

Research Project of Small Town Environmental Art Design based on Feature Orientation

Zhibing Yu, Gang Chen

College of fine arts, jiangxi normal university, nanchang, 330022, China.

Abstract

Response to the 21st century people pursuit of the healthy development of the full life style for public survival and activity are increasingly demanding environment of serious challenges, this topic "based on the characteristic of small towns environmental art design research", to "adhere to implement the strategy of sustainable development, correctly handle the economic relationship with population, resources, environment, improve the ecological environment and beautify the living environment, improve the public facilities and social welfare facilities. Efforts to create a good production development, affluent life and ecological civilization development road "for the general guiding ideology, to" unified planning, rational layout, adjust measures to local conditions, protection of cultivated land, optimizing environment and distinctive, comprehensive development and construction of form a complete set "as the fundamental policy, the experts and scholars at home and abroad related research results for reference, in order to" create a clean, beautiful and peaceful public environment, outstanding individual character image, carry forward the regional ecological habits, promoting the sustainable development of economic society and the environment, achieve economic development and environmental protection win-win "as the design goal. And closely around the goal of the characteristic of small towns neighborhood environment design, architecture design, building image design, nature environment design, art image design, square landscape design, design of residential district design, ecological environment, cultural construction and the overall environment design localization, the concrete train of thought of research and discussion.

Keywords

Characteristic town, Environmental art, Ecology, Design.

1. Background and significance of the research

1.1 Research background

Comrade jiang zemin pointed out in 2002 "July 1" speech: "must promote the human and the nature the coordination and the harmony, causes the people to work and the life in the beautiful ecology environment. We will continue to implement the strategy of sustainable development, properly handle the relationship between the economy and population, resources and the environment, improve the ecological environment and improve the living environment, and improve public facilities and social welfare facilities. Efforts should be made to create a civilized development path featuring increased production, affluent life and sound ecological environment." Ecological city is the best urban development mode that human beings pursue in their own development.

In September 1983, Mr. Fei xiaotong put forward the proposition of "small towns, big problems", which aroused the attention and research of small towns in China. With the implementation of "small

towns, grand strategy", China has entered a new stage of promoting social and economic development with cities and towns as the axis. The construction of small towns in various regions has been accelerated significantly, which has strongly promoted the development of local economy and social progress, and put forward new requirements for environmental protection work. It is to implement the strategy of sustainable development, adhere to the comprehensive decision on environment and development, adhere to the people-oriented, and create a good living environment; Strengthen comprehensive treatment of urban ecological environment and improve the quality of ecological environment in small towns; Promote the image construction of small towns and enhance the ecological civilization level of small towns; Take small towns with beautiful environment as carriers, drive the environmental protection work of the whole rural area, and realize the "win-win" of economic development and environmental protection. In short, through the creation of activities, a number of cities and towns with harmonious social, economic and environmental development, ecological balance and beautiful environment will be established.

1.2 Research significance

The innovation and research on the environmental characteristics of small towns is an important part of the construction of small towns. Therefore, the environmental design and construction status of small towns is bound to become an indispensable reference system and important index to measure the degree of modern civilization of a region or even the whole country.

In view of the last century industrial revolution, science and technology innovation for a human made a brilliant material civilization and spiritual civilization, and the natural ecological environment suffered huge trauma history, faced in the past with a large amount of consumption of natural resources, destroy the ecological environment at the cost of economic development model brings to the our country quite a number of medium and small towns construction of negative effects, such as front of lay particular stress on economic "benefit", regardless of the long-term ecological balance, serious from local economic, cultural and natural geographical conditions, blindly imitate the same pattern, thus lead to local features and loss of traditional culture, a single image and thousand city side, etc.

2. Research status and evaluation

2.1 Research status at home and abroad

The development of science and technology has promoted the rapid change of economy and society. Small towns with historical, cultural and local characteristics are disappearing.

2.1.1 Domestic

Into the 1980 s, with the implementation of reform and opening policy, our country's small and medium-sized towns construction is "unified planning, rational layout, adjust measures to local conditions, protection of cultivated land, optimizing environment and distinctive, comprehensive development and construction of form a complete set" under the guidance of policy, the functions and environmental quality have been improved a lot, medium and small town planning theory and method of research evolved, "regional overall development", "urban integration" ideas and methods are in use.

Li-qun guo in the environmental design research, our country small and medium-sized town - mentioned in recent 20 years, our country small and medium-sized cities and towns in the environment construction also appeared many problems: lack of overall planning on overall development and regional layout, local governments individually: on the environmental design, not about culture, aesthetic, regardless of the ecological balance; It does not proceed from the actual situation, get rid of the local economic and cultural foundation, blindly copy, make the town lose its tradition and culture, the image is single, lack of personality, a thousand cities.

Improving and creating the environment is the common pursuit of human spiritual activities in the 21st century. Faced with the phenomenon of ecological imbalance of environmental pollution and

civilization alienation, it is urgent to innovate the environmental design of small and medium-sized towns in China.

