

# Research on Innovative Practice Strategies of Digital Empowerment for Public Art from the Perspective of Urban Sustainable Development —— A Case Study of Shanhaiguan Ancient City

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## ABSTRACT

From the perspective of urban sustainable development, this paper deeply discusses the innovative practice strategy of digital empowerment for public art, and takes Shanhaiguan ancient city as an example. As a world cultural heritage site, Shanhaiguan Ancient City carries rich historical and cultural deposits. In recent years, through a series of innovative practices of digital empowerment, it has successfully realized the transformation from a traditional scenic spot to a modern cultural and tourism complex. This paper first summarizes the relationship between urban sustainable development and public art, and then expounds the innovative practice of Shanhaiguan Ancient City in digital empowerment for public art, including creating cultural immersive experience, researching and developing diversified tourism products, and improving the level of intelligent service. Through these innovative practices, the Shanhaiguan ancient city not only improves the tourism experience of tourists, but also promotes the development of the local economy, and realizes the double harvest of economic benefits and social benefits. In the end, this paper summarizes the successful experience of digital empowerment for public art, and provides strategic suggestions for other cities, in order to promote the deep integration of urban sustainable development and public art.

**Key Words:** urban sustainable development; digital empowerment; public art; urban development

## 1. Introduction

The "Guiding Opinions on Deepening the Development of Smart Cities and Promoting the Digital Transformation of Cities" issued by the National Development and Reform Commission points out that the city is a comprehensive carrier to promote the construction of digital China. Promoting the digital transformation and intelligent development of the city is a key move to build a new competitive advantage for the future, and it is also an inevitable requirement to promote the modernization of urban governance system and governance capacity.

Urban sustainable development is an important issue in the current global scope, involving economy, society, environment and other aspects. As an important part of urban culture, public art can not only beautify the urban environment, improve the quality of life of residents, but also stimulate the people's sense of cultural identity and promote the development of urban economy. This contributes to the increase of happiness and belonging of local residents, and a good public environment and artistic atmosphere can increase the pride of the people. With the rapid development of information technology, digital technology is increasingly widely used in the

field of public art, bringing new opportunities and challenges for the sustainable development of cities. As one of the historical and cultural heritage sites in China, Shanhaiguan Ancient City has a long and strong historical background. Through the innovative practice of digital empowerment for public art, it has gradually realized the successful transformation from traditional scenic spot to modern cultural tourism complex. These innovative measures also provide some valuable experience and enlightenment for other cities.

## 2. Relationship between Urban Sustainable Development and Public Art

(1) The connotation of sustainable urban development

Urban sustainable development refers to the evolution of urban economy towards more efficient, stable and innovative while meeting the needs of contemporary urban residents. In order to achieve this goal, it is necessary to pay attention to the coordinated development of economy, society and environment in the process of urban development, and realize the effective use of resources and good protection of environment. For the implementation of this policy, we need to develop the local economy on the basis of paying attention to the environmental protection of Shanhaiguan, and realize the harmonious coexistence between man and the environment, between man and the economy.

From the perspective of urban sustainable development, digital empowerment for public art is a trend of innovation. The combination of digital art and urban landscape not only enriches the cultural connotation of the city, but also improves the overall image of the city, promotes the coordinated development of economy, society and environment, and injects new vitality into the sustainable development of the city. To be specific, urban sustainable development includes the following aspects: First, in terms of economic development, while promoting the sustainable growth of urban economy and improving the living standards of urban residents, we should pay attention to the optimization and upgrading of industrial structure to promote the development of green and low-

carbon industries. Secondly, the level of social progress, and strive to protect the basic rights and interests of urban residents, improve the level of public services such as education, medical care and culture, and promote social fairness, justice and harmonious development. The most important thing is to strengthen urban environmental governance from environmental protection, reduce pollution emissions, protect the natural ecology, and promote the popularization of green and low-carbon lifestyle. For example, some streets in the ancient city restrict the entry of cars, and more shared bikes and green buses are introduced to strengthen the body and protect the local environment.

