

Research on the Path of Environmental Art Reshaping in Urban Blocks Driven by Jilin Ice and Snow Culture

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Keywords: Jilin ice and snow culture; City block; Environmental art; Reshaping path; Multi-party cooperation

Abstract: This article focuses on the integration of Jilin ice and snow culture and urban block environmental art. With the advancement of urbanization, how to reshape the environmental art of urban blocks driven by ice and snow culture has become a key issue. Through theoretical research and current situation analysis, this article combs the connotation of Jilin ice and snow culture and its influence on the environmental art of urban blocks, and analyzes the existing problems such as insufficient cognition, single form and difficulty in inheritance and innovation. Based on this, the principles of cultural inheritance, people-oriented, sustainable development and multiple goals are established, and the remolding path strategies such as excavating ice and snow cultural elements into design, enhancing experience with new technologies, and promoting multi-party cooperation to achieve sustainable development are put forward. The research results provide theoretical support and practical guidance for improving the cultural quality of urban blocks in Jilin, promoting the coordinated development of culture, society and economy, and helping Jilin ice and snow culture to achieve deep integration and innovative development in the environmental art of urban blocks.

1. Introduction

Under the background of the acceleration of globalization and urbanization, urban blocks, as the basic units of cities, bear rich cultural connotations and social functions [1]. Jilin region has a unique ice and snow culture, which is deeply rooted in the local natural environment and human history and has become an important symbol of Jilin regional culture [2]. However, in the wave of urban construction and development, how to effectively integrate Jilin ice and snow culture into the environmental art of urban blocks and realize the organic combination and coordinated development of the two has become an important topic of common concern for urban planners, designers and cultural researchers [3].

Jilin ice and snow culture has a long history, and its origin is closely related to the unique geographical and climatic conditions. The long winter and abundant ice and snow resources have bred various forms of ice and snow cultural content [4]. These cultural forms not only reflect the life wisdom and aesthetic taste formed by Jilin people in the long-term coexistence with ice and snow, but also become an important cornerstone for the inheritance and development of urban culture [5]. At the same time, as the spatial carrier of urban residents' daily life, the quality of environmental art directly affects residents' life experience and the shaping of urban image. Excellent neighborhood environmental art can create a unique space atmosphere and enhance the cultural charm and attraction of the city.

Judging from the current research situation, the research on the combination of regional culture and urban environmental art is increasing day by day, but the research on the specific field of environmental art remolding of urban blocks driven by Jilin ice and snow culture is still relatively weak [6]. On the practical level, although some cities have tried to integrate the elements of ice and snow culture into the block construction, most of them have problems such as single form and lack of deep integration, which fail to give full play to the unique value of ice and snow culture in shaping the environmental art of urban blocks. Under this background, it is imperative to carry out

the research on the path of environmental art remolding in urban blocks driven by Jilin ice and snow culture. This study will enrich the theoretical system of combining regional culture with urban environmental art and provide a new perspective for academic research in related fields. By digging deep into the connotation of Jilin ice and snow culture and exploring the path of reshaping the environmental art of urban blocks, it is helpful to improve the cultural quality of Jilin's urban blocks and promote the inheritance and innovation of urban culture.

2. The influence of Jilin ice and snow culture on the environmental art of urban blocks

Jilin ice and snow culture has many influences on the environmental art of urban blocks. It plays a significant role in shaping the style. The characteristics of ice and snow culture, such as being clean, agile and elegant, make the neighborhood environmental art present a simple, pure and dynamic style. In terms of spatial layout and form, Jilin ice and snow culture also has an impact [7]. In order to better display the activities and landscapes related to ice and snow culture, the block will adjust its spatial layout [8]. Jilin ice and snow culture endows the neighborhood environmental art with profound cultural significance and value. It makes the block become an important carrier of the inheritance and dissemination of ice and snow culture. Residents and tourists can feel the unique charm of regional culture in the block, deepen their knowledge and understanding of ice and snow culture, strengthen the sense of identity of urban cultural identity, and enhance the soft power of urban culture.

3. Analysis of existing problems

In the process of Jilin ice and snow culture driving the development of environmental art in urban blocks, many problems gradually emerged, which seriously restricted the depth and breadth of their integration. Most designers only understand the ice and snow culture from the surface, and think that integrating into the ice and snow culture is simply adding ice and snow elements [9]. This one-sided cognition makes the neighborhood environmental art fail to fully show the profound connotation of ice and snow culture. As shown in Table 1, in the survey of 50 designers, about 60% said that their understanding of ice and snow culture only stayed at the level of common ice and snow landscapes, but little was known about the deep-seated contents such as folklore and history behind ice and snow culture. This directly leads to the shallowness and singleness of cultural expression of neighborhood environmental art.