2.1.2 Abroad

In 1964, the United States by planners, architects, and social scientists for the first time, formed the national society for the study of environmental design, the urban design into the implementation of the comprehensive research, and in 1974 formulated the "federal design reform plan" and "art of architectural environment planning", all within the planning and design projects, such as landscape building, street, shop facade must be in the macroscopic planning under the guidance of the development and implementation. Western developed countries, relying on their strong economic strength and scientific and reasonable management methods, have carried out comprehensive environmental governance, urban construction and maintenance relatively early, and achieved remarkable results.

In research on landscape planning and design of small towns, zhang zhiyun analyzed that the planning of small towns abroad is often subject to regional and climatic differences, and there are differences in landscape planning and design methods or management. For example, the American "newtownism", the Japanese "rural construction movement", the German "village renewal" and the Swiss "aesthetic construction", all of them have very representative studies on the landscape planning and design of small towns.

2.2 "Newtown" in America

The pursuit of individuality and emphasis on town characteristics is also one of the characteristics of modern American new town architecture. No matter where you go, you can see small towns with different faces and characteristics. The phenomenon of "one thousand cities, one thousand towns are the same" is rarely seen. The first and second floors are the main residence, with various forms, rich colors and decent, and attaches great importance to the protection and maintenance of old buildings. When repairing traditional buildings, not only the traditional appearance is retained, but also the traditional interior decoration is paid attention to.

Through the design of pedestrian system space, "newtownism" in the United States advocates a kind of free interpersonal communication mode: to show individuality by maintaining the characteristics of the town.

2.3 "Rural building movement" in Japan

The "township building movement" emphasizes internal development, that is, one village, one product, each different, starting from the local residents. Japan's rural building movement does not carry out new, large amount of investment in project construction, but based on its own basis, to strengthen its own cultural characteristics, a village borrow a product to make a name, regional culture can be promoted and protected. In addition, in terms of management, urban residents can only experience the taste of rural life by paying a certain fee to obtain some management and operation funds and solve the economic problems in maintenance.

2.4 Evaluation

Small towns urbanization trend to too hard, lead to the construction of small towns in most of the pattern is too unified, too fashionable form of architecture, landscape and the surrounding area is not unite to remake has not, this not only as a whole against the original intention of people, small towns also wipe out their original agrestic breath, pure natural landscape. From the perspective of the economic development of small towns, the cookie-cutter design method does not hinder the economic construction of small towns that are short of external contact conditions, but it is definitely of no use. What's more, labor and financial losses will undoubtedly do great damage to the local economy. From the perspective of the comprehensive problems of environmental art in small towns in China, the existing problems are:

(I) Location analysis -- at present, most of the developing small towns in China are close to metropolises, and all of them are in the periphery of important expressways. They have convenient conditions in terms of geography and transportation, which bring good development and construction opportunities to these small towns.

Moreover, history, culture and various local characteristics are important conditions for the attraction of the region. Therefore, since most small towns are located at the periphery of the city circle, most industries in small towns are dominated by industry or tourism, and the environmental model is also centered on industrial group or tourism group. There is no good design planning and attention to business group, residential group, exhibition group, etc. This kind of disordered environmental mode without scientific guidance is not suitable for human settlement.

(II) Overall environmental quality -- as China's current construction of small towns is still in the process of development, the environmental design has not been paid attention to, and the overall environmental quality of most small towns is poor, chaotic, not unique or unified, which is contrary to the expectations of sustainable development and scientific living environment.

Firstly, there is a lack of effective guidance in current architecture, and there is no order in its form control and design. In terms of land use, land use of different nature is mixed and staggered, lacking of necessary public facilities; Landscape some destroyed the natural landscape, reduce the rate of green land, some did not make use of good natural landscape, will its desolate. All these are not conducive to the rational use of land resources and the construction of the overall landscape image of small towns. However, most of its traffic is mixed, and the interference between urban traffic and transit traffic has not been properly solved, which brings great risks to the personal safety of residents.

3. Research objectives and contents

3.1 Research objectives

It is an important part of the construction of small towns in China to re-create and develop the architectural environment system of small towns in China by means of environmental art design, as well as the physical and chemical condensation of traditional folk customs and folk architectural culture. To create the construction system of small towns with distinctive environment should include the construction system of small towns and the innovative design of regional environmental characteristics.

Each city and town has its own unique geographical environment, historical and cultural construction conditions. Therefore, in the establishment of eco-city, we should respect, study and develop our own characteristics, according to our own characteristics, adjust measures to local conditions, maximize strengths and avoid weaknesses, seize advantages from one or several aspects, reflect personality, and create urban construction plans that are in line with their own realities and characteristics.

