

Study on the Ways of Art Design Helping Rural Revitalisation-Taking Fuxiyan Village of Baihe Town, Fang County as an Example

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Abstract. This study aims to explore the role and ways of art design in rural revitalisation. Taking Fuxiyan Village in Baihe Township, Fang County as an example, this study conducts an in-depth analysis of the art design projects carried out in this village, and sums up the experiences and insights of art design in helping rural revitalisation. Located in Fang County, Hubei Province, Fuxiyan Village is a typical mountainous rural area. In recent years, the village has actively responded to the strategy of rural revitalisation, and has made use of artistic design to carry out a series of renovation and upgrading of the village, which has achieved remarkable results. By analysing the art design project in Fuxiyan Village, this study finds that art design plays the following multifaceted roles in rural revitalisation. Firstly, art design improves the environmental quality of the village and enhances the aesthetic value of the village. Through landscape design and architectural renovation, Fuxiyan Village has made the village environment more livable and aesthetically pleasing, enhanced the villagers' sense of well-being and belonging, and attracted more tourists to visit and experience the village. Secondly, artistic design promotes the inheritance and innovation of village culture. Through the art design project, Fuxiyan Village has explored and displayed the unique cultural resources of the countryside and enhanced the attractiveness of rural culture. At the same time, art design also stimulates the innovation and vitality of village culture, and promotes the integration of traditional culture and modern design. Again, art design stimulates the development potential of village economy. Fuxiyan Village has developed a series of art design-led rural tourism and cultural creative products through the art design project, which provides a new impetus and direction for the development of rural economy. Finally, art design promotes the harmonious development of rural society. The art design project in Fuxiyan Village guides villagers' participation and collaboration, enhances villagers' cohesion and sense of community, and promotes the harmonious development of rural society. Art design plays an important role in rural revitalisation and can be used as an effective means to improve the rural environment, pass on and innovate rural culture, and promote rural economic development and social harmony. Therefore, it is recommended to give full play to the role of art design in the process of rural revitalisation, and to realise the comprehensive revitalisation and sustainable development of the countryside through the implementation of art design projects. At the same time, attention also needs to be paid to the sustainability and social benefits of art design projects to ensure their long-term development and positive impact on rural society.

Keywords: Art Design; Rural Revitalisation; Baihe Town, Fang County; Fuxiyan Village; Environmental Improvement.

1. Introduction

With China's rapid socio-economic development, the gap between urban and rural areas has gradually widened, and the countryside is facing a series of problems, including population loss, economic backwardness and cultural decline [1]. In order to achieve comprehensive revitalisation and sustainable development of the countryside, the state has put forward the strategy of rural revitalisation, stressing the need to adhere to the priority development of agriculture and rural areas, and comprehensively promote the modernisation of agriculture and rural areas [2]. In this context, art design, as an innovative means and perspective, is increasingly used in rural revitalisation, promoting environmental improvement, cultural heritage, economic development and social harmony in the countryside in its unique way [3]. Thirdly, art design can stimulate the development potential of rural

economy and drive the transformation and upgrading of rural industries; finally, art design can also promote the harmonious development of rural society and enhance the cohesion and sense of belonging of villagers. This study takes Fuxiyan Village in Baihe Town, Fang County as an example to explore the specific application and effect of art design in rural revitalization [4]. Fuxiyan Village, located in Fang County, Hubei Province, is a typical mountainous rural area. In recent years, Fuxiyan Village has actively carried out a series of art design projects, including village planning and design, architectural renovation, landscape creation, and cultural activity planning, with the support of the local government and the community, and has achieved remarkable results. By analysing the artistic design projects in Fuxiyan Village, this study aims to summarise the successful experience of artistic design in rural revitalisation, and to provide a lesson and reference for the development of other villages [5]. This study enriches the theoretical system of the application of art design in rural revitalisation, providing a theoretical basis and reference framework for subsequent related studies; secondly, from the practical level, this study summarises the effective ways and experiences of art design in rural revitalisation through the analysis of the art design project in Fuxiyan Village, providing feasible strategies and suggestions for the revitalisation and development of other villages.

