

Discussion on the Application of Chinese Traditional Cultural Elements in Modern Environmental Art Design

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Abstract: China has a development history of nearly 5000 years. There are rich traditional cultural elements in China. These elements are the witness of China's historical development. Therefore, cultural elements cannot be abandoned by the public with the development of the times. We should pay attention to traditional culture, inherit civilization and effectively combine modern art and design. When designing environmental works of art, designers should understand the differences between eastern and western cultures, which require in-depth research on the concept of cultural design. They should not blindly advocate oriental culture and abandon western culture, or blindly worship western culture and design western works of art. In art design, to absorb the essence of Chinese culture, this article studies how to bring the domestic excellent traditional cultural elements into the modern environmental art design, and puts forward some strategies.

Keywords: Chinese traditional culture; Modern art design; Present situation; Strategy analysis

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1. Introduction

Domestic traditional culture has a long history. According to the development process of China's culture, there are many factors in society, such as the development background of the times, social ideology, region and nationality. China's traditional cultural elements will show complexity and diversity. Traditional cultural elements have been better applied in environmental factors and also played a unique role. At present, there is a problem that the design style tends to be westernized. Some designers excessively pursue westernization and ignore the application significance of Chinese traditional cultural elements. Designers can use the classic elements of the past culture in the fields of clothing, architecture, painting and so on, so as to highlight the essence of domestic culture, fully show the national interests, respect the national development characteristics, and also have representative and symbolic symbols, words and customs.

2. Analysis on the significance of the integration and application of Chinese traditional cultural elements in modern art environment design

Domestic traditional cultural elements have a long development history and profound cultural heritage. The use of traditional cultural elements in modern environmental art can not only play a positive role in promoting the development of environmental art design, but also bring new life to art design. Cultural factors also include the thoughts handed down by the ancients in China, such as Confucianism and Taoism. Environmental art design is an emerging discipline developed in recent years. Compared with other art

disciplines, it has a short experience and has no advantages in time and experience. But it has a great impact on modern art design, especially environmental art designers also express their artistic ideas and different cultural connotations through their designed works. The design concepts of art design, such as size, space, form, technology and color, are prominently displayed in art design. It can integrate the traditional cultural elements with the traditional elements of modern art works, promote the communication and exchange of global culture, and is an important path to carry forward and inherit China's traditional culture. It can also help Chinese designers learn from foreign excellent cultural classic elements and organically integrate with the basic elements of domestic traditional culture, which can greatly promote the innovation and development of art design at present. What far-reaching impact does this approach have on the humanities and environment of globalization

3. Strategic analysis on the effective application of Chinese traditional cultural elements

3.1. Pay attention to the complexity and diversity of the development of traditional cultural elements

In recent years, the development of domestic modern environmental art and design discipline has risen, and the discipline development has also entered a new stage of development. However, the use of traditional cultural elements in art and design will also receive more attention. In modern art design, we will fully consider the complexity and diversity of cultural elements, integrate them into modern environmental art design, and make the designed works show their uniqueness and charm. Designers pay attention to the development of domestic traditional culture, deeply analyze the problems of elements used in art works, reflect classic cultural elements, innovate modern art works, and focus on solving the problems existing in modern art design. Designers continue to explore the elements of traditional culture and continue to improve and innovate. Combined with the actual situation of westernization of design style at present, designers carry out necessary transformation and innovation on traditional cultural elements, show the essence of cultural elements in modern art work, and make cultural elements inherit and develop ^[1].

3.2. Inheritance and innovation of traditional cultural elements

According to the analysis of the use of domestic cultural classical elements, there are still some deficiencies in the inheritance and innovative use of domestic classical cultural elements in art works. Designers have some shortcomings in their cognition of classical traditional cultural elements, which will be detrimental to the application, inheritance and innovative development of creative cultural elements. In the environmental art architectural design, some works inherit cultural elements, and also take the aesthetics of the public as the pilot direction for orderly integration. However, there are few integrated design ideas, which cannot be widely developed and applied. The inheritance and innovation of Chinese traditional cultural elements should be put into environmental art design. Designers also carry out innovative design of elements. Suzhou Museum is a typical building designed by world technical masters to inherit and innovate Chinese traditional cultural elements. These buildings can become typical of architectural design, so that designers have a deep understanding of cultural elements and can incorporate these elements into building design ^[2]. The excellent and advanced design methods show China's unique architectural style in the works, and can also reflect the modern architectural design concept, which is the extension of the inheritance and innovative development of cultural elements.

3.3. Using traditional cultural elements to create the beauty of environmental art design

There is a saying that virtual reality and nature and man are integrated in traditional cultural elements. The public actively responds to the call of government departments, carries out resource conservation and environmental protection, and puts forward the concept of sustainable development, such as realizing the integration of nature and people's living environment, introducing energy-saving and environmental

protection elements, and drawing lessons from nature. Some natural elements are integrated into artistic works, it embodies the idea of the unity of heaven and man, and realizes the design concept of harmonious coexistence between man and nature and people's tolerance of the environment. This is the concept of development recognized by our ancestors. Nature is a friend of man. We should comply with the development of nature, harmony between people and nature, and realize the development of the unity of heaven and man. However, in recent years, China's environment has been damaged, natural resources are in shortage, and nature has also brought great tests to the public. Therefore, we should incorporate this concept into modern environmental art design with the concept of sustainable development. Designers should change their ideas and pay attention to the harmonious coexistence between man and nature to develop aesthetic feeling.

4. Conclusion

Domestic traditional cultural elements are complex and diverse. Designers absorb the essence of traditional elements and integrate them with environmental design to create distinctive buildings and reflect works with artistic color. Designers pay attention to the differences between Chinese and western cultures. Designers should also have their own independent design ideas, introduce sustainable design ideas and add green elements. Designers correctly understand the characteristics of cultural differences, compare and analyze the eastern and western cultural elements, select classic cultural elements for reference, select appropriate design techniques, skillfully use the traditional cultural elements and the advantages of eastern and western culture to design, and express their own design ideas and design intentions through the design works.

Disclosure statement

The author declares no conflict of interest.

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