

Development Path for Art Rural Construction in the Greater Bay Area

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Abstract: This article focuses on the development paths of artistic rural construction in the Greater Bay Area, aiming to explore how to promote rural revitalization and enhance regional cultural soft power through artistic intervention. As one of the most economically developed and most open regions in China, the Greater Bay Area has unique advantages in promoting art village construction. The rich cultural resources, strong economic foundation, diversified talent reserve and open international environment of the Greater Bay Area provide a good foundation for the construction of art countryside. However, the unbalanced development within the Greater Bay Area and the obvious gap between urban and rural areas have also brought challenges to the construction of art countryside. Therefore, this research sorts out its cultivation path, aiming to give full play to the advantages of the Greater Bay Area, overcome the practical difficulties, and promote the healthy and sustainable development of art rural construction. In the future, the construction of art countryside in the Greater Bay Area should pay attention to policy coordination, resource integration, talent exchange, innovation-driven development to build an art village development model with Greater Bay Area characteristics.

Keywords: Art; Rural Construction; Rural Revitalization; Art Rural Construction

1. Introduction

As one of the most open and economically dynamic regions in China, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) shoulders an important mission in

promoting coordinated regional development and rural revitalization. However, with the acceleration of urbanization, the problems of unbalanced development within the Greater Bay Area and the widening gap between urban and rural areas are significant, and how to promote the comprehensive revitalization of the countryside and realize the integrated development of urban and rural areas has become an important issue to be solved urgently. In this context, art village construction, as an innovative rural development model, has gradually received extensive attention from the academic and practical circles due to its unique advantages in enhancing the cultural quality of the countryside and activating the economic vitality of the countryside. Art Rural Construction is the process of introducing art creation, exhibition, education and other activities into rural development, aiming to activate rural cultural resources, improve rural habitat, enhance rural economic vitality, and ultimately realize the comprehensive revitalization of the countryside through the intervention of art. In the special regional context of Guangdong, Hong Kong and Macao Greater Bay Area, the construction of art villages faces unique opportunities and challenges. On the one hand, the rich cultural resources, strong economic foundation, diversified talent pool and open internationalized environment of the Greater Bay Area provide a good foundation for the construction of art villages. On the other hand, the unbalanced development within the region, the obvious gap between urban and rural areas, and the diversity of cultural identities also bring many challenges to the construction of art villages. Therefore, exploring the development path of art village construction in the Greater Bay Area of Guangdong, Hong

Kong and Macao is of great theoretical and practical significance for promoting rural revitalization and regional coordinated development in the Greater Bay Area. This study aims to systematically explore the cultivation path of art village construction in the Greater Bay Area of Guangdong, Hong Kong and Macao from the dimensions of policy support, spatial planning, cultural resource utilization, talent cultivation, community participation and industrial development. First, in terms of policy support and institutional guarantee, the study will explore how to improve relevant laws and regulations and formulate targeted supportive policies to create a favorable institutional environment for the construction of art villages. Second, in terms of spatial planning and environmental transformation, the study will focus on the rational layout of art spaces, the protection and utilization of traditional architecture, and the artistic transformation of public spaces, aiming to create a physical environment suitable for artistic development. Once again, in terms of the excavation and innovation of cultural resources, the study will explore how to introduce modern art elements on the basis of inheriting traditional culture, so as to realize the organic fusion of tradition and modernity. In addition, the study will also focus on key issues such as the cultivation and introduction of talents, community participation and governance innovation, industrial development and economic support, aiming to provide comprehensive development ideas for the construction of art villages in Guangdong, Hong Kong and Macao Greater Bay Area. At the same time, the study will also analyze in depth the major challenges facing the construction of art villages, including insufficient funding, shortage of talents, difficulties in integrating art and local culture, and sustainable development issues. In response to these challenges, the study will propose targeted coping strategies, such as exploring diversified financing modes, improving the art education system, and building a cultural integration mechanism. These strategies are proposed with the aim of providing feasible solutions for the healthy and sustainable development of art village construction in the Guangdong-Hong Kong-Macao Greater Bay Area. The innovation of this study is that art village

construction is examined in the special regional context of the Guangdong-Hong Kong-Macao Greater Bay Area, taking into full consideration the unique advantages and challenges faced by the Greater Bay Area. The study not only focuses on the construction of art villages itself, but also on its positive effects on the promotion of urban-rural integration and development in the Greater Bay Area and the enhancement of regional cultural identity. By systematically sorting out the development paths and strategies, this study aims to provide useful references and lessons for the construction of art villages in the Greater Bay Area and other regions of China. It should be noted that the construction of art villages is a complex systematic project involving multiple interests such as the government, artists, villagers and enterprises, and requires long-term efforts and exploration. The development path proposed in this study is a preliminary discussion based on the current actual situation and future development trend of Guangdong, Hong Kong and Macao Bay Area, and it needs to be flexibly adjusted and deepened according to the specific situation in actual operation. In the future, with the deepening of practice and the development of theory, the construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area will surely present richer and more diverse forms.

2. The Cultivation Path of Art Rural Construction

2.1 Spatial Planning and Environmental Transformation

Spatial planning and environmental transformation directly affect the functional layout, landscape characteristics and cultural atmosphere of the art countryside. Reasonable spatial planning can not only optimize the distribution of artistic resources, but also improve the overall artistic atmosphere and environmental quality of rural areas.

2.1.1 Reasonable layout of the art space

In the construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area, the layout of art space should be divided into functional areas according to the geographical characteristics and cultural characteristics of the countryside, such as different functional areas such as creation area,

exhibition area, communication area and living area. The creation area should choose a quiet and open area to provide a good creative environment for artists; the exhibition area can create an open art platform using the public space in the village, such as squares and streets to create an art exhibition platform; the communication area can be located in the village center, including art salons and workshops, to promote the interaction between artists and villagers and tourists; and the living area needs to take into account the daily life needs of artists and villagers to maintain certain privacy. Secondly, we should pay attention to the harmonious coexistence of artistic space and natural environment. The Guangdong-Hong Kong-Macao Greater Bay Area has rich natural resources, such as landscape and countryside, etc. The layout of art space can make full use of these natural advantages, such as building a viewing platform on the hillside as an outdoor creation base, building an art corridor by the water, and the organic combination of art with natural landscape. The accessibility and connectivity of the art space should also be considered. In the planning, a complete walking system and bicycle path network are needed to facilitate villagers and tourists to enjoy and participate in art activities. In addition, development space should be reserved. The development of art countryside is a dynamic process, spatial planning should be forward-looking and flexible, and some land for future development can be reserved to meet the changing needs of art countryside.

2.1.2 Protection and utilization of traditional buildings

In the construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area, the protection and utilization of traditional buildings is the key to retaining rural characteristics and inheriting local culture. Conduct a comprehensive investigation and evaluation of traditional buildings, and detailed architectural files are made to record the history, structural characteristics, cultural value and other information of buildings. According to the evaluation results, traditional buildings will be protected by grade and corresponding protection measures are formulated.[1,2] On the basis of protection, we should actively explore the innovative utilization of traditional

buildings.[3] Some traditional dwellings can be transformed into artists' studios, small exhibition halls or characteristic homestays, which not only retain the original features of the building, but also endow them with new functions. For example, traditional architectural forms such as arcade buildings and Hakka earth buildings in Guangdong can become unique art space through appropriate transformation. At the same time, the repair and renovation of traditional buildings should follow the principle of "repairing the old as the old", and retain the historical features and regional characteristics of the buildings. In the process of transformation, traditional crafts and materials, such as blue bricks, wood, etc., should be used to maintain the authenticity and integrity of the building, and modern technology can be introduced to improve the use function and comfort of the building, such as adding sound insulation, thermal insulation facilities, etc.

In addition, it is necessary to continue to encourage the inheritance and innovation of traditional building techniques, set up training centers for traditional building techniques, cultivate professional repair talents, and encourage modern designers to cooperate with traditional craftsmen to make innovative design on the basis of traditional architectural elements, so as to form a new architectural language that integrates traditional and modern architecture. Emphasis should be paid to the overall construction of the surrounding environment of traditional buildings. The value of traditional buildings lies not only in the building itself, but also in the overall environment in which it is located. Therefore, while protecting and utilizing traditional buildings, we should also pay attention to the coordination of the surrounding environment, including the pattern of streets and lanes, green landscape, so as to create an overall and coordinated traditional village atmosphere.

2.1.3 The artistic transformation of the public space

The artistic transformation of public space is an important link in the construction of art countryside in the Guangdong-Hong Kong-Macao Greater Bay Area. It can not only improve the overall environmental quality of the countryside, but also create a unique artistic atmosphere, and enhance the cultural identity of villagers and the sense of