(2) The role of public art in urban sustainable development

As an important part of urban culture, public art plays a positive role in the sustainable development of cities. On the one hand, public art can beautify the urban environment, enhance the image of the city, and enhance the attractiveness and competitiveness of the city. Through the display and creation of art works, the cultural connotation of the city can be enriched, showing the unique charm of the city, and attracting more tourists and investors.

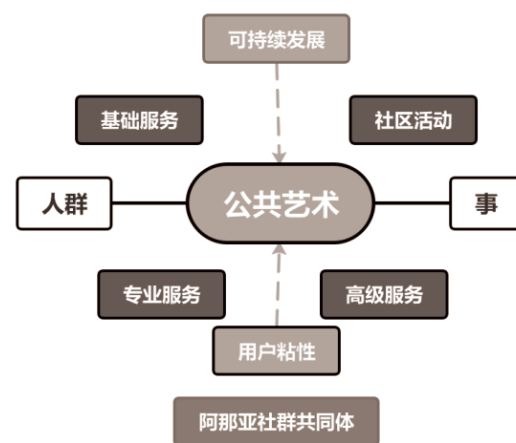


Figure 1 Anaya Community (made by the author)

On the other hand, public art can promote urban residents' cultural identity and community cohesion, and enhance residents' sense of belonging and happiness.

By participating in the creation and appreciation of public art and improving the cognition and perception of beauty, residents can deepen their understanding and identification of urban culture, form common values and community spirit, and contribute to the harmonious and stable development of society. For example, in the construction of the Anaya community in Qinhuangdao, art museums and various exhibition activities in the community are not only business operation models, but also play a role in enhancing cultural identity and strengthening community cohesion.

In addition, public art can also promote the development of urban economy. Through the cultivation and development of the art industry, it can drive the prosperity of related industries and create more employment opportunities and economic benefits. At the same time, public art can also enhance the cultural soft power of the city, set up a good image for the city on the international stage, and attract more international cooperation and exchanges.

### 3. Innovative Practice of Digital Empowerment for Public Art in Shanhaiguan Ancient City

#### (1) Overview of Shanhaiguan ancient city

Shanhaiguan ancient city, located in the northeast of Qinhuangdao city, Hebei Province, is the starting point of the eastern end of the Ming Great Wall in China and an important part of China's ancient military defense system. Shanhaiguan is not only a representative site of the Great Wall, a world cultural heritage, but also a national historical and cultural city and the birthplace of the Great Wall culture of China. The city integrates the Yanzhao culture, the Great Wall culture, the border culture, the culture of entering Guandong and the folk culture of various ethnic minorities, which can be called a living history museum. As a world cultural heritage site, Shanhaiguan Ancient City carries rich historical and cultural deposits, and has many famous historical sites and cultural landscapes. In recent years, through a series of innovative practices of digital empowerment, the Shanhaiguan ancient city has successfully realized the transformation from a traditional scenic spot to a modern

cultural and tourism complex, and has become a popular tourist destination for tourists at home and abroad.

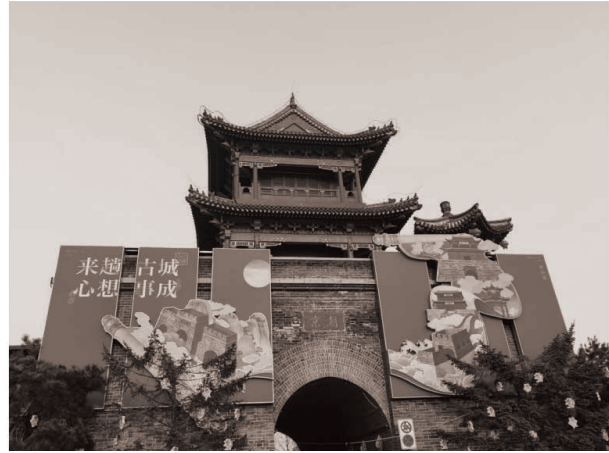


Figure 2 Street View of Shanhaiguan Ancient City (photo taken by the author)

