

# Applied Research on Public Art in the Construction of New Countryside

## —Taking Gushan Village, Luonan County, Shaanxi Province as an Example

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**Keywords:** A Study on the Application of Public Art in Rural Areas

**Abstract:** In the construction of new countryside, public art has a positive effect on the beautification of rural public space, the improvement of village appearance and the formation of characteristic towns. Through the application background of public art in the construction of new countryside, and the specific analysis of the current situation of Gushan Village in Shaanxi Province, this paper sorts out the publicity, regionality, integrity and continuity of public art in the process of building a new countryside. Point application principles; summarizing four public art forms for public sculpture, public landscapes, public facilities and public art festivals suitable for the application of Gushan Village. On the basis of a large number of investigations, the author makes a practical exploration and provides theoretical basis and practical cases for public art to intervene in the construction of new countryside.

### 1. Introduction

Rural communities are the spatial organization of non-urban residents' lives. They are closely related to all aspects of people's life, economic development, urban and rural transformation, so that traditional rural areas are moving towards new rural communities, and new rural community residents are increasingly demanding spirituality. Many, public art uses the art form and aesthetic characteristics to actively shape and promote the construction of rural spiritual civilization [1]. The Fifth Plenary Session of the 16th CPC Central Committee proposed to promote the construction of a new socialist countryside in a solid manner, which is of great significance for realizing a comprehensive well-off society and realizing rural revitalization.

With the continuous improvement of people's living standards and spiritual needs, the demand for art works in the construction of new countryside has been continuously improved. Therefore, experiments on the involvement of public art in rural areas have been carried out continuously, especially in the construction of characteristic towns that have emerged in recent years. A huge rural beautification [2]. Foreign studies on art planning and construction in rural space were carried out earlier, and the Japanese ex-wife who can be used for reference has realized the use of public art in the empty-nest rural areas to attract people's attention and successfully involved public art in rural construction [3]. Come to the world to visit.

Luonan County of Shaanxi Province has used local natural resources to develop tourism in recent years, actively responded to poverty alleviation, improved the poor and backward living environment, and built a number of characteristic towns using local unique natural resources. Public art is in these characteristic towns. The construction has played a positive role in promoting and has played a positive role in improving local rural environmental governance, village glory and poverty alleviation [4]. Public art uses the form of wall painting, public landscape, public sculpture, etc., combined with the local natural environment and human history to create a new rural community with beautiful environment and natural livability.

## **2. Current Situation of Gushan Village**

### **2.1 Natural environment**

Luonan County, Shaanxi Province is located in the eastern section of the Qinling Mountains in the north-south climate boundary line of China. There are 383 administrative villages in 25 townships, 150 kilometers away from Xi'an. Gushan Village is located at the intersection of the East and West Mapping River, 10 kilometers to the north of the county. It covers an area of 3.4 square kilometers and has 9 groups. The resident population is 272 households with 973 people. Gushan Village has a long history. The "Lonely Mountain" is named after the Yuan Dynasty. It is named after a lonely mountain at the entrance of the village and contains a moving myth. The scenery in the village is pleasant, suitable for human habitation, and has the natural conditions for forming a tourist area [5]. The Mapping River passes through the northwest to the southeast. The vegetation is dense. There are common egrets, herons, pheasants and other wild animals [6]. The scenery varies from year to year, making it a good place for hiking and summer vacation.

### **2.2 Social economy**

In response to national policies, poverty alleviation, and the construction of new rural areas, Gushan Village has formed economic crop breeding bases such as daylilies, cherries and mushrooms. In the 6th and 7th months of the blooming daylily, the scenery is pleasant. Since 2018, the local government has decided to use the beautiful and pleasant natural environment to develop tourism in order to promote rural economic development and achieve the goal of precise poverty alleviation. Nearby towns and towns such as the inspection towns and ancient towns have successively built characteristic towns, surrounded by Yunmeng Mountain, Laojun Mountain Scenic Area and Yuxu Cave Cave Scenic Area, which have a driving role for the formation of tourist areas in Gushan Village. The Cherry Festival is held around May 1st every year, attracting a large number of residents from Xi'an and the county to pick.

