

Research on Urban Public Art Design Based on Regional Culture

Shi Huanyu^{*}, Guo Guofeng, Chen Tianyu

College of Art, Baoding University of Technology, Baoding, China

Abstract: In the process of regional cultural inheritance and development, urban public art works play an important role. Meanwhile, regional culture also provides design inspiration for urban public art. In order to meet the spiritual and cultural needs of urban residents, it is imperative to effectively integrate regional cultural elements, which is also of great benefit to clarify the development direction of urban planning and design. Therefore, this paper expounds the importance of regional culture in urban public art design, analyzes the main reasons for the lack of regional cultural characteristics in urban public art design, and focuses on the practical application of regional cultural elements in urban public art design.

Keywords Regional culture; Urban public art; Traditional culture; History and culture; Architectural culture

INTRODUCTION

Urban public art design can not only promote urban construction and development, but also greatly improve the overall image of the city. At present, the pace of urbanization is accelerating, and the problems in urban planning and construction are becoming increasingly prominent [Tan, 2013]. Regional culture is an indispensable part of urban public art design. Public art works incorporating regional culture can better show the cultural connotation and historical civilization of a city. The integration of regional culture into urban public art works can also better promote national culture, regional culture and urban public art design are closely linked. With the improvement of personal cultivation, people have gradually begun to realize the importance of traditional culture, but in life really come into contact with the traditional culture is very few, our understanding of culture often have many misunderstandings [Tao, 2018]. The development and inheritance of culture is more about adding new elements to make it develop in a more long-term and lasting way [Wang, 2021]. The application of regional culture, in a sense, is the continuation of our life, we give it further development. Therefore, we must firmly grasp the development direction of the new era, combine with the characteristics of urban planning and design, reasonably introduce and use regional cultural elements in urban public art design, and constantly improve the overall effect of urban public art design. Therefore, this paper explores the practical significance of regional cultural elements to urban construction and development from architectural culture, historical culture and other perspectives.

URBAN PUBLIC ART AND REGIONAL CULTURE

Urban public art

The urban public art forms that serve the masses are collectively called public art. It involves a very wide range, not only including photography, sculpture, environmental art, but also includes murals, music, decoration and performance and many other forms of expression, fully demonstrating the communication, openness and sharing of art and culture in public space [Liang, 2021].

Public art in a particular place determines it can't be widely adapt to, placed in the art of all, on the contrary, it is always for a particular age, geography and environment, limited by place, for a specific region of some sensitive people, things or problems, to reflect the local characteristics, folk customs, for the purpose. The design is designed to understand the lifestyle and characteristics of the three geocentric regions in response to the local cultural background in a reflective and harmonious way.

Regional culture

Regional culture mainly refers to the cultural traditions with long history and unique characteristics in a specific region, which play a certain role in inheritance, and is also the expression of the civilization of traditions, ecology and habits in a specific region. Its formation process is long and has been in dynamic development and change, but it shows relative stability in a certain stage. For example, the Heluo River basin centered on Luoyang has formed the well-known Heluo culture, which has played a positive role and influence in shaping the city brand, enhancing the charm of the city and establishing a good image of the city [Zhang, 2021].

THE IMPORTANCE OF REGIONAL CULTURE IN URBAN PUBLIC ART CONSTRUCTION

*Corresponding Author: Shi Huanyu

Regional culture is the soul and essence of a city. In the process of progress and development of every city, it cannot be separated from the support of urban culture. Urban public art is to show the connotation and characteristics of urban culture in the form of works, and regional culture is the important material basis and premise to highlight the characteristics of urban public art. Each city has its own unique cultural accumulation, thus forming a unique and unique urban culture. Urban public art design must take regional culture as its connotation, otherwise, it will inevitably lose its unique characteristics and the real meaning of its existence. With the rapid development of urban economy, different cities are gradually converging in architecture and public art, resulting in the urban public art looks very similar, lacking its own uniqueness and no characteristics [Zhou 2021]. It can be seen that the rational application of regional culture in urban public art is becoming more and more important, which can make the city show its own characteristics and give certain cultural connotation to urban public art, rather than simple mechanical replication, and form its own unique urban landscape after effective integration of regional culture.

REASONS FOR THE LACK OF REGIONAL CULTURAL CHARACTERISTICS OF URBAN PUBLIC ART

The reasons for the lack of regional cultural characteristics of urban public art can be boiled down to the following three points, as shown in Figure 1.