#### (2) Innovative Practice of Digital Empowerment for Public Art

##### Create a cultural and immersive experience

In recent years, making culture "fun", making culture "alive" has become the slogan of Shanhaiguan ancient city tourism propaganda. The Shanhaiguan ancient city makes full use of digital technology to create a series of cultural immersive experience projects, so that tourists can have a deeper understanding of the history, culture and local customs of the ancient city during the tour. For example, in 2020, the "View · Mountains and Sea" Great Wall situational light and shadow show was launched, which combined the Great Wall, military, folk customs and other culture with light and shadow technology. This activity is an important part of the cultural immersive experience. These performances present a wonderful cultural feast for tourists and local citizens.

With the improvement of public security and the continuous change of people's life pace, night tourism continues all over the country. The Shanhaiguan ancient city also vigorously develops and excavates the beautiful scenery of the ancient city at night, bringing different tourism experience to the audience through the city lighting project and technology light show. The scenic



Figure 3 Shanhaiguan Night Show (Baidu)

spot takes the form of light and shadow show, ancient style market, starry sky music collection, Guancheng story, flavor food street, plus the street layout of the original site of the ancient city, to create an immersive tour mode. Through light shows and outstanding performances, tourists can experience the hardships and glory of ancient soldiers guarding the Great Wall; with augmented reality (AR) technology, tourists can see the virtual historical war scenes on the ancient city wall and feel the weight and shock of history. With the historical battle of "Shanhaiguan Stone River War" as the background, the scenic spot has created a large-scale immersive interactive performance real horse battle "Crown a rage", allowing tourists to enjoy the extraordinary years of the alternation of the Ming and Qing dynasties and place themselves in the magnificent history. These cultural immersive experience projects not only enrich the tourism experience of tourists, but also enhance their identification and memory of the culture of the ancient city.

Research and develop diversified tourism products

In recent years, in the face of the diversified and personalized needs of the tourism market, Shanhaiguan Scenic Spot has adopted a series of innovative measures to realize the magnificent transformation from the traditional scenic spot to the modern cultural tourism complex. Guided by the construction of the Great Wall National Cultural Park, relying on the Great Wall culture and based on local culture, the ancient city develops

the Great Wall Festival, Great Wall Research, Great Wall Entertainment, Great Wall Cultural Creation and other product types, activates the Great Wall product system, and provides visitors with the best cultural experience. In order to meet the diversified needs of tourists, Shanhaiguan Ancient City is also actively researching and developing rich tourism products, and applying digital technology to the design and promotion of tourism products. On the one hand, the ancient city has launched tourist routes and products with history and culture, such as "the Great Wall Culture Experience Tour" and "Ancient City Style Photography Tour", so that tourists can immerse themselves in Hanfu and have an in-depth understanding of the history and culture of the ancient city during the tour. On the other hand, the ancient city also combined with elements of modern science and technology, launched in the media of digital entertainment, such as "digital Great Wall interactive experience pavilion", "the ancient city of light show", let tourists to enjoy the fun of science and technology at the same time, feel the unique charm of the ancient city. The development of these diversified products are digital can assign the innovation of public art.



Figure 4 Street View of Shanhaiguan Ancient City (photo taken by the author)

To serve the different needs of tourist groups, the Shanhaiguan ancient city is also committed to building the city's first immersive antique food street, a store

where local cuisine, old traditional food, web celebrity snacks are introduced, which let the public in visiting historic buildings also can experience on a bite of shanhaiguan. By stimulating the sense of smell and taste, people's impression on the senses are deepened.— Yi Changyuan, a time-famous pastry in the center of the ancient city, is mainly based on traditional production techniques, paired with soft and glutinous fillings, which is deeply loved by tourists. The store design and packaging design are unique, as far as possible to retain the architectural composition of the old building. The store also uses antique bricks as walls, which are in harmony with the environment in terms of materials and environment. The launch of these diversified tourism products not only enriches the tourism choices of tourists, but also improves the popularity and reputation of the ancient city, and further promotes the sustainable development of local cities.

