

Research on the Cross Border Integration Methods of Commercial Street Landscape Design under the Background of New Media Art

Jun Xie

School of Art & Design, Jingdezhen Ceramic University, Jingdezhen, China

Abstract: *With the rapid development of science and technology, the application of new media art in urban landscape design is increasingly extensive. As an important part of urban life, the landscape design of commercial street is not only related to aesthetic value, but also carries multiple functions such as commerce, culture and social interaction. In this paper, the correlation between new media art and commercial street landscape design is first analyzed, and then the cross-border integration method of commercial street landscape design in the context of new media art is proposed, including four aspects, such as interactive experience design, digital landscape design, cultural and creative integration, cross-border cooperation and innovation. In order to provide theoretical support and practical guidance for the innovation and development of commercial street landscape design.*

Keywords: *New media art; the commercial street; landscape design; cross-border fusion method*

1. Introduction

New media art, as an emerging force in the field of contemporary art, injects new vitality and inspiration into traditional landscape design with its incomparable interaction, participation and technology. In the era of informatization and digitalization, new media art not only expands the boundaries of artistic creation, but also brings unprecedented innovation space to landscape design [1]. Commercial street, as an important stage of urban life, its landscape design is not only the display window of urban style, but also an important place for public leisure and entertainment. Therefore, the landscape design of commercial streets should keep up with the pace of The Times, actively integrate the elements of new media art, and create landscape space with the characteristics of The Times and cultural connotations [2].

2. The correlation analysis between new media art and commercial street landscape design

2.1 The characteristics and influence of new media art

New media art, as an emerging force in the field of contemporary art, is deeply influencing all aspects of urban landscape design with its unique charm [3]. With the help of digital technology, network technology and other modern scientific and technological means, it not only realizes the diversification and interaction of artistic expression, but also infuses new vitality and creativity into commercial street landscape design. In the commercial street landscape design, the new media art, with its unique art form, provides the designers with a new inspiration. Designers can use digital projection, LED screens, interactive devices and other new media technologies to create a colorful visual experience, making the landscape of the commercial street more vivid and interesting [4]. For example, at night, through digital projection technology, the wall, ground and other Spaces of the commercial street are built into a dreamlike light and shadow world, attracting the eyes of pedestrians and enhancing the attractiveness of the commercial street. At the same time, the interaction of new media art has also brought revolutionary changes to the landscape design of commercial streets. The traditional commercial street landscape is often only a static and one-way display, while the new media art can make pedestrians interact with the landscape through various interactive installations, thus enhancing the sense of participation and experience of pedestrians. For example, some sensing devices are set up in the commercial street. When pedestrians pass by, the devices will emit sound, light and other responses, so that pedestrians can feel the vitality of the landscape [5]. In addition, new media art can also integrate the historical culture, regional characteristics and other elements of the commercial street into the landscape design, and present

them through digital technology and other means, so that pedestrians can not only enjoy the beautiful scenery, but also feel the cultural heritage of the commercial street.

2.2 The Demand and challenge of commercial street landscape design for new media art

As the center of commercial activities, the commercial street must provide a platform for merchants to display their goods, while providing consumers with a convenient shopping experience. In addition, the commercial street also carries multiple functions such as social interaction, entertainment and leisure, so the landscape design needs to fully consider these needs to create a practical and beautiful space [6]. Every city has its unique historical background and cultural heritage, commercial street as an important part of the city, its landscape design should be able to reflect these characteristics. Using local cultural elements, architectural styles and historical symbols, commercial streets can create a commercial street landscape with local characteristics and enhance citizens' sense of belonging and pride. However, commercial street landscape design also faces some challenges. On the one hand, with the acceleration of urbanization and the growth of population, the passenger flow of commercial streets is increasing day by day, which puts forward higher requirements for the carrying capacity and safety of landscape design. Designers need to ensure the beauty of the same time, fully consider the flow of people, traffic and other factors to ensure the safety of the commercial street.

3. Cross-border integration methods of commercial street landscape design in the context of new media art

3.1 The Interactive experience design

New media art is increasingly becoming a new force in contemporary urban landscape and commercial space. It skillfully integrates new media technology into landscape facilities, bringing unprecedented interactive experience to tourists. These art installations not only add to the visual beauty of space, but also interweave art and commercial activities, forming a unique blending experience. Under the construction of new media art, traditional landscapes and facilities have been given new vitality. Interactive projection technology makes the wall, the ground and even the whole space become the carrier of art. When tourists approach, their movements and voices can trigger changes in the projection screen, as if in a magical world. This interactive experience not only stimulates the curiosity of tourists, but also allows them to feel the charm of art more deeply. Touch screen device is another important application of new media art in commercial space. In shopping centers or commercial districts, tourists can browse product information, participate in interactive games or watch art performances through touch screens. This combination of shopping and art appreciation not only provides visitors with more convenient services, but also allows them to enjoy the fun of art while shopping. In addition, new media art has also created a platform for tourists through advanced technologies such as virtual reality and augmented reality.

