

Research on the Inheritance and Innovation of Regional Culture in Environmental Art Design

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ABSTRACT

With the continuous deepening of the national reform and opening up strategy, urbanization construction has gradually become the focus of the reform. This makes Chinese cities expand in size and quantity and keep pace with each other, which deepens the interaction and inheritance of regional cultures. As the content of soft power in the construction of city image, environmental art design can not only create colorful living environment for people, but also meet their growing spiritual pursuit and aesthetic taste to some extent. However, from the perspective of urban overall environmental art design at present, due to the lack of regional cultural content, environmental art falls into a crisis of assimilation, and regional, traditional and unique cultures gradually lose their former glory and are replaced by a large number of modern buildings. In order to alleviate the crisis of cultural disappearance, efforts should be made to strengthen the ability to carry on and innovate the local culture, deeply integrate it with modern environmental art design, and emphasize the design concept of "regional characteristics and Chinese characteristics", so as to enhance the artistic taste of cities, build model beautiful cities of China, and show the soft power of urban development.

Keywords: *environmental art design, regional culture, inheritance, innovation*

I. INTRODUCTION

The difference between different regional cultures is very obvious, and the effect and influence produced in the environmental art design effect are not the same. Generally speaking, in the actual development of environmental art design, designers should first collect and understand the local special culture. Different regional cultural backgrounds make environmental art design styles different. However, from a practical point of view, works related to environmental art design carry regional culture and can display the characteristics of local culture in an all-round way. They influence and interact with each other. The full integration of regional culture in modern environmental art design is conducive to the sustainability and health of the future development of the whole design industry. And in the current deepening market economy environment where the culture of each region of the country blend with and influence each other, regional culture has gradually become the major subject for designers to carry out environmental art design. In order to better carry out environmental art design, the author will make analysis based on the combination of the relationship between regional culture and environmental art design, application status, application principles and inheritance and innovation approaches in the current regional

culture in environmental art design, in hope for inheritance and innovation.

II. THE RELATIONSHIP BETWEEN REGIONAL CULTURE AND ENVIRONMENTAL ART DESIGN

From the perspective of the relationship between environmental art design and regional culture, the influence and effect are mutual. The exploration of specific design style of environmental art based on regional culture can be made through innovative integration into new cultural and spiritual appeals on the basis of enriching and broadening cultural cognition. The effective integration of regional culture and environmental art design can only be developed well when it is in accordance with the standards of actual local needs and environmental design requirements. In modern environmental art design, regional culture is one of its elements. Nowadays, environmental art can not only beautify the environment, but also present the relationship among human, nature and environment. With the detailed plan for the future developments in science and technology and, the natural sciences and the humanities, the content of environmental art design the regional culture can be better understood and identified through local culture, and in combination with the actual design, modern science and technology, the comprehensive promotion

of theoretical and practical ability in the process of regional culture development can be promoted and its unique spiritual culture can be fully integrated. From the perspective of professional research, the main research content of environmental art design is the status of regional culture. Through the effective extension of its design, the perfect integration of regional culture and environment can be accelerated to realize the mutual inheritance and innovation of both in content, form and other aspects.

III. THE STATUS OF REGIONAL CULTURE APPLICATION IN ENVIRONMENTAL ART DESIGN

A. The problem of homogeneity and plagiarism is serious

In the form of rapid improvement and development of modern science and technology and social economy, environmental art design has become more diversified in both technology and means, which has greatly improved its quality and efficiency. However, in this context, the cultural collision between different regions is more intense, which seriously impacts the environmental art design. As a result, some environmental art designers gradually forget the local culture, blindly pursue fresh design and foreign works, and classify them as their own creation based on the original works. This practice contributes to serious homogenization phenomenon in environment and art design. There is no in-depth investigation and analysis of local characteristics of culture before the practical design of some works of environmental art. Although the works have very fine appearance, they cannot be effectively integrated into the local cultural environment, lack the local soul, and are in a state of disconnection on the whole. It is difficult to effectively inherit and develop the local culture through such works, which seriously hinders the overall development of environmental art design.

