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## A Sustainable Development In Art Education: Through Art Gallery And Museum

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### Abstract

Simply this is not enough for museums to operate as a testament for preservation—at this moment they need to consider preservation, as well. Global temperature change impulsively tends to its horrible move, most institutions or organisations have a spic-and-span responsibility of consciousness once it involves their consequence on the atmosphere. Obviously, this quote giving an accurate direction to men of science that museums hold in an area the various corporeal and academic, intellectual property, collection of inspiration and capabilities, preservation of anthropological report, accessible art, artifacts and creativity, ethnographic research project, freedom of expression. At same time art galleries are of the supreme significance for the reason that they are integral to the arts. That is not exaggerating it. Without them, the works that the artists envisioned and made true, would not simply get into the hands as well as a visual of the spectators. It might then be said that galleries are the connecting vessels between creators and the society.

**Keywords:** Spic-and-span responsibility, intellectual property, anthropological report, supreme significance.

### Introduction

The absolutely true opinion given by many scholars or philosophers the value of artistic creation has forever existed, however art galleries haven't (Lauren, 2022). It was exclusively once the Renaissance came into the scene, then the promotion and cultural trade of art were necessary states to sell the art pieces. That was seen, once the inflow in painting from the middle of the eighteenth century onward. That came in reality once a powerful personality who

commissioned works to adorn their palaces and castles. Gradually that gave direction to the necessity for the creative person or artist to go immediately the general public. The creative personalities or creative artists they transformed paintings into merchandise. Earlier they had to travel in search of buyers. It absolutely was at that flash that galleries appeared as a fundamental space provider area inside the art scene to compile sellers and consumers. At present scenario, it is pertaining to the climate change, talk about the conservation of nature, social and global concerns are nothing new. Artists' communities are well concerned about this issue and exploring the impact of our social trajectory in their works for years.

### **Objectives**

To study an overview about museums and art galleries

To analyse the history of museums and art galleries

To determine the significance and purpose of museums and galleries

### **Role of Museums and Art Galleries**

The rising concerns for cultural sustainability offer a strong perspective from which museums and libraries may restore their grip that how much important their job for the people of the society. Building sustainability policies for museums and libraries which involve cultural preservation is a big trouble. Beside their devotion and loyalty to community, financial, and surrounding result will aid in the development of quality of these museums and institutions of the people of the society, thereby assisting in their future security.

### **A Sustainable Museum of the Future Nation**

The concept of a sustainable and responsible museum is based on a basic principle: utilising all aspects of the institution's heritage. A development that satisfies current demands without compromising the capacity of future generations to meet their own needs is referred to as sustainable development (Brundtland Report, 1987). The role of museums and social contribution towards sustainability and development is by forming better bonds with their company and brotherhood in order to encourage logical grip, social solidarity, a sense of belonging. In this environment, social responsibility necessitates inclusivity and openness. The museum is a place where you may learn about different cultures A socially responsible museum, with a mission to improve the quality of people's lives, people can easily make a museum self-sustaining by manufacturing cultural products as well as supplying them to other cities. This way, you'll not only be able to keep the museum sustainable, but you'll also be able to employ many local people and make money.

Scholars are given their opinion that is, rather than collecting an entrance fee, you might encourage your visitors to purchase your products. You'll be able to create a market for your products this way.

Small state galleries can potentially become self-sustaining by pursuing entrepreneurial opportunities. A temperature of twenty to twenty-two degrees, a relatively water vapour content of air of forty to forty-five percent, and a limit lighting of one fifty lux are all ideal. These are the conditions that should be followed when conserving artworks at an art museum or a gallery. Many more different museums like the archaeological museums, have to arrange distinct atmosphere in favour of the museum objects like skin, bones and fur to remain safe and good Energy-efficient, sustainable institutions and museums of the twenty-first century enhance public awareness of environmental challenges. However, improving energy efficiency isn't the only goal. A museum must be run appropriately in order to be considered sustainable. Business environmental commitment must be evident in all aspects of its operations, from board decisions to collection composition, as well as employee behaviour regulations.

