

The Regeneration of Traditional Culture in the Design of Public Environment

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Abstract: Since the Reform and Opening Up, People's Living Standards Have Been Improving, and People's Requirements for the Quality of Life and Living Environment Have Also Increased. Public Environment is an Important Part of Daily Life Space. People Pay More and More Attention to Building a Harmonious Public Environment. in This Study, the Application of Traditional Culture in Public Environment Design is Deeply Explored. First of All, Traditional Culture, Public Environment and Other Related Theoretical Concepts Are Introduced. Subsequently, the Application of Traditional Culture in Public Environment Design is Studied. on This Basis, the Traditional Culture Regeneration Applied to the Design of Public Environment Has Been Put Forward in Terms of Function, Integrity, Life, Principles of Cultural Preservation and Methods of Expression of Traditional Culture in Ornaments, Plants and Mat Formation, So as to Integrate Traditional Culture with Public Environment and Realize the Regeneration of Traditional Culture, and Provide More Ways and Means for the Inheritance and Development of Traditional Culture. the Results of This Study Provide Theoretical Guidance and Design Direction for the Integration of Traditional Culture in Public Environment Design, Which is of Great Significance to Public Environment Design and the Regeneration of Traditional Culture.

1. Introduction

With the rapid development of economy and science and technology, the impact of economic globalization is more and more far-reaching, which has brought great challenges and opportunities to Chinese economy, science and technology, and cultural heritage and development. Nowadays, with the continuous improvement of living environment, it can be seen that the design of urban environment is more and more modern, but it also means that the heritage culture of more than 5000 years in China is suffering great damage. On the road of rapid economic development, China is also facing the possibility of losing traditional culture.

On the one hand, the original face of traditional cultural buildings is damaged in the face of economic development, and the traditional cultural buildings are constantly eroded by modern facilities, resulting in the phenomenon of one side of a thousand cities. Traditional culture is disappearing unconsciously. On the other hand, due to the image of globalization, the culture of all ethnic groups is constantly pouring in, the trend of plagiarism and simulation is becoming more and more serious, the historical context of the city is missing, and the traditional Chinese culture is being shelved and eroded, which makes people unable to feel the pride and identity of their own long history and culture. The scene created by environmental design is a kind of three-dimensional visual experience for people, which is equivalent to people's appreciation and feeling of art works, and the same as other forms of art creation. With innovation and ideas, there will be vitality. Directly copying the design of foreign countries or using the traditional culture rigidly will lose its value.

As an important part of urban environment, public environment is the most intuitive understanding of urban environment. Under this premise, in order to the long-term and healthy development of living environment, the application of cultural regeneration concept is the basic

requirement of public environment design. At present, although there is some research on the public environment design in China, there is little research on the public environment design which is integrated into the concept of traditional culture regeneration. In this study, the application of the concept of cultural regeneration in the design of public environment is mainly studied, which provides a theoretical basis for the design of the current social public environment and a more powerful guarantee for the inheritance and development of traditional culture in China.

2. The Application of Traditional Culture Regeneration in Public Environment Design

2.1 The Concept of “Traditional Culture”

As a social and historical phenomenon, culture is the product of people's long-term creation. It can be divided into two parts: material culture and spiritual culture. Every society or a certain historical stage will have the corresponding culture, and it will change with the development of social material production. Culture is also a process of spiritual demand, spiritual production and spiritual satisfaction. Its essence belongs to the subjective category of thought, consciousness and spirit, and permeates and condenses the subjective spirit of human beings. To be exact, culture refers to the history, geography, local customs, traditional customs, life style, literature and art, behavioral norms, ways of thinking, values, etc. of a country or nation. Traditional culture is a kind of culture reflecting national characteristics and features, which is the overall expression of various ideological and cultural forms in the history of each nation. Its content should be all kinds of material, institutional and spiritual cultural entities and cultural consciousness existing in the past dynasties. It is a kind of appellation corresponding to contemporary culture and foreign culture. Sometimes, it is called as “cultural heritage”. Chinese traditional culture is the crystallization of thousands of years' thought and wisdom of the Chinese nation. It is a spiritual community created by the ancestors of the Chinese nation and inherited and developed by generations of Chinese people. It is broad and profound, has a long history, is inclusive, and different. Chinese traditional culture pays attention to the unity of man and nature and the harmony between man and nature [1].

