

Innovation of urban public art design in the new era

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Abstract: With the rapid development of China's economy and the acceleration of urbanization, people's living standards and production level have also been improved. Under this background, the prosperity and development of cities also provide certain space and development opportunities for the development of public art. In the current period, urban public art develops rapidly and presents itself in the eyes of the people in diversified ways. Although the development of urban public art has been innovated to some extent and has diversified characteristics, its artistic design innovation still needs to be improved. Based on this, this paper analyzes and studies the innovation of urban public art design in the new period, in order to lay a solid foundation for the development of urban public art.

1. Introduction

Accelerating urbanization makes the city construction also increasingly perfect, as the city public art embodies the culture and part of the important ways of to become an important symbol of urban development in the new period, the construction of public art is also reflect the cultural background of the key city, under the background of the social economy high speed development, people's aesthetic consciousness gradually strengthened, public art is in focus. Therefore, urban public art should constantly innovate to meet people's needs and make substantial contributions to urban development.

2. Theoretical elaboration on urban public art in the new era

Urban public art design is mainly to meet the needs of urban residents, and based on urban development, rely on urban space, and use urban space, structure and function to design and plan the urban public environment. Urban public art design has a certain cultural nature, formal beauty and regionalism, and belongs to art [1]. Under the background of the rapid development of The Times, the scope of public art also expands, which is mainly divided into two aspects: formal expression and content expression. Moreover, public art shows the characteristics of diversification. At present, the common public art in cities mainly includes urban sculpture, fresco, indoor and outdoor environment art design, information transmission design and auxiliary facilities.

With the improving of the modern aesthetic consciousness, aesthetic field expanding, people to own survival space environment are also put forward higher request, therefore, the design of public art is no longer confined to the adornment respect, but to the direction of diversification, and from the initial to beautify the urban environment for the purpose to be bearing the social life, history and culture, the natural ecology substances such as memory and the existence form of spiritual implication. In urban construction, the embodiment of public art not only needs to fully display the spirit of the city, but also should reflect the urban culture and urban heritage. In the current period, with the rapid development of urban process, the application of public art is particularly important in the process of urban construction with characteristic culture, and it is also the main means to improve the level of modern urban civilization and the overall urban environment. The progress of public art can fully express the connotation and image of the city in terms of language, and beautify the city through continuous innovation to improve people's quality of life [2]. However, as far as the development of urban public art in China is concerned, compared with the overall construction level of public art in developed countries, the domestic public art level is still in the primary stage and

there are many problems. Therefore, public art innovation is the inevitable trend of its development.

3. Status quo of urban public art design

3.1 Single public art works and serious copycats

Urban construction process, the application of public art can improve the whole atmosphere of the city, and make the city more lively, because of public art is a kind of in the space of culture, so the city in the process of construction, public art design should match with the urban environment, the city spirit of whole perfect embodiment, and make full play to local conditions and customs and characteristics of culture. As far as the current situation is concerned, some public art creations mostly imitate other cities in terms of topic selection, material selection and artistic expression. Public art works have a single form without innovation, which results in the concealment of local characteristics of the city and the limitation of space for the development of public art. This phenomenon cannot show the charm and creativity of the city in essence. Is extremely detrimental to social development.

3.2 The level of public art is not high

With the rapid development of economy, people's quality of life is constantly improved. Under this background, people's aesthetic consciousness is also constantly improved, and the field of aesthetic appreciation is also constantly broadened. Urban residents put forward higher requirements and standards for their living environment and living space. As things stand, carving lettering on natural stones or piling up of materials is no longer enough for the city. Due to the low level and lack of innovation of urban public art works, public art with simple form and empty inside leads to people's disappointment towards urban public art. In some cities, sculpture works of public art are mostly from sculpture factories, with low connotation and lack of cultural content. Public art works have no cultural support, so it can be said that the artistic quality of works is close to zero.

3.3 Public art products lack of publicity

Urban public art design must have strong publicity, and the appeal of publicity is also the core idea of public art. The design of urban public art works should conform to the core idea of publicity, and perfectly reflect the city and the public in terms of publicity. The high quality of artworks can effectively shorten the distance between cities and people, and the works and audiences can also communicate emotionally. , however, the current urban public art design process, the loss of exaggerated design makes the public nature of the work, the city public works of art is to emphasize more designers and artists personal will, the audience can't good communication with art, eventually lead to public art away from the public and the lack of public spirit.

