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Research on the Reconstruction of Art's Publicness in the Web3.0 Era by AI and Blockchain Technologies: An Empirical Analysis Based on MOCA Crypto Art Museum

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Abstract

In the Web 3.0 era, the convergence of AI and blockchain technology is fundamentally reshaping the creation, dissemination, and consumption of art. This paper aims to examine the agency of AI technology in reshaping the public nature of art. This paper examines artistic practices on the MOCA Crypto Art Museum platform and its X-platform community through the methods of walk through and discourse analysis. It argues that AI's involvement in art lowers creative barriers, enables cross-temporal dissemination, guides community participants in reshaping their identities, and offers multiple possibilities for constructing new forms of publicness. Art enthusiasts, through human-machine collaborative creation and community interaction, embody their ideal identities as "co-creators" and "pioneers" expressing their aspiration for a decentralized art world. Moreover, the integration of AI and blockchain fundamentally establishes a new foundation for the art market. Its core value lies in resolving the critical contradictions within the traditional art sector—namely, high barriers to entry and limited distribution channels—through technological means, thereby providing a practical pathway for realizing the public nature of art.

Keywords: Web3.0; Public Art; Blockchain Art; Identity