### **2.3 Problem**

In 2018, Gushan Village achieved poverty alleviation, but in the process of early development, some environmental problems were inevitably arisen. For example, a large number of chicken industry has caused environmental pollution to the local area; especially the three quarrying industries in the village have caused great damage to the mountains and vegetation, and caused certain pollution to the river. In order to restore the ecological environment of Gushan Village, the government has completely shut down the chicken industry and requested reforestation for some quarrying enterprises, but the environmental damage caused has been difficult to change. The large number of factories left behind by the chicken industry are idle, and the destruction of the mountains by the mountains has created difficulties in upgrading the village appearance and protecting the ecological environment in the process of building a new countryside and realizing rural revitalization. It is urgent to improve public art.

## **3. Principles of Application**

Public art plays an important role in shaping the unique local culture of the countryside and enhancing the image of the new countryside. In the construction of public art in Gushan Village, according to the historical context and geographical characteristics of Gushan Village, the identifiability of Gushan Village should be highlighted, space consciousness and place meaning should be created, and the sense of identity and belonging of local people should be obtained. Specifically, the principles of publicity, regionality, integrity, and continuity need to be followed in construction.

### **(1) Publicity**

Publicity is mainly reflected in the publicity of interaction with the villagers and the public spirit embodied in the works. First of all, the use of public art to reconstruct the rural public space, the

participation of the villagers is one of the basic premise of the reconstruction, an important manifestation of public art publicity, and one of the important purposes of public art involvement in the construction of rural public space. At the same time, public art works should embody the public spirit, influence and shape the public awareness of the villagers in the new countryside. After the transmission of the new cultural concepts of the peasant people, change their closed ideas, improve their aesthetic and national responsibility, and strengthen their participation in public utilities. Awareness.

#### (2) Regionality

The application of public art in the construction of new countryside should pay attention to the difference between the rural environment and the urban environment, and highlight the attractiveness of the local characteristics of the new rural areas. The fields, ponds, rivers and forests of Gushan Village are natural scenes full of rural local characteristics. These natural landscapes should be actively and optimistically transmitted and protected, showing the natural characteristics of rural areas. The application of public art in the public space of Gushan Village should fully explore how to combine these natural landscapes to show the charm of nature and art. It also pays attention to the differences between other surrounding villages or characteristic towns, avoids the “homogeneity” of public art landscapes, and highlights the regional characteristics of Gushan Village.

#### (3) Integrity

In the promotion of public space construction in new rural areas, public art needs to conduct a comprehensive and complete analysis of rural and public art as a whole, and plan a public art form suitable for the development of Gushan Village. Public art involved in the public space of Gushan Village can not only take public art as the main body, but should proceed from the overall situation of Gushan Village to enhance the style of the new rural community.

#### (4) Persistence

The involvement of public art in rural public space is a long process. It needs to be continuously accumulated and upgraded. In the design process, we must carefully and effortfully start from the most basic and common, and follow the principle of continuity. At the same time, the ordinary villagers are limited by the level of culture and art, and the process of understanding and accepting public art is also a gradual process. Therefore, effective communication, detailed explanation and popularization of the basic knowledge of public art require the joint efforts of artists and relevant functional departments. But in any case, the achievements of public art in the transformation of the new countryside will certainly be shared by every villager.

### **4, The form of application**

The application of public art is diverse. According to the specific natural environment and socio-economic characteristics of Gushan Village, it is planned to conduct research from the following four aspects.

#### (1) Public sculpture

Sculpture is the most common and common form of public art expression in public spaces. Public sculpture should carry the public spirit, not only limited to the traditional form, but also focus on the particularity of the location of the lonely mountain village. For example, the use of local unique natural resources for public sculpture creation does not necessarily pursue the permanence and sturdiness of sculpture, but pursues the harmonious symbiosis between sculpture and the natural environment. At the same time, it uses natural resources as a medium to create and embody the ecological concept of green environmental protection. Different from the traditional creation form of urban sculpture with metal and copper as the main carrier, more use of disposable, degradable materials and even natural objects. The location of public sculptures is no longer limited to museums or art galleries. Ponds, roads, riversides, under trees, houses, and squares can be used as venues for public sculptures.

