Research on the Path of Rural Cultural Space Activation and Emotional Experience Design Based on Cultural Genes

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ABSTRACT

Cultural genes represent the core essence of rural culture, rural cultural spaces serve as vital carriers of rural cultural inheritance and local characteristics, and emotional experience design is a key factor in encouraging community participation in such spaces. In the context of rural revitalization, the extraction and symbolic transformation of cultural genes are essential strategies for activating physical cultural spaces and enhancing residents' cultural identity and emotional belonging. However, existing research largely focuses on the extraction and visual representation of cultural genes, lacking in-depth exploration of how these genes can drive emotional experience design and guide the spatial activation path. Based on this, this paper takes the theory of "cultural genes" as the breakthrough point, and combines the methodology of emotional experience design to explore its identification, extraction and design translation mechanism in rural cultural space, and constructs the activation path of rural cultural space driven by cultural genes, which integrates the space design oriented by "emotional experience" to provide specific operational paths and mechanisms for the activation of cultural space in the strategy of rural revitalization and promote the revitalization and development of rural culture.

Keywords: Cultural genes; Cultural space; Spatial activation; Emotional experience; Rural area

Introduction:

Rural cultural spaces serve as crucial carriers of a rural area's unique history, cultural traditions, and local characteristics. They are also key domains for achieving cultural revitalization in the rural revitalization strategy. In recent years, the Chinese government has issued a series of policies aimed at advancing rural revitalization, including the Rural Revitalization Strategic Plan (2018–2022) and the Opinions on Strengthening Rural Cultural Construction. These policies explicitly emphasize the protection and development of rural cultural spaces as vital means to enhance the sustainability of rural areas. The 14th Five-Year Plan for Public Cultural Service System Construction, issued by the Ministry of Culture and Tourism in 2022, called for improvements to rural cultural facilities and a redirection of cultural resources toward rural areas. The 2024 Central Government Document No. 1 further emphasized enhancing rural public service systems and promoting the flourishing of rural culture .

The design and functional development of rural cultural spaces have drawn considerable scholarly attention. For instance, Chen Bo has argued that the design of such spaces should integrate traditional cultural elements with contemporary needs . Cheng Yeqing has emphasized that well-constructed rural public cultural spaces can effectively meet the diverse cultural demands of local populations . Gu Daye has noted that, under the rural revitalization agenda, cultural spaces should function as central venues for cultural activities, and their reconstruction should prioritize flexibility and adaptability to local and regional cultural contexts . Although current research has focused on the protection and development of rural cultural spaces, much of it

remains grounded in sociological analyses of spatial decline, policy discussions, or isolated case studies concerning spatial structure and reconstruction strategies. There is a noticeable gap in systematic exploration of how emotional experience design can be integrated into the activation of rural cultural spaces, particularly from the perspective of cultural genes. This paper addresses that gap by adopting the concept of cultural genes as a theoretical foundation and integrating methodologies from emotional experience design. It seeks to investigate how rural cultural spaces can be effectively activated through the extraction and design translation of cultural genes, thereby enhancing emotional experiences and cultural identity among contemporary rural residents.

1. Explanation of related concepts

1.1 Cultural genes

Genes are the basic genetic units that control biological traits, and cultural genes are the basic units that reflect local characteristics and cultural heritage. The concept originated in the 1950s when Kroeber envisioned that there were "cultural genes" similar to biological genes in different cultures. In 1976, British biologist Richard Dawkins published The Selfish Gene and formally proposed the concept of cultural genes, naming it "meme", which refers to the smallest unit with replicability and inheritance in human culture . In the 1990s, Zhang Ye: "The cultural system is an organic part of the social system, and naturally has its own special genes, which can be called cultural genes." Wu Fuping: "The so-called cultural genes are the basic factors and basic elements that determine the inheritance and change of the cultural system" . Dawkins once proposed three important criteria for the successful replication of cultural genes, namely fidelity, productivity and longevity, that is, the replication factor must first be able to accurately identify the cultural gene, secondly, it must be able to "reproduce", and finally, it must be able to "survive" and "reproduce" for a long time.

