

# Research on the Application of Chinese Traditional Culture in Public Art Design Based on Urban Memory

Juan Liu, Yaoquan Li, Yang Zhao

Qilu Institute of Technology, Qufu, Shandong, 273100, China

**Keywords:** Traditional Culture; Public Art; Urban Memory; Creativity

**Abstract:** China's traditional culture has a long history and is the crystallization of the wisdom of our ancient ancestors. The application of Chinese traditional cultural elements in public art design is an important measure to promote Chinese traditional culture, and can also enhance the artistic construction of urban public facilities. Public art design needs to integrate traditional cultural elements and innovate constantly on this basis, so as to create works with national characteristics and meet national aesthetic needs. By combining the artistic features of public art with elements of traditional Chinese culture, the artist's creativity is brought into play while the inheritance and innovation of traditional Chinese culture are realized. Based on the perspective of city memory, this paper discusses the application of Chinese traditional culture in public art design. The return of urban public space to life can not only strengthen the humanistic care of the city, but also awaken people's recognition of the city and strengthen their sense of belonging.

## 1. Introduction

As far as Chinese traditional culture is concerned, tradition and culture are inseparable. Tradition is an important way to inherit our ancient culture, and ancient culture constitutes the main component of tradition [1]. Public art as we know it is an artistic creation that takes public space as a carrier and is freely participated in and resonated by the public. Through it, cultural and historical traditions and demands for reality can be reflected. Globalization is not only the globalization of economy and information, but also the integration of different ethnic cultures [2]. In the era of pursuing personalized product design, nationalization of design is an important direction of product design development. Traditional culture is a kind of condensation and accumulation of material and spirit. At the same time, it is also our title for all the civilized achievements created in yesterday's human social activities and the civilized achievements created by later generations [3]. The elements of Chinese traditional culture have a huge network of elements that relate to all aspects of the life, life, and living of ancient life. In this context, it is necessary to organically combine traditional cultural elements with public art, and to increase the public's sense of identity and belonging to traditional culture while improving the artistic beauty of the public environment [4]. Chinese traditional cultural elements have also been applied to various fields of life, the most prominent of which is the artistic value of Chinese traditional cultural elements.

With the improvement of people's living standards, people began to pursue higher levels of aesthetic needs. The application of Chinese traditional cultural elements in various fields can meet the individualized needs of consumers [5]. The public space with urban memory not only has humanistic care, but also strengthens the sense of belonging of the citizens, stimulates and activates people's behavioral activities, and creates new urban vitality. China's traditional culture is constantly evolving with the times. It is both a symbol of the times and a bridge connecting us to ancient times [6]. The splendid traditional culture has not disappeared with the surge of modernization and globalization. On the contrary, it has been increasingly recognized and further affirmed. The application of Chinese traditional cultural elements in interior decoration design has promoted the further development of the interior decoration industry and made the decoration more artistic [7]. Combining the artistic characteristics of public art with the elements of Chinese traditional culture, while exerting the artist's creativity, it has also achieved the inheritance and innovation of Chinese traditional culture, which not only improves the artistic beauty of the public

environment space but also increases the people's perception of the nation. Cultural identity and sense of belonging.

## 2. The Relationship between Public Art and Traditional Culture

### 2.1 The Relationship between Public Art and Traditional Culture

The relationship between tradition and culture is mutual connection, coordination, interaction and common development. Tradition is the essence of inner and culture is the appearance of outer. While today's Chinese design circle seems to be prosperous, we cannot avoid and must clearly face up to the fact that the overall design level in our country is still unbalanced and some problems exposed therein. The first condition for the existence of public art is spatiality. Only when there is spatiality can matter and events exist in it [8]. With the globalization of economy and the rapid development of science and technology, the wide and high-speed dissemination of information has intensified the agitation of the concept of openness. The main function of public art is to serve the public. It exists in people's lives in all periods of human history. Contemporary culture and art with regional characteristics are being sought after by people, which is the expression of unique artistic experience and feelings based on different cultures and ethnic backgrounds. The space of public art is also the open space where others are present, and it is perceived, recognized and marked through the spatial relationship with other things. Chinese art design should keep pace with the times in many aspects, such as mode of thinking, value judgment and social organization.

