

Traditional Culture Research in Modern Environmental Art Design

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Abstract: With the improvement of people's consumption level, there is an increasing pursuit of environmental art. The focus of this paper is to analyze the application of traditional cultural elements in modern environmental art design. Through an overview of the application of traditional Chinese cultural elements in modern environmental art design, this paper analyzes how to better apply the elements of Chinese traditional culture in modern environmental art design.

1. Introduction

People's pursuit of good things has always existed. The design results with unique style, vivid space and rich environmental connotation can better realize the emotional communication between the environment and people, and can form emotional communication between people and the environment, and promote the effective combination of the consumption characteristics of the visual environment and the functions of cultural communication [1]. Environmental art design is a kind of visual information obtained by people through the continuous change of visual experience and space, and uses the unique form, color, material and light in the space to complete the internal series of activities, thereby improving visual perception. In this regard, exploring the use of traditional cultural elements in modern environmental art design has significant and realistic significance.

2. The significance of traditional culture to contemporary environmental art design

The traditional Chinese customs are subtle and deep, which directly maps to the field of contemporary environmental design. Influenced by traditional cultural concepts, most of China's contemporary environmental art works focus on the expression of rational thinking and perceptual art. The artistic expression is subtle and deep, leaving a space for association and imagination through various implicit artistic expressions [1]. It creates sufficient artistic appeal to enhance the artistic creativity of the entire democracy, which is also the artistic charm of Chinese culture.

In the modern environmental art design, the application of traditional culture and the concept of traditional culture are integrated into the concept of environmental architecture. Only in this way can the traditional culture be fully embodied while showing the rich appearance.

3. The fusion of traditional culture and modern environmental art design

Traditional graphics can be directly attached to a modern carrier in modern environmental art design, so that a new visual environment can be formed, and the original meaning of graphics in traditional culture can be conveyed. This direct application reflects an integrated concept and a positive creation and innovation. At the same time, it is necessary to consider the fit of modern environmental art design with the surrounding environment, so as to fully express the meaning of graphics and give modernity. The environment has a deeper cultural connotation [2].

In ancient architectural design and interior design, traditional culture mostly uses implicit methods to express emotions. Both appearance and interior layout carry cultural emotions through appropriate item display and cultural patterns. This expression is called metaphor. In modern environmental art, the expression of this metaphor is still favored, and the emotions outside the environmental ontology are expressed through a combination of various traditional cultural factors, which is also the unique expression of traditional culture.

Modern environmental art design requires that traditional cultural elements should be examined with modern aesthetic perspectives, and on the basis of fully understanding the traditional cultural connotations, use modern art means to innovate and develop them. Only in this way can traditional culture and modern culture be guaranteed [2]. From the perspective of traditional culture, its line has a long width and direction, and it also has a strong sense of weight. Integrating traditional culture into modern environmental art design can not only make environmental art design full of poetic and artistic meaning, but also enable the spirit of traditional culture to gain more space for display.

4. The status quo of the application of traditional cultural elements in modern environmental art design

Due to the continuous influence of many external and internal factors, the development of domestic modern environmental art design has gone a lot of detours. For a long time, there have been too many design practitioners who blindly admire foreign design styles and indiscriminately implant foreign design styles into their own works. In the process of creation, they only pay attention to the materials and functions used in the works, neglecting the integration and collocation with art design, ignoring the inheritance of national traditional culture in the works, adopting the immature design pattern and making the design lacking [3]. The concept of culture and the concept of overall construction have led to the lack of attraction of many domestic modern environmental art works, and the content is more empty and boring, and the style is chaotic.

4.1 The inheritance of national traditional culture is neglected in the design.

At present, many art designers do not agree with the theory of national traditional culture. They believe that the relevant theories are superstitious and conservative, and should be abandoned in the fast-developing modern life, resulting in the lack of the concept of national cultural traditions in the design works, and the content of the designed works is in a passive state. Under the guidance of the international standards, the ideas of western environmental art design have been widely accepted and used. Many environmental art designers have introduced foreign design ideas into the country, making worship and reference to foreign cultures one of the elements that promote the development of Chinese design. As a result, many outstanding traditional Chinese cultures, artistic features and cultural heritages have been abandoned, making domestic the design slowly lost its national color and cultural identity [3]. The design of modern environmental art has been greatly influenced by the design concept of foreign countries. As a result, many works designed by domestic designers have appeared in the same situation, and the concept of traditional design and the characteristics of the region have been lost, resulting in the design of the artworks.