### **An Overview about Museums and Art Galleries**

Museums are buildings or institutions that preserve various antiquities and relic objects and present them to the public through various exhibitions. The majority of the antiquities and other items are rare and historically significant. There are many open museums that are free to visit and examine. Museums come in a variety of shapes and sizes; some are vast and can be found in large cities, while others are tiny and can be found in small towns and rural locations. They provide a number of functions, including collection, conservation and preservation, research and institutional support, and public service. Supporting research workers is beneficial not only for research-based purposes and also for the people (Hansson, Petra, & Johan Ohman, 2021). Modern museums and historical institutions are designed to gather, maintain, explain, and exhibit historical items of aesthetic, ethnic, or scientific value to the public for learning and teaching. This objective might also vary depending on an individual perspective as a guest or member of the community.

A small vacation to your local cultural or historical attractions with your buddies or batch mates is always interesting and educational. Art galleries are also called as art museums is a site where different forms of art are stored and shown or exhibit in public, usually it is galleries own art pieces and art gathering. The art gallery can be displayed openly or privately, and normal people can have access to it or not, depending on who owns it. Galleries and Museums of art can regularly see as a venue for numerous cultural interactions and creative activities, some of the events are poetry reading performance art and music

concerts. Art galleries are important institutions for preserving works of art created by a wide range of people from various cultural backgrounds. People frequently gain an understanding of other cultural traditions through works of art and other objects produced in those cultures. Regardless of the artist's racial, ethnic, national, social, or cultural origin, art museums and art galleries collect art works, and exhibit works of art based on their artistic merits.

### **The Purpose of Art Gallery**

It performs three major roles- those are – Exhibitions, Promotion and Sale.

Art exhibition supports an appealingly pleasing display of the art works. what is essential so that they consider their best. Art exhibition comprises retrospective, installation, and curatorial techniques.

Promotion, other hand, it could be a promoting method with the proper marketing process. It anticipates offering the benefits of the work of art, as told by the painters or sculptor, photographer, or designers, to the general public.

Ultimately, it solves the purpose of sales of the galleries which offers the opportunity of taking home a true work of art. Accordingly, at home, one can able to delight, appreciate it whenever the like he wishes to do so.

So, respectively, three of these purposes happens through dedicated and experienced people in the industry. The essential aim is to assemble and merchandise of artworks.

As being obvious or to be expected, that curating an art exhibition for art's sake. People or some scholars say like this, occasionally we heard this word. But looking at art or deeply visualise a work of art, definitely involved a kind of intriguing and appealing to the viewers or audience. Art loving an art due to reciprocating some message to the viewer as well to the society. Definitely it is carrying social value. So, one can argue that art not only for art's sake but society's sake.

### **A Study and Analysis: Brief History of Museums and Art Galleries.**

Ennigaldi-Nanna's museum is one of the oldest museums to be known. Artifacts from older Mesopotamian civilizations were discovered at the site, which dates back to around 530 BCE. The paintings and artifacts are shown by the ancient

Greeks and Romans, as they had a different perspective on museums than we do now. The museums and their surroundings of historical time were almost temples, as they kept collecting offerings given by people. In gardens, forums, theatres, and bathhouses, paintings and sculptures were on display. There was no distinction between libraries and museums in the ancient world, as both occupied the same.

Previously, the galleries of old museums were private, and they largely housed pieces of art, uncommon, unusual items found naturally, and artefacts collected by rich and wealthy people, clan. The "respectable" could often gain entrance to these museums, mostly to the private holdings yet only by getting permissions from the head of the collection holder or his staffs. Another way for wealthy individuals to demonstrate their status in society as wealthy and noble at the time was to acquire paintings and artefacts and be a collector. Previously, only the upper and middle classes were granted entry to public museums. It was tough to get permission for entrance. Earlier it was feared that big crowds would harm the objects. Once the British Museum first opened its doors to the public during 1759, people have to ask for entrance and permission in a written document, each day only a tiny number of people were admitted inside the museum.

