

Study on the Construction and Communication of Digital Artization of Historic Building Remains

—Cao Yu's Former Residence on Minzhu Road, Heibei District, Tianjin as an Example

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ABSTRACT

As the era progresses and digital technology continues to advance, the application modes of historic buildings in cultural exhibition and communication must adapt to modern needs through reasonable transformation and development, ensuring the full expression and innovative inheritance of their cultural value. Cao Yu's former residence, where the famous playwright lived during his youth, stands as a testament to his formative years and creative process. The application of digital tools offers innovative ways to delve into the profound cultural essence of this historic site. Focusing on the Cao Yu's Former Residence in Tianjin as a representative case, this paper deeply explores its rich literary connotation and unique historical significance, and actively responds to the dilemma that it is difficult for conventional exhibition and communication channels to fully demonstrate their charm and connotation under the current background. Utilizing digital technology, this study proposes multidimensional innovative strategies, such as creating an integrated exhibition platform with diverse digital resources, expanding social media and hybrid online-offline communication channels to reach wider visitors, and cultivating a collaborative cultural heritage ecosystem that engages both experts and the public, thereby advancing the cultural promotion of Cao Yu's former residence. This study not only introduces innovative approaches for the cultural preservation and promotion of the Cao Yu's Former Residence in Tianjin but also serves as a reference for the revitalization of other historic buildings in the digital era, overcoming the divide between art and technology, and supporting the innovative and sustainable evolution of historic architectural culture in the digital age, allowing cultural heritage to shine anew and resonate profoundly in contemporary society.

Key words: Digital Intelligence Empowerment; Historic Buildings; Cao Yu's Former Residence; Digital Artistic Construction; Cultural Exhibition and Communication

1 Introduction

Historic buildings, being a vital part of urban cultural heritage, embody profound historical, cultural, and social significance. They serve not only as repositories of urban memory but also as crucial vehicles for cultural inheritance. In September 2021, the "Opinions on Strengthening the Protection and Inheritance of Historical and Cultural Heritage in Urban and Rural Construction," issued by the General Office of the Central Committee of

the Communist Party of China and the General Office of the State Council, emphasized that historical and cultural heritage is an invaluable and irreplaceable resource. Nevertheless, the rapid advancement of modern society has brought unprecedented challenges to the cultural exhibition and communication of historic buildings. Data from Statista reveals that the global number of internet users surpassed 5 billion in 2023, with 90% of users consuming content via mobile devices. Contemporary visitors prefer accessing information through short

videos, interactive apps, and social media, making conventional exhibition formats like static displays, text-based descriptions, and image showcases less compatible with today's rapid and fragmented information consumption habits. Simultaneously, the tension between the conservation and utilization of historic buildings is growing more evident. Many historic buildings risk being forgotten or abandoned as their exhibition methods become outdated and their communication strategies increasingly marginalized. The search for innovative exhibition and communication methods is now a pressing necessity to ensure the preservation and creative evolution of the cultural significance of historic buildings.

In today's rapidly evolving digital age, particularly with the extensive use of technologies such as virtual reality (VR), augmented reality (AR), 3D modeling, and big data analytics, historic buildings have gained new opportunities for cultural exhibition and communication. In October 2022, based on these developments, the Ministry of Industry and Information Technology, the Ministry of Education, and three other departments jointly issued the "Action Plan for the Integrated Development of Virtual Reality and Industrial Applications (2022-2026)." The plan aims to make significant progress in key technologies like 3D visualization and immersive audio-visual integration by 2026, expand the range of user-friendly virtual reality terminal products, and further enhance the industrial ecosystem. The swift advancement of digital intelligence technologies offers more dynamic and immersive exhibition methods for historic buildings while broadening the scope and influence of cultural communication, thereby revitalizing the preservation and innovative evolution of cultural heritage.

Cao Yu, recognized as one of the pioneers of modern Chinese drama, created iconic works like "Thunderstorm" and "Sunrise," which are considered landmark achievements in the history of Chinese theater. Cao Yu's former residence, a historic building of immense cultural importance, served as his home during his youth and marked the beginning of his creative journey, reflecting his evolution from a young boy to a renowned playwright. Yet, its conventional exhibition methods fail to engage

today's younger visitor. Using Cao Yu's former residence as a case study, this study investigates innovative strategies for the cultural exhibition and communication of historic buildings enabled by digital intelligence, aiming to discover new methods for cultural exhibition and communication.