B. Regional culture is not fully utilized

From the perspective of the overall situation of environmental art design at present, although regional culture is reflected in environmental art design, there is a lack of cultural conception. In most cases, some cultural symbols are simply and roughly piled up and put together. In terms of content, regional culture mainly includes the following aspects, such as folk customs, historical culture, cultural environment, etc., covering a wide range and content. In order to effectively carry on and innovate regional culture in environmental art design, relevant designers should ensure their own professional design quality and design ability, and should also have a deep understanding of local culture, so as to improve the inclusiveness of design to culture. However, from the perspective of the actual situation, in the specific design process, relevant

personnel pay more attention to the number of works and the exquisiteness of their works, while lacking comprehensive research and study of regional culture. In addition, due to the cognitive deviation, the reference value of cultural elements in the actual environmental art design process cannot be fully played, and the symbols of various cultural elements are cluttered. On the surface, this design method has little connection with regional culture, and the city built by culture hasn't been achieved in the real sense. On the contrary, the strong combination of cultural elements and symbols has greatly damaged the aesthetic feeling of the whole design.

C. Regional cultural symbols are too simple

Regional culture has very obvious characteristics, which are classified mainly based on the regional cultural background, such as ecological culture, folk culture, traditional living habits, human history and so on. Therefore, in order to fundamentally inherit and innovate environmental art design, relevant designers should pay more attention to the integration of regional culture and environmental art design, learn about the local culture of the designed environmental art works in a more detailed way, and deeply learn other knowledge involved and contained in regional culture. However, it is found from the actual design that due to the uneven time distribution between regional culture learning and design work, designers often lack the knowledge and understanding of relevant regional culture, which affects their overall cognition. In the actual process of environmental art design, the design symbol contained in regional culture is the core element of the whole design. However, in actual design, most designers have a serious deviation in understanding regional culture due to their one-sided cognition of symbolic elements, and cultural symbols and other elements of the designed works are not obvious. In this case, not only the true meaning of environmental art design cannot be realized, but a serious impact will also be imposed on the overall design aesthetic.

IV. APPLICATION PRINCIPLES OF REGIONAL CULTURE IN ENVIRONMENTAL ART DESIGN

A. Focusing on the integration of environmental art design and natural environment

During the actual development of environmental art design activities, designers should focus on the integration of design and environment, and carry out continuous innovation at the design level on the premise of ensuring the harmony and stability of natural environment and local society. In recent years, there has been a growing sense of respect for the natural environment in environmental art design. In particular, excellent designs in China and abroad have achieved effective connection between architecture and

surrounding environment. It not only reflects the designer's grasp and understanding of regional history, culture, local conditions and customs, as well as national customs, but also reflects the designer's reasonable selection of shapes and materials in environmental art design through observation and experience of different colors, light and other natural conditions, realizing the deep integration of space and environment.

B. Focusing on the integration of environmental art design and regional culture

In the process of environmental art design, designers should combine with the overall local cultural background, fully understand the local geography, history, culture and folk customs, and realize the effective inheritance and innovation of regional culture on the basis of combining with the concept of modern environmental art. For example, in the process of reconstructing the old city, demolishing all the old buildings and reconstructing them according to their original appearance is not a cultural inheritance in a real sense and represents great distortion to the concept of environmental art design. Therefore, it is necessary to inherit and innovate regional culture rationally in environmental art design. It is not viable to stay at the simple level of reproduction, and efforts can be made to integrate traditional cultural elements and modern design elements to achieve the continuity and innovation of regional culture.

C. Focusing on the integration of environmental art design and modern technology

Under the trend of economic globalization, environmental art design also presents the characteristics of integration. However, due to the strong impact of western culture on traditional culture, local values, artistic concepts, cultural customs and other cultural customs gradually become dim, and modern symbols gradually increase. New elements have become an important symbol of modern aesthetics, but another element that cannot be ignored is regional culture. Especially today with the rapid development of retro aesthetic art, traditional cultural symbols have gradually occupied a place in the mainstream design field. At present, the symbols of new and old elements, new and old materials and new and old technologies should be effectively combined in environmental art design, so as to realize the integration of regional culture in modern technology, and thus make environmental art design classical and fashionable.