### 2.2 Chinese Traditional Culture in Public Art

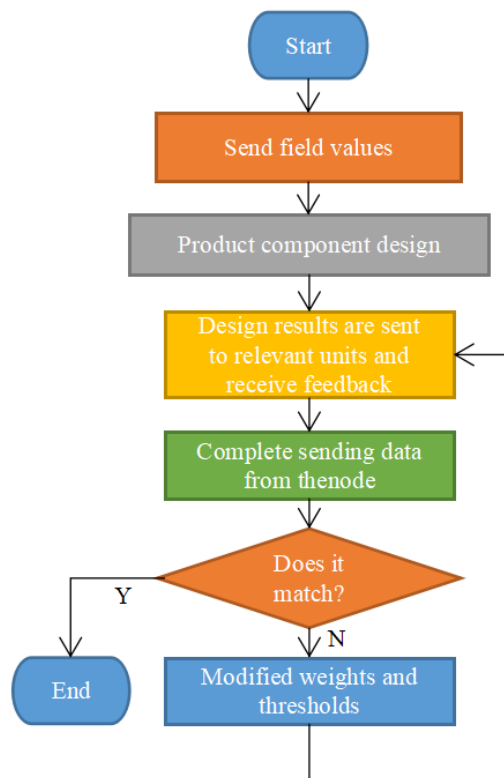


Fig. 1 Cooperative design operation process

Public works of art are the key to the self-construction of public art by gathering and attracting the public to form a certain group to pay attention to public works of art. Chinese traditional culture and Chinese contemporary public art are closely linked and inseparable. Excellent works of art should be based on the traditional culture behind them. On this basis, they reflect the characteristics and artistic language of different cultural times in our country. The trend of social culture is towards more characteristic, regional and humanized development. People find that traditional culture will

play a positive role in promoting the development of social civilization in contemporary China. Traditional culture refers to the sum of spiritual achievements created by people in history and representing certain national characteristics, such as mental outlook, mental state, mode of thinking and value orientation. Now is the era of information globalization, in order to slow down the blind pursuit of the pace of the information age, people need to have artistic works to let people return to the field, do not forget the original intention [9]. In public art design works, we can see from the care of the vulnerable to the awareness of environmental protection, all of which reveal the home of memory and emotion.

Public art design serves people's lives, and good public art design must satisfy people's aesthetic concepts. A software platform based on parametric design focuses on public art design parameters and rules that have an impact on design. Use existing technology to build a multi-modal collaborative work common. A collaborative work support platform with an integrated and integrated multimedia model. The cooperative design operation process is shown in Fig. 1.

### 3. The Necessity of Applying Traditional Cultural Elements in Urban Public Art Design

Urban public art, like a mirror of a city, can reflect the city's modernization and cultural level. As a new art category, public art is a bridge between art and society, environment and people. Its social effect will be higher than its own artistic effect. Paying attention to urban public art design is of great significance to enhance the competitiveness of the city. Chinese traditional culture is also an important carrier for modern people to understand the past. Through understanding traditional culture, modern people can understand the past customs and cultural characteristics. Public art is not a specific art form, genre or style, but a connection between public art works and the public in the sense of contemporary culture and emotion [10]. The Chinese traditional culture is the crystallization of the wisdom of our ancient ancestors. From the traditional culture, we can understand the changes that have taken place in our country's history in the past period of time.

The construction of urban public art takes urban public facilities as the main carrier. The construction of urban public art in cities should follow the principles of practical principles and artistry. In the parametric design of urban public art design building layout, geometric modeling is the first to be developed. Geometric modeling deals with basic problems such as geometry and shape representation of objects, and research on graphic data structure. Analyze its path density, node number and center potential, as shown in Table 1.

Table 1 Analysis of parameterized design structure of building layout

Network	Path density	Number of nodes	Central potential
Encounter information	1522	2154	0.736
Mutual information	2336	2034	0.588
Weighted summation	648	2649	0.692

Tradition can not be separated from cultural elements, and cultural elements also depend on the continuation of tradition. Cultural elements constitute the external factors of tradition, and the spirit embodied in them is the essence of tradition. The construction and application of Chinese traditional cultural elements in urban public art facilities can be described as a lot of actions, and this construction concept is worth using in urban construction in China. Our country has a vast territory, and there are differences in climate conditions and geographical characteristics between different regions. The customs of different nationalities also show diversity, and the style of modern public art design will be different. When the extracted information is too different from the customer's original intention and beyond the customer's bearing area, customer satisfaction will decline rapidly. In summarizing customer needs, the loss of quality of demand information must be reduced, as shown in Fig. 2.

