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Research on NFT Art Creation and Acceptance from Metaverse Perspective

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Abstract: With the change of the times, various emerging network digital technologies are constantly scouring our life experience, and the characteristics of detachment in post-human society are beginning to stand out. Metaverse is a virtual space that not only reflects the real world, but also is independent of the real world. Based on the Internet, it is a virtual world that connects with the real world and exists in parallel. Metaverse describes a highly autonomous concept of virtual world, aiming to build an operating mechanism and economic system independent of the real world. With the further development of blockchain economy, a large amount of capital in the digital world has promoted the rapid evolution of digital art, and the types of art displayed today are more complicated than before. Non-funny token (NFT) is a data unit stored in the blockchain. From the technical point of view, we can find that art is facing unprecedented virtual and realistic problems. Through the discussion of digital identity, fair trade and gameplay, this paper regards NFT art as a Metaverse pointing to the future, and discusses the generation and evolution of NFT as a digital mechanism from the creation and acceptance of NFT art.

Keywords: Metaverse; NFT; Artistic creation.

1. Introduction

Non-fungible Token (NFT) is a data unit stored in digital ledger, which is more well known as blockchain. From this, it can be determined that it is a unique digital asset, not a homogeneous currency in the real world, and the two are not interchangeable [1]. Because of its uniqueness, scarcity, non-tampering, authenticity identification, ownership determination and suitability for trading, it just corresponds to a long-standing and difficult problem in art trading, and it is quickly sought after by the art world, and NFT encrypted digital art came into being [2]. From 2019 to 2020, NFT art showed an explosive growth trend, and many representative cases updated the traditional definitions of art source, copyright and media, which also triggered the participation and interaction of a wider audience [3]. In Metaverse, human beings can see the digitally generated world and be completely immersed in it. Most activities in the real world can be carried out in Metaverse [4]. Metaverse describes a highly autonomous concept of virtual world, aiming at building an operating mechanism and economic system independent of the real world, and operating stably with the emerging digital technology, institutional consensus, management and operation empowerment of Global Multimedia Protocol Organization [5]. For this kind of non-physical art, which only exists on the virtual platform, its value has once become the focus of discussion due to the absence of physical entities. However, NFT and blockchain economy endow digital art with uniqueness and irreplaceability, thus providing a key basis for the rationality of the assignment of digital encryption art [6].

The sudden outbreak further promoted the "delocalization" mechanism of the Internet, which broke the stable and homogeneous time and space since the industrial age and gave birth to the digital world associated with the physical world. Different from the general encryption art, which usually has a fixed creator, interactive encryption art distributes the creative power to others other than the initiator, such as open network users or members of decentralized autonomous organizations, so as to gain new artistic expression potential [7]. The NFT art platform is subverting the way of artistic value generation, negotiation and evaluation represented by auctions and expositions in the past. How to judge the value of an NFT art in the Metaverse field has become an unavoidable topic in the art world [8]. In the existing NFT-related discussions, the enthusiasm from operators and investors seems to be higher. In contrast, academic thinking, especially tracing and combing from the digital media dimension, is very rare. Through the discussion of digital identity, fair trade and gameplay, this paper regards NFT art as a Metaverse pointing to the future, and discusses the generation and evolution of NFT as a digital mechanism from the creation and acceptance of NFT art.

2. The connotation of art and technology and their mutual transformation

As a special economic product, the value of artworks generally consists of two contradictory aspects: economic value and cultural value. The former can be measured by economic analysis method and expressed by money, while cultural value is a multidimensional value derived from a wide range of cultural discourses. Maslow believes that the beauty that human beings generally pursue is balanced and orderly, and human beings need a brand-new picture that meets aesthetic standards to provide expectation and value, so as to pursue and meet the needs of self-realization [9]. Besides cultural value and economic value, works of art have many other values, which also profoundly affect the price of works of art. The emergence of new technology media will lead to the fluctuation of art prices, and there is the possibility of mutual transformation between different values. Only by introducing differentiated fields can the value of art be redefined. Emotion is different from emotion, and emotion is a secondary reaction that needs precipitation and digestion. People can express their emotions through art, and then they can be accepted and conveyed through their senses because

human emotions are common and can understand each other. People's demands for physical interaction and spiritual interaction with the Internet are deepening day by day. They expect to get a more immersive and real human-computer interaction experience on the Internet, and to have a more free, independent, fair and orderly spiritual world that maximizes personal value. Figure 1 is a conceptual diagram of NFT digital museum.



Figure 1. Concept map of NFT Digital Museum

In the Metaverse era, digital artworks are deeply influenced by NFT technology, and besides economic and cultural values, they derive various value forms such as identity value, social value and effect value. The value of works of art is not static, but there is the possibility of transformation and integration in the process of flowing in various fields. The generation and evaluation of works of art value is a constantly changing dynamic process [10]. At this time, technology mainly refers to scientific and systematic knowledge, which is opposite to theoretical science and is loyal to the application of practical science. Technology is the medium for human beings to exert their potential, which not only shows its limitation, but also provides the potential possibility of reaching the goal. The existing intellectual property protection system is mainly oriented to technological invention and product innovation, and the incubation, incentive and guarantee of creativity are often ignored. Creativity is an indispensable primary asset type in Metaverse, and the creative industry will become a new industry leading the development of Metaverse. Therefore, the whole life cycle management of creativity will become particularly important. Technology, as a medium, determines the expression of consciousness and the presentation of external objects. People need to learn the day after tomorrow to master technology, which has always existed outside the human body in some form, that is, technology is an extension of the human body.