### **Significance and Purpose of Museums and Art Galleries**

Museums play an important role in preserving invaluable rare items, historical records, anthropological property. Those spaces used for storing cultural and individual relics. We can study and learn about the history and past, but not see the relics and artefacts. Museums allow us to see items and learn about our ancestors' culture, history, and customs. For all nations in the world, the museums were once the main attractions in the history of humankind. Museum shows a link between a country's nobility and power. The ancient the culture the more visitors it attracts. It also promotes in the educating and encouraging children. By studying history preserved in museums, we can learn from the mistakes of those who came before us. We may also gain knowledge from their successes, which will save us a huge amount of time and work.

In the art galleries Visual artworks presented in place or building are known as art galleries or exhibition. They are also called art museums as they preserve a permanent collection of artworks. An art gallery's role involves developing and supporting the artists whose work it displays. These are accomplished in a variety of methods, including supporting these artists, selling their products, managing their funds, conducting detailed research, and publishing written content. The potential of art galleries to inspire individuals in their personal journeys to generate unique and vibrant works of art is also one

of their greatest assets. Furthermore, visiting an art gallery helps in the development of a community of like-minded individuals as well as a social network that can be quite beneficial in the future.

### **Present state of Knowledge through art Gallery and Museum**

Political level and social extend, as well as on a local extension, museums and galleries have the power to unite people. Through remembering a shared history, local museums can help individuals experience a sense of connection. Visiting the museum is also a superb method to learn about a location's past. Museums can help introducing people together in a more literal way through public meetings, seminars, and discussions. What it means to be a museum is being questioned and challenged as a result of technological advances over the last two decades. Modern technology is transforming museums from places to look and learn into places where people can interact, participate, and engage. The revenue loss was an issue for almost everyone across the globe during the lockdown, including museums and galleries. COVID-19 has acted as a catalyst for rapid change for any business that focuses largely on public attendance to make an income. Museums are no exception. Museums, like many of their cultural equivalents, have embraced technology to stay connected with those who have come through their doors. And now, as consumer behaviour shifts, museums must figure out how to recoup revenue that vanished overnight.

#### **I Museums use social media and live streams to keep connected**

In response to the pandemic, many museums are offering virtual educational programmes, experiences, and online education for students, parents, and instructors. One of the most common ways for museums to engage visitors online during closures is through live broadcasts and virtual tours. Live streams enable museums to share on-site events with a bigger audience and to present content online in real-time. Museums may reach a bigger audience and captivate potential visitors by giving remote viewers a sample of what the institution has to offer. Facebook and Instagram, for example, have begun to offer live stream tools that allow users to livestream material directly to their followers.

#### **II Supporting New digital innovations**

Earlier Museums starting to bring historical data into the twenty-first century. Across the globe, New digital efforts were carried out. For the past decade, Digital approach has been a matter of some debate, with books and conferences featuring top-tier experts in the industry. Technology advancements have also made museums more accessible than ever before. The museum's galleries and other educational institutions are making their historical treasures available online via their websites or social media profiles for those who are unable to visit or view them in person. VR technology, digital aids, software, apps, and digital

trails are all becoming more widely available. There are quite few digital museums running today that are leading the way for the future.

Factors Influencing Museum's Sustainability

### **Findings & Results**

The museum's collection size, organisational building or structure, and museums particular nature are all internal elements that have an impact on intuition or museum's stability that cannot easily be modified by the museum's managers. However, a direct comparison of the total number of people received by different museums that are not similar in nature and volume (staff and historic collections) will be meaningless and cannot be ranked based on their sustainability level.

#### **i. The relation between the sustainability of a museum and its size**

Some experts said there are definite negative correlations and positive correlations connecting these components and museums sustainability when it comes to a museum's volume as compared to staff, and the space in which number of relics antiques and objects it holds (collection size). Some institutions and museums have a staffing shortage, which has an impact on the quantity and quality of their projects and activities. A museum with more staff may have a stronger potential for establishing activities that contribute to long-term sustainability. A larger organisation requires a greater level of dedication, complexity, and participation, as well as a greater administrative effort. As a result, museums with small staffs might sometimes be more efficient.

