

Research on the Path of Art Rural Construction in the Context of Ouyue Hundred Crafts

Qingzhi Huang

Zhejiang DongFang polytechnic, Wenzhou, Zhejiang 325000, China

Abstract

This paper deeply explores the important role and realization path of local traditional handicrafts in the rural revitalization and art rural construction in Wenzhou under the background of Ouyue Hundred Crafts. Through in - depth analysis of the cultural connotation and artistic value of Ouyue Hundred Crafts, it elaborates on its significance in promoting rural industrial development, cultural inheritance and innovation, and the construction of ecological livability. At the same time, based on the research and analysis of the current situation, specific art rural construction strategies such as strengthening talent cultivation, innovating industrial models, promote cultural and tourism integration, and strengthen publicity and promotion are put forward. The aim is to provide a comprehensive, systematic and in - depth theoretical support and practical reference for rural revitalization in Wenzhou and other regions. It further enriches and expand the understanding of the relationship between Ouyue Hundred Crafts and rural revitalization, and provide practical ideas and methods for the sustainable development of rural culture and economy.

Keywords

Ouyue Hundred Crafts; Traditional Handicrafts; Rural Revitalization; Art Rural Construction.

1. Introduction

The rural revitalization strategy is a crucial link in China's modernization drive. As an important approach to promoting the all-round development of rural areas, art-based rural construction has received widespread attention [1]. Wenzhou, as the birthplace of the Ouyue culture, boasts rich traditional arts and crafts resources, namely the "Ouyue Hundred Crafts", which provide unique cultural support and a driving force for rural revitalization. In-depth research on the art-based rural construction path based on the "Ouyue Hundred Crafts" is of great practical significance for inheriting regional culture and promoting rural economic and social development [2].

2. The Cultural Connotation and Artistic Value of the "Ouyue Hundred Crafts"

2.1. Cultural Connotation

The "Ouyue Hundred Crafts" cover numerous fields such as ceramics, carving, embroidery, and weaving, and are the crystallization of the wisdom of craftsmen in the Wenzhou region over the generations. These traditional handicraft techniques carry the historical memories, folk customs, and cultural traditions of the Ouyue region. From the simple and solemn ceramics to the delicate and exquisite embroidery, each technique tells the story of Ouyue. They are important carriers of cultural inheritance, not only reflecting the local people's way of life and

aesthetic tastes but also demonstrating the profound cultural deposits of the Wenzhou regional culture in a unique artistic form, and are an indispensable part of the Ouyue culture [3].

2.2. Artistic Value

1) Unique Aesthetic Features: The "Ouyue Hundred Crafts" exhibit unique aesthetic value in aspects such as modeling structure and decorative language. The combination of their unique design styles and exquisite craftsmanship, whether it's the lively lines, ingenious layouts, or delicate color combinations, reflects the unique charm of Wenzhou's traditional arts and crafts. This unique aesthetic expression highlights the aesthetic tastes and artistic creativity of the local culture, bringing people aesthetic enjoyment and spiritual pleasure, and has become a unique symbol of the Wenzhou regional culture [4].

2) Exquisite Production Techniques: The production techniques of the "Ouyue Hundred Crafts" are complex and exquisite, requiring craftsmen to undergo long-term learning and practice. From the strict selection of materials, ingenious design concepts to the meticulous grinding in the production process, each link embodies the painstaking efforts and wisdom of the craftsmen. In the process of inheritance, they continuously innovate by combining traditional techniques with modern technologies, enabling traditional crafts to radiate new vitality and injecting new impetus into cultural development in modern society [5].

3) Value of Cultural Inheritance: As an important carrier of the Wenzhou regional culture, the "Ouyue Hundred Crafts" are of irreplaceable significance for researching the local history, culture, and social development. They not only record the development process of the Wenzhou region but also preserve abundant cultural information. Through these physical materials, future generations can have a deeper understanding of the Ouyue culture, inherit and carry forward outstanding traditional culture. Meanwhile, the "Ouyue Hundred Crafts" also provide an important source for contemporary cultural innovation, allowing the ancient culture to shine brightly in modern society.

