

# Research on The Design of Rural "Internet-Famous" Tourism Landscape under the Rural Revitalization Strategy

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**Abstract:** At present, traditional sightseeing tours can no longer satisfy tourists' needs in travel. What tourists need is to seek more experiences. This article introduces the porcelain industry with local characteristics of Jingdezhen - the wood-fired kiln, to study how to combine traditional wood-fired kilns with modern landscape design to make it a popular tourist destination that quickly becomes well-known by the public.

**Keywords:** the rural revitalization, traditional wood-fired kiln, "internet-famous" landscape, the rural construction

## 1. Introduction

"Living in a farmhouse, eating local vegetables and watching ancient architecture" is no longer the entire content of tourism in rural areas. However, under the operation of the modern commercialization model, the same and single rural tourism model makes regional tourism increasingly lose its characteristics. Tourists can even buy tourist souvenirs that are produced from Yiwu and exactly the same at many different tourist spots. The regional culture of the village shows the locality, culture and history of the village, and is a unique mark formed in the development of the village. China has a long history and a vast territory. With historical changes, different natural conditions and traditional cultural backgrounds have been formed in each village, forming a unique local rural landscape. The reconstruction and renewal of the rural landscape needs the support of regional culture. Only by carefully observing, extracting the regional cultural characteristics recognized by the local residents and applying them to the landscape design, can we get a unique landscape.

## 2. Case study of "internet-famous" tourism landscape: Bingding wood-fired kiln in Qiancheng village

### 2.1 Advantages and disadvantages of traditional wood-fired kiln

Wood-fired kiln is a traditional kiln. Pine is mainly used as fuel, and the frequency of firewood throwing and the natural suction force of the chimney are used to control the temperature rise and air pressure. However, due to its huge demand for wood, high cost of burning and destruction of vegetation, produce a lot of smoke, pollution of the environment, gradually replaced by gas kiln. Now only a small amount of wood-fired kilns are fired irregularly for scientific research and antique porcelain research. Due to the technical conditions, the finished product rate of wood-fired kiln porcelain is very low, and each kiln has to burn nearly 30,000-40,000 yuan of masson pine wood, which is costly. The kiln needs a set of experienced team to work together, the fire and temperature completely depends on the master to control, during the firing master to observe the kiln mouth flame for dozens of hours, a slight negligence will fail. The temperatures at different positions in the kiln are different, so the quality of porcelain fired from the same kiln is very different. The glaze color of the finished product shows great uncertainty, and the color is changing, which is also the reason for the pursuit of professional players. Lv Pintian, vice president of the Chinese Academy of Art, thinks that conditional areas from the preservation of historical memory point of view, retain one to two kilns, limited use is also possible. In addition, the display of wood-fired kiln firing technology has high aesthetic value, which is conducive to tourism development.



*Figure 1: Ancient Kiln ruins and the firewood heap of the kiln*

## **2.2 The present situation of Bingding wood-fired kiln in Qiancheng Village**

Qiancheng Village belongs to Xianghu Town, Fuliang County, Jingdezhen City, Which is 20 kilometers away from Jingdezhen City. The village is surrounded by 740 Community, Ling'an Village, Lantian Village, Jiuyingshan Forest Farm Living Area, Shuangfeng Village, Xi'an Village, Xianghu Village and other villages. The village covers an area of 30 square kilometers and has a population of 1680 people. It is a typical southern hilly area with forest coverage rate of more than 80%. In winter, the northwest monsoon is not always wet, and the distribution of climate resources is complex and diverse. In the past, the whole village farmers maintained their livelihoods by planting bamboo and rice crops. In recent years, with the goal of building a new countryside, the village has made great efforts to develop new industries with characteristics such as tourism, aquaculture and planting. The Dingchai kiln in Qiancheng Village, Fuliang County, Jingdezhen was designed by Zhang Lei United Construction Office. The whole building was built by fair-faced concrete and no wall bolt was used. Combination of classical and modern, will inherit thousands of years of traditional wood kiln and modern geometric aesthetics design organic combination. It is "aesthetic reconstruction" in another sense. Such a "high-value" landscape has attracted wide attention from the media as the theme of the 16th Venice Biennale in 2018. It has attracted a large number of literary youth to go to pilgrimage, and even many new people have selected wedding photos here.

Along with the word "net celebrity" has become one of the most popular annual vocabulary in the social circle and even the Internet age. The "net celebrity check-in place" has become a new urban landmark in the social age, attracting a crowd of young people to visit. What kind of place can become an online celebrity check-in place? To sum up, it is often inseparable from the elements of food, beauty, fashion and art. A series of stunningly beautiful photos have triggered numerous thumb ups on WeChat Moments, which are irresistible to young people. The choice of the scene is the key, so the web celebrity landscape full of design sense has become a must-visit place for tourists. Major APPs such as TikTok, Kuaishou, and Xiaohongshu have been pushing them wildly, and now they have become the must-see scenic spots when traveling to Chongqing, which put forward new requirements for the current rural landscape design. Can we create "net celebrity" check-in landscapes to drive rural tourism? The answer is yes. The Bingding wood-fired kiln, located in Qiancheng Village, Fuliang County, Jingdezhen was designed by Zhang Lei United Construction Office. The whole building is made of fair-faced concrete without using a bolt through the wall. The architecture combines classic and modern architecture, combining traditional wood kilns that have been passed down for thousands of years with modern geometric aesthetic design, forming an "aesthetic reconstruction" in another sense. Such a "high-value" landscape as the theme of the exhibition aroused widespread media attention when it appeared in the 16th Venice Biennale in 2018, which attracted a large number of literary and artistic youths to go to the

pilgrimage, and even many newcomers took their wedding photos.



