

Remolding and thinking of public art under the background of rural revitalization strategy

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Abstract: If we actively carry out the related work of public art reconstruction, which is conducive to economic construction, spiritual civilization construction and environmental construction, and can better help China's rural revitalization strategy. This paper mainly focuses on the in-depth analysis of "the significance of public art reshaping under the background of Rural revitalization strategy", "the path of public art reshaping under the background of Rural revitalization Strategy" and "Matters for attention of public art reshaping under the background of Rural revitalization strategy", focusing on the combination of "adapting to local conditions", "intelligent" and "rural tourism". We could explore the reshaping route of public art in the new era, further strengthen the development of public art in rural areas of our country, and drive various works of rural revitalization with the healthy development of public art.

In recent years, with the gradual deepening of the rural revitalization strategy, the construction and development of public art has begun to attract attention from all parties and obtain support from various channels. However, from the nationwide analysis, there are still some shortcomings in the construction of public art in some areas. For example, "the number of public art works is not large", "the quality of public art works is not high", "the innovation of public art works is insufficient" and so on. Based on these problems, relevant departments should actively carry out the remodeling work of public art, and comprehensively enhance the connotation and influence of public art in China from the aspects of quantity, quality and innovation. In this process, "adapting to local conditions", "intelligent" and "rural tourism" can all be used as a starting point to promote the reshaping work of public art.

1. The significance of public art remodeling under the background of rural revitalization strategy

(1) It is beneficial to economic construction

One of the important goals of the rural revitalization strategy is to help villagers get rid of poverty, find jobs and get rich, and build an economic pattern with rural characteristics. Specifically, through the reshaping of public art, the overall quality of public art can be improved, public art can be used as a tourism carrier to attract a steady stream of tourists, develop local tourism economy with local characteristics, and achieve the goal of the strategic economic dimension of rural revitalization. In addition, the process of public art reshaping is actually a process of beautifying

and building the countryside, which is conducive to improving the overall appearance of the countryside [1] After presenting a new look, rural areas will usher in new development opportunities. For example, foreign industries will settle in the countryside, promote the transformation of local traditional industries through advanced concepts and marketing, form a new rural economic system, and bring the local economic development level to a higher level.

(2) Civilization Conducive to the construction of spiritual civilization

In the definition of rural revitalization, it includes not only economic revitalization, but also spiritual revitalization. Specifically speaking: on the one hand, it infects villagers through connotation. In the process of reshaping public art, designers will pay more attention to connotation and further explore the ideological and artistic nature of public art. Living in such a public art environment, the villagers will get spiritual edification, which is conducive to the revitalization of spiritual civilization in the rural revitalization strategy; On the other hand, the villagers can be cultivated through functions. After reshaping public art facilities, most villagers can better integrate into public art, and public art is no longer an exemption. [2]For example, relevant departments can construct public art facilities with certain functions, positioning them as "civilized rest" and "civilized entertainment", providing villagers with rest and play, enriching their daily lives, and cultivating their emotions.

(3) Conducive to environmental construction

To carry out the rural revitalization strategy, we must take a line that ADAPTS to the environment. From the perspective of "ecological environment", in the process of reshaping public art, relevant departments will comprehensively consider various factors, including ecological factors. In order to better protect the local ecological environment, relevant departments will conduct research and planning on ecological maintenance, properly handle the relationship between public art and the ecological environment, and make public art a way to protect the ecological environment. From the perspective of "humanistic environment", the reshaping of public art is not blind innovation. Relevant departments will fully consider humanistic factors, such as "characteristic customs", "traditional culture", "rural history", etc. [3] and subtly infiltrate these humanistic factors into public art. In general, constantly strengthening the remodeling of public art is conducive to the construction of ecological environment and humanistic environment.

2. The path of public art remodeling under the background of rural revitalization strategy

(1) Reshape public art according to local conditions

Under the guidance of the rural revitalization strategy, the reshaping of public art should be based on long-term development goals, pay attention to "local conditions", and adapt to the objective environment. Specifically, designers can combine the rural natural environment and add some modern artistic concepts on the basis of the original ecology, so that the public art works look both simple and modern, simple and profound. For example, in Xu Donghua's Mountain • Yin, the artist's artistic inspiration mainly comes from the distant Chongshan mountains. Based on the endless Songshan mountains, the creators associate the artistic composition from the far to the near. Therefore, with the help of the elements of green tiles, the creator built hills after hills. These hills are equivalent to the silhouetted mountains in the distance, seemingly ordinary, but in harmony with the surrounding landscape [4].When tourists stand in the position of the hills, they can fully feel the artistic conception of "writing mountains with shapes" and fall into the contemplation of art. This kind of creative technique is a typical adaptation to local conditions