3. The Empowering Role of the "Ouyue Hundred Crafts" in Rural Revitalization and Art-based Rural Construction

3.1. Promoting Rural Industrial Development

The "Ouyue Hundred Crafts" have a profound historical background and unique techniques. Operating them as rural characteristic industries in an industrialized manner can closely combine them with modern design and market demands. For example, the celadon of the Ou Kiln, with its unique shape and exquisite craftsmanship, has attracted numerous consumers. By combining it with modern design concepts and developing products that conform to modern aesthetics, it not only meets market demands but also increases the added value of the products. This not only increases farmers' incomes but also drives the development of related industries such as the cultivation, processing, and sales of raw materials. Taking Taishun stone carving as an example, from the mining of raw materials to processing and production, and then to sales, a complete industrial chain has been formed. With the development of the industry, the rural economy in the surrounding areas has also thrived, injecting new impetus into rural industrial revitalization.

3.2. Promoting Cultural Inheritance and Innovation

1) Inheriting Traditional Techniques: Art-based rural construction has set up platforms for the inheritance of the "Ouyue Hundred Crafts" techniques by carrying out training and education activities on traditional arts and crafts. Rural areas offer training courses, inviting craftsmen to teach techniques and share stories, enabling the younger generation to understand the cultural genes and encouraging them to participate in inheritance.

2) Driving Innovative Development: On the basis of inheritance, craftsmen are encouraged to integrate modern design concepts and elements. With the help of modern science and technology, innovative carving techniques are adopted, and creative products are developed in combination with modern design to make traditional arts and crafts adapt to modern market demands.

3.3. Enhancing the Cultural Connotation of Rural Areas

The "Ouyue Hundred Crafts" inject cultural elements into rural areas. Rural construction incorporates their artistic elements into architecture, landscapes, and public spaces. For example, traditional craft styles are adopted in architecture, themed nodes are created in landscapes, and cultural activities are held to enhance the cultural taste and soft power of rural areas.

3.4. Promoting Rural Tourism Development

The "Ouyue Hundred Crafts" have become important resources for rural tourism. Theme tourism routes and products are developed, such as exhibitions, experience workshops, and cultural festivals, to attract tourists and promote rural economic development.

4. The Art-based Rural Construction Path of the "Ouyue Hundred Crafts"

4.1. Strengthening Talent Cultivation

1) Improving the Cultivation System: The government should increase its support and establish and improve the talent cultivation system for traditional arts and crafts. In terms of school education, relevant professional courses should be set up to cultivate professional talents. For example, Zhejiang Dongfang Vocational and Technical College has successfully obtained approval for the "Arts and Crafts Design" major and started enrolling students in 2024. This major focuses on the teaching and development orientation of "activating the arts and crafts in southern Zhejiang, deeply cultivating the quality of Ouyue cultural and creative products; exploring the forefront vision of design and cultivating compound talents with handicraft skills". It has opened professional basic courses such as "Modeling Basics", "Decoration Basics", and "History of Chinese and Foreign Arts and Crafts", professional core courses such as "Traditional Patterns", "Craft Techniques", and "Cultural and Creative Product Design", as well as professional characteristic courses such as "Special Design of Jewelry", "Mold Design and Manufacturing", and "Creative Firing", systematically cultivating students from theoretical knowledge to practical skills.

At the same time, the college holds training courses, inviting industry experts and craftsmen to teach, and conducts targeted training for different levels of trainees. For example, the Ou Kiln College of the college will occasionally hold various Ou Kiln technique training courses, inviting Ou Kiln masters to teach advanced techniques and creative concepts to trainees with a certain foundation to improve their professional levels. The master-apprentice inheritance is also an important way to cultivate talents. Apprentices learn techniques and inherit experience under the guidance of masters. The college actively promotes this traditional inheritance model, encouraging professional teachers in the school to establish master-apprentice relationships with folk craftsmen to jointly cultivate a new generation of inheritors of the "Ouyue Hundred Crafts".

