

Analysis on the Integration of Traditional Cultural Elements into Environmental Art Design

Bin Hu

Xinyang Vocational and Technical College
Xinyang, China 464000

Abstract—With the continuous development and progress of the society, people have paid more and more attention to the application of traditional cultural elements to the environmental art design. Therefore, it is of great significance for the development of modern environmental art by strengthening the application of traditional cultural elements to modern environmental art design. In this paper, it makes simple demonstration and analysis on the integration of traditional cultural elements into environmental art design.

Keywords—modern environmental art design; traditional cultural element; cultural characteristics

I. INTRODUCTION

With the rapid development of social economy and increasingly improved living standards of people, all sectors of the society have presented increasingly trend of emphasizing on construction of spiritual civilization. On the basis of guaranteeing the steady development of architectural industry, it should give great attention to the impacts of environmental design on the sustainable development of the architectural industry. On the basis of creating comfortable living environment for people, it can lay a solid foundation for realizing the target of socialism spiritual civilization construction. It requires that, on the basis of positively referring to and absorbing the environmental art design philosophy of western developed countries, workers of modern environmental art design must attach great importance to the values of China's traditional historical culture, closely integrate the traditional cultural elements with the western cultural elements, and then apply them to the design works. Consequently, on the basis of satisfying the requirements of social development to the utmost extent, the importance of environmental art design to the development of architectural design can be highlighted.

II. ANALYSIS ON THEORY OF ENVIRONMENTAL ART DESIGN AND TRADITIONAL CULTURAL ELEMENTS

A. Modern Environmental Art Design

Environmental art design refers to a modern art form, which uses the means of art design to optimize the interior and outdoor environmental space of architectural projects. Environmental art design not only has the characteristics of high application value, but also involves many fields in the process of practical application, such as architecture, human engineering, design aesthetics, literature, environmental

ecology, archaeology and so on. Because the environmental art design mainly uses professional technical means to make artistic treatment of indoor and outdoor space environment of the building, thus while applying the environmental art design technique to the architectural design, the design must be strictly in accordance with personalized requirements. In addition, based on satisfying people's requirements of function and practicability over the residential environment, it can provide powerful support for realizing the goal of constructing socialist spiritual civilization. Besides, according to deep investigation and research, the biggest difference between environmental art design and traditional architectural art design lies in that, the application of environmental art design technique is no longer merely limited to the design of internal architectural space. Through the way of extending to the outdoor space, the integrated planning or environment design of large unit is carried out. The change of the design concept, no matter in the improvement of the living environment of the individual population, or the application value embodied in the overall planning and construction of the city, has a positive effect on promoting the working effect of the construction of the socialist spiritual civilization.

B. Traditional Cultural Element

The historical civilization of China has a fairly early origin. In addition, during the continuous development of human civilization, the historical culture with strong Chinese color has also gradually formed. The long historical culture has laid a solid foundation for the development of modern civilization. In fact, the elements of traditional culture are a form that can fully reflect the ideological and cultural existence of the Chinese nation, which can be summarized from generation to generation on the basis of fully inheriting and carrying forward the essence of traditional culture. Nowadays, although the society has already entered the stage of rapidly-developed science and technology, China should still persist in carrying forward national culture as the responsibility and obligation of social development, further to build a great modern socialist country with Chinese characteristics. Therefore, the shadow of Chinese traditional cultural elements can be found everywhere in all fields of social and economic development [1]. In addition, the exquisite sculptures, colorful corridors, hierarchical eaves and beautiful murals appearing in the ancient architectural design works of China have all reflected the attainments of ancient art and design. All these further show that, ancient

architectural design of China has played an important role in the development of architectural design across the world.

III. THE METHOD FOR INTEGRATION OF TRADITIONAL CULTURAL ELEMENTS IN ENVIRONMENTAL ART DESIGN

A. *Integration of Traditional Graphic Elements*

As the most common traditional cultural element in the art design of modern architectural environment, traditional cultural graphics mainly set up a new visual environment and linguistic environment by giving a new carrier to the graphic elements in the traditional cultural elements, further to achieve the purpose of giving full play to the role of traditional graphics. When designers reintegrate and utilize the graphics of traditional cultural elements, they must pay full attention to the implication embodied in the graphics. In order to fully embody the cultural connotation of cultural graphics, both of them should be combined with each other reasonably by strictly meeting the demands of modern architectural environment art design. After the analysis of the present situation of applying the traditional cultural elements in China, it is founded that, regardless of the cultural element, the corresponding cultural connotation or cultural allusions are embodied. For instance, the God of Door pasted on the Chinese New Year and the lions sitting in front of the door have corresponding allusions or legends. Therefore, in the process of the modern architecture environment art design, integration of traditional cultural elements cannot only offer one kind of intimacy to people, but also let them enjoy the charm of Chinese traditional cultural elements. In addition, with the close integration of traditional cultural elements and modern architectural environment art design, it has not only enhanced people's identity to the specific environment, avoided the phenomenon that people feel hesitant while facing different cultural backgrounds, but also promoted the effective promotion of the artistic design effect of modern architectural environment art.

B. *Integration of Traditional Freehand Technique*

The technique of freehand expression is one of the most common design methods in the interior decoration of modern architectural design. While carrying out an architectural design, the designer must select graphic patterns with cultural connotations or furnishings to make detailed design, from the outside to the inside. Meanwhile, equipped with specific environment, connotations of the traditional culture can be displayed in front of people. As the environmental art design, such a conservative artistic expression method can be selected. By fully utilizing the characteristics of traditional cultural elements, the cultural connotations or moral of the environmental art design can be presented [2]. Besides, while conducting the artistic design of modern architectural environment, it should emphasize on the organic integration of shape and connotation, fully utilize the shape in design and transfer specific connotation, so as to present the high-level concept of environmental art design.

C. *Integration of Aesthetics into Traditional Elements*

During the progress of applying traditional cultural elements, the modern architectural environmental art design must closely integrate the subjective aesthetic concept of

traditional cultural elements with the on-site aesthetic concept. By making in-depth analysis on traditional culture and understanding the spirit and connotation conveyed by traditional cultural elements, the traditional cultural elements can play a positive role in modern architectural art design. Such as the classical Chinese poetry of traditional cultural elements, there are also great differences in the images and meanings represented by different poems. Designers must combine them with the environment art design, so as to show the effect of form and spirit. This requires designers to transform classical poems into specific design contents, so as to design the environmental art with connotations of classical poems. For instance, by closely combining traditional cultural elements with modern cultural elements, a large number of Chinese traditional cultural elements are integrated into Suzhou architectural style, which not only shows the meaning of Chinese traditional cultural elements, but also naturally integrate traditional cultural elements into modern architectural environmental art design, so as to achieve the purpose of promoting the effect of environmental art design steadily.

IV. THE PRESENT SITUATION OF CHINESE TRADITIONAL CULTURAL ELEMENTS APPLIED IN MODERN ENVIRONMENTAL ART DESIGN

A. *Serious Damages to Traditional Works*

After in-depth investigation and research, it is founded that most of the complete traditional buildings in China are concentrated in the economically underdeveloped rural areas [3], such as earth building in Fujian and Hongcun. However, because of the restriction and influence of cognitive ability, people in these areas can not fully protect the excellent traditional cultural works of our country, which seriously affects the application of excellent traditional cultural elements to environmental art works in China.

B. *Severe Impacts of Western Culture on Chinese Traditional Culture*

With the rapid advent of economic globalization, the interaction and exchange between China and other countries in the traditional culture has become more and more frequent. Due to the influence of western excellent culture on the modern environmental art industry and people's aesthetics, it causes great challenges for applying Chinese excellent traditional cultural elements to the modern environmental art design. In addition, under the promotion of the rapid development of social economy and the continuous growth of population in our country, in order to fully reflect the aesthetic key in modern environmental art design, designers must pay full attention to the integration and reference of our country's excellent traditional cultural elements and western excellent culture. Only in this way, can the effects of modern environmental art design in China be steadily improved.

C. *Loss of Traditional Culture Application*

Although the national characteristics embodied in the elements of Chinese traditional culture provide strong support for the promotion and inheritance of excellent traditional culture, the phenomenon of mechanically applying traditional cultural elements to China's

environmental art design often appears currently, which has become an important reason that affects the characteristics of traditional cultural elements in our country. For instance, although the local culture and residential customs are presented by urban architecture and landscape, but because the designers do not have a profound understanding of the connotation of the excellent traditional culture of our country, the environmental art design works can not show the national characteristics or customs. Consequently, it has restricted the promotion and inheritance of excellent traditional cultural elements in China.