#### Improve the level of intelligent services

In response to the guidance on promoting the deep integration of digital technology and primary, secondary and tertiary industries, platform enterprises are encouraged to build multi-level industrial Internet service platforms. We will develop smart agriculture in light of local conditions, accelerate the large-scale application of the industrial Internet, promote the digital transformation of producer services such as finance and logistics, as well as trade, culture, tourism and health services, and raise the level of "using intelligence in the cloud". By creating cultural immersive experience, researching and developing diversified tourism products, and improving the level of intelligent service, Shanhaiguan Scenic Spot constantly improves the service connotation of the scenic spot and innovates the service characteristics, so as to make tourists' travel more convenient and comfortable. Shanhaiguan ancient city focuses on improving the level of intelligent service, through the application of digital technology, to provide tourists with more convenient and efficient tourism services. For example, the ancient city has established a smart tourism platform, where tourists can learn about the tourism information of the ancient city, book tickets and hotels, and participate in

interactive experience through the mobile APP or website. At the same time, the ancient city has also introduced an intelligent tour guide system, where tourists can scan QR codes or wear smart devices to obtain real-time scenic spot introductions and navigation information. The application of these intelligent services not only improves the tourism experience of tourists, but also reduces the management cost of the ancient city and improves the operation efficiency. As Yin Xiping, deputy director of Yangquan Big Data Bureau, said, " 'number' refers to the use of digital technology to link various resources, promote innovative applications, and promote the conversion of old and new growth drivers. 'Smart' is intelligent and intelligent based on artificial intelligence and the Internet of Things. 'New' means forming new industries, new entities, new scenarios, new infrastructure and new mechanisms driven by digital intelligence. "City 'is to promote the comprehensive digital transformation of urban economy, life and governance, and form new advantages for development." The digital economy is expanded by "extending the chain by numbers". Taking Yangquan City as an example, "computing power + platform + scene + ecology" promotes the digital industrialization projects to gather in Yangquan to provide personalized, diversified and high-quality services for the public. The Shanhaiguan ancient city can learn from this case, promote the development of digital industrialization, provide diversified and intelligent services, and bring convenient, efficient and humanized service experience to the tourists coming from afar.

When the golden week comes, tourists come in great numbers, and the restaurants around the ancient city are crowded, and the meal time can even be calculated in hours. Can a digital meal preparation system be introduced? Tourists can reserve food on the small program in advance, and then go to eat on time, which can not only improve efficiency, but also jointly create a convenient tourism environment, so that digital technology can truly benefit the people. In addition, the design of mobile phone programs and the guidance of scenic spot signs are also an indispensable part of public art, which puts forward opportunities and challenges for

us to improve the level of intelligent service.

Promote the deep integration of culture and science and technology

Nowadays, with the advent of the digital era, the Internet, big data, blockchain, artificial intelligence, meta-universe and other cutting-edge technologies have been rapidly developing and been widely applied, and scene digitalization has led the trend of urban landscape change. Taking the Shanhaiguan ancient city as an example, the perfect combination of digital art and the ancient city landscape breaks through various restrictions of traditional architectural landscape.

Shanhaiguan ancient city focuses on promoting the deep integration of culture and science and technology, and innovates the form of expression and dissemination of public art through the application of digital technology. On the one hand, the ancient city uses digital technology to digitally protect and inherit traditional art forms. For example, recording and displaying artworks in the ancient city through digital means, so that tourists can understand the history and culture behind them while appreciating the artworks. On the other hand, the ancient city also combines modern elements of science and technology to innovate the expression forms of public art, such as light shows and interactive art forms, combining the history and culture of the ancient city with modern science and technology, showing its unique artistic charm. These innovative practices not only enrich the cultural connotation of the ancient city, but also improve the cultural soft power of the ancient city.