In addition, the college continuously improves the talent cultivation system in various ways. On the one hand, it strengthens cooperation with enterprises and establishes a talent cultivation model integrating production and education, enabling students to better master techniques and understand market demands in practice. For example, it cooperates with local arts and crafts enterprises to jointly formulate talent cultivation plans and build training bases, providing internship and employment opportunities for students, realizing the seamless connection

between school education and enterprise needs. On the other hand, it actively carries out international exchanges and cooperation, introducing advanced design concepts and educational methods from abroad, broadening students' horizons and enhancing their innovation abilities. For example, it organizes students to participate in international arts and crafts exchange activities and invites foreign experts to give lectures at the school, enabling students to create works with more era characteristics and international competitiveness on the basis of inheriting the "Ouyue Hundred Crafts" culture while integrating international elements. Through this diversified cultivation system, the talent needs for the inheritance and development of the "Ouyue Hundred Crafts" are met.

2) Strengthening Incentive and Guarantee: Improve the social status and income levels of talents, and enhance their sense of professional identity and achievement. The government should issue relevant policies to give rewards and subsidies to outstanding arts and crafts talents.

4.2. Innovating Industrial Models

Gather industrial resources. Integrate scattered craftsmen and enterprises by establishing arts and crafts industrial parks, cooperatives, etc. Display and produce products of the "Ouyue Hundred Crafts" in the industrial parks in a centralized manner to achieve resource sharing and complementary advantages. For example, some industrial parks in Wenzhou gather different types of enterprises such as those of Ou Kiln celadon and boxwood carving to form industrial clusters. Cooperatives provide technical support and sales channels for craftsmen to promote industrial development, improve the industrial agglomeration effect and competitiveness, and drive the industrialization development of the "Ouyue Hundred Crafts". At the same time, strengthen the management and planning of industrial parks, optimize the industrial layout, and improve industrial efficiency. On this basis, promote industrial integration, strengthen the integration of the "Ouyue Hundred Crafts" with modern design, science and technology, culture, and other fields. In terms of modern design, combine the traditional elements of the "Ouyue Hundred Crafts" with modern design concepts to develop innovative and market-competitive products, such as applying the patterns of the "Ouyue Hundred Crafts" to modern home design. In terms of science and technology, use modern scientific and technological means to improve the technological level and production efficiency, such as applying digital technology in ceramic production. In terms of culture, explore the cultural connotation of the "Ouyue Hundred Crafts" and develop cultural tourism products. Through this integration, expand market channels and increase the added value of the industry to realize the transformation and upgrading of the traditional arts and crafts industry in the new era.

4.3. Promoting the Integration of Culture and Tourism

Create cultural and tourism products, and organically combine the "Ouyue Hundred Crafts" with rural tourism. Build arts and crafts exhibition halls and experience workshops in rural tourist scenic areas. The exhibition halls display the historical and cultural background and exquisite works of the "Ouyue Hundred Crafts", and the experience workshops allow tourists to personally participate in the production of traditional crafts and experience their charm. For example, tourists in Taishun rural tourist scenic areas can participate in the experience of stone carving, bamboo weaving, and other crafts. At the same time, develop theme tourism routes with the "Ouyue Hundred Crafts" as the theme, integrating rural landscapes with cultural experiences, enabling tourists to have a deep understanding of the "Ouyue Hundred Crafts" culture while enjoying the natural scenery. In addition, regularly hold cultural festival activities with the "Ouyue Hundred Crafts" as the theme, such as arts and crafts expositions and cultural tourism festivals, display outstanding works and cultural features of the "Ouyue Hundred Crafts", invite craftsmen and artists from all over to display and exchange, and organize cultural performances and folk activities to attract tourists, thereby improving the popularity and

influence of rural areas and promoting the coordinated development of rural tourism and the cultural industry.

