

Research on the Revitalization Path of Rural Culture under the Mode of "Art + Empowerment"

-- Taking Sangua Commune as An Example

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Abstract

As the topic of art rural construction has been widely concerned by all walks of life, the great value of art in the Rural Revitalization Strategy is becoming more and more obvious. "Art + empowerment" makes the mode of rural cultural revitalization show the characteristics of diversified development, which enriches the content of rural construction and meets the requirements of the new era for the construction of beautiful villages. Starting from the development of sangua commune under "Art + empowerment", this paper analyzes the forms and principles of rural cultural revitalization under "Art + empowerment". In terms of rural economic revitalization, rural cultural revitalization and rural public space management, rural traditional culture has been paid attention to, explored, inherited and innovated, so as to activate rural vitality, finally realize the dual improvement of rural material and spiritual levels, and promote the all-round and sustainable development of rural society, economy, ecology and culture. On the basis of expounding the connotation of "Art + empowerment" mode, this paper points out the focus problems and relevant strategies of art township construction.

Keywords

Art + empowerment; Beautiful countryside; Rural vitalization.

1. Introduction

China has been a large agricultural country since ancient times, and the rural land population accounts for the main part of China's land population. With the advancement of urbanization, the occupation of rural land area and the demise of rural traditional culture, there has been an upsurge of rural construction. During this period, more and more artists devote themselves to rural reconstruction, which has aroused widespread concern of the society.

"Farmers are a vulnerable group in modern society. They are deprived in the process of rural construction, which needs the intervention of our intellectuals and all sectors of society to support. However, this intervention process needs to stimulate the internal spiritual power of the countryside itself. Art has inherent advantages in changing people's cognition, and art forms can open up our new understanding of the original world The imagination and the feeling of moral cognition enable us to open a new vision and new boundary to the original things. " [1] The development of sangua commune in Tangshan administrative village, Bantang street, Chaohu City, Hefei City, Anhui Province is the practical product of art empowering Rural Revitalization in the Internet era.

2. "Art + Empowerment" -- A Feasible Path for the Revitalization of Rural Culture

The 19th National Congress of the Communist Party of China put forward the "implementation of the Rural Revitalization Strategy", guided by the construction of beautiful and livable villages, improved the appearance of villages, and made it clear that "we should pay attention to adjusting measures to local conditions, protect and retain the rural style". Since its birth, art seems to have been advertised as a synonym for nobility. Economically backward villages seem to have nothing to do with art, but in fact, "if we deeply understand and understand art, we will find that art is not an isolated cut, but closely related to politics, economy, society and the public, playing a dynamic activated identity." [2] In recent years, there are more and more cases of art enabled villages in China, which has attracted more and more attention.

2.1. Xu Village Plan

Xu village is the location of the highest peak of Taihang Mountain. It was built in the spring and Autumn period and preserved a large number of buildings and intangible culture in the Ming, Qing, Republic of China and contemporary times. Due to some objective reasons, the buildings in Xu village have been seriously damaged. The old houses are in disrepair for a long time, and even pushed down, and the new houses are constantly built. The environment is dirty, the old and new are mixed, and the property right is unclear. The whole village is gradually declining. In the investigation of Xu village, Qu Yan took a fancy to the architectural form and intangible cultural heritage of the village in various periods, which can be activated by artistic means, so Qu Yan launched the "Xu village plan" with his own strength. Qu Yan adheres to the concept that the new rural construction is not a comeback, and immediately puts forward an implementation plan for Xu village's plan.

First, rescue and repair ancient buildings immediately, so as to repair the old as the old; Second, activate the culture of Xu village with contemporary art and hold the "Heshun rural Art Festival". In this way, the ancient villages in the deep mountains have attracted everyone's attention, attracted a large number of tourists, and also attracted a large number of young people in the village to return home, which obviously promoted the economic development of Xu village and brought economic income to the local villagers. "Xu village plan" is a rescue of rural traditional culture. As Mr. Liang Shuming said, "create new culture and revive ancient villages." Art intervenes in ancient villages and creates a new cultural ecology, so as to find the best way to improve villagers' living standards and protect ancient villages.