2 A Summary of the Cultural Value and Exhibition Communication of Historic Buildings

2.1 Cultural Value of Historic Buildings

Historic buildings are structures constructed in specific historical eras, characterized by notable historical, cultural, and artistic significance, and serve as reflections of the social conditions, architectural styles, and local customs of their time. These buildings encapsulate rich cultural connotation, acting as compelling evidence of humanity's historical living conditions, creative endeavors, and the interplay between humans and their environment, thereby standing as monuments to urban civilization. Preserving distinctive historical characteristics in their appearance, structure, and ornamentation, these buildings act as vital material embodiments of urban and regional culture, encompassing multifaceted cultural values and fulfilling an indispensable role in societal progress.

2.1.1 Historical Value

Historic buildings serve as authentic records of the social conditions, lifestyles, and major events of particular historical eras. They act as witnesses to their time, encapsulating the developmental history of a city or region. For instance, medieval castles in Europe, characterized by their robust walls and lofty towers, mirror the unstable social conditions and the defensive requirements of the aristocratic class during that period; In contrast, Tianjin's historic buildings resemble a "history book carved in stone," telling the story of the modern and contemporary interplay, conflict, and integration of Eastern and Western architectural styles and cultures through their distinctive "fusion of old and new, East and West", thereby contributing to the urban fabric and stylistic identity of this historically and culturally renowned city.

2.1.2 Artistic Value

Within the realm of art, numerous scholars have profoundly acknowledged the exceptional significance of historic buildings. As Li Zehou articulated in "The Path of Beauty," Chinese architecture emphasizes not intense stimulation or intellectual understanding but the gentle nurturing and immersion in the atmosphere of daily life. Historic buildings globally display a variety of styles. Gothic architecture, characterized by its soaring spires, expansive windows, and stained glass, is epitomized by Notre-Dame de Paris, where vertical lines and intricate carvings evoke a mystical and reverent religious ambiance; Baroque architecture seeks opulent and extravagant effects, exemplified by the Church of San Carlo alle Quattro Fontane in Rome, where intricate curves, vibrant colors, and lavish ornamentation convey a dynamic and theatrical quality; Tianjin's historic buildings incorporate a range of Western architectural styles, often blending multiple styles within a single structure and undergoing innovative transformations. Thus, Tianjin's historic buildings are not simply "reduced versions" of Western architecture but rather a product of localized reinvention.

2.1.3 Social Value

Historic buildings serve as emblems of regional culture, embodying the collective memory and identity of the local community. The Fujian Tulou, representing Hakka culture, features distinctive circular or square structures that not only accommodate the communal living needs of families but also reflect the Hakka people's values of solidarity and defensive strategies. Their unique historical value and cultural appeal draw numerous visitors, thereby stimulating the local economy and generating substantial job opportunities for the city or region.

2.2 Limitations of Conventional Exhibition and Communication Methods

Since the 21st century, the advent and progression of unprecedented global transformations and the transition of socialism with Chinese characteristics into a new era have underscored the growing significance of cultural communication. Conventional exhibition and communication methods predominantly depend on static,

unidirectional information delivery, resulting in visitors being largely passive, with limited interactivity and participation. Visual cultural communication highlights the transmission of cultural information through visual symbols and imagery, overcoming the constraints of conventional text and language-based methods, and revitalizing cultural communication. While these approaches provide some degree of immediacy and authority in information delivery, they are increasingly perceived as simplistic and outdated in an era where interactivity, immersive experiences, and personalization dominate communication, failing to cater to the varied demands of cultural consumption.

2.2.1 Lack of Diversity in Exhibition Methods

Conventional exhibitions frequently depend on static presentations, limiting visitors to observing artifacts behind glass, which hinders a thorough understanding of their historical narratives and cultural context. Architectural models typically focus on the external appearance of buildings, omitting dynamic details such as interior spatial arrangements, functional divisions, and construction methodologies. Guided tours are further limited by the varying expertise of the guides, leading to uneven quality in the accuracy and depth of information provided. Visitors are often passive during their visits, missing out on opportunities for engagement and interactive experiences.

