

The Value and Significance of Public Environmental Facilities Design in Shaping the Image of Urban Cultural Quality

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ABSTRACT. The design of public environmental facilities is a symbol of people's life and experience. It records the culture and history of a place, including the history of nature and society, and is the result of the ideology of people's cultural and spiritual needs. Urban public facilities become the symbol of urban civilization and the business card of urban cultural character, and play an important role in shaping the image of urban cultural quality. Environmental design is subtly changing people's daily life quality. In today's society, which emphasizes "functionalism", aesthetic function is getting more and more attention in environmental facilities design. However, the design of urban public facilities is not random. While realizing the basic use functions, the integration of diverse design concepts can further show the style and inside information of the city, shape the diverse folk customs of the city, create more beautiful spots for the city construction and enrich the cultural connotation of the city.

KEYWORDS: Public environmental facilities, Urban culture, Image building, Value

1. Introduction

In the modern urban construction, the proportion and role of environmental facilities are getting bigger and bigger. In the current rapid development environment, public facilities have become the "face" of the city and an essential element of urban life. Whether its design is reasonable or not and whether its function is effective or not is directly related to the overall impression and civilization degree of the urban environment [1]. In the process of urban development and construction, the structure and materials, forms and types of buildings are gradually being updated, which challenges the traditional style model. In China's major concession cities, this change is more obvious. This not only gives people a deep impression and feeling, but also relates to the use and health of citizens, affects the development of city politics, economy and culture, and even affects the international image and position of a city, a region and a government on the international stage [2]. Create good economic and social benefits. As a level of urban culture construction, public environmental facilities are the first part of the city image to be perceived. They are closely related to the daily life of the public, and present the city's personality style on the basis of realizing its own practical functions.

2. Basic Connotation of Urban Cultural Quality Image Shaping and Public Environmental Facilities Design

The so-called urban cultural image refers to the urban atmosphere formed by a certain city with its exterior buildings, public facilities, institutions, schools, enterprises, businesses, roads, traffic, natural geographical environment, social order, economic and security conditions, interpersonal relationships, and implicit laws, systems, governance methods, values, urban spirit, life, work, behavior, etc., which acts on the basic impression formed by the comprehensive subjective consciousness of the public. Its contents include hardware parts such as urban form, urban layout, urban architecture, urban roads and landscaping, and software parts such as urban behavior, citizen fashion, urban civilization, group activities and image of urban government. Image is the general impression and evaluation of people's external performance of others or things determined by their internal characteristics under certain conditions [3]. Urban culture is the core of shaping the city image, which endows the city image with beautiful quality. Urban cultural image is not the object reality transferred by human perception; Secondly, it is subjective, that is, the objective existence of the city's cultural image is expressed by people's subjective impression, and this sensitive city's cultural image can't be expressed without the subject.

As a part of urban infrastructure, public environmental facilities provide essential indoor and outdoor auxiliary facilities for the public to live, communicate, study and work. It comes into being with the development of the city, and it is a new environmental product design integrating industrial product design, environmental design and architectural design. The overall level of environmental art design is low. For example, the effective guidance and restriction signs in

traffic facilities are not obvious enough, eye-catching and lack of design and maintenance; Traffic management is not rigorous and scientific. People increasingly hope that public facilities can meet the functional requirements and have certain artistry, which can reflect a new orientation of art and the public, art and society, and thus obtain a kind of aesthetic satisfaction and spiritual pleasure [4]. Because what it presents to people is not only the streets, squares, buildings and different landscape layouts of the whole city, but also typical personalized public places, public buildings and their unique artistic landscapes. If the city is likened to a face, then the public environmental facilities are the five features on the face, which not only play their respective roles and functions in the city, but also play an important role in the appearance and characteristics of the city.