Based on the opinions of scholars, I believe that cultural genes have the following characteristics: (1) Cultural genes are the basic components embedded in cultural systems and phenomena, carrying the core concepts, ways of thinking, values and behavioral patterns of a specific culture, and have the ability to be inherited and spread across time and space. They are the basic factors and driving forces for the inheritance and change of cultural systems. (2) Cultural genes influence and shape the behavioral cognition and social relations of individuals and groups through specific cultural expressions and stylistic behaviors, thus forming the inheritance code of the cultural system and determining the ancestors and innovations of cultural traditions. (3) Cultural genes are divided into two categories: material cultural genes and intangible cultural genes. Material cultural genes include material forms such as architecture, utensils, and landscapes, which usually have significant visual symbols; intangible non-cultural genes include cultural forms of dynamic language inheritance such as local crafts, customs, and festivals. (4) Cultural genes should be extracted and translated and applied in cultural spaces to meet the needs and development of different eras.

1.2 Rural cultural space and activation

Rural cultural space refers to the space and field of cultural activities and spiritual life that are closely related to the production and life of villagers and have geographical relations. It is the material space carrier that reflects the rural order. It includes both material carriers with physical characteristics, including cultural squares, streets, under (old) trees, squares, ancestral halls, stages, temples, etc., and also includes various forms of rural cultural activities with practical characteristics in non-physical forms, such as folk festivals, weddings and funerals. Rural cultural space carries local culture, historical memory and social practice. It is a vivid carrier for the occurrence, development, inheritance and dissemination of rural culture. It is an important bridge connecting history and the future, and inheriting culture and innovation. As a carrier of regional cultural memory and an important place for local cultural inheritance, rural cultural space needs to be "people-centered" in the process of construction and renewal, optimize spatial layout and improve public service levels, and meet the

emotional needs of residents . By tapping local cultural resources, enhancing local identity and inheriting cultural memory, it provides key support for achieving the comprehensive goal of rural revitalization.

1.3 Emotional experience design

Emotional experience refers to the emotional response of people in the process of interacting with the environment or objects, including multi-dimensional experience in psychology, behavior and physiology. Emotional experience design is a design method that focuses on the emotional needs of users. It aims to provide users with a profound and rich memorable spatial experience through the comprehensive regulation of sensation, cognition and emotion.

Norman proposed from the perspective of design psychology that by exploring the relationship between individual perception and man-made object design, he proposed the classic three-level theory of emotion in the field of design, dividing emotional experience into instinctive level, behavioral level and reflective level . The instinctive level focuses on some features of things that can be directly perceived, such as color, texture, form, structure and other factors that stimulate people's sensory stimulation; the behavioral level can be called "usability", focusing on the practicality, functionality, memorability and other factors of the product; the reflective level is the highest level of emotional design, focusing on the symbolic meaning, social value and emotional value of the product, and triggering people's advanced cognition. As a deep-level psychological activity, emotional experience plays a key role in individual cognition, behavior and emotional regulation.

1.4 Relationship and integration of cultural genes, rural cultural space and emotional experience design

There is a close logical relationship between cultural genes, rural cultural space and emotional experience design. Cultural genes are the value core of rural cultural space. Through symbolic processing, they can serve as the key driving force of emotional experience design, translating traditional cultural elements into concrete spatial symbols and design language. Rural cultural space is the spatial carrier of cultural genes and the specific space on which the dissemination and translation of cultural connotations rely. Emotional experience design is the intermediary mechanism connecting cultural genes and spatial perception. Through multi-sensory interaction and scenario construction, cultural genes are organically combined with rural cultural space, guiding users to "feel culture" and "touch memory" in space, while realizing the functional revival of rural cultural space. Therefore, by integrating cultural genes and emotional experience design, an effective path can be provided for the activation of rural cultural space, and finally the comprehensive activation of rural cultural space can be realized.

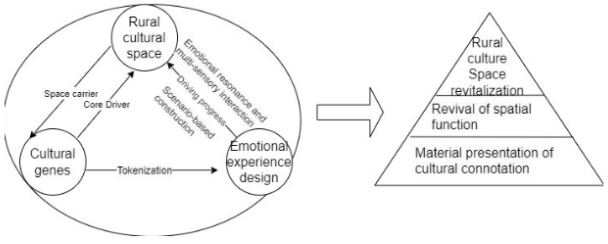

Figure 1 Relationship and integration of cultural genes, rural cultural space and emotional experience design

Table 1 Emotional experience level and design

Emotional Level	Emotional Needs in Landscape Space	Design Requirements	Design Elements
Visceral Level	Emotional foundation: Sense of security	Perceptibility	Color, texture, form, structure, sound, scent
Behavioral Level	Emotional drive: Sense of exploration	Participativeness	Practicality, functionality, interactivity, operability
Reflective Level	Emotional resonance: Sense of belonging	Memorability	Memory cues, relevance to personal experience, role substitution or identification

