

Exploration and Reflection on the Integration of Contemporary Installation Artworks into Rural Construction

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Abstract. With the acceleration of urbanization, rural development is facing many challenges, but at the same time, it is also pregnant with unlimited opportunities. As an innovative and unique art form, contemporary new installation art is gradually attracting people's attention. In this paper, we will discuss how to integrate new contemporary installation art works into rural construction, bring new cultural flavor and development power to the countryside, and open up a new pattern of artistic rural construction.

Keywords: Installation Art; Rural Construction; Rural Culture.

1. The Concept and Significance of Artistic Rural Construction

Art rural construction is a concept with distinctive characteristics of the times, which refers to the close combination of art and rural construction, through the power of art to inject new vitality into the countryside, enhance the beauty and attractiveness of the countryside. This combination is not only the inheritance and protection of traditional culture in the countryside, but also the innovation and attempt of modern art forms.

The significance of artistic country building is mainly reflected in the following aspects.

First of all, artistic rural construction can innovate rural industries. By integrating art elements into the countryside, we can develop rural tourism, handicrafts and other industries with unique styles and cultural connotations, injecting new impetus into rural economic development.

Secondly, artistic rural construction can beautify the rural environment. Through artistic creation and spatial design, it can improve the landscape and architectural style of the countryside, enhance the overall image of the countryside, and make the countryside a more pleasant place to live and visit.

In addition, artistic rural construction also helps to revive rural civilization. Through the excavation and inheritance of traditional culture, folk customs and other resources in the countryside, it can arouse people's sense of identity and belonging to the countryside and promote the inheritance and development of rural culture.

Finally, artistic rural construction can promote rural governance. Through artistic rural construction activities, it can enhance villagers' cultural self-awareness and cultural confidence, improve their aesthetic sense and creativity, and thus promote the harmony, stability and sustainable development of rural society.

2. The Value and Potential of Installation Art in the Construction of Artistic Villages

Installation art has significant value and great potential in the construction of art villages.

First of all, installation art injects new vitality and creativity into rural space with its unique form and profound connotation. Through the use of various materials and media, installation artists can create works of art that are compatible with the rural environment and reflect the rural culture, thus enriching the artistic expression and cultural connotation of the rural space. Secondly, installation art also plays an important role in promoting rural economic development. Installation art often attracts a large number of tourists to come to visit, driving the development of rural tourism, At the same time, installation art can also be combined with rural characteristics industries to develop cultural products

with local characteristics and enhance the added value of rural economy, In addition, installation art also helps to inherit and promote rural culture, By exploring the history and culture of the countryside, traditional customs and other resources, installation artists can create works of art with local characteristics, so that more people can understand and recognize the rural culture, thus promoting the inheritance and development of rural culture. In the practice of artistic rural construction, installation art also shows great potential. It can not only be used as the artistic decoration of the rural public space to enhance the overall image of the countryside, but also combined with the daily life of the countryside to become a place for villagers to interact and communicate. In addition, installation art can be combined with other art forms to form diversified forms of artistic expression, providing more possibilities for the construction of rural culture.

3. The Implantation Strategy of Contemporary Installation Art in the Art Country Building

3.1. The Integration of Installation Art and the Rural Environment

The integration of installation art and rural environment is a creative and effective initiative in art rural construction. This kind of integration not only enhances the artistry and aesthetic value of the rural environment, but also promotes the inheritance and innovation of rural culture, bringing new vitality and development opportunities to the countryside[1].

First of all, installation art has injected new visual elements into the rural environment through its unique shape and expression. Artists create installation art works that harmonize with the rural environment according to the natural features, topography and cultural background of the countryside. These works may be sculptures based on the theme of farming culture, or landscape installations made of local materials, which reflect each other with the rural environment and together build a rural space full of artistic flavor.

In the exhibition project with the theme of "circulation", Meng Zhigang invited 12 young artists in batches to create 14 rural murals and installation art rooted in local culture in the past year in the form of art residence, creating a rural art road and forming a distinctive art tour route. At the same time, the resident artists and Jingyang teachers and students carried out an "1+1+N" off campus aesthetic education class to improve the creative level of Jingyang local teachers and students and help Jingyang aesthetic education. The integration of installation art and rural environment helps to improve the cultural literacy and aesthetic level of rural residents. By appreciating and participating in the creation and display of installation works of art, rural residents can better understand and feel the charm of rural culture, and enhance their sense of identity and pride in rural culture. At the same time, installation art also provides a platform for rural residents to show their talents and creativity, and promotes the exchange and dissemination of rural culture.

In addition, the integration of installation art and rural environment also brings economic benefits. By creating a rural environment with artistic characteristics, more tourists can be attracted to come to sightseeing tours, thus promoting the development of rural tourism. At the same time, the installation art work itself also has a certain market value, and can become part of the rural cultural industry, injecting new impetus for the development of rural economy.

3.2. The Inheritance and Innovation of Rural Culture by Installation Art

Installation art plays a pivotal role in the inheritance and innovation of rural culture. It not only digs deep into the essence of rural culture and shows it through the form of art, but also injects new creativity and vitality into the rural culture, making it glow with new luster in the modern society[2].

