

# The Application of Public Art in Commercial Space Design: Take the Taoxichuan Ceramic Culture Creative Park Project as an Example

Yuyuan Yang

Jingdezhen Ceramic Institute, Jingdezhen 333403, China

**Abstract:** In the economic era of the heat wave, China's major commercial complex is in urgent need of industrial upgrading and transformation, through excellent commercial space design to promote the survival and development of the industry is the direction of the majority of space design practitioners. This article around the theme of public art used in the design of commercial space, through the Taoxichuan ceramic culture creative garden project in-depth analysis and research, discusses the value and role of Taoxichuan commercial space of public art, to let the general practitioners combining theory and practice of space design, and use your imagination and creative ability, makes the essence of public art can be widely used in the environmental space design.

**Keywords:** public art, commercial space, environmental design, Taoxichuan

## 1. Concept and characteristics of public art

### 1.1 Concept of public art

Public art is a kind of art works in public space, which has artistic characteristics and serves the public. It includes urban sculpture, murals, installations, water bodies, urban public facilities, architectural surface decoration, landmarks and garden art. If the definition of the concept of public art is simply understood as a certain kind of art school, art style or art form, it is too narrow. In a broad sense, public art, as a cultural phenomenon, involves a wide range of aspects and constantly develops and improves in accordance with the changes of The Times. Therefore, public art is the product of The Times.

### 1.2 Characteristics of public art

#### 1.2.1 Publicity of public art

Public space is a public activity place for public leisure, meeting and entertainment, and public art is a kind of art works with artistic characteristics in public space. Obviously, in addition to artistry, its most prominent feature is publicity. If it only emphasizes its artistry without publicity, it cannot be called public art. For example, if a fine sculpture is placed in one's own yard for family and guests to see only, it is at best a work of art, not a public art work. The purpose of public art is to serve the public. Public art works can not only express the wishes and ideas of the author, but also reflect the cultural attitudes and values of the public, and conform to its background environment. Therefore, the design of public art should not be based on what the creator wants, but on what the public needs.

#### 1.2.2 Location of public art

The regionalism of public art means that public art is in a specific environment, and its design must consider the environment it is in. A regional field performance is by the natural geographical environment, building, street form and the regional people's way of life, values, religious beliefs, and many other factors, formed by the action of it can make people deeply understand the each place and the city has a unique charm and personality, including perception and understanding of deep cultural and spiritual connotation.

China has a vast territory, a long history and many ethnic groups. Each city and region has its own unique natural landscape and regional culture, and its local conditions and folk customs are still of strong vitality even in the modern society. We should respect the unique natural landscape and cultural environment of each region, actively develop the cultural resources of the city and the region, enrich and

strengthen the creation of public art, reflect the unique regional characteristics, historical implication and cultural connotation of the city, and create public art works that are both creative and integrated with the environment. For example: the people's square in the center of the also the groups of sculpture works of art that tells us that the city's unique historical story, using the modern sculpture art gimmick reduction when the ceramic craftsmen work scene, and placed in a square around without acosmia feeling, at the same time shows the "porcelain" profound ceramic culture and bear hardships and stand hard work the good qualities of ceramic craftsmen, impressive.

### ***1.2.3 Diversity of public art***

According to the above, public art has the functions of artistic aesthetics, serving the public and displaying and disseminating urban culture. Secondly, public art has a wide range of subjects, rich content, diverse forms of expression, and generally adopts comprehensive artistic techniques, which makes public art have diversified characteristics.

The application of contemporary public art is also more and more extensive, from city sculpture and murals to gardens, public facilities and large-scale festivals and other activities. Its artistic expression forms, including the use of materials and technical means have been a great breakthrough. Public art with various forms of expression can be better accepted by different people, thus narrowing the distance between art and the public. The use of new materials and new technologies in public art design can make the design more efficient and sustainable, and bring a new experience to the public. For example, in a study I came to Shanghai expo garden, which I'm impressed with is the inside of the China pavilion animated qingming festival painting, this work is based on the modern new media art will be the traditional Chinese painting art more vividly appears on the big screen, given its new artistic vitality, attracted the attention of many tourists from home and abroad. Such works of art not only strengthen people's cultural confidence and national sense of belonging, but also help to show the profound traditional Chinese culture to the world.

## **2. Definition of public art in commercial space**

### ***2.1 Definition of commercial space***

Commercial space can be divided into broad sense and narrow sense: broad sense commercial space refers to all the space forms related to commercial activities; In a narrow sense, commercial space is the spatial form that provides environment for commodity trading, commodity circulation and consumption. Mainly include: commercial district, commercial street, commercial center, specialty stores and so on. Under the current social economy, the commercial space has developed into a commercial circle that integrates the consumption behaviors of accommodation, catering, leisure, entertainment, shopping and so on. It is the most typical urban public space to measure the economic and cultural development of modern cities, and it is also one of the main activity Spaces for urban residents.

### ***2.2 Definition of public art in commercial space***

The commercial space is the public space that concentrates the social life, has the distinct market economy characteristic and the regional culture characteristic. Based on the pioneering characteristics of commercial space, public art design of commercial space should not only meet the needs of commercial environment, but also give play to the artistic expression of its unique space, so as to further promote the benefits of commercial activities in the space. Public art works in commercial space should not only show the cultural connotation of the works, improve the aesthetic ability and artistic accomplishment of the public, but also gather popularity for the commercial space.

