

On the application of Chinese traditional cultural elements in modern environmental art design

Shuge Su, Hui Zhong

College of Arts and Media, Kunming University of Science and Technology, Kunming, Yunnan, 650500, China

Abstract: *With the continuous development of social and economic level, China's science, education and cultural undertakings have gradually improved, bringing new possibilities for traditional culture and innovation in different fields. Analysis of the current field of modern environmental art design shows that in the whole environmental design work, the integration of traditional cultural elements is more and more, which provides many elements for the innovation and development of modern environmental art. However, some design products blindly pursue traditional cultural elements and lack of modern aesthetic integration in actual design work, which will directly affect the creation of design work New developments. As designers, it is necessary to establish a correct awareness of the integration of traditional culture and modern art, and better play the role of traditional culture in modern design work.*

Keywords: *China, traditional cultural elements, modern environment, art design, innovative use*

1. Introduction

With the continuous development of art design field, the application of traditional culture in modern environmental art design is increasing, and some works with strong Chinese style and Chinese elements are constantly emerging. Nowadays, there are many traces of traditional culture in China's costume design elements, but there are not many works that introduce traditional cultural elements into modern environmental art. Therefore, we can conclude that in order to make the world understand Chinese culture, it is necessary to integrate the artistic features of traditional elements into new environmental art design works, which will shine more brilliantly on the world stage. This work needs to increase the innovative consciousness and strength of works.

2. Overview of Chinese traditional cultural elements and modern environmental art design

Environmental design not only reflects the human geography of the region, but also is the designer's artistic display of the cultural background and cultural accomplishment of the environment. No matter what means of expression and forms of creation are used, environmental art will ultimately show the cultural connotation. Integrating traditional cultural elements into modern environmental design can highlight the inheritance and development of Chinese culture. With the acceleration of people's life rhythm and the change of aesthetic vision, environmental art design works become single in form and mediocre in content, and can't deeply show the inner beauty and core connotation of Chinese traditional culture. As a science, industry plays an important role in the construction of human civilization. The standard itself has the ability to build functional technical indicators, covering three levels: function, aesthetics and symbolism. The former Soviet Union has defined three principles of art design. The first is to "comprehensively solve and simultaneously solve practical-function problems, structure-technology problems, economic problems and aesthetic problems". The second point is "consideration of environment and specific conditions"; The third is "the unity of form and content (image)" [1]. The first principle of modern design summarized by H E ·Spara is "practicality+convenience+beauty". He said, "Each of them is the sum of certain factors: the first one represents technical and economic factors; The second term represents ergonomic elements; The third element represents beauty. "Through classification, it is enough to show that the industrial design standard has the possibility of forming technical parameters. Through the classification, it is sufficient to show that the industrial design standard has the possibility of forming technical parameters.

2.1 Brief introduction of Chinese traditional cultural elements

Chinese traditional culture has a long history, profound connotation and rich national traditional culture atmosphere, which is the essence of China's civilization development for thousands of years. Chinese traditional culture is the Chinese civilization and Chinese culture. It is the realistic carrier of harmonious intercommunication of multi-cultures with Taoism, Confucianism, Zhuangzi and Mozi as the mainstay. It refers to the Chinese nation's inheritance of morality, spiritual concepts and forms, and the general name of all kinds of cultural thoughts. It is the foundation of Chinese culture's creativity to express traditional cultural elements through music, clothing, architecture, works, customs and symbols.

2.2 Brief introduction of modern environmental art design

Environmental design is a category of art. Compared with architectural design, the planning of environmental art is more extensive, more emotional than architectural design engineering, and its rich connotation is a distinctive art category. The influence of environmental art in real life is more practical than other arts. The so-called modern environmental art design refers to a kind of artistic expression with strong comprehensiveness which is organically combined with the design concept and environmental connotation. It not only includes the basic knowledge of art such as color, perspective and sketch, but also dabbles in the knowledge of urban architectural design, urban planning, garden art and so on. Environmental art design emphasizes the integration of environment and design concept through the shaping of overall spatial structure, the use of light and shadow colors, etc., so that modern art works can have vitality, expressiveness and appeal in the contemporary environment, thus showing the unique charm of design.

