysis of how it is affecting new media art, which will then impact on installation art and immersive art. When the new technology is integrated with media art, we need to know what AI can do and what AI is.  
As an important means of expressing human self-feeling, art is bound to be impacted by artificial intelligence. Under the impact of artificial intelligence technology, humans' aesthetic standards for traditional art and human subjective ideology have been changed, so that traditional art forms cannot bring audiences audiovisual and spiritual stimulation. The technological and intellectualization of art has become an inevitable trend. The study of artificial intelligence art conforms to the trend of art and technological development, as well as human beings' exploration of their own aesthetic and spiritual.