3. The Relationship between the Design of Public Environmental Facilities and Urban Culture

The shaping of city image is inseparable from the embodiment of city cultural value. As an important part of city planning, the existence and evolution of public environmental facilities reflect the degree of human civilization and the degree of city development. When embodying artistic design, designers should start with the most basic elements of the form, and combine rich creativity to form the lines into reasonable shapes, so as to attract people's attention with strong artistic appeal and let people take the initiative to participate under the guidance of this shape [5]. Appearance is the part that users come into direct contact with, and it is the external manifestation of materials, structures and functions. When designing it, it is also necessary to start from ecology and combine the environmental characteristics around facilities to achieve overall coordination with the environment. In a sense, the urban cultural image is the carrier of urban culture, and the effective carrier is the guarantee that urban culture can bear and spread effectively. It needs to have its own soul, that is, culture. Moreover, the public facilities themselves will be used as the medium to inherit and carry forward the culture, which will be a continuous development process.

Cultural development is produced by summing up and accumulating in human life for generations. Every historical stage in the process of cultural development has its own style, features, levels, scope and limitations. The development speed of culture varies from region to region. It is the embodiment of human behavior in urban culture, bearing the unique cultural information of the city, and the expression of culture through certain subject behaviors, also called behavior recognition system [6]. Behavioral culture layer is the embodiment of human behavior in urban culture, bearing the unique cultural information of the city, which is also called behavior recognition system. On the basis of respecting the natural landscape, we should dig deep into the historical and cultural landscape, form our own regional cultural symbols, and further enrich its cultural connotation, so that people can have a positive solution to the unique cultural spirit of the city while enjoying the beautiful street environment [7]. The public facilities extract the culture with local characteristics into graphic symbols or a way of life, and combine their own functions to show them to the public. That is to say, if most people in the city are exposed to this culture, it will play a role in inheriting the characteristic culture for our future generations.

4. Important Role of Public Environmental Facilities Design

4.1 Urban Public Environmental Facilities Play an Aesthetic Role

Aesthetics not only plays the role of cheerful spirit and edifying sentiment under certain circumstances, but also stimulates people to know beauty, pursue beauty and create beautiful life interests and ideals. More importantly, aesthetics is also the first impression of visual senses. The planning level of urban environment has been improved. While solving the basic functional problems of urban construction, designers also began to attach importance to the construction of urban culture, so as to better meet various needs that are consistent with the connotation of urban culture. The environmental art design of urban public space combined with the design of environmental facilities can further enhance the image of the city or region, promote the overall development of the urban region, and better show the history, cultural connotation and economic strength of the city. Make the experience of space coincide with the functionality of environmental facilities, so as to meet the needs of people's spiritual and cultural needs for deep and diversified development. A summary of the sense of beauty in nature is used to guide the law of form design practice. From the accumulation of our long-term life, this consensus on beauty has led us to discover the basic rules of formal beauty, for example, "gold is better than law" is applied to all art fields.

4.2 Public Environmental Facilities Are the Conditions for the Formation of Urban Cultural Characteristics

Urban culture exists in every stage of urban development, which emphasizes intrinsic value. The unification of urban public facilities design is clear at a glance, which only needs to be created in the same materials and colors with the help of the same design techniques. The feature that best reflects the cultural image of a city is also called the

concept recognition system. It has become a norm and criterion in various historical periods, and has a very wide and profound influence on the region. People in every city have their own memories, and the memories of cities are the symbols formed by these unique urban cultures bit by bit in the long history. As a symbol of urban culture, the formation, change and development of public environmental facilities have left historical marks. At the same time, the establishment of a city's image has an important relationship with the inheritance of its local history and culture, and environmental facilities and public works of art are the main “carriers” of urban cultural prosperity. A good city image is conducive to shaping a clean and efficient government image. Urban cultural image is an intangible asset of a city. Urban cultural image is the productivity to promote urban economic development.

A good design should avoid monotony and be interesting and focused. The design of environmental facilities can cause people's positive emotional experience and psychological feeling through changes in design form, color, texture, space, decoration, materials and lighting, and increase the interest and entertainment of using the facilities. For example, seats should pay attention to the size relationship from local to whole. The shape design of seat public facilities must conform to reasonable scale and correct proportion to make people feel comfortable when using. In the design of public facilities, attention should be paid to the role of light, and the rich light and shadow produced by natural light with the change of time should be used to maximize the role, so that public facilities can have a sense of rhythm and hierarchy with the help of light and shadow. Therefore, it has become an important task in the planning and construction of every city to design and transform the current urban environmental facilities innovatively and enhance their cultural connotation, which is also an important work content of many designers.