No matter how to interpret culture, it can be sure that human beings never passively accept the established facts given by the objective material world. In its long history of development and evolution, human beings have created countless splendid cultures. Tradition is formed with the development of the nation, so culture has nationality. The continuity of culture comes from the development of social material production, so the development of culture has historical continuity. Culture is the synthesis of human spiritual activities, concrete behaviors and their products. It is an indispensable part of social progress and economic development.

2.2 The Connotation of “Cultural Regeneration”

The concept of “cultural regeneration”, which was put forward by cultural theorist Bourdieu in 1973, is a dynamic growth and decline change of social culture [2]. In a certain time and space, due to the impact of different cultural forces, culture will continue to die out and produce, that is, “reproduction”, so that culture will continue to evolve and produce, and promote the historical process of society. For this “regeneration mode”, it is not a cultural form of renewal, but a process of remolding the vitality and quality of the contemporary spirit by absorbing the essence and removing the dross from the old elements. This process should not only meet the external form of expression under the premise of realizing the function, but also meet the symbolic value in the traditional sense, so as to realize the high-quality integration of the modern landscape form and the traditional connotation of spiritual culture.

2.3 Public Environment Design Integrated into Traditional Culture

Public environment refers to the outdoor environment of public places, multi person areas and large and medium-sized squares. Public environment design refers to the design of public environment space and facilities [3]. Since the reform and opening up, with the development of urbanization, the public environment has gradually received people's attention. However, it mainly

improves the beauty and quality of the public environment, but there is little research on the real needs of the masses and the inheritance of traditional culture. Although all kinds of excellent traditional buildings emerge in endlessly (table 1), few people apply the regeneration of traditional culture to the design of common public environment. Integrating traditional culture elements into the public environment requires a truly thoughtful and original design. Based on social history, behavioral science and environmental science, it is necessary to rationally apply the concept of traditional culture regeneration and extract its essence to its dregs. The purpose of this study is to design a traditional cultural public environment that conforms to the aesthetic standards of modern people and further meet the needs of people at the spiritual level.

Table 1 Modern Traditional Cultural Buildings

| | | | |
|------|---------------------|------|--|
| 1960 | Suzhou Museum | 2008 | T3 terminal of Beijing International Airport |
| 1982 | Hyangsan Hotel | 2010 | Expo China Pavilion |
| 1996 | Wangfujing, Beijing | 2018 | Anjiyuerong village |

3. Design Principles and Methods of Public Environment Based on Traditional Culture

3.1 Design Principles

Functional principle: public environment is an important part of people's living space. The most basic requirement is to meet the people's requirements for public environment. It is necessary to investigate and visit the masses to realize their ideas. When designing, it is necessary to consider the different needs of the masses of different ages and different states. Only on the premise of meeting the basic public environment function, can more aspects of design research be carried out.

Integrated design principle: traditional culture, as an important factor of public environment design, is not independent. It needs to coordinate and integrate with other design factors to build the whole public environment system. At the same time, in the design, it is necessary to make overall consideration, unify the cultural factors and environmental style, and use the proportion of density.

Principle of living design: public environment is mainly provided to residents. The design culture embodied and applied in the design should be close to the real life of the residents as much as possible, and conform to the cultural aesthetics of most people. In order to inherit and carry forward traditional culture in public environment, it is mainly to integrate with people's life, to integrate emotion with scenery and integrate scenery with emotion, so as to make traditional culture inseparable with people [4].

The principle of cultural preservation: as a part of the new public environment, the previous traditional culture should be preserved and reflected in the design. Traditional culture is a part of the people's precious memory and the collective wealth of the whole region. Through the interaction of traditional culture and new culture, the regeneration of traditional culture can be realized, so as to build a healthy and civilized public environment full of cultural atmosphere (figure 1).