V. INHERITANCE AND INNOVATION OF REGIONAL CULTURE IN ENVIRONMENTAL ART DESIGN

A. Exploring the local history and culture

In order to realize the highlight and display of historical culture and regional charm in environmental art design, it is necessary to conduct in-depth research on the local geographical environment, historical culture, ethnic customs and other local cultures before designing, and carry out more in-depth research and analysis through the effective combination with relevant knowledge to seek for the mutual connections between each part and each link. At the same time, it is necessary to collect, sort out and refine relevant regional cultural materials. The selection of design materials should be combined with local regional culture as far as possible. In addition, a series of design materials extracted in the early stage can be used for creation. It is necessary to effectively combine with local culture and art design, so as to effectively ensure that the designed works can reflect regional characteristics and local culture.

B. A correct understanding of modern civilization and traditional culture

The formation of regional culture needs to go through a long and rough process of development and evolution. People living in the region will also be influenced by regional culture in their thoughts and behaviors. With the continuous changes and development of the times, traditional regional culture and modern culture show a trend of mutual integration and diversification, which to some extent affects environmental art design. But the so-called cultural inheritance is not to taking in everything without distinction, since there are the essence and dross. Therefore, in the actual development of environmental art design, it is necessary to maintain a relatively correct and rational attitude towards regional culture. The "quadrangle dwellings", classical architectural culture of Beijing is an example. Due to the rapid growth of urban population, some traditional quadrangle dwellings need to be demolished. In this process, the balance between regional culture and modern civilization needs to be maintained, and regional culture needs to be constantly innovated on the basis of effective inheritance of regional culture.

C. Highlighting the design feature of cultural theme

In the actual development of modern environmental art design, the expression of design content should have certain theme. In detail, that is, comprehensive presentation of a particular theme should be made through the effective application of relevant design concepts in the design process. Designers should

integrate various factors such as materials, functions, local culture and environment in an all-round way, and carry out specific design in combination with cultural design connotation and life experience. It is worth noting that in the early stage of design, designers should investigate the elements, colors and furnishings of local regional culture in advance, summarize such elements systematically, and construct a thematic information framework. In order to effectively ensure the rationality, scientificity and freshness of the design theme, it is necessary to take the design and planning as the starting point, through the clear positioning of the elements and the effective planning of the post-design to form a design image with distinct cultural characteristics and individual themes. For example, during the reconstruction of Dongziguan Village in Fuyang, Wu Guanzhong's Painting of Jiangnan Resident was taken as a reference to design the theme image of the village. Based on its rhythmic roof lines, the curved roof is designed with sense of rhythm. In addition, the brick-concrete structure is adopted as the architectural design material. In order to continue the traditional antique flavor in color, the gray and imitation wood grain metal lattice is adopted to highlight the local architectural characteristics, and the modern design element is used to increase the flavor of modern times.

D. Offering regional culture courses

For regional culture, it is difficult for simple environmental art design to achieve the purpose of a thorough and comprehensive understanding. Education is a very important means in the process of cultural inheritance and innovation. In order to effectively realize the effective inheritance and innovation of environmental art design to regional culture, the teaching content of environmental art design should be taken as the starting point to guide and lead students to have a deeper and more comprehensive understanding of local cultural characteristics. Taking the Central Plain Culture as an example, this regional culture has a very rich connotation and strong inclusiveness, and in addition to a dignified architectural culture, it boasts a rich and colorful opera culture. Up to now, Henan Opera, New Year paintings, etc. are still popular and loved by people. For environmental art teaching, regional culture is a very precious resource, which is conducive to enriching students' cultural deposits and diverging students' design thinking, which provides favorable conditions for cultural inheritance and artistic innovation of design professionals.

VI. CONCLUSION

To sum up, only by being based on the standardization and diversification of design tasks can the sustainable development of China's modern urban arts and crafts design be ensured.

China's traditional regional culture has gone through a long process of development and gradually formed its own significant characteristics, which directly affects modern environmental art design. At present, many excellent environmental art designs in China contain regional cultural characteristics to different degrees, and typical representatives mainly include Hui-style architecture, Fujian Tulou, Ancient City of Ping Yao and so on, all reflecting the local cultural elements. However, any seemingly advanced technology and ideas are lagging behind in the changing and developing times. Therefore, the inheritance and innovation of regional culture in environmental art design requires designers to deeply explore the local historical and cultural mark, correctly understand modern civilization and traditional culture, and highlight the cultural theme design features and demand schools to regional culture courses. In this way, the standardization and diversification of the development of environmental art design can be actively promoted, and the sustainability and stability of the development of modern environmental art design can be fundamentally realized in China.

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