4.3 Meet People's Deep Spiritual and Cultural Needs

The design of environmental facilities has risen from the satisfaction of functions in the past to the spiritual care of people, emphasizing the spiritual culture of people in the design, and giving more meaning to the design through the design with metaphorical color and aesthetic sentiment. City image design relies not only on the general planning idea, but also on the detailed design of the city. Therefore, the development of urban culture should pay attention to the development of public environmental facilities. We should guide the development of public environmental facilities design with advanced urban cultural concepts, and constantly enrich the cultural connotation of the city itself. On the basis of unification, the design of urban public facilities emphasizes individuation, which often personalizes the local unique regional culture and material materials, thus increasing the recognition and influence of public facilities. An effective carrier is the guarantee of carrying and effectively spreading urban culture [7]. The shaping of urban cultural image is a continuous process of cultural excavation and arrangement to integrate national culture with foreign culture. Different political and economic standards in each historical period will lead to differences in cultural phenomena and aesthetic tastes. Today, when people step into the information age, its cultural orientation should be closer to today's human life and more respectful of human nature. More diversified and full of personality.

4.4 Urban Public Environmental Facilities Have the Function of Cultural Inheritance

The city should show its self-charm, so that the external public can have a good psychological feeling for it. When carrying out activities related to the city, I feel the culture, entertainment and high efficiency of humanized and personalized urban environmental facilities. Public facilities in cities should be in harmony with nature, society, history and the future. Public facilities in cities are closely related to people's lives, and reflect the style of a city and people's quality of life on the basis of realizing their own functions. Therefore, proper integration into a certain urban mainstream culture can meet people's needs and not be ruthlessly eliminated by society. From the aspects of local history and culture, overall orientation, regional architectural features, people's living habits and cultural symbols, we can find its inner spiritual and cultural connotation, and then design and produce works with regional charm in connection with external forms. Urban culture has become a kind of soft power, which permeates the personality and charm of the city and influences the development and construction of the city. As a level of urban culture construction, the design of public environmental facilities is the first part to be perceived in the visualization of urban culture.

Culture is the soul of public environmental facilities. If public environmental facilities only meet the functional and aesthetic requirements, it can only show that it has been given a good body, but it is not enough. When designing the public facilities of urban parks, it is also necessary to combine the characteristics of regional culture and form regional cultural symbols through refining and processing, so as to endow these public facilities with strong cultural meaning. In the construction of city image, we must deeply study the city's history and culture, implement the principle of unity of inheritance and innovation, and respect, grasp and reflect the city's history and culture. It can not only convey the cultural spirit of the city well and enhance the cultural value of the city, but also effectively arouse people's resonance and love for the city. It can express the city's characteristics of comprehensiveness, difference, subjectivity, public welfare and identification, highlight the city's unique social, historical and cultural environment and personality characteristics, and improve the city's popularity. Only by enhancing the understanding of urban culture and value of the

image. Only in this way can the practice of shaping and maintaining the city's cultural image have a firm ideological foundation and team guarantee.

5. Conclusion

Design of environmental facilities as an important part of human spiritual activities. Its existence provides the public with convenient public services, and at the same time, it can beautify and improve the environment and promote the development of urban culture. In the planning and construction of a city, it is necessary to deeply study the history and culture of the city, and respect, grasp and embody the history and culture of the city. Taking the landscape road system, building group and the form, color, style and material of the visible facilities in the public environment in the city as effective carriers to investigate the urban static identification system, this paper makes targeted research and design. Urban environmental facilities should be matched, compatible and coordinated with the city, so that it can show the times features of the city. Protect and inherit the overall style of typical houses, traditional streets and traditional culture in different historical periods, so that the city has strong local characteristics and unique personality.

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