2.Necessity of rural cultural space activation and emotional experience design

2.1Activating rural cultural space is an important starting point for rural revitalization

The report of the 19th National Congress of the Communist Party of China clearly proposed to implement the rural revitalization strategy, of which cultural revitalization is the core content. Through the activation of cultural space, not only can more diversified public cultural services be provided, but also the rural economy can be empowered and the coordinated development of social governance and rural ecology can be promoted. As the material carrier of rural history and culture, rural cultural space is not only an important place for villagers' daily life, but also an important space for carrying local memory and displaying cultural diversity. It is the source of rural social cohesion and rural villagers' sense of identity. In the context of rapid urbanization and globalization, in the actual space design process, the homogenization of traditional culture and construction, the fragmentation of new residents' values and the heterogeneity of residents have led to the gradual weakening of the function of rural public cultural space and cultural decline. The cultural activities of many traditional villages have been interrupted due to the lack of participants, and the space itself has lost the meaning of social interaction. The lack of infrastructure for cultural exchange has posed a serious challenge to the inheritance and implementation of rural culture. Strengthening the construction of cultural spaces and optimizing their functions, and transforming rural natural resources and cultural elements into attractive activity spaces, not only meets the rural residents' demand for public cultural services, but also provides new possibilities for the integration of rural culture and tourism. It is an important means to achieve rural industrial, cultural and ecological revitalization.

2.2 Emotional experience design gives vitality to cultural space

“Culture is a place to be appreciated”. As a user-centered design method, emotional experience design provides a new idea for space activation. By introducing design methods such as multi-sensory interaction and immersive experience, an immersive environment of “perceivable, experiential, and memorable” can be constructed , which can shorten the emotional distance between space and users and transform cultural content from static display to dynamic experience. It is not just a physical field, but also a bridge for cultural communication that carries social interaction and emotional generation. For example, traditional cultural symbols in rural areas (such as folk activities, local handicrafts, etc.) can be revitalized through scene reproduction and participatory design, allowing residents to have emotional resonance and cultural identity in the experience. Multifunctional cultural space integrates the three spatial dimensions of display, participatory experience and emotion, not only effectively exploring and displaying local traditions, folk customs and history, but also enhancing the rural residents’ sense of identity and pride in local culture. This sense of identity further promotes cultural innovation and development, allowing traditional culture to be reborn in modern society, thereby enhancing the overall vitality of rural society.

2.3 Social significance of cultural gene-driven activation of rural cultural space

Cultural gene provides a unique design driving force for the activation of rural cultural space. Different from the ordinary restoration of spatial function, cultural gene extracts the core elements of traditional culture and translates them into modern design language to make the space unique. This gene design method can help rural cultural space explore its local cultural characteristics in the context of globalization. For example, by integrating local traditional models, materials and construction techniques into modern space design, the modern space design appeal of the space can be enhanced. Through the construction of multifunctional cultural space, people of different backgrounds and ages can participate in cultural activities together in the space. This driving mechanism of cultural gene makes the activation of rural cultural space not only a transformation at the material level, but also the reproduction and transmission of cultural values.

It can enhance the cohesion and social interaction ability of the whole village, and help achieve a win-win situation in ecology, economy and culture.

3. Identification and extraction of rural cultural genes

Cultural genes are the core connotation of cultural space, the smallest unit that carries and transmits cultural values, and have unique locality, symbolism and inheritance. The extraction of cultural genes is the basis for realizing the "shape" of cultural space modeling, the "color" of cultural elements, and the "meaning" of cultural spirit scene connection. Scientific and clear identification principles and methods need to be followed.

First, researchers need to follow the principles of authenticity, inheritance and uniqueness, and determine the generation environment and expression form of cultural genes in combination with the local historical, geographical and cultural background. Through field research and literature analysis, they can deeply understand the geographical environment, historical background and cultural characteristics of rural sites, and identify those cultural elements that have not been significantly changed in the long river of history and are unique. Priority should be given to extracting genes that have a significant influence on local culture and can represent the overall style of local culture.

