

Research on the Integration Path of Intangible Cultural Heritage Inheritance and Mural Art Innovation

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Abstract: Intangible cultural heritage (hereinafter referred to as "intangible cultural heritage"), as an important part of cultural heritage, carries the national history, wisdom and emotion. Mural art, as an important form of intangible cultural heritage, has a unique cultural value and artistic charm. Through the in-depth analysis of the intangible cultural heritage and mural art, this paper discusses the relationship between the two, expounds the role of mural art in the non-genetic inheritance, and further discusses the necessity and innovation path of mural art innovation. This paper also puts forward the diversified mode of non-genetic inheritance and innovation of mural art, emphasizing the combination of tradition and modernity, the interaction between local and global, and the joint promotion of various forces, in order to provide theoretical support and practical path for the inheritance and innovation of mural art.

1. Introduction

Intangible cultural heritage (intangible cultural heritage) is a unique wealth for the development of human civilization, and its content covers language, folklore, festivals, traditional skills and other fields. As an important part of it, mural art occupies an important position in the intangible cultural heritage system around the world with its unique form of expression and rich historical and cultural connotation. Mural are not only the form of visual art, but also the carrier of history, religion and social culture, which can directly reflect the spiritual outlook of different times and cultures.

2. Concept of intangible cultural heritage and mural art overview

2.1 Definition and category of intangible cultural heritage

Intangible cultural heritage, as a type of cultural heritage, highlights its intangible characteristics in the historical process^[1]. It is not only limited to the preservation of traditional skills and art, but also includes the social practice, performing arts, festival activities, folk knowledge and skills integrated into the process of inheritance. According to UNESCO's definition, intangible cultural heritage mainly includes oral traditions, performing arts, social practice, ritual and festival activities, traditional handicraft skills, etc., aiming to maintain cultural diversity and continuity through continuous inheritance and innovation^[2]. In the context of globalization and modernization, the protection and inheritance of intangible cultural heritage is facing unprecedented challenges,

especially under the influence of digital technology and rapid social change, the traditional cultural expression and knowledge system are particularly fragile.

The category of intangible cultural heritage involves folk art, oral history, traditional drama, etc. These cultural elements do not exist in material form, but are preserved through intergenerational inheritance, collective memory, and customs. Its value lies not only in its uniqueness and regionalism, but also in its shaping and deepening of cultural identity, as well as its contribution to social unity and cultural diversity. The protection of intangible cultural heritage is not simply about preserving an art form or tradition, but rather placing greater emphasis on its dynamic inheritance and its vivid manifestation in contemporary society.

2.2 The historical development and cultural value of mural art

As an important part of the history of human culture, mural art has undergone thousands of years of development and evolution, showing the profound changes of human thoughts, beliefs and aesthetics in various periods^[3]. From the cave murals in prehistoric times to the temples and palace murals in ancient civilization, the murals are not only the presentation of visual art, but also the product of social culture. The traditional murals in ancient Egypt, ancient Greece, Rome and China all reflect the religious, political, economic and other influences of the society at that time. Especially in the religious temples and imperial palaces, the murals have become the symbol of the ruler's authority and religious belief.

In modern times, mural art has experienced the transformation from tradition to innovation. Especially since the 20th century, with the diversification of artistic trend, mural is no longer limited to decorative and symbolic functions, but gradually become the carrier of social history and cultural reflection. In contemporary times, as a public art form, its value is not only reflected in the transmission of aesthetics and history, but also lies in that it can express the modern society's reflection on the past and the prospect of the future. Especially in the process of urbanization, murals, as a kind of street art, has gradually gained more public attention and become an important carrier to express individual views and social emotions.

The cultural value of mural art is obvious. It not only carries rich historical information, but also reflects the multiple dimensions of human spirit and social life. Through the application of color, lines, composition and other artistic elements, the mural can effectively express the thoughts and emotions in a space, and stimulate the viewer's deep thinking through visual impact and symbolic meaning.

2.3 The relationship between intangible cultural heritage and mural art

From the historical point of view, the creation and dissemination of mural art are often closely related to the social beliefs, cultural traditions and regional characteristics at that time^[4]. In ancient China, the creation of murals was closely related to the spread of Taoism, Buddhism and other religious cultures, while in the west, the mural art is often closely linked with the teachings of Christianity and religious architecture. These works of art are not only the embodiment of religious thoughts, but also carry the images of the social structure, political system and the daily life of the people at that time. The mural art provides an important clue to the study of history and culture.

With the change of The Times, the mural art, as a part of the intangible cultural heritage, is not only faced with the problem of physical damage, but also faced with the dual challenge of how to achieve innovation and inheritance under the background of contemporary society. The development of modern technology provides new possibilities for the preservation and re-creation of mural art. The digital technology, the application of modern materials and the integration of interdisciplinary are promoting the mural art while preserving the tradition, but also innovating in

the form and content, so that it can glow with new vitality in the contemporary context. The inheritance of mural art is not only a copy of the past artistic style, but also a re-creation of the historical and cultural connotation, so that it can continue to play an important role in the new social and cultural background.

3. The role of mural art in non-genetic inheritance

3.1 The uniqueness of murals as a cultural carrier

As a unique cultural carrier, the remarkable feature of mural art is that it can convey specific cultural information across the limitation of time and space through the language form of images and symbols. Compared with other art forms, murals have stronger visual impact and intuitive expression, which can attract the attention of viewers in an instant, and stimulate in-depth thinking through their rich details and symbolism. The uniqueness of this visual language makes the mural become an important carrier for carrying multiple cultural connotations such as history, religion and social customs. In different historical periods and cultural backgrounds, the murals not only show the world outlook, values and aesthetics of the people at that time, but also reflect the social structure, political change and scientific and technological development. Through murals, culture can not only be preserved, but also be actively inherited and reproduced in the long river of time.

