

The Role of Wall Painting Art in the Protection and Dissemination of Rural Cultural Heritage

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ABSTRACT

Wall painting art is a visually strong and intuitive form of public art, which has been widely used in the protection and dissemination of rural cultural heritage. It can beautify the rural environment and provide a window into local culture for local residents and visitors. Under the current background of rural revitalization and cultural tourism development, wall painting art activities can strengthen the cultural identity of rural areas and promote the cultural inheritance and innovation through creative display of rural stories and traditional symbols. Therefore, this paper will discuss the role of wall painting art in the protection and dissemination of rural cultural heritage, hoping to provide strategies for rural cultural protection projects.

KEYWORDS

wall painting art; rural cultural heritage; protection and dissemination

Rural cultural heritage is an important carrier of regional history and culture. In the protection and dissemination of rural culture, as an emerging form of public art, wall painting art can provide new impetus for the inheritance of traditional culture by presenting traditional cultural elements in the form of visual art. The public and open nature of wall painting art makes itself a bridge between the tradition and the modern, as well as the local and the foreign. By creating large-scale wall paintings in rural public spaces, artists demonstrate the uniqueness of local culture, attract the attention of foreign tourists, and enhance the external understanding and evaluation of rural cultural heritage. According to the theory of cultural capital, cultural capital is the accumulation of education and knowledge, and the ability to recognize and appreciate cultural heritage^[1]. The promotion of wall painting art is to enhance the cultural capital of rural areas, enhance the cognition of community members on the value of their cultural heritage through artistic forms, and stimulate their willingness and action to protect and inherit these cultures. Therefore, this paper makes an in-depth discussion on the role of wall painting art in the protection and dissemination of rural cultural heritage, hoping to inject new vitality into the protection and dissemination of rural cultural heritage.

1 Wall Painting Art and Rural Cultural Heritage

1.1 The Origin and Development of Wall Painting Art

Early wall paintings, such as the tomb paintings of ancient Egypt and the wall paintings of ancient Rome, were designed to show scenes of life in the society of the time and reflect religious beliefs and social norms. In the middle of the 20th century, with the rise of urban street culture, wall

painting art began to be seen as a powerful tool of social expression. Artists began to use the walls of public spaces as canvases to create works with strong personal style and social criticism to reflect and comment on mainstream culture and politics. For example, the wall painting movement in Mexico explored social inequality and political issues through large-scale wall paintings ^[2]. With the development of technology and the influence of globalization, wall painting art has gradually expanded from urban spaces to rural areas and become a new medium for the protection and dissemination of rural cultural heritage. By combining traditional cultural elements with modern artistic styles, wall painting art enhances the visual expression of culture in rural areas, and contributes to the construction of rural tourism and local brands.

1.2 The Concept and Constitution of Rural Cultural Heritage

Rural cultural heritage refers to the historical and identity markers of rural communities composed of physical and non-physical elements. Rural cultural heritage contains rich intangible cultural forms such as folk customs, traditional skