



Application of Bauhaus Design Concepts in the Protection and Renewal of Traditional Villages in Qiantang River Basin

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Abstract. With the advancement of agricultural modernization and urbanization, traditional villages in the Qiantang River Basin are facing serious problems such as unbalanced protection and development, decline of cultural elements, aging of villagers' structure, and insufficient digital empowerment, etc., and the crisis of the “one-sidedness of a thousand villages” feature has been highlighted, and their protection and utilization need to be strengthened urgently. The Bauhaus design concept, as an important part of the 20th century modernist design thought, advocates the “unity of art and technology” and other points of view, providing new ideas for the protection and renewal of traditional villages. This paper analyzes the current situation of traditional villages in Qiantang River Basin and discusses the application of Bauhaus design concepts in them, including mining the needs of the masses and putting people first, respecting the actual situation and adapting to the local conditions, and rationally utilizing the technology to achieve sustainable development. The aim is to make the traditional villages become an organic part of historical witnesses and modern life, connecting the past and the future, and creating a brand new situation for the protection and renewal of traditional villages.

Keywords: Bauhaus design concept; Protection of traditional villages; Traditional villages in the Qiantang River Basin

1 Introduction

The Qiantang River basin covers Zhejiang, Fujian, Gan, Anhui and Shanghai, with a watershed area of 55,491km², of which 44,467km² is in Zhejiang Province, with a mainstream length of 609km, and belongs to the five cities of Hangzhou, Shaoxing, Jinhua, Quzhou and Lishui. As the river with the largest basin area, the longest length and the largest water volume in Zhejiang Province, the Qiantang River is the mother river of Zhejiang Province, with a long history of basin development, and is one of the important birthplaces of civilization in China. From the Shangshan Site to the Cross Lake Bridge Site, and then to the Hemudu Culture, Majiabang Culture, Liangzhu Culture and the Wu-Yue Culture in the Spring and Autumn Period, the cultural source

of the Qiantang River Basin has experienced a sequence of archaeological and cultural development of 7,000 years ago, which has bred the fertile soil of the Qiantang River culture, and the traditional villages are the important carriers of this culture^[1]. Traditional villages carry a large amount of historical and cultural information, are important witnesses of rural history and culture, and are the valuable wealth of the Chinese nation. However, under the combined effect of factors such as agricultural modernization, urbanization, new rural construction and rural tourism development, traditional villages are facing more serious threats, and the characteristic crisis of “one side of a thousand villages and one appearance of ten thousand villages” has been widespread, and quite a number of traditional villages are suffering from destruction or even on the verge of extinction. In this context, how to realize renewal and development based on the protection of traditional villages has become an urgent problem. The Bauhaus design concept provides us with new ideas, which not only emphasizes the unity of form and function, but also advocates the integration of innovation into daily life. In this way, it seeks renewal in protection, embraces change in inheritance, and realizes the harmonious coexistence of tradition and modernity, nature and human beings, opening up a new path for the protection and utilization of the traditional villages in the Qiantang River Basin.

2 Overview of the Bauhaus Design Concept

The Bauhaus design philosophy was a cornerstone of 20th century modernist design thinking, and its influence continues to fester in the field of design around the world. 1919, in Weimar, Germany, the Bauhaus School of Art and Design was born in the midst of post-World War I social reconstruction and ideological innovation. It is not only an institute for training design talents, but also a laboratory of ideas, which has nurtured design philosophy and style paradigm that have profoundly influenced the future generations, and become a monumental milestone in the history of modern design. The design philosophy of Bauhaus advocates the three basic points of “unity of art and technology”, “the purpose of design is people, not products” and “design must follow the laws of nature and objectivity”. Design point of view. It is advocated that form should serve function, and the pursuit of simple, practical design form, as well as the design process to consider the economy and efficiency^[2]. The Bauhaus broke the boundaries between traditional craftsmanship and modern industrial technology, pioneered the combination of design theory and practice, and laid the foundation for modern design education and practice.

3 Current Situation of Traditional Villages in the Qiantang River Basin

3.1 Unbalanced Protection and Development, and Decline of Cultural Elements

Traditional villages in the Qiantang River Basin develop better along the river, while those in mountainous areas lag behind. Most villagers have a poor awareness of protecting historical and cultural buildings in traditional villages. Some historical residential buildings are in disrepair, and there are even cases of graffiti, resulting in severe damage, alteration, and destruction of houses with a sense of age and era. (see Figure.1.) In the rapid development of urban - rural construction, traditional villages in the Qiantang River Basin have neglected to deeply explore history and decode the deep - seated genes of historical buildings.^[3] The current protection and utilization models deviate from the village context and actual situation, lacking innovation and long - term sustainability. The cultural and tourism experiences are single and highly homogeneous, lacking the flavor of rural life and production. Some local governments have built buildings that do not conform to local cultural traditions. These measures not only damage the original cultural landscape of the village but also cause the unique regional cultural characteristics of the village to gradually disappear. For example, in Dipu Village, the architectural style and landscape structures of Dipu Flower Sea fail to reflect the cultural characteristics of a national - level traditional village and a Zhejiang intangible cultural heritage village. It is overly commercialized and lacks characteristics. In Meirong Village, most of the "investment - attracting" cultural formats are from outside, making it difficult to embody its own cultural connotations and styles, and it is hard to transform cultural resources into cultural and tourism products.



Fig. 1. Dilapidated Building

3.2 Aging of the Villager Structure and Limited Development Ability

Villagers of traditional villages in the Qiantang River Basin are generally older, have lower cultural quality and economic income, and have a serious lack of awareness of the value of traditional and historical culture. Except for a few villages with outstanding performance, such as Xin Ye Village, Shen Ao Ancient Village, Long Men Ancient Village, etc., villagers in most of the remaining traditional villages have very limited cultural cognition of village traditions, historical buildings, natural and humanistic landscape heritage, cultural relics and monuments, as well as various types of tangible and intangible cultural heritages. This lack of cognition leads to villagers' low motivation and ability to participate in cultural tourism, and also makes the protection and inheritance of traditional villages face difficulties.

In addition, traditional villages also face the problem of lack of talents. The management department is not professional enough, and the practitioners of the enterprises attracting investment for the protection and utilization of the traditional villages lack the understanding of the local cultural lineage. Cultural and tourism facilities are not perfect, and the reception capacity of tourists is limited, unable to meet the growing intelligent and personalized needs of tourists. This status quo not only affects the sustainable development of traditional villages, but also makes it difficult to fully explore and utilize the cultural value of villages.

3.3 Insufficient Digital Empowerment and Unfocused Communication Signage

The digital recording platform for traditional villages in the Qiantang River Basin is not yet perfect. The village layout and historical buildings urgently need to be digitally archived and protected. The types of cloud - based service products are limited, and the immersive experience technology is still in its infancy. The application of technology in the protection of historical buildings is still at a shallow level, and there is an urgent need for the research and development of innovative protection materials. At the same time, the communication signage of traditional villages in the Qiantang River Basin is unfocused, lacking precise positioning, and its influence needs to be enhanced. The overall brand of traditional villages in the Qiantang River Basin has not yet been formed, and the individual brand characteristics are not obvious. For example, the Jiangnan Ancient Village Cluster in Tonglu County uses "Jiangnan" as its signage. The information content is too broad, the geographical signage information is too large, and the exclusivity is not strong. There are not many IP activities that reflect its own cultural and historical signs, and it fails to highlight the local unique cultural history. At the same time, the brand shaping and communication efforts are insufficient, and there is not enough interaction and communication with villages within the basin and at home and abroad.

4 Basin Application of the Bauhaus Design Concept in the Protection and Renewal of Traditional Villages

4.1 Explore Mass Demands and Put People First

The Bauhaus design concept emphasizes that design should meet the needs of the public, and this can be applied to the practice of protecting and renewing traditional villages. When planning the protection and renewal of traditional villages, it is necessary to first conduct in - depth research on the needs of local residents and communicate and coordinate to meet their requirements. Moreover, the protection of traditional villages should not be solely driven by external forces. Instead, local residents and all sectors of society should be encouraged to actively participate. Strengthen guidance to enhance the understanding of the value of traditional villages among the government, enterprises, and villagers. Learn from the successful experience of Zhuge Bagua Village in Lanxi, and absorb the essence of the ancient village protection and development model of "everyone is a shareholder and everyone is a cultural relic protector". This Zhuge model can not only meet the needs of villagers through participation but also improve their participation ability and their willingness and effectiveness in learning about the historical culture of traditional villages. In this way, the village management system is improved, and a village development community with common interests at its core is formed, where everyone is a builder, participant, and beneficiary. This community not only promotes the accumulation of material wealth but, more importantly, nurtures a profound cultural heritage and community cohesion, making the ancient village radiate new vitality and charm.^[4]

4.2 Respect the Actual Situation and Adapt Measures to Local Conditions

The core of the Bauhaus design concept is to pursue the unity of form and function, which is particularly important in the protection and renewal of traditional villages. These villages not only have unique architectural styles and spatial layouts but also serve as important carriers of cultural inheritance. Therefore, when carrying out protection and renewal, it is necessary to first repair their traditional texture to restore the original functions, patterns, and styles of traditional villages. It is also necessary to optimize the public spaces in the villages.^[5] The public spaces in traditional villages are mostly the open areas in front of public buildings and the corner spaces of streets and alleys, which can be expanded and functionally renovated. For example, local landscapes can be added to meet the leisure needs of residents and tourists and to reproduce the historical features of traditional villages. By protecting the spatial pattern of traditional villages, the lifestyle and traditional culture of traditional villages can be continued. Based on the characteristics of rural historical buildings and against the background of historical culture, promote the high - quality protection and utilization of cultural heritages such as historical buildings and intangible cultural heritages. For buildings of important historical significance, their original functions can be retained, and cultural activities can be held to enhance people's understanding of historical culture. Public buildings can be used as village public activity centers to provide var-

ious services for villagers and tourists. Learn from the "less is more" principle advocated by the Bauhaus design concept, avoid excessive decoration and complex design elements, and highlight the historical culture and natural landscape of the village through simple and clear designs. Through the dynamic utilization of traditional buildings, stimulate the vitality of traditional buildings. Pay attention not only to the aesthetics of buildings and the environment but also to their functionality, ensuring that the renewed villages can meet the needs of modern life while retaining their original cultural characteristics^[6].

4.3 Reasonably Utilize Technology and Achieve Sustainable Development

The Bauhaus design concept emphasizes the use of modern materials and technologies, which provides new ideas for the protection and renewal of traditional villages. Modern building materials and technologies can be used to reinforce and repair traditional buildings, ensuring the safety of the buildings while retaining their original features. In addition, modern technical means such as computer - vision - assisted design can be used to more accurately restore and protect the original landscapes and architectural details of traditional villages, achieving a perfect combination of the traditional and the modern. At the same time, digital technology can be used to promote the integration of "culture + tourism + diversity" in traditional villages in the Qiantang River Basin, and create digital scenic spots such as "Qiantang River · Chinese Traditional Villages" on the cloud. Keep up with the digital trend, promote scientific and technological innovation, and stimulate the vitality of the integrated development of the cultural and tourism industries.^[7]

The Bauhaus design concept also emphasizes the importance of sustainable development. In the protection and renewal of traditional villages, full consideration should be given to ecological environmental protection and the rational use of resources. Environment - friendly materials and technologies should be adopted to reduce the impact on the environment. At the same time, through scientific and reasonable planning and design, promote the economic development of the village and the improvement of residents' living standards, and achieve the sustainable development of traditional villages.

5 Conclusion

With the continuous advancement of globalization and the in - depth development of modernization, the protection and renewal of traditional villages have become an important topic in cultural inheritance and innovation. This paper starts from the research of the Bauhaus design concept, explores the current situation and problems of traditional villages in the Qiantang River Basin, and conducts in - depth discussions on how to apply the Bauhaus design concept in the protection and renewal of traditional villages. Through these proposed measures, it is hoped that traditional villages will not only be witnesses to history but also become an organic part of modern life, a bridge connecting the past and the future, and an eternal spiritual home in everyone's heart. Let

us work together, seek development in protection, embrace innovation in inheritance, and jointly create a new chapter in the protection and renewal of traditional villages.

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