3.2 The role of murals in the historical and cultural communication

The role of murals in the dissemination of history and culture can be reflected in its ability as a historical witness and a medium of cultural communication. Whether it is the murals in the religious temples or the art decoration on the palace walls, the murals show the social ideas and historical background of the specific period through the close combination with the architectural environment. As a part of visual art, murals not only have decorative functions, but also have educational and enlightening functions, which can enable viewers to understand historical events, character stories and cultural traditions through images, and promote the cognition and dissemination of history and culture. In ancient society, murals were often used as a tool to spread religious teachings and imperial ideas, which shaped cultural identity and social order in the form of images. With the gradual integration of mural art into contemporary society and public space, it still plays multiple roles such as historical and cultural education, the transmission of social values and the promotion of artistic aesthetics, injecting new vitality into the inheritance of intangible cultural heritage.

4. The necessity of innovation in mural art

4.1 The integration of artistic creation and technological innovation

In contemporary times, the innovation of mural art is not only limited to the artistic creation itself, but also closely related to the technological progress. In the face of modern materials and tools, the traditional mural techniques gradually show certain limitations. With the emergence of digital technology, 3D printing technology and new materials, the ways and forms of mural creation are also constantly changing. Artists can use the means of modern science and technology to break through the original space and material restrictions, combine the traditional mural art with contemporary technology, and form a unique innovative style. Cross-border integration not only enhances the expressive force and appeal of murals, but also gives new life to them, so that it can more adapt to the diverse needs of contemporary art.

4.2 The docking of fresco art innovation and contemporary art trend

The innovation of mural art is also inseparable from the docking with the trend of contemporary art. Under the background of globalization and information technology, the trend of the art world is constantly evolving, and various styles such as abstract art, street art and digital art emerge in an endless stream. As a public art form, mural painting must respond to the call of The Times and integrate into the diversity and experiment of contemporary art. With a keen grasp of the modern aesthetic trend and social culture, the mural art can not only continue the tradition, but also absorb new artistic elements and break through the limitations of form and content. By integrating into social hot topics, environmental protection, digital art and other contents, murals are not only an aesthetic enjoyment, but also become an important carrier to express contemporary social issues and cultural emotions.

4.3 Innovation promotes the inheritance of mural art

The innovation of mural art plays an important role in promoting its inheritance. The transmission of the content and form of the traditional murals is often limited by the adherence to the traditional techniques and techniques, which makes the murals face the risk of gradual atrophy in the contemporary society. By endows murals with new expression language and concepts, innovation can radiate new vitality and make the audience re-examine and understand this traditional art form. Only under the dual drive of innovation and inheritance, the mural can continue its cultural value and artistic charm in the modern society. Innovation is not only the reconstruction of the traditional mural art, but also the living inheritance of the cultural heritage, so that it can continue to play a far-reaching influence in the contemporary society.

5. The fusion mode of non-genetic inheritance and mural art innovation

5.1 The blend of tradition and modernity

The integration mode of non-genetic inheritance and mural art innovation is reflected in the integration of tradition and modernity. As a traditional art form, the fresco carries a profound historical and cultural value. With the development of society and the change of artistic concept, the simple traditional mural techniques gradually cannot meet the contemporary aesthetic demand; the combination of traditional elements with modern artistic means becomes a necessary innovation path. Through the inheritance of traditional artistic techniques and the introduction of modern expression forms, mural art can not only maintain the continuity of history, but also realize innovation in content and form, so as to better meet the needs of contemporary society and culture..

5.2 The combination of an indigenous culture and a global perspective

Another important path of mural art innovation lies in the combination of local culture and global vision. With the process of globalization, the boundary of artistic creation is increasingly blurred, and the collision and integration between different cultures bring new possibilities for mural art. While retaining the essence of local culture, and integrating into the artistic trend of globalization, the mural art can get new expression and interpretation in the context of globalization. This integration can not only increase the diversity and inclusiveness of mural art, but also enhance its influence in international cultural exchanges, and promote the dissemination and identification of intangible cultural heritage on a wider cultural platform.

5.3 The joint role of the government, the society and the artists

The successful integration of non-genetic inheritance and mural art innovation cannot be separated from the joint role of the government, society and artists. The government promotes the recognition and participation of the mural art and the participation of the public through popularization and promotion; the artists promote the innovation and breakthrough of mural art through creation and experiment. The organic cooperation of the three can form a joint force and promote the double progress of mural art in non-genetic inheritance and innovation.

5.4 Long-term mechanism construction of intangible cultural heritage protection and artistic innovation

The establishment of a long-term mechanism of intangible cultural heritage protection and artistic innovation is the key to ensure the continuous inheritance and innovation of mural art. Through institutionalized and standardized protection measures and innovation incentive mechanism, non-genetic inheritance can be carried out in a stable framework, while innovation activities can also obtain sufficient space and support. The construction of long-term mechanism can not only guarantee the activity of mural art in the contemporary cultural context, but also provide continuous power and guarantee for the future artistic creation, so as to realize the continuous living inheritance and innovative development of cultural heritage.

6. Conclusion

The protection and inheritance of intangible cultural heritage is one of the core issues of the development of contemporary culture, and as an important form of intangible cultural heritage, mural art has historical, cultural and artistic value that cannot be ignored. The genetic bearing and the integration of mural art innovation path is multidimensional, comprehensive, through technological innovation, the combination of global vision and local culture, and the joint efforts of the social from all walks of life, mural art in the inheritance of new vitality, not only for the new ideas into the contemporary culture, also laid a solid foundation for the future cultural heritage.

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