

Integration of Calligraphy and Public Art: Innovation Path of Traditional Culture Inheritance and Modern Urban Space Aesthetics

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ABSTRACT

As an important part of Chinese traditional culture, calligraphy faces challenges in the development of modern society, especially when the sense of existence in the public space is gradually weakened. However, public art, as an important carrier of urban cultural construction, provides new development opportunities for the inheritance and innovation of calligraphy. This paper discusses the combination of calligraphy and public art, reviews the relevant cases at home and abroad, and analyzes the role of calligraphy and public art in urban culture, social interaction and economic development. The study found that there are differences in the public's cognition and attitude towards the calligraphy and public art, and the integration path of calligraphy and public art mainly includes digital media technology, public space art installation, cultural and creative products, and education and community activities. In order to realize the sustainable development of calligraphy and public art project, it is necessary to comprehensively consider from the aspects of economic benefits, policy support and technological innovation. Through qualitative research methods, combining interviews and case analysis, this paper provides theoretical framework and practical guidance for the combination of calligraphy and public art, in order to promote the innovative dissemination and development of calligraphy art in modern society.

Key words: calligraphy art; public art; cultural inheritance; urban space; digital technology; sustainable development

1 Background

As one of the core art forms of Chinese traditional culture, calligraphy carries profound historical and cultural connotation and aesthetic value. From oracle bone inscriptions and gold script to official script, regular script, running script and cursive script, calligraphy is not only the writing art of Chinese characters, but also the concentrated embodiment of Chinese philosophy, aesthetic concept and cultural spirit. In addition to the pursuit of brush and ink skills, the first thing to express in calligraphy creation is the cultural connotation. Through its unique lines, structures and rules, it shows the harmony and unity of nature and humanity, and

has become an important symbol of Chinese culture. However, with the acceleration of the globalization process and the diversification of modern art forms, the sense of existence of calligraphy art in the public space is gradually weakened, and the inheritance of traditional culture is facing severe challenges. Especially in the fast-paced modern life, the young generation's cognition and interest in the art of calligraphy gradually fade, and the popularity of calligraphy education is far less than before.

At the same time, public art, as an important part of modern urban space, is becoming an important carrier of urban cultural expression and aesthetic shaping. Public art can not only beautify the urban environment,

but also enhance the cultural identity of the community and promote social interaction. In recent years, with the acceleration of urbanization process, the design of urban public space has gradually changed from functional to cultural, and the public's requirements for urban cultural taste are becoming higher and higher. In this context, the combination of calligraphy art and public art can not only inject new vitality into the traditional culture, but also add a unique cultural charm to the modern urban space.

Actually the combination of calligraphy and public art in ancient China has such a concept. The inscriptions on bronzes in Shang and Zhou Dynasties have the functions of witnessing history, recording major events, showing merit, declaring sovereignty and announcing promulgation. Some of these bronzes with inscriptions and calligraphy were placed in public places, which is the earliest public art . In recent years, some cities at home and abroad have begun to try to integrate calligraphy art into public space design, and have achieved remarkable results. For example, the series of "Chinese Character Sculpture" works in Beijing Olympic Park combines the art of calligraphy with modern sculpture, showing the line beauty and structure beauty of calligraphy through the abstract Chinese characters, and becomes a cultural landmark of the city. The calligraphy stone carvings of the West Lake scenic spot in Hangzhou realize the harmonious coexistence of calligraphy art and the natural environment by carving the calligraphy works of the ancient masters in the natural landscape, and attract a large number of tourists. In addition, the calligraphy lighting installation on the Bund in Shanghai and the calligraphy wall painting in the Kuanzhai Alley in Chengdu are also typical cases of the combination of calligraphy and public art. In Chinatown in overseas cities and in Chinese traditional festivals, Chinese calligraphy decoration and plaque design have become typical cases of the combination of calligraphy art and public space. By integrating the art of calligraphy into the public space, these practices not only highlight its unique aesthetic value and cultural connotation, but also strengthen the cultural identity of the Chinese community, and promote the dissemination and communication of traditional

Chinese culture under the multi-cultural background. This integration of calligraphy and public art is not only the innovative expression of traditional culture in the context of globalization, but also an important part of cross-cultural art practice. These practices not only enhance the cultural taste of the city, but also provide a new path for the modern dissemination of calligraphy art.

The integration of calligraphy and public art is not only the collision of traditional culture and modern art, but also an important attempt of cultural inheritance and innovation. In the context of globalization, the urban cultural expression needs to have both local characteristics and an international vision. As a unique symbol of Chinese culture, the integration of calligraphy art into public art can not only enhance the cultural recognition of the city, but also show the unique charm of Chinese culture on the international stage. For example, during the 2010 Shanghai World Expo, calligraphy-themed public art installations attracted the attention of a large number of international tourists and became an important window to display Chinese culture.