3. The connotation of the combination of Chinese traditional cultural elements and modern environmental art design

3.1 Connotation of Chinese traditional cultural elements

Chinese traditional culture is the cultural content accumulated by our nation for thousands of years. The traditional cultural elements formed under the unique national diet customs and cultural inheritance can show the historical and cultural characteristics of a nation. China has a long history and rich cultural heritage. Because there are many nationalities, the accumulation of national culture in China is characterized by diversity, richness and inclusiveness. Chinese traditional cultural elements are applied in various fields, whether in art, life, economy, society and other aspects, we can see the content of applying traditional cultural elements in related works. Traditional cultural elements occupy an extremely important position in all fields of social development in our country. Traditional cultural elements are not just a certain color or works, but also a kind of national characteristics. They can represent the accumulation of social development in our country and show the image and national spirit of China.

3.2 Connotation of modern environmental art design

At present, there are many contents in the field of environmental art design, and this work is comprehensive, including not only the design planning contents in environmental art engineering, but also the contents in art and design scheme and comprehensive design. The comprehensive application of these aspects shows the unique artistic features of environmental art design. The connotation of environmental art design includes the planning, design, modeling of environmental art space, interior decoration, color matching of space combination materials, etc. Nowadays, eco-environmental protection materials of environmental space and lighting effects have become an important content that designers need to analyze. Innovative introduction of Chinese traditional cultural elements into modern environmental art design can present distinctive artistic styles and innovative design methods for diversified modern environmental art design.

4. Problems and significance of the combination of Chinese traditional cultural elements and modern environmental art design

4.1 The combination of Chinese traditional cultural elements and modern environmental art design

Chinese traditional cultural elements mainly display the simple and elegant features in the design,

and the architectural features of different regions are different. Because of the influence of Chinese unique etiquette and governing thoughts, most designs attach importance to the preservation of natural features. Modern environmental design should follow this feature and combine natural elements to improve the vitality of design works. Although environmental art design also emphasizes the characteristics of Chinese style, most of them only display some simple traditional cultural features in the application of colors. This simple color application lacks the soul of Chinese cultural elements. In addition, with the continuous improvement of social development speed in China, the investment time in modern environmental art design is less, and the reference of Chinese traditional cultural elements in design work is not enough. Influenced by foreign design concepts, some Chinese people pursue European style in design. It makes some existing environmental art works in China appear nondescript. The number of traditional design works is gradually decreasing, which needs our key protection in the field of design work. Some works with traditional artistic characteristics are reflected in the rural ancient center, but they are less and less combined with modern environmental art design [1].

4.2 Chinese traditional cultural elements to promote the significance of modern environmental art design

The application of Chinese traditional cultural elements in environmental design works can make modern environmental art works more expressive. In the process of rapid development of world culture in the world, Chinese national culture can still take the lead, highlighting Chinese national characteristics and traditional cultural heritage. The implicit and majestic style of Chinese culture makes people immersed in modern environmental design works. Chinese traditional cultural elements can strengthen designers' innovative thinking, develop their personal innovative ability, and also arouse the joint power of viewers, prompting people to think deeply about the social environment and history and culture. It is the feature of modern environmental art design works that is more prominent, can show more artistic connotations in the long history and can stand the test of social development and international fashion pulse. Chinese traditional culture attaches great importance to harmony and unity, and the corresponding design work will meet the development demands of modern ecological design, which is the embodiment of harmonious coexistence between man and nature. On the basis of respecting the operation law of Heaven, it highlights the essence of modern environmental art design and embodies a stronger artistic appeal.

5. The application of Chinese traditional cultural elements in modern environmental art design

5.1 Inheritance and evolution of traditional cultural elements

Summarizing the current work in China's design field, we can know that the application of some traditional elements in modern design can not only show the characteristics of the broad spirit of Chinese culture, but also show the characteristics and charm of art and highlight the charm of design works. Applying these elements to modern environmental art design can show the long history of Chinese traditional culture, which is the development and inheritance of historical civilization. Therefore, in modern environmental art design work, some traditional colors, patterns and corresponding design concepts can be appropriately introduced. As all practitioners in the design industry know, when applying traditional cultural elements, they can show striking visual effects through colors, patterns and other contents, accumulate and imitate traditional cultural elements in actual work, and apply them to new environmental art design work to realize new innovation and development. From the perspective of aesthetics and mechanics, this paper analyzes the thinking of ancient creative designers, develops and analyzes them in depth, and further deepens the original design concept and makes the works more perfect by combining modern design concepts and creative methods. As a matter of fact, many elements of Chinese traditional culture have been applied to many environmental buildings and other design works, and good results have been achieved in this respect. These works have accumulated rich experience in introducing traditional culture into modern design work [2].