*Figure 2: The external space of Bingding wood-fired kiln*

In today's world of energy conservation, emission reduction and "green water and green mountains", as a traditional wood-fired kiln, the consumption of forest resources is huge, and the firing effect is even more difficult to grasp, which requires a pile master with many years of experience to keep watch and supervise around the clock, so the traditional kiln shows various disadvantages. Bingding Wood-fired Kiln Art Museum was designed by Zhang Lei, a professor at Nanjing University's School of Architecture and Urban Planning, who believes that the kiln room is not only a ceramic firing workshop in the traditional sense, but also an exhibition space and a place for porcelain lovers to actively participate. Here, the traditional skills can be displayed and the sense of ritual of traditional handicraft can be expressed. The client wanted to create a building "beyond Tadao Ando", and the most notable feature of the building is that the exterior of the concrete wall is supported by a steel structure formwork, which makes the 1800 m<sup>2</sup> exposed concrete building without the use of a wall bolt. The spatial ritual sense of Bingding wood-fired kiln is created with the kiln as the core throughout. The kiln house uses a concrete arch similar to the brick arch structure of the kiln as the basic element, and the kiln is designed symmetrically with the central axis. The top light belt, wall strip and window, and ground vertical joints all point to the shaft of the kiln. Slender skylight falls from the center of the roof and moves over the surface of the kiln over time. From the inside and outside to produce glitter and shading changes. There will be many visitors to participate in the whole process of porcelain firing. Experiencing the design of the annular line in the kiln, visitors can contact the firing process in all directions and close distances from all angles to obtain an unparalleled sense of participation.

In Qiancheng Village, a quiet and beautiful southern hilly village in Fuliang County, the designer and the local government hope to bring more attention to Jingdezhen ceramic industry with the help of the revival of wood-fired kiln, and also bring new opportunities for traditional ceramic technology and local economy. The design works of Bingding wood-fired kiln were exhibited as one of the themes of the "Industry" section of the China Pavilion of the Venice Biennale in 2018, which is a new exploration direction of modern landscape design. Through the new landscape design, the works combine tradition with modernity, making more people focus on the countryside and traditional culture: let people discover the greatness of ancient craftsman spirit and realize the revival of Chinese traditional culture. First of all, the concept of sustainable design should be throughout the design. Second is about the regional thinking, thinking about the practical problems faced by the local countryside, and communicate with the villagers. Only in this way can we solve regional problems according to local conditions and implement landscape design. Therefore, a good landscape project has more positive significance to the countryside than to the city.



Figure 3: The internal space of Bingding wood-fired kiln

### 3. Some enlightenment of "web celebrity" scenic spots

Landscape image design refers to the entity landscape image design of rural regional cultural elements to make it meet the aesthetic needs of human beings and create a tranquil and pleasant environmental image. The cultural shaping of landscape refers to the screening of cultural elements with distinctive regional characteristics through the excavation of historical legends, folk customs and traditional folk crafts in rural areas. Then, the local characteristics of Jingdezhen are integrated into the landscape design in the form of theme innovation, forming a unique landscape image and giving people a fresh feeling.

Retaining nostalgia is culture. Based on the local characteristics of Jingdezhen, guided by the theory of "patch- corridor- matrix" of landscape ecology, the article analyzes the regional cultural characteristics of Jinkeng Village, and draws lessons from the theory of landscape heterogeneity and diversity to shape stable, ecological and diverse rural local characteristics. Referring to the related theory of landscape aesthetics, from 1) to emphasize the landscape sequence; 2) Focus on the treatment of landscape boundaries; 3) Strengthening control of negative landscapes; 4) Making full use of the landscaping function of plants ; 5) The use of landscape sketches to increase artistic five aspects of landscape art design methods. Through field research, the article analyzes the combination of regional cultural characteristics and landscape design of Jinkeng Village, and realizes the development conditions of rural revitalization: 1) beautiful natural ecological environment; 2) Rich agricultural resources; 3) The distinctive historical and cultural connotations; 4) Convenient locational transport advantages; 5) The arrival of major policy opportunities. The problems existing in the current rural revitalization construction are summarized.

### 4. Conclusion

As Bingding wood-fired kiln is known by more and more people as a "internet-famous" scenic spot, more and more tourists come to this small village of Fuliang County for tourism. Affected by the epidemic, more and more people choose domestic travel and travel in small scale. Villagers in Qiancheng Village can combine their existing advantages to develop tourism industries such as home stays and rural local vegetables. In this way, their employment problems can be solved at home, and social problems such as left-behind children and left-behind elderly in rural areas can also be well handled. It can be said to achieve many things at one stroke. This is a new exploration direction of modern landscape design

and culture should be diversified. Various cultural elements should be combined with each other, including the combination of traditional culture and modern culture. In this way, through the new landscape design, more people will pay their attention on the countryside and traditional culture, so as to truly contribute to China's rural construction.

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