2.2.2 Constraints on Communication Scope

Physical exhibitions are confined to specific venues, requiring visitors to travel to the designated locations if they wish to attend. For historic buildings in remote locations or exhibition venues far from the visitor's home, significant time and financial resources are often required to access them, making it impractical for many and excluding a large portion of potential visitors.

2.2.3 Limited visitor Participation

Under conventional methods, interaction between the visitor and the exhibits is limited. Visitors are unable to touch architectural elements to appreciate their materials and craftsmanship, hindering a deeper and more intuitive understanding of the structures. When it comes to the historical narratives and cultural context of the buildings,

visitors are limited to passively receiving the guide's interpretations and cannot delve deeper based on their own interests or queries, resulting in a less engaging and somewhat tedious visit experience.

2.3 Emerging Opportunities Enabled by Digital Intelligence Technologies

In March 2021, the development of virtual digital technologies was incorporated into China's "14th Five-Year Plan," positioning technological innovation in this field as a critical step toward industrial advancement and establishing the nation as a leader in technology. The swift advancement of digital intelligence technologies has created unparalleled opportunities for the cultural exhibition and communication of historic buildings, infusing them with renewed vitality in the modern age.

Digital intelligence technologies include advanced tools like virtual reality (VR), augmented reality (AR), big data, and artificial intelligence (AI). VR technology generates immersive virtual environments, enabling users to experience historic buildings firsthand and examine architectural details closely. AR technology merges virtual elements with real-world settings, animating static structures. Big data technology enables targeted communication strategies by consolidating data from multiple sources. AI technology improves exhibition effectiveness and user engagement with capabilities like image recognition, voice recognition, and smart navigation.

Leveraging VR, AR, and multimedia technologies, exhibitions can develop dynamic and interactive spaces that vividly portray the construction processes and functional contexts of buildings. Integrating online exhibition platforms with social media transcends geographical and time constraints, broadening the scope of communication and enabling global users to access architectural cultural content at any time and place. Additionally, interactive display setups and online games shift visitors from passive observers to active participants, fostering a deeper engagement with cultural connotation. Moreover, online communities and forums offer spaces for visitors to communicate and share insights, advancing the preservation and creative evolution of historic

building culture.

3 Cultural Connotation and Current Exhibition and Communication Status of Cao Yu's Former Residence in Tianjin

3.1 Historical Context and Cultural Value of Cao Yu's Former Residence

Cao Yu's former residence, situated between No. 21 and No. 27 on Minzhu Road in Tianjin, comprises two separate small buildings and five single-story houses, featuring a compact design and a serene atmosphere. The courtyard at No. 23 (front yard), oriented south-north, exemplifies the architectural style of the Republic of China period. The two small buildings at the front and rear served as Cao Yu's main living and creative spaces (Fig. 1). As a place that embodies important historical memories and cultural connotation, its historical trajectory and cultural significance are deeply interconnected, securing its distinctive role in Chinese literature and architectural heritage.



Fig. 1 Current Status of Cao Yu's Former Residence (Image source: self taken by the author)

3.1.1 Far-Reaching Impact of Classic Literary Works

While living in Tianjin, Cao Yu drew inspiration from the city's vibrant folk arts, opera traditions, and the widespread influence of Western literature, which enriched his creative process. In this context, Cao Yu's former residence became a witness to a pivotal stage in his creative journey. It was here that he developed and authored several impactful plays, including

"Thunderstorm," which is not only a testament to Cao Yu's individual genius but also a defining moment in the evolution of modern Chinese drama, leaving a lasting legacy on subsequent theatrical works.

3.1.2 Historical Value of Celebrity Residences

The architectural style and intricate details of Cao Yu's former residence exemplify the blending of Chinese and Western cultures, highlighting Tianjin's distinctive cultural identity as a historic trading hub. The elegantly designed sloping roof, with its fluid lines, contrasts sharply with the flat-roofed entrance hall, adding depth and dimension to the structure. The finely crafted bottle-shaped railing terrace above the entrance hall lends a sense of romance and sophistication to the architecture. The exterior eaves combine mixed-water walls with accents of red brick, blending the modernity of Western architectural styles with traditional Chinese decorative motifs.

