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ABSTRACT

Feng Haoyu. Design of Rural Space for Public Art

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As a traditional handicraft province, Shandong has abundant traditional handicraft resources, with 8 projects recognized by UNESCO as "Representative Works of the Intangible Cultural Heritage of Humanity", 186 national level lists, 1073 provincial lists, and 4121 city level lists, ranking among the top in the country in total. In the process of building the "Shandong Handmade" cultural and creative brand, relevant parties should deeply explore the rich cultural empowerment elements in Shandong, continuously enhance the brand's influence and dissemination through technologies such as big data and cloud computing, form industrial clusters, and thus enhance the competitiveness of the "Shandong Handmade" cultural and creative brand. This paper aims to construct a Rural Space for Public Art, taking the Shandong Handmade Exhibition and Experience Center as an example, in order to better promote Shandong handmade culture

***Keywords:** Design; Interior Design; Shandong handmade; Rural culture; Folk customs; Folk art; Exhibition space; Public art*

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INTRODUCTION

Relevance of the research. In the context of globalization, the design of rural public art space is gradually becoming a key force to promote the revival of rural culture, economic diversification and social cohesion. This study selects Shandong Hand-made Exhibition Experience Center as a case, aiming to deeply explore how to promote the inheritance and innovation of rural culture through unique design concepts and practices. This research is not only closely related to the current rural revitalization strategy, but also reflects a deep insight into cultural heritage protection, social psychology, spatial design theory and other fields.

From the theoretical level, the research of rural public art space design needs to learn from multiple perspectives, such as environmental behavior science, place spirit and sustainable development design. These theories provide a solid framework for design practice, guiding how to create attractive public spaces while retaining local features. The design of Shandong Hand-made Exhibition Experience Center fully embodies the application of these theories. Through the clever integration of traditional and modern elements, it not only shows the unique charm of regional culture, but also promotes the inheritance and development of handicrafts.

At the practical level, this study analyzes the unique features of Shandong Hand-made Exhibition Experience Center in terms of design concept, implementation strategy and results by comparing the successful rural public art space design cases at home and abroad. It also discusses the innovative application of modern technology and traditional materials in design and the potential impact of design on the local economy. These practical associations not only provide valuable experience for the design of rural public art spaces, but also provide useful references for the implementation of similar projects in the future.

Regarding sociocultural relevance, this study highlights the importance of community participation in the design of a rural public art space. To stimulate the vitality of the community through the design and is the key to improve the design effect of rural public art space in the local culture. In addition, the rural public art space also

has a significant educational function, which can popularize handicraft knowledge and cultivate the cultural identity of the young generation. At the same time, the design should also reflect the ecological principles and promote the long-term sustainable development of rural areas.

To sum up, through in-depth analysis of the design concept and practice of Shandong Hand-made Exhibition Experience Center, this study shows the comprehensive impact of rural public art space design in cultural inheritance, social cohesion, economic development and environmental sustainability. These associations not only reveal the importance and value of rural public art space design, but also provide useful inspiration for future research and practice in related fields.

Purpose. The purpose of the research is to explore how to effectively promote the inheritance and innovation of rural culture, enhance the cohesion of rural society, and promote the diversified development of rural economy by deeply analyzing the design case of the rural public art space.

Objectives. The goal of the research is to clarify the design principles, implementation strategies and its influence mechanism of Shandong hand-made Exhibition experience Center as a rural public art space on social, cultural, economic and other aspects, so as to provide theoretical and practical guidance for the design of similar space.

Object of study. The research object is the specific design case of rural public art space, including Shandong Hand-made Exhibition Experience Center, including its design concept, spatial layout, function setting, cultural display mode, community interaction mode, economic influence and other aspects.

Subject of study. The research theme is “Rural public art space design”, which specifically focuses on the example of Shandong Hand-made Exhibition and Experience Center, and discusses its design strategy, cultural value, social influence and its role in rural revitalization.

Methods. Research methods comprehensively use literature research, field investigation, case analysis, comparative research and interview survey to comprehensively and deeply explore the design characteristics, cultural value and

social influence of Shandong hand-made exhibition experience Center as a rural public art space.

Scientific novelty. Research scientific novelty is that it is not limited to Shandong hand made exhibition experience center the descriptive analysis of the specific case, but from the perspective of rural public art space design, using the multidisciplinary theory and method, deeply analyzes the design concept of the case concept, implementation strategy, social influence, such as multiple levels, reveals the cultural heritage, social cohesion, economic development and environmental sustainability. At the same time, through comparative research, the research also extracts the design principles and implementation strategies with general significance, which provides the theoretical and practical guidance for similar space design, and shows the scientific and forward-looking research. In addition, the research also focuses on the integration of rural public art space design with modern science and technology, community participation and other cutting-edge issues, which further enhances the research novelty and the sense of The Times.

Practical significance. The practical significance of the research is to provide a set of operational practical guidelines and theoretical basis for the design, planning and management of the rural public art space. Through the in-depth analysis of Shandong Hand-made Exhibition Experience Center, the research reveals how to promote the inheritance and innovation of rural culture, enhance the cohesion of rural society, and promote the diversified development of rural economy through design. These findings will not only help to improve the functionality and aesthetic nature of the rural public art space, but also provide strong support for the implementation of the rural revitalization strategy and promote the comprehensive and sustainable development of rural areas. In addition, the research also emphasizes the importance of community participation and technology application in design, providing new ideas and directions for the design practice of rural public art space.

Approbation of the research. This project has won the “Highest Award of Cultural Innovation of Shandong Provincial People's Government”. Its hand made shows the relevant subdivision content won the third prize of the 15th Blue Bridge Cup

National Software and Information Technology Professional Talent Competition-Visual Design Competition. One first prize and four third prizes in the Shandong competition area, Obtained two second prizes and one third prize in the National Finals of China Good Creativity and National Digital Art Design Competition. Third prize in Shandong competition area. Won one first prize, four second prizes and four third prizes in Shandong Competition Exhibition of Excellent Works of Teachers and Students of China Higher Design Discipline in Milan Design Week. Won the first prizes of the Oriental Design Award and the National University Innovation Design .Won the third prize of Shandong Provincial Competition of Chinese College Students' Computer Design Competition.

Publications. Is to publish a conference paper on the topic of "VI INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE".

Structure and volume of the paper. This paper is divided into three parts: introduction and background research, project analysis, design strategy, achievement presentation, evaluation and reflection. Each section has several chapters to be studied systematically on them. This paper outlines the structure and length of the paper.

The first part is the introduction and background research, which includes three parts: research background and significance, literature review, theoretical basis and conceptual definition. Research background and significance briefly introduces the research background, purpose and importance, setting the tone for the full text. This paper summarizes the research results of related fields at home and abroad, and summarizes the development process and current situation of public art and rural space design. Theoretical basis and Concepts Define the relevant concepts of public art and rural space design, and introduce the theoretical basis of the research.

The second part is the analysis and design strategy of the project. This section includes four parts: project background and main measures, requirements research and user analysis, design objectives and positioning, design strategy and implementation plan. Project background and main measures The project background, objectives, challenges and main measures of Shandong Manual Exhibition Experience Center are

introduced in detail. Demand survey and user analysis analyze the needs and preferences of target user groups through questionnaires, interviews and other methods. Design goals and positioning are clear design vision, core concept, functional positioning and cultural inheritance goals. Design strategy and implementation plan details, spatial layout, exhibition content planning, interactive experience design and other strategies and implementation steps. This section will focus on the specific problems and solutions in the design process, including how to use the space, how to display the exhibition content, how to improve the user experience, etc.

The third part is the presentation, evaluation and reflection of achievements. This part includes three parts: design scheme display, implementation effect prediction and evaluation, and conclusion and prospect. The design scheme is displayed through drawings, models, effect drawings and other forms to show the design results. Implementation effect prediction and evaluation is based on the design scheme, the implementation effect prediction and evaluation. Conclusion and perspectives are summarizing the main findings, indicating the innovations and contributions of design, and proposing future research directions.

SECTION 1

BACKGROUND RESEARCH ON DESIGNING RURAL PUBLIC ART SPACE

1.1 Research background and significance

With the acceleration of the urbanization process, while pursuing the improvement of material conditions, the rural areas have an increasingly urgent demand for spiritual and cultural life and high-quality public art space. It is very important to maintain the memory field of traditional culture. The rural public cultural space carries the rural history, local memory and villagers' emotion, and is an important carrier of traditional culture inheritance [2].

"Shandong hand-made" is the Chinese traditional culture resources, intangible and traditional craft living a way, through innovative product type, industry system, development mode, etc., actively cultivate new kinetic energy, new energy, new forms, new technology, new model, improve brand effect, expand industry scale, enhance the core competitiveness of cultural creative industry in Shandong province, promote the development of high quality[3].

In this context, "Shandong Hand-made", as a cultural symbol bearing rich historical and cultural deposits and unique regional characteristics, the establishment of its exhibition and experience center is not only a modern interpretation of traditional culture, but also an innovative exploration of the design concept of rural public art space.

This study aims to extract the design principles and methods of rural public art space that can be replicated and promoted by deeply analyzing the design ideas, practical results and effects of Shandong Handmade Exhibition Experience Center and its influence on rural communities. We hope that through this research, we can provide a rural area with a set of public art space design strategies that not only conforms to the modern aesthetic trend, but also deeply reflects the local cultural characteristics, so as to facilitate the in-depth implementation of the rural revitalization strategy.

This study will discuss how to integrate the exquisite skills and cultural connotation of Shandong hand-made products into the rural public space through design means, so as to create both ornamental and interactive artistic experience environment. At the same time, we will also pay attention to how to balance the relationship between traditional culture and modern aesthetics, local elements and international vision in the design process, and how to promote the cultural identity and cohesion within rural communities through design.

We expect through the rural public art space design —— in Shandong hand made exhibition experience center as an example, the study, for rural areas to create more vitality, appeal and influence of public art space, let rural residents in enjoy the better life environment at the same time, also can deeply feel the charm and value of traditional culture, so as to promote the all-round progress and development of rural society.

1.1.1 Study Purpose

This study aims to extract the principles and strategies applicable to the design of rural public art space through deeply analyzing the design cases of Shandong handmade products Exhibition and Experience Center. These principles and strategies will comprehensively consider the regional characteristics, cultural inheritance of rural areas, residents' needs and modern aesthetic trends, and provide theoretical support and practical guidance for the innovative design of rural public art space.

As an important part of traditional culture, the design of the exhibition and experience center is not only the display of traditional skills, but also the inheritance and promotion of rural culture. This study hopes to explore how to effectively integrate traditional cultural elements into the rural public art space, enhance the cultural confidence and cultural identity of rural residents, and promote the sustainable development of rural culture.

As an important place for rural residents' leisure and entertainment and social interaction, the design quality of rural public art space directly affects the life quality of residents. This study will focus on how to improve the comfort, convenience and

attraction of the rural public art space through design means, so as to provide a better life experience for the rural residents.

The design of rural public art space can also be combined with rural tourism and cultural industry to promote the diversified development of rural economy. This study will explore how to attract tourists and investment, promote the prosperity and development of characteristic industries such as rural handicrafts through design innovation, and inject new vitality into the rural economy.

1.1.2 Scope and methods of the study

Scope of the study. "Shandong Hand-made" is a hand-made product system that relies on intangible cultural heritage or traditional crafts, which is in line with the aesthetic trend of modern society, reflects the cultural creativity of Shandong and Qilu culture, and can meet the personalized, good quality and emotional consumer needs of the people in the new era [4].

This study focuses on the Shandong region, especially selecting the representative Shandong hand-made products exhibition and experience center as the research case. As an important birthplace of Chinese traditional culture, Shandong has a wide variety of handicrafts and profound cultural deposits, which provides rich materials and inspiration for the design of rural public art space. Discuss the basic principles and concepts of rural public art space design, These include respecting the natural environment, protecting historical buildings, digging up rural stories, and using local materials, Analyze the functional layout and spatial planning of Shandong handmade Exhibition Experience Center, How to meet the needs of tourists to visit and experience, At the same time, the daily use of rural residents; Study how to integrate the cultural elements of Shandong hand products into the design, Show the history, culture and tradition of the countryside through artistic techniques, To enhance the cultural connotation and artistic value of the rural public art space; Exploring the sustainable development strategies of rural public art space design, Including material selection, energy saving and environmental protection measures, later maintenance and management, etc. The target groups of this study include rural residents, tourists,

designers, policy makers, and aim to provide valuable references and inspiration for different groups through the research results.

Study Methods

Literature research method: Through consulting relevant books, journals, academic papers and other documents, understand the research status, theoretical basis and practice cases of rural public art space design, to provide theoretical support and reference basis for this study.

Field research method: Conduct field research on Shandong Hand-made Products Exhibition and Experience Center, collect first-hand information through observation, interview and shooting, so as to understand the design characteristics, use status and existing problems of the center.

Case Analysis method: Select the representative Shandong handmade products Exhibition and Experience Center as the research case for in-depth analysis and comparative analysis, extract the successful design experience and existing problems, and provide reference for the design of other rural public art Spaces.

Questionnaire survey method: The questionnaire is designed to investigate the target groups, such as rural residents and tourists, to understand their needs and expectations for the rural public art space, as well as their satisfaction with the existing design and suggestions for improvement.

Expert consultation method: invite experts and scholars in related fields to consult and discuss, obtain their professional opinions and suggestions, and improve the scientificity and authority of this study. To sum up, this study will use a variety of research methods to conduct in-depth discussion and analysis of the rural public art space design of Shandong Hand-made Products Exhibition experience Center, in order to provide strong support for the cultural construction, economic development and social progress in rural areas.

1.2 Literature review

1.2.1 Development status of public art at home and abroad

At home and abroad, public art, as an important carrier of culture and society interaction, its development status not only reflects the profound heritage of their respective cultures, but also reveals the new trend of art practice under the interweaving of globalization and localization.

Development status of domestic public art. In recent years, Chinese public art has made remarkable progress, gradually extending from the urban space to the countryside, forming a unique rural public art landscape. This process is not only benefited from the government's attention to and investment in cultural undertakings, but also inseparable from the joint efforts of artists, designers and all sectors of society.

The forms of Chinese public art are increasingly diversified, from traditional sculptures and murals to modern installation art and digital art, which constantly meet the growing cultural needs of the public. At the same time, localization has become an important trend in the development of public art. Artists dig deep into the regional cultural characteristics, skillfully integrate traditional elements with modern design, and create works with both the sense of The Times and rich in cultural heritage. Shandong Hand-made Exhibition and Experience Center is a model of this trend. By displaying Shandong traditional handicrafts, such as paper cutting, embroidery and pottery, etc, it not only promotes local culture, but also promotes the inheritance and innovation of rural culture.

The 15-meter-tall, 13-ton wall-climbing panda "I Am Here" appeared on the outer wall of a landmark building in the Chunxi Road business district in Chengdu. The panda, which consists of nearly 4,000 triangular components, was created in Ya'an, Sichuan province. The subtle chemistry of public art to the city is infiltrating our city. At present, when visual culture is prevalent, people's acceptance of art is changing quietly. Urban landscape sculpture, a public art, injects more vitality into the growth of urban culture with its unique spatial language and modeling way. Sichuan is the hometown of giant pandas, and panda IP conveys urban characteristics and urban

emotion. Scattered across Sichuan, the "circle of friends" of giant panda sculptures is growing, and these works of art in public Spaces are becoming new cultural landmarks and being integrated into local city life (in Fig.1.1) .



Fig.1.1 Public art work of "Selfie Panda", one of the giant panda landmarks in Chengdu

To "text" plastic god, to "create" shape. In promoting "Shandong hand-made: Liaocheng polite" project, anchor Liaocheng city "text brigade Xing city" goal, strive to highlight the creative lead, closely around the brigade consumer demand and industrial upgrading, increase excellent brigade product supply, depth of the Yellow River, the grand canal culture connotation and time value, to build the pearl of "rivers" city and "rivers" about brigade brand. A creative initiative of Liaocheng is to plan and launch the "new three treasures" of Liaocheng donkey-hide gelatin, Ganoderma lucidum and Sanghuang, to contribute "Liaocheng power" to the realization of the national health. In addition, Liaocheng traditional handicraft products are also in the middle of continuous innovation. Linqing mining local characteristic culture, developed the products "games tribute brick", dough ice pier, Cao transport pavilion series of porcelain: dongchang copper and wei old six chicken launched copper casting Chinese zodiac fitness ball and wei old six brocade box two hand gift... traditional and modern interweave, art and life blend cultural inheritance and innovation of reflect, refreshing [5].

With the progress of society, the public's participation in the public art has gradually increased. Public art is no longer a one-man show for artists, but an important way for the public to participate in the social and cultural construction. More and more public art projects in China begin to pay attention to the interaction and communication with the public and stimulate the public's art interest and creativity through holding exhibitions, workshops, lectures and other activities. This social participation not only enhances the publicity of public art, but also promotes the deep integration of art and society.

Development status of foreign public art. The development history of foreign public art has been even longer, and it has accumulated rich experience and achievements. Its development status presents the characteristics of policy support and system perfection, diversification and interdisciplinary integration, social responsibility and humanistic care.

Many western countries regard public art as an important part of urban cultural construction and provide a strong guarantee for the development of public art by formulating policies and regulations and setting up special funds. These policies not only guarantee the funding source and quality of public art projects, but also promote the deep integration of art and the community.

The Sydney Lighting Festival began in 2009, initially only as a light projection, and then gradually developed into a large art festival composed of lighting, music and creativity. The Sydney Lighting Art Festival has become a city name card of Sydney in May and June every year. It not only improves the artistry of the public space, but also connects the city residents with others through interaction, allowing people to get to know and interact with the same artistic experience (in Fig.1.2) [6].



