

# *Inspiration of International Farmland Art Application to China's Creative Agriculture*

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**Abstract:** As a new industry, creative agriculture can extend the agricultural industry chain, increase the added value of agricultural products and increase farmers' income. The development of creative agriculture is conducive to solving the problems of unbalanced development between urban and rural areas and the slow economic development in rural areas. Based on the above considerations, this paper analyzes the application and characteristics of farmland art in creative agriculture in Holland, Germany, Britain, Japan and other countries, and expounds the practical experience for China's creative agriculture from the aspects of policy support, agricultural status, enhancement of artistry, cultivation of innovation ability, etc., which provides certain policy implications for the development of creative agriculture with Chinese characteristics.

## **1. Introduction**

Farmland art refers to the unique art landscape formed by planting wheat, corn, sunflower and other crops on the basis of not changing the basic attributes of farmlands, through crop selection, pattern design, fixed-point transplantation, water and fertilizer management and other links, and finally becoming a farmland art that can provide tourists with field sightseeing<sup>[1]</sup>, whose purpose is to organically combine production, life and ecology to achieve more harvest of agricultural material products, art products and leisure products. Farmland art is based on farmland, which not only has the regional, local, ecological and natural characteristics of ordinary farmland landscape, but also has the symbolic characteristics of art. It integrates landscape ecology, landscape planning and design, ecological landscape science and other disciplines. Its particularity is mainly reflected in: the integration of artistic techniques into planning and design, so that the overall structure of agricultural layout shows a certain artistic effect, which can not only increase the uniqueness, diversity of landscape and artistic charm of creative agriculture, but also enhance the attraction and appeal of creative agriculture to a certain extent<sup>[2]</sup>. The application of farmland art in agriculture is mainly to integrate creative agriculture, make creative agriculture more artistic and ornamental, and improve the added value of agricultural products. The creative agriculture in western developed countries originated from the proposal of "creative industry" which appeared in the 1990s. Through the

combination with agriculture, the creative agriculture has been formed. After years of development, Holland, Britain, France, Germany, Japan and other countries have formed the creative agriculture which conforms to the characteristics of their own agricultural development. As an important part of creative agriculture, farmland art is indispensable in the application of creative agriculture industry. China's creative agriculture started late and could not form a good industrial system. Therefore, this paper analyzes the concept of farmland art and the development of international creative agriculture, summarizes and analyzes its development laws and important practical experience. Finally, the experience and implications are expounded for China from the following aspects: increasing policy support, perfecting system construction, ensuring the dominant position of agriculture, enhancing artistry, promoting local culture, encouraging and cultivating the innovation ability of the nation, etc.

## **2. The concept of farmland art**

Farmland art is a combination of agriculture and art, which is both practical and ornamental. Taking farmland as a carrier, using artistic and engineering methods, and based on garden ecology, garden planning and design, ecological landscape, the farmland art is planned and designed for land, crops, trees, production facilities and other elements, so that agricultural production has ornamental and artistic effects, and achieves a bumper harvest of agricultural material products, artistic products and leisure products <sup>[3]</sup>.

### **2.1 The value of farmland art**

The aim of farmland art is to pursue truth, goodness and beauty, and its value is mainly reflected in the following four aspects: ① Ornamental value. The artistic landscape of farmland can be appreciated by people, giving people a natural place where they can feel at ease and be happy. The premise of farmland art design is to protect local characteristics and create beauty through innovation on this basis. Only in this way can attractive and ornamental artistic farmland be designed and the development of creative agriculture be promoted. ② The value of life. The artistic design of farmland should ensure its biodiversity. Protecting the ecological environment from destruction is a prerequisite for the development of agricultural tourism and a necessary factor for the sustainable development of rural tourism. ③ Experience value. In farmland art, tourists can experience the process of agricultural production, thus obtaining corresponding sense of belonging and achievement. Picking is one of the most popular forms of sightseeing. Tourists' experience of purchasing fruits of their own labor is different from that of shopping in supermarkets, which can reflect their own labor value and enrich their life experience. ④ Guiding value. Naturally formed agricultural landscape has certain artistic value and guiding value. The rice planting landscape in the middle and lower reaches of the Yangtze River, the dry farming landscape in the Yellow River basin and the terraced fields landscape in the southwest are all models of harmonious coexistence between man and nature. China's natural agricultural landscape can provide some ideas for the construction of urban wetland landscape.

