

Research on Modern Environmental Art Design Based on Traditional Cultural Elements

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Abstract: The rapid development of modern economy has accelerated the process of innovation and development in the field of modern environmental art design, In order to highlight the cultural characteristics of china in environmental art design, It is necessary to integrate traditional cultural elements reasonably, And at the same time expand the development path of chinese traditional culture, In modern environmental art design, We should pay attention to the integration of our own national traditional culture, And strive for continuous development in inheritance, We should strive to find the combination of traditional culture and modern life, And integrate excellent traditional cultural elements into modern environmental art design, This paper will make a simple analysis on the related issues of the use of traditional cultural elements in modern environmental art design, Understand the value of traditional cultural elements in modern environmental art design through research, And put forward specific application strategies according to the actual situation of current environmental art design development

1. Introduction

Many factors in traditional culture have a far-reaching impact on the design of environmental art, and modern environmental art design has begun to incorporate a large number of elements of traditional culture. In the current era of rapid social and economic development, traditional culture constantly exerts its own charm and promotes the development of environmental design industry[1]. Today, with the rapid development of modern economic construction in the world, the more developed countries are, the more they pay attention to the protection of traditional national culture. The same is true in modern environmental design. How to inherit and absorb the essence of traditional culture and create modern decoration with China characteristics is an important topic we are facing at present. The application of China traditional cultural elements in modern environmental art design can further promote the development of modern environmental art design.

2. The Relationship between Environmental Art Design and Traditional Culture

The object of environmental art design is the environment on which human beings live, work and live. For environmental art design, the object of discussion is mainly the humanistic environment. Since the definition of environment includes the surrounding areas where human beings exist, environmental art design also covers a very wide range of fields[2]. In this sense, environmental art design is a cultural creation activity based on cultural cognition and recognition. Because all aesthetic activities and “creating beauty” activities must be rooted in a specific aesthetic cultural psychology, which is determined by the personality, taste, values and pursuit tendency of a specific group of people. It is embodied in the subjective feelings of the subject about the surrounding environment, and the spiritual elements such as personal character, emotion, knowledge level, cultural background and accomplishment greatly affect the category and intensity of this subjective feeling.

Modern environmental art design mainly adopts figurative artistic means, such as applying naturalized design concept to design, which is also the expression of modern social concept[3].

China's traditional culture has experienced thousands of years of accumulation and development. Designers can embody traditional elements in their designs through certain forms. Through this expression, they can effectively inherit China's characteristic culture and play an important role in cultural development. Of course, in the process of environmental art design, it is also necessary to analyze and study its design projects, interpret the requirements and functions of the design projects, identify the specific problems that may exist, and comprehensively optimize the quality and aesthetics of environmental art design.

3. The Value of Traditional Cultural Elements in Modern Environmental Art Design

3.1 Increase the Attraction of the Work

Nowadays, the market competition is becoming more and more fierce. The reason why designers choose traditional cultural elements in environmental art design is very critical is because the position of traditional culture in environmental art design is becoming more and more obvious, and traditional cultural elements usually play a role in setting off the artistic atmosphere of environmental space and transmitting the value of environmental art ideas[4-5]. If the works designed by designers cannot be attractive, it is difficult to develop in the fierce competitive market. As a designer, before designing works, we should first have a comprehensive understanding of traditional culture and feel the charm of traditional culture before we can better add the beauty of traditional culture to environmental art design works. Therefore, modern environmental art designers should carefully study the elements of China traditional culture and design works with the characteristics of China traditional culture.

3.2 Increase the Vitality of the Work

The basic idea of China's traditional culture focuses on the cultivation and practice of human beings, and pays little attention to the external laws, and maintains a happy-go-lucky attitude[6]. Traditional cultural elements can provide cultural support for modern environmental art design, so that the designed finished products can reflect national characteristics and traditional cultural concepts. Its design purpose is to show some people's pursuit, quality of life, thoughts, etc. From this perspective, modern environmental art design is a cultural activity based on culture.

