

# Research and Innovation Path Development of Northern Anhui Han Portrait Stone under the Background of Rural Economic Revitalization

Cheng Wang, Dongxue Liu

School of Art, Anhui University of Finance and Economics, Bengbu 233020, China.

---

**Abstract:** The "Rural Revitalization Strategy" proposed in the report of the 19th National Congress of the Communist Party of China clearly defines the goal and path of economic revitalization and development, and brings new development opportunities for the intangible cultural heritage of northern Anhui and Han Dynasty. By studying the origin of history, this paper discusses the cultural attributes and artistic aesthetic feeling of Han stone in northern Anhui, as well as the historical significance, cultural value and spiritual connotation of Han stone in northern Anhui, and innovatively solves the development and innovation of rural economy under the background of rural revitalization. Anhui han stone heritage innovation and development must rely on the rural economic revitalization strategy into a well-off society, combined with cultural tourism, industry, education, finance, the rich han heritage heritage into cultural advantages and economic advantages, cultural industry to form the country as the focus of our country, industry integration innovation development of practice theory and practice guidance, realize scientific sustainable development to promote rural economy, poverty alleviation crucial farmers income and promote the development of rural industry quality, inject new vitality to the rural revitalization of major projects.

**Keywords:** Rural Economy; Northern Anhui Han Portrait Stone; Research And Innovation

---

## Preface

In the implementation of the report of the 19th National Congress of the Communist Party of China, the rural revitalization strategy was put forward, emphasizing that the fine traditional culture of the Chinese nation is an important part of the implementation of the rural revitalization strategy. Under the high attention of the country, all social strata have given strong support to the inheritance and development of rural culture and art, that is, let art participate in rural construction and inject new vitality and vitality into the rural development in the new era. Standing in the historical coordinate of the centenary of the Party, stabilizing the achievements in poverty alleviation and realizing all-round rural revitalization are important battlefields for the Party and country to achieve national rejuvenation. Based on the background of rural revitalization, the book, published by China Textile Press and edited by Chen Jiong, selects typical cases, and analyzes the economic value and implementation path of culture and art in rural revitalization from the theoretical and practical levels. Revitalization of rural economic strategy for wanbei han stone traditional has brought new opportunities and challenges, wanbei han stone traditional cultural economic bridge, strengthen interpretation, exploration, inheritance, the revitalization of fine traditional national traditional culture, form the local characteristics of industry poverty alleviation mode drive local economic development of poverty, provides a new way for rural revitalization strategy.

## 1. The origin of the Han Dynasty portrait stone painting in northern Anhui

Han Shi is an appendage under the funeral system, a natural social and cultural evolution phenomenon, and the product of social consciousness under the influence of the political, cultural and economic system of the Han Dynasty. Han stone is the treasure of the

ancient Chinese cultural heritage, Anhui and northern Anhui han stone decoration, artistic characteristics and cultural connotation has certain research value, is a kind of unique artistic beauty and artistic value of art form, record northern Anhui social life, customs, culture, artistic style, the carrier of myths and legends, has important research value and research significance. According to incomplete statistics, so far, more than 200 statues have been found and excavated in Han stone tombs, including the restoration of more than 10 stone ancestral temples, Han stone carving technology carving cliff group statues, and more than 10,000 pieces of Han stone. The discovery of concentrated stone in northern Anhui mainly refers to Huaibei City, Bozhou City, Lingbi County, Dingyuan County, Suzhou County, Sixian County and other areas. From the perspective of the inheritance and innovative development path of traditional stone, there is no attention to the continuity and unity of development.

## **2. Artistic characteristics of Han portrait stone in northern Anhui**

Anhui han stone appreciation process reflects the audience's understanding of artistic creation process and appreciation, both contains the stone art visual intuition, also contains the stone art rational anatomy speculation behind rich humanistic connotation, as a peak in the ancient Chinese art history, its extensive and profound, art modelling language has great influence on later generations. Mr.Feng Qiyong, the preface of Huaibei Han Stone has two characteristics: one is the powerful art of painting and carving, composition and lines lifelike, especially some portraits using three-dimensional perspective, which is the first art in modern life. Secondly, the Han portrait stone in northern Anhui is rich in content and has special research value. From an objective and long-term perspective, stone needs to actively reflect the local characteristics of Han stone stone based on the local cultural resources.

