

The application of Chinese traditional cultural elements in modern environmental art design

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Abstract: As a discipline integrating art and practicality, modern environmental art design is of great significance to the application of traditional cultural elements. As the treasure of the Chinese nation, Chinese traditional culture has a long history and rich connotation. It has become an indispensable element in modern environmental art design with its unique artistic charm and world-focused understanding. This paper will discuss the application of Chinese traditional cultural elements in modern environmental art design from two aspects of value and application strategy, and take specific symbol elements, painting and calligraphy elements, cutting and weaving elements and traditional colors as examples to elaborate their characteristic application in modern environmental art design. Through these discussions, we will deeply explore the importance of Chinese traditional cultural elements in modern environmental art design, and hope to provide designers with useful ideas and inspiration.

Key words: Chinese traditional cultural elements; Modern environmental art design; strategy

I. The value of the application of traditional Chinese cultural elements in modern environmental art design

The application of Chinese traditional cultural elements in modern environmental art design has many important values. 1. Continuation of traditional culture: Chinese traditional culture has a long history, extensive and profound, which contains rich wisdom and values. The application of traditional cultural elements in modern environmental art design can continue and inherit the excellent tradition of Chinese culture, so that it can be activated, multiplied and continued to develop. 2. Emphasis on cultural identity: modern society is becoming more and more diversified, so cultural identity has become an important spiritual demand of people. Through the use of Chinese traditional cultural elements in environmental art design, it can emphasize the cultural identity of individuals and groups, strengthen the ability to resonate, and enhance the pride of traditional culture. 3. Aesthetic value: Traditional Chinese culture contains rich and unique aesthetic concepts and forms of expression, such as landscape painting, traditional Chinese painting, seal cutting, etc. These art forms are charming and fascinating. The application of traditional cultural elements in the design of modern environmental art can give the works a deeper and unique aesthetic value, and trigger the audience's resonance and aesthetic enjoyment. 4. Cultural communication: The application of traditional cultural elements in modern environmental art design can build a bridge of communication between the past and the present, the east and the West. By combining traditional elements with the expression techniques of modern art, communication and mutual learning between different cultural backgrounds can be carried out, and cultural integration and diversified development can be promoted. 5. Space perception: In traditional Chinese culture, attention is paid to the careful observation of nature, space, time and people. The use of traditional cultural elements in modern environmental art design can create a comfortable and harmonious space feeling with Chinese characteristics through the grasp of space environment, atmosphere and details, and enhance users' aesthetic experience. To sum up, the application value of traditional Chinese cultural elements in modern environmental art design is mainly reflected in the inheritance and promotion of traditional culture, the cultural identity of individuals and communities, the aesthetic value of artworks, cross-cultural communication and exchange, and the creation of comfortable and harmonious space feelings. These values not only enrich the connotation of modern environmental art design, but also promote the innovative development of Chinese traditional culture and the organic combination of tradition and modernity.

II. The application strategy of Chinese traditional cultural elements in modern environmental art design

1. The characteristic application of traditional Chinese symbolic elements in modern environmental art design

Traditional Chinese culture is the treasure of the Chinese nation, with a long history and unique charm. In the design of modern environmental art, the use of traditional Chinese cultural elements can give the works a unique artistic charm and convey rich cultural connotations. Among them, the characteristic application of Chinese traditional symbolic elements is an effective strategy, which can present and convey the essence of Chinese traditional culture through the symbolic meaning of symbols. The characteristic application of Chinese traditional symbol elements includes the choice of traditional symbol, the way of application and the combination with modern elements. When choosing traditional symbols, the representativeness, implication and symbolic meaning of the symbols should be considered to ensure that the symbols can accurately convey the cultural connotation. For example, dragons, phoenixes, peacocks and lotus flowers are traditional elements with rich symbolic meanings, and they can express concepts such as power, auspiciousness and beauty. Secondly, in the way of application, the traditional symbolic elements can be reproduced through artistic techniques such as lines, shapes and colors, and given modern forms of expression. For example, the modern modeling language can be used to combine the image of the dragon with the lines to create a smooth and dynamic design effect to highlight the power and verve of traditional Chinese symbolic elements. In addition, the

combination with modern elements is also one of the important strategies for the characteristic application of traditional symbol elements. Modern environmental art design emphasizes the integration of tradition and modernity. By combining traditional symbolic elements with modern elements, it not only inherits the essence of traditional culture, but also displays the innovation of contemporary art. For example, in the design of urban public space, elements such as traditional square seals, street pavilions and gallery frames can be adopted and combined with modern materials and structures to create a landscape with a sense of The Times and cultural characteristics. In addition, the traditional symbolic elements can also be re-examined and reconstructed to carry out characteristic applications. Traditional symbolic elements are characterized by rich symbolic meaning and cultural connotation, but they often fall into the old and fixed image expression in the modern environment. Therefore, designers can break through the traditional way of expression and present a unique artistic effect through the reinterpretation and creative expression of traditional symbolic elements. For example, traditional art forms such as Chinese painting and brocades can be transformed into modern moving images and installation art to give the works more diversified forms of expression.