2.2. Shijiezi Art Museum

Before art intervened in Shijiezi village, it was a closed, barren and water deficient village, where old and weak women and children guarded a third of an acre. With the artist's local feelings, Jin Le is determined to change the barren and backward situation in his hometown. Therefore, the artist Jin Le began to think: "how much can art relate to the people at the bottom of society?" Jin Le began continuous practice and exploration, and finally transformed Shijiezi village into an art museum only in cities by means of artistic intervention. It is very rare that Jin Le led the villagers into art, let the villagers have a relationship with art and artists, and finally become the main body of artistic creation. "One take-off - Shijiezi village art practice plan" emphasizes the cooperation between artists and villagers, and artists should think like farmers. Today, Shijiezi village has obtained actual income through art projects, family hotel plan; Artists, college teachers and students sketching base; The increase of government policies and support has brought real economic income to local villagers. At the same time, the gap between artists and farmers seems to have disappeared. The intervention of art has changed the villagers' way of life and way of thinking.

Through the above examples of "Art + empowerment" rural culture, we can see that the relationship between art and countryside is inseparable. Empowering rural culture from the perspective of art can not only meet the material needs of villagers, but also enrich villagers in the pursuit of beauty and spirit, so as to achieve the effect that cannot be achieved by other ways.

3. On the Rural Model of "Art + Empowerment"

"The integration of art and countryside is a perfect combination of cultural temperament and complementary industrial functions. The essence of Rural Revitalization is the protection of rural original cultural ecology and material reconstruction." [3] Tang Xiaodong's art needs the countryside, and the countryside needs art more -- on art ecology and Rural Revitalization p163 art empowers rural culture, which is not only the choice of cultural identity, but also the embodiment of the social function of art. In the context of the vigorous implementation of the Rural Revitalization Strategy by the state, art gives full play to its own advantages, intervenes in rural construction in "multiple categories and ways", and carries out artistic exploration focusing on service value, such as architectural design, environmental design, product design, brand design, artistic sketch, etc., so as to make a certain contribution to the style, environment, industry Income and other aspects play a positive role.

3.1. Analysis on the Development of Sangua Commune under "Art + Empowerment"

3.1.1. Revival of Traditional Culture

"Zhuangzi steal Zhi": "in ancient times, there were many animals and few people, so people lived in nests to avoid them. They picked up acorns in the day and perched on trees in the evening, so there were people of Chaoshi on the day of their life." "Youchao" is the ancestor of Chaohu people. In the primitive tribal period, in order to resist the attack of beasts, "Youchao" built a nest with wood to protect their own safety. As the sangua commune occupying Youchao's historical and cultural heritage, we should pay attention to traditional culture and build a brand with "Youchao's" as the soul culture.

Art empowers "Youchaoshi" culture. Through combing the literature of "Youchaoshi" culture, we make the "Youchaoshi" cultural brand chain: Design IP image; Set up "Youchao" cultural sculpture group; Design the appearance of "Youchao" primitive tribe village as a scenic spot. On the one hand, it promotes the tourism development of the town, on the other hand, it also inherits and carries forward the traditional culture of "Youchao family".

3.1.2. Symbolic Communication

Firstly, establish the brand of sangua commune, and then process the brand information artistically, so as to form an impression through communication and form symbolic storage in people's memory. In terms of symbol communication, sangua commune has been relatively mature. When I followed my tutor to investigate sangua commune in the summer of 2021, I found that the logo of sangua commune can be seen everywhere (as shown in Figure 1.). From wall color painting to mineral water bottle, careful analysis of the logo has a strong sense of art. It writes the sangua commune with ink effect, and designs the style of rural houses according to the font itself, highlighting the sense of rural simplicity.



Figure 1. Three Melon Commune Logo

Reviewing Qu Yan's "Xu village plan", we can see that the symbolization is the Xu Village International Art Festival, and Zuo Jing's "Bishan plan" is symbolized by Yixian Baigong. Therefore, it can be seen that art can revitalize rural culture. We need to find a correct positioning to make the symbolization more prominent and accurate. At present, sangua commune needs further exploration in this regard.

