

Research on the Correlation between Public Art Design and City Image

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Abstract: with the Advancement of Modern Industrialization and Urbanization, the City of Our Country Has Got Rapid Development, But the Urban Problems Are Also Increasing. the Improvement of People's Living Standards Must Put Forward Higher Requirements for the Urban Environment. as an Important Means to Improve the City's Appearance and Improve the Citizens' Taste, the Role of Urban Public Art is Increasingly Prominent.

1. Introduction

With the Rapid Development of the World Economy, Global Information Dissemination Has Changed All Aspects of People's Lives and People's Ideal World. Since the 1970s and 1980s, the World Has Entered an Unprecedented Era of Unity[1]. the City is Still Entering a Repeating Process. Convergence and Uniformity Have Strangled the Spiritual Outlook of the City and Lost the Most Precious Uniqueness and Regionality of the City Image. When We Walk into a Strange City, We Will Find the Same High-Rise Buildings, the Same Bus Stops, the Same Community Decoration, the Same Flower Bed Lock Yard, and the Situation on the Street is the Problem of Urban Image Development. If the Development of the City Can Clearly Show the History and Culture of the City, It Can Systematically Show the Characteristics and Culture of the City. the Term "Urban Public Art" Starts from Modern Times and is the Product of Modern Human Concept. It Was Very Popular in the United States in the 1930s, and in Europe, the United States, Japan and Other Asian Countries in the 1960s [2]. the Pursuit of Freedom, a Better Life and the Influence of Foreign Art Ideas Make Public Art Design More and More Important in the City Image Construction. Urban Public Art Plays an Important Role in the Formation of Urban Image. Therefore, the Combination of Urban Public Art and Urban Image is the General Trend of Urban Planning and Design, Which Will Play an Indispensable Role in the Future Social Development. Public Art Plays an Important Role in Shaping a Unique City Image. Therefore, to Understand the Relationship between Urban Public Art and Urban Image, Urban Public Art Design Can Be Carried out from a Comprehensive Perspective.

2. Research Status At Home and Abroad

2.1 Research on Urban Public Art At Home and Abroad

Public art has become an indispensable reference system to measure the height of a city in a country and a region, which has attracted great attention in the world. European and American industrial countries and regions have been involved in the public domain, and their theoretical research has a long history[3]. The research direction of urban public art is sociology, humanity and environment. The research goal of sociologists is that public art is the biggest form and belief of the communication and sharing between people, the pursuit of modern society and the expectation of humanitarian care of urban space. Public art has the right of public space, which is also reflected in the public participation in the creation and evaluation of public art. Public art means that citizens can communicate freely, freely and freely[4]. Some scholars suggest that public art has the core function of caring for and criticizing society, and can borrow resources from developed countries, rather than as a standard of imitation. "Adhering to its own unique cultural tradition is a

contribution to the development of public art in China”. Guo Yuanyuan, a famous Chinese scholar, introduced the psychological analysis in the field of urban public art in the analysis of the psychological characteristics of “urban public art”. He also analyzes the creative process of urban public art in terms of people's aesthetic psychology, cognitive psychology, environmental psychology and society. The influence of cultural psychology.



Fig.1 Flower Bed and Steel Tower Gallery of Sofia Square in Harbin

As early as 1998, Shenzhen initiated the earliest coastal city sculpture project “Shenzhen People's Day”, which is a systematic attempt of urban public art in China. At the same time, Shenzhen has held “Shenzhen International Public Art Exhibition” since 2003[5]. This exhibition focuses on the relationship between modern art and sculpture and urban ecology, and realizes social functions. Compared with high-quality urban sculpture, it forms the “publicity” of urban public art, hoping to emphasize the publicity of public art from different angles. Shenzhen Sculpture Institute has implemented China's first public art master plan. This is the first attempt of urban public art master plan, which integrates science, society and art innovation.

2.2 Research on Foreign Public Art

The public art planning of foreign cities started before, which is more comprehensive and explains the policy making in detail. However, the planning and design of modern public art is still in its infancy in China[6]. Some developing cities are implementing organized urban public art design. Art and design are still in a state of disorder. The acceleration of urbanization has made a study on how urban public art conforms to urban image and urban spirit. Successful design practices at home and abroad have great reference value.