4.2 Design heritage carrying traditional cultural elements is becoming scarcer.

Nowadays, design works carrying traditional cultural elements are becoming scarcer. Most of the remains are concentrated in remote towns and towns where the economy is underdeveloped and modern civilization is difficult to enter. In these villages, people in the past paid more attention to traditional culture, cared for local cultural heritage and properly maintained it [4]. However, due to the influence of external factors and the driving of monetary interests, the more traditional cultural relics will be less and less, and the scope will be reduced with the loss of time. Some cultural heritages are severely affected by the expansion of the city and may even be destroyed by the inconsistency of these heritages with certain modern design concepts.

4.3 The use of traditional cultural elements in design works is confusing.

Traditional cultural elements are presented in modern design, but the cultural information conveyed is rather messy and has no rules. For example, in modern environmental art design, designers mix traditional cultural elements with modern western cultural symbols, which easily confuses the overall environment and loses the characteristics of design works [4]. It is very embarrassing and seriously affects the design works. In the design of the work, it is counterproductive to forcefully implant some traditional cultural elements, using techniques to be rigid, lacking in

harmony and ingenuity, and also destroying the overall artistic conception of the work, shown as in Fig.1. Therefore, in the modern environmental art design, whether the traditional cultural elements are applied reasonably is the key to the success of the work.



Fig.1 The use of traditional cultural elements in design works

5. The application of traditional cultural integration in modern environmental design art

In the modern environmental design art, the Western design should not be completely promoted and used, but the cultural elements that reflect the traditional cultural characteristics should be found from the source of the Chinese national history and culture. As a once-old civilization, China has a glorious history and culture, as well as its own architectural philosophy. Traditional culture should actively combine contemporary social development trends in order to inherit and develop the culture and art of the nation.

5.1 The integration of traditional culture and environmental art design is realized by the application of graphics.

The direct use of traditional graphics in modern environmental art design re-constructs traditional cultural elements in a new platform, and once again creates a visual language environment to visualize the original graphical information, shown as Fig2. This mode of operation can also be regarded as an innovation and development. It should fully consider the coordination and coordination with the surrounding environment, design concept, construction process and other factors to reflect its architectural characteristics [5].



Fig.2 The fusion of traditional culture in environmental design art

5.2 Realize the integration of traditional culture and environmental art design in a metaphorical way.

Ancient Chinese architecture mostly uses the art form with no revealing to express emotions. With multi-cultural patterns and ornaments, it is used in exterior architecture and indoor and outdoor space design, so that cultural rhyme can be fully revealed in the environment [3]. This kind of design method is called the modern environmental design art metaphor, that is, through a certain combination of elements and ways, it reflects the consciousness outside the environmental ontology, such as aesthetic interest, cultural value and other deep cultural information.

5.3 The integration of traditional culture and environmental art design is realized by means of both form and spirit.

Full application of contemporary new aesthetics to treat traditional culture, so that traditional culture can reflect the value of its existence and make traditional culture innovate and develop in modern design. For Chinese traditional culture and art, the line not only reflects the way of measurement, but also has a heavy sense of art, which can reflect a potential power. The flexible use of Chinese classical poetry in modern environmental design art can fully reflect the beauty of the poetry, thus creating a beautiful life situation [5]. This design combines both traditional and modern artistic elements. It has a strong Chinese cultural charm in the design of the Chinese courtyard. It shows the perfect fusion of traditional culture and modern art, and constitutes a soft and natural Jiangnan scenery.

5.4 The integration of traditional culture and environmental art design is realized by fully applying natural objects.

If people look at a color for a long time, they will form visual fatigue. Therefore, the physical and diversified colors should be fully applied to the design of modern environmental art, conveying the beauty of nature and letting people's hearts enjoy a peace. In the environmental art design, this fusion is embodied in the reality as a natural manifestation of the natural scene [6]. For example, trees and flowers that grow well in nature also have some dry branches and leaves. These dead leaves are not defects of trees and flowers. On the contrary, because of the coexistence of green leaves and dead leaves, the natural beauty of trees and flowers can be fully reflected.

5.5 The integration of traditional culture and environmental art design is realized in an embedded way.

After learning about the artistic style and characteristics embodied in Chinese ancient architecture, it can be realized that most of the buildings at that time used a streamlined eave structure, which would give a soft, intimate aesthetic and at the bottom of the mast [6]. Reflecting the design of the upturn, it highlights the balance of the building itself, and incorporates natural elements into the building, reflecting the architectural concept of “Heaven and Man” in Chinese traditional culture, shown as Fig.3.



Fig.3 Traditional culture embedded in environmental art design

6. Summary

In the design of modern environment, the addition of traditional cultural elements can make traditional culture well reflected. In this way, the occupants' deep inner demand for modern architecture and traditional culture requires designers to fully understand Chinese traditional cultural elements and modern design concepts, and design works with more Chinese characteristics.

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