### **2.2 Landscape types of farmland art**

The landscape types of farmland art can be divided into mosaic type, terrace type, pattern type, farmland forest net type and mixed type. Mosaic is to make a composition according to mosaic, cutting large areas of land into small areas, planting different crops, and forming colorful farmland landscape through color matching of different crops. Terraced fields originated in southwest China. According to the trend of contour lines and mountains, farmland is built into terraced fields with

distinct levels, giving a strong stereoscopic impression. Pattern type is to form various patterns by planting different colors of plants on the land. The farmland forest net type is to grid the farmland and the forest net. The grid farmland not only looks neat and consistent, but also forms the field microclimate through the division of forest belts to store water and prevent wind. Mixed type is to mix the above-mentioned forms of farmland art to form rich farmland landscape, causing great visual impact.

### **3. The development of international creative agriculture**

#### **3.1 Holland**

Holland is a typical country that driven by science and technology. Due to its high degree of agricultural modernization, it has formed an "agricultural complex" integrating production, processing and sales. Holland has continuously increased its investment in agricultural innovation, optimized its agricultural industrial structure and formed a high-tech creative agriculture. Among them, horticultural creative agriculture is a model of Dutch creative agriculture, focusing on the development of highly intensive high-tech products, intensive production of vegetables, flowers and dairy products, and the export of agricultural products per capita ranks among the top in the world. Holland's pastoral landscape is also a major feature of creative agriculture. It combines farmland art with rural landscape and agricultural production to establish a folk village with Dutch characteristics, attracting tourists from all over the world to experience Dutch customs and traditions <sup>[4]</sup>.

#### **3.2 Britain**

Britain is a country with relatively rapid development of agricultural tourism, which belongs to tourism environment-friendly creative agriculture. This type of creative agriculture not only can develop agricultural tourism resources, but also has achieved great success in protecting agricultural tourism resources. Agricultural tourism in Britain rose in the 1960s, when the urban population in Britain reached 70%, laying a certain foundation for agricultural tourism. Since the 1980s, agricultural and animal husbandry tourism has become a popular leisure at that time. In the process of developing agricultural tourism, agricultural operators have constantly summed up their experiences, integrating environmental protection and artistic creativity into tourism projects, so that tourists can experience national culture while visiting rural scenery <sup>[5]</sup>.

Since the 1960s, the leisure mode of rural tourism in Britain has appeared and developed rapidly. According to statistics, from 2004 to 2010, the number of enterprises and employment in British agricultural tourism increased by 23.2% and 29.9%. Table 1 shows the development of British agricultural tourism from 2004 to 2010. About 25% of enterprises are engaged in agricultural tourism, contributing 13.1% of the turnover of tourism.

#### **3.3 France**

France is the world's second largest exporter of agricultural products, ranking first in Europe in agricultural output and output value. France's creative agriculture belongs to environmental protection ecotype, mainly large farms, gradually reducing or closing small farms. Paris, France, has a high level of urbanization, but its agriculture is also developed. It is the main source of corn, fruits, vegetables and flowers in France. The agricultural product supply function of creative agriculture in Paris is not prominent, but mainly the agricultural ecological function, which gradually becomes a place for urban people to relax. The large-scale creative agricultural park separates polluted areas such as factories from residents, which not only optimizes the ecological environment of the city, but

also serves as a good place for the daily leisure of city residents and realizes the unification of social benefits, economic benefits and ecological benefits.

### **3.4 Germany**

Germany's creative agriculture developed earlier, with "social life function" as its main feature, breaking the division between the city and the countryside and weakening the gap between urban and rural areas. A various green gardens, sightseeing gardens and natural ecological zones were built in the city and a various agro-ecological parks around the city were preserved, which have not only developed the agricultural industry, but also maintained the greening environment of the city. However, due to the limitations of Germany's geographical location, climate.

### **4. Implications to China**

China's creative agriculture started relatively late, but through the sustained development in recent years, it has achieved initial results and a number of unique creative agriculture models have emerged. Such as the terrace landscape of the Hani in Yunnan, the agricultural creative industrial park in Fengtai district of Beijing, and the monthly picking activities of loquat, waxberry and grapes in Chengdu. However, compared with the creative agriculture with mature operation mode, perfect industrial system and stable passenger flow abroad, China's creative agriculture still has many deficiencies, such as the lack of overall planning, cultural connotation of brands, high-tech creative talents, etc. Therefore, combined with the development status of creative agriculture in our country and learning from the development mode of foreign creative agriculture with farmland art, this paper puts forward suggestions from four aspects: increasing policy support, perfecting system construction, ensuring the dominant position of agriculture, enhancing artistry, promoting local culture, encouraging and cultivating the innovation ability of the nation, so as to make our country keep pace with the development of international creative agriculture, improve the economic activity of rural areas, and eliminate the polarization between urban and rural areas <sup>[6]</sup>.