Fig.1.2 The Sydney Lighting Festival

The San Francisco International Airport Museum has hosted nearly 400 exhibitions, with the latest scheduled until July 2025. See it according to the exhibition map (in Fig.1.3), 13 of the 21 exhibitions are currently in the terminal security area, which means that these exhibitions can provide leisure and educational opportunities for the public and attract passengers to stay longer at the airport, thereby indirectly increasing the revenue of commercial shops in the airport. Airport museum as a platform to the public space culture art projects, also broke the boundaries of the traditional art display, through the participation of cultural institutions or government operations, management, maintenance, evaluation, form the overall planning content, in the periodic curator, constantly inject multicultural connotation, eventually in the form of airport museum booster culture "growth" [7].

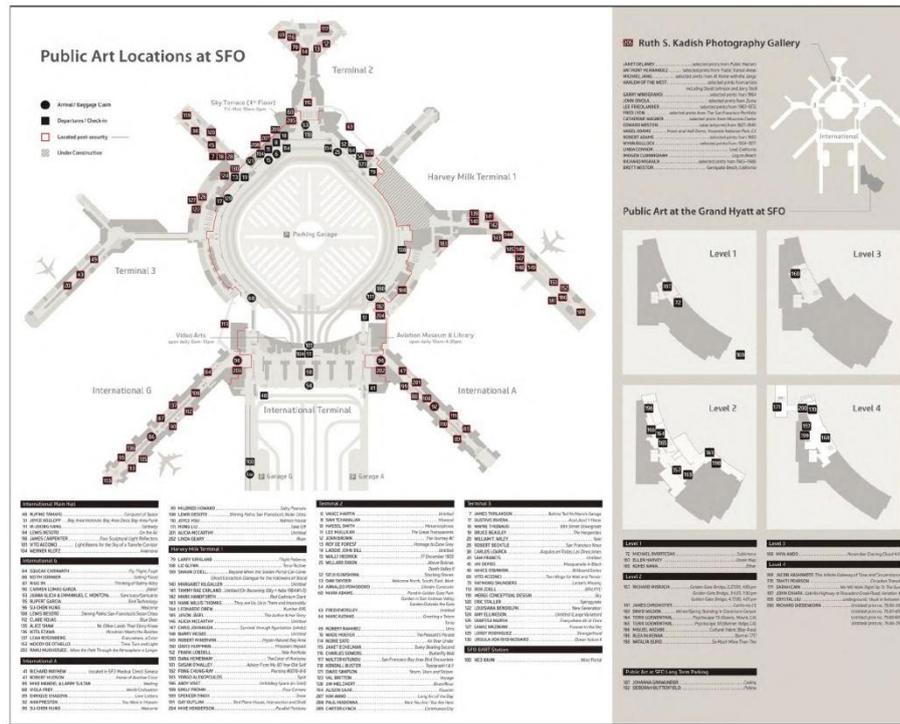


Fig.1.3 A Map of Public Art Works at the San Francisco International Airport Museum

As we all know, Milan Design Week, as an important event in the international design field, not only gathers the world's top designers and works, but also leads the new trend and new direction of design with its forward-looking perspective and profound cultural heritage (in Fig.1.4). The exhibition area of Milan Design Week has almost mobilized the resources of a whole city, with museums, galleries, universities and urban public Spaces all joining the event under the name of "design". The forms and functions of foreign public art are characterized by diversity. The artists constantly try new media and techniques to create diversified works of art. At the same time, interdisciplinary integration has become an important trend in the development of public art. Artists cooperate with experts in other fields to jointly explore new fields and new possibilities of public art. This integration of diversity and interdisciplinary not only broadens the boundary of public art, but also enhances its social influence and cultural value.



Fig.1.4 Milan design Week

At the "Ten Years" Seminar ", on the preparation of the 2025 Space art season, experts put forward the view that the space art season should always focus on the value of space, give priority to those areas in need of empowerment, choose experimental scenes with more imaginative space, and explore the close integration of culture, art, science and technology and daily life. This strategy also proves the enabling power of art involved in urban design and public space (in Fig.1.5).



Fig.1.5 Public art along the Huangpu River: Cedat & Pettiier

In 2020, in the heart of the French capital, nearly 400,000 people gathered on the road of the Arc de Triomphe to celebrate the TEMPO performance for the New Year (in Fig.1.6). Artist Refik Anadol has created a new commemorative creative artwork inspired by the exterior wall of the landmark building. The Projection Building

is a masterpiece designed by Catalan architect Anthony Gaudi in downtown Barcelona (in fig.1.7).



Fig.1.6 3D Mapping media art with the Arc de Triomphe



Fig.1.7 3D Mapping Media Arts

In the process of development, foreign public art always pays attention to social responsibility and humanistic care. Through public art projects, artists discuss social issues, pay attention to vulnerable groups, and promote cultural exchange and understanding. These works not only have aesthetic value, but also contain profound social significance and humanistic care spirit. This sense of responsibility and humanistic care spirit not only enhances the social value of public art, but also promotes social harmony and progress [8].

The development status of public art at home and abroad has its own characteristics, but it learns from each other. In the future development, we need to continue to deepen the understanding and understanding of public art, combine with the national conditions and regional characteristics, and explore an effective path suitable for the design of rural public art space. At the same time, strengthen international exchanges and cooperation, draw lessons from international advanced experience, and promote the prosperity and development of China's public art cause.

1.2.2 Overview of cultural characteristics and handicraft resources in Shandong region

Shandong, as one of the important cradles of Chinese civilization, has profound and diversified cultural characteristics, and even more brilliant and dazzling handicraft resources, and has a high value of academic research and inheritance.

In terms of cultural characteristics, Shandong bears the brunt of its profound Confucian culture. As the birthplace of the Confucian school, Shandong not only gave birth to great thinkers such as Confucius and Mencius, but also formed a unique Confucian cultural system, emphasizing moral ethics and social order. This cultural spirit has deeply influenced the social structure and values of China and even East Asia, and is an important part of traditional Chinese culture. In addition, the folk culture of Shandong is also rich and colorful, including folk art forms such as Shandong Kuaishu and southwest Shandong music, as well as folk handicrafts such as paper cutting and clay sculpture. These cultural elements together constitute the unique cultural ecology of Shandong.

In terms of handicraft resources, Shandong has shown its excellent artistic creativity and craft level. As one of the representative handicrafts in Shandong province, Zibo ceramics has a long history and exquisite skills, especially the colored glaze products and art ceramics, which are renowned at home and abroad.

China is known as the country of ceramics. As one of the treasures of China's splendid culture, ceramic culture is the combination of culture and art, which contains a long-standing Chinese story. The dissemination of ceramic art and culture is one of the important means and ways to show the new image of China. Zibo, as the birthplace of Qi culture, is a city with prosperous kiln fires for thousands of years and rich ceramic culture. As one of the five major ceramic producing areas in China, Zibo takes its long-honored ceramic art as a cultural carrier, delivering strong regional cultural characteristics [9].

In addition, Weifang New Year wood-block prints, Linshu willow weaving, Weifang mahogany and silver inlaid lacquer ware and other handicrafts also have their own characteristics, exquisite skills, with high artistic value and collection value. These handicraft resources not only enrich the cultural connotation of Shandong, but also inject new vitality into the local economic development.

It is worth noting that the richness of Shandong hand-made resources is not only reflected in their quantity and type, but also lies in the cultural significance and historical value behind them. These handicrafts are often closely linked with the local folk customs, beliefs and aesthetic concepts, which are an important embodiment of the cultural diversity and regional characteristics of Shandong. Therefore, in terms of academic research, Shandong hand-made resources not only provide rich materials and cases for the fields of art history, folklore, cultural anthropology and other fields, but also provide new ideas and directions for the inheritance and development of traditional culture.

To sum up, the profound cultural characteristics and rich handicraft resources of Shandong province together constitute its unique cultural landscape. These cultural resources not only have important academic value and research significance, but also provide strong support for the development of local economy and society. In the future,

with the continuous exploration and inheritance of traditional culture, Shandong's cultural characteristics and handicraft resources will be more widely spread and recognized.

1.3 Theoretical basis and concept definition

1.3.1 Concepts and characteristics of public art

Public art is an artistic creation activity based on the premise of public demand. It is a mass cultural activity carried out under the guidance of relevant departments and professionals, including artistic creation, public space and large space. Three elements of mass participation [10].

Public art, as the product of the deep integration of contemporary art and public space, lies in the creative intervention and shaping of the public domain through artistic means, aiming to enhance the aesthetic value, cultural implication and social function of public space. In the rural context,

Public art is not only a tool to beautify the rural landscape, but also an important means to inherit the rural culture, enhance community cohesion, and promote the sustainable rural development. Taking Shandong Hand-made Products Exhibition and Experience Center as an example, this project integrates public art concepts into the design of rural public space. Through the display and sale of local characteristic handicrafts, it not only enriches the cultural connotation of the countryside, but also promotes the diversified development of rural economy (in Fig.1.8).

Public art works often carry the unique memory and symbols of regional culture and are the creative transformation and expression of local history, folk customs, art and other cultural resources. In Shandong Hand-made Products Exhibition and Experience Center, each handicraft is a vivid display of Qilu culture. They are not only of practical value, but also the inheritors of regional culture, so that tourists can feel the unique charm of rural culture through appreciation and experience.



Fig.1.8 Photo pictures on the second floor of Shandong handmade Exhibition Experience Center

Public art emphasizes the openness and inclusiveness of works, encourages public participation and interaction, and makes art works become a bridge connecting community members and promoting communication. Shandong Hand-made Products Exhibition and Experience Center invites tourists to make handicrafts by holding workshops and experience activities, which enhances the sense of participation and belonging of tourists, and also promotes the inheritance and development of handicraft skills (in Fig.1.9).



Fig.1.9 Tourists experience the traditional skills at the Shandong Hand-made Experience Center

Urban landscape, as an important part of the urban spatial environment, is a complex system integrating natural, artificial and cultural elements. It is not only a direct embodiment of the city's appearance, but also a profound reflection of the city's culture, history and life [11]. In the rural public art design, it is one of the important principles to respect the natural environment and realize the harmonious coexistence of art and nature. Shandong Handmade Products Exhibition and Experience Center has fully considered the ecological factors in terms of site selection, architectural design and material selection, and strives to create a beautiful and practical art space while protecting the rural ecological environment.

Public art has various forms of expression, including sculpture, murals, installation art, landscape design and other types. In the design of the Shandong Handmade Products Exhibition and Experience Center, the designers skillfully integrate these art forms to form a unique art landscape. At the same time, through the innovative design of handicrafts, it not only retains the traditional charm, but also meets the needs of modern aesthetics, showing the great potential of public art in inheritance and innovation.

Public art plays an important role in the design of rural space, and its regional, cultural characteristics, public participation, ecology, diversity and innovation provide strong support for the inheritance and development of rural culture. As a typical case of public art in rural practice, Shandong Hand-made Products Exhibition and Experience Center shows us the broad prospects and infinite possibilities of public art in rural revitalization.

1.3.2 Principles and strategies of rural space design

Principles of rural public art space design. In-depth application of the regional principle, the strategy of enabling rural revitalization with public art is mainly reflected in the dimensions of promoting infrastructure construction, enhancing rural cultural heritage and creating spiritual and cultural field. In the process of promoting infrastructure construction, public art can play the role of beautifying square space, simplifying traffic space and optimizing public space. To promote the deep integration

of public art and rural construction, we should make use of rural architecture and folk customs to reflect rural ethnic characteristics and regional characteristics [12]. The design of rural public art space should deeply reflect the uniqueness and difference of regional culture. In the design of Shandong Handmade Products Exhibition and Experience Center, this principle has been vividly displayed. The designer not only deeply excavates the profound heritage of Qilu culture, but also skillfully integrated local traditional elements into the modern design concept, making the space become a model of regional culture and modern aesthetic interweaving. In this way, it not only protects the uniqueness of rural culture, but also promotes the inheritance and development of culture.

Enhanced expression of cultural principles, with the acceleration of urbanization, the living space of rural areas is also changing constantly. As a form of cultural expression, public art can inject new cultural elements into rural areas and enrich the cultural connotation of rural living space [13]. In Shandong Hand-made Products Exhibition and Experience Center, every exhibit is not only the existence of material, but also the carrier of culture. Design By displaying the production process, historical stories and technical inheritance of handicrafts, visitors can feel the temperature and depth of the culture in the appreciation. This enhanced expression of the cultural principle not only enhances the cultural connotation of the space, but also enhances the public's sense of identity and sense of belonging to the rural culture.

Extensive practice of the principle of participation, the ultimate goal of rural public art construction is to create a vibrant and artistic space that attracts people to participate extensively, promote rural cultural inheritance and economic prosperity, and enhance the image and quality of tourist destinations [14]. The design of rural public art spaces should encourage extensive public participation and interaction. Shandong Hand-made Exhibition and Experience Center provides visitors by setting up interactive experience areas and holding handicraft workshops to participate and experience. This participatory design not only enhances the tourists' sense of participation and experience, but also promotes the inheritance and development of

handicraft skills, making the space a bridge connecting community members and promoting cultural exchanges.

Comprehensive consideration of functional principles, the design of rural public art space should be both beautiful and practical to meet the actual needs of the public. Shandong handmade Exhibition and Experience Center fully considers the functional layout of the space, such as the reasonable planning of the exhibition area, experience area, rest area and other areas, so that the space has artistic beauty, but also convenient for tourists to visit and experience. This functional design not only improves the comfort and convenience of the space, but also enhances the use value and attraction of the space.

Long-term planning for the principles of sustainability, in the design of rural public art space, the principle of sustainability is crucial. The intervention of public art should become a bridge to enhance the interaction between urban and rural areas, strengthen the output of rural culture, and revitalize the rural tourism economy. By the modern re-creation of materials with local characteristics, public art attracts contemporary people to participate in it and improves the attractiveness of the countryside, so as to promote better sustainable development [15].

Strategy for rural public art space design. In-depth research and accurate positioning, before the design, it is necessary to conduct in-depth research and analysis on the natural environment, history and culture, and social structure of the countryside, so as to accurately grasp the characteristics and needs of the countryside. At the same time, the theme and positioning of the design are determined according to the research results, to provide clear direction and guidance for the follow-up design work. In the process of rural culture revitalization, art and design plays a pivotal role, and the key lies in the application of innovative practice. This innovation is not only manifested in the unique external form, but more importantly, in the reinterpretation and application of rural traditional cultural elements. In order to achieve this goal, art designers need to study the rural culture rich material, ideas and technology, such as architectural style, folk traditional handicraft, mining its potential value and intrinsic meaning, and using modern perspective and concept for traditional culture inject new vitality and

expressive force, but also make the art design has more profound cultural connotation and unique regional characteristics. Such innovative practices do not only contribute to the countryside.

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The inheritance of culture can also make it become an important part of modern life [16]. To realize cultural inheritance and innovation requires designers to work closely with rural communities to discuss how to inherit and innovate, and create works with both regional characteristics and modern sense [17].

Diversified expression and fusion innovation, the design of rural public art space should adopt diversified forms of artistic expression to enrich the content and levels of the space. At the same time, the combination of modern scientific and technological means for innovative integration, so that the traditional elements and modern aesthetic combination, to create a artistic work with the sense of The Times and innovative nature. Shandong Hand-made Products Exhibition and Experience Center shows the

innovative vitality of rural culture and the charm of The Times by displaying the integration of traditional handicrafts and modern design.

Community participation and joint construction and sharing, encouraging rural residents and community organizations to participate in the design, construction and maintenance process of public art space is an important way to realize co-construction and sharing. The design of public art works needs to take into account the aesthetic needs and preferences of the public, in order to better resonate with the audience[18].Collect residents' opinions and suggestions through community meetings and workshops, so as to make the design more close to public opinion and actual needs. At the same time, a joint construction and sharing mechanism should be established, so that residents can become the users, defenders and disseminators of the space, and jointly promote the inheritance and development of rural culture. Shandong handmade Exhibition and Experience Center has promoted the participation and interaction of community residents and enhanced the cohesion and centripetal force of the community.

1.3.3 Rural Renaissance from the Perspective of sustainable development

With the comprehensive development of rural economy, the requirements for landscape design and beautification degree of rural public space are also increasing. Rural areas have rich natural resources, coupled with the use of contemporary public art design skills, can greatly improve the beautification degree of rural public space landscape. With the implementation and promotion of rural revitalization policies, rural tourism has begun to rise. Combined with the natural environment and cultural culture of local rural areas, the public space landscape design can better play to the uniqueness of rural natural resources and better promote the development of rural economy. This paper focuses on analyzing the design and expression of contemporary public art in the landscape of rural public space [19]. The issue of rural revival has gradually shifted from the single economic growth to the comprehensive development of culture, society, economy and environment. Shandong handmade Exhibition Experience Center, with its unique public art space design concept, provides a

comprehensive framework integrating cultural inheritance, economic activation, community construction and environmental protection for rural rejuvenation. When discussing the multiple paths of rural revival, the design and practice of rural public art space has become an important field that cannot be ignored. As an outstanding case in this field, Shandong Hand-made Exhibition and Experience Center not only shows the unique charm of rural cultural resources, but also deeply embodies the core role of the concept of sustainable development in rural rejuvenation.

Inheritance and innovation of rural culture: the cultural foundation of sustainable development. Rural cultural revitalization is not only an important driving force for promoting rural revitalization, but also an important dimension for the realization of rural revitalization. To promote the revitalization of rural culture in the new era, we should adhere to the inheritance and innovation, and focus on the Chinese culture; adhere to the people-oriented and stimulate endogenous motivation; adhere to the culture of people and cultivate rural civilization; to adhere to the integration of culture and tourism, and prosper the rural cultural industry [20].

The Shandong Hand-made Products Exhibition and Experience Center has effectively inherited the essence of rural culture through the systematic display and the in-depth excavation of the handicraft resources in Shandong province. This process is not only the preservation of traditional skills, but also the activation of the vitality of rural culture. By innovating exhibition forms, expanding educational functions, promoting cross-border cooperation and other ways, the center has continuously injected new vitality into traditional handicrafts, making it become the cultural foundation of rural revival and an important support for sustainable development.