As an important carrier of regional cultural construction, public art promotes the development of regional economy. In recent years, the influence of public art has been greatly enhanced. While improving the regional image of the city and reflecting its cultural value, it has promoted the development of local tourism along with a series of consumption behaviors . With the acceleration of global urbanization process, urban competition has gradually shifted from economic scale to cultural soft power competition. Due to its unique aesthetic value and social function, public art has become an important means to enhance the city image, attract tourists and investment. Research shows that public art can directly or indirectly promote urban economic growth by beautifying the urban environment, enhancing community identity and promoting cultural consumption. For example, famous public art projects such as the "Cloud Gate" in Chicago and the Guggenheim Museum of Bilbao, Spain, have not only become the cultural landmarks of the city, but also significantly promoted the development of local tourism and related industries.

Especially in the context of globalization, how to realize the balance between cultural value and economic value through public art, and how to integrate it into the urban sustainable development strategy are still an important topic to be explored urgently. Therefore, an in-depth study of the relationship between public art and urban economy can not only help to enrich the theoretical system of cultural economics, but also provide practical guidance for urban planning and policy making.

However, although the integration of calligraphy and public art has achieved some results in practice, its theoretical research and systematic exploration are still insufficient. How to combine the aesthetic characteristics of calligraphy art with the functionality of public art, how to promote the inheritance and innovation of calligraphy art through public art, and how to evaluate the economic benefits of calligraphy and public art projects are all urgent problems to be solved. Therefore, this study aims to deeply explore the cognition, attitude and path of the integration of calligraphy and public art through qualitative research methods, so as to provide new ideas for theoretical research and practical application in this field.

1.2 Research questions

Although the integration of calligraphy and public art has achieved some results in practice, the relevant theoretical research is still insufficient, and a systematic theoretical framework and practical guidance system have not been formed. Specifically, the following problems need to be addressed urgently:

What is the public's cognition and attitude towards the integration of calligraphy and public art?

What are the specific paths of the integration of calligraphy and public art?

How to achieve the sustainable development of the calligraphy and public art project?

By solving the above problems, this study can not only enrich the theoretical system of the cross-field of calligraphy art and public art, but also provide practical guidance for the cultural construction of the city and the development of cultural industry, and promote the inheritance and innovation of calligraphy art in modern

society.

1.3 Study significance

1.3.1 Theoretical significance

This study is helpful to enrich the theoretical system of the intersection of the calligraphy art and the public art, and to expand the application boundary of the traditional calligraphy art in the modern public space. By analyzing how calligraphy art combines with modern urban public art, the research will provide a new theoretical framework and methodological guidance for the integration of traditional culture and contemporary art. In addition, the research can also fill the gap in the public application of calligraphy art in the current academic circle, and provide a solid theoretical basis for the future relevant research.

1.3.2 Practical significance

At the practical level, this study can provide new and innovative ideas for the art design of urban public space. As an important part of Chinese culture, calligraphy is often not fully applied in the modern urban environment. This study discusses the specific application methods of calligraphy and public art in urban planning, landscape design, architectural decoration and other aspects, which can promote the inheritance and development of calligraphy art in modern society. At the same time, the research results can provide specific implementation strategies for the government, cultural institutions and designers, help improve the urban cultural landscape, enhance the cultural connotation of public art, and make citizens feel the charm of traditional culture in their daily life.

1.3.3 Economic significance

The public art project of calligraphy not only has cultural and aesthetic value, but also has certain economic benefits. This study will explore the commercial value and marketization possibilities of calligraphy art in the public space, such as the economic growth points of calligraphy theme landscape, the brand building of calligraphy elements, and the integration of cultural and tourism industry. In addition, the study will analyze successful cases at home and abroad, evaluate the return on investment and the industrial chain extension of calligraphy and public art, and provide a reference for the

sustainable development of the government, enterprises and related cultural industries, so as to promote the rational utilization of traditional cultural resources and commercial transformation.

2 Literature Review

2.1 Public art

As an art form closely related to the public, public art design aims to create a public space with aesthetic feeling and cultural connotation, and bring pleasant enjoyment to the public. At the same time, it also carries social values, through the interaction with the environment, history and the community, to stimulate the public's aesthetic awareness and cultural identity. Under the background of the new era, public art plays a more and more important role, and can penetrate into all aspects of people's life, play a more and more important value, and have a strong ductility and vitality. It can not only enhance the image and cultural atmosphere of the city, but also promote social interaction, enhance community cohesion, so that art is truly integrated into People's Daily life. At the same time, public art can also carry historical memory, show regional characteristics, and even become the expression carrier of social issues, to stimulate the public's thinking and resonance. Driven by the development of science and technology, the addition of new forms such as digital art and interactive installation brings public art with unprecedented vitality and innovation.