4. Innovative research on urban public art design

4.1 Establish the concept of public art innovation

Urban public art should have a clear public character in the initial stage of design and production. It should not only meet the public demand, but also fully embody the public spirit. It can also determine the difference between public art and other pure art. Urban public art bears not only urban culture, but also the spirit and social functions of the city. Public art should have a certain group nature, rather than meet the individual will of designers and artists. Therefore, the innovation of urban public art should have the individual will of the artist, as well as the consciousness of public integration, and fully reflect the originality and universality of the design innovation of public art works [3]. First of all, in the initial stage of design, public art works should fully consider the publicity of works and integrate cultural issues concerned by the public into the design of works, so as to make public art works communicative and open. Secondly, the public discourse should be used scientifically and reasonably, so that the public art works can fully express the visual experience of the public, and promote the public art works to reflect the value of equal

communication and public care among the public. In this way, public works of art can not only be interpreted at different levels, but also promote the spiritual communication between the public and works of art. For example, the monument of the people's heroes in front of Tian'anmen Square in Beijing. During the nine-year construction process, the construction unit stopped work for many times and organized people to visit the square. According to public opinions and suggestions, the original images of real historical figures on the stone tablet were unified and blurred instead of highlighting individual heroes.

4.2 Seek differentiated design

(1) Cultural differences

If a city does not have a culture in line with its own characteristics, it is equivalent to a desert. Every city should have its own culture, historical background and characteristics, so as to form a special local customs and urban culture. Public art, as a special culture of the city, should be based on the cultural deposits of the city in the initial stage of design and present the city culture perfectly through material carrier. Therefore, if urban public art wants to have its own cultural characteristics, it must be set off by the local conditions and customs of the city. For the innovation of urban public art, designers must study the cultural characteristics of the city, refine its unique cultural connotation into visual elements and apply it, and create public art works belonging to the city itself, so as to avoid similar works with other cities. This approach can also make the audience more receptive. For example, in the process of urban construction in Xi'an, Jiangxi province, a series of public art works such as Luling Cultural Ecological Park Xing, Luling Culture-related Sculptures and Luling Cultural Valley were created with Luling culture as the background and combined with the characteristics of the city. Excellent urban public art works can effectively reflect the cultural inheritance and local customs of the city, which is conducive to the establishment of the city image. Therefore, the innovation of urban public culture is the inevitable trend of its development. Designers must innovate a lot in the process of design.

(2) Differences in artistic expression

Works of art are the medium between the artist and the art appreciation. The expression of the artist's ideas will be expressed through works of art, while the art appreciation will carry out implication through works of art. Therefore, in the process of art innovation, form and content are indispensable. Urban public art is continuously influencing people's aesthetic way with the passage of time. Therefore, public art should embody artistry as well as publicity. Therefore, the innovation of urban public art should also be reflected from the following three aspects. First, public works of art should have distinct themes. The theme of urban public art works should be selected according to the characteristics of the city itself, and designers must consider local culture in the process of design. Second, urban public art works should have a unique style. Cities are different due to geographical location and environment [4]. Therefore, the design of public art works should also conform to the different environment of the city. For example, unique materials can create unique styles. Thirdly, urban public art works should have a sense of formal beauty. Urban public art works are located in urban public space, which has a direct impact on people's aesthetic appreciation. In the process of appreciating public art works, the audience will first see the appearance. Therefore, the design of public works of art must have a sense of formal beauty.

4.3 Meet the characteristics of humanized design

Under the background of rapid economic development, the continuous change of social economy makes people's quality of life and living standard continuously improve. Under the influence of this, people's demand for themselves is also constantly improved. Caring for human nature has become the focus of social attention. Therefore, in the process of the city public art design should be people-oriented in each aspect, design also should be paid attention to during the process of innovation: (1) urban public art as one of urban residents directly face the art form, in the process of carry on the design, not only has a certain functional, also meets the needs of public internal comprehensive considerations. (2) pay close attention to people's living environment. Urban public art works are placed in urban space. Therefore, designers should fully consider the use of space

environment and reduce the impact on the living environment. (3) pay attention to the care of vulnerable groups. In the process of designing urban public art design works, the vulnerable groups in the city should be fully considered, and the mobility of activities between groups should also be ensured. So that all groups in the city can experience the fun brought by public art.

5. Conclusion

As an important part of urban public art works, they are of great significance to urban culture and image. Public art products that deviate from urban development and are divorced from urban environment have brought some negative effects on urban development. In the process of urban public art design innovation, the regional culture and local customs of the city should be respected. And on this basis, the design of public art product differentiation, prompted the city public works of art can reflect urban culture, serving the public, has become the symbol of urban progress and civilization, hope this study can be the concern of the contemporary scholars, based on the improvement innovation, promote the development of urban public art benign.

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