3.2 Current Exhibition and Communication Status of Cao Yu's Former Residence

At present, Cao Yu's former residence operates as the Cao Yu's Former Residence Memorial Hall, open to the public. The exhibition features nearly 3,000 photographs, over 50 restored furniture items, and more than 40 artifacts, vividly reconstructing the environment where Cao Yu lived and created his works (Fig. 2). Furthermore, a 1.2-meter-tall bronze bust of Cao Yu, crafted by the famous sculptor Liu Xin, is displayed in front of the memorial hall, acting as a notable landmark that boosts the residence's prominence (Fig. 3).



Fig. 2 Interior Furniture Arrangement at Cao Yu's Former Residence (Image source: self taken by the author)



Fig. 3 Exterior Bronze Bust at Cao Yu's Former Residence (Image source: self taken by the author)

Regarding communication channels, the residence leverages its official website to offer comprehensive details about its history, architectural features, and exhibitions, supported by high-quality images and descriptive texts, creating an accessible resource for those unable to visit the site. Additionally, the website frequently updates with research outcomes and event announcements, while platforms like Weibo and WeChat Official Accounts are utilized to post updates, exhibition summaries, and analyses of works, engaging followers through visuals, text, and short videos to enhance visitor interaction.

3.3 Problems and Challenges in the Exhibition and Communication of Cao Yu's Former Residence

3.3.1 Insufficient Innovation and Interaction in Exhibition Methods

Despite some achievements in cultural exhibition and communication, Cao Yu's former residence still relies heavily on conventional static displays, which lack creativity and interactive elements. The displays mainly consist of physical artifacts, text and image panels, and guided tours, resulting in limited visitor engagement and reduced appeal to younger generations.

3.3.2 Lack of Integration and Synergy in Communication Channels

The official website and social media platforms of Cao Yu's former residence are not effectively integrated or coordinated, preventing the creation of a cohesive communication strategy. Moreover, offline communication

activities are repetitive and do not effectively complement online communication initiatives. The disjointed nature of communication channels hampers the residence's overall outreach, making it challenging to distinguish itself in the competitive cultural communication landscape.

3.3.3 Lack of visitor Segmentation and Personalized Services

While Cao Yu's former residence targets visitors of varying ages and cultural backgrounds, its current exhibition and communication methods do not adequately address visitor diversity or offer tailored services to meet their needs. For instance, the exhibition lacks fun and interactive content for younger visitors, failing to capture their interest, while professional scholars find the available research materials and detailed analyses inadequate for their academic requirements.

4 Innovative Strategies to Cultural Exhibition and Communication Methods of Historic Buildings Enabled by Digital Intelligence

4.1 Utilizing Digital Intelligence Technologies in Unified Exhibition Platforms

Amid the swift advancement of digital intelligence technologies, creating a unified exhibition platform is essential for improving the cultural exhibition of Cao Yu's former residence. The diverse capabilities of digital intelligence technologies offer strong technical backing for developing holistic, immersive, and interactive exhibition experiences, allowing for a profound exploration and display of the cultural connotation of Cao Yu's former residence and providing visitors with a novel experience.

4.1.1 Building 3D Models with SU

Employing 3D modeling tools like SketchUp (SU), high-accuracy digital models of historic buildings can be created, comprehensively reconstructing their structure, spatial arrangement, and historical intricacies. Using 3D models, visitors can virtually navigate the building's various spaces on digital platforms, understanding its architectural design and cultural background. Furthermore, 3D models serve academic purposes, offering architectural researchers comprehensive digital materials

and advancing the study and conservation of historic buildings.

4.1.2 3D Scanning and Model Creation

3D scanning and model creation technologies provide notable benefits for the digital conservation of historic buildings. Drone-based oblique photography enables the efficient collection of high-resolution image data for building exteriors, offering wide coverage and intricate details. SLAM (Simultaneous Localization and Mapping) mobile scanning systems precisely capture detailed data on the intricate internal structures of buildings, overcoming the limitations of drones for indoor scanning. Through the integration of aerial and ground data and the use of specialized software such as DJI Terra, the resulting 3D models comprehensively reconstruct the building's exterior and interior, characterized by high accuracy and authenticity.