Economic activation and industrial upgrading: the economic power of sustainable development. The rapid development of digital economy provides new opportunities and challenges for the revitalization of rural culture [21]. As a new engine of rural economic development, Shandong Hand-made Products Exhibition and Experience Center has realized the comprehensive upgrading of handicrafts from production to sales by creating a complete industrial chain. In this process, the center not only provides abundant employment opportunities for rural residents, but also

promotes the optimization and upgrading of the rural industrial structure. Through the introduction of modern marketing concepts and scientific and technological means, the center has successfully enhanced the added value and market competitiveness of handicrafts and injected a strong impetus into the sustainable development of rural economy.

Community construction and social participation: the social foundation of sustainable development. The first is the location to new, to be able to in the urban business circle, cultural park, residential areas of densely populated places, according to the field situation to choose the right place, break the previous community or public cultural venues as the carrier of traditional construction mode, break through the crowd circles and industry barriers, integration of all kinds of resources, expand coverage for the audience, enhance space accessibility. Second, the participation of the subject should be diversified. The government, enterprises, associations, individuals and other parties should participate in the construction and operation, and vigorously promote and implement the public art that can accurately express the urban context and reflect the charm and characteristics of the city[22].Third, the creativity should be new. According to the construction requirements of "small but beautiful" new urban and rural public cultural space, the art space with distinctive characteristics, reflecting the characteristic cultural characteristics in line with the needs of residents in the new era [23].

Rural public art space is not only a place for cultural display, but also an important platform for community construction and social participation. By holding various cultural activities, workshops and seminars, Shandong handmade Exhibition and Experience Center has promoted communication and interaction among community residents and enhanced the cohesion and sense of belonging of the community. At the same time, the center also actively absorbs the forces of all walks of life to participate in rural construction, forming a good situation in which the government, enterprises, residents and social organizations participate together, and building a solid social foundation for rural rejuvenation.

Environmental protection and Green Development: ecological guarantee for sustainable development. Sustainable development is the ability to meet current needs without compromising the ability of future generations to meet their needs. In the urbanization process, sustainability is an important goal, aiming to achieve an economic, social and environmental balance, while urban landscape design plays an important role in achieving sustainable development [24]. In the process of rural rejuvenation, environmental protection and green development are important aspects that cannot be ignored. At the beginning of the design, Shandong Handmade Exhibition and Experience Center integrated the concept of green ecology, focusing on the application of environmental protection materials and energy-saving technology. By optimizing the spatial layout, improving the energy utilization efficiency and other measures, the center has realized the friendly protection of the rural ecological environment. At the same time, the center also improves the public's understanding and participation in rural ecological environment protection through publicity and education activities, providing a strong guarantee for the green development of rural areas.

As a model of rural public art space design, Shandong Hand-made Exhibition and Experience Center plays an important role in the rural revival from the perspective of sustainable development. Through the efforts of cultural inheritance and innovation, economic activation and industrial upgrading, community construction and social participation, and environmental protection and green development, the center provides a feasible and effective path for rural rejuvenation. In the future, with the emergence and promotion of more similar projects, the road to sustainable development of rural revival will be broader and brighter.

Summary

At the end of this chapter about the rural public art space design research background, purpose, method, literature review and theoretical basis and concept of the definition, we can clearly see, in Shandong handicraft exhibition experience center

as an example of research not only has a profound theoretical basis, and closely combined with the current development status of public art at home and abroad and Shandong region cultural characteristics and handicraft resources.

Through a review of the development status of public art at home and abroad, we understand the important role of public art in enhancing the image of a city, enhancing community cohesion and promoting cultural diversity. At the same time, the rich handicraft resources and unique cultural characteristics in Shandong region provide valuable materials and inspiration for the design of rural public art space.

In the part of theoretical basis and concept definition, we define the concept and characteristics of public art, including publicity, artistry, participation and geography. Furthermore, we explore principles and strategies for rural space design, highlighting key elements such as respecting the natural environment, mining regional culture, promoting community engagement, and achieving sustainable development. From the perspective of sustainable development, we further elaborate on the importance of rural rejuvenation, and point out that the design of public art space is an important way to promote the comprehensive development of rural economy and society.

To sum up, this chapter provides a solid theoretical basis and a clear research direction for the following chapters on the specific design of Shandong Handicraft Exhibition and Experience Center. In the following sections, we will deeply analyze the design strategies, practice cases, and the evaluation of the design effects, in order to provide strong support for the successful implementation of the project.

SECTION 2

PROJECT ANALYSIS AND DESIGN STRATEGY FOR SHANDONG HANDMADE EXHIBITION AND EXPERIENCE CENTER

2.1 Project background and main measures

For the implementation of the general secretary Xi about "promote creative transformation of Chinese excellent traditional culture, innovative development" the important indicator spirit, play to the advantages of the rich cultural resources in Shandong, build "Shandong" traditional handicraft regional public brand, cultivating hand-made industry, and many other goals, "Shandong hand made" show experience center project firmly grasp the "qilu culture" "hand made culture" core connotation, innovative building social culture industry new space, fully for consumers present experiential, leisure, immersive new cultural space mode. Overall promote online linkage development, the use of Shandong excellent traditional culture resources, innovation and development of new forms, new products, new model, comprehensive booster "Shandong" industrial upgrading, form "Shandong hand made" industry kinetic energy, build "Shandong" industry brand, shaping the new image of Shandong, promote "Shandong hand made" art to internationalization.

In the early stage, the Publicity Department of the CPC Provincial Party Committee and other departments took the lead in the formulation of the Implementation Plan of the "Shandong Hand Made" Promotion Project, striving to basically build the "Shandong Hand Made" industrial system integrating production and marketing, research and development, publicity, display and experience by 2023, and form a hand-made industrial agglomeration area with important influence in China by 2025.

Shandong Hand-made Exhibition and Experience Center is located in the core business district of Quancheng Road in Jinan city, adjacent to Fuqian Street in the west and Quancheng Road in the south. It is a hand-made industrial park jointly built by Shandong Province, Jinan City and Lixia District, integrating "Shandong Hand-made"

sales, research and development, exhibition, incubation and research. The creation of experiential, casual and immersive innovative commercial space makes the center become the first social fashion business project in Shandong province. As one of the key tasks of the "Shandong Hand-made" promotion project at the provincial and municipal levels, the construction of Shandong hand-made exhibition and experience center is an important measure for Shandong Province to promote cultural "two innovation" and drive the development of cultural and creative industry. Promote "Shandong hand-made" into colleges and universities, let traditional culture "circle" young people, let young people "meet" traditional culture, promote cultural inheritance and achievement transformation, through the deep docking of colleges and universities and hand-made cultural industry, all parties on the platform can complement each other's advantages, develop together and share the achievements. The center firmly grasps the core connotation of "Qilu culture" and "hand-made culture", and takes the "creative transformation and innovative development" of Chinese excellent traditional culture as the important guidance. Through a wide range of hand-made products and colorful hand-made activities, it tries to present the Internet celebrity punching place and advance exhibition area. In order to promote the "going out" of hand-made products, expand the influence of "Shandong hand-made", and spread Qilu culture.

On the one hand, close service and promote 16 city foreign hand-made products and cultural promotion: such as completed Jinan hand-made boutique theme exhibition, Shandong "Tang Wu guitar" brand and industry achievements press conference theme exhibition, Heze "Shandong hand-made bole workshop" product conference, etc. At the same time, 10 research activities were organized, covering 16 cities of Jinan pyro, Heze peony porcelain and Dongming grain painting, Rizhao shell painting and water extension painting, Binzhou sea porcelain, Zibo clay sculpture, Dongying grass willow weaving, Weihai ship model, Zibo Fuwood yi, etc., fully showing the hand-made culture of each city and promoting Qilu culture to the outside.

On the other hand, it actively expanded the brand communication of the project in the country and even the world: For example, participated in the 18th Shenzhen International Tourism Expo, promoting the project; held the final of the second China

International Chinese Service Design Competition and the third "Quancheng Fashion" International Fashion Week, which was reported on the official website of the Overseas edition of the State Council and published by other overseas media; Together with the CCTV special program "Qilu Master" in the project, simultaneously broadcast CCTV news client, Weibo, TikTok, Kuaishou, B station, video number, Baidu, Toutiao, Tencent News, Youku and other platforms, to spread the stories and culture made by Shandong to the whole country and internationally.

2.2 Demand research and user analysis

2.2.1 Definition of the target group

Shandong is a major province of culture and intangible cultural heritage, rich in cultural resources and complete traditional handicrafts. "Shandong handmade" is a regional public brand of traditional handicraft created based on the cultural resource advantages of Qilu land, focusing on the development prospect of cultural industry, and relying on the rich intangible cultural heritage and traditional handicraft resources. "Shandong hand-made" is a major cultural projects in Shandong province and important cultural identity, give full play to the advantages of cultural resources in Shandong province, foster hand-made industry, has formed in line with the aesthetic trend of modern society, can reflect the Shandong cultural creativity and qilu culture connotation, can meet the new era people personalized, quality, emotional consumer demand hand-made product system, become the cultural creative industry in the province high quality new engine, can promote the creative transformation of Chinese excellent traditional culture, innovative development.

The target groups of Shandong Hand-made Exhibition and Experience Center are diversified, mainly including basic and subdivided groups. The basic group is composed of local residents and foreign tourists, while the former seeks cultural identity, educational learning and handicraft inheritance, while the latter pursues cultural experience and shopping satisfaction. The subdivided group covers handicraft lovers, cultural experiencers, educational learners and leisure vacationers, who

respectively seek value realization in handicraft production, cultural immersion, educational practice and leisure relaxation aspects. In addition, potential target groups, such as cultural researchers and tourism developers, will also conduct academic research and resource development through the center to jointly promote the inheritance of rural culture, economic diversification and the sustainable development of the ecological environment.

2.2.2 Questionnaire survey and interview results

Basic Information section:

① Your age group:

Under the age of 18

19-30 Years old

31-45 Years old

46-60 Years old

Over 60 years old

② Where do you come from? (single selection)

Aborigines

Tourists from surrounding cities

Long distance tourists

Other (please specify) _____

Visit to the experience part:

③ How did you know about the Shandong Handmade Products Exhibition and Experience Center? (Can be selected more)

Social media

Friends recommend

Travel website / APP

Local propaganda

Other (please specify) _____

④ What is the main purpose of coming here? (single selection)

Visit the exhibition

Buy handicrafts

Experience handicraft making

Leisure vacation

Learning by instruction

Other (please specify) _____

⑤ What is your overall satisfaction with the exhibition and experience center?

(single selection)

Very satisfied

Satisfied

Same as

Discontent

Very dissatisfied

⑥ What do you think the Exhibition Experience Center has done particularly well? (multiply selections)

Crafts display

Handmade to experience activities

Environment and atmosphere

Quality of service

Cultural and educational significance

Other (please specify) _____

⑦ What do you think of the exhibition experience center needs to be improved? (multiply selections)

Handicraft types and updates

The richness of the handmade experience activities

The perfection of the facilities and equipment

Convenient transportation

Price rationality

Other (please specify) _____

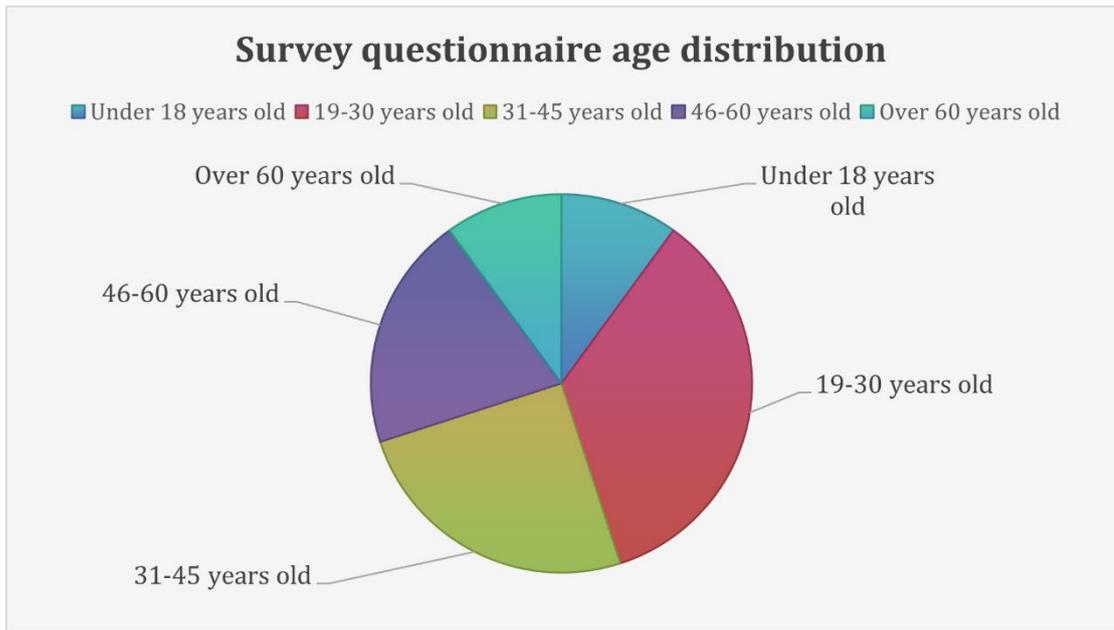
Comments and Suggestions section:

⑧ Do you have any specific suggestions or expectations for the Shandong Hand-made Products Exhibition and Experience Center?

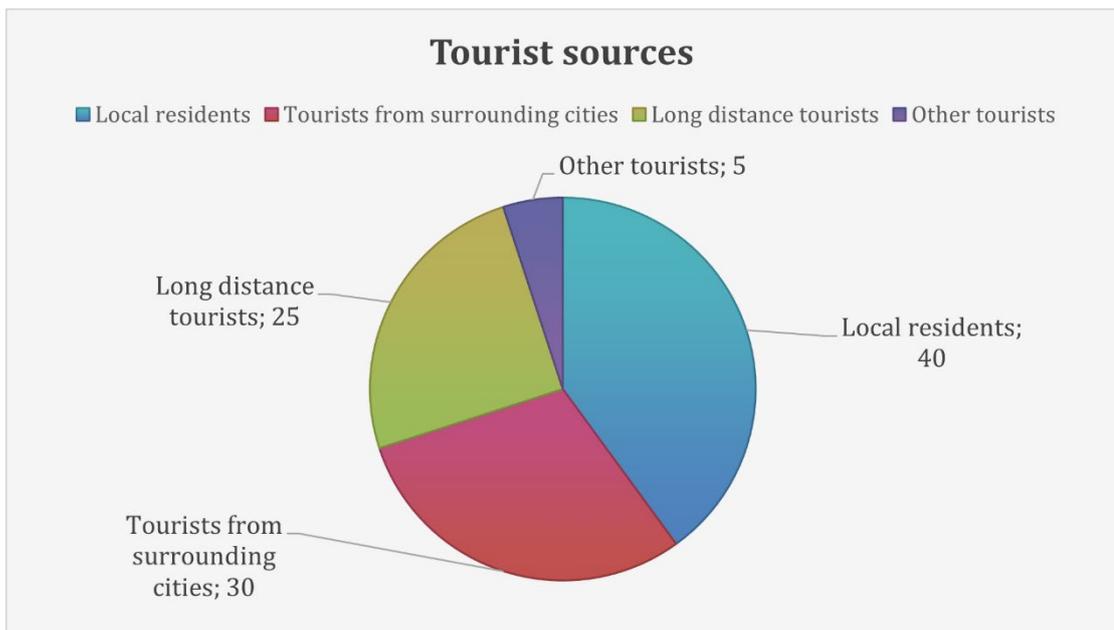
Data results of 100 valid questionnaires:

Basic Information section:

Age distribution: 19-30 years old (35%), 31-45 years old (25%), 46-60 years old (20%), 10% each under 18 years old and over 60 years old.

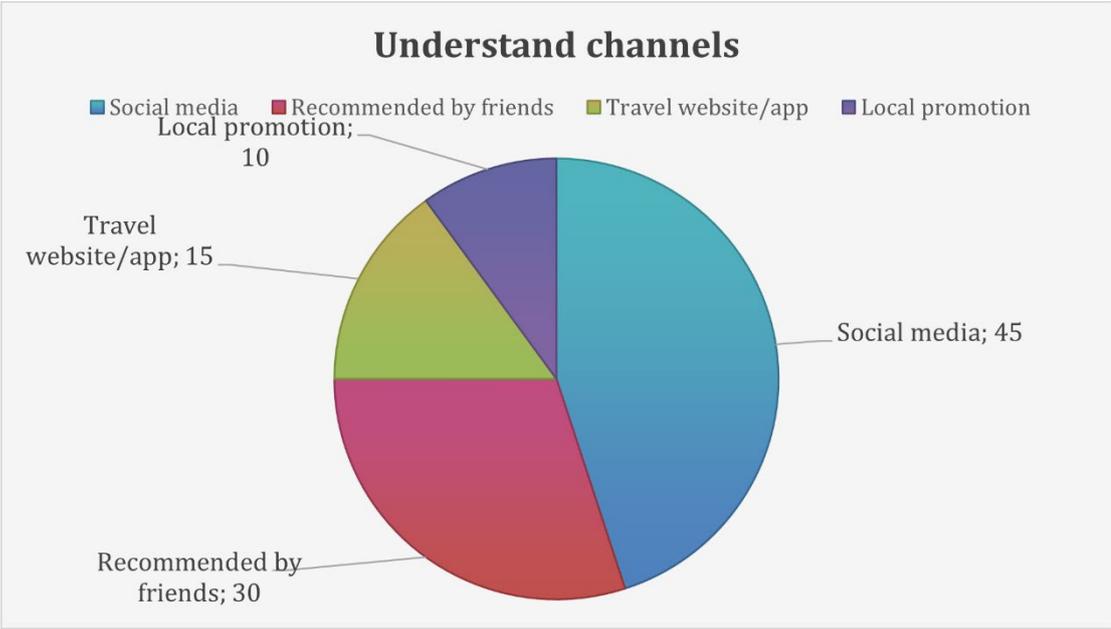


Source of tourists: local residents (40%), tourists from surrounding cities (30%), distant tourists (25%), and others (5%).