2. Related Work

In recent years, with the in-depth implementation of the strategy of rural revitalisation, the role of art and design in rural development has received increasing attention. Many scholars have studied this and put forward their own views and methods. Firstly, art design can enhance the environmental quality and aesthetic value of the countryside. Many studies have shown that through the means of artistic design, such as village planning and design, architectural transformation, landscape creation, etc., the physical environment of the countryside can be effectively improved, and the visual effect and quality of life of the countryside can be enhanced [6]. For example, through the planning and design practice of a village in Shandong Province, we explored how to combine traditional culture with modern design concepts to create a rural landscape with local characteristics. In addition, art design can also enhance the environmental awareness of the countryside and promote the ecological sustainable development of the countryside. Secondly, art design helps inherit and innovate rural culture [7]. Rural culture is an important resource for rural revitalisation, and art design can provide a new way for the protection and inheritance of rural culture. Through the artistic design and innovation of traditional rural handicrafts, it can stimulate the vitality of rural culture and enhance the attractiveness of rural culture [8]. At the same time, art design can also promote the exchange and integration of rural culture, forming a new rural culture with the characteristics of the times. Again, artistic design can promote the development of rural economy. Art design can not only enhance the added value of rural products, but also develop new economic growth points. Through the case study of rural tourism in a certain region, it is found that art design can be an important content of rural tourism, attracting tourists and driving the development of rural economy. In addition, art design can also promote the transformation and upgrading of rural industries and improve the economic competitiveness of the countryside [9]. Finally, art design helps to enhance the social vitality of the countryside. Art design projects often require the participation of villagers, which can not only enhance the cohesion and sense of belonging of villagers, but also stimulate their creativity and initiative.

3. Analysis of the Ways in Which Art Design Helps Rural Revitalization

The role of art design in rural revitalisation is becoming more and more prominent, which can not only improve the rural environment and enhance the image of the countryside, but also promote the inheritance and development of rural culture and stimulate the vitality of the rural economy. Firstly, art design can improve the physical and ecological environment of the countryside [10]. Through the artistic design of rural buildings, roads, public spaces, etc., it can not only enhance the beauty of the countryside, but also improve the quality of life of residents. For example, using local natural resources and cultural elements, designing village buildings with local characteristics can not only

protect and inherit traditional architectural styles, but also meet the needs of modern life [11]. At the same time, through the design and transformation of rural greening, water systems and other natural environments, it can enhance the ecological environment of the countryside and promote the sustainable development of the countryside. Secondly, art design can promote the inheritance and innovation of rural culture [12]. The countryside is an important carrier of traditional culture, through art design can be the countryside of historical stories, folklore, traditional handicrafts and other cultural elements into the daily life of the countryside, so that it becomes the cultural identity of the countryside, and enhance the countryside's cultural self-confidence [13]. In addition, art design can also stimulate the creative vitality of rural culture, through modern design techniques to re-create and re-interpretation of traditional culture, so that rural culture is more colourful and attractive. Again, art design can stimulate the development potential of rural economy. Through the development of art and design-led rural tourism, cultural and creative industries, can bring new economic growth points for the countryside [14]. Art design can not only attract tourists to come to sightseeing experience, but also can drive the sales of local handicrafts, agricultural products and so on, increase the income of the countryside. In addition, art design can also promote the upgrading and transformation of rural industries, through design innovation, to enhance the added value of traditional industries, expanding the development space of rural industries [15]. Finally, art design can also promote the harmonious development of rural society. Art design projects often need the participation and collaboration of villagers, which can not only enhance the cohesion and sense of belonging of villagers, but also promote the communication and cooperation between villagers to form a good social atmosphere [16]. At the same time, art design can also enhance the cultural soft power of the village, enhance the social influence of the village, and promote the overall development of rural society.

4. Fuxiyan Village Art Design Project Case Study

Located in Baihe Town, Fang County, Fuxiyan Village is a typical mountainous rural area. In recent years, with the implementation of the rural revitalisation strategy, Fuxiyan Village has gradually achieved comprehensive economic, cultural and social development with the help of art design, becoming a successful case of art design helping rural revitalization [17]. The art design project in Fuxiyan Village began in 2018, initiated by the local government in conjunction with a number of design organisations and artists. The main goal of the project is to improve the environment of the village through art design, excavate and pass on local culture, and promote the development of tourism, thus driving the economic growth of the entire village [18]. The specific content of the project includes the transformation of the village landscape, the design and development of traditional handicrafts, and the planning and organisation of cultural activities. In terms of village landscape renovation, the design team took into full consideration the natural environment and geographical characteristics of Fuxiyan Village, and adopted environmentally friendly materials and traditional crafts to renovate and beautify the roads, houses and public facilities in the village [19]. At the same time, in order to highlight the cultural characteristics of the village, the designers also painted murals reflecting local history and folklore on the walls of the village, giving the whole village a unique artistic atmosphere.