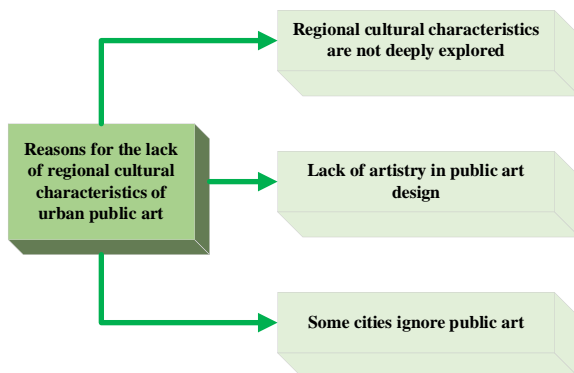


Figure 1 Reasons for the lack of regional cultural characteristics of urban public art

Regional cultural characteristics are not deeply explored

At present, many urban designs are based on modern design, focusing on the integrity and aesthetics of modern urban planning and design. When designers choose building materials and design techniques, they usually pay more attention to the characteristics of modern urban design. In particular, the first and second tier developed cities often pay more attention to the characteristics of the era of urban public art design, while ignoring the nationality and history of urban design, which can not give full

play to the value of local regional cultural characteristics, thus causing the urban public art design to lose its own characteristics.

Lack of artistry in public art design

The economic development of a city is affected by the quality of urban living environment to a certain extent. At the same time, when evaluating a city, it no longer takes the economic level of the city as the main measurement standard, but attaches more importance to the cultural development of the city. Urban public art design can reflect the comprehensive development of the city from the side, which requires us to accurately grasp the characteristics of urban development in urban planning and design. However, some cities tend to ignore urban humanistic characteristics in design and fail to effectively integrate local cultural characteristics into public art design schemes. Instead, they blindly refer to the design schemes of other cities, which ultimately makes urban design lose its distinctive artistic characteristics.

Some cities ignore public art

In public art design and improvement of urban public facilities, must highlight the city region culture characteristic, but there are still a part of the urban planning, to reveal the urban construction of modernity, often pay more attention to modern urban planning and design, effective integration of modern urban design concept, ignore the public art design, urban public art design is not fully fusion region culture elements, The display of regional cultural elements is neglected, which leads to serious homogeneity of public art in many cities and lack of its own regional characteristics.

INTEGRATION OF REGIONAL CULTURE IN URBAN PUBLIC ART DESIGN

The integration of regional culture in urban public art design mainly includes the following two aspects, as shown in Figure 2.

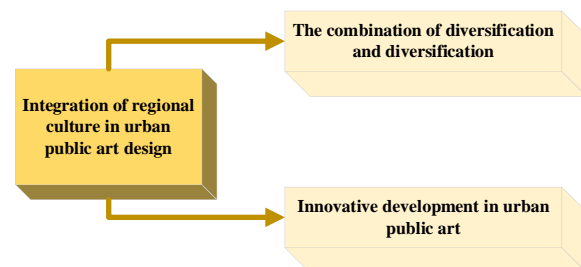


Figure 2 Integration of regional culture in urban public art design

The combination of diversification and diversification

When regional culture is combined with modern civilization, it is also the best time for their diversification and development. Today, with the rapid development of modern civilization, high-rise buildings stand tall, but designers are not just

imitating modern public buildings from abroad, but integrating traditional culture into reinforced concrete. In the municipal construction of Suqian, Western Chu culture is mostly reflected in the appearance of architectural groups and urban public art. Classics are always memorable and deliberate. For example, Suzhou Museum perfectly integrates regional culture into its architecture, thus becoming a classic. Although it is regional culture, as long as the integration point is well understood, it is not mutually exclusive with modern cities, but mutually attracted. Regional culture has made urban public art design, and urban public art design has also made regional culture. Sometimes the appearance of traditional culture is not even intuitive, but implied or microscopic, which is its diversification and diversified development [Zhou, 2021].

Innovative development in urban public art

As a traditional culture, when it faces the constant impact of the world's diversification, regional culture either innovates and changes into modern cities, or can only wait to be forgotten. Suqian municipal government has decided to integrate regional culture into the public art design of the city. Some architectural characteristics of regional culture are integrated into the reinforced concrete high-rise buildings. When night falls, the colorful ribbon effect of lights and the consistency of group buildings also have a unique flavor. The planning of roads and surrounding areas, the totem of regional culture, style and even feelings in small scenes, unconsciously attract people's attention to stay. Inheritance and innovation of regional culture is neither to exclude any new elements nor to reject everything that comes, but to take its essence and discard its dregs.

APPLICATIONS OF REGIONAL CULTURAL ELEMENTS IN URBAN PUBLIC ART

The applications of regional cultural elements in urban public art mainly include the following four aspects, as shown in Figure 3.