5.2 Innovation of traditional cultural elements based on modern design

Development can't be separated from the idea of innovation. Innovative thinking is applied in all fields of society, and the field of modern environmental art design needs innovative development. If modern design practitioners want to achieve a breakthrough in their work, they must strengthen their own innovative ideas and introduce diversified cultural elements into modern environmental art design

work, focusing on the application of Chinese traditional cultural characteristics. This will not only make the design works have more cultural connotations, but also show diversified hierarchical characteristics. In order to realize the more professional presentation of Chinese traditional cultural elements in the new design environment, designers must innovate the traditional culture, process and design it, so that it can present new artistic expressions and highlight the designer's design ideas. For example, when designing the environment, besides paying attention to its sustainable development, strengthening the aesthetic feeling of culture and art, and attaching importance to the design concept of people-oriented, the designers should stand from the perspective of nature, carry out the design work according to the actual situation of the surrounding environment, and combine the design concept of traditional culture to make new and innovative designs for relevant vegetation platforms, so that visitors can not only feel the simple and gentle Jiangnan flavor, but also feel the nature. The innovation of traditional cultural elements can bring more innovation and development to modern works. When designers design related works, introducing the concept of innovative Chinese traditional culture can give people more visual impact and aesthetic feeling, enrich designers' design ideas and make them present more excellent works. While showing the charm of artistic creation, it is also of great significance to the progress of modern environmental art design.

5.3 Ingeniously integrate traditional culture and modern design in design

In the modern environmental art design work, there must be the impact of traditional culture and modern culture. In order to make the design works more harmonious, designers should fully understand the traditional culture and introduce modern culture to realize the harmony and unity of the two. To show the unique innovative features of the works in the subtleties of design concepts, combine traditional cultural elements with modern innovative elements, realize the high-level development of design concepts and further realize the application of traditional culture in new works, which plays an important role in the connotation display and cultural embodiment of the whole works. In order to show a higher level of development, the modern design work must attach importance to the introduction of traditional culture. In practical work, we must not simply copy traditional culture, but deeply understand the connotation of culture. From the perspective of practical application, we should combine the old and new cultural elements to realize the development of traditional culture in the new era, make it more in line with the aesthetic vision of modernization and realize new visual impact and spiritual deepening. Although the application of traditional culture in modern environmental design can show the connotation and vitality of the works, in actual work, designers should also analyze whether the existing environment and the connotation displayed by the works are unified, and ensure that the application of traditional culture conforms to the actual characteristics of the works, truly realize the harmonious development of art, practicality and exterior, and ensure that traditional culture can reflect the charm of the works and further show its profound cultural connotation [3].

5.4 Field and innovation of traditional cultural elements

Metaphor is a special design form in the design industry, and it is also an innovative method of modern environmental art design and an important influencing factor on artistic creation. Under the principle of corresponding environmental composition factors and structural composition, it shows the spiritual connotation outside the environmental noumenon and the spirit of traditional culture. Ancient Chinese architecture and interior decoration have a profound cultural heritage. Now, in the design of environmental art, we can show the image of the work and the spiritual connotation it wants to convey to the public through metaphor. This form of expression can deeply describe the characteristics of things, and express the modern aesthetics and the advanced characteristics of the work through abstract and rich design concepts. For example, when designing modern buildings, designers can choose some elements related to traditional culture according to their own design ideas, and screen them in combination with the overall design style when applying them, and show the related ideas that they want to express implicitly in combination with decorative items. This design form can not only highlight the aesthetic feeling of modern design, but also show the inherent connotation of traditional culture and inherit the cultural essence of designed works.

China's traditional culture attaches importance to the harmonious development between man and nature, and between people, which is more beneficial to the expression of cultural connotation. With the continuous development of society, the innovation of traditional cultural elements requires modern environmental art designers to introduce more thoughts. Modern society has a high yearning for traditional culture, which is the development direction of modern environmental art design. Different art design works can show different cultural styles, and designers can show unique charm of traditional

culture through diversified design schemes. Metaphor is an important form to show traditional culture and design concept, in which architectural elements and design demands require modern designers to show modern aesthetic features through their own continuous efforts and innovations, and at the same time, realize the deepening and improvement of traditional culture in modern architecture design [4].

6. Conclusion

All in all, it is a development direction that should be paid attention to in the field of environmental design in China in the future to properly introduce traditional cultural features into modern environmental art design and make it present new features through innovation and development. The development of Chinese traditional culture can promote the improvement of environmental art design level, and the innovation of environmental art work can highlight the characteristics of Chinese traditional culture, which complement each other and promote each other. Appropriate innovative traditional cultural elements can not only enhance the designer's innovative consciousness, but also strengthen the overall level of modern environmental art design development, further realize the overall development of China's design field, and promote the pace of China's design industry in the world.

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