3.2 Research content

The planning and positioning of small towns and the treatment of environmental art cannot apply to the practice of big cities. In the field of small towns' environmental art design, sketches with characteristics can be called masterpieces. At present, the construction of small towns in different environments across the country seriously exists a cookie-cutter, plain and not exotic architectural pattern, not to mention the coordination with each unique natural environment. In addition, the regulations and basis of small town planning are mainly designed from the perspective of function and technology, ignoring the shaping from the perspective of environmental art characteristics. There are many ways to shape the characteristics of towns, including the following methods:

3.2.1 Use architectural style to shape town characteristics

The architectural style is the most direct reflection of the characteristics of small towns. Architecture is the carrier of the physical environment of the town, and a functional entity composed of different volume materials and colors. The architectural characteristics of the town are mainly the overall environmental perception formed by the aggregation of group images, rather than the self-expression

of a single building. We should discuss the aesthetics of architectural form from a street, a living area or a larger scope, and achieve the unity of style and color coordination, instead of blindly pursuing archaize or worship of foreign countries, and also can't make a big combination of ancient and modern Chinese and foreign. To advocate the combination of the local actual situation to create suited to local needs and characteristics of regional culture, tradition, local, national, popular) architectural form and style, zigui town belong to the state adopts with rich three gorges region in the architectural style characteristics, the characteristics of the traditional houses white wall HeiWa fire wall, eaves slope roof form of fold gives priority to tone, explains the massiness of chu culture.

3.2.2 Use traditional culture to shape urban characteristics

The architectural style is the direct embodiment of the characteristics of the town, while the local cultural accumulation of the traditional ethnic group is the embodiment of the spiritual outlook of the town. It is the intrinsic characteristic of the small town and the formation of the traditional characteristics come from two aspects. The second is to create a new culture with the flavor of The Times by relying on the traditional cultural background. The cultural characteristics of small towns are the result of the coordination and balance of inheritance and innovation. Blindly pursuing innovation while abandoning tradition is a kind of water without a source. The cultural tradition we advocate is to carry forward the fine traditions in the new era, not to blindly restore ancient ways, not to engage in feudal superstition.

4. Research ideas and methods

Based on the above research ideas, the following methods are adopted in the research process:

4.1 Investigation and research method

Through interviews, questionnaires, field surveys and other means, the environment of each small town was investigated to obtain first-hand information, which was sorted out and analyzed to provide factual basis for the formulation and implementation of this research program. Research, discussion and design according to the needs of urban residents and the current development and innovation of actual site space;

4.2 Literature research

Through the search of the network, journals and other materials, to understand the relevant information and materials and foreign excellent results, for the study of this topic to provide a theoretical basis.

4.3 Comprehensive induction

It adopts the method of combining theoretical research with empirical research and follows the main line from practice to theory and from theory to practice to make the research have practical pertinence and practical significance. Through the investigation and research on the environmental art design of small towns with characteristics, the problems are found and the humanized design theory is combined to seek solutions to the problems.

4.4 Combining theory and practice

Put forward feasible construction mode and apply it to town planning and construction.

5. Focus on research and innovation

(1) The characteristic innovation of small towns should be based on the guidance of planning and environmental art design, make effective use of land, coordinate various government departments, and carry out image re-creation and design of environmental art on the basis of the compilation and planning. Each environmental art design unit must carry out artistic design in accordance with the planning and design provided by the urban unit, and the chief person in charge of the project implementation shall be an expert in the academic field.

(2) Competent departments and financial departments shall give full guarantee in terms of funds, and the design scheme shall be obtained by inviting bids, inviting bids and holding environmental art design competitions for small towns. Draw lessons from the experience of small town construction in Japan and South Korea. The competent departments should give enough creative time in the design process to make the aesthetic content and artistic content of the works more perfect. Foreign design work at least 3-5 months, more than 1 years, and the design scheme of the time required is too tight, it will cause repeated low taste work, combined with no environmental art level of shoddy construction construction units, many small towns construction and environmental uncoordinated, seriously affect the planning, environment and building a decline in the overall unity of big big move, dismantle or ordered to confiscate such as waste of behavior within a time limit, focused on the elaborate design and careful construction prophase.

(3) Environmental art protection zones in small historical and cultural towns, ancient towns, ancient stockades and ancient villages with protection value, etc., architectural and environmental styles should strive to maintain traditional local characteristics and adopt traditional local building materials. The architectural scale and volume of small towns should be reasonably determined to ensure the harmony and unity of environmental art and architecture.

(4) Within the scope of regional highway, highway, railway and airlines is each has its own characteristics of the construction of small towns in our country and the environment building of yu yu scenery line, line on both sides of the small towns should be according to the different characteristics of landform, environment, etc., fully embody the local style of ancient, modern and future features of folk style of the ancients village construction principle, appropriate USES white walls, green slope roof form of HeiWa gives priority to tone, forests and fields villages construction should adopt the white walls and red tiles and modern village park gives priority to tone.

Environmental art characteristic innovation of small towns is an important means to promote the construction and better development of small towns, as well as the only way to deepen the planning and design of small towns artistically, promote the healthy and sustainable development of small towns, and promote rural economic and social development.

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