

# Study of Tandem Collaboration Mechanism between Museums in the Meta- Universe

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**Abstract:** The concept of the meta-universe has been spreading rapidly in recent years. At present, many industries are exploring in this parallel virtual world, and it is believed that more industries will be invested in it soon. In recent years, China has paid special attention to national culture, China has a long history and culture, more than 5,000 years of national culture has a long history, thousands of years of cultural development gradually spread, has been involved in many fields. Therefore, on the eve of the coming of the Yuan universe, Chinese culture should be fully analyzed, combed, and make sufficient preparations to connect museums in the space and time of the Yuan universe, and establish a strong cultural Great Wall to form a cultural barrier.

## 1. Introduction

"Metaverse" the word was born in 1992 in science fiction "avalanche", and the word really into the public view in October 2021, Facebook officially changed its name to Meta, name from the universe (Metaverse), shows the company in the future development layout mainly in the direction of the universe, the news began to pay attention to the concept of the universe, industries are beginning to combine the yuan universe innovation. In the future universe, the distance of the network is no longer a problem, people can travel to any corner of the world in a short period of time through scientific and technological equipment and technology, as long as they want, they can understand anything they want to know.

## 2. The development prospect of metaverse in China

"Metaverse" the word was born in 1992 science fiction "avalanche", and the word really into the public view in October 2021, Facebook officially changed its name to Meta, name from the universe (Metaverse), shows the company's future development layout mainly in the universe direction, the news began to pay attention to the concept of the universe.

However, in the eyes of most people, the meta-universe is still only in the concept of games, in fact, it is not as simple as imagined. The meta-universe can be regarded as another virtual world parallel to our real world, and people can restore many things in real life in this virtual world. The familiar movie Ready Player One is a science fiction movie based on the concept of the meta-universe. Technology comes from imagination. In the future, Ready Player One may no longer be just a science fiction movie. Of course, the development of the meta-universe is not so simple, its formation needs the support of a lot of technologies, such as augmented reality (AR), virtual reality (VR), three-dimensional technology (3D), artificial intelligence (AI) and other technologies.

At the beginning of 2022, the development of Yuan Universe was upgraded to a national strategy for the first time, which was written into the local "14th Five-Year" industrial plan. Many enterprises and organizations see the prospect of meta-universe, and have made innovations and reforms to change the form of interaction with customers, employees and partners, and various industries have developed great interest in meta-universe. Currently, several industries in the universe are: gaming and entertainment, social media and communication, retail and e-commerce, education and training, events and conferences, architecture and design, art and cultural experiences, health care and

healing, remote work and collaboration, and more. These are just the precursor of the current industry applications of metaverse. With the continuous development and maturity of the technology, there may be more innovations and changes, and more fields should be involved in it.

### **3. Analysis of the current situation of Chinese cultural propaganda**

In recent years, as China has become the world's second largest economy, China's influence among countries in the world has been increasing. At the same time, China's international status has been greatly improved, and Chinese culture has been unknowingly exported to the outside world. At present, the current situation of Chinese cultural export is diverse. In the field of film and television, Chinese films and TV dramas have been widely spread around the world, and have received more and more attention and welcome. Chinese traditional culture, art and intangible culture, such as Chinese dance, drama and calligraphy, have also been spread and promoted worldwide.

However, there are also some problems with Chinese cultural export. First of all, there is a certain gap between the quality and influence of Chinese cultural export. Many Chinese cultural works are not effective in foreign countries because they lack innovation and attraction. However, the cultural communication of many private bloggers is very attractive to the attention of foreign friends. Can we find the difference between official and private cultural output. Secondly, the internationalization level and ability of Chinese cultural export also need to be improved. Many works of Chinese culture lack of international vision and international design, not well adapt to the needs of the global audience and preferences, which requires a degree, should retain the essence of ancient Chinese culture, but also with frontier international culture, now many people in hanfu, tang and Chinese classical instruments to play classic, popular repertoire is very popular. Finally, the lack of initiative in Chinese cultural export is too grand. Cultural export should not only be official communication, but also to let culture flow into the people, so that everyone can understand the essence of Chinese culture, as for those bad remarks will naturally be broken.

The export of Chinese culture has great potential, but it also faces many challenges. In the future, the export of Chinese culture needs multi-dimensional thinking and practice. At the same time, cultural export also needs to exchange and learn from the global culture through more exchanges and cooperation, so that Chinese culture can be more widely recognized and understood on a global scale.

### **4. The current situation of the museum development**

China's museum development has experienced the sad course since modern times, but in recent years due to the country's strong support and various factors, museum in the development of the blowout, each city mining their own advantages to establish different museum, through a city museum can reflect the city's history, culture, people's livelihood and economic characteristics. For example, there are 102 museums in Suzhou and 124 in Wuhan, which has gained more and more recognition and attention in the world.

#### **4.1 The scale is expanding**

The number of museums in China is increasing year by year, and the scale is gradually expanding. By the end of 2022, there were 6,565 public museums in mainland China, with 34,000 offline exhibitions and nearly 230,000 educational activities held throughout the year, with 5.78 billion visitors, nearly 10,000 online exhibitions and 40,000 educational activities, nearly 1 billion online views and new media views over 10 billion people. Through the continuous improvement of the policy of free opening of museums, more than 90% of museums in China are open free of charge. At the same time, the construction of museums around the country is also accelerating, many novel museums such as digital museums, science and technology museums are emerging.