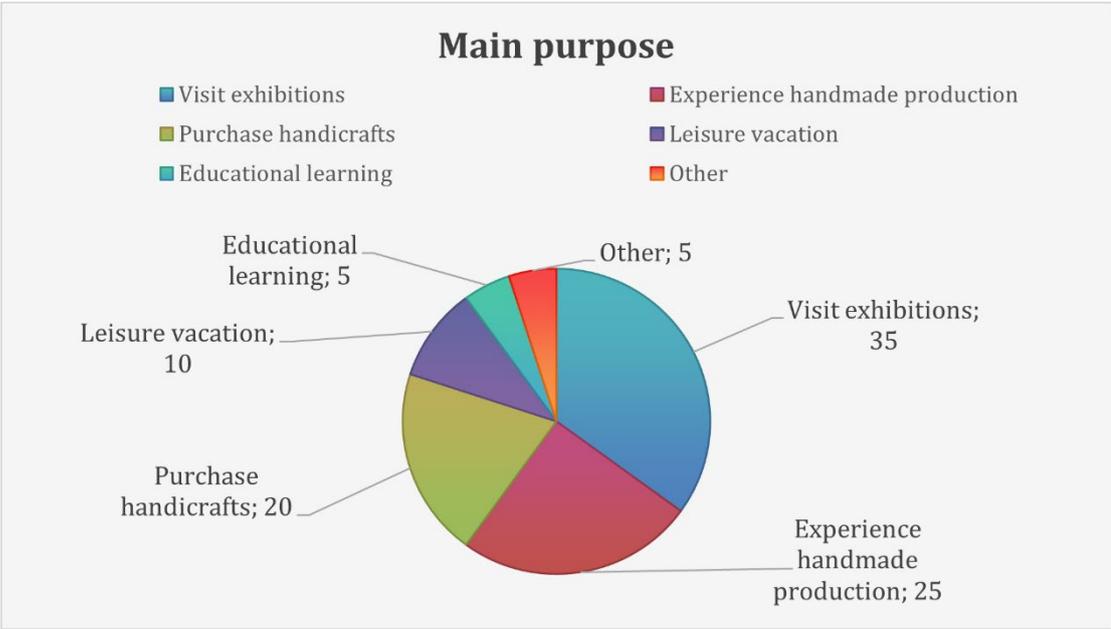


Visit and experience part:

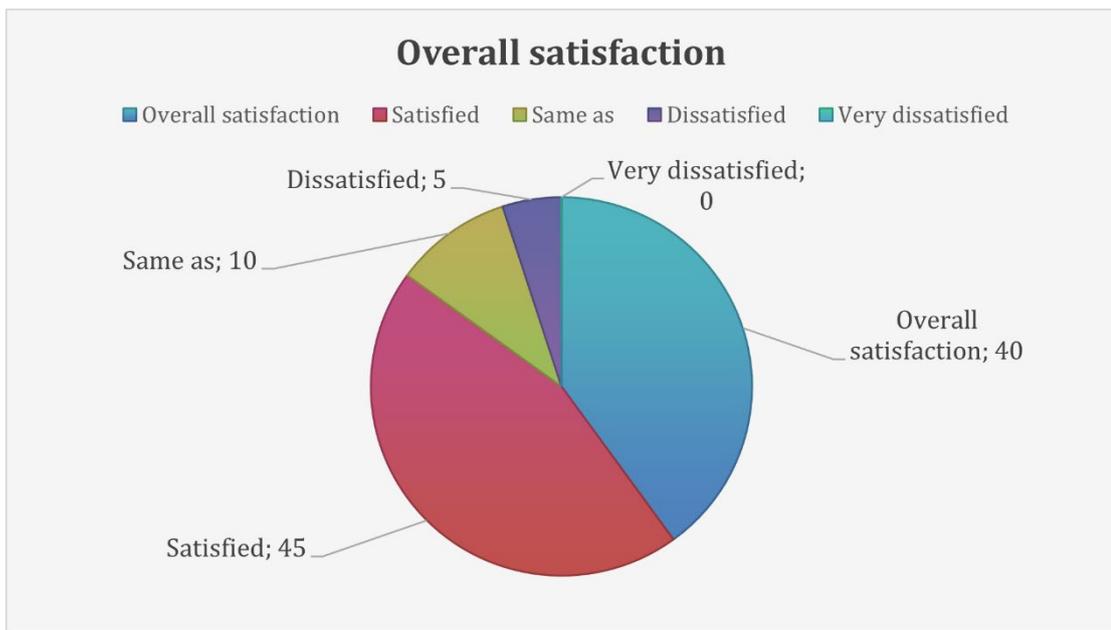
Understanding channels: social media (45%), friend recommendation (30%), travel website / APP (15%), local publicity (10%).



Main purpose: visit the exhibition (35%), experience handicraft production (25%), buy handicrafts (20%), leisure vacation (10%), education and learning (5%), other (5%).

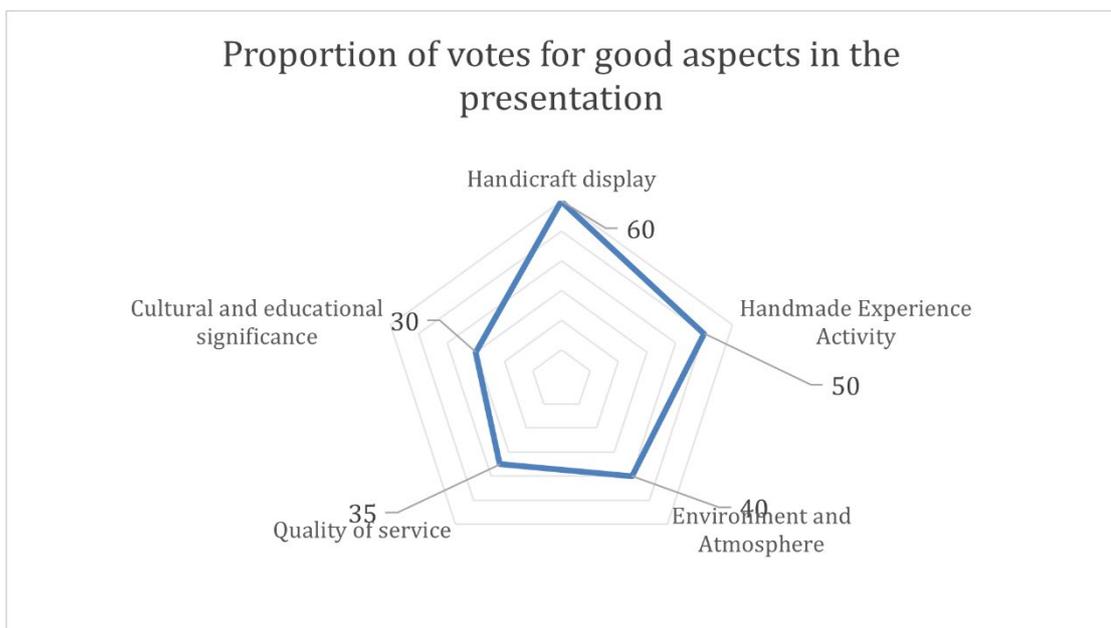


Overall satisfaction: very satisfied (40%), satisfied (45%), generally (10%), dissatisfied (5%), very dissatisfied (0%).

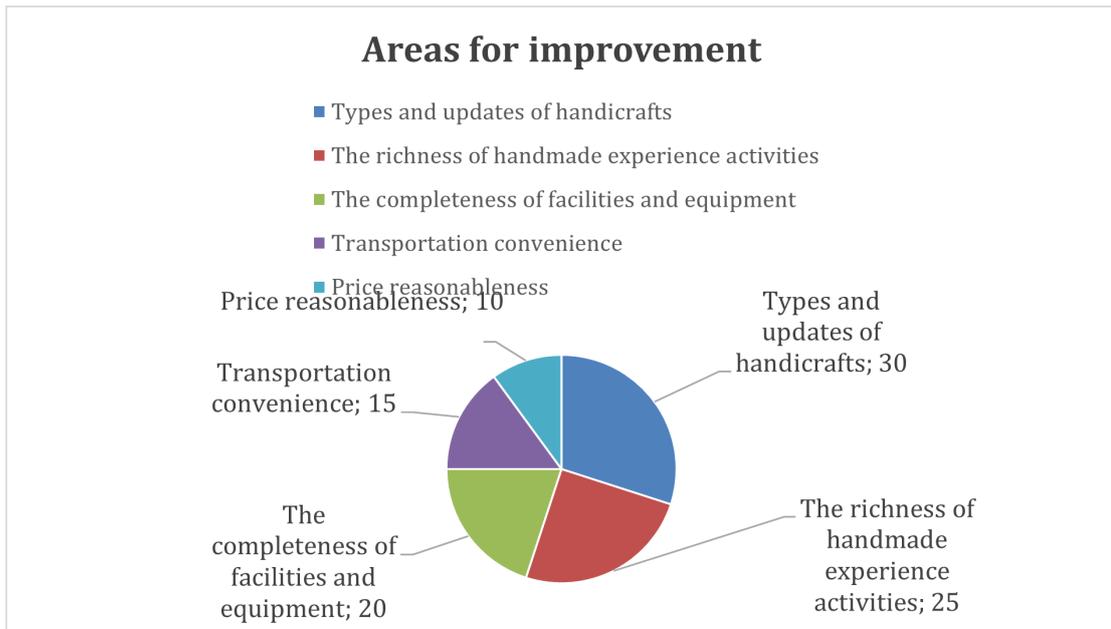


Special section and improvement section:

Do particularly well (multiple choices): handicraft display (60%), handmade experience activities (50%), environment and atmosphere (40%), service quality (35%), cultural and educational significance (30%).



Aspect to be improved: types and update of handicrafts (30%), richness of handmade experience activities (25%), perfection of facilities and equipment (20%), transportation convenience (15%), and price rationality (10%).



Comments and Suggestions section:

Most respondents suggested increasing the variety of handicrafts and updating the exhibition content regularly, enrich the handmade experience activities and provide more interactive links, and hope to improve the transportation convenience, especially for long-distance visitors.

2.2.3 Summary of requirements analysis

The Shandong Hand-made Exhibition and Experience Center performs well in attracting young tourists and local residents, but there is still room for improvement in terms of handicraft update, rich activities and convenient transportation facilities. In the future, tourist satisfaction and experience quality can be further improved by increasing the diversity of exhibition content, optimizing activity design and improving transportation facilities.

2.3 Design objectives and positioning

2.3.1 Design Vision and core concept

In January 2022, the Seventh Session of the 13th People's Congress of Shandong Province deliberated the Report on the Work of the People's Government of Shandong Province. According to the report, in 2022, Shandong province will focus on promoting

the integrated development of culture and tourism and polish the brands of "hospitable Shandong" and "Handmade in Shandong". In early March 2022, eight departments including the Publicity Department of Shandong Provincial Party Committee and the Provincial Department of Culture and Tourism jointly issued the Implementation Plan of the "Shandong Hand-Made" Promotion Project, officially launching the "Shandong Hand-made" promotion project. The plan has made an important deployment for the "Shandong Hand-made" promotion project from 10 aspects, especially for the promotion of "Shandong Hand-made". As an important name card of Qilu culture, Shandong Province has a long history of intangible cultural heritage and many categories of traditional handicrafts. The cultural connotation of "Shandong handmade" and showing the exquisite skills of traditional craftsmen have become a key work in front of various media [25].

The rural public art space design, in Shandong hand exhibition experience center as an example, aims to integrate traditional and modern, through innovative design show Shandong hand culture unique charm, promote cultural heritage and economic development, and emphasizes the ecological sustainable and community sharing, create a inheritance ancient art and leading modern aesthetic, exhibition, experience, sales in the integration of comprehensive cultural space, let every visitor can feel the depth of the culture and temperature.

Cultural creativity: Relying on intangible cultural heritage or traditional crafts, through innovation and creativity, build a hand-made product system that reflects the cultural creativity of Shandong and Qilu culture, and can meet the personalized, quality and emotional consumer needs of the people in the new era. The writing of culture, always under the pen of raw flowers, long history, pregnant with countless human treasures. From Chinese hand-made to Shandong hand-made, behind each craft is a grand narrative of Chinese history and culture, flashing the collective wisdom of the Chinese nation.

Leisure tourism: It opens up a new pattern of cultural tourism. Relevant local cultural and tourism departments took advantage of the opportunity to plan and carefully arrange the "hand-made in Shandong" products and intangible cultural

heritage activities into the big articles of tourism, which brought the finishing touch to the development of local cultural and tourism. By July 2022, 35A scenic spots and 34A scenic spots in Shandong have built "Shandong hand-made" exhibition and sales zones. In total, "Shandong Hand-made" has entered 104 A-level tourist attractions, 24 tourism and leisure blocks, 39 key rural tourism villages and towns, 15 tourist homestay cluster areas, and 129 "Shandong Hand-made" exhibition zones have been built in the scenic spots.

Hand-made Carnival: As the core carrier of "Shandong hand-made" culture and an important force of external voice, to express and launch the project function and vision concept of the exhibition experience Center, a number of comprehensive large-scale theme activities will be held during the opening period and subsequent operation. It includes "hand-made Sky Group" skills exhibition activities, research projects, C20 City Cultural and Creative Industry Cooperation and Development Alliance handmade theme day, "Taishan Design Cup" Shandong Hand-made Innovation Design Competition achievement exhibition, etc. At the same time, the "hand-made children's dream" performance, NPC parade, head live broadcast are embedded in the atmosphere. Dozens of distinctive "hand-made Carnival" were competing in the Shandong hand-made Exhibition and Experience Center.

Digital text brigade: Shandong hand-made display experience center further implement the national cultural digital strategy, the implementation of Shandong hand-made digital fu can project deployment arrangement, Shandong hand-made carefully set up digital achievements display experience area, pay attention to the cultural digital head enterprise, the introduction of high quality projects, has brought together a number of digital culture, text brigade intelligent equipment head enterprise. These digital fashion products and intelligent equipment that distribute the power of modern science and technology will continue to explore new scenes of digital cultural consumption, help the integration of online and offline digital cultural consumption mode, so that more cultural creativity will be presented under the digital support. This is a display and exchange around the digital transformation of the arts and crafts industry, and also a report on the results of the digital construction of "fashion hand"

and "digital industrial beauty". Exhibition with "digital beauty fashion hand-made" as the theme, the selection industry digital transformation typical enterprise representative, through digital map, intelligent manufacturing achievements display, AR experience, new media live, focusing on the digital age traditional crafts industry development transformation and upgrading, promote "Shandong hand-made". "Shandong smart" coordinated development, let the digital culture industry in Qilu earth Yi Yi is unripe brightness. Digital power comes up, and the wind comes up.

One city, one beauty, 16 cities: Shandong is a big province of arts and crafts, with complete traditional handicrafts, balanced development, solid foundation, rich types, covering 11 categories and more than 110 varieties. It is the wisdom crystallization of innovation and creation of Qilu children, and a bright pearl in the treasure house of Chinese culture. Zibo ceramic glass, Weifang kite, Qingdao shell carving, Longshan black pottery, Yantai velvet embroidery, Weihai yarn embroidery, Binzhou grass weaving, Linshu willow weaving, big wharf reed weaving... 16 is like bright and dazzling pearls.

2.3.2 Function positioning and spatial layout

Project by the provincial, city and district government hand in hand, is set of Shandong hand-made boutique show trading, interactive experience, scene, consumption, performance, cultural experience, hand studies, leisure and entertainment as the integration of comprehensive exhibition center, build the "Shandong hand" web celebrity clock, city lounge, China-fashion pioneer and leading exhibition area. The project is committed to excavating hand-made stories, inheriting the spirit of hand-made stories, innovating hand-made culture, making hand-made stories burst into infinite creative magic, and making hand-made creativity serve a better life.

The project is divided into four levels. The first layer has the theme of "hand-made boutique", The introduction of Shanghai hand-made street, universities in Shandong, Shandong Cultural and Creative Design Association and other national hand-made first-line brands and along the Yellow River nine provinces characteristic

hand-made products; On the second floor, the theme is "Qilu Made by hand", Reproducing the classic memory scene of the 1980s, To present the 16 cities in Shandong Province with different styles and characteristics of hand-made products and hand-made culture; The third floor has the theme of "hand-made exhibition", To build a comprehensive exhibition space such as hand-made creative research and development center of Arts and Technology and yuan Space Digital Exhibition Hall; The fourth floor has the theme of "Hand-made Research Studies" and hand-made International Academic Exchange Center, In different forms of research and study activities and exchange activities, Dig the hand-made charm, We will inherit and carry forward the fine traditional Chinese culture.

2.3.3 Cultural Inheritance and innovation Goals

As the first social fashion business project in Shandong, Shandong Hand-made Exhibition Experience Center pushes the cultural inheritance from "behind the scenes" to "front", aiming to inherit and carry forward the excellent traditional Chinese culture, and become the bridgehead leading the innovative development of Shandong hand-made industry. In the past two years, it has achieved many innovative points in ideas.

Start the construction of the "three major projects", build an enabling platform, and promote the vigorous development and evergreen foundation of the "Shandong hand-made" talent team

Polish "Shandong hand-made" gold signboard, cannot leave a group of excellent industrial talent team. By May 2023, by building the brand of "Shandong Made", the "Shandong Made" industry is gradually building a "pyramid" talent structure of "leading talents, backbone and reserve teams", forming a new pattern of leading geese and leading geese flying together. For the industry from generation to generation, long-term development has laid a solid talent foundation.