When applying traditional cultural elements, we should not simply apply them to the forms of expression in design, but integrate the culture and spirit contained in these traditional cultural elements into design[7]. This can not only broaden the development path of modern environmental art design, but also make the final design work have traditional cultural characteristics and customs, and enhance its vitality. Traditional culture is saturated with nationalized aesthetic concepts, which is easy to be recognized and interpreted by ordinary people in China. Therefore, the environmental art design works with traditional cultural elements can more effectively show the aesthetic taste and ideological connotation of the works, thus realizing its artistic value.

3.3 Increase the Connotation of the Work

The rapid development of modern economy has accelerated the process of innovation and development in the field of modern environmental art design. In order to highlight the cultural characteristics of China in environmental art design, it is necessary to integrate traditional cultural elements reasonably, and at the same time expand the development path of Chinese traditional culture[8]. On the basis of environmental conditions, integrating local folk culture with China traditional culture can meet the artistic design requirements of catering to the aesthetic development of modern society, embodying the essence of traditional culture and implementing the principle of harmonious symbiosis.

In modern environmental art design, designers can inherit and grasp the essence and charm of traditional culture, fully embody the advantages of traditional culture, make the work have a unique artistic flavor, enhance the artistic expression of the work, and publicize and embody the characteristics and connotation of China traditional culture.

4. The Application of China Traditional Cultural Elements in Modern Environmental Art Design

4.1 The Application of Traditional Decoration in China

China is a country that advocates tradition. China is a country that has a long cultural history and advocates tradition. Its traditional ethics, political system, family structure and lifestyle all have an immeasurable impact on interior decoration design[9]. Traditional interior decoration is basically a rectangular plane, mainly wood. The arrangement of shelves, the use of colors and the organization of courtyards all adopt balanced methods to achieve a stable and upright effect and show dignified bearing. This arrangement is a direct reflection of the traditional ethical spirit of strict emphasis on hierarchy, format and order.

In modern environmental art design, the application of traditional decorative elements, taking its shape, is more important to learn its meaning. The traditional decorative elements nurtured by China's profound traditional culture provide a steady stream of basic support for the development and promotion of our modern design. Various traditional decorative elements with complex forms and diverse shapes will not only bring us strong visual impact, but also let us know the social economy and social culture reflected behind the forms. It should be pointed out that the materials and forms of traditional decorative elements complement each other, and only the combination of the two can reflect the artistic conception and quality of traditional culture. It is not advisable to simply modernize the material without adjusting the form according to its characteristics.

4.2 Application of Traditional Folk Art

Folk art is created by the masses to meet their own needs. This kind of creation is based on the common life of workers and reflects their ideals and emotions. As a cultural form, folk art shows many special properties different from other arts in the process of its production, development and spread[10]. In the process of historical evolution, folk art retains some basic features of primitive art. Of course, collective creation is inseparable from individual labor, and the individual and the collective are always organically integrated in the whole process of folk art creation.

The artistic language of folk art provides a rich vocabulary for environmental art design. It makes it possible for folk art to participate in environmental art design. There are many ways of presenting folk art in environmental art design, which can be summed up in four main ways: presentation of form, presentation of content, presentation of color and presentation of materials (as shown in Figure 1).