Hedong Allusion Garden in Yuncheng City, Shanxi Province is a good example. Hedong Allusion Garden is a public art space bearing history and culture, combining regional characteristics, historical allusions and landscape art. With idioms and allusions as the clue, the park skillfully integrates the rich historical and cultural resources of Hedong into public art. Through various art forms such as sculpture and installation, it vividly displays the unique Hedong charm and profound cultural deposits. For example, in October 2014, Hubei Provincial Museum introduced the digital experience service area in the hall of the comprehensive exhibition hall, which is why tourists listen to the sound of ancient Musical Instruments thousands of years ago through interaction with digital

screens. To sum up, Hedong Allusions Garden is not only a display space of history and culture, but also a model of the deep integration of public art and regional culture. Through sculpture, installation and other artistic forms, it presents idioms and allusions, so that tourists can feel the historical charm and cultural charm of Hedong in the immersive experience. At the same time, learning from modern scientific and technological means, such as intelligent guide and interactive experience, also provides a new direction for the innovation and development of public art. In the future, public art can further combine digital technology to enhance interactivity and sense of participation, so that history and culture can be integrated into public life in a more vivid way and give play to a wider social value.

2.2 Calligraphy and public art

There are many public art cases with calligraphy as the main creation element. For example, the East Gallery of Cultural Corridor of China National Archives of Publications and Culture is created and designed with traditional Chinese classical calligraphy works, and Wuhai Calligraphy Garden in Inner Mongolia is a typical public art work combining calligraphy and sculpture elements. These cases fully reflect the unique value of calligraphy in public art, which not only beautify the urban space, but also carry a profound cultural memory, and enhance the public's cognition and recognition of traditional art.

Calligraphy art is an important part of China's excellent traditional culture. Through the ages, it has become a habit of Chinese people to extract calligraphy symbols from calligraphy art to decorate life. This habit is not only reflected in books, plaques, couplets and other traditional carriers, but also widely penetrated into the modern public art design. In the urban public space, many landmark buildings, landscape sculptures and cultural corridors are integrated with calligraphy symbols to integrate art and the environment and show a unique cultural charm. Calligraphy is not only a form of artistic expression, but also an important carrier of cultural inheritance. Through public art, it can be more widely appreciated, experienced and inherited.

2.3 Public art and urban economy

Public art is not only an important part of urban culture, but also plays a positive role in promoting the development of urban economy. It can attract tourists, enhance the city's brand value, promote local industries, and create more jobs. Public art provides the driving force for the construction of a brand city. Public art is an important part of the new round of urban construction in China, and cultural and art construction brings the driving force for the sustainable development of the city. In addition, public art not only enhances the cultural taste of the city, but also enhances the competitiveness and attraction of the city. In the context of globalization, a city with rich artistic characteristics and cultural heritage can occupy a place on the international stage and attract investment, talent and tourists. Through the rational planning and innovative application of public art, the city can create a unique cultural name card, realize the dual promotion of economy and culture, and finally promote the harmonious and sustainable development of the society. This economic promotion is embodied as follows: first, public art appreciation can promote consumers' consumption of regional cultural goods and services, thus increasing economic income; second, public art consumption can boost the income of related industries such as catering and transportation, thus promoting economic benefits; third, the increase of public art demand can improve the employment effect.

3 Research Methods

This study aims to select calligraphy enthusiasts, calligraphy scholars and economics scholars from various cities across the country to discuss the above

problems through qualitative research methods. Through interviews, case analysis and other methods, this study will systematically sort out the current situation, challenges and opportunities of the integration of calligraphy and public art, and provide new ideas for the theoretical research and practical application in this field. Specifically, the study will be conducted from the following aspects:

Public cognition and attitude: to understand the views of different groups' views on the public art of calligraphy through interviews, and to analyze their cultural identity and aesthetic preferences.

Exploration of intergration path: combined with typical cases at home and abroad, summarize the design concept and technical path of combining calligraphy and public art.

Sustainable development strategy: discuss the sustainable development mode of calligraphy and public art project from the multiple dimensions of culture, economy, environment and society, and provide the basis for relevant policy formulation.

In the selection of the interview participants, the researchers selected people from Beijing, Hangzhou, Hefei, Guangzhou, Cangzhou, Hohhot and other cities to participate in the interview through simple random sampling. The geographical span is large, taking into account various cultural circles and various economic levels in the north and south of China. In addition, the researchers also selected two Chinese students studying overseas, respectively from Italy and Malaysia, to take into account the overseas Chinese cultural circle through their perspective.

Due to the wide geographical scope, the interviews

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Figure 1: Text coding of the interview

in this study were conducted online, and the respondents volunteered to participate in this study. The interview was semi-structured, and the whole process was recorded with the consent of the interviewees, so that the researchers could organize the data after the interview.

With the help of NVIVO15 software, the interview recording is encoded in this study, and finally the conclusion is drawn.