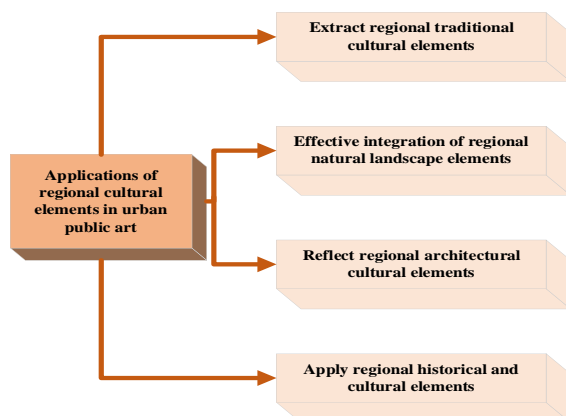


Figure 3 Applications of regional cultural elements in urban public art

Extract regional traditional cultural elements

Regional traditional culture usually has strong regional and ethnic characteristics, and carries the cultural spirit of a region and a nation that has been struggling for life. In urban public art design, many elements such as regional traditional ethnic festivals, folk culture and traditional living habits should be effectively integrated to improve and optimize the relevant content of urban public art design, so as to better demonstrate the spirit of the city. For example, Jingdezhen in Jiangxi Province, known as the "porcelain capital", is rich in ceramic art, such as exquisite blue and white porcelain, exquisite porcelain and enamel, which are not only of great ornamental value, but also of certain use value. In the urban public art design of Jingdezhen, the advantages of regional culture are fully displayed and utilized, the essence of traditional culture is effectively extracted, and the ceramic craft of Jingdezhen is effectively integrated into the urban public art design, thus highlighting the unique cultural connotation of Jingdezhen in Jiangxi province. For example, some urban public designs in Beijing flexibly adopt traditional cultural elements such as Beijing Hutong culture, which not only inherits and develops excellent regional traditional culture, but also effectively improves the level of urban public art design.

Effective integration of regional natural landscape elements

In the process of urban public art design, regional natural landscape elements are indispensable, which is the most important material. Urban public art design combined with local unique natural landscape, can fully display the humanity in the specific design of city public art design creation process, should be mainly based on the local natural landscape, combines the actual conditions of the specific design work space function, effectively combines regional natural landscape and urban public art design. Taking the public art design of Yantai as an example, as the ocean is the most prominent feature of the natural landscape of Yantai, the design elements of the ocean landscape are reasonably integrated into the design scheme of the animal sculpture fountain of Yantai Binhai Square. According to the impact characteristics of seawater flood, the nozzle is designed at the mouth of the animal sculpture to achieve a better dynamic landscape design effect. In addition, Yantai also applies the Marine elements of the regional natural landscape to the design of many public facilities, such as the wavy roof design of binhai road public bicycle station, which greatly improves the artistic quality and regional design of public facilities.

Reflect regional architectural cultural elements

Regional urban construction is another form of public art design. Through detailed analysis and refinement of traditional architectural elements,

designers give them new connotations and forms, so as to create new symbolic elements of individuality, regionalization and humanistic culture. Residential buildings, historical buildings and landscape walls with local architectural characteristics can provide an important place for designers to give full play to their values, and record the historical changes of the city through pavement art, so that visitors can experience the fun while comprehensively understanding the development process of a city.

Nonphysical spirit form and regional natural culture embodies the spirit of a city's history and civilization, human history and social activities, people's living habits and customs is traces the history of human life, and regional history and culture as a city's unique culture resources, according to the design principles of decorative and interactive, recording the city changes and the process of civilization, the city's regional characteristics, traditional cultural accumulation and the spirit of The Times are fully integrated into public art design, so as to maximize the important role of public art in urban space construction, greatly enrich the content of public art design, and constantly improve the aesthetic value of public art design. As an important part of regional history and culture, historical allusions and folk customs have infinite ideological capacity. In Yantai, for example, artists to choose the most representative of important historical figures, historical events and created the "overseas Chinese merchants" in coastal square, the antique dealers such as sculpture, with solidification, the sculpture of the static image fully reflect the history of the development of dynamic process, with open port culture as the theme, fully and vividly shows the Yantai the early history of the customs. Modern public art design must strictly follow the principle of interaction with regional culture, so as to better meet the psychological and behavioral needs of the masses, encourage people to actively participate in the experience of artistic beauty, and fully display the beauty of design [Wang, 2021]. The unique and personalized regional characteristics are the main thought source of public art design. In public art design, designers choose the most urban characteristics and the most authentic and moving daily life scenes or folk customs to express. Through revealing the true feelings of regional culture, it shows a sympathetic visual image and humanistic connotation to the public, which not only greatly enhances the affinity of the work, but also resonates with the public emotionally.

Apply regional historical and cultural elements

Mr. Qian Mu once said, "Apart from history, there is no way to talk about culture." Each city has its own unique characteristics and character, regional culture is the source of public art design. Designers use

artistic language fully reflect a city unique local cultural characteristics, according to the different space environment selection and extract the cultural elements of regional features, and the most intuitionistic expression reflected in public art design reasonably, so as to create the most can reflect national character and cultural connotation and spirit of the age of public art. In today's multicultural background, it is of great significance to create a unique city image.

CONCLUSION

In order to meet the spiritual and cultural needs of urban residents, it is imperative to effectively integrate regional cultural elements, which is also of great benefit to clarify the development direction of urban planning and design. Taking Jingdezhen and Yantai as examples, this paper studies the relationship between regional culture and public art design. Discover urban public art by constantly discovering, sorting out and refining the uniqueness of regional culture, flexible use of artistic language unified with the external form and style of the environment for re-creation. Through the comprehensive design of sculpture, model, garden and urban landscape, it fully expresses and interprets the historical and humanistic value of the urban area, thus highlighting its cultural symbol and social attribute.

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