With "satisfaction + surprise" as the foothold of the work, the ancient city introduces scientific and technological means, and by improving the entertainment consumption environment, enriching tourism activities, improving tourism consumption experience and other measures, to build a service-friendly, industrial characteristic leisure resort city in the new era. In the Shanhaiguan ancient city, multimedia, Internet, artificial intelligence, virtual reality, multi-transmission sensing and other digital technologies have been skillfully applied in the building of the urban landscape. In the "View · Mountains and Sea" Great Wall situational light and

shadow show, through projection, lighting and other multimedia means, the ancient first pass in the world is intergrated with modern sound, light, shadow and electric black technology perfect integration, bringing the audience a dreamlike top visual feast through time. Tourists can also have an in-depth understanding of the military value, architectural characteristics and historical events of Shanhaiguan through AR universe technology, reproduce the magnificent momentum of "the first pass in the world", and feel the historical massiness of "border key". These digital technologies not only enable art works to better reflect the social reality and cultural diversity, but also enable tourists to understand the culture of Guancheng in an immersive way and experience the vicissitudes of history.

To sum up, the application of digital art in shanhaiguan ancient city landscape creates interactive immersive dynamic landscape, which not only promotes the artistic taste and cultural connotation, bu also promotes the prosperity of tourism, promotes the depth of culture and science and technology, playing a pivotal role in the sustainable development of city.

#### **4. Achievements and Enlightenment of Digital Empowerment for Public Art in Shanhaiguan Ancient City**

##### **(1) Effectiveness analysis**

##### **Improve tourists' travel experience**

Through these various innovative practice projects of digital empowerment for public art, the Shanhaiguan ancient city has successfully enhanced the tourism experience of tourists. On the one hand, the launch of the cultural immersive experience project enables tourists to have a deeper understanding of the history, culture and customs of the ancient city during the tour, and enhances the sense of participation and experience. On the other hand, the application of intelligent services provides tourists with more convenient and efficient tourism services, and improves the satisfaction of tourists.

In the process of digital transformation, we should make full use of modern information technology means such as big data, cloud computing and artificial

intelligence to improve the level of intelligent coordination. Through this platform, tourists can access the latest tourist information, weather forecasts and route recommendations to plan their trips more effectively. In addition, digital empowerment also plays an important role in tourism safety monitoring and emergency response, providing a safer and more secure travel environment for tourists.

#### Promote local economic development

The innovative application of digital media technology has greatly promoted the development of tourism, providing tourists with an unprecedented immersive experience. Taking the Shanhaiguan ancient city as an example, this paper discusses how to use digital media technology to promote the construction of immersive ancient city tourism scene, aiming to make tourists deeply feel the historical heritage and cultural charm of the ancient city. At the same time, it also prospects the potential of digital media technology in the future integration of culture and tourism, and it is firmly believed that it can continuously enrich the content of immersive tourism, accelerate the transformation and upgrading of the tourism industry, and effectively enhance the competitiveness of the entire tourism industry.

The innovative practice of digital empowerment for public art not only improves the tourism experience of tourists, but also promotes the development of the local economy. On the one hand, the launch of diversified tourism products has attracted more tourists to visit and consume, and driven the development of catering, accommodation, shopping and other related industries in the ancient city. On the other hand, the deep integration of culture and science and technology has promoted the innovative development of the cultural industry of the ancient city and brought new economic growth points to the ancient city.

Realize a double harvest of both social benefits and economic benefits

Before, the Shanhaiguan ancient city, a city with rich history and rich cultural resources, had endless treasures, but unfortunately failed to fully show its glory



Figure 5 Activities in Shanhaiguan Ancient City (photo taken by the author)

to the world. Its profound historical background, like the dusty ancient books, waiting to be read and interpreted. However, due to the lack of comprehensive development of historical and cultural resources, many precious stories and relics are still hidden in the corners of the years, failing to resonate with the vast majority of tourists. Not only that, the supporting service facilities around the ancient city also need to be improved. From transportation connections to accommodation and catering, from guide services to cultural experience activities, every detail is related to the overall experience of tourists. At that time, these shortcomings undoubtedly limited the attraction of Shanhaiguan ancient City as a tourist destination.