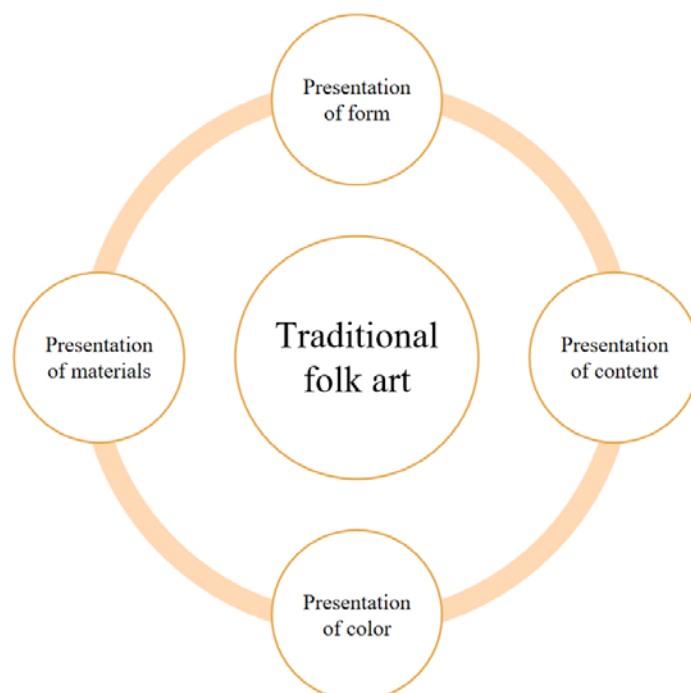


Fig.1 Presentation Mode of Traditional Folk Art

The so-called “application of form” is the application of plastic form in environmental art design. The terms modeling and sculpting are often confused and practical. In the process of applying folk art to environmental art design, the expression of “shape” of folk art should pay more attention to the pursuit of “potential”. Folk customs generally have a strong local identity and a long history of inheritance, and some of them still have vigorous vitality and continue to exist in past dynasties. There are many folk arts in folk activities, which provide a lot of materials and motive power for the creation of folk arts. At the same time, folk activities and folk concepts regulate the creation of folk arts, which makes folk arts show a strong folk tendency. It will render an atmosphere, trigger an artistic conception, create an environment that meets certain cultural connotations and specific spiritual needs, so as to touch people's senses and mood, make them feel comfortable, happy, and even inspire spiritual shock. This is an experience that many people have had.

The color sentiment of folk art overlaps with the concept of folk culture, which is deeply restricted by the tradition of people's life and is consistent with the attitude, value standard and aesthetic taste of ordinary people. Like the traditional five-color concept, the philosophical consciousness of color, religious concept, ethical thought and patriarchal consciousness all have an influence on the use of color. People's use of color becomes a subjective symbol and schema, and is endowed with special emotional and cultural ideas. Folk arts in different places can provide many things for learning and reference for the creation and landscaping of contemporary environmental art design. To a great extent, it can also avoid the monotony of artistic creation in dealing with material and poor aesthetics.

4.3 Innovate the Application Methods of Traditional Cultural Elements

For any industry, innovation is endless. In the process of environmental design, designers should comprehensively consider the actual situation of current social development and comprehensively promote the innovation of environmental art design. Adopt a brand-new method to carry out design work, and inherit and develop traditional cultural elements in another way. Let the environmental design works look more innovative and make the works more attractive.

First of all, China's relevant departments should implement policies to protect important traditional cultural works and traditional buildings, so that future generations can understand the beauty of traditional culture. Secondly, modern environmental art designers need to actively adapt to the times, change the design concept, and apply China traditional cultural elements in modern environmental art design, so that the design can show a new visual form. Thirdly, China's traditional culture is extensive and profound, and modern environmental art designers need to delve into it and dig out a lot of design materials from it. This also plays a good role in stimulating the inspiration of designers. In terms of modeling, traditional environmental art design mostly draws lessons from natural scenery, while modern environmental art designers can draw lessons from traditional modeling elements to make the design more characteristic of traditional culture.

5. Conclusions

Today, with the rapid development of modern economic construction in the world, the more developed countries are, the more they pay attention to the protection of traditional national culture. Modern environmental art design mainly adopts figurative artistic means, such as applying naturalized design concept to design, which is also the expression of modern social concept. When applying traditional cultural elements, we should not simply apply them to the forms of expression in design, but integrate the culture and spirit contained in these traditional cultural elements into design. Incorporating Chinese traditional cultural elements into environmental art design can not only improve the quality of environmental art design works, but also promote the inheritance and development of China traditional culture. Therefore, in modern environmental design, we should actively use traditional cultural elements, scientifically use traditional culture to promote the quality of modern environmental art design, continuously realize the innovation of environmental design

works in content, and better carry forward our traditional national culture.

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