3. Technical expression art

As an art fair that quickly negotiates artistic value and provides art exhibition and competition venues, there is still a strict discourse hierarchy system. This negotiation is still a one-way flow from high level to low level, which has not broken the traditional art system, but has only become a microcosm of the existing art evaluation system [11]. At the same time, the popularity of new media technology often extends the behavior of value negotiation before and after the Expo, which dispels the irreplaceable field of artistic value negotiation to some extent. In the past, most of the art used traditional media to express the artist's feelings. Art creators all expressed their art under the framework of these media. Dancers created new dances with hard-working dance techniques, and sculptors made new works with the learned techniques. After human beings have mastered the new technology, when programming is no longer a technology that only a few people can learn, and it is no longer a new and unknown thing for human beings, human beings have a new artistic expression. Since 2021, the concept of Metaverse has swept the world, and the NFT art with embedded blockchain technology, tamper-proof, uniqueness, traceability, scarcity and other genes has risen simultaneously, becoming an important component of Metaverse economic system. The interaction between new media communicators in the Metaverse era is shown in Figure 2.

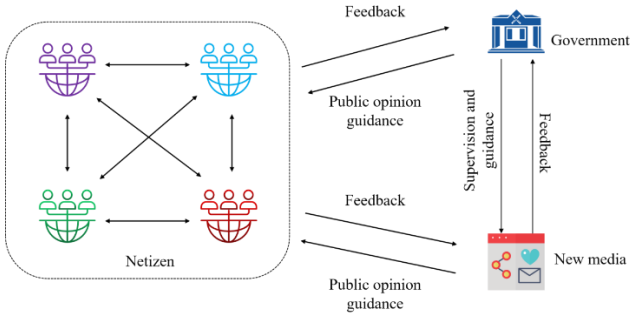


Figure 2. Interaction between new media communicators in Metaverse era

Each NFT can bind a specific digital object. Once bound, no other copy can own this NFT token, which proves that this digital object is the most "original" file. At the same time, NFT can also circulate freely, cannot be modified and can be programmed. NFT digital encryption art is also a process to explore the possibility of artistic expression in the new technical situation. NFT technology allows creators to make diversified creations on the blockchain, creating canvases, avatars, virtual world supplies, music, domain names and so on. Art creators only need to have a finished product of art, such as three-dimensional modeling of land terrain and virtual currency wallet, to generate NFT on the blockchain. NFT can be associated with various digital products and traded in the market, and the change of ownership will be clearly recorded. This unchangeable and unique feature also makes NFT-based digital art works often referred to as "encryption art" directly by Chinese art circles. NFT art is a digital art blessed by NFT technology, in which NFT plays the role of a trading medium. It emphasizes the position of encryption art in digital art from the perspective of modern art development, and its characteristics such as scarcity and confirmation can meet the needs of the art market and consumers with traditional art views. The generation technology of NFT is actually not difficult. Art creators can also learn various modeling technologies from many platforms, which can bring more possibilities for their own art or open up new creative space.

4. The impact of Metaverse development on NFT art

The virtual world is waiting for technology and art to explore. The artist has not stopped at the presentation form of art, but has begun to think about the cognitive problems of virtual and reality. Value co-creation belongs to the category of management, which refers to the process of different subjects participating in product value creation together. Different from the traditional logic of value creation based on commodity exchange, the theory of value co-creation holds that consumers are participants in creating commodity value.

The prerequisite of technology embodiment is that prester's body schema can only be internally reorganized. As a technical medium, virtual reality technology can connect the virtual world through wearable devices. From the above description, it can be seen that the technical object internally reorganizes the body schema under strong virtual reality. Therefore, the body with strong virtual reality is integrated into the body schema of the subject and becomes a part of the body. Just as many high-tech realities once appeared in science fiction movies and novels, which were imagined based on reality at that time, art still shoulders the heavy responsibility of leading science. On the cognitive level, art should face both what is present and what is absent.

On the content level of value co-creation, Metaverse's characteristics of immersion and deep interaction and NFT art's unique creation and trading platform ecology redefine the value creation content of works of art. NFT ecosystem in Metaverse space can realize various forms of interaction including producers, consumers, technical parties, platform parties and managers. On the basis of technical transparency and strong virtual reality, the subject who has been in the virtual reality world for a long time has forgotten its use of technical media in the immersion experience. Therefore, the subject body is separated from the media under the weak virtual reality, and it cannot be integrated with the body schema, so it does not have the physical characteristics. Metaverse is a model world constructed by binary, and capital controls everything. Baudrillard believes that there are three sequences of truth. According to this view, Metaverse is in the third sequence, that is, the quasi-truth is higher than reality. On the path of value co-creation, consumers can not only talk to producers at every stage of art design and delivery, but also form a new interactive consumption pattern with art by means of interactive technology in the NFT art exhibition process, giving art brand-new value.

5. Conclusion

At present, the combination of art and science and technology presents a trend of rapid growth, and artistic creation based on embodied theory and VR, AR and NFT technologies is gradually developing into a new artistic situation with the characteristics of the times. As a cultural and creative product, NFT artworks' value output involves works creation, marketing and IP value extension. The distributed consensus mechanism of blockchain directly connects users of different nodes, breaking the original situation of centralized institutional monopoly and platform monopoly, prompting more consumers to become creators and promoting more subjects to participate in the value creation of works of art. NFT may promote the development of new media art and stimulate more creative practice with the help of economic benefits, but these have nothing to do with art itself and art media's thesis. Or it can be clearly said that NFT is not a kind of art media, but an additional attribute of art, and this additional attribute solves the difficult problem of the new media art market, and more reflects the romantic fantasy of neoliberals in cyberspace. This paper discusses the dialectical relationship between art and technology from the perspective of NFT, Metaverse and other contemporary technologies involved in art, which is manifested in mutual transformation, mutual expression and mutual influence. The value of creative NFT in Metaverse will eventually become an important carrier to promote people's creativity and the prosperity and development of application innovation.

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