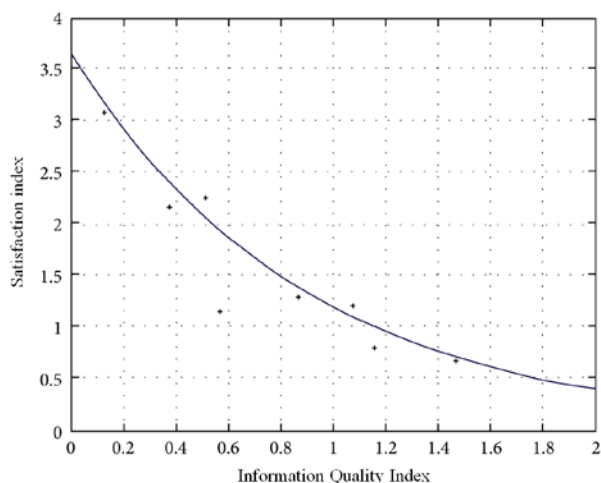


Fig. 2 Demand information quality loss and customer satisfaction

The application of Chinese traditional culture in urban public art facilities is conducive to the inheritance and promotion of Chinese traditional culture. In terms of urban public art, it can highlight the city's characteristics and improve the level of urban public art facilities construction. The construction of urban public art facilities is an important part of urban visual recognition system, which can enhance the competitiveness of the city. Modern advertisement and Chinese traditional culture are inextricably linked. Chinese traditional cultural elements provide abundant resources for modern advertisement, which is one of the foundations of modern advertisement. In the traditional Chinese plastic arts culture, people attach great importance to using extension and symbol to exert the power of symbolic meaning. Traditional culture is an essential factor to perfect the cultural system of modern society. From a certain angle, it can transcend practice and exist. It is an important spiritual pillar to build modern Chinese social civilization. The application of Chinese traditional cultural elements in the field of architectural design has brought Chinese architecture into a brand-new stage of development.

#### 4. Conclusion

Public design is an important part of the city vision recognition system and is the personalized symbol of the city. The public art design with city memory must be the integration of internal logic and external environment. It not only has the unique personality of the work, but also respects the local culture, better reflects the public value and coexists with the environment. Putting Chinese traditional cultural elements into public art works can reflect the cultural inheritance of art, while public art design needs to show its uniqueness by inheriting these traditional cultures. The social responsibility of any art designer is first of all his responsibility to his own tradition. If a designer cannot creatively express himself in tradition, he will lose the premise and condition as a design art. Good public design can bring vitality and vitality to the city. When urban public design integrates elements of traditional Chinese culture, it should pay attention to the combination with local culture. Excellent public art works should reflect the traditional cultural characteristics of the region and make the works full of the charm of traditional culture. Contemporary art design pays more and more attention to the spiritual connotation and the sharpening of the times. Chinese traditional cultural elements can fit in with it. While keeping pace with the times, they can make art design more and more profound.

#### References

- [1] Merchant R M, Griffis H M, Ha Y P, et al. Hidden in Plain Sight: A Crowdsourced Public Art Contest to Make Automated External Defibrillators More Visible[J]. *American Journal of Public Health*, 2014, 104(12):2306-2312.
- [2] Jenkins J. Visual arts in the urban environment in the German Democratic Republic.[J]. *Journal*

of Advanced Nursing, 2014, 64(3):261–271.

[3] Balint T S, Pangaro P. Design space for space design: Dialogs through boundary objects at the intersections of art, design, science, and engineering[J]. *Acta Astronautica*, 2017, 134:41-53.

[4] Schussek S, Trieu A, Doolan D L. Genome- and proteome-wide screening strategies for antigen discovery and immunogen design[J]. *Biotechnology Advances*, 2014, 32(2):403-414.

[5] Dawal S Z, Mahadi W N L, Mubin M, et al. Wudu' Workstation Design for Elderly and Disabled People in Malaysia's Mosques[J]. *Iranian Journal of Public Health*, 2016, 45(1):114-124.

[6] Rankin Q. Participation in Creative Differences: Dyslexia and Neurodiversity in Science, Art and Design[J]. *International Journal of Human-Computer Studies*, 2016, 66(6):393-409.

[7] Zhang X, Wu Z. Study neighborhood field optimization algorithm on nonlinear sorptive barrier design problems[J]. *Neural Computing and Applications*, 2017, 28(4):783-795.

[8] Kaminakis N, Drosopoulos G A, Stavroulakis G E. Design and verification of auxetic microstructures using topology optimization and homogenization[J]. *Archive of Applied Mechanics*, 2014, 85(9):1289-1306.

[9] Cruz M P D, Beauchamp V B, Shafroth P B, et al. Adaptive Restoration of River Terrace Vegetation through Iterative Experiments[J]. *Natural Areas Journal*, 2014, 34(4):475-487.

[10] Long J, Szeto W Y, Huang H J. A bi-objective turning restriction design problem in urban road networks[J]. *European Journal of Operational Research*, 2014, 237(2):426-439.