"Shandong handmade" sets sail to realize interconnection, expand the cultural industry, promote coordinated development, and realize diversified income increase

With the rapid development of industrialization, many excellent traditional handicrafts are in decline. Perhaps some people think that "hand-made" has fallen

behind The Times, but in fact, it is the need of this era to cultivate "Shandong hand-made" survival fertile soil, build "Shandong hand-made", "Shandong hand-made" characteristic brand, and give "Shandong hand-made" more highlight moments. "Hand-made" is by no means a synonym of low added value, "hand-made" can completely "make" a big brand, big industry.

Understand the market preferences and consumption trends, keep up with The Times and market demand, do a good job in product creation, publicity and promotion and other aspects of innovation. Many "Shandong hand made" have explored and successfully in this aspect: Qufu will seal cutting and cultural experience, and then through the network sales channels, the annual sales of 180 million yuan; Weifang kite, raw materials from the previous paper and plastic to fiber material, and then by the international kite meeting held in April every year, the annual output value exceeds RMB 2 billion.

Promote the "Shandong hand-made" into colleges and universities and let the traditional culture "circle fans" teenagers. The provincial Party Committee and the provincial government officially launched the "Shandong Hand Made" promotion project, taking it as an important entry point and breakthrough to promote cultural "two innovation" and meet the diverse and personalized needs of the masses for a better life. The skills and aesthetics conveyed by traditional handicrafts are accelerating into our daily life. "Shandong hand made" should not only improve its skills, but also be inherited and "seen". Getting more young people to join in is the key to "Shandong hand made". To promote "Shandong hand-made" into colleges and universities, make traditional culture "circle fans" teenagers, let young people "meet" traditional culture, promote cultural inheritance and achievement transformation, through the deep docking of universities and hand-made cultural industry, all parties on the platform can complement each other with advantages, develop together and share the achievements.

Shandong hand-made will expand new positions for cultural inheritance and research education, realize the in-depth and accurate docking between the demand of hand-made enterprises and the supply of hand-made talents, and deliver cultural and tourism applied talents who can meet the development needs of the hand-made

industry. At the same time, it will promote the market-oriented transformation of research and development results of universities and promote the integrated development model of "industry-university-research" that turns creativity into works, works into products and products into commodities.

Deeply cultivate the fertile soil of culture and light up the map of "two innovation" in 16 cities of the province. Innovative will 16 city hand-made products, Shandong hand-made cultural experience corridor, promote the development of the brigade fusion high quality deployment, innovative will Shandong 16 city characteristic hand-made set joint exhibition, will focus on building along the yellow bohai sea, along the Yellow River culture experience corridor hand-made display, highlight the "Shandong hand-made" regional characteristics, build culture "two gen" global benchmarking. "Four corridors and one line" has become a new window for Qilu land cultural display and experience, and a new engine for economic and social development.

Let the traditional craft be deeply rooted in the hearts of the people, and the "hand-made symbiosis" should be promoted with "fingertip sharing". "Made by hand" is the reverence of nature, the dedication to craftsmanship, and the certainty of passing on from generation to generation. It is the unique spiritual feelings of the Chinese people produced in the embrace of Chinese civilization for thousands of years. To carry forward the "Shandong hand made" bright art, inheritance "hand culture" originality, let more people know in experience hand, love the hand, to join the inheritance hand made culture, set up "Shandong hand made skill experience area", experience area with "Shandong hand made fingertips sharing" as the theme, dig deep hand made charm.

Focus on cultural digitalization strategy, and promote industrial butterfly change with digital empowerment. To further implement the national culture digital strategy, the implementation of Shandong handmade digital fu project deployment arrangement, promote "Shandong hand made" "smart in Shandong province" coordinated development, carefully set up the digital achievements show experience area, promote the development of digital economy in the new era new journey power

comprehensive construction of modern socialist country, with Chinese modernization promoting the great rejuvenation of the Chinese nation, is also active service and into the new development pattern, can assign the traditional arts and crafts digital transformation of important responsibility.

2.4 Design strategy and implementation plan

2.4.1 Spatial layout

To present a business model and cultural inheritance, artistic aesthetic and practical value of the new cultural landmark. The new experiential, casual and immersive innovative commercial space, rich and diverse venue layout, and the synchronous province's network broadcast unveil the mysterious "veil" of hand-made in Shandong.

Highlight the hand-made elements from the facade design, and innovatively express the beauty of the excellent traditional Chinese culture. The facade design of the project adopts the Chinese traditional butterfly pattern origami and paper cut elements that fit the concept of hand-made, expressing the beautiful meaning of "if you are in full bloom, the butterfly will come" and the fighting spirit of integrity, innovation and continuous forward, reflecting the hand-maker's pursuit of perfection, sincerity and beauty. The art shape of the main entrance is refined with the elements of Luban lock mortise and tenon structure, and integrates with the light box of paper-cut elements. Through the traditional and fashionable collocation, it creates an artistic visual effect of transparent daytime space and night time (in Fig.2.1).



Fig.2.1 Shandong Hand-made Exhibition and Experience Center Building, Jingshi Road, Jinan city, Shandong Province

Grasp the two core concepts of "Qilu Culture" and "hand-made culture" to place the business format, and transform the built culture into fine commercial products with social value, economic benefits and cultural connotation

The first floor of the center (in Fig.2.2) takes the hand-made products as the main axis, sets up the hand-made products exhibition area along the Yellow nine provinces, brings together the domestic hand-made brands such as Shanghai hand-made street and universities in Shandong, to create a fashionable and modern "Shandong hand-made" exhibition and sales atmosphere.



Fig.2.2 Real pictures on the first floor of the center

The second floor takes Qilu handmade as the main axis (in Fig.2.3), creating an indoor commercial scene in Shandong. Through fusion of Shandong 16 city hand cultural story, and under the leadership of the provincial ministry hall, focus on modern light industry textile "three products" consumption, the construction of the Shandong 16 city hand display marketing window shop and Shandong textile hall, for Shandong cities hand-made high-quality goods and high quality light industry textile products provides an immersive interactive scene commercial exhibition promotion platform.



Fig.2.3 Real photos on the second floor of the center

With the theme of "hand-made Exhibition" (in Fig.2.4), the third floor created the hand-made theme exhibition area, the research and development center of the Academy of Arts and the master workshop. Through the regular hand-made cultural activities and the research and development of hand-made products, the interaction, experience and interest of the center.



Fig.2.4 Real photos from the third floor of the center

The fourth floor takes hand-made research as the theme (in Fig.2.5), to build a domestic and foreign hand-made cultural exchange center with Shandong hand-made research base as the core, and introduce modern sky LIVEHOUSE to improve the modern trend cultural atmosphere of the center, in the collision of traditional culture and modern spirit, reflecting the continuous development of hand-made from generation to generation.



Fig.2.5 Real photos on the first floor of the center and photos of the lecture hall

Through a variety of immersive and experiential hand-made activities, customers will start with the world of making culture, so as to give full play to the charm and value of traditional culture

Centering on the comprehensive exhibition experience of hand-made, the province has held key exhibitions such as Lixia Culture and Art Week, "World Culture and Art Week" Yongquan News "Jinan hand-made products exhibition," Shandong Hand-made Creative Heze "press exhibition," Tang Wu guitar " theme exhibition and performing arts activities. Cooperate with all kinds of online promotion work has played a significant positive role in enhancing the project visibility and brand influence.

In addition, the center on the first floor to build the hand made market, make full use of the scene space on the second floor launched the normalized weekend theatre, set the classical music, opera, street dance rich hot spots such as content, through a

high level of audio-visual enjoyment, depth of interactive experience, and the culture of people's life, make the public in the exhibition and show understand hand made and fall in love with it.

By building a hand-made research system covering all ages, we will carry forward the excellent traditional Chinese culture in the inheritance, and build the hand culture into a fashion pursued in the new era.

To build Shandong hand-made research base and hand-made international academic exchange center, to inherit and carry forward the excellent traditional Chinese culture with rich and colorful research activities and exchange activities. On the one hand, it has independently developed nearly 100 hand-made research courses for ten categories of research sections, such as characteristic hand-made, non-genetic inheritance, Chinese culture and spring culture. On the other hand, docking with the hand-made research resources of the province, carrying out high-quality research and learning experience courses in 16 cities in Shandong, setting up the experience platform for characteristic research courses in 16 cities, and helping the hand-made inheritors in all cities to promote the courses. Invited inheritance from around and studies the teacher, held the Rizhao lanshan district shell painting studies, Heze east Ming grain, Jinan, Zibo soft pottery art, Dongying grass, Weihai ship making hand made research activities, around the characteristic course into Shandong hand made research base, let people never leave home will be able to learn and experience to the Shandong city of hand and history and culture. In addition to designing a variety of characteristic research courses and routes for different growth stages of teenagers and children, it also builds a hand-made research system by holding various theme activities, opening courses and lectures, conducting industry-university-research cooperation between universities and universities, and setting up hand-made interest classes for the elderly.

2.4.2 The exhibition content is planned in the core part of the exhibition content, Shandong hand-made products exhibition area

The display strategy of multiple categories has been carefully planned, covering a wide range of fields from craft sculpture to jewelry, from art ceramics to metal crafts, and then to folk crafts. These exhibitions are not only an intuitive presentation of the exquisite degree of Shandong hand-making skills, but also an in-depth analysis of the rich and diverse cultural ecology in the Shandong region. Each kind of handicraft carries a specific regional culture and historical memory. Through exquisite craftsmanship and unique modeling, it tells the visitors the story and inheritance of Shandong made by hand.

In order to further strengthen the regional characteristics, the exhibition specially set up the exhibition area of "one city, one Beauty". Through the spatial layout and exhibit selection, the geographical outline and cultural context of handicrafts in 16 cities are cleverly outlined. This region not only shows the unique charm of hand-made culture in various regions, but also promotes the exchange and mutual learning of handicraft culture in the province and even along the nine provinces along the Yellow River, broadening the vision and platform for the dissemination and development of hand-made culture in Shandong.

In terms of production process experience, Shandong Hand-made Exhibition and Experience Center has built two core sections: "Art Experience Area" and "Research course". By inviting craftsmen in the skill experience area to teach on site, visitors can personally experience the production process of traditional handicrafts and feel the ingenuity and cultural heritage behind the skills. The setting of research courses further meets the needs of visitors of different ages and interest preferences, and promotes the inheritance and innovation of hand-made skills through systematic teaching and practice.

In addition, the exhibition also makes full use of modern technological means, such as AR display, 3D modeling, etc., to conduct digital presentation and interactive experience of Shandong hand-made products, providing visitors with a new

perspective and experience mode. This not only enhances the interest and interactivity of the exhibition, but also promotes the integrated development of Shandong's handmade industry and digital economy, providing strong support for the modernization and transformation of traditional culture.

2.4.3 Interactive experience design

AR Display: Using augmented reality (AR) technology, the center provides digital display services for some handicrafts. Visitors only need to scan specific signs through devices such as mobile phone or tablet computer, and can see the detailed information of the model and production process on the screen, realizing the perfect combination of virtual and reality.

RMB Universe Digital Exhibition Hall: The center also sets up the metaverse digital exhibition hall, which creates an immersive exhibition space for visitors through virtual reality (VR) technology. Here, visitors can freely browse a variety of handicraft exhibits, participate in virtual interactive games, and feel the perfect integration of traditional handicrafts and modern technology.

Summary

After deeply discussing the rural public art space design project with Shandong Handicraft Exhibition and Experience Center as an example, we got a detailed and comprehensive design strategy and implementation plan. This project is not only based on the rich handicraft resources and profound cultural heritage in Shandong province, but also focuses on meeting the diversified needs of the vast number of rural residents and tourists, aiming to create a comprehensive public art space integrating cultural inheritance, art display and interactive experience.

In the project background and main measures, we have made clear the original intention and goal of the project, that is, through the construction of Shandong Handicraft Exhibition experience Center, to promote the revival and inheritance of rural culture, and promote the development of rural tourism. To achieve this goal, we

have taken a series of practical measures, including deeply mining the handicraft resources, optimizing the spatial layout, and improving the user experience, etc.

In the process of demand research and user analysis, we accurately targeted the target groups, and comprehensively collected the users' needs and expectations for the public art space through questionnaire survey and interview. Through the summary of the demand analysis, we clarified the focus and direction of the design, which laid a solid foundation for the subsequent design work.

In the part of design objectives and positioning, we put forward a clear design vision and core concept, that is, to create a public art space with both regional characteristics of Shandong and in line with modern aesthetic needs. In terms of functional positioning and spatial layout, we fully consider the actual needs of users and the use efficiency of space, and strive to achieve the maximum use of space. At the same time, we also defined the goal of cultural inheritance and innovation, aiming to combine Shandong handicrafts with modern art through design to create a unique cultural experience.

In the design strategy and implementation plan section, we elaborate on the specific scheme of spatial layout, exhibition content planning and interactive experience design. In the spatial layout, we pay attention to create an open, comfortable, artistic atmosphere of public space; in the exhibition content planning, we take Shandong handicrafts as the core, showing rich and colorful folk art and handicraft products; in the interactive experience design, we focus on improving the sense of participation and experience, through various forms of interactive activities, users can enjoy the charm of Shandong handicraft.

To sum up, this chapter has a comprehensive and in-depth discussion on the design strategy and implementation plan of Shandong Handicraft Exhibition Experience Center. In the following chapters, we will further refine the design scheme, and carry out specific implementation work, in order to make this public art space into a model of rural cultural revival.

SECTION 3

DESIGN OF SHANDONG HANDMADE EXHIBITION AND EXPERIENCE CENTER

3.1 Design scheme display

The facade design adopts the Chinese traditional butterfly pattern origami and paper-cut elements that fit the concept of hand-made, expressing the beautiful meaning of "if you are in full bloom, the butterfly will come" and the fighting spirit of keeping integrity, innovation and moving forward, reflecting the hand-maker's pursuit of perfection, sincerity and beauty (in Fig.3.1). Inside with a wide range of hand-made products and colorful cultural activities as the carrier, to create a can see, buy and play the net red card and the first display area.



Fig.3.1 Facade design of Shandong hand-made exhibition and experience Center

The first layer is "hand-made boutique"(in Fig.3.2), Set up along the Huang nine province hand-made products exhibition area, hand stores, C20 city cultural and creative Qi Feng Luyun and Gongmei first-line hand-made brands, to create a fashionable and modern "Shandong hand-made" exhibition atmosphere.



Fig.3.2 First floor design of the exhibition and experience center

The second floor is "made by Qilu" (in Fig.3.3). By reproducing the classic memory scene of Shandong in the 1980s, the different styles and characteristics of 16 cities in Shandong province, as well as high-quality light textile hand-made products in Shandong. Among them, hand-made exhibition and marketing window stores in 16 cities in Shandong gather hand-made products and hand-made culture from 16 cities, introduce intangible cultural performance to create an immersive, interactive and scene-based exhibition space, providing a centralized platform for display, experience, marketing and promotion of hand-made products in all cities in Shandong.



Fig.3.3 Design on the second floor of the exhibition and experience Center

The theme of the third floor is "hand-made exhibition" (in Fig.3.4), The introduction of the hand-made creative RESEARCH and development center of the Academy of Arts and Technology, yuan Universe digital exhibition hall and master workshop and other business forms, here will give full play to the advantages of the academy of Arts and Technology and other universities, to promote the development of hand-made industry brand. During the opening period, the first Lixia District Hand-made Culture and Art Week will be held here to fully display the "calendar good life".



Fig.3.4 Design of the third floor of the exhibition and experience Center

The theme of the fourth floor is "hand-made research" (in Fig.3.5). To build a "Shandong hand-made" research and cultural exchange center and a hand-made international academic exchange center. Let the whole project in the collision of tradition and modernity, reflect the ceaseless development and endless cultural charm.



Fig.3.5 Design of the fourth floor of the exhibition and experience Center



Fig.3.6 Han Culture Exhibition Hall effect figure 1

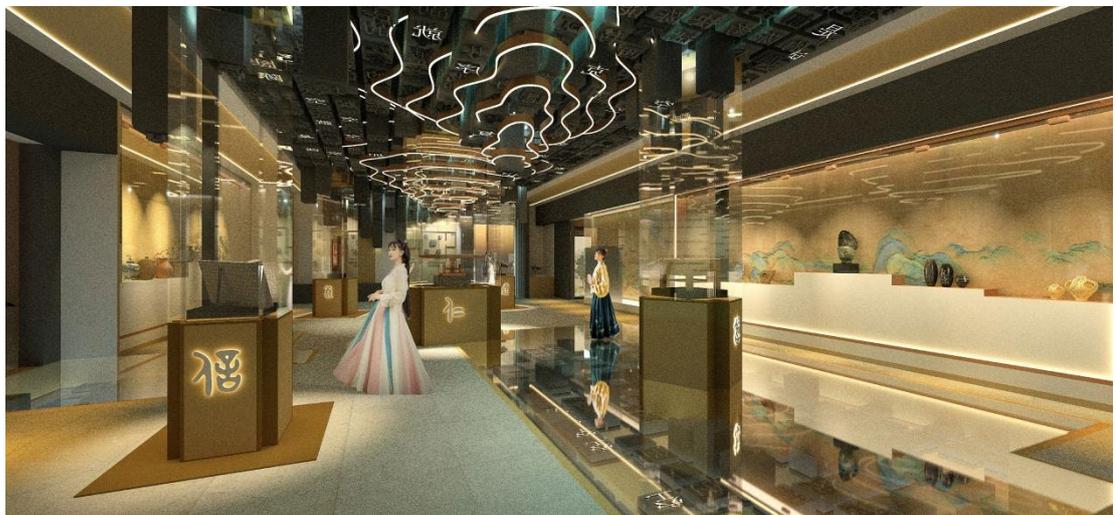


Fig.3.7 Han Culture Exhibition Hall rendering 2

Han Culture Exhibition Hal 1(in Fig.3.6& Fig.3.7). It is divided into "Wan Xinjiang", "quiet reading" and "moving view", corresponding to the main hall, reading area and interactive area. Design idea mainly comes from the ancient movable type printing, into the exhibition hall can be lights with "contour" guide "movable type printing" block formation of the huge hills, its meaning the Chinese culture is mountain grand handsome, further moral Chinese people like a mountain standing in the east of the world, the middle of the five columns show is with the five pieces of the development of Chinese characters, at the same time the column body with "ritual, righteousness, benevolence, wisdom, letter" five words to cause people heart to the world virtue. It is hoped that this design appeals to people to pay attention to Chinese culture, and the most fundamental purpose is to spread the excellent Chinese culture abroad, so that more people in the world can realize the charm of Chinese culture.