#### (2) Public facilities

The application of public art in the construction of new countryside is inseparable from the

construction of hard public facilities. There are a number of public facilities such as fitness equipment, parking lots and garbage containers near the village committee of Gushan Village, which provides great convenience for villagers' life and tourists. In the further public art intervention, the role of these public facilities should be maintained and enhanced, and public facilities should be highlighted and guided by the addition of art forms such as logo design. For example, you can increase the parking area and erect signboards in the parking lot area, so that visitors can clearly locate the parking place, which is convenient for visiting and brings convenience to the life of local residents. Widening and beautifying the Yanhe road with vegetation and adding street lamps with poetic and slogans to make the traffic more convenient and people's travel mood is comfortable.

### (3) Public landscape

Involving public art in rural public space as a process of long-term development and continuous reflection and accumulation, abandoning the development mode of quick success and instant benefit, and rejecting the way of shovel-level reconstruction, but focusing on overall planning and gradual construction in the development of Gushan Village. Use and renovate abandoned facilities, such as the renovation of abandoned chicken houses, and build public buildings such as the Gushan Village Art Museum, libraries, and specialty hotels. Combining local daylily planting with the creation of a public landscape allows people to eat green vegetables and enjoy the natural flower sea landscape. Incorporate public art into the waste quarry and pass on the ecological concept of protecting nature. At the same time, it is also possible to increase the lighting facilities in an appropriate amount to create a night view.

### (4) Public Art Festival

At this stage, the construction of public art in the new rural areas of China is still in its infancy. Most of the new rural public art constructions are underfunded and cannot play the role of public art in the context of the new rural public space. Therefore, the construction of public art in the new countryside needs to open up new paths through diversified creative ideas and transformation methods. Explore the public art festival, use the festival as a link, contact the local people and foreign tourists, dig deep into the local culture, combine the local economic crops to mature, hold public art activities, and promote the development of local tourism. For example, the annual "Cherry Festival" held around the May 1st in Gushan Village is gradually familiar to the residents of Xi'an and its surrounding areas. It combines this festival to hold a public art festival, and organizes artistic creation exchanges based on the beautiful natural environment of the area, even international. The artistic creation activities enable Chinese and foreign artists to jointly create a special theme public art work for Gushan Village, create a new rural village full of poetry and paintings, obtain the attention of the outside world through the reproduction of the value of local folk culture, and obtain the transmission of material, capital and information. .

## **5. A Preliminary Example of the Application of Public Art in Gushan Village**

Based on the principles of publicity, regionality, integrity and continuity, the landscape has accumulated for a long time and a large number of field research, and with the encouragement and support of the local government, the author and the team have been paying attention to the new rural construction of Gushan Village for many years. The following practices are preliminary.

(1) On the basis of full field research on Gushan Village, the author has a detailed understanding of the landscape and industry of Gushan Village, measured the public area scale near the local village committee, and began planning and designing the landscape park.

(2) Actively plan art exchange activities and discuss with the local government the intention to establish the Gushan Village Hometown Memory Museum and the Gushan Art Museum. In the process of comprehensive poverty alleviation and entering the rural revitalization in Gushan Village, the author found that the construction of material civilization is a long-term process and cannot ignore the construction of spiritual civilization. Paying attention to the spiritual and cultural life of the peasants and building more places to accommodate spiritual life have greatly improved the gap between rural and urban areas. At the same time, along with the continuous improvement of

urbanization, urban residents return to the countryside to find nature, and the way to pursue spiritual life is also increasing year by year. The development of the National Art Museum has a role in promoting the beautification of people's minds.

(3) Public sculptures use a problem-oriented approach to respond to the unreasonable problems accumulated by Gushan Village in the past development process in a public art manner to promote its healthier and more sustainable development. There are two main points. First, with the historical context of the development of aquaculture in Gushan Village, a number of public sculptures reflecting the human history of Gushan Village were created. Second, with the theme of the ecological crisis brought by the Gushan quarrying industry, create public art works that reflect environmental damage. These public art works are displayed in the form of video and video at home and abroad, which has aroused people's attention. These behaviors have accumulated a preliminary foundation and rich creative materials for the public art intervention in the construction of Gushan Village.

### **Acknowledgement**

In this paper, the research was sponsored by the project number of the concluding thesis of the humanities and social sciences research project of Shaanxi Education Department is as follows: 18JK0545.

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