

# Research on Aesthetic Application of Localization Design Based on Guangxi Ethnic Traditional Culture

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**Abstract:** As a region inhabited by ethnic minorities, Guangxi's ethnic culture is colorful and rich in connotation, and its culture and art such as architecture, clothing and dance have unique regional and ethnic characteristics. Therefore, under the current background of The Times, in order to better promote the development of localization design aesthetics of Guangxi ethnic traditional culture, it is necessary to conduct in-depth analysis based on Guangxi ethnic traditional culture and art, and on this basis, put forward the application strategy of localization design aesthetics based on Guangxi ethnic traditional culture.

**Keywords:** Guangxi; Ethnic culture; Localization design; Aesthetic application

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## 1. Introduction

Guangxi Zhuang Autonomous Region is located in the southwest of China. It is an area inhabited by ethnic minorities, among which Zhuang, Yao, Miao and other ethnic minorities have a large population. Guangxi Zhuang Autonomous Region has played an important role in the development of ethnic culture in China. Traditional architecture and costumes of Guangxi Zhuang Autonomous region are of high artistic value, and the traditional culture and art of this region is one of the most representative contents of Guangxi traditional culture and art, and an important part of the development of Guangxi traditional culture and art. At present, with the continuous development and progress of China's economy and society, people's demand for spiritual and cultural life is getting higher and higher, which needs to strengthen the effective innovation and development of traditional culture and art in Guangxi. As the traditional culture and art of Guangxi have been widely used in the field of design, it also provides more references for the research of design aesthetics. At present, the research of Guangxi ethnic traditional culture and art mainly includes the theory of Localization design aesthetics, etc. These research results provide an important reference for the combination of Guangxi ethnic traditional culture and art and modern design aesthetics.

From the current situation, the research on the integration of Guangxi ethnic traditional culture and modern design aesthetics mainly focuses on three aspects: the first is about the integration of Guangxi ethnic traditional culture and modern design aesthetics; The second is about the elements and characteristics of the integration of Guangxi's traditional ethnic culture and modern design aesthetics; The third is about the application of Guangxi traditional culture in Localization design aesthetics. Based on the analysis of the above three aspects, this paper proposes that in order to better promote the integration of Guangxi's traditional ethnic culture and modern design aesthetics in the current era, it is necessary to innovate and develop based on in-depth research of Guangxi's traditional ethnic culture and art, combined with modern design concepts and methods, so as to better promote the organic integration of Guangxi's traditional ethnic culture and modern design aesthetics.

## 2. The Overview of Ethnic Traditional Culture and Art

Ethnic traditional culture and art are forms of artistic expression with specific ethnic characteristics created from the long-term production and living practices of various ethnic groups in the process of historical development. They are valuable cultural heritages left over from the process of human historical development. They contain the wisdom and creativity of people of all ethnic groups and represent the characteristics and history of each ethnic group. They have an important position and significance in the whole developing process of human civilization. As for the traditional culture and art of Guangxi ethnic minorities, they mainly include folk dance, folk music, folk art, and folk literature of Guangxi ethnic minority. From a classification perspective, the traditional culture and

art of Guangxi ethnic minorities mainly include:folk song,Zhuang brocade,bronze drum and embroidery.From the point of view of the contents,these traditional national culture and art are all art forms with distinctive features and typical characteristics created in the development process of human history.

### **3. An Analysis of the Aesthetic Characteristics of Guangxi Ethnic Traditional Culture**

Guangxi has a unique geographical position and natural environment,so people in Guangxi have created a rich and colorful national traditional culture in the long-term production and life.These ethnic traditional cultures reflect the unique aesthetic concepts,aesthetic tastes and national characteristics of the local people,which are an important part of the traditional culture of Guangxi,and also represent the lifestyle and spiritual outlook of the Guangxi people to a certain extent.It can be said that the traditional culture and art created by the people of Guangxi region not only have distinct regional and national characteristics,but also have profound historical deposits and unique artistic charm.

From the aesthetic point of view,the traditional culture and art of Guangxi nationality reflect the traditional aesthetic thought and spirit of our country to a large extent.Under the current background of The Times,in order to better promote the inheritance and development of Guangxi traditional culture and art,and to deeply understand the unique Guangxi traditional culture and art,it is necessary to analyze the artistic forms created by its creator,the people of all ethnic groups in Guangxi.By systematically studying the rich connotation of Guangxi ethnic culture and art,including its aesthetic concept,aesthetic taste and other spiritual content,we can more effectively integrate these traditional elements into modern design aesthetics,and promote the innovative application and development of Guangxi ethnic traditional culture in contemporary art design.