### **5. Increase policy support and improve system construction**

China's creative agriculture started relatively late, and the relevant supporting policies are not perfect enough. Foreign creative agriculture combines agricultural production, agricultural tourism and rural ecology, and has the characteristics of high industrialization <sup>[7]</sup>. Therefore, it has received strong support from the government. Germany's agricultural cooperation organizations are spread all over the countryside, providing farmers with an integrated training system from production to processing and sales. Perfect technical support provides a basis for the growth and development of family farms. Moreover, some farms have received various development subsidies in the process of development, such as tax concessions and subsidies for cultural landscapes. The German government has also achieved good quality and quantity in protecting the quality of agricultural tourism. Its rating standards for farm accommodation and rural tourism quality certification systems are powerful guarantees for improving the quality of agricultural tourism services. China must formulate relevant policies to support the development of creative agriculture and guide the integration of creative agriculture with tourism, cultural and artistic industries <sup>[8]</sup>. Only by creating an external environment suitable for the development of creative agriculture can we truly promote the development of creative agriculture. At present, in rural tourism construction, most of them are small and medium-sized enterprises with poor risk resistance. They will encounter great difficulties in fund raising, business promotion and project application and cannot form a good industrial chain. Therefore, the

government should do the following aspects: do a good job in top-level design, make unified planning and management for the implementation scope and projects of creative agriculture, strengthen the integration of primary, secondary and tertiary industries, extend the innovative agricultural industrial chain and improve the added value of innovative agricultural products; Guiding social capital investment and establishing special funds for the development of creative agriculture to support industrial development and industrial technological innovation, etc.; Provide financing channels for small and medium-sized enterprises, optimize the allocation of resources, improve the utilization rate of agricultural resources, and provide certain financial support for the development of creative agriculture and multi-industry integration; Strengthen the rural tourism infrastructure, promote the cultivation of creative agricultural talents, and establish a creative agricultural technology promotion center; Improve laws and regulations, provide protection of intellectual property rights and patent rights for rural tourism with local characteristics, crack down on infringement, purify the tourism innovation environment, guide relevant agricultural departments and enterprises to jointly resist infringement, and maintain the healthy and rapid development of the industry.

## **6. Ensure the dominant position of agriculture**

The subject of creative agriculture is agriculture. Any type of creative agriculture cannot exist without agriculture. Creative agricultural tourism evolved from agricultural production. Attaching farmland art to agricultural production, although agricultural production has made some changes as a result, the nature of agricultural production has not changed. The emergence of creative agriculture has greatly increased agricultural output value. However, the reason is that various forms of creative agriculture are accessories derived from agricultural production. Only by ensuring the dominant position of agriculture can creative agriculture be developed in the long run. If the environment is destroyed and agricultural resources are sacrificed in exchange for temporary economic benefits, it is just like killing the goose that lays the golden eggs. Judging from the experience of many western developed countries in developing creative agriculture, the government advocates the development of creative agriculture, which not only increases the agricultural output value, but also improves the international reputation. The government invests special funds in agricultural environmental protection every year to improve the environmental awareness of creative agriculture practitioners and tourists. The development of creative agricultural tourism is within the permitted scope of agricultural production. The development of agricultural tourism will not damage the environment and reduce the planting area. At the same time, the agricultural industry cannot excessively restrict the development of creative agriculture. The two should complement each other and depend on each other. Therefore, the development of creative agriculture in China should take agriculture as the main body. It should focus on the sustainable development of agriculture except for the immediate economic benefits.

## **7. Strengthen the overall artistry and promote local agricultural culture**

The main body of creative agriculture is agriculture, and the core of agriculture is land. The development of farmland art can make creative agriculture more innovative and artistic. According to the basic method of artistic farmland design, comprehensively evaluate the ecological benefits, landscape effects and economic benefits, and establish the artistic farmland landscape that meets the requirements. Designers make full use of the radiation, dissemination and high permeability of regional culture, and combine local characteristic culture to give full play to creativity. The local government integrates rural production ecological resources, establishes a complete industrial system,

vigorously develops various creative agricultural forms such as farmland landscape, flower landscape, agricultural festival and agricultural theme park, organically combines agriculture, culture, industry and ecological environment, and increases the added value of agricultural industrial chain. Among them, farmland landscape and flower landscape should be based on the actual situation, the introduction of local crops, flowers, etc., to establish a new ecological system. Agricultural festivals are the integration of local farming culture, folk customs, etc. into thematic celebrations. Through this activity, trade, culture and tourism industries can be promoted. It is a new idea of "agriculture setting up a stage, economic singing and opera, and cultural inheritance". This form of creative agriculture can integrate many functions such as eating, playing, appreciating, teaching, etc. Agricultural theme parks can design and process specific agricultural themes, and combine agricultural products production and consumption places with leisure and tourism places referring to the park's management concept. They can not only fully display agricultural culture, but also play a dual role of education popularization and entertainment through agricultural production experience and agricultural landscape sightseeing.

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