## **3. The rational utilization and value of cultural heritage in the revitalization of rural economic development**

In recent years, the rural revitalization of important economic indicators, many areas through the local national characteristics, cultural propaganda into the public view, we have to clock in tourism, led a lot of economic benefits and propaganda, but also played an important role in protecting traditional culture, let the traditional culture to another way. Cultural characteristics and group buildings have become the beautiful scenery line of rural tourism, emerging in the economic field. Wanbei han stone conform to the rural revitalization of the "rich life", "industrial prosperity" and "rural civilization" requirements, become a set of historical value, cultural value and economic value of the combination of "multifunctional" project, for rural revitalization brought new development ideas, provides ideas for the rural art, art rural culture art support, help rural revitalization of the realization of rural civilization.

In recent decades, China's economic development level has risen rapidly, and people's material living standards have also been improved substantially. After the basic living security has been met, people have shifted from single material needs to material and spiritual needs. With the implementation of rural vitality strategy, it tries to explore the integration of cultural resources and the development of local industry. Starting from the artistic value of Han stone, the revitalization of rural economy mainly includes: introducing modern elements, derivative products, expanding the market; building industrial chain, establishing production base, creating characteristic town, driving the development of rural economy; paying attention to talent training, enhancing the core competitiveness; enhancing user experience, and driving economic development. At the same time, strengthen the construction of supporting facilities and talents to promote the sustainable development of characteristic economy.

## **4. Help the intangible cultural heritage economy to achieve common prosperity**

To carry out productive protection and promote the economic development of intangible cultural heritage is also an effective exploration of the economic development of northern Anhui. One by one has promoted the industrialization of intangible cultural heritage, transformed cultural "heritage" into "property", and promoted the all-round development of local economy and society. Intangible cultural heritage is not only a vivid historical and cultural memory, but also a trendsetter of The Times. And economy under the new normal the development of the rural economy, must be on the basis of the original deep mining and rich, to strengthen the construction of ecological development, make the intangible can gain a place in the fierce market competition, improve the rural economic ecological system, for the future the heritage industry to better adapt to the development of the economy under the new normal solid foundation. Relying on the background of the rural revitalization strategy, we should strive to build a perfect service system and related hardware facilities, and believe that the rural economic development will have greater space for growth in the

future. In the process of continuation and carry forward the intangible culture, we should into the modern life, into the brigade development, into the construction of public cultural service system concept, innovation, practice, completes the intangible blocks and industry, the intangible and tourism, and the integration of goods and the Internet development, in the protection of inheritance, innovation and development, relying on the brigade fusion and traditional craft revitalization of twin engines, make the intangible heritage protection more efficient and accurate, text brigade fusion, rural revitalization of more connotation and vitality. Intangible cultural heritage helps to promote common prosperity, and making the new form of culture become an important growth pole in the field of consumption is the meaning of high-quality social development to achieve common prosperity. Starting from intangible cultural heritage, let intangible cultural heritage become an important starting point to promote social and economic development, boost rural revitalization, increase population employment, stimulate domestic demand and promote consumption. We will surely find a wonderful road of "intangible cultural heritage economy" with thriving culture, economy and development.

## 5. Conclusion

Stone painting is a period of history of the Han Dynasty, with rich and diverse cultural connotations, is the carrier of social, economic, cultural and other aspects of the Han Dynasty research. The rural economic development brought by the current rural revitalization strategy will undoubtedly create good realistic conditions for the protection and utilization of the Han Dynasty portrait stone heritage in northern Anhui. The state and the government are vigorously implementing the rural revitalization strategy, which has brought new opportunities for the protection and utilization of the Han Dynasty portrait stone heritage in northern Anhui, and has new expectations for the application of its various values. This study aims to highly regional Anhui han stone into the background of rural revitalization, conducive to the formation of han stone industry and economic integration innovation development, for the integration of regional cultural resources to provide certain theoretical reference, in the north of han stone image art of traditional culture construction and modern beautiful rural construction between establish organic, joint point, create the combination of ancient and modern artistic temperament, promote Anhui new rural local history and unique cultural connotation has realistic guiding significance.

## Acknowledgement

Anhui University of Finance and Economics in 2022 Graduate Scientific Research and Innovation Fund Project-Research and innovation path development of northern Anhui Han portrait Stone under the background of rural revitalization(ACY2022264).

## References

- [1]Zhu YD. Collection of the 12th Annual Meeting of the Chinese Han Painting Society, Hong Kong China International Culture Press,2010:292-297.
- [2]Gao SL. Huaibei Han portrait Tianjin Tianjin People's Fine Arts Publishing House, 2002.
- [3]Archaeology of No.1, No.2, Huaibei City, Anhui Province Pan Zhenzhen Anhui Huaibei portrait stone decorative art Chizhou College Journal,2007(8):22-33.
- [4]Fan XX. The significance, connotation and implementation path of the rural revitalization strategy [J]. Rural Technology, 2021,12 (4): 6-7.