Second, classify and identify cultural genes and construct a cultural gene pedigree map. According to the two major categories of explicit material culture and implicit intangible culture, detailed cultural gene identification is carried out. Explicit material culture refers to genes with high degree of trait expression, such as surface material, decorative patterns, traditional colors, and shape outlines, including five categories: architectural form (different types of buildings carry rich local historical and cultural information), village pattern, natural landscape, handicrafts, and iconic symbols. Implicit intangible culture refers to genes with low degree of trait expression, such as traditional values, life aesthetics, value connotations and concept cognition in poetry culture, including seven types of spiritual cultural elements such as language and dialect, traditional festivals, religion and beliefs, traditional skills, social customs, values and ways of thinking, and stories and legends.

Finally, by sorting out and systematically analyzing the identified cultural genes, a pedigree diagram of cultural genes is constructed to show their internal connections and genetic logic. The pedigree diagram of cultural genes can intuitively show the origin, inheritance, and evolutionary relationship of various cultural factors, and help analyze their role in the cultural system. Combining cultural expression forms, multidisciplinary methods, interviews, questionnaires, and historical archives analysis are used to verify the authenticity of

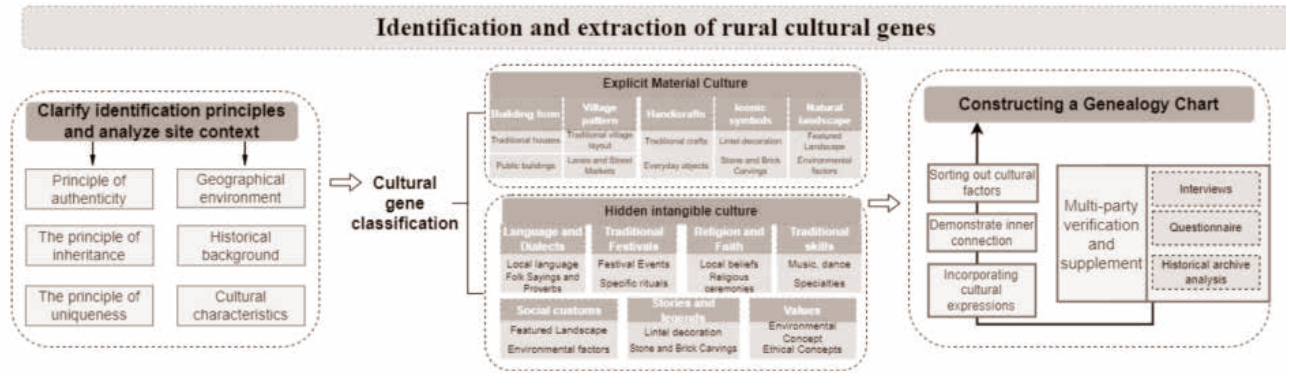

Figure 2 Identification and extraction of cultural genes

cultural genes, monitor the expression and variation of cultural genes in real time, and ensure that their core values are not damaged.

4. Emotional experience-oriented rural cultural space activation strategy

The spatial expression of cultural genes is a key strategy to activate rural cultural space. The construction of cultural gene "place" is a dynamic process with redesign as the core. By extracting cultural elements with local characteristics, integrating them with the material structure and design language of rural cultural space, and gradually iterating and reconstructing. In this way, a cultural space that not only meets the living needs of contemporary users but also stimulates emotional resonance is designed.

4.1 Symbolic translation of cultural genes

Symbolic translation means that the extracted cultural genes need to be deconstructed and reorganized to meet the use needs and aesthetic expectations of modern society. Specifically, it is to transform the connotation and characteristics of cultural genes into a systematic expression with visual communication power and operability. Specifically, it can be translated based on cultural gene cultural design semiotics, cultural metaphor design, and cultural image transformation. (1) Extract and recreate element symbols through the design method of cultural semiotics. Specifically, the design symbols are comprehensively interpreted from the semantic dimension (the intrinsic meaning of the symbol), the linguistic dimension (the logical relationship between form and structure), the contextual dimension (the symbol in a specific cultural scene) and the pragmatic dimension (the practical function and emotional effect of the symbol). Then, based on the principle of semiotics, these symbol elements are creatively translated and reconstructed to create new vitality in modern design. (2) Cultural metaphor design takes capture, mapping and inference as the core process. By finding the mapping relationship between cultural elements and product elements, the current metaphorical results of the image are gradually presented. In this process, design is not only the processing of product form, but also the intentional interaction between cultural image collection and user cognition. Designers integrate cultural images into product form, embedding "meaning" in "image", and users obtain cultural connotations by observing the product image, completing the cognitive process of observing "image" and obtaining "meaning". The cultural image transformation method focuses on strengthening the collection of cultural images and guiding designers to create based on images, physical characteristics and semantic associations. (3) Common expression techniques include abstraction, deformation, personification, exaggeration, etc. These methods not only expand the expression of cultural images, but also liberate cultural genes from the physical form of breathing, and examine the intangible design at the level of social innovation and service system. This method not only realizes the temple of traditional culture, but also gives products or services more sense of the times and functionality.