3.2. "Art + Empowerment" Is the Form of Rural Cultural Revitalization

3.2.1. International Exhibition Mode

Guangdong Lianzhou International Photography annual exhibition is the most professional level in China and has a certain international character and influence. Lianzhou used the influence of photography to exhibit the image memory of Lianxian county from 1965 to 1985 in the form of a special exhibition in 2016, so that more people can witness the history and culture of Lianzhou with the art of photography. Lianzhou is building an International Photography Museum to revitalize the old street and Lianzhou culture with photography art, and building various facilities such as photography landmark landscape, art public education, photographer cafe, photography master studio, art shop, humanities bookstore and folk crafts shop.

Sangua commune needs to focus on development and enhance its international influence. For example, Japan's yuehou wife earth art festival, which is held every three years, has a great influence. It uses art and design works to create beautiful villages, re-examine regional characteristics, establish self-confidence and nostalgia, and become an art sample for rural freshmen.

3.2.2. Academic Exhibition Mode

In recent years, sangua commune has undertaken art exhibitions for many times. The main participants are artists and teachers and students of art colleges. In September 2020, "art helps the countryside - Miao Chaoqun calligraphy exhibition", in October 2020, "Rural Revitalization · art first - 2020 Xu Hao fine traditional Chinese Painting Exhibition", the national famous calligrapher and painter [Dongli autumn painting] wind collection activity, in January 2021, "art teacher's work exhibition of the Art College of Chaohu University", in March 2021, "passing through Huizhou in a flash" - Liu Guohong's sketch exhibition, "Warm spring flowers bloom" - Anhui Contemporary Art Invitational Exhibition in April 2021, summer practice by teachers and students of Anhui University of Finance and economics in Chaohu sangua commune in July 2021, etc. these art exhibitions and academic exploration attracted a large number of artists and audiences, and spread the rural reputation in the name of art to some extent.

Taking the "Dongli autumn painting" as an example, artists such as Zhang Genhu, Xu Hao, Xu Jinping, Feng Jucheng, Zhai Chenghai and Zhou Shengxiang gathered in sangua. On the Double Ninth Festival, the artists quietly watched the beautiful scenery of sangua, began to draw from life, and drew a new era rural picture with ink. Through art collecting activities, the beauty of

three melons can be fully created in the artist's pictures, and more and more people can understand the three melon commune from the pictures.

4. The Principle of "Art + Empowerment" for the Revitalization of Rural Culture

4.1. Continuity

"Art + empowerment" rural cultural revitalization should have a certain sustainability. "Sustainability is not just a concept of time, but represents a world outlook and methodology. Dialogic aesthetics is not only based on strengthening the "sense of time", but also a more complex understanding of the relationship between historical time and criticism." [4]

Continuity does not only refer to the continuity in the concept of time, but also emphasizes the communication of enabling villages, the continuous collection and analysis of local humanities, nature, history and culture, which will become valuable materials in artists' works. For example, Ou Ning's "Bishan plan", before that, artists and scholars in other fields conducted a long-term "field survey" to explore many neglected cultural and historical resources. In terms of the sustainability of the time dimension, the upsurge of art township construction has attracted a large number of artists, and some of them inevitably copy and change the team. The project is abandoned, which requires that when art empowers the countryside, we should not only pay attention to the immediate benefits, but also take into account the hematopoietic function of the township and village to promote the sustainable development of rural economy and culture.

4.2. Locality

"Making rural construction more like rural areas" is the concept of the development of sangua commune. In the process of rural revitalization, we should pay attention to local development. When art empowers rural culture, we should emphasize regional characteristics and ecological protection. The unique regional cultural characteristics of sangua commune include Bantang hot spring, one of China's four ancient hot springs, Bantang 6000 year folk culture, agricultural civilization in the Yangtze and Huai River Basin, the birthplace of nest, etc. on the premise of paying attention to local ecological protection, deeply tap the regional characteristics of sangua commune, make use of art to empower, strengthen publicity effect, and stimulate consumption on the one hand, On the other hand, inherit and carry forward traditional culture through art.

According to the different characteristics and geographical location of each village, sangua commune is divided into winter melon folk village, watermelon Food Village and pumpkin e-commerce village. Among them, the white gourd folk custom village mainly excavates and develops the traditional culture of three gourds. For example, the village has mainly built Bantang 6000 year folk custom hall, ancient nest country ruins, manual workshops, etc. In addition, the cultural courtyard, Mr. Yu Mu's cartoon studio, Miao Chaoqun's calligraphy studio, the art creation exchange base of Anhui Provincial Culture Museum and the phenomenon art museum are all in Donggua village, which often undertakes major art exhibitions and has a strong artistic atmosphere.