4.1.3 AI-Driven Visual Expression

AI-driven generative technologies (AI-assisted rendering) offer innovative visual representation methods for showcasing the cultural aspects of historic buildings. Leveraging AI drawing tools (e.g., MidJourney, DALL·E) and historical records, the exterior and interior designs of buildings across various historical periods can be recreated, enabling visitors to visualize their historical transformations more clearly.

4.1.4 Developing Immersive Experiences Using VR/AR Technologies

The use of virtual reality (VR) and augmented reality (AR) technologies enables immersive experiences in showcasing historic buildings. Using VR devices, visitors can "travel through time" to experience the historical ambiance and cultural context of the building, while AR technology superimposes historical data onto real environments, enriching interactive engagement.

4.2 Broadening Communication Channels via Social Media and Online-Offline Synergy

4.2.1 Strategies for Social Media Marketing

Brand cultural communication refers to the effective transmission of brand cultural ideas through diverse methods, including advertising, media, events, and language. Thus, social media platforms like Weibo,

WeChat, and Douyin can be leveraged to formulate structured marketing strategies, encouraging visitors to share their experiences online, fostering word-of-mouth promotion, and broadening the cultural communication of the building.

4.2.2 Organizing Online-Offline Integrated Events

Design cultural events that combine online and offline components to boost visitor participation and interactivity. For instance, create a "cultural book bar" within the building, organizing regular book discussions, historical talks, or cultural salons to engage theater and literature fans and younger visitors. Alongside online platforms, the book bar can organize "cultural market" events, displaying cultural and creative products, books, and artworks tied to the building, increasing its cultural impact and public visibility.

5 Practical Application of Innovative Strategies for Digital Intelligence Exhibition and Communication Methods of Cao Yu's Former Residence Enabled by Digital Intelligence

5.1 Designing and Developing a Digital Intelligence Exhibition Platform

5.1.1 Creating 3D Models

Through the systematic organization of historical records and multiple on-site surveys, this study gathered comprehensive data on Cao Yu's former residence and utilized SketchUp (SU) to create a 3D model of the front building (Fig. 4). While creating the model, attention was given not only to the building's overall structure and data accuracy but also to its finer architectural details. The railings on the first floor of the front building feature one section, while the second floor has two sections with bottle-shaped perforated designs. Using different tools and commands, a single railing design was crafted and replicated to create the perforated patterns, finalizing the railings. The doors and windows were carefully designed, featuring distinctive decorations and structures that reflect a blend of Chinese and Western cultural influences. The incorporation of varied materials and unique designs highlights the diversity and artistic quality of the architectural ornamentation (Fig. 5). The completed

3D model accurately reconstructs the building's exterior and spatial arrangement while detailing its decorative elements, offering a vital resource for digital preservation and future studies.



Fig. 4 3D Model of the Front Building of Cao Yu's Former Residence (Image source: self taken by the author)



Fig. 5 Model of the Front Building's Entrance Door of Cao Yu's Former Residence (Image source: self taken by the author)

5.1.2 AI-Driven Visual Representation

Utilizing the finalized 3D model, AI image generation tools (e.g., Midjourney and Stable Diffusion) were employed to produce architectural scenes of the former residence across various times, settings, and eras, incorporating Cao Yu's literary works and the residence's historical background, providing visitors with a novel visual experience. The graphical output from the 3D model was imported, and parameters like "iteration steps" and "redraw intensity" were fine-tuned to create images. To

depict various scenes and timeframes of Cao Yu's former residence, the "graffiti redraw" feature was utilized, with distinct colors marking elements like the sky, ground, and landscape, enhancing the generated visuals (Fig. 6, Fig 7). The fusion of virtual and real elements, coupled with the architectural scenes and refined visual displays, greatly improves the exhibition impact of historic buildings and diversifies the visitor's cultural engagement.