4 Research Results

4.1 The public's cognition and attitude towards the integration of calligraphy and public art

The public's cognition and attitude towards the integration of calligraphy and public art are diversified. On the one hand, calligraphy, as the core art form of traditional culture, has profound cultural connotation and aesthetic value. Many public hold a positive attitude towards it, believing that the combination of calligraphy and public art can enhance the cultural atmosphere of the city and enhance the cultural identity of the public. For example, it was mentioned in the interview that the calligraphy and public art project can attract the attention of the younger generation through interactive installations, digital media and other forms, and promote the popularization and inheritance of calligraphy art.

However, the public awareness of the art of calligraphy is uneven, especially among the younger generation, where many people are becoming less interested in traditional calligraphy due to the accelerated pace of modern life and the popularization of digital technology. Some members of the public believe that the appreciation threshold of calligraphy art is relatively high, and the lack of relevant cultural background knowledge leads to the limited acceptance of the public art of calligraphy. Therefore, how to reduce the appreciation threshold of calligraphy art through innovative forms and enhance the public's sense of participation and interaction is the key to enhance the public awareness and attitude.

4.2 Specific paths of the integration of calligraphy and public art

The integration paths of calligraphy and public art are diverse, mainly including the following forms:

Digital media and interactive technology: Through digital projection, AR/VR technology, LED screen and other modern technological means, the art of calligraphy is presented in a dynamic and interactive way to enhance the public's sense of participation and experience. For example, the "Calligraphy AR guide project" and "AI Calligraphy wall" mentioned in the interview combine calligraphy art with modern technology through technical means, and enhance the interactive experience of the public.

Art installation of public space: calligraphy elements are integrated into the sculpture, architectural facade, landscape design, etc. of urban public space, to form public art works with cultural characteristics. For example, the "calligraphy sculpture" and "calligraphy stone carving" mentioned in the interview enhance the cultural taste of the city by combining the art of calligraphy with the urban landscape.

Cultural and creative products: combine calligraphy art with cultural and creative products, and develop derivatives with cultural connotation, such as calligraphy-themed stationery, clothing, household goods, etc., to promote the commercial development of calligraphy art.

Education and community activities: through calligraphy workshops, community cultural activities and other forms of calligraphy, to promote the popularization and inheritance of calligraphy art, and to enhance the public's cognition and interest in calligraphy art.

4.3 Sustainable development of calligraphy and public art projects

The sustainable development of calligraphy and public art projects should be considered from multiple dimensions:

Diversification of economic benefits: through ticket income, cultural and creative products sales, brand cooperation and other ways, increase the economic benefits of the project, and ensure the long-term operation of the project. For example, the "cultural and creative products of the Palace Museum" and "calligraphy-themed tourism projects" mentioned in the interview have driven economic growth through cultural consumption and realized the sustainable development of the project.

Technological innovation and digitalization: Using modern scientific and technological means, such as AR/VR, AI technology, etc., to enhance the interactivity and experience of calligraphy and public art, and attract more public participation. For example, the "digital calligraphy wall" and "virtual reality calligraphy experience" mentioned in the interview have enhanced the attractiveness and sustainability of the project through technological innovation.

Policy support and platform construction: The government promotes the development of calligraphy and public art projects through policy support, financial subsidies and platform construction. For example, the "government sets up a special fund" and "building a cultural exchange platform" mentioned in the interview provide a policy guarantee for the sustainable development of calligraphy and public art projects.

Cultural inheritance and education promotion: Through calligraphy education, community activities and other forms, promote the popularization and inheritance of calligraphy art, enhance the public's cognition and interest in calligraphy art, and ensure the continuation of the cultural value of the project.

5 Conclusion

As an important carrier of Chinese traditional culture, the integration of calligraphy with public art not only broadens the form of expression of calligraphy, but also enriches the cultural space of the city. The public generally holds a positive attitude towards this integration, but due to the professionalism of calligraphy, there is still a certain cognitive threshold. Therefore, in the future, innovative technologies and interactive forms are needed to enhance the public's sense of participation and acceptance, so that the art of calligraphy can be more widely integrated into the modern society.

The integration path of calligraphy and public art presents a diversified development trend, including digital media, public space art installations, cultural and creative products, and educational activities, etc. These forms not only enhance the contemporary value of calligraphy art, but also promote its application in different scenarios.

The future development should continue to explore the possibility of cross-border integration, so that the art of calligraphy can enter the public view in a more vivid and diversified way.

In order to realize the sustainable development of calligraphy and public art, it is necessary to start from economic benefits, technological innovation, policy support and educational promotion. Through the combination of market operation, science and technology empowerment and cultural promotion, to ensure the long-term operation of calligraphy and public art project and the continuation of cultural value, so that it can truly become an important part of modern urban culture.

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