4.4. Strengthening Publicity and Promotion

Multiple publicity methods and new media work together. Display the artistic charm and cultural value of the "Ouyue Hundred Crafts" to the society through various means such as holding exhibitions, performances, and media publicity. Hold large-scale art exhibitions of the "Ouyue Hundred Crafts" to display fine works; show its cultural connotation in the form of artistic performances; publicize the cultural characteristics and development achievements of the "Ouyue Hundred Crafts" through media platforms such as newspapers, television, and the Internet. For example, television stations produce special programs to introduce its historical culture. At the same time, organize cultural activities, such as lectures on the "Ouyue Hundred Crafts" culture. New media platforms display the production process and cultural characteristics of the "Ouyue Hundred Crafts" by releasing pictures, videos, and using forms such as network live broadcasts and short videos to attract users' attention. In addition, with the help of big data analysis technology, understand user needs and market feedback to provide precise services for publicity and promotion.

5. Conclusion

The "Ouyue Hundred Crafts", as a treasure of the Wenzhou regional culture, play an indispensable role in county-level rural revitalization and art-based rural construction. They not only carry rich historical and cultural connotations but also are an important force in promoting rural economic development and enhancing the cultural soft power of rural areas. In terms of talent cultivation, through professional training and practical guidance, many highly skilled craftsmen have been cultivated for rural areas. They not only inherit traditional techniques but also inject new vitality into rural development. In terms of innovating industrial models, resources are integrated to form industrial clusters, improving the industrial agglomeration effect and competitiveness and driving the industrialization development of the "Ouyue Hundred Crafts". In terms of integrating culture and tourism, the "Ouyue Hundred Crafts" are organically combined with rural tourism to create a rich variety of cultural tourism products, allowing tourists to have a deep understanding of the "Ouyue Hundred Crafts" culture while experiencing the beauty of rural areas.

During the implementation process, the government, enterprises, social organizations, and villagers need to participate jointly. The government should formulate relevant policies to guide the rational allocation of resources and provide policy support; enterprises should actively invest funds, innovate development models, and expand market channels; social organizations should give play to their professional advantages and provide technical support and services; villagers should actively participate in inheriting and carrying forward local culture. All parties form a powerful joint force to promote the smooth progress of art-based rural construction work.

This not only injects a continuous stream of vitality into the rural revitalization of Wenzhou's counties but also provides useful references for rural revitalization in other regions. In the future, the potential of the "Ouyue Hundred Crafts" should be further explored, and continuous exploration and innovation should be carried out to achieve the all-round development of rural areas and make the "Ouyue Hundred Crafts" shine more brightly in the new era.

References

- [1] Li Zhaoyang, Ding Fanzhuo, Gong Tanzxiang. Research on the Construction of an Evaluation System for the Effectiveness of Art-based Rural Construction under the Goal of Beautiful Rural Construction [J]. Furniture & Interior Design, 2024, 31(11): 124-131.
- [2] Chen Lina. Empowering Rural Revitalization with "Art-based Rural Construction" [J]. Ningbo Newsletter, 2024, (20): 24-25.
- [3] Meng Jinhua, Wang Yuefang. Rethinking Art Sociology from the Perspective of Art Intervention in Rural Areas [J]. Art Market, 2024, (10): 96-98.
- [4] Liang Yi. Art-based Rural Construction Inspires New Vigor in Rural Areas [J]. Cultural Monthly, 2024, (09): 12-13.
- [5] Jiang Yating, Zhang Kexin. Art-based Rural Construction: Art Therapy in Public Art and Rural Revitalization [J]. Art Appreciation, 2024, (26): 18-21 + 55.