4.2 Hierarchical design path of emotional experience

The hierarchical design of emotional experience has three emotional levels, from sensory triggering, behavioral interaction to emotional resonance, gradually building a deep connection between users and space.

4.2.1 Instinct level: multi-sensory triggering emotional stimulation

The instinctive level focuses on the user's first impression and intuitive feelings. The design of this level directly affects the user's initial perception of the space. "People's cognitive activities of various things often start from feelings. When they first enter the space, the user's sensory experience determines the emotional response and willingness to stay." Through local materials, traditional patterns, local colors, natural light and shadow, plant fragrance, etc., awaken the first impression of rural culture. Mobilize the participants' vision, hearing, touch, smell, taste and other senses to enhance the user's spatial perception and emotional experience. When designing, it is necessary to select the appropriate colors, patterns, and materials according to the psychological characteristics of the service objects and the specific characteristics and activity types of different spaces, and create a

corresponding atmosphere with music or natural sounds related to local culture. For example, using bamboo components to form a light and shadow interactive device not only has traditional meaning, but also has aesthetic interest.

4.2.2 Behavioral level: Participatory emotional association

The behavioral level focuses on the convenience of users in the space and the way they interact. The specific design content can be optimized from the aspects of optimizing the layout of rural cultural space, improving the adaptability of cultural space, improving the convenience of using cultural space, creating a complex multifunctional space, improving the supporting facilities of the site, and increasing the interpretability of the cultural content of the cultural space. First, make full use of local natural resources, grasp the unique topographical features, give full play to the local natural advantages, and conform to the original natural pattern and climatic conditions. The multifunctionality of the space should be considered when designing, and the infrastructure, such as public toilets, parking lots, and rest seats, should be improved to improve the convenience of use. At the same time, commercial service facilities, such as small shops and cafes, should be introduced to provide more convenience for residents and tourists. Secondly, during the design process, local residents should be encouraged to participate in planning and decision-making to ensure that the design meets their actual needs and increase the participation of users in the construction of the site. Finally, cultural activities, festivals and celebrations can be organized regularly, relying on the nature and type of cultural space, so that users can experience rural culture in person, attract more people to participate, and increase the activity of the space.

4.2.3 Reflective level: contextual narrative emotional resonance

The reflective level is the highest level of emotional experience. The emotional value lies in evoking the individual's memories of the past and the identification with the hometown. The emotional experience at the reflective level can be directly affected by the explicit or invisible symbols at the instinctive level and the intentional or unconscious behavior transmission at the behavioral level. Zhang Diwei pointed out that "cultural memory constructs a kind of 'space', which seamlessly connects daily behavior and customs (imitation memory), memories of various objects including buildings, and memories of interpersonal interactions into this space." The story-rich scene allows the user's subjective thinking