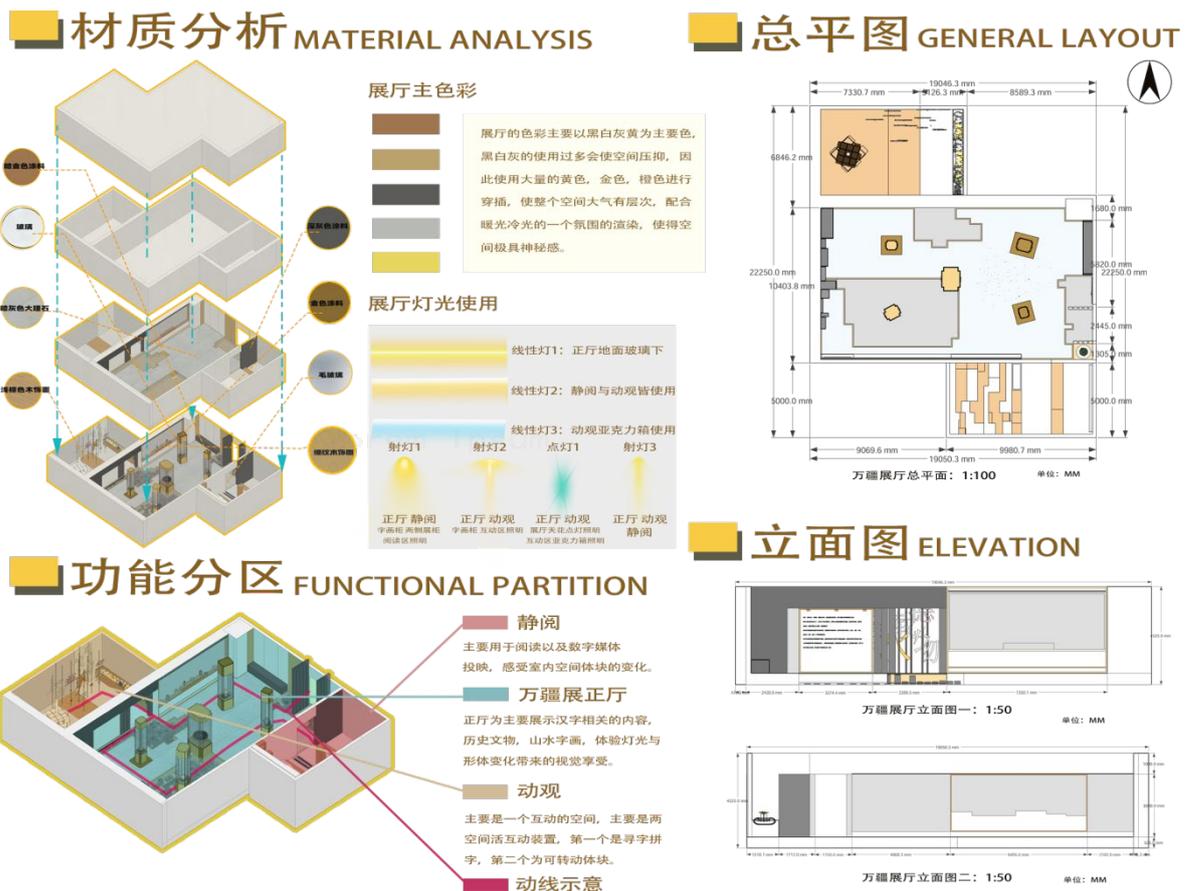


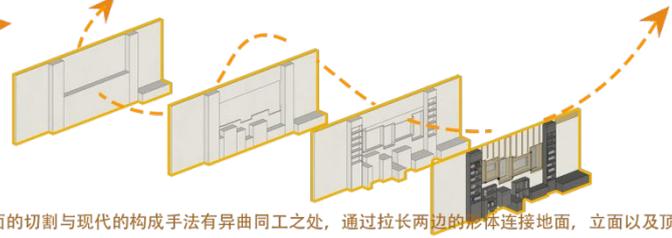
Fig.3.8 Material analysis, general plan, functional analysis and elevation drawing of Han culture exhibition hall

General layout (in Fig.3.8) with clear layout and furniture configuration, each functional area of the exhibition hall is outlined, and each area of the exhibition area with different themes has been carefully considered to ensure that visitors can experience the charm of Han culture smoothly and deeply. The section deeply reveals the vertical space structure of the exhibition hall, and the clever superposition and transition of different floors add a rich sense of hierarchy to the space.

In the use of color, the exhibition hall cleverly with black and white gray as the keynote, creating a composed and elegant atmosphere. To avoid the depressing feeling brought by too much cold tone, the designer cleverly interspersed the warm tone such as yellow, gold and orange, not only promoted the brightness and warmth of the space, but also gives the space with atmosphere and administrative sense through the contrast and fusion of color. At the same time, combined with linear lighting, spotlight and lighting methods, as well as the clever collocation of warm and cold light, further rendering the mystery and elegance of the exhibition hall, so that every visitor stepping into it can feel the double shock of vision and soul.

In the functional partition, the exhibition hall is under the full effort. As the core exhibition area, the main hall focuses on displaying historical relics and landscape paintings related to Han culture. Through the exquisite combination of lighting and body changes, it brings a visual feast to visitors. The dynamic view area is a dynamic interactive space. The setting of installation artworks such as guide word puzzle and rotating body pieces stimulate the visitors' curiosity and desire for exploration, and enable them to have a deeper understanding of the essence of Han culture during the interaction. In addition, the quiet reading area provides a quiet and comfortable reading environment for those who want to indulge in the sea of books and savor the Han culture.

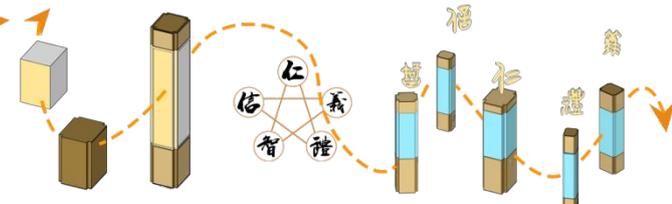
体块演变 BLOCK EVOLUTION



文化墙的设计主要是通过几何体块的演变进行组合，块面的切割与现代的构成手法有异曲同工之处，通过拉长两边的形体连接地面，立面以及顶面，从而达到空间的连续性，形体的演变的依据源于活字印刷的体块。

Fig.3.9 Body block evolution

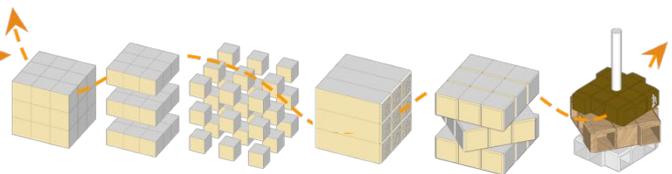
The design of the cultural wall is mainly combined through the evolution of geometric blocks (in Fig.3.9). The cutting of block surfaces is similar to the modern composition techniques. By elongating the shape on both sides, connecting the ground, the facade and the top surface, thus achieving the continuity of space. The basis of the evolution of the body is the block of movable type printing.



中心地带的五个展示柜的形体推演也是通过活字印刷体块变化而来，通过细节的刻画以及材质上的区分，从而达到功能与形式的统一，将“礼仁智信”五个字置放在柱子上，进一步将文化的含义提升，五根柱子连接顶面，立面，地面，进而提升了整个空间的连贯性。

Fig.3.10 Center area display cabinet design deduction

The shape deduction of the five display cabinets in the center area are also changed through the movable type printing block (in Fig.3.10). Through the depiction of details and the distinction of materials, so as to achieve the unity of function and form, the five words "li, righteousness, benevolence, wisdom and letter" are placed on the pillars to further enhance the meaning of culture. The five pillars connect the top surface, facade and ground, and thus improve the coherence of the whole space.



动观室是一个比较趣味化的互动空间，最主要的是这个空间有一个形似魔方的体块旋转装置，这个旋转装置的格子里都放有竹筒，人在旋转这个装置的时候可以从其中拿竹筒阅读，包括这个装置上有象形文字的图案，更能够进一步激发游客对于汉字的热爱之情。

Fig.3.11 Dynamic viewing room design and deduction

Motion view room (in Fig.3.11) is a more interesting interactive space, the main is the space looks like a Rubik's cube body rotating device, the rotating device in the grid with bamboo slips, people in rotating the device can read from bamboo slips, including the device with pictographic patterns, more can further stimulate visitors for the love of Chinese characters.

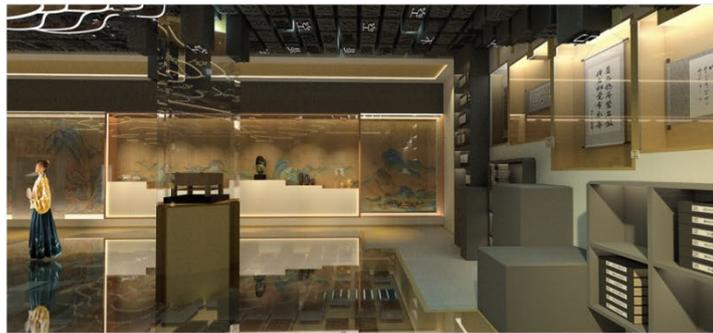
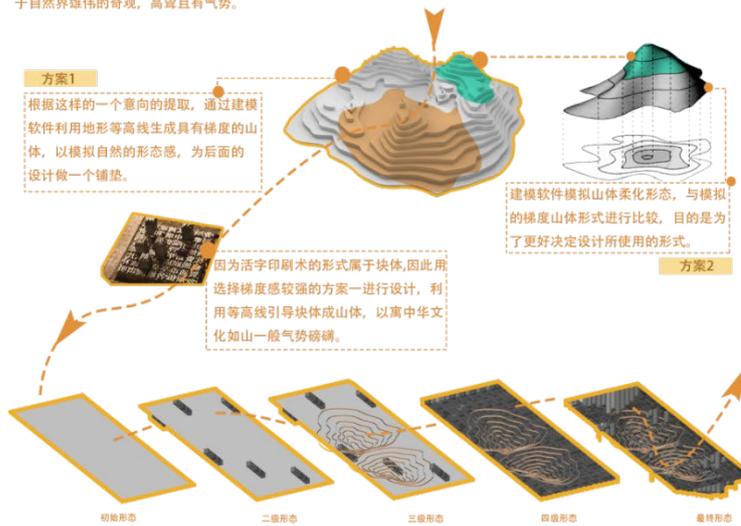
核心设计分析 DESIGN ANALYSIS



正厅的天花的设计形式源于山水画的灵感，山属于自然界雄伟的奇观，高耸且有气势。



从古山水画中提炼出几笔洗练的线条，灵动富有生命力。



正厅的设计引伸了阴阳的思考，在太极八卦中，阴与阳是结合的，阴阳相生演化万物，黑与白，正与负，黑包裹着白，白也包裹着黑，正厅的设计中，玻璃即代表着纯净的白，深色的活字印刷体块代表着深邃的黑，通透的“白”被沉静的“黑”包裹着，地面上大面积的玻璃下又包裹着黑，循环往复，生生不息。

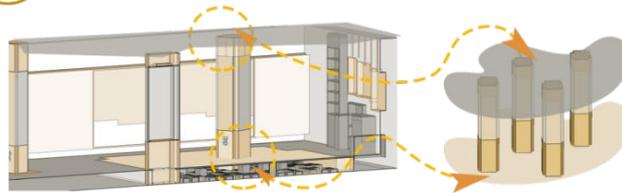


Fig.3.12 Core design analysis

Hall design extended the thinking of Yin and Yang, in tai chi gossip, Yin and Yang is combined, Yin and Yang evolution, and everything, black and white, positive and negative, black white, white also wrapped black, is the design of the hall, the glass represents the pure white, dark movable type printing represents the deep black, fully "white" is quiet "black" package, large area on the ground under the glass and black, circulation endless(in Fig.3.12).

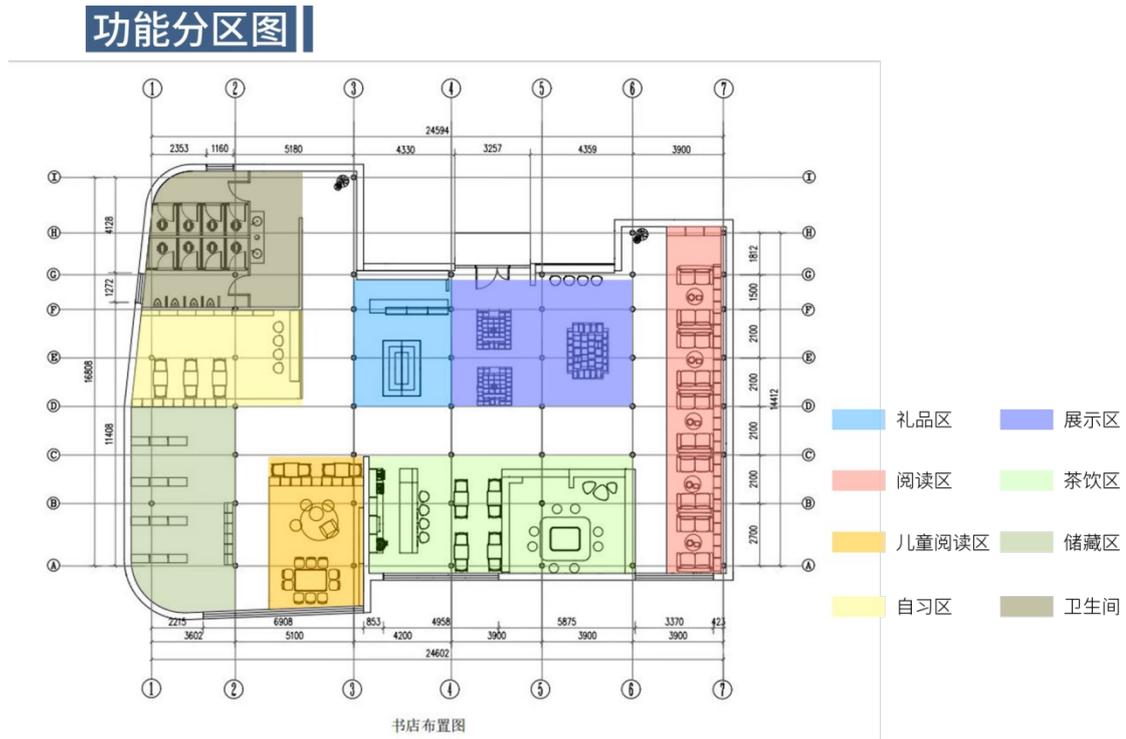


Fig.3.13 Functional zoning diagram

Shandong hand-made public display space, with its carefully designed zoning function, creates a diversified experience environment for visitors integrating shopping, learning and leisure. Entering the space, the first thing you see on the right side is the gift area, where there are all kinds of Shandong handicraft gifts on display, each of which contains the painstaking efforts and wisdom of the craftsmen, so that visitors can feel a strong cultural atmosphere in the selection (in Fig.3.13).

Next to the gift area is the exhibition area. As the core of the whole space, it is like a miniature art hall, showing the essence and charm of Shandong hand-made culture. Whether exquisite craftsmanship, or profound historical deposits, have been

perfectly presented here, so that visitors can appreciate the unique charm of handicrafts in the appreciation.

On the right side of the exhibition area, the reading area is adjacent to the tea area, providing an excellent place for visitors to relax. Under the soft light, visitors can immerse themselves in the sea of books, taste the cultural stories behind the handicrafts; or make a pot of good tea to enjoy a moment of peace and comfort in the tea fragrance.

At the lower left side of the space, there is a special children's reading area, which is full of childlike fun and color, creating an exclusive reading world for children. Rich children's books and warm reading environment aim to stimulate children's interest in reading, so that they can learn more about Shandong hand-made culture through play.

In addition, the storage area and the study room are also cleverly integrated into the entire space layout. The storage area ensures the storage and storage of books and exhibits, keeping the space clean and orderly, while the study room provides an ideal private space for visitors to study or work in order to think and create.

The whole Shandong hand-made public exhibition space, through scientific and reasonable zoning design, not only meets the needs of different visitors, but also shows the unique charm of Shandong hand-made culture most vividly, so that every visitor stepping into it can harvest full cultural experience and good memories.

Below is the layout of other spaces (in Fig.3.14–3.19).