Table 1 Survey on Cognition of Ice and Snow Culture Design

Survey Item	Specific Content	Data Details
Designers' Understanding Level of Ice and Snow Culture	Only familiar with common ice and snow landscapes	Approximately 60%
Awareness of In-depth Content of Ice and Snow Culture	Understanding of folk customs, history, etc.	Approximately 40%
Proportion of Presentation Forms of Ice and Snow Culture in Typical Streets	Ice and snow sculptures, ice lantern displays	Approximately 70%
Proportion of Innovative Ice and Snow Culture Displays	Displays combining new media or modern art	Approximately 10%
Priority Elements Considered in Design	Ice and snow appearance and modeling	Approximately 55%
Depth of Cultural Connotation Exploration in Design	Superficial exploration	Approximately 70%

At present, the presentation of ice and snow culture in urban block environmental art is limited. Most of them focus on traditional ice and snow sculptures, ice lantern displays and other forms, lacking innovation and diversity. According to the data in Table 1, in the investigation of 10 typical urban blocks with ice and snow culture, ice and snow sculptures and ice lantern displays account for as much as 70% of all kinds of ice and snow culture presentation forms, while innovative exhibitions using new media technologies or combining with modern art forms only account for 10%. This single form is difficult to attract the attention of residents and tourists for a long time, to give full play to the charm of ice and snow culture, and to meet the increasingly diverse aesthetic needs of modern people.

With the impact of modern lifestyle, the inheritance of some traditional ice and snow cultural elements in the neighborhood environmental art is facing challenges, and the younger generation is not very involved in traditional ice and snow cultural activities. In the process of innovation, some blocks blindly pursue novelty and ignore the connection with the core connotation of ice and snow culture, which leads to the disconnection between the innovative environmental art works and ice and snow culture. This affects the effective spread of ice and snow culture in the environmental art of urban blocks, and also hinders the long-term development of ice and snow culture in Jilin.

4. Jilin ice and snow culture drives the principles and goals of environmental art remolding in urban blocks

It is very important to establish scientific and reasonable principles and goals in the process of reshaping the environmental art of urban blocks driven by Jilin ice and snow culture, which is related to the direction and effect of reshaping work. The remolding work should follow a series of principles. The principle of cultural inheritance is the foundation. Jilin ice and snow culture bears a long history and unique folk customs. In the remolding of block environmental art, we must deeply excavate and inherit the essence of these cultures, so that the traditional ice and snow culture can continue its vitality in modern blocks. People-oriented principle can not be ignored. The neighborhood is the place where residents live and move. The reshaped environmental art should meet residents' demand for space and aesthetic expectation, and improve their quality of life. The principle of sustainable development is also crucial. The remolding work needs to give consideration to resource utilization and environmental protection, and adopt environmental protection materials and energy-saving technologies to ensure the long-term stable development of environmental art in the block.

The goal of reshaping is clear and diverse. From the cultural point of view, it aims to create a block environment with rich characteristics of Jilin ice and snow culture, enhance residents' sense of identity and belonging to local culture, and show the unique charm of ice and snow culture to foreign tourists. From the social level, the attraction and vitality of the neighborhood will be enhanced through remolding, and residents' communication and interaction will be promoted to create a harmonious community atmosphere. From the economic point of view, it is expected to attract more tourists with the help of environmental art in characteristic blocks, promote the development of tourism and related industries, and inject momentum into urban economic growth. Table 2 explains the principles and objectives in detail. By following these principles and advancing towards the established goals, the reshaping of environmental art in urban blocks driven by Jilin ice and snow culture is expected to achieve good results and achieve a win-win situation in culture, society and economy.

