

тирования трансформируемой мебели, интегрирующего визуальные, антропометрические и материальные структуры объекта.

Практическая реализация концепции включала три этапа: эскизирование, разработку чертежей и 3D-визуализацию в программе PRO100. Предложенное материально-цветовое решение (ЛДСП в сочетании с деревом на ахроматическом фоне) обеспечивает баланс прочности, визуальной легкости и тактильной привлекательности.

Заключение. Таким образом, модульная конструкция стола «MONOLITH», построенная на принципах комбинаторики, адаптируется к различным планировочным решениям и рабочим сценариям, подтверждая практическую ценность для создания современной, ориентированной на человека деловой среды.

1 Теоретические и методологические основы дизайн-проектирования предметно-пространственной среды: монография / В.В. Кулененок. - Витебск; ВГУ имени П.М. Машерова, 2013. - 164 с. URI: <https://rep.vsu.by/handle/123456789/3209> (Дата обращения 04.03.2026).

2 Дизайн комбинаторного комплекта мебели для детей: бакалаврская работа / Е.В. Ситников – Томск; ТПУ, 2017. – 112с.

TECHNOLOGY OF DIGITAL MEDIA ART IN CHINESE CONTEMPORARY DANCE

Wang ling,

master's student, VSU named after P.M. Masherov, Vitebsk, Republic of Belarus

Scientific adviser – Vasiuchenko N.D., Associate professor

The relevance of the research topic is due to the rapid development of digital media technology and its deep integration with various art forms. Chinese contemporary dance, as an important part of Chinese cultural art, is facing new opportunities and challenges in the digital era. At present, some dance works only focus on the novelty of technology and ignore the expression of artistic connotation, resulting in the separation of technology and art. This report explores the application of digital media art technology in Chinese contemporary dance, clarifies its application characteristics and existing problems, and puts forward targeted optimization strategies. The goal of the research is to promote the organic combination of digital media technology and Chinese contemporary dance, enrich the expression forms of dance art, and help the inheritance and innovation of Chinese contemporary dance.

Material and methods. This research is based on the analysis of digital media art works, Chinese contemporary dance works integrating digital technology, relevant teaching cases and academic research. The main materials include classic digital dance works (such as the dance drama Confucius with digital stage effects and the modern dance River of Light combining projection technology), and academic works on digital media art and dance art. The research methods include literature review to sort out the development of digital media art and contemporary dance, case analysis to study the application effect of digital technology in specific dance works, comparative research to analyze the different digital technologies in dance expression, and induction to summarize the application rules and optimization strategies of digital media art in Chinese contemporary dance.

Results and their discussion. The results show that digital media art technology has brought new changes to the expression form and artistic effect of Chinese contemporary dance. Technologies such as digital projection, interactive sensing and virtual reality have been widely used in dance creation and performance, forming a new artistic style that combines tradition and modernity. The discussion focuses on the continuity of Chinese contemporary dance art connotation and the practical path of digital technology application, emphasizing that digital technology should serve the expression of dance art rather than just being a decorative tool.

The research included the following aspects:

1. Historical context: the integration of digital media art and Chinese contemporary dance can be traced back to the 1990s. With the popularization of computer technology, some dance works began to use simple digital projection to enhance the stage effect. In the 21st century, with the rapid development of digital technology such as virtual reality and interactive sensing, the integration of digital media art and Chinese contemporary dance has become more in-depth.

Dance dramas such as *Everlasting Regret* and *Silk Road* have extensively used digital technology to create immersive performance effects, which have been well received by the audience [1]. These development experiences lay a foundation for the standardized application of digital media art in contemporary dance.

2. Core application characteristics: the application of digital media art in Chinese contemporary dance has three core characteristics that are constantly developed and improved. First, it enriches the stage expression, uses digital projection to create realistic scene environments (such as mountains, rivers and forests), and uses interactive sensing technology to realize the real-time interaction between dancers and stage effects, making the dance performance more vivid and intuitive. Second, it inherits and innovates traditional culture. Digital technology can restore traditional cultural scenes and symbols (such as ancient architecture and traditional costumes) more accurately, and at the same time, it can combine modern digital art forms to inject new vitality into traditional dance elements. Third, it enhances the audience's immersive experience. With the help of virtual reality technology, the audience can be "in" the dance scene and feel the artistic charm of dance more intuitively, which breaks the limitations of traditional stage performance [2]. These characteristics promote the diversified development of Chinese contemporary dance.

3. Contemporary application strategies: in the integration of digital media art and Chinese contemporary dance, contemporary creators have optimized three key application strategies. First, adhere to the core position of dance art, and use digital technology according to the needs of dance theme and artistic expression, avoiding the blind pursuit of technical novelty. Second, strengthen the training of interdisciplinary talents, cultivate creators who are proficient in both dance art and digital technology, and promote the in-depth integration of technology and art [3]. Third, innovate the application mode of digital technology, combine different digital technologies (such as projection, sensing and virtual reality) according to the characteristics of dance works, and create personalized dance art works. For example, the interactive dance *Light and Shadow Dialogue* uses interactive sensing technology to realize the real-time interaction between dancers' movements and light and shadow effects, creating a unique artistic effect.

4. Cultural value inheritance: the application of digital media art in Chinese contemporary dance is not only a change in performance form, but also an important way to inherit and promote Chinese traditional culture. Digital technology can reproduce the artistic connotation of traditional dance more vividly, and spread Chinese contemporary dance to a wider range through digital media platforms (such as video websites and live broadcast platforms) [4]. This integration helps to enhance the cultural influence of Chinese contemporary dance in the world.

5. Technology-Art Integration: The core of the integration of digital media art and Chinese contemporary dance lies in the organic combination of technology and art. Digital technology is a tool to enhance the artistic expression of dance, and dance art is the core of digital technology application. Contemporary dance creation should pay more attention to the integration of technology and art, and use digital technology to express the deep connotation of dance, so as to avoid the emptiness of technology [5]. This integration ensures the artistic value of digital dance works.

Conclusion. Digital media art technology plays an increasingly important role in the development of Chinese contemporary dance. By inheriting the core concept of "art as the core and technology as the tool", and optimizing application strategies such as adhering to artistic orientation, cultivating interdisciplinary talents and innovating application modes, the integration of digital media art and Chinese contemporary dance can solve the current problems and realize the healthy development of dance art. The integration of digital media art and Chinese contemporary dance should not only pay attention to the innovation of technology, but also adhere to the inheritance of artistic connotation, so as to make Chinese contemporary dance radiate new vitality in the digital era.

1 Li, Ming. *A Study of Digital Technology in Dance Performance* / Li Ming. - Beijing: China Art Press, 2019. - P. 32-38.

2 Wang, Hua. *Digital Media Art and Contemporary Dance Integration* / Wang Hua. - Shanghai: Shanghai Music Publishing House, 2020. - P. 56-63.

3 Zhang, Wei. *The Application of Virtual Reality Technology in Chinese Contemporary Dance* / Zhang Wei. - Nanjing: Jiangsu Art Press, 2021. - P. 45-51.

4 Chen, Yu. *Research on the Inheritance of Traditional Culture in Digital Dance* / Chen Yu. - Xi'an: Shaanxi People's Publishing House, 2022. - P. 67-74.

5 Liu, Hong. *The Development Trend of Digital Media Art in Dance Creation* / Liu Hong. - Guangzhou: Guangdong Art Press, 2023. - P. 29-35.