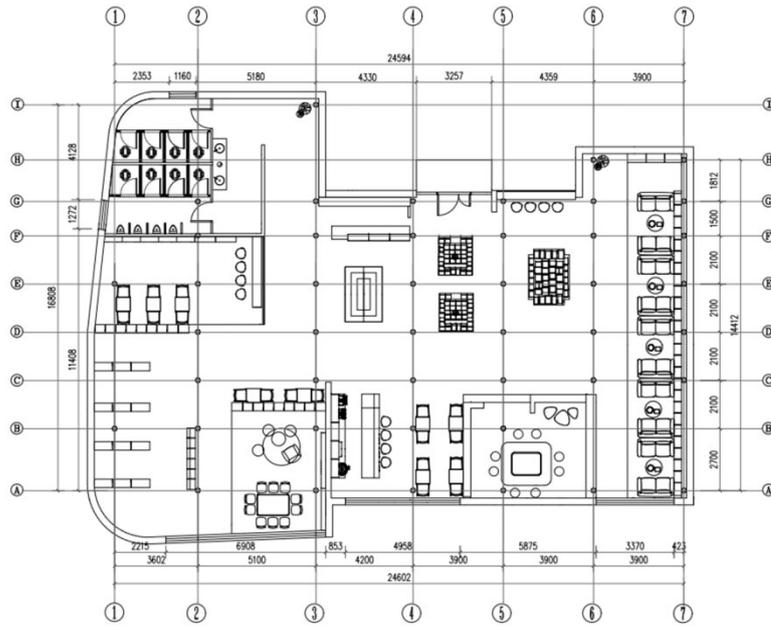


Fig.3.14 Other layout diagram 1

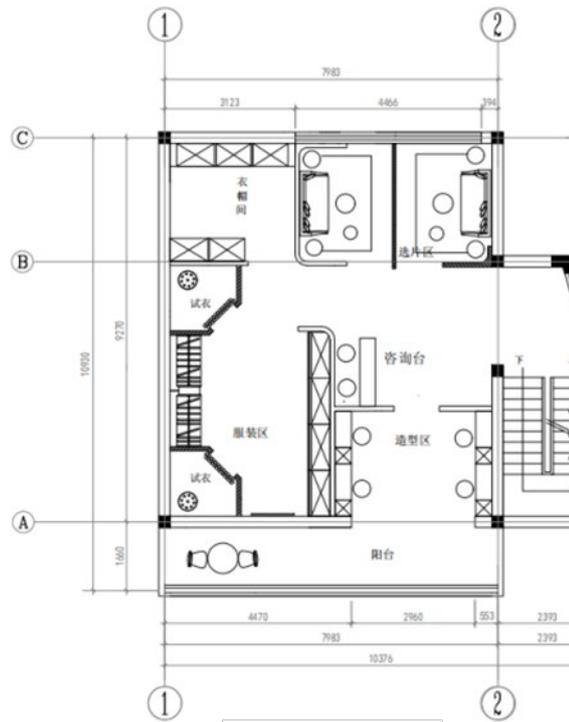


Fig.3.15 Other layout diagram 2

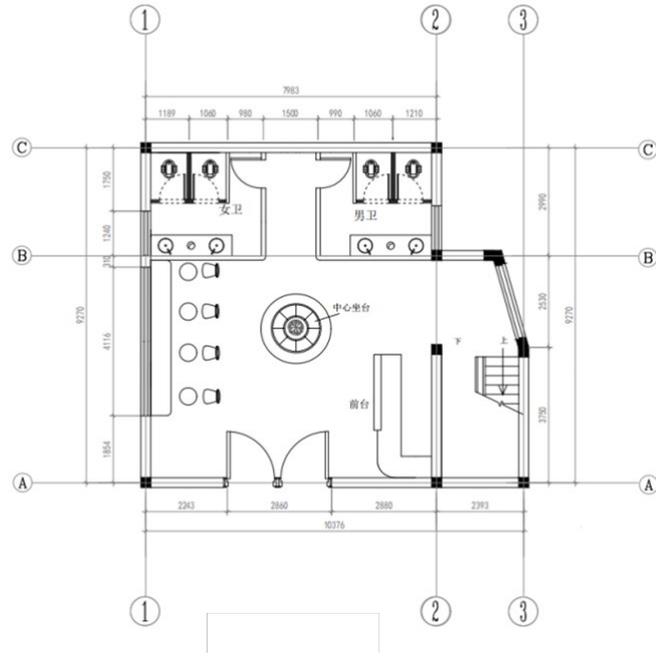


Fig.3.16 Other layout diagram 3

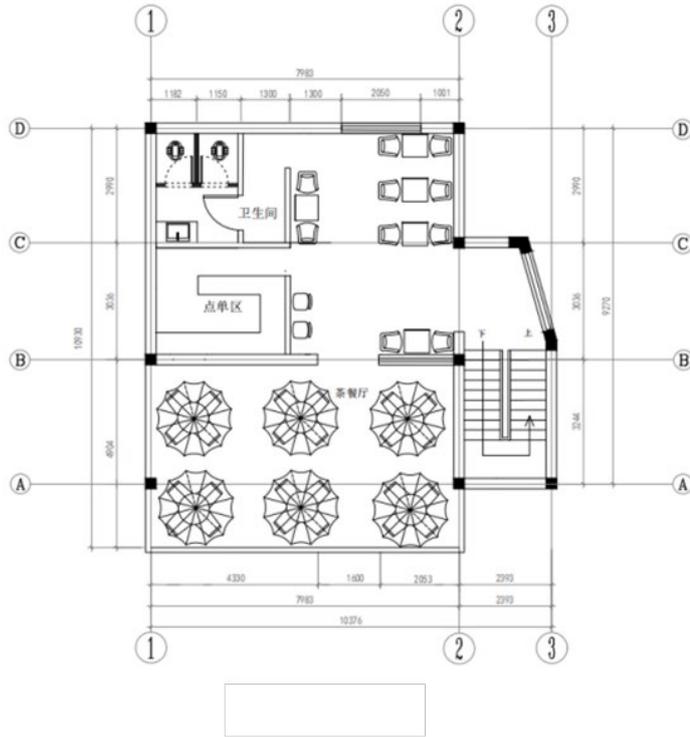


Fig.3.17 Other layout diagram 4

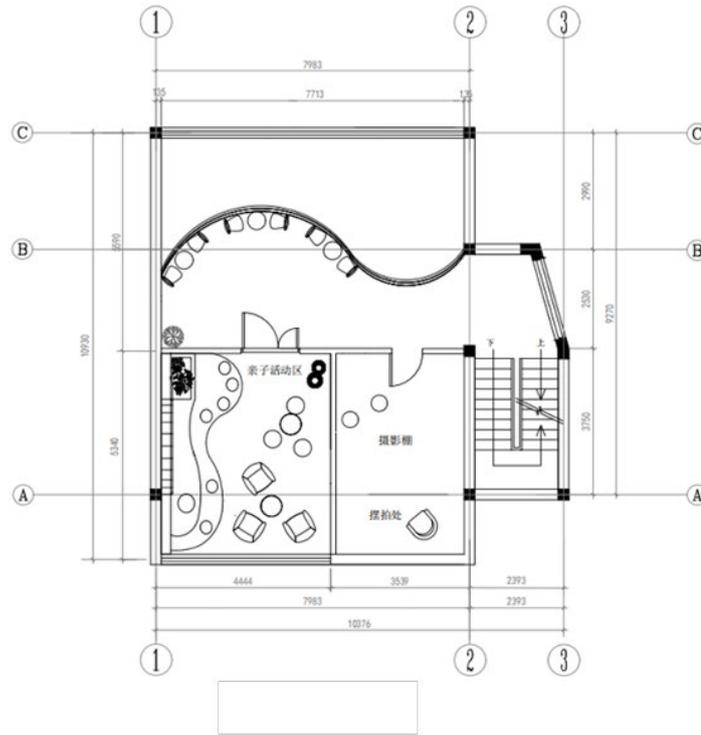


Fig.3.18 Other layout diagram 5

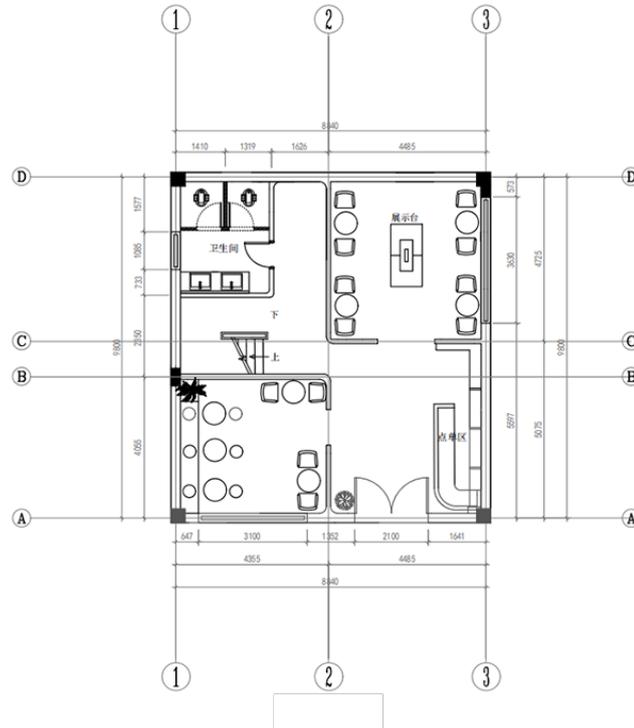


Fig.3.19 Other layout diagram 6

3.2 Implementation effect prediction and evaluation

Shandong Hand-made Exhibition and Experience Center pushes the cultural inheritance from "behind the scenes" to "in front of the stage", and promotes People's Daily life from the "craftsman's studio". The Yellow River flows into the sea in Shandong, showing the culture of the Yellow River, and telling the story of the old cinema, theater, post offices, and feeling the pulse of the development of The Times, showing the excellent traditional culture and customs. In addition to the traditional culture, the development of the new era comes into view. The exhibition area, the network broadcast area, the performing arts theater, the restaurant and the book bar will show the most modern Qilu culture to the citizens and tourists[26].

The implementation of "Rural Public Art Space Design —— Taking Shandong Hand-made Exhibition Experience Center as an example" aims to deeply excavate and activate the rural regional culture, and realize the modern inheritance and promotion of traditional culture through innovative art space design. The center will not only serve as a display window of handicrafts, but also serve as the core hub of community cultural exchange. It will effectively promote the interaction and unity among residents, and enhance community cohesion and cultural identity.

The Shandong Hand-made Exhibition and Experience Center effectively improves social benefits, promotes cultural inheritance, stimulates community vitality, and promotes the diversified development of rural economy. The rural public art space represented by Shandong Hand-made Experience Center can better inherit and carry forward the rural culture. As a public art space in rural areas, Shandong Hand-made Exhibition Experience Center has effectively protected and inherited the local intangible cultural heritage by displaying handicrafts in Shandong. This way of display not only makes the outside world better understand the cultural characteristics of rural Shandong province, but also promotes the dissemination and communication of culture, and enhances the sense of identity and pride of regional culture.

The experience center regularly holds cultural lectures, workshops and exhibitions, which provide a platform for the public to learn and understand traditional

culture. Through interactive experience, participants can have a deeper understanding of the history, skills and cultural connotation behind handicrafts, thus promoting the inheritance and development of culture.

Shandong hand-made exhibition and experience Center has become an important place for community cultural activities, promoting the communication and interaction among community residents. Through joint participation in cultural activities, the sense of belonging and cohesion of the community residents are enhanced, and the cultural atmosphere of the community is also stronger.

Rural public art Space Design, With the Shandong Hand-made Exhibition and Experience Center as the core, it significantly enhances the interaction and identification among the community residents, and effectively enhances the community cohesion.

As a public space in the countryside, the exhibition and experience center provide a platform for community residents to gather and communicate. The construction of this space helps to promote communication and cooperation between the community residents, and enhance the cohesion and centripetal force of the community.

Since the opening of the "World Hand-made Exhibition and Experience Center" in Jinan and Shandong has brought wonderful immersive exhibition experience to the general public, which is widely loved. At present, the exhibition is continuously in progress, and with a wide range of products, rich participation and experience activities to achieve the circle. In the Shandong Hand-made Exhibition and Experience Center, the flowing hand-made picture scroll and the spring scenery complement each other, jointly bringing a beautiful cultural and tourism feast to the general public. The exhibition has the source of music, hand, the new three plates, Jinan hand-made boutique exhibition intangible cultural performance area, Jinan hand-made image area, Jinan hand-made boutique exhibition area, Jinan rural hand-made exhibition area, Longshan black pottery, Zhang Qiu iron pot, two an wen create more than 1500 kinds of hand-made products, intangible cultural heritage products. The exhibition is wonderful, attracting many citizens to come to "punch in" as a souvenir.

The essence of this exhibition is the Jinan hand-made boutique exhibition area. The exhibits are classified according to forging, compilation, carving, clothing, consumer goods, handicraft, cultural and creative categories. Among them, the compilation category of the exhibits is quite distinctive. The works of the painstaking efforts of the skillful craftsmen have both fine craftsmanship and beautiful appearance. Liu Jingcheng, the inheritor of crochet knitting skills, has brought many vivid woven dolls and ornaments. At the booth of Yin's knot art, the woven painting is exquisite and beautiful, and the woven bag has both traditional charm and modern aesthetics. In the embroidery booth, Lu Embroidery "Mount Tai", "Golden and Jade Hall", "Plum and Bamboo" presents the clever and exquisite beauty of embroidery, placing auspicious meaning in the images of goldfish, plum blossom, bamboo and other images, and adding to the cultural connotation of the works [27].

By participating in the cultural activities of the exhibition and experience center, the community residents can have a deeper understanding of their own cultural roots and characteristics, so as to enhance their sense of identity and pride in the community culture. This sense of cultural identity is an important basis for community cohesion.

The construction and development of the exhibition and experience center have promoted the prosperity of the community culture. Through holding various cultural activities, the community has attracted more residents to participate in and pay attention to them, formed a good cultural atmosphere, and further enhanced the cohesion and vitality of the community.

Shandong Hand-made Exhibition Experience Center attracts tourism and sells handicraft products, which effectively promotes the diversified growth and prosperity of local economy. Public Art Space Design, Shandong Hand-made Exhibition and Experience Center has become a tourism hotspot, significantly driving the vigorous development of the surrounding tourism industry.

At the Shandong Provincial Tourism Development Conference held in June 2022, the list of selected units of "Shandong Handmade Selected 100" was announced, including a number of Shandong excellent brands such as Confucius Yin Pavilion, Zhangqiu Iron pot, Pingdu grass weaving, Caoxian Hanfu, Linshu willow weaving,

Zibo Ceramics, Taishan jade and so on. "Shandong Hand-made" will also enter the brand system of "Good Product Shandong", "hospitable Shandong", "Virtue Shandong" and "Good Person Shandong", with unified arrangements and overall promotion in advertising, promotion and major activities, so as to realize benign interaction and mutual empowerment between brands[28].

As a highlight of rural tourism, the Shandong Hand-made Exhibition and Experience Center has attracted a large number of tourists to visit and experience it. This promotion of tourism attractions has driven the development of local tourism and injected new vitality into the rural economy.

As the number of tourists increases, local related industries such as catering, accommodation and transportation have also developed. The extension of this tourism industry chain not only increases the income source of rural residents, but also promotes the diversified development of rural economy.

By displaying and promoting local handicrafts, the center has enhanced the brand image and awareness of the countryside. The formation of this brand effect will help to attract more tourists and investors to come, and further promote the development of rural economy.

Shandong Hand-made Exhibition and Experience Center has become an important platform for the sales of handicraft products, effectively expanding the market channels and enhancing the added value of products. The exhibition and experience center provides a platform for craftsmen to display and sell products, and expands the sales channels of handicrafts. The expansion of this channel helps craftsmen to better bring their products to market and increase sales and profits.

Through the exhibition and promotion of the exhibition experience center, the added value of handicrafts has been enhanced. During the visit and experience, tourists can have a deeper understanding of the characteristics and value of the product, so that they are willing to pay a higher price.

With the increase in the sales of handicraft products, the relevant industrial chain has also been improved. From raw material procurement, production and processing to

sales and promotion and other links have been strengthened and optimized, forming a complete industrial chain.

Shandong Hand-made Exhibition and Experience Center practices the concept of eco-friendliness, realizes the harmonious coexistence of economic development and environmental protection, and sets a model for sustainable development.

Shandong Hand-made Exhibition and Experience Center adheres to the concept of sustainable development, pays attention to resource conservation and environmental protection, and shows the respect and care for the natural environment. Shandong Hand-made Exhibition Experience Center pays attention to the application of ecological and environmental protection concept in the design and construction. Adopt green building materials and energy-efficient technologies to reduce environmental impact and damage. At the same time, pay attention to the design of ventilation, lighting and shading of the building, to improve the energy efficiency and comfort of the building.

The exhibition and experience center focuses on the integration with the surrounding natural environment in the planning and layout. Through greening, landscape design and other means, to create a harmonious symbiotic ecological environment. This integration not only beautifies the rural landscape, but also enhances the living and visiting experience of residents and tourists.

Shandong Hand-made Exhibition Experience Center integrates the sustainable concept into the design and operation, laying a green foundation for the long-term development of the countryside. The exhibition and experience center pays attention to the rational utilization of resources in the operation process. By optimizing the management process, improve the efficiency of resource utilization and other means, reduce waste and loss. At the same time, pay attention to the classification and recycling of waste, to realize the recycling of resources.

While pursuing economic benefits, the exhibition and experience center also pays attention to the protection of ecological benefits. Through the development of ecotourism and the promotion of green consumption, the balanced development of

economic benefits and ecological benefits can be realized. This balanced development is conducive to promoting the sustainable development of rural economy.

In the construction and operation of the exhibition experience center, attention is paid to the participation and cooperation of community residents. By inviting residents to participate in cultural activities and volunteer services, residents' sense of belonging and responsibility can be enhanced. The promotion of community participation is conducive to forming a good situation of joint construction, co-governance and shared benefits, and promoting the sustainable development of rural society.

3.3 Conclusion and outlook

3.3.1 Summary and main findings

"The essence is in the pen end, and the ingenuity is difficult." Said Tang Dynasty poet Zhang Hu when he on a friend's paintings. In fact, hand-made products are also so, with or exquisite, or complicated, or elegant posture to show people, behind all condensed producers for decades of ingenuity. These works, which were once only popular among small groups, now break out of the circle and become the "top stream" for people to punch in. Relying on intangible cultural heritage or traditional crafts, Shandong explores a new mode of cultural living inheritance through new creativity, creates the regional public brand of "Shandong hand-made" traditional handicrafts, cultivates the hand-made industry, and promotes the high-quality development of the province's cultural and creative industry. Now, "Shandong hand-made" full momentum, and we are happy to see it[29].

This study takes Shandong handmade Exhibition Experience Center as a specific case, and systematically analyzes its innovative practice in the design of rural public art space.