What is more serious is that the homogenization phenomenon of tourism products is rampant. Driven by the market in pursuit of rapid returns, many tourism projects ignore the exploration of regional characteristics and cultural connotation, resulting in tourists to experience similar landscapes and activities in different places, which undoubtedly weakens the unique charm of Shanhaiguan Ancient City. Therefore, how to solve these problems and revitalize the historical and cultural resources of Shanhaiguan ancient city has become an urgent task in front of us.

As a deep intergration of digitalization and intelligence, digital intelligence itself represents a major leap in the field of information technology. Digitization is mainly to transform traditional business information into

digital forms so as to efficiently transfer and share data. Intelligence, on the other hand, uses artificial intelligence and other advanced technologies to analyze and mine large amounts of data and extract valuable information to support decision-making and optimize business processes. Therefore, the core of digital intelligence is to promote the digital transformation and intelligent upgrading of the business, so as to improve the business efficiency and competitiveness. The core of digital intelligence is to transform massive data into valuable information and knowledge through technical means, and then drive the optimization and innovation of business processes. This process can not only promote a significant improvement in production efficiency, but also inject a strong impetus into the sustainable development of enterprises and organizations. At the same time, digital intelligence has also brought unprecedented opportunities for all walks of life, especially in improving service experience, optimizing resource allocation, enhancing competitiveness and other aspects of showing great potential. Therefore, digital intelligence is not only a symbol of technological progress, but also a key force to promote social and economic development and promote industrial upgrading.

Through the innovative practice of digital empowerment for public art, the Shanhaiguan ancient city has achieved a double harvest of both social benefits and economic benefits. On the one hand, the innovative practice of public art has enriched the cultural connotation of the ancient city, improved the cultural soft power and competitiveness of the ancient city, and set up a good image for the ancient city on the international stage. On the other hand, the application of digital technology has reduced the management cost of the ancient city, improved the operation efficiency, and brought considerable economic benefits to the ancient city.

## (2) Inspiration and suggestions

Focus on the deep integration of culture and science and technology

In the process of promoting the deep integration of urban sustainable development and public art, we should pay attention to the deep integration of culture and science and technology. Through the application of digital

technology, the expression form and communication mode of public art are innovated, so that traditional culture and modern technology are combined to show a unique artistic charm. At the same time, the protection and inheritance of traditional culture should be strengthened to avoid losing the essence and connotation of traditional culture in the process of digitization.

Improve the level of intelligent services

In the process of promoting urban sustainable development, attention should be paid to improving the level of intelligent service. Through the application of digital technology, it will provide more convenient and efficient public services for the urban residents and tourists, and improve the operation efficiency of the city and the quality of life of the residents. At the same time, data security and privacy protection should be emphasized to ensure the security and reliability of intelligent services.

Strengthen cross-border cooperation and innovation

In the process of promoting the deep integration of urban sustainable development and public art, cross-border cooperation and innovation should be strengthened. Through the cooperation of the government, enterprises, colleges and universities, we will jointly promote the application and innovative development of digital technology in the field of public art. At the same time, attention should be paid to the training of interdisciplinary talents and innovative teams to provide strong talent support for the innovative practice of digital-enabled public art.

Promote the popularization and participation of public art

In the process of promoting urban sustainable development, attention should be paid to promoting the popularization and participation of public art. By holding various art exhibitions and cultural activities, more citizens and tourists can understand, appreciate and participate in public art, and improve the cultural atmosphere of the city and the cultural literacy of the residents. At the same time, attention should be paid to the community and localization of public art, so that public art can better serve the community residents and

urban development.

## 5. Conclusion

From the perspective of urban sustainable development, this paper deeply discusses the innovative practice strategies of digital empowerment for public art, and deeply analyzes the Shanhaiguan ancient city as an example. Through the innovative practice of digital empowerment for public art, the Shanhaiguan ancient city has successfully realized the transformation from a traditional scenic spot to a modern cultural and tourism complex, providing valuable experience and inspiration for the sustainable development of the city. In the future development, we should continue to pay attention to the depth of culture and science and technology integration, enhance the level of intelligent service, strengthen cross-border cooperation and innovation and promote the popularization of public art and participation, to promote urban sustainable development and the depth of the public art, for urban residents and tourists to create a better and better living environment.

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