experience of tourists.[4] The artistic transformation of public space is not only a simple beautification, but more importantly, to reflect the cultural characteristics of the countryside and improve the functionality and interactivity of the space. The objectives of the transformation should include: improving the overall quality of the rural landscape, creating an art space with local characteristics, enhancing the utilization rate and interactivity of the public space, and promoting the integration of art and daily life. At the same time, measures should be adapted to local conditions and highlight local characteristics.[5] The Guangdong-Hong Kong-Macao Greater Bay Area has different cultural traditions and natural environments, and the artistic transformation of public space should give full consideration to the local characteristics. For example, the elements of Lingnan gardens can be highlighted in Lingnan cultural areas; integrated in Hakka areas; and the characteristics of Marine culture can be reflected in coastal areas. In this way, it can not only retain the uniqueness of the countryside, but also create a public space full of artistic sense. In addition, we should also pay attention to the diversity and innovation of art forms. The artistic transformation of public space can adopt a variety of art forms, such as sculpture, murals, installation art, lighting art, etc. For example, large sculptures can be set as landmarks at the entrance of the village; and the interactive sound and light installation can be installed in the village; and the night lighting design to create an artistic night landscape. At the same time, artists are encouraged to innovate forms of expression, such as using new media technology to create digital art works, or combining traditional crafts with modern design to create art works with both traditional charm and modern sense. Of course, attention should also be paid to the functionality and interactivity. The artistic transformation of the public space should not only stay at the visual level, but also consider the practical function and interactivity of the space. For example, design interactive art installations, such as accessible sculptures and sound installations, to increase public participation, or create open art zones to encourage villagers and tourists to participate in the creation.

2.2 Mining and Innovation of Cultural Resources

The excavation and innovation of cultural resources is not only related to the inheritance and development of rural culture, but also the key to the attraction and vitality of the artistic countryside. [6] In this process, we should not only pay attention to the protection and inheritance of traditional culture, but also actively introduce modern art elements to realize the organic integration of tradition and modern.

2.2.1 The inheritance and development of traditional culture

The Guangdong-Hong Kong-Macao Greater Bay Area has a rich variety of traditional cultural resources, including Lingnan culture, Hakka culture and water town culture. To systematically sort out and record the local traditional cultural resources, professional teams should be organized to conduct a comprehensive investigation and record of the history, folk customs, craft, art and other cultural heritage of the countryside, and establish digital archives to lay a foundation for the protection and inheritance of traditional culture. At the same time, we should explore the artistic elements in the traditional culture. For example, the artistic elements with local characteristics can be extracted from traditional architecture, folk crafts, local opera and other aspects, and applied to modern artistic creation. For example, the traditional crafts such as Guangdong paper cutting and Chaozhou embroidery are used to create modern art installations; to integrate traditional performing arts such as Cantonese opera and Hakka folk songs into modern stage performances. It is also necessary to cultivate inheritors of traditional culture, set up "intangible cultural heritage inheritance base" to attract young people to learn traditional skills; organize "master workshops" to let folk artists and modern artists exchange and cooperate, and promote the innovative development of traditional skills. At the same time, we should innovate the display and dissemination of traditional culture, using modern technological means, such as VR / AR technology, to create an immersive traditional culture experience space; through social media, short video and other platforms, to spread traditional culture in a way popular with young people.

2.2.2 The introduction and integration of modern art

On the basis of inheriting traditional culture, modern art elements should be introduced to realize the integration of tradition and modernity. Cross-border artistic creation should be encouraged. Artists can be organized to cooperate with local craftsmen and farmers, combine modern art concepts with traditional skills, and create works with both modern and local flavor.[7] In addition, we can also pay attention to the application of new media art, and use digital technology, Internet technology and other modern scientific and technological means to create interactive and participatory new media art works. For example, interactive projection devices can be set up in rural public Spaces to allow visitors to experience the local culture through physical interaction. An art education system should also be established, and modern art courses should be offered in rural schools to cultivate local talents with modern artistic literacy. Meanwhile, students from urban art colleges should be encouraged to practice and create in rural areas to promote art exchanges between urban and rural areas. Through the inheritance and development of traditional culture, as well as the introduction and integration of modern art, the art villages in the Guangdong-Hong Kong-Macao Greater Bay Area will be able to retain their local characteristics while showing their distinctive contemporary and international characteristics, and become a unique and charming cultural and artistic destination. This integration of tradition and modernity can not only enhance the cultural taste and artistic atmosphere of the countryside, but also inject new vitality into the countryside and promote the all-round development of the rural economy and society.

2.3 Talent Cultivation and Introduction

The construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area should not only train local talents, but also attract foreign artists to form a diversified and international artistic talents team. Through the gathering and exchange of talents, to promote the innovative development and cultural prosperity of the art countryside.

2.3.1 The cultivation of local artistic talents

Cultivate local art talents to establish perfect art education system, in rural schools open

diversified art courses, invite professional artists to school on a regular basis, stimulate students' interest in art and creativity, encourage and support artistic talented students to continue their study, such as set up art scholarship, funding them to the city or abroad. At the same time, comprehensive art training centers will be set up in rural areas to provide training opportunities for villagers of different ages and artistic levels. The training content should include traditional crafts, modern art creation, art management and other aspects, which will not only inherit local culture, but also introduce modern art concepts. In addition, a "mentoring system" can be developed to encourage local artists to accept artists and pass on traditional skills, or invite foreign artists to pair up with local young people to cultivate local talents with a modern artistic vision through one-to-one guidance.