(2) Increase intelligent public art facilities

With rural revitalization as the development direction, relevant departments can introduce a number of intelligent equipment to create intelligent public art facilities with multiple functions. For

example, "smart displays" can be placed at various tourist attractions in rural areas. The appearance of these smart displays can adopt elements such as auspicious clouds, ink paintings and Musical Instruments to highlight the artistic sense of the smart displays and make the smart displays blend into the local landscape. More importantly, through these smart displays, tourists can independently consult and understand the humanistic information, artistic information and historical information of various tourist attractions, increase tourism knowledge and enhance tourism happiness. Moreover, in the function setting of the smart display, a special "message board" can also be set up. As long as tourists touch the screen, they can leave messages and comments, express their travel feelings, and put forward their own public art concept [5], or as to offer suggestions for the construction and development of public art in rural areas of China.

(3) Combine public art with rural tourism

The combination of public art and rural tourism can not only drive rural economy, but also further promote local public art. Specifically, on the one hand, focus on reshaping public art. For rural public art works, such as: "art murals", "art posters", "art buildings", etc., designers can change the original layout. For example, the scattered art murals can be gathered together and arranged in a certain order, named "art mural Gallery" for tourists to enjoy. In this way, the public art works will be more concentrated, and the tourists will be more touched; On the other hand, open up public art sightseeing routes. Tourism is one of the key development projects in the overall plan for rural revitalization. In the process of vigorously developing rural tourism, relevant departments can open up a special sightseeing route around the public art landscape, so that tourists can walk into the local art environment in the order of art appreciation and fully feel the charm of local public art [6]. This is not only a kind of guidance on the tourist route, but also a kind of guidance on the level of art appreciation, which is conducive to tourists to understand the profound connotation of public art works.

3. Precautions for public art remodeling in the context of rural revitalization strategy

(1) Pay attention to features

In the context of rural revitalization strategy, public art reconstruction can not be the same, we should pay attention to the "characteristics". So, how to reflect the characteristics of public art? To be specific, every village has folk customs and customs inherited from generations. Taking traditional customs as the entry point, public art in the new era can be endowed with distinctive connotation, enhance the ideological nature of public art, and make public art more distinctive. Moreover, this kind of public art, which integrates local customs, is closer to the lives of villagers and will not make them feel "unreachable" [7]. In addition, each village will gradually form its own characteristic resources through the evolution of time. This kind of resources may be human history resources, agricultural products resources, or building resources. Integrating these characteristic resources into public art design can add highlights and make public art more attractive.

(2) Pay attention to ecology

Starting from rural revitalization, public art should pay attention to "ecology" and take the route of protecting ecology and developing ecological industries. To be specific: on the one hand, we should protect the ecological environment. In the process of reshaping public art, relevant departments should investigate the local natural environment in advance, take the protection of the ecological environment as the principle, and scientifically plan factors such as "public art location", "public art consumables" and "public art layout" so as not to destroy the local ecological environment; On the other hand, ecological industries should be developed. In addition to protecting the original ecological environment, relevant departments should vigorously develop ecological industries through some modern means, combine public art with ecological economy,

and create more job opportunities for local villagers. For example, relevant departments can coordinate the overall layout of public art facilities, develop "farm music ecological area", and combine play, catering and accommodation with electronic display as service guidance [8] to create an ecological industry with local characteristics

(3) Pay attention to interactivity

In combination with the rural revitalization strategy, the reshaping of public art should reflect the "interactive response to people's needs." From the perspective of "economic interaction", the reshaping of public art can be closely combined with local economic construction to help the transformation and development of the local economy. When the relevant departments plan the overall facilities of public art, in addition to the pursuit of "characteristics" and "ecology", they should also constantly improve the design details of public art from the perspective of economic development, build public art into a local advantageous resource, attract foreign capital with public art, further expand rural economic benefits, and accelerate the comprehensive spread of China's rural revitalization strategy. "Sex", means to promote the positive interaction between people, public art and economic development. From the perspective of "humanistic interaction", if the construction of public art facilities fails to attract local villagers and foreign tourists, it may lack certain interaction and weaken the due influence of public art facilities. Therefore, relevant departments should collect big data of public art remodeling through detailed work such as investigation and visit, so as to make public art design more efficient.

4. Conclusion

To sum up, the implementation of China's rural revitalization strategy has brought a more favorable environment for the reshaping of public art. In such an environment, relevant departments should open their minds, strengthen their execution, and absorb suggestions on public art remodeling through multiple channels. To be specific: (1) reshaping public art according to local conditions; (2) increase intelligent public art facilities; And (3) combine public art with rural tourism. At the same time, relevant departments should actively coordinate various factors, pay attention to the "characteristics", "ecology" and "interaction" of public art reconstruction, and ensure the correct direction of public art reconstruction. Generally speaking, rural revitalization can promote the remodeling of public art, and the remodeling of public art can also promote the revitalization of rural areas.

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