Table 2 Principles and Objectives of Ice and Snow Culture Reshaping

Principle	Specific Content	Objective	Implementation Method	Implementing Entity	Expected Effect
Cultural Heritage Principle	Protect ice and snow folk crafts and inherit ice and snow legend stories	Create distinctive ice and snow culture streets and enhance cultural identity	Integrate cultural elements into landscapes and facilities, and host themed events	Guided by the government, participated by enterprises, and collaborated by residents	Enhance the cultural heritage of the street and increase residents' cultural pride
People-Oriented Principle	Meet residents' usage and aesthetic needs	Improve quality of life and promote interaction	Design humanized spaces and facilities, and create a comfortable environment	Planned by the government, constructed by enterprises, and feedback provided by residents	Increase resident satisfaction and strengthen community cohesion
Sustainable Development Principle	Use environmentally friendly materials and energy-saving technologies	Ensure the long-term stable development of the street	Promote green design concepts and reasonably plan resource utilization	Supervised by the government, executed by enterprises, and monitored by residents	Reduce environmental impact and ensure the continuous prosperity of the street

5. Jilin ice and snow culture drives the strategy of reshaping urban block environmental art

It is the primary path to tap the elements of ice and snow culture and integrate them into the art design of the block. Jilin ice and snow culture covers rich elements, such as unique ice and snow folklore and exquisite ice and snow artistic modeling. Designers should deeply study these elements and skillfully integrate them into the architectural appearance, landscape sketches and public facilities of the block. Table 3 lists some ice and snow cultural elements in detail and their application in facilities in different blocks.

Table 3 Application of Ice and Snow Culture Elements in Streets

Ice and Snow Culture Element	Street Facility	Application Method	New Technology Application	Expected Effect	Responsible Entity
Ice and snow paper-cut patterns	Building facades	Decorate according to paper-cut patterns	Set up AR interaction points for dynamic paper-cut displays upon scanning	Highlight cultural characteristics and attract attention	Guided by the government and implemented by enterprises
Ice and snow sports postures	Street sculptures	Shape sculptures inspired by sports postures	Set up VR equipment beside sculptures for experiencing sports scenes	Add vitality and spread sports culture	Invested by enterprises and created by art teams
Ice and snow legend stories	Public seats	Carve stories onto seat components	Set up multimedia devices beside seats for playing stories	Spread culture and add interest to rest areas	Led by the community and assisted by volunteers

With the development of science and technology, new technologies, such as virtual reality (VR), augmented reality (AR) and multimedia interactive devices, have brought new opportunities to enhance the cultural experience of ice and snow in the neighborhood. It is also a key strategy to improve the cultural and artistic experience of ice and snow in the block by using new technologies. By setting up a VR experience area in the block, visitors feel like they are in the fairy tale world of ice and snow by wearing equipment, and feel the magical charm of ice and snow culture. With the help of AR technology, residents and tourists can scan the specific landscape of the block with their mobile phones, which can present related ice and snow cultural stories or virtual ice and snow scenes, and enhance the interest and interactivity of cultural experience.

Multi-party cooperation is indispensable to realize the sustainable development of ice and snow culture, environment and art in the block. The government should play a leading role, formulate relevant policies, guide and support the construction and development of ice and snow cultural and environmental art projects in blocks, and provide financial support and site guarantee. Enterprises can participate in investment and operation. For example, cultural tourism enterprises can attract more tourists and bring economic benefits to the block by developing ice and snow cultural theme tourism products. Community residents are the main body of the block, and they are encouraged to participate in the planning and implementation of ice and snow cultural activities to enhance their sense of belonging and identity with the block.

6. Conclusions

As a treasure of regional culture, the ice and snow culture in Jilin has an important value in the remolding of environmental art in urban blocks. This study reveals the importance and urgency of the integration and development of Jilin ice and snow culture-driven urban block environmental art remolding. The research shows that Jilin ice and snow culture has a profound influence on the environmental art of urban blocks in terms of style shaping, spatial layout and cultural value endowing. However, at present, there are many problems in the process of integration, such as one-sided understanding of ice and snow culture, which leads to the failure to fully display its connotation in the environmental art design of blocks; The single presentation form is difficult to meet the modern aesthetic needs; The coexistence of inheritance and innovation has hindered the

effective spread of ice and snow culture in the neighborhood. In order to solve these problems, the research puts forward targeted principles, objectives and path strategies. Based on the principles of cultural inheritance, people-oriented and sustainable development, we set the goals of building characteristic blocks, enhancing cultural identity, improving residents' quality of life and promoting economic development. By tapping the ice and snow cultural elements into the block art design, using new technologies to enhance the artistic experience, and achieving sustainable development through multi-party cooperation, it provides a clear direction for the remodeling work. It is expected that the research results can provide reference for urban builders, designers and relevant departments in Jilin area, and actively apply these strategies in practice, so as to make Jilin ice and snow culture glow with new vitality in the environmental art of urban blocks and realize the inheritance and innovation of urban culture.

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