#### **ii. The link connecting sustainability of a museum and its type**

In terms of the relationship connecting sustainability of a museum and the museum type, the professional domain in which certain museums operate provides them with particular competitive advantages. For example, museums of natural science appeal more to a younger audience because of their uniqueness. Although the type of museum can be regarded a competitive advantage, it does not always have a significant impact on the institution's sustainability other museums can simply minimise or eliminate this advantage if they use their creativity and imagination to create social interaction spaces in their museums.

### **Challenges Facing by Art Galleries**

The majority of our nation's museums and galleries are tiny and operate at the primary level, to identifying new promising artists and craft mans and serving as a springboard for them at the start of their careers. Because there is no certainty about how the market will respond to these young talents or the number of sales

that will be generated, introducing these artists involves considerable risks and resources. Their hefty expenses mostly are due to their involvement in domestic and international fairs, that museums and galleries now must visit very frequently in order to gain new customers. Another reason, galleries and museums aren't any longer viable business models, when compared to other business owners, the gross profit of these galleries is significantly lower.

Young new artists with less experience joining the competition are not that familiar, and the work and experience they offer (artwork piece) needs extensive clarification and judgement. On the other side, Collectors and investors are not familiar with the artist and the work of art he is providing to the market; hence the responsibility of the gallery owner is to fill the void connecting artists and art collectors or investors. Gallery owners fulfil critical duties in their relationships with artists: they promote the chosen artist's work, advertise it, and occasionally set the market worth of their artwork, while accepting a varying level of risk, which can be great in many cases.

## **Determination to Attract more Visitors in Art Gallery or Museum**

### **i. Accept the smartphone culture**

Smartphones have always been a point of conflict for museums, asking people to avoid using their phones in the museum and instead concentrate on the relics and antiques in front of them. Many big museums throughout the globe, for example, have embraced modern techniques and methods in their museum marketing and are reaping the benefits. Metropolitan Museum of Art in New York City features a mobile-friendly website and app that guides visitors through its displays. People use their smartphones to learn more about the works they see and to find similar works. (done)

### **ii. Encourage visitors to get social**

Rather than denying visitors a chance to reveal their friends about what they saw, museums can encourage them to click selfies and start sharing the museum's relics and material online. These pictures and clicks advertise museums and galleries as amusement places to come again and again and increase web visitors' curiosity in visiting the gallery and museum in person. One of the most cost-effective strategies to increase your museum's marketing is to use user-generated content. (done)

### **iii. Get to be Creative**

Government bodies or private bodies can develop a museum marketing strategy that utilises digital platforms and attracts visitors to your exhibitions



with a little creativity. The ultimate goal is for people to be inspired to share their friends about their incredible experience. Consider using online radio, such as Spotify or Instagram, to test commercials. Spending on social media platforms ads to advertise your business and event. Find out where people receive their information if you desire to reach out to a fresh crowd or reunite with old community.

#### **iv. Introducing Museum Shops**

A museum shop, sometimes known as a museum store, is a gift shop located within a museum. Typical items include copies of museum artwork, picture postcards, booklets about the museum's holdings, and numerous types of gifts. Clothing and decorative things inspired by or copied by artwork are frequently shown in art museums. By means of the retailer's power, museum shops allow galleries and museums establish their identity while also developing wonderful relationships with their customers.

#### **Conclusion**

Museums and galleries are playing the role of educational institute with the ultimate goal of serving society. Students will understand where the world around them. They are just as important to build the future as the future is for them. Art galleries and museums does not only focus on the current and upcoming generations, but they also bring historical culture and heritage to life. A light that can be difficult to get from elsewhere. Knowledge and understanding are frequently the most effective tools in the face of ignorance and hate. This is what museums and galleries have the ability to display. In order to achieve sustainability in museums and galleries, culture, society, economy and the environment are all together required to create a balance as they are the pillars of sustainability.

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