

On the application of traditional folk art in modern environmental art design

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ABSTRACT. *This paper starts with the analysis of the influence of traditional folk art in modern environmental art design, then elaborates the relationship between modern environmental art design and traditional folk art, and finally analyzes the specific application of traditional folk art in modern environmental art, including the application of color elements in modern environmental art, the application of regional elements in modern environmental art, the application of symbolic elements in modern environmental art and plastic elements in modern environmental art. In order to make relevant people understand the relationship between traditional folk art and modern environmental art design, and pay attention to the use of traditional folk art in modern environmental art design.*

KEYWORD: *Tradition; Folk art; Modern; Environmental art design*

1. Introduction

The traditional folk art of our country contains Chinese culture with a long history, including folk customs and regional culture, which has distinct characteristics. With the rapid development of economy, people pay more attention to environmental art design. Adding traditional folk art to environmental art design is also in line with the development of the times, to meet the needs of the audience for environmental art design. In many works of art, we can see the figure of traditional folk art. In modern environmental design, environmental designers attach more importance to the application of traditional folk art color, which makes the artistic charm of their works stronger.

2. The influence of traditional folk art in modern environmental art design

One of the important elements of environmental art design is simplicity, which is consistent with the subjective spirit of traditional folk art. Compared with other arts, traditional folk art pays more attention to the spiritual level of works and ignores the appearance of works. In modern environmental art design, many design inspiration

are from traditional folk art. As we all know, there is a scene where cars and rhinoceros walk together in a pulley car in Ford's advertisement. This is a better display of the characteristics of the traditional folk art and the flexibility of modern cars. It can be seen that part of the inspiration of modern designers in the design of their works comes from the traditional folk art design. At present, the progress of the society also has new requirements for the modern environmental art design. When carrying out the environmental art design, we need to pay more attention to the modernity of the works. At the same time, we cannot ignore the in-depth excavation of the traditional folk art. We need to pay attention to the excavation of its diversified elements, and be able to use them reasonably in the process of modern environmental art design. In this way, the vitality of modern environmental art design can be further increased. The integration of more elements of traditional folk art into modern environmental art design can further increase the sense of historical massiveness of the works and effectively enhance the connotation of the works, so that the works designed can be really liked by the audience.

3. The relationship between modern environmental art design and traditional folk art

There is an inseparable relationship between modern environmental art design and traditional folk art. They are integrated with each other. Traditional folk art is widely used in modern environmental art design, effectively increasing the artistry of works and enhancing the connotation of works. In modern environmental art design, it is traditional folk art that can provide modeling inspiration for it. In modern environmental design, due to the influence of the diversified modeling of the traditional folk art design party on the modern environmental art design, most designers will study and appreciate the traditional folk art design, and combine the inspiration generated in the process of research and appreciation with the actual needs of the design works to ensure that the designed environmental art works meet the needs. Most of the fine arts in our country are loved by people. Most of them are bright in color. The works with bright colors have distinctive features and are more likely to be liked by most people. In the process of modern environmental art design, in order to further enhance the beauty and vitality of art works, we need to increase the use of traditional art colors in the process of design and creation. Through research, it is found that traditional folk art works are closer to people's real life, and more folk arts are applied in daily life, such as buildings with various shapes, clothes with rich printing design and paper-cut art. In the practical work of modern environmental art design, designers need to inherit the culture of traditional folk art, attach importance to drawing lessons from the essence of folk art, and constantly excavate the artistic and aesthetic value of traditional folk art. Only in this way can we design works with rich connotation and unique artistry so as to effectively enhance the aesthetic quality of their design works.

4. Specific application of traditional folk art in modern environmental art

4.1 The application of color elements in modern environmental art

In the form of traditional folk art, the concept of culture overlaps the color and sentiment of folk art. Traditional life also has an impact on the creation of traditional folk art. The public's life attitude, value standard and aesthetic taste are mostly the same. Traditional folk art first needs to strictly abide by the traditional concept. At the same time, in order to catch the audience's visual psychology, it further strengthens the color concept of folk art. In the creation of traditional folk art, the color of art creation should first follow the connotation of color culture, and then effectively enhance the aesthetic feeling of its visual effect. Generally speaking, in order to make the color matching more harmonious, most of the colors that people are familiar with are selected, such as the auspicious red which often appears in people's daily life, such as wedding, birthday and festivals. This color can effectively mobilize the audience's visual experience, and make the audience's emotional experience more abundant. Generally speaking, folk artists pay more attention to the color matching form of "white, green and red" when they create their works. Through color matching, the visual effect presented in front of the audience becomes lively and generous. Of course, the traditional folk art color in modeling, unity and coordination of the principle of more attention.