Fig. 6 Night Scene Rendering of Cao Yu's Former Residence (Image source: self taken by the author)



Fig. 7 Daytime Rendering of Cao Yu's Former Residence (Image source: self taken by the author)

5.1.3 Virtual Reality Technology

Virtual reality technology offers visitors a first-person perspective to engage with the architecture and cultural context. Using VR devices, visitors can immerse themselves in the time when Cao Yu lived, witnessing the former residence's appearance and noticing changes in the building's exterior across various timeframes. Inside the building, visitors can directly experience the creative and

living environments, exploring Cao Yu's study in the virtual setting, understanding the historical context and emotions during the creation of "Thunderstorm," and interacting with other figures in the former residence, offering a more profound cultural experience (Fig. 8, Fig 9).



Fig. 8 Virtual Reality Recreation of Cao Yu's Childhood Residence (Image source: self taken by the author)



Fig. 9 Virtual Reality Recreation of the Creative Process of "Thunderstorm" (Image source: self taken by the author)

5.2 Synergized Online-Offline Operations

Cao Yu's former residence maintains official accounts on platforms like Weibo and Xiaohongshu, frequently sharing updates and engaging content to attract visitors. Yet, the existing offline experience fails to retain visitors or create a memorable impact. Thus, expanding the offline tour model of Cao Yu's former residence is essential, using cultural storytelling to engage visitors, foster word-of-mouth promotion, and extend its cultural influence (Fig. 10).



Fig. 10 Cultural Communication on Online Platforms (Image source: self taken by the author)

Addressing the current state of Cao Yu's former residence, this design initiative focuses on three areas: spatial redesign, cultural branding, and service enhancement, ensuring it aligns with modern trends and fulfills its cultural communication objectives.

For cultural branding, the "A Good Play" themed book bar serves as the core brand, creating a distinctive identity through brand narratives, positioning, and visual design focused on Cao Yu and dramatic literature (Fig. 11). Brand promotion initiatives are carried out through diverse channels, including social media, offline events, and cultural partnerships, to boost brand recognition and reputation.



Fig 11 Brand Book of the Themed Book Bar (Image source: self taken by the author)

The "A Good Play" themed book bar at Cao Yu's former residence acts as a hybrid cultural activity hub, regularly organizing book discussions, theater

performances, or literary salons to engage literature lovers and younger visitors. Integrated with online platforms, it hosts the "Cao Yu Cultural Market," displaying cultural and creative products, books, and artworks tied to Cao Yu's works, enabling visitors to purchase or engage via online platforms (Fig. 12).



Fig 12 Brand Design of the Themed Book Bar (Image source: self taken by the author)

By designing and deploying a digital exhibition platform and implementing online-offline synergistic operations, Cao Yu's former residence will attain innovative advancements in cultural exhibition and communication. Through the use of digital intelligence methods like 3D models, AI-driven visual representations, and virtual reality technology, visitors are offered immersive, interactive, and tailored cultural experiences of Cao Yu's former residence.

6 Conclusion and Prospect

As digital intelligence technologies continue to advance, Cao Yu's former residence will see increased opportunities for cultural exhibition and communication. On one hand, continuous technological innovation will lead to the progressive enhancement of exhibition methods. The proliferation of 5G technology will improve the fluidity of VR/AR experiences, and progress in artificial intelligence will facilitate more precise personalized recommendations and smart tour services, further boosting visitor involvement and satisfaction. On

the other hand, interdisciplinary integration will emerge as a trend. The cultural exhibition and communication of Cao Yu's former residence can integrate deeply with sectors like tourism, education, and film, creating novel cultural products and services and broadening the scope of cultural communication.

Future research should prioritize the deep exploration and creative expression of cultural connotation. When utilizing digital intelligence technologies, it is crucial to avoid prioritizing technological forms over cultural substance. Instead, the contemporary relevance of Cao Yu's culture should be extensively researched and communicated to the public in innovative ways, ensuring a meaningful connection between historical culture and modern society. By deeply integrating technology and culture, the cultural legacy of Cao Yu's former residence will radiate more brilliantly in the digital intelligence age, making a substantial contribution to the conservation and evolution of historic architectural culture.

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