### **4. Strategies for Aesthetic Application of Localization Design Based on Guangxi Ethnic Traditional Culture**

The extraction and innovative transformation of artistic elements:Firstly,it is to explore the unique artistic symbol system of Zhuang,Yao and other ethnic groups in Guangxi,such as bronze drum decoration,Zhuang brocade pattern,the melody and rhythm of Dong nationality songs and characteristic architectural forms.By deconstructing and reorganizing these elements,we abstract and symbolize modern design concepts and make them into a distinctive visual language in modern architectural design,home decoration,clothing design,graphic design,and even digital media design.

The inheritance and integration of traditional craft and technology:the protection,activation and Utilization of the rich intangible cultural heritage in Guangxi,such as Zhuang brocade weaving skills,Yao embroidery,Miao silver forging,etc.Designers can combine these traditional crafts with new materials and new technologies,and at the same time maintain their original charm,and innovatively apply them to furniture design,interior decoration,public art production and other fields,so as to realize the rebirth and continuation of traditional crafts in contemporary design.

Creating narrative space and cultural experience:by combining the unique folk legends,mythological stories,and historical memories of various regions in Guangxi,and through carefully planned spatial layout,landscape configuration,decorative furnishings,and interactive devices,a narrative scene with strong ethnic flavor is constructed,allowing users to experience the profound regional cultural heritage of Guangxi in practical experience,and strengthening the emotional resonance and educational significance of design works.

The advocacy and practice of the concept of ecological harmony:we can learn from the Guangxi minority's life philosophy of advocating nature and respecting ecology,and integrate them into modern design.In the process of project planning and specific implementation,designers should follow the principles of green and sustainable design,adopt low-carbon environmental protection materials and technologies,pay attention to the effective use and recycling of natural resources,and create design works that are both in line with national cultural aesthetics and reflect ecological and environmental friendliness,so as to realize the harmonious coexistence between man and nature,tradition and modernity.

Community involvement and local resource activation:Local community residents are encouraged to participate in all aspects of the design project,including material collection,craft display,cultural activity planning,etc.,so as to enhance the cultural identity and belonging of local residents,activate and promote the local natural resources and cultural resources,and promote the Localization design aesthetics of Guangxi traditional culture to go to a wider social application and international exchange.

### **5. Practice Cases of Localization Design of Ethnic Architectural Style:“Longji”Zhuang Folk Houses in Longsheng,Guilin**

“Longji”Zhuang folk houses in Nanning are a typical example of successful practice of localization design aesthetics of Guangxi

traditional culture. The residential design not only inherits the basic form of traditional Zhuang Ganlan-style architecture, but also cleverly integrates modern living needs and environmental protection concepts. Drawing on the characteristics of the Zhuang wood frame structure, the designer uses the modern steel structure to strengthen the overall stability of the house, while retaining the traditional decorative elements such as overhanging eaves and upturned corners and carved window frames, giving it a distinct ethnic character. In addition, in the interior design, the designer boldly used Zhuang brocade patterns as wall decoration, and transformed traditional Zhuang living utensils into artworks for display in residential areas, creating a strong ethnic cultural atmosphere. The program not only retains and inherits the traditional form and decorative art of Zhuang Ganlan-style architecture, but also cleverly integrates modern residential functional needs and environmental protection concepts, realizing the perfect connection between the national cultural spirit and the aesthetic value of The Times.

More importantly, the "Longji" Zhuang folk houses made full use of natural resources during the construction process, such as rainwater collection system, solar energy facilities, etc., reflecting the green and energy-saving design concept. This case vividly shows how to organically combine the traditional culture of Guangxi nationality with the modern architectural design concept to create a new era residential model that not only meets the needs of modern life functions, but also reflects the regional cultural spirit.

## 6. Conclusion

Through systematic analysis of Guangxi traditional culture and art and in-depth analysis of aesthetic features, this paper reveals that it is rich in the unique charm of rich diversity, vividness and ecological intelligence. In the four-part "Strategies for the Aesthetic Application in Localization design based on Guangxi Ethnic Traditional Culture", we emphasize key strategies such as refining and transforming ethnic art elements, respecting and integrating traditional craft and technologies, constructing narrative space experience and advocating ecological harmony design concept, aiming to promote the organic combination of Guangxi ethnic traditional culture and modern design practice.

In summary, the applied research of the localization design aesthetics of Guangxi traditional ethnic culture is not only the effective mining and innovative transformation of local cultural resources, but also the deep concern and value promotion of regional characteristics and humanistic emotions. In the future design practice, we should further strengthen interdisciplinary cooperation, explore more diversified and innovative design methods, so that the excellent traditional culture of Guangxi and even the whole country can be vividly displayed in the context of modern design, and give the design works with Chinese characteristics in the new era more profound cultural heritage and unique aesthetic value. Through such efforts, we can not only protect and inherit the national cultural heritage, but also promote Chinese design to the world, and contribute unique strength to global multicultural exchanges and mutual learning.

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