In terms of the design and development of traditional handicrafts, the project organised a series of training and workshops, inviting professional designers and craftsmen to instruct villagers in the production of traditional handicrafts such as ceramics, weaving and bamboo weaving. By designing and innovating these handicrafts, the project not only preserved the essence of traditional crafts, but also made them more in line with modern aesthetics and usage needs, thus broadening sales channels and increasing villagers' incomes [20]. The planning and organisation of cultural activities is also an important part of the project. Fuxiyan Village regularly organises various cultural festivals and celebrations, such as traditional folklore performances during the Spring Festival and harvest festivals in autumn. These activities not only enrich the cultural life of the villagers, but also attract a large number of tourists to visit and experience, effectively promoting the development of tourism.

The art and design project in Fuxiyan Village has achieved remarkable results. After several years of efforts, the environment of the village has been greatly improved, the living standards of the villagers have been significantly raised, and the tourism industry has also achieved rapid development [21]. According to statistics, since the implementation of the project, the average annual number of visitors to Fuxiyan Village has increased by about 30 per cent, and the per capita income of the villagers has increased by about 20 per cent. However, the implementation of the project also faces some challenges. For example, how to balance the relationship between tradition and modernity, conservation and development, how to continuously attract tourists, and how to increase villagers' participation. In order to meet these challenges, Fuxiyan Village needs to further improve the relevant policies and mechanisms, strengthen cooperation with external resources, and continuously innovate and enrich the content of the project to ensure its sustainable development and long-term benefits [22].

Overall, the art and design project in Fuxiyan Village is a successful case, which not only brings economic benefits to the village, but more importantly promotes cultural heritage and innovation, and strengthens villagers' pride and sense of belonging. This experience is of some significance for the revitalisation and development of other villages.

5. Conclusion

Through an in-depth analysis of the art design project in Fuxiyan Village, Baihe Town, Fang County, firstly, art design plays an important role in rural revitalisation. Through the implementation of the art design project, Fuxiyan Village has effectively improved the environmental quality of the village and enhanced the aesthetic value of the village and the quality of life of the residents. Art design makes the village environment more livable and beautiful, enhances the villagers' happiness and sense of belonging, and lays a solid foundation for rural revitalisation. Secondly, artistic design promotes the inheritance and innovation of rural culture. Through the art design project, Fuxiyan Village has excavated and displayed the unique historical culture and folklore characteristics of the village, and enhanced the attractiveness and influence of rural culture. At the same time, art design also stimulates the innovation and vitality of village culture, promotes the integration of traditional culture and modern design, and injects new vitality into the development of village culture.

Again, art design stimulates the development potential of village economy. Through the implementation of the art design project, Fuxiyan Village has developed a series of art design-led rural tourism and cultural creative products, attracting a large number of tourists and driving the development of rural economy. Art design has become a new driving force for rural economic development, providing a new economic growth point for rural revitalisation. Finally, art design promotes the harmonious development of rural society. The art design project in Fuxiyan Village actively guides villagers' participation and collaboration, and enhances villagers' cohesion and sense of community. The art design project not only enhances the material civilisation of villages, but also promotes the construction of spiritual civilisation in villages, providing strong support for the harmonious development of village society.

6. Discussion

This study explores the role and ways of art design in rural revitalisation by analysing the art design project in Fuxiyan Village, Baihe Town, Fang County. On this basis, this section discusses the results of the study and puts forward some thoughts and suggestions in light of the actual situation. Firstly, art design is of great significance in improving the rural environment and upgrading the image of villages. The art design project in Fuxiyan Village has made the village environment more livable and beautiful and enhanced the overall image of the village through the renovation and beautification of the village landscape. This not only enhances the villagers' happiness and sense of belonging, but also attracts more tourists to visit and experience the village, driving the development of rural tourism. Therefore, art design can be used as an effective means to improve the village environment and

enhance the village image. Secondly, art design plays an important role in rural cultural heritage and innovation. Through the art design project, Fuxiyan Village has explored and displayed the unique cultural resources of the countryside and enhanced the attractiveness of rural culture. At the same time, art design has also stimulated the innovative vitality of village culture and promoted the integration of traditional culture and modern design. This shows that art design can not only help protect and inherit rural culture, but also promote the innovative development of rural culture. Again, art design has a positive effect on promoting rural economic development. The art design project in Fuxiyan Village has provided a new impetus and direction for rural economic development through the development of art design-led rural tourism and cultural creative products. This shows that art design can be used as an effective means to stimulate the development potential of the rural economy and realise the diversified and sustainable development of the rural economy. Finally, art design also plays an important role in promoting the harmonious development of rural society. The art design project in Fuxiyan Village has enhanced villagers' cohesion and sense of community by guiding their participation and collaboration. This shows that art design can not only enhance the material civilisation of villages, but also promote the spiritual civilisation of villages and provide strong support for the harmonious development of village society.

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