Fig.1 Traditional Culture in the Public Environment

3.2 Design Elements and Methods

Each part of the public environment can be classified (table 2), reprocessed and integrated into traditional cultural elements, which requires relevant thinking and research to design a regenerative public environment of traditional culture in line with people's aesthetic taste.

Table 2 Classification of Public Environmental Facilities

| | | | | |
|-------------------------------|------------------------------|--------------------|----------------------|-----------------------|
| Recreational facilities | Rest facilities | Fitness facilities | Amusement facilities | |
| Public health facilities | Comfort station | Dustbin | Ashtray | Drinking water device |
| Commercial service facilities | Kiosk | Vending machine | ATM | |
| Public management facilities | Management kiosk | Waiting Hall | Lighting lamps | |
| | traffic signal | Traffic barrier | Hydrant | |
| Public information facilities | Guide card | Public signs | Bulletin board | |
| | Billboard | Explanation Board | | |
| Wheelchair Accessible | Search for Visually Impaired | Ramp | Straight ladder | Handrail |

Traditional culture in decoration: decoration is the finishing touch of environmental design. Its unique shape and expression way often become the focus of the masses, which is the most direct way of cultural expression and the easiest way to stimulate people's interactive behavior [5]. Nasol once put forward the concept of "landscape appearance reflects cultural norms". He believed that human perception affects landscape and landscape also affects human perception. In the environmental design, according to the characteristics of the site, through artistic treatment, it is displayed in the environment as a sign, strengthening the cultural theme, so as to enhance the relationship between the environment and people. In terms of design form, flexible and diverse design methods can be adopted, which can be highlighted individually or jointly expressed as a theme (figure 2) [6].



Fig.2 Traditional Culture in Decorations

Traditional culture in plant elements: as the most numerous landscape elements in public environment, plants play an important role in the design of public environment to convey the space atmosphere and create the environment keynote. Cultural display in plant design is relatively more subtle, which can convey cultural mood through various combinations of plants. Plants are the most evocative materials. Representative plants can evoke people's association and resonance. For example, when people see tall and straight bamboo, they will think of the integrity and uprightness. When people see coconut trees (figure 3), they will think of the tropical beach coast. Through the rational use of plants, the cultural atmosphere and artistic conception people want can be better set off [7, 8].



Fig.3 Coconut Trees in the Public Environment

Traditional culture in mat formation: Mat formation cover the most widely in the environment. Reasonable design can not only meet the basic functional requirements, but also enrich the expression of cultural themes. The visual display area of mat formation is large, which can let people have an overall cognition of the public environment in a short time [9]. Its form of expression is also changing. Large area figure or point culture can be used, and the form of shallow relief can also be used to express traditional culture. At the same time, the touch of different mat formation can also directly attract people's attention, so as to better promote traditional culture (figure 4).



Fig.4 Traditional Culture in the Mat Formation

4. Conclusion

Public environment is an indispensable part of people's daily life. In the design, it is the most direct and rapid way to carry forward and inherit Chinese traditional culture by combining with traditional culture and making traditional culture continuously regenerate. In this study, the application of traditional culture in public environment is considered. Combined with the three elements of plants, ornaments and mat formation, the design method of public environment is proposed, hoping to provide theoretical basis for the construction of public environment, the promotion and regeneration of traditional culture, and help to promote the establishment of healthy and civilized ecological environment.

Of course, the society is constantly improving. The content and demand of the public environment are not static. There will be more possibilities in the future. The design of public environment is far more than this, the application of traditional culture will be more diversified, and the research on the regeneration of traditional culture can never stop. It is necessary to focus on the inheritance and cognition of culture, fully absorb the essence of traditional culture, constantly explore, so as to find the source of development and design, design a public environment of traditional culture with enough distinctive features, and provide more possibilities for the new face of the new era of new China.

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