2.3.2 Introduction and management of foreign artists

Introduction of foreign artists can inject new vitality and creativity for art country, establish artists residency plan, through open recruitment or directional invitation, attract outstanding artists at home and abroad to the country for short-term or long-term creation, for artists to provide high quality creative environment and life guarantee, and set up artist contact office, responsible for artists reception, service and management, help artists solve the problems of life and creation, such as language communication, material procurement, etc., at the same time coordinate the relationship between the artists and the local community, organize communication activities, promote cultural integration. At the same time, a flexible cooperation mechanism should be established to arrange different types of cooperation projects according to the expertise and interests of the artists, such as participating in public art creation, holding individual exhibitions, and opening art workshops. Artists are encouraged to cooperate with local craftsmen and farmers to create works that combine tradition and modernity. [8] Establish a database of artists, record the information, creative achievements and contributions of each visiting artist in detail, provide reference for subsequent cooperation, and maintain long-term contact with excellent artists, invite them to return visits or recommend other artists regularly. In

addition, we can make use of the location advantage of the Guangdong-Hong Kong-Macao Greater Bay Area to create an international artistic atmosphere, attract artists from different countries and regions, and create a platform for multi-cultural exchange. In addition, international art festivals, art forums and other activities can be held to enhance the international influence of the art countryside.[9,10]

Through the cultivation of local art talents and the introduction and management of foreign artists, the art villages in the Guangdong-Hong Kong-Macao Greater Bay Area will form a vibrant art ecosystem. The growth of local talent ensures the cultural foundation and sustainable development of the art countryside, while the addition of foreign artists brings new perspectives and creativity. This integration of local and foreign, traditional and modern, will promote the continuous innovation and development of the art countryside, and become a unique cultural and artistic highland.

3. Conclusion

The construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area is a systematic project of far-reaching significance. It is not only related to rural revitalization and cultural inheritance, but also an important way to promote coordinated regional development and enhance cultural soft power. This paper deeply discusses the development path of the art rural construction in the Guangdong-Hong Kong-Macao Greater Bay Area, and puts forward a series of operable suggestions from multiple dimensions such as policy support, spatial planning, cultural resource utilization, talent training, community participation and industrial development. However, we must also realize that the construction of art village construction is not an overnight project, and it faces multiple challenges such as insufficient funding, talent shortage, difficulties in cultural integration, and sustainable development issues. The existence of these challenges just highlights the complexity and importance of artistic rural construction. To respond to these challenges, we need to constantly explore and innovate in practice, establish diversified financing models, improve the art education system, build a cultural integration mechanism, and establish a long-term development

mechanism, which are all worthy of in-depth research and practice. As one of the most open and economically dynamic regions in China, the Guangdong-Hong Kong-Macao Greater Bay Area has unique advantages in promoting the construction of art villages. The rich cultural resources, strong economic foundation, diversified talent pool and open internationalized environment of the Greater Bay Area provide a good foundation for the construction of art villages. At the same time, the urban-rural differences and cultural diversity within the Greater Bay Area also provide a broad space for innovation in the arts village construction. We should make full use of these advantages and combine art village construction with the overall development strategy of the Greater Bay Area to form an art village development model with the characteristics of the Greater Bay Area. In the future development, we should pay more attention to the holistic and systematic nature of art village construction. This means not only construction at the material level, but also overall planning at the cultural, social, ecological and other levels. We should regard the construction of art villages as an organic ecosystem, promote innovation while protecting traditional culture, pay attention to environmental protection while developing the economy, and strengthen local characteristics while introducing foreign culture. Only in this way can we realize the sustainable development of art villages. At the same time, we should also fully realize that the construction of art villages is not a closed system, but should be interconnected and mutually promoted with urban development, cultural industry, tourism and other fields. Through the construction of art villages, we can explore a new mode of urban-rural integrated development, and provide new ideas for solving the problem of urban-rural dual structure. In addition, in the context of globalization, the construction of art villages in the Guangdong-Hong Kong-Macao Greater Bay Area should also have an international perspective. We should actively absorb advanced international experience, and at the same time tell China's stories well, so that the world can understand the unique charm of China's rural areas. Through art, an internationally universal language, we can promote cultural exchanges, enhance

international understanding, and enhance the international influence of Chinese culture. In general, the art rural construction in the Guangdong-Hong Kong-Macao Greater Bay Area is a challenging but full of opportunities. It is not only an important way of rural revitalization, but also an innovative practice of cultural construction, and an effective means of coordinated regional development.

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