First of all, installation art can deeply explore the connotation of rural culture. By going into the countryside and communicating with local residents to understand their way of life, beliefs and customs, artists create installation art works with rural characteristics. These works not only show the unique charm of rural culture, but also convey the values and spiritual connotations of rural culture, so that people have a deeper knowledge and understanding of rural culture.

Secondly, installation art provides a new way for the inheritance of rural culture. The traditional way of rural culture inheritance often relies on oral teaching, festivals, etc., while installation art makes people feel the charm of rural culture more intuitively through visual, tactile and other sensory experiences. At the same time, installation art works can also be used as a carrier of rural culture, through exhibitions, exchanges and other ways to spread rural culture to a wider range of areas, so that more people understand and pay attention to rural culture.

In addition, installation art also plays an important role in the innovation of rural culture. Artists combine modern aesthetic concepts and technical means to re-create rural culture, so as to revitalize it in modern society. This kind of innovation is not only reflected in the shape and material of the installation art works, but also in its theme and connotation. Through innovation, rural culture can be integrated with modern society and become an important force to promote rural development.

However, installation art also faces some challenges in the inheritance and innovation of rural culture. How to better explore the connotation of rural culture, how to harmonize the installation art works with the rural environment, and how to attract more people to pay attention to and participate in the construction of rural culture are all problems that need to be further considered and solved[3].

To summarize, installation art plays an important role in the inheritance and innovation of rural culture. By deeply exploring the connotation of rural culture, providing new ways of inheritance and promoting innovation, installation art has injected new vitality into the inheritance and development of rural culture. At the same time, we also need to explore and improve the application of installation art in the construction of rural culture, in order to better promote the prosperity and development of rural culture.

3.3. The Application of Installation Art in Rural Public Space

The application of installation art in rural public space has undoubtedly injected new vitality into the cultural construction and spatial transformation of the countryside. Installation art, with its unique form of expression and profound cultural connotations, brings a richer visual experience and deeper cultural exchanges to the rural public space.

Installation art can make full use of the natural environment and humanistic landscape in the rural public space, select, utilize, transform and combine the material and cultural entities in daily life artistically to form art works with rural characteristics. These works not only show the rich spiritual and cultural connotations of the countryside, but also enhance the artistic atmosphere of the rural public space, so that people can feel the charm and vitality of the countryside in their appreciation.

The application of installation art in rural public space can promote the interaction and participation of villagers. By participating in the process of creating and displaying installation art, villagers can understand and experience rural culture more deeply, and enhance their sense of identity and belonging to the countryside. At the same time, installation art also provides a platform for villagers to show themselves, exchange ideas and express their feelings, which further promotes the cohesion and centripetal force of the rural community.

In addition, installation art can be combined with the functional needs of rural public space to create a variety of spatial experiences. For example, interactive installation art works can be set up in rural squares or parks, so that people can feel the charm and fun of art while they are relaxing and entertaining. This way of combining art and rural life not only enriches the function of rural public space, but also improves the quality of life of villagers.

The application of installation art in rural public space is a creative and effective cultural practice. It not only enhances the artistic quality and cultural connotation of rural public space, but also promotes the interaction and participation among villagers.

3.4. Ways for Installation Art to Promote Rural Economic Development

Installation art has unique potential and value in promoting rural economic development. The following are some of the main ways in which installation art can promote rural economic development.

(1) Cultural tourism development: installation art works can become an important attraction for rural cultural tourism. Through the creation of installation art works closely integrated with rural culture, history, natural landscape, etc, more tourists can be attracted to come to visit, thus driving the development of rural tourism. While enjoying the installation art, tourists will also increase the consumption of rural specialty products, catering, accommodation and other services, thus promoting the growth of rural economy[4].

(2) Characteristic branding: Installation art can help villages create a unique brand image. Through the design of installation art works with rural characteristics, it can highlight the cultural heritage and regional characteristics of the countryside, and enhance the popularity and reputation of the rural brand. This will help the marketing of rural agricultural products, handicrafts and other commodities, increase the added value of the products, and thus promote the prosperity of the rural economy.

(3) Development of rural creative industry: the creation, production and display of installation art works require professional talents and teams. Therefore, installation art can drive the development of creative industries in the countryside and provide new employment opportunities and economic growth points for the countryside. By cultivating and introducing relevant talents and establishing creative industry bases or studios, it can promote the diversified development of rural economy.

(4) Activation of cultural assets: Installation art can activate the cultural assets of villages and transform them into economic value. By exploring the history and culture of the countryside, folk customs and other resources, to create installation art works with local characteristics, can attract more people's attention and investment. This can not only enhance the cultural soft power of the countryside, but also inject new vitality into the economic development of the countryside.

(5) Cross-border cooperation and resource integration: installation art can promote cross-border cooperation and resource integration between villages and other fields. For example, cooperation with enterprises or institutions in the fields of tourism, culture and education to jointly develop rural tourism resources, promote rural culture and organize related activities can realize resource sharing and mutual benefit and win-win situation, and promote the comprehensive development of rural economy[5].

In general, by giving full play to the cultural value and creative advantages of installation art, combined with the actual situation and development needs of the countryside, it can inject new vitality and creativity into the rural space, promote the economic development of the countryside, pass on and carry forward the culture of the countryside, and inject new impetus into the sustainable development of the countryside.

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