3.2 Digital landscape design

In today's digital age, the landscape design of commercial streets is undergoing unprecedented innovation. We use advanced digital technology to digitally simulate the landscape of the commercial street, so as to realize the visualization of landscape design. Digital simulation technology not only provides designers with powerful tools, so that they can accurately simulate and display the landscape effect of the commercial street in the virtual environment, this simulation technology can be highly restored to the actual scene, including buildings, roads, greening, lighting and other elements, so that designers can intuitively feel the visual effect of the design scheme and the overall atmosphere. More importantly, digital simulation technology allows designers to make adjustments in real time. When designers find that there is a problem with an element or the overall layout, they can immediately modify it in the virtual environment and immediately see the effect of the modification, this real-time adjustment ability greatly improves the design efficiency and reduces the cost of repeated modifications and reconstruction. In addition to designers, visitors and residents of the high street can also benefit from digital simulation technology. They use virtual reality (VR) or augmented reality (AR) technology to carry out interactive experience in the virtual environment of the commercial street, and feel the landscape effect of the future commercial street in advance. This interactive experience not only increases the expectations of tourists and residents on the commercial street, but also provides valuable reference for the operation and management of the commercial street. In addition, we collect and analyze the

behavioral data and feedback of tourists and residents in the virtual environment, and continuously optimize the landscape design of the commercial street. These data can help us understand the needs and preferences of tourists and residents, so as to design a landscape plan that is more in line with their expectations. At the same time, we can also adjust the design strategy according to the changing trend of the data to adapt to the changing market demand.

3.3 Cultural and creative integration

In today's era of information explosion, new media art, with its unique innovation, has injected new vitality into the cultural and creative industry. When new media art and cultural creative industry meet, and dig deeply into regional cultural characteristics, a new landscape space emerges, which is not only visual enjoyment, but also cultural inheritance and experience. Regional culture is the soul of a region, which contains the local history, customs, traditions and the wisdom of the people. By combining new media art with cultural and creative industries, these intangible cultural elements are transformed into tangible art forms, and local culture is vividly displayed through modern art forms such as art installations and sculptures.

For example, in an ancient city with a long history and culture, new media art is used to create a "time tunnel" installation. Visitors step into it, as if through time and space, back to the ancient prosperity, through projection technology, sound art and other new media means, the ancient life scenes, cultural customs are presented one by one, so that visitors can feel the charm of ancient culture in an immersive experience. While enjoying the beautiful scenery, tourists can also have a deep understanding of the local landscape culture, such landscape space not only has a high ornamental value, but also a cultural baptism. It allows tourists to enjoy the unique charm of local culture in a relaxed and pleasant atmosphere, and enhances the sense of identity and belonging to the local culture. At the same time, it also injected new vitality into the local cultural and creative industries and promoted the development of cultural industries.

3.4 Cross-border cooperation and innovation

In the context of new media art, commercial street landscape design is ushering in unprecedented cross-border integration opportunities, which not only provides a broad creative space for designers, artists and businesses, but also injects new vitality and charm into the commercial street. Cross-border cooperation is the key to the innovation of commercial street landscape design in the context of new media art. This cooperation mode encourages designers, artists and businesses in different fields to break the traditional boundaries and participate in the whole process of commercial street landscape design. Designers should learn from artists' innovative thinking and expression techniques, and skillfully integrate artistic elements into landscape design; Artists should cooperate with designers to combine artistic works with commercial space to realize the transformation of artistic value. Businesses should take this opportunity to create a unique business environment, enhance brand image, and attract consumers.

In cross-border cooperation, resource sharing and complementary advantages are the basis for innovation. Designers, artists and merchants each have unique resources and advantages, and through cooperation, resources can be optimized and complementary. For example, designers use the creativity and inspiration of artists to create more artistic landscape works; The artist uses the professional skills and experience of the designer to better integrate the artwork into the business environment; Merchants use new media technology to enhance the sense of science and technology and interaction of landscape design to bring consumers a new shopping experience. In practical terms, cross-border cooperation can be carried out in a variety of ways. The first is to invite artists to create and exhibit on the commercial street, so that art and commercial space can achieve seamless connection; The second is to organize designers and businesses to participate in design competitions or creative fairs and other activities to stimulate innovative inspiration and creative collision; The third is to establish a long-term and stable cooperative relationship to jointly create a commercial street landscape brand with local characteristics.

In the process of cross-border cooperation, innovation is the core driving force for development. Designers, artists and businesses need to constantly explore new creative elements and expression techniques, and organically integrate traditional and modern elements, art and business, online and offline elements.

4. Conclusions

To sum up, new media art has brought new opportunities and challenges to commercial street landscape design. In the context of new media art, the landscape design of commercial streets adopts the cross-border integration method, which can create landscape space with the characteristics of The Times and cultural connotation, and enhance the overall charm and competitiveness of commercial streets. In the future, we should continue to strengthen the research on the integration of new media art and commercial street landscape design, and promote the innovation and development of commercial street landscape design.

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