3. Urban Public Art and Urban Image

3.1 Urban Public Art

Today, people in the city are more and more in the public space, the public communication space and their pursuit of democratic rights, and the public art is public, promoting communication, and improving people's quality of life, improving people's quality of life, in order to pursue the problem of public rights, the rhythm of social functions. Public art is no longer just the ruling class, nor the only purpose of beautifying the environment[7]. This is closely related to the values of the citizens. The creation of public art depends on the history and culture of a specific city. Moreover, public art can truly meet people's emotional needs, make it resonate, and change from unilateral government management to common government and public management.



Fig.2 Entrance Gate Post of Harbin Central Street

3.2 Concept of Urban Public Art

The English expression of public art is “public art”. It can be seen from the literal meaning that public art emphasizes the participation and exchange of citizens[8]. Public art is a special form of artistic expression, so in the history as an art manifesto whose logo is not clear, the classification of cochlear complex number, various kinds of work, and various fields belong to comprehensive concepts. Its content scope is more and more extensive, so far, there is no unified concept definition and interpretation of public art in the world. In a broad sense, public art refers to the art of public space and public places, whose content can be expanded. In a narrow sense, public art refers to the open edge plastic art which has the nature of art and is mainly appreciated. In this paper, the narrow sense of urban public art is understood and explained[9]. As a square art set in public space, it is recognized, accepted and participated by the general public for the purpose of appealing to the public. The concept of popular public art, because of its wide range, can be understood through multi category sense, so it is more convenient to use this concept.

3.3 City Image

Through the external performance of architecture, sculpture and landscape, the city combines with the subjective participation of people to form a comprehensive performance. It is the interaction between dominant and inferior components in urban space. because of the different subjective understanding of people, the understanding and interpretation of city image to people are also very different. The image of the city is deeply rooted in people's hearts, which affects people's identity and evaluation of the city. In a sense, it affects the economic and social development of the city. Today, with the rapid economic development, the image of a city is the most effective resource for tourism. In order to attract the historical context of a city, it often forms a unique image of a city, which is really the concern of the world and promotes the future development of a city.

3.4 Characteristics of City Image

The consistency of city image does not refer to the component of impression of each element of the city, but refers to the overall impression of city people and the overall understanding of their interaction. As the German philosopher hydroxy Lin wrote in his book “philosophy of art,” individual beauty touches people. But in a real work of art, the individual beauty is not. Therefore, without a holistic view, all parts of art have the ability to judge.

From the perspective of social movement, the formation of urban image is a long historical development process, which will change with the gradual evolution of human society. Therefore, the city image is relatively stable under normal circumstances, such as Beijing's political, cultural and economic center image, and the four ancient civilized city images of ancient Egypt. It can maintain stability for a long time. This unified effect on the city gives the city basic stability characteristics and characteristics.

Each city has its own personality, with its own natural environment, historical development and cultural customs. The individuality of the city image is that vitality can be washed away, that is, the successful city image. In order to build a “1, a city” to eliminate the bad situation, then vitality can be abandoned. We explained the city culture and spirit, should pay attention to the characteristics of resources and geographical conditions, and stressed that to avoid plagiarism, we must avoid repetition.

4. Problems in Chinese Urban Public Art

Urban public art is always an indispensable part of urban environmental planning and design. The basic situation of China's urban construction and the ideological concept of the main role in the current development have a great impact on the development of China's urban public art. In this study, the focus of three aspects of urban sculpture, urban street space, urban advertising, and the main issues faced by urban public art are analyzed.

4.1 Lack of Overall Planning Awareness

“Urban construction, initial plan” and “leader of planned construction” These concepts are popular at present, so they become the consensus of who. However, in the construction of various urban facilities, the construction of modern urban sculpture is a lack of comprehensive plan. Not only is the overall urban plan not reflected, but also the detailed plan is not paid enough attention. The randomness and blindness in the construction of modern urban sculpture are the direct results of the simulation of shutters in the western urban sculpture. The lack of planning, rapid development and centralized development adapt to the construction and urban movement in order to create “movement” and “one street” use. Such works can be imagined as artistic quality and artistic vitality.

5. Conclusion

The scope of urban public art is very wide. Public art related preliminary discussion, in the micro environment of urban living, the city's identifier, park, green space in the city's public art works like the city's public art's extensive content comprehensively covers far away from being studied, it is necessary to have a so-called must.

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