Color occupies the main position in the design of modern environmental art. When people are stimulated by different colors, they will have different physiological and psychological reactions. Generally speaking, people's physiological reactions will be affected by hallucinations and color errors. People's visual sensory physiology is the basis of color perception. Individual differences, group color emotions and the changes of the times will affect the color effect. In modern environmental art design, the traditional color consciousness is also reflected. People's use of color endows emotion with a specific cultural concept, and color has gradually become a kind of master schema.

4.2 Application of regional elements in modern environmental art

Different regional environment will have great differences, folk art is affected by the region, the form of expression is rich and has distinct characteristics of regional elements. For example, Hubei paper-cut culture, one of the popular folk arts, has a strong regional color. Most designers will apply different regional elements of traditional folk art to the design of modern environmental art, which can avoid the repetition of environmental art. When designers design modern environmental art, the art elements of different regions as design tools can make people's thoughts and consciousness affected by the environmental art way, and also can better inherit the artistic emotion, spiritual outlook and culture of different regions. Environmental art designers need to conduct in-depth research and understanding of traditional folk art elements in different regions, comprehensively analyze the regional art elements in

different historical backgrounds in different regions, and apply them properly in modern environmental art design, so as to promote the integration of different arts. In the process of modern environmental art design, the designers should use the regional elements to ensure their rationality in the design works and avoid the cultural conflicts due to improper use. In the modern environmental art design work, the participation of traditional folk art makes the cultural connotation of environmental art works richer, but at the same time, designers should also pay attention to the integration of regional elements in foreign art and traditional folk art, so that different regional elements collide with the spark of art, and improve the artistry and ornamental value of works.

4.3 Application of symbol elements in modern environmental art

Symbol elements are widely used in modern environmental art design. Symbol element is an important part of folk art culture. In the long history of development, folk art culture has formed symbol elements with distinct characteristics and rich cultural connotation. In the actual work, environmental designers need to combine the needs of the actual design and creation, in-depth study of the representative symbols in folk art culture, and make reasonable use of the symbol elements in the process of creation and design, so as to make the cultural nature of environmental design more abundant. Traditional folk art has a variety of symbols with rich meanings, such as double dragon playing pearl, mandarin duck playing water and different totems in the tribe. In modern environmental art design, designers need to have a correct understanding of the ideas they want to convey, and then choose different art symbols, and apply the selected art symbols in environmental art creation, so as to make their environmental art works more innovative.

4.4 Application of modeling elements in modern environmental art

As one of the traditional folk art elements, the traditional folk art modeling is more unique and widely used in modern environmental art. Traditional folk art has rich shapes, different shapes convey different emotions and arts of designers, which is the expression of the unique way of thinking of folk artists. In modern environmental art design, modeling elements are not only modeling, but also creating “potential”. The potential here refers to the situation and environmental atmosphere. Different “potential” will bring different feelings to the audience and convey different connotations of environmental art works. Environmental art works mainly pass on the whole spiritual outlook through “potential”, which is a diversified form of expression. In modern environmental art design, the form of modeling is divided into two kinds: abstract and concrete. The form of reality exists in the actual space, which can be directly seen or intuitively perceived by people is concrete; the form of virtual existence is formed by people's subjective thinking, which is ABSTRACT. In modern environmental art design, the use of abstract and concrete modeling elements is more important. Designers will choose different

modeling elements according to their different expression connotation and transfer art.

5. Conclusion

The concept of traditional color is deeply displayed in the creation of folk art. Color elements are widely used in modern environmental art. In modern environmental art design, the color of traditional folk art has great influence on the creation of environmental art design. Traditional folk art is integrated into modern environmental art design. Through the application of various art elements, the quality of environmental design can be improved, the aesthetic quality of environmental art design can be effectively improved, and the sustainable development of modern environmental art can be promoted.

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