## **3. Practical application of public art in commercial space design**

### ***3.1 Overview of Taoxichuan Ceramic Culture Creative Park Project***

Taoxichuan Ceramic Culture Creative Park is located in the golden area of Jingdezhen City. The first phase of the project has been completed and put into use, and the second phase is under development and construction. The park has a rich distribution of business forms, including various art studios, art exchange centers, restaurants and hotels, exhibition halls, shops, outdoor mobile booths, etc. The core area of the park is the Universe Porcelain Factory (with a total construction area of 180,000 square

meters), which sounds really domineering! The biggest feature of the park lies in the protection and transformation of the old industrial sites. The exterior of the building retains the original features of the old factory buildings, while many modern design elements are added into the interior space, which appears very harmonious and unified in a strong contrast. The whole park has a unique design, profound connotations, supporting tourism distribution center, creative market and other popular gathering, complete internal facilities, supporting service facilities and cultural construction will be gradually improved, and eventually built to ceramic culture as the core of the world's cultural and artistic creative exchange platform.

### ***3.2 The value and function of public art in Taoxichuan commercial space***

#### ***3.2.1 In terms of commercial value***

With the rapid development of social economy and culture, the cultural demand, consumption demand and leisure and entertainment demand in residents' daily life are also increasing. In the process of development, many urban commercial complexes absorb diversified art resources, increase the cultural and economic value of commercial activities with the help of public art design of commercial space, promote modern commercial activities and improve economic benefits. For example, in the planning process of Taoxichuan Ceramic Culture and Creative Park, public art design is introduced into commercial space to improve the spatial quality of commercial activities through artistic design and promote the economic and cultural development of Jingdezhen.

For example, Taoxichuan international ceramic culture for the construction of industrial park in the original porcelain industry based on the location of the universe, there are many industrial heritage, rich history context, in a timely manner to protect and repair the old site, industrial buildings and industrial equipment, also built seventy-two fang to edify figure panorama sitting room, ceramic industrial heritage museum of living condition, the Ming and qing dynasties kiln for building corridor, apprentice Chuanxisuo showcase for ceramic non-material cultural heritage such as process, combined with the cultural tourism forms and modern service facilities. The advantages of the commercial complex space environment are integrated into the elements of art design, and through the strong interactive participation characteristics of public art works, various social groups are encouraged to integrate into the specific commercial space through artistic ties. The artistic atmosphere of this new culture, consumption and leisure space will certainly become an extremely effective means for commercial activities to attract consumers, thus enhancing the purchasing power of consumers in commercial space.

#### ***3.2.2 Cultural and artistic value***

Compared with traditional art space such as museum, art museum and art view, commercial space of urban commercial complex has the following characteristics: First, the audience of commercial space is in a wide range, and today's Internet broadcast platform can attract a large number of fans and followers. Secondly, the commercial complex can apply some advanced media and science and technology to build an online and offline interactive platform, which provides a good technical guarantee for the effectiveness, universality and timeliness of art communication. So Taoxichuan ceramic culture creative garden project public art, commercial space, science and technology, the Internet can take advantage of the advanced media broadcast platform the operating functions of commercial space, such as expanding the scope of the art broadcast, shorten the time of transmission, make people can also have very good aesthetic experience in the process of consumption. It helps to draw the distance between the public and art and improve the public's artistic appreciation.

#### ***3.2.3 In terms of social values***

The public art of commercial space has the social value of inheriting the local cultural memory and improving the public cultural service.

The old factories in Taoxichuan Park record the history of Jingdezhen for more than 60 years. There are countless historical stories in Jingdezhen, the "porcelain capital" for thousands of years. These unique ceramic culture, industrial civilization and modern fashion are integrated to create an urban complex in line with the new era. Let the world know Jingdezhen and ceramic culture again through Taoxi River.

Taoxichuan is a complex project, which involves both relocation of old factories and reconstruction of shanty towns. It is not only the industrial transformation and upgrading, development of cultural and creative industries, but also the spiritual home of new-type urbanization, landscape building and drifting people. The Taoxichuan project can not only boost economic growth, but also provide new jobs for the city, settle new houses for a large number of residents, realize the ceramic craftsman's dream of living

and working in peace and contentment, alleviate the livelihood problems to a large extent, and make a great contribution to social harmony and stability.

By incorporating traditional culture related materials into the design works, public art re-displays the gradually disappearing city memory in the modern commercial space, showing and inheriting the historical and cultural value of the city and giving full play to its social value.

#### 4. Conclusion

By integrating public art design into commercial space, public art design not only enhances the sense of space art, but also enhances the economic benefits of commercial space. Of course, public art is inseparable from the history and culture of a city. Public art works should be combined with the local historical background and cultural connotation. Only by combining the local historical background and cultural connotation can they be irreplaceable. Taoxichuan Ceramic Cultural and Creative Park aims to improve the cultural, artistic, economic and functional features of commercial real estate, so as to better serve local residents and effectively publicize the history, culture and ceramic art of Jingdezhen City, thus contributing to the promotion of local economic and cultural development.

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