Watermelon village has a large area and a large number of villagers, which drives the villagers to participate in the Rural Revitalization and construction, art empowers rural houses, and combines the original regional characteristics to build residential accommodation, characteristic farmhouse, Inn and hotel, which adds an important stroke to the tourism service chain of sangua commune.

Pumpkin village is positioned as an e-commerce village, a large village of agricultural special products and an Internet demonstration village. At present, many e-commerce enterprises have settled in, including their own official flagship store of "sangua commune", official flagship store of tmall and jd.com. In addition, it has also attracted minimally invasive National Alliance,

maker space and a large number of cultural and creative bases, rural bars and specialty sales stores, The sales mode of online and offline integration has been realized, which has been greatly recognized by the market and diversified the sales channels of rural products.

4.3. Countryside Provides New Possibilities for Artistic Creation

For art itself, rural culture is an important content of art and an important subject that must be studied. Rural and artistic creation are interdependent. The idea of taking commercial interests as the center is becoming more and more serious in the process of urbanization. More and more art spaces in the city have become the furnishings of businessmen and the facade of the rich. A large number of Urban Artists lost their creative space and were forced to move from the urban center to the urban fringe. At this time, the village can become an artist's refuge, is a new world of artistic creation, and provides new possibilities for artistic creation, so it is inevitable for art to return to the countryside.

4.3.1. Creative Subject

Everyone's first impression of artistic creation is mainly guided by artists, but when art takes rural culture as the main object of expression, it breaks through this stereotype. With artists entering the countryside, the importance of contemporary art, public education and historical consciousness has also been brought to the countryside. More and more villagers are aware of the value of traditional culture in the village. Under the influence of artists, they have a new understanding of art combined with their feelings for the countryside for many years. For example, more and more villagers realize that old houses can be transformed through foreign soil and foreign land, and villagers' skills can also be used in creative works and products.

4.3.2. Creative Form

The form of artistic creation is no longer limited to a narrow art museum or studio, such as the "immersion" exhibition in Anren ancient town. The whole Anren ancient town has become an art experience exhibition hall. When the audience can enjoy the immersion sensory enjoyment by using the forms of painting, installation, film, new media architectural projection and so on, At the same time, it also re examines the history, humanities and art space of Anren ancient town from the perspective of art, so as to spread Anren ancient town in the name of art and further promote the tourism ecological development of Anren ancient town.

On February 21, 2022, the general office of the Ministry of culture and tourism, the general office of the Ministry of education and the office of the State Administration of cultural relics jointly issued the notice on using cultural and tourism resources and cultural relics resources to improve the spiritual quality of teenagers, requiring further integration of cultural and Tourism resources and cultural relics resources to carry out socialist advanced culture The education of revolutionary culture and excellent traditional Chinese culture will enrich the cultural life of teenagers and improve their spiritual quality. In the summer of 2021, the author followed his tutor to carry out the summer "painting" Rural Revitalization practice project in sangua commune. As shown in Figure 2 and Figure 3. During the summer vacation, the family play project of sangua commune includes children's sketching. Facing a large area of sunflowers, children have picked up paintbrushes to draw sunflowers in their eyes, which not only improves the aesthetics, but also promotes family education.



Figure 2. Summer activity site



Figure 3. Summer activity site

With the undertaking of large and small art exhibitions by sangua commune in recent years, more and more artists have noticed the establishment of this village revitalization model village, cultural courtyard, Mr. Yu Mu cartoon studio, Miao Chaoqun calligraphy studio, art creation exchange base of Anhui Provincial Culture Museum, phenomenon Art Museum and so on, It also reflects the important role of culture and art in Rural Revitalization.

5. Conclusion

Art empowering rural culture can play a great role under certain conditions, but art is not sudden and omnipotent. Art enabled villages not only stimulate the subjective will of backward and poor villagers to get rid of poverty and become rich, but also revitalize the local natural and cultural resources. Art can connect each related factor in the village with its own product industry, inject traditional cultural ideas into the village, and develop tourism ideas at the same time. For the sustainable development of the village, we must strengthen the village's own hematopoietic function and introduce foreign blood. The combination of the two will certainly promote the revitalization of the village.

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