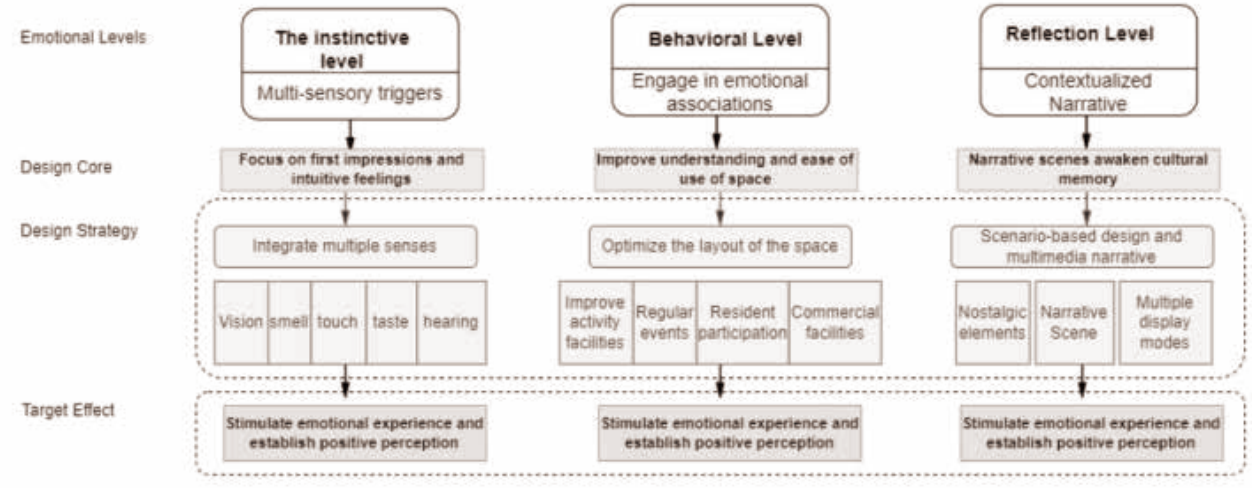

Figure 3 Hierarchical design of emotional experience

and emotions to give the "space" a unique emotional value, guiding the user to complete cultural cognition and emotional self-projection in immersion, and finally forming a spiritual resonance. The design at the reflective level should respond to the countryside with a sincere attitude and a warm way, and strive to evoke the deep memories of the hometown in the hearts of villagers and visiting tourists, and integrate nostalgia. In the rural cultural space, through scene design, the memory fragments of nostalgia, such as ancient wells, ancient bridges, ancestral halls, and entertainment activities, are cleverly arranged in the space to trigger the user's emotional memory. Secondly, give space and cultural context, through sculptures, installation art or interactive projections in rural cultural squares, set up story walls or information boards in cultural spaces, tell local history, legends and folk customs in a vivid and interesting way, so that people can gain knowledge and emotional resonance in an immersive environment. Finally, by combining multiple media forms such as video, audio and physical display, these elements can be visualized through narrative and symbolic design, using design language to build a perceptible narrative scene for users. Let people have an emotional dialogue with cultural memory through spatial symbols, and evoke the nostalgic emotions deep in their hearts.

4.3 Technology empowerment and multi-dimensional interaction to build a spiritual harbor

Introducing digital technology and community participation mechanisms into emotional experience design can enhance the interactivity and sustainability of the space and make cultural expression more open and inclusive. Combining multiple media forms such as video, audio and physical display, enriching narrative content, transforming cultural elements into understandable and profound emotional experiences, and enhancing the participation and fun of rural cultural space. Using digital technology and intelligent equipment to create scene themes that combine virtuality and reality, providing support for the dissemination of cultural genes and deep technology of emotional experience. Using VR technology to create theme scenes, users can travel through time and space to experience the past style of traditional villages; using AR technology, users can add virtual information to real scenes and interact with digital cultural elements. In addition, setting up tactile interactive devices, such as dynamic models or smart screens, allows users to explore cultural stories and design details more deeply and experience the unique charm of rural culture through touch, sliding and other operations. This multi-dimensional interactive design is conducive to stimulating user interest and participation and enhancing the emotional appeal of cultural space. By introducing community members to participate in the design, management and operation of cultural spaces, and inviting some people as interpreters or organizers of cultural activities, a community collaborative cultural inheritance mechanism is formed. Personalized services are provided to allow users to choose the content to participate in according to their preferences. Dynamic exhibitions can be regularly updated according to different themes, so that rural cultural spaces always remain fresh and attractive.

Summary:

This chapter takes cultural genes as the core perspective, clarifies the core role of cultural genes in rural cultural heritage and spatial design, and constructs an activation path system based on cultural gene identification and spatial perception around the design of "emotional experience-oriented public space". At the cultural level, through the spatial translation and symbolic reconstruction of cultural genes, the effective transformation of traditional culture from memory images to contemporary expressions is achieved; at the experience level, combined with Norman's three-level theory of emotion, from multi-sensory triggering, behavioral participation to situational resonance, an emotional experience design method with progressive logic is proposed; at the technical and mechanism level, with the help of multimedia interaction and community co-construction mechanism, cultural space is promoted from "exhibition field" to "spiritual harbor" of empathy field. This strategy not only provides a new path for the integration of traditional culture and modern space,

but also provides an operational practical basis for the continuous activation and emotional belonging construction of rural cultural space, laying a solid foundation for the construction of subsequent path models and empirical research.

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