Shandong is the main birthplace of Chinese civilization, with a long history and profound cultural deposits, and rich intangible cultural heritage. According to statistics,

Shandong has 186 national lists and 1,073 provincial lists, ranking among the top in the country [30].

The center is not only a platform to display the traditional handicraft culture, but also an important force to promote the coordinated development of rural society, economy and environment. Through a detailed analysis of its design concept, spatial layout, function setting, material selection and other aspects, we reveal the great potential of rural public art space in promoting cultural inheritance, enhancing community cohesion, driving tourism economy, and realizing ecological friendship.

First of all, in terms of cultural inheritance and innovation, this study finds that Shandong Hand-made Exhibition Experience Center has successfully integrated traditional handicrafts with modern design concepts, and built a unique platform for cultural inheritance and innovation. The center not only displays a rich variety of handicraft works, but also revitalized the traditional culture through innovative display methods and interactive experience activities. This way of combining tradition and modernity not only enhances the public's understanding and interest in traditional culture, but also opens up a new path for the inheritance and development of traditional culture.

Secondly, in terms of community cohesion improvement, the Shandong Hand-made Exhibition and Experience Center, as an important part of the rural public space, has significantly enhanced the connection and interaction among the community residents. Through regular cultural activities and handicraft workshops, the center provides a platform for residents to communicate and cooperate, and promotes the emotional connection and collective identity within the community. The promotion of community cohesion is of great significance for maintaining the stability of rural society and promoting the harmonious development of community.

Moreover, this study also found that Shandong Hand-made Exhibition experience Center has played a positive role in driving the tourism economy. With its unique cultural charm and good tourism experience, the center has attracted a large number of tourists to visit it, thus driving the prosperity and development of the surrounding tourism industry. At the same time, the sale of handicraft products also

provides an additional source of income for local residents and promotes the diversified development of the rural economy. This benign interaction between tourism and economy has injected new vitality into the sustainable development of rural areas.

Finally, in terms of eco-friendly and sustainable development, this study observed that Shandong Hand-made Exhibition Experience Center always follows the principle of eco-friendliness in the design and operation process. The center focuses on resource conservation and environmental protection, and reduces the impact on the environment through the use of green building materials and energy-saving technology. This practice of sustainable development not only reflects the respect and care for the natural environment, but also sets a good example for the green development in rural areas.

3.3.2 Design innovation points and contributions

Shandong With Cultural integration as the core, the handmade Exhibition and Experience Center innovatively uses modern design concepts and environmental protection technology to create a diversified public art space integrating cultural inheritance, community interaction and ecological friendliness.

Cultural integration and creative presentation: The center skillfully integrates traditional cultural elements with modern design concepts in the design. Through creative display techniques, such as multimedia interaction and scene restoration, the traditional handicraft culture is presented to the public in a more vivid and intuitive way. This way of cultural integration and creative presentation not only enhances the cultural connotation of the space, but also enhances the audience's sense of participation and experience.

Spatial layout and functional optimization: In terms of spatial layout, Shandong Hand-made Exhibition Experience Center pays attention to the openness and fluidity of space, and realizes the efficient use of space and the diversification of functions through reasonable moving line design and functional zoning. At the same time, the center also fully considered the tour habits and needs of tourists, set up a rest area, exchange area and other supporting facilities, to improve the overall service level.

Eco-friendliness and sustainability: During the design process, the center always adheres to the principle of eco-friendliness, and adopts environmental protection measures such as green building materials and energy-saving technology to reduce the impact on the environment. In addition, the center also pays attention to the harmonious coexistence with the natural environment, and creates a comfortable and pleasant ecological space by introducing the natural landscape and setting up the green vegetation. This design concept of sustainability has set a new benchmark for the design of rural public art space.

Community participation and co-construction and sharing: In the design and operation process, the center actively invites community residents to participate in it, and jointly contribute to the construction and development of the space. Through holding handicraft workshops, cultural exchange activities and other forms, the creativity and enthusiasm of community residents are stimulated, and the joint construction and sharing of space are realized. This mode of community participation not only enhances the sense of belonging and collective honor of the residents, but also injects new vitality into the development of the rural public art space.

With its innovative design, Shandong Hand-made Exhibition and Experience Center has effectively promoted cultural inheritance, community development and diversified growth of rural economy, showing the important role of public art space in rural revitalization.

Promoting cultural inheritance and innovation: Shandong Hand-made Exhibition Experience Center provides new ideas and models for the inheritance and innovation of traditional culture through its unique design and innovative practice. It not only shows the charm of traditional handicraft, but also makes the traditional culture glow with new vitality through the combination with modern design.

Improving the quality of rural public art space: The design practice of the center has set a model for the design of rural public art space, and promoted the overall improvement of the quality of rural public art space. Through its excellent spatial layout, function setting and cultural connotation display, it provides tourists with a high-quality cultural tourism destination.

Promoting rural economic development: As an important part of rural tourism, Shandong Hand-made Exhibition Experience Center has attracted a large number of tourists to visit through its unique cultural charm and good tourism experience, thus driving the prosperity and development of surrounding tourism. At the same time, the sales of handicraft products also provides a channel for local residents to increase their income, and promotes the diversified development of rural economy.

Enhance community cohesion and sense of belonging: Through the mode of community participation and joint construction and sharing, the center enhances the connection and interaction between the community residents, and enhances the overall cohesion of the community. At the same time, it also provides a platform for residents to show themselves and exchange ideas, and enhances their sense of belonging and collective honor.

3.3.3 Future Research Direction

Based on the research of Rural Public Art Space Design, Taking Shandong Hand-made Exhibition Experience Center as an example, the research direction in the following aspects can be further expanded and deepened in the future:

Research on the sustainable operation mode of rural public art space: discuss how to maintain the cultural characteristics of rural public art space while realizing its long-term and stable operation. The research can focus on the diversification of funding sources, the optimization of management mechanism, and the continuous improvement of tourist experience, so as to provide practical guidance for the sustainable development of rural public art space.

In-depth research on the interaction between rural public art space and community culture: further excavating the potential of rural public art space in promoting community cultural identity and enhancing community cohesion. Research can focus on how to better integrate into the community life through space design, activity planning and other ways, promote communication and interaction among residents, and form a unique community cultural atmosphere.

Application and exploration of digital Technology in rural public art space: With the rapid development of digital technology, its application prospect in rural public art space is broad. Future research can explore how to use virtual reality (VR), augmented reality (AR), digital art and other technical means to enrich the expression form of rural public art space, improve the immersive experience of tourists, and promote the digital inheritance and innovation of traditional culture.

Research on the integration and development of rural public art space and rural tourism: Study how to deeply integrate rural public art space with rural tourism industry, and jointly promote the diversified development of rural economy. We can pay attention to how to build the rural public art space into an important attraction point of rural tourism through spatial layout, function setting and activity planning, and promote tourism consumption and drive the development of related industries.

Research on the role and influence of rural Public Art Space in Rural Governance: Discuss the role and function of rural public art space in rural governance, and analyze its influence on rural social structure, values, governance mechanism and other aspects. The research can focus on how to promote the harmony and stability of rural society and improve the efficiency and level of rural governance through the construction of art space.

Summary

After showing the design scheme of Shandong Handicraft Exhibition and Experience Center in detail, and predicting and evaluating its implementation effect, we entered the summary and prospect section of this chapter. Through a comprehensive review of the whole design project, we have not only seen the remarkable results of the project in promoting the development of rural public art space, but also deeply realized the importance of design innovation and continuous research.

In the design scheme display section, we elaborated on the design concept, spatial layout, exhibition content and interactive experience of Shandong Handicraft Exhibition Experience Center. These design schemes not only fully integrate the

cultural characteristics and handicraft resources of Shandong, but also find a perfect balance between art and practicality, providing a public art space with both cultural heritage and modern atmosphere.

In the part of the implementation effect prediction and evaluation, we made a scientific assessment of the possible social benefits, economic benefits and cultural impact of the project based on the actual research and data analysis. The forecast results show that this project can not only significantly improve the cultural taste and tourism attraction of rural areas, but also effectively promote the inheritance and innovation of handicrafts, and inject new vitality into the diversified development of rural economy.

In the summary and outlook part, we first made a general summary of the overall implementation effect of the project, and pointed out the main achievements of the project in promoting the revival of rural culture and promoting the inheritance and innovation of handicrafts. At the same time, we also deeply analyzed the innovations and contributions in the design process, such as the innovation of spatial layout, the richness of exhibition content, the interest of interactive experience, etc. These innovations not only improve the overall quality of the project, but also provide a useful reference for the future design of rural public art space.

Finally, we look forward to the future research directions. With the in-depth implementation of the rural revitalization strategy, the design of the rural public art space will pay more attention to the excavation and inheritance of regional culture, and pay more attention to the satisfaction of user needs and the improvement of experience. Therefore, we will continue to deepen the research and utilization of handicraft resources, explore more diversified design techniques and interactive methods, in order to create a more innovative, practical and cultural public art space in the future projects. At the same time, we also look forward to working with more scholars, designers and rural communities to jointly promote the prosperity and development of rural culture.

OVERALL CONCLUSIONS

Centering on the specific case of Shandong Handicraft Exhibition Experience Center, this paper deeply discusses the design strategy, implementation effect and future prospect of rural public art space. Through systematic analysis and research, we not only reveal the important role of rural public art space in promoting cultural revival and promoting the inheritance and innovation of handicrafts, but also put forward a series of innovative and practical design schemes and implementation strategies.

In terms of design strategy, we fully integrate the cultural characteristics and handicraft resources of Shandong region, pay attention to the innovation of spatial layout and the richness of exhibition content, and emphasize the design of interactive experience, so as to provide users with a public art space full of both cultural heritage and modern atmosphere. These design strategies not only improve the overall quality of the project, but also provide a useful reference for the future design of the rural public art space.

In terms of implementation effect prediction and evaluation, we made a scientific assessment of the possible social benefits, economic benefits and cultural impact of the project based on actual research and data analysis. The forecast results show that the project can not only significantly improve the cultural taste and tourism attraction of rural areas, but also effectively promote the inheritance and innovation of handicrafts, and inject new vitality into the diversified development of rural economy. This prediction result not only validates the effectiveness of the design strategy, but also provides strong support for our subsequent project implementation.

In the summary and outlook section, we review the implementation process and results of the whole design project, deeply analyze the innovation points and contributions in the design process, and look forward to the future research direction. We realize that with the in-depth implementation of the rural revitalization strategy, the design of the rural public art space will pay more attention to the exploration and inheritance of regional culture, and pay more attention to the satisfaction of user needs and the improvement of experience. Therefore, we will continue to deepen the research

and utilization of handicraft resources, explore more diversified design techniques and interactive methods, in order to create a more innovative, practical and cultural public art space in the future projects.

To sum up, this paper not only provides a comprehensive guidance and reference for the design and implementation of Shandong Handicraft Exhibition Experience Center, but also provides a new idea and direction for the design and development of rural public art space. We look forward to continuing to deepen the research and practice in this field and contribute more to the prosperity and development of rural culture.

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APPENDICES

Achievements during the Master's program

1. The project of "Shandong Hand-made Exhibition and Experience Center" was awarded the "6th Shandong Provincial Cultural Innovation Award" by Shandong Provincial People's Government

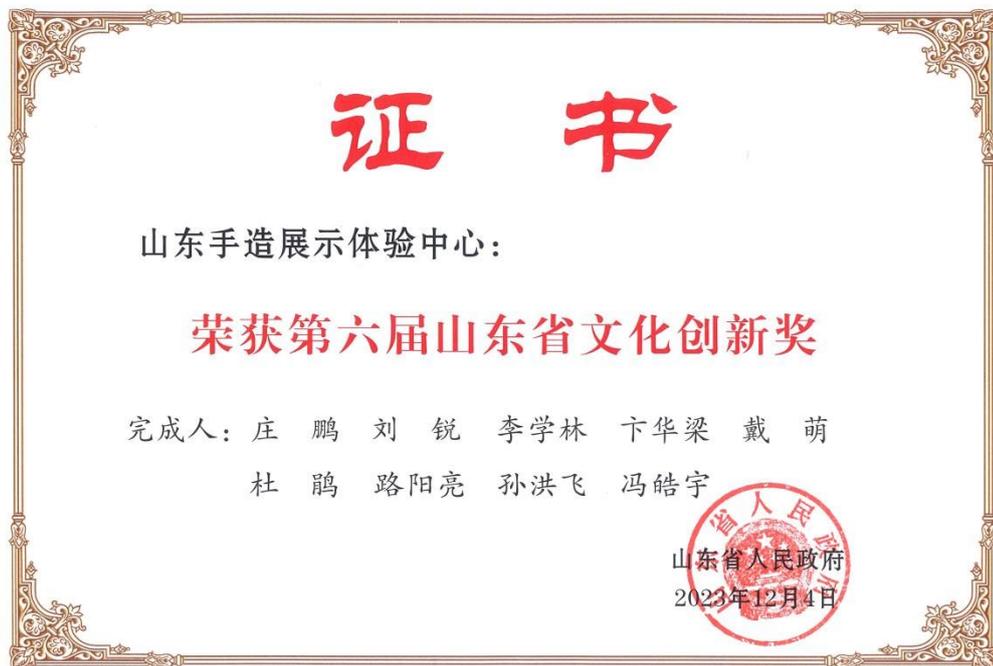
2. Won the third prize of the 15th Blue Bridge Cup National Software and Information Technology Professional Talent Competition-Visual Design Competition. One first prize and four third prizes in the Shandong competition area.

3. Obtained two second prizes and one third prize in the National Finals of China Good Creativity and National Digital Art Design Competition. Third prize in Shandong competition area.

4. Won one first prize, four second prizes and four third prizes in Shandong Competition Exhibition of Excellent Works of Teachers and Students of China Higher Design Discipline in Milan Design Week. 5. Won the first prizes of the Oriental Design Award and the National University Innovation Design

6. Won the third prize of Shandong Provincial Competition of Chinese College Students' Computer Design Competition

7. Proof of meeting attendance



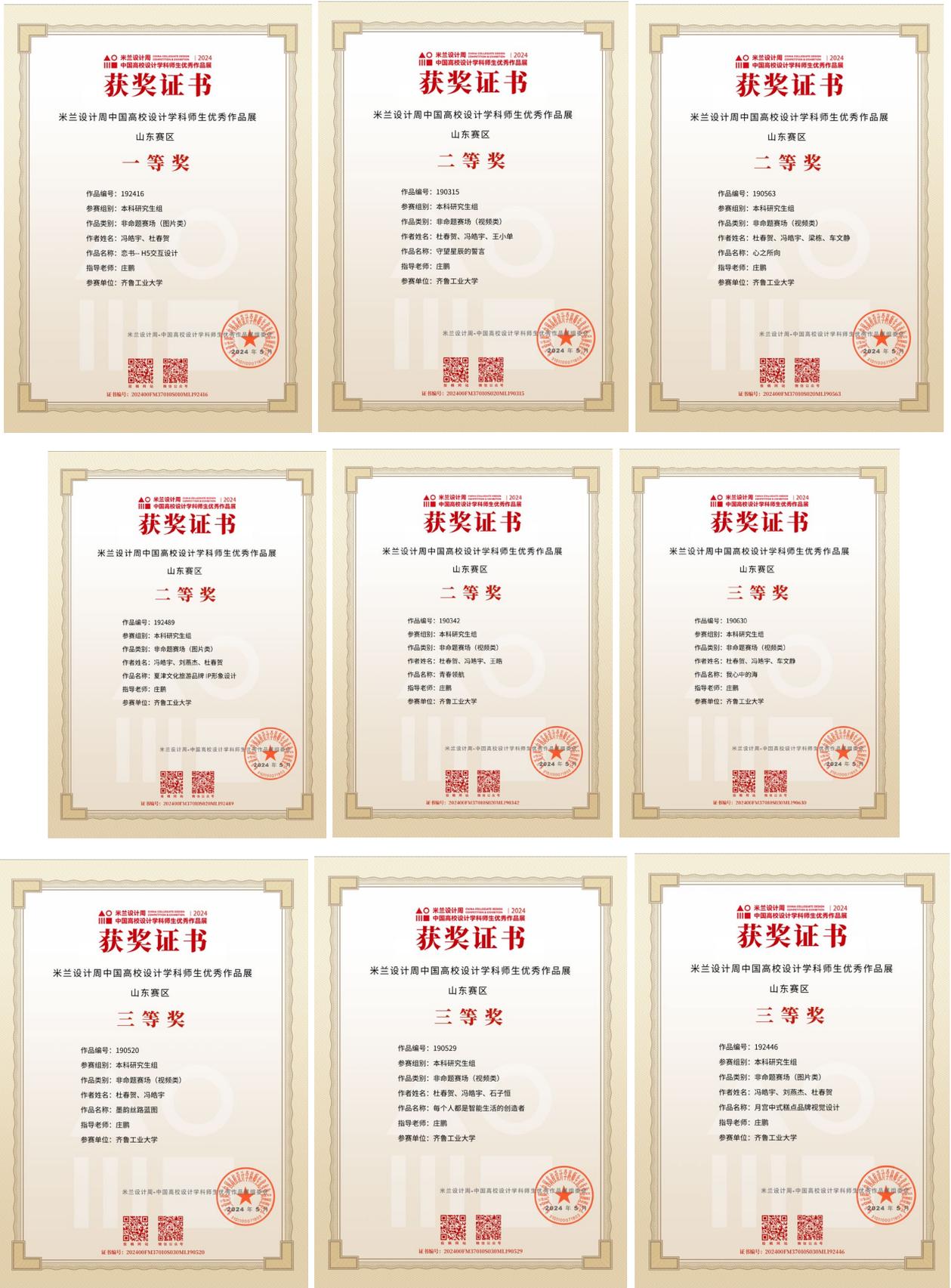
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6. Won the third prize of Shandong Provincial Competition of Chinese College Students' Computer Design Competition



7. Proof of conference attendance