2. The characteristic application of Chinese painting and calligraphy elements in modern environmental art design

As an important part of traditional Chinese culture, Chinese painting and calligraphy have a long history and rich connotation. In modern environmental art design, the use of Chinese calligraphy and painting elements can give the works a unique artistic charm and cultural connotation. First of all, Chinese painting and calligraphy elements can be used as creative themes in modern environmental art design. By integrating elements such as the subject matter, image and composition of Chinese calligraphy and painting into the environmental art design, the artistic conception and cultural connotation of the works can be enriched. For example, in the landscape design of urban roads, elements such as rocks, water flow, grass and trees in traditional Chinese landscape painting can be used to create a Zen and peaceful atmosphere, making people feel the beauty and power of nature. This design technique of expressing the beauty of nature through the use of Chinese painting and calligraphy elements is in line with the worship and respect of nature in traditional Chinese culture, and can also guide people to return to nature and pursue the balance and harmony of life. Secondly, the elements of Chinese calligraphy and painting can be used to build space atmosphere in modern environmental art design. In the facade, interior decoration and landscape planning of the building, elements such as the lines, ink color and composition of Chinese calligraphy and painting can be used to create a space atmosphere full of artistic sense and unique style. For example, in the design of a large commercial center, the lines and strokes of Chinese calligraphy can be used to combine the commercial atmosphere with the artistic atmosphere to create an elegant and cultural consumption environment for people. This design strategy of building a space atmosphere through the use of Chinese calligraphy and painting elements can not only enhance people's aesthetic enjoyment, but also convey the values and spiritual pursuit of traditional Chinese culture. In addition, the elements of Chinese calligraphy and painting can be used to express individuality and innovation in modern environmental art design. Through the innovative application of traditional painting and calligraphy elements, a unique and modern art form can be created. For example, in advertising design, the strokes and forms of Chinese calligraphy and painting can be used to combine products with traditional culture to create distinctive advertising images, thus enhancing the uniqueness and individuation of the brand. This design strategy of expressing individuality and innovation through the use of Chinese calligraphy and painting elements can not only inherit traditional Chinese culture, but also attract more people's attention and understanding of traditional culture, thus promoting the inheritance and development of traditional culture.

3. The characteristic application of Chinese cutting and weaving elements in modern environmental art design

Chinese cutting and weaving is a traditional craft with a long history, with unique artistic charm and cultural connotation. In modern environmental art design, the use of Chinese cutting and weaving elements can give the works a unique artistic charm and cultural symbols. First of all, Chinese cutting and weaving elements can be used to create unique patterns and decorative effects. In environmental art design, patterns and lines of paper-cut can be used as part of space decoration. For example, the use of paper-cut patterns of flowers and birds in the decoration of the external walls of buildings can increase the sense of layer and artistry of the building facade. At the same time, the characteristic lines and forms of Chinese cutting and weaving can also be applied to the sculptures, railings, gardens, etc., in landscape design, so that the entire environment has more atmosphere and characteristics of Chinese traditional culture. Secondly, the elements of Chinese cutting and weaving can be used to set off the cultural atmosphere and narrative in modern environmental art design. Through the use of paper-cut patterns and storylines in environmental art design, people can understand and experience the essence and charm of traditional Chinese culture. For example, in the design of cultural parks, paper-cut figures and scenes can be used to display traditional Chinese festivals, stories and legends, deepening people's cognition and understanding of Chinese culture. This kind of cultural setting off and story telling through paper-cut elements not only has a decorative role, but also can convey cultural value and emotional resonance, so that the environmental art design has more meaning and connotation. Finally, Chinese cutting and weaving elements can be used to create a unique brand image and logo design. In a business environment, the use of paper-cut elements to design a brand identity or packaging design can give the product a unique style and cultural connotation. For example, a tea brand that features traditional Chinese craftsmanship can use flower and bird patterns and lines of paper-cut to create a unique brand image that highlights the cultural value of the product and the uniqueness of traditional craftsmanship. This strategy of designing a brand image and logo through paper-cut elements can not only establish an emotional connection with customers, but also convey the quality and cultural heritage of the product.

4. The characteristic application of traditional Chinese colors in modern environmental art design

Chinese traditional color is an important element in Chinese traditional culture, which has rich and colorful cultural connotation and unique visual effects. In the design of modern environmental art, the use of traditional Chinese colors can give the works unique

artistic charm and cultural symbols, so as to realize the inheritance and development of traditional culture. The following will elaborate the characteristic application of traditional Chinese colors in modern environmental art design from a strategic point of view. First of all, traditional Chinese colors can be used to shape specific regional characteristics and cultural atmosphere. In urban landscape design, traditional Chinese colors can be used to create unique landscape images according to the characteristics and cultural background of specific regions. For example, in the landscape design of southern cities, bright and vivid red and golden yellow in traditional Chinese colors can be used to express the enthusiasm and vitality of the South. This regionalized design strategy based on traditional Chinese colors can not only reflect the unique charm of traditional Chinese culture, but also enhance people's sense of identity and pride in their own cultural characteristics. Secondly, traditional Chinese colors can be used to convey emotions and express thematic significance. Different colors have different symbolic meanings in Chinese traditional culture, such as red symbolizing joy and happiness, yellow symbolizing harvest and brightness of the land and so on. In modern environmental art design, through the use of traditional Chinese colors to express emotions and thematic meanings, it can better resonate with viewers. In modern environmental art design, designers can choose modern materials with traditional colors or use modern technical means to express traditional colors.

Conclusion:

The application of Chinese traditional cultural elements in modern environmental art design is not only the inheritance and development of traditional culture, but also the challenge and innovation of modern art forms. Through the use of traditional Chinese symbol elements, painting and calligraphy elements, cutting elements and traditional colors, designers can give the works a unique charm and cultural connotation, while conveying the values and spiritual pursuit of traditional Chinese culture. The use of these elements can not only enrich the artistic conception of the works, enhance the aesthetic enjoyment of the viewers, but also guide people to pay attention to and understand the traditional culture, and promote the inheritance and development of traditional culture. Therefore, modern environmental art designers should fully tap and use the elements of traditional Chinese culture to show the infinite charm of traditional culture in an innovative way. Only in this way can we create works with both modernity and traditional cultural value in the modern society, bringing more artistic enjoyment and cultural nourishment to people.

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