

# Rural Landscape Design Strategies in Wenzhou City

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## Abstract

**In the continuous evolution of contemporary society, with the emergence of the rural revitalization strategy, the field of rural landscape design and village planning in China has ushered in diversified practical paths and in-depth theoretical exploration. Wenzhou City, located in the coastal area, showcases unique diversity in its rural landscape. From the urban villages embedded in the city to the winding villages in the mountains, and then to the fishing villages living by the sea, every place is a treasure intertwined with nature and culture. This study aims to collect and analyze unique rural landscape cases in Wenzhou City through detailed field research. On this basis, we will integrate advanced design concepts and methodologies under the current rural revitalization strategy, tailor a set of rural landscape planning schemes that are suitable for the local characteristics of Wenzhou City. The aim is not only to enhance the aesthetic value of rural areas, but also to promote the harmonious coexistence of ecological balance, cultural inheritance, and economic development, painting a vibrant blueprint for the sustainable development of rural areas in Wenzhou City.**

## Keywords

**Wenzhou countryside; rural landscape; landscape design methods; landscape design strategies.**

## 1. Introduction

Wenzhou's rural landscape resources are rich and diverse, like pearls embedded in the green mountains and rivers. From the secluded valleys and peculiar rocks of Yaoxi Scenic Area to the clouds and mist of Daluo Mountain, the elegant and peaceful atmosphere of Zhongxiu Garden showcases the wonders of natural creation. The countryside is picturesque, among which there are scenic villages that have won national reputation and ancient villages and towns that are simple and elegant. The village form that blooms like lotus flowers, the temple village that displays extraordinary charm in winter, and the fruit and vegetable picking gardens and flower viewing areas hidden in the rural secret realm not only retain the charm of traditional agricultural culture, but also integrate elements of modern leisure tourism. In the wave of rural revitalization, Wenzhou is carefully carving every piece of rural land to become a tourist destination that integrates historical culture, natural scenery, and modern leisure. The research background of rural landscape resources in Wenzhou not only involves the rational utilization and protection of natural resources, but also covers multiple levels such as cultural inheritance, innovation of economic development models, and guidance of policies and regulations. The aim is to find a rural revitalization path that not only conforms to international trends but also reflects local characteristics.

This study focuses on the specific content and landscape resources of rural areas in Wenzhou, selecting two classic landscape villages for resource collection, providing powerful methods for future landscape research and design strategies in Wenzhou.

## 2. Wenzhou Rural Landscape Resources

Wenzhou city has abundant rural landscape resources. In the research, case studies were conducted on mountainous and urban villages, analyzing resources and design methods.

Taking Daluo Mountain in Wenzhou City as an example, Daluo Mountain Village actively explores new paths in landscape design on the basis of protecting the original ecological and cultural heritage, in order to enhance the charm of rural areas and promote rural tourism and economic development through scientific planning and creative design (as shown in Figure 1).



Figure 1: Current Situation of Rural Landscape in Daluo Mountain, Wenzhou

Firstly, the natural landscape resources are abundant, with diverse terrain and landforms, high forest coverage, and numerous streams, waterfalls, and peculiar peaks and rocks, providing a natural material library for landscape design; Secondly, cultural heritage is unique, with scattered ancient roads, villages, stone houses, etc. in the mountains, showcasing the long history and folk culture of the local area, which is an indispensable cultural element in rural landscape design; Once again, ecotourism has enormous potential. With the increasing demand for natural experiences and cultural exploration from tourists, Daluo Mountain has significant advantages in developing ecotourism due to its excellent ecological environment and cultural resources; Finally, design and management challenges include how to innovate design, avoid homogenization, and strengthen landscape maintenance and management while protecting natural ecology and cultural heritage.

Taking Wenzhou Shangen Music Town as an example, Shangen Music Art Town is a characteristic area that perfectly integrates rural natural scenery with modern music art. The small town, relying on its unique geographical location and rich cultural heritage, is committed to becoming a new model of rural landscape that integrates music creation, art exhibition, and leisure tourism. The purpose of this survey is to evaluate the effectiveness of its existing rural landscape design, explore how art and nature can coexist harmoniously in rural environments, and explore optimization directions for future development (as shown in Figure 2).



Figure 2: Landscape planning map of Shangen Music Town

Firstly, art is integrated into nature, and the small town successfully integrates music elements into rural landscapes, such as outdoor music sculptures, painted walls, and natural scenery interweaving, creating a unique artistic visual experience; Secondly, the revitalization and utilization of space, utilizing idle farmhouses to transform into music studios, small art galleries, and cafes, not only preserves the original appearance of the countryside, but also endows it with new cultural functions, promoting the revitalization of the old village; Once again, the interactive experience is rich. Regular music festivals, art markets, and other activities enhance the sense of participation and interactivity of tourists, making the town a lively platform for music and art exchange; Finally, environmental sustainability emphasizes ecological protection and green sustainability principles in landscape design, such as using local vegetation for greening and reducing hardened areas, reflecting the design concept of harmonious coexistence with nature.

Through research and understanding of rural landscapes, based on the principles of resource organization and overall landscape design, design strategies and concepts for rural landscapes in Wenzhou are extracted, providing more theoretical support for rural landscape design in Wenzhou.

### 3. Reform methods

Culture is the soul, nature is the foundation: Design should fully respect and reflect regional culture, utilize traditional architecture, local materials, and local artistic elements, and organically combine with natural landscapes to form a landscape style with local characteristics. For example, Shangen Town can continue to deepen the integration of music and ancient village culture, hold characteristic music festivals, and enhance cultural recognition.

Ecological priority, green development: Following the concept of ecological design, protecting the original ecological environment of rural areas, such as the ecological protection model of

Dalu Mountain, setting ecological buffer zones, limiting excessive development, promoting green transportation and low-carbon tourism, and maintaining ecological balance.

Multi functional and upgraded experience: Based on the needs of rural tourism, design multifunctional composite spaces such as art studios, homestays, leisure farms, etc., to provide rich and diverse tourism experiences. Shangen Town can add interactive music installations and art workshops to promote tourist participation and enhance the experience.

Smart management and technological integration: Utilizing modern information technology, such as VR panoramic navigation and intelligent navigation systems, to enhance the convenience and fun of travel. Daluo Mountain can explore the establishment of a smart scenic area management system to achieve efficient resource management and personalized service customization.

Community participation and shared development: Encourage villagers to participate in landscape design and maintenance, share tourism benefits through cooperatives and other forms, and promote the harmonious development of community economy and society. Shangen Town can establish an art education base to train local residents to become guides or craftsmen, increasing employment opportunities.

#### 4. Conclusion

The rural landscape design in Wenzhou should be based on regional characteristics, balance cultural inheritance and ecological conservation, and achieve the integrated development of culture, ecology, and economy through innovative design techniques. In the future, Wenzhou's rural landscape design should continue to explore and optimize strategies to meet the needs of rural revitalization in the new era, and create a model of rural landscape with international influence.

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