## **4.2 The scope of services continues to expand**

In addition to displaying exhibitions in cultural relics, history, culture and other fields, museums also begin to provide more diversified services, such as popular science education, cultural tourism, art exchange and so on. For example, the Palace Museum has launched the "Meridian Gate Welcome Plan" and the Nanjing Museum has launched the "Belt and Road" cultural exchange activities, which have attracted more visitors and well explained the cultural information to the visitors, so that visitors can better understand the general direction of the country's development.

## **4.3 International exchanges and cooperation are growing**

Chinese museums have begun to conduct frequent exchanges and cooperation with international museums. For example, from July 6 to 11, 2022, the National Museum of China, together with 33 top museums at home and abroad, gathered in the cloud to jointly hold the online relay of global museum collection exhibition with the theme of "Hand in hand: Sharing the Beauty of world Civilization". In addition, Chinese museums also cooperate with international museums in digitalization, talent training and other aspects to continuously enhance their international influence[3].

## **4.4 Business model of continuous innovation**

With the development of society and people's increasing demand for museums, many Chinese museums have begun to try to innovate their business models, such as carrying out cultural and creative products, holding theme activities, and launching virtual exhibitions. At the same time, some museums are also improving their own profits through commercial operation, so as to better serve the public.

In general, the development of museums in China is in a period of vigorous development, with continuous innovation and continuous improvement of service quality. In the museum to enhance its own functional value, but also to fully combine the current international situation, the development of science and technology and other aspects of innovation, has made an important contribution to the inheritance and promotion of Chinese culture.

## **5. Development trend of museums**

In the face of the arrival of the metaverse period, museums should keep pace with The Times, so that museums can take the first place in the metaverse, and establish virtual museums on the basis of entity. With the development of technology, virtual museums will become more and more popular choice. Virtual museums can allow people to visit museums either at home or anywhere, which will provide more opportunities for those who cannot reach the museum for themselves. Museums in the meta-universe must pay attention to interactivity and participation. Museums in the meta-universe will pay more attention to interactive experience, and make the audience more actively participate in the exhibition through various ways, such as the use of virtual reality technology, interactive exhibits, gamification experience, etc.

Diversified exhibitions, the museums in the yuan universe will pay more attention to the diversified contents and forms of exhibitions, and attract more audiences to visit by displaying the contents of different cultures and different fields. Among them, digital exhibition of collections will be the top priority. Digital technology will play a more important role in future museums, including digital exhibits, digital guide, digital interaction, and so on, which will provide visitors with a more convenient visiting experience. The collection in the meta-universe is more sustainable. With the improvement of environmental awareness, the future museums will pay more attention to sustainability, including the use of environmentally friendly materials, energy conservation and emission reduction, and the promotion of sustainable development[1][2].

At present, there are many urban museums in China that have established Yuanyuan museums, such as the Quanzhen Internet Yuanyuan Museum in Nanjing, the Temple site, and the Dunhuang Museum in Gansu and so on. In the early days of the metaverse, all museums in China should

actively participate in it, so that all museums can establish their own projections in the universe, but in the construction process, we should think about how to better innovate and publicize more effectively in the new mode of the universe.

## **6. The correlation between museums in the meta-verse**

In the future, museums in the meta-universe will pay more attention to social interaction. In addition to interacting with audiences through social media and online interaction and establishing closer connections, reasonable links should be established between pavilions. After all, the distance in the meta-universe is no longer a problem we need to consider. Chinese culture has a long history, is the only remaining ancient civilization in the world today, in a long time we have accumulated the Great Wall of our culture, the magnificent Great Wall of knowledge will continue to accumulate over a long period of time. Chinese culture is introverted, modest and intelligent. The Great Wall of knowledge should also be like the Great Wall in reality, and resist the invasion of foreign malicious culture. After Qin Shi Huang unified China, all the Great Wall was connected together, so that our motherland would not be invaded by foreign enemies. Our museums should also have a reasonable series to resist the aggression of malicious culture.

A reasonable multi-dimensional structure should be established between museums, so that viewers can gradually connect lines through one point, and then make reasonable branches at each point on this line, and spread them gradually. In this way, people can understand the "knowledge" of Chinese culture for thousands of years. However, the relevance of these knowledge needs to be carefully sorted out, not only to establish a reasonable connection between museums, but also between collections, which requires a more systematic and professional analysis to establish relationship links.

The most common to time as the clue, this way is for the development of historical time as a clue, such as "erlitou summer ruins museum" and "shang Palace museum" between the series collaboration, the audience from the birth of the xia dynasty culture, to strong, finally to the decline all multidimensional understanding of the summer history, the viewer will fully understand the summer dynasty related history and culture, then through the series collaboration between the museum make the viewer directly across the domain to the rise of the shang dynasty, strength and decline. This way can let the audience understand the causes and consequences of historical development[4].

Of course, not all viewers are interested in the history of the macro, can also be according to their own preferences through different clues, such as cultural clues, characters, events, regional characteristics, etc., make the viewer with a clear purpose for exhibition, more effectively improve cultural propaganda effect, believe that Chinese culture through the yuan universe model for better cultural output[5][6].

This is a chance to let the world know real Chinese culture, although Chinese culture has always been polite never shout, but when someone asked us what is Chinese culture we still need to like their careful, patience, sincerely, we have never been stingy culture country, history also education the harm of our isolation, Chinese culture is eager to continue to progress, for the impact of foreign culture and fusion, let five thousand years of civilization continue to carry forward, let the timeline continue to spread.

## **7. Conclusion**

Before the yuan universe comprehensive coverage, hope all Chinese museum should establish good correlation, together to explore a better cultural propaganda learning way, internal help improve national confidence, enhance public culture, auxiliary teaching to provide more effective teaching means, the Chinese culture in the universe together, form an invisible cultural barriers, better in the yuan will carry forward the Chinese culture in the world.

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