V. STRATEGIES FOR APPLYING CHINESE TRADITIONAL CULTURAL ELEMENTS TO MODERN ENVIRONMENTAL ART DESIGN

Through investigation and research, it is found that the modern environmental art works with excellent traditional cultural elements in our country have been not only deeply concerned and favored by people, but also become the brightest pearl in Chinese international architecture library [4]. The artistry embodied in the architectures of our country has not only creates the enjoyment of visual beauty for people, but also creates a good atmosphere for the creation of modern environmental art design works with unique characteristics, which is based on excellent traditional culture.

A. Positive Protection of Chinese Traditional Cultural Elements

First of all, according to the actual situation of the development of the outstanding traditional culture in our country, the relevant departments must take active and effective measures to protect the traditional cultural and artistic works, and provide comprehensive support for the promotion and the inheritance of the excellent traditional culture. Secondly, by giving full play to the advantages of the new carrier, it is necessary to combine the excellent traditional cultural elements of China with the modern environmental art design, and create a brand-new visual form of cultural atmosphere. For instance, after carefully listening to designer's opinions, many people choose to change the sofa in most families to a wooden one with national characteristics, further to achieve the objective of displaying the excellent Chinese traditional cultural elements through the furniture work.

B. Effective Promotion of Development and Innovation of Traditional Cultural Elements

With the continuous development and perfection of excellent traditional culture in our country, while carrying out the transformation and application of traditional cultural elements, from the perspective of modern aesthetic concept, modern environmental art designers should perfect the work of modern environmental art design. Such as Shanghai Jinmao Tower, on the basis of actively absorbing the excellent traditional cultural elements of our country, according to the requirements of mechanics and aesthetics, the designers integrate the cultural elements with the building design, and also integrate the image beauty in the traditional architecture with the design of Shanghai Jinmao Tower.

C. Positive Inheritance of Traditional Cultural Elements

Since the environmental art design of our country shoulders the responsibility of inheriting and carrying forward the excellent traditional culture, when the designers apply the traditional cultural elements to the modern environmental art design, they must actively innovate and perfect the environmental art design on the basis of fully displaying the inheritance and cultural characteristics of the environmental art design. For instance, on the basis of deeply understanding the humanistic spirit of our country, while constructing the new museum of Suzhou Museum, the designers integrated the modern garden design with the characteristics of the contemporary architectural engineering construction [5]. Due to the perfect appearance of the museum, this modern museum not only shows the characteristics of modern environmental art design, but also realizes the purpose of inheriting and carrying forward the excellent traditional culture of our country.

VI. CONCLUSION

The application of traditional cultural elements in modern environmental art design has closely integrated the excellent traditional culture of our country with the concept of modern art. Meanwhile, it is also an important means to inherit the traditional excellent culture. Therefore, modern environmental art designers must actively apply the excellent traditional cultural elements of our country. Meanwhile, they should deeply analyze and think about the cultural spirit, use scientific and reasonable design methods at the same time, further to design works meeting the aesthetic requirements of modern people. Meanwhile, by closely integrating the excellent traditional culture of our country with the modern environmental art design, it can reflect the practical value of Chinese traditional cultural elements in the modern environmental art design works.

REFERENCES

- [1] Han Yi. Analysis on the Application of Chinese Traditional Cultural Elements to Modern Environmental Art Design [J]. Modern Horticulture, 2019,02.
- [2] Yao Yihang. Application of Chinese Traditional Cultural Elements to Modern Environmental Art Design [J]. Small and Medium-sized Enterprises Management and Science & Technology (Mid-month Journal), 2019,01.
- [3] Hu Wen. Application of Chinese Traditional Cultural Elements to Modern Environmental Art Design [J]. Ju She, 2018,36.
- [4] Zhu Haitao. Exploration to Application of Chinese Traditional Cultural Elements to Modern Environmental Art Design [J]. The Farmers Consultant, 2018,24.
- [5] He Yuanyuan. Application of Traditional Cultural Elements to Environmental Art Design [J]. China Southern Agricultural Machinery, 2018, 23.
- [6] Adrian Forty. Words and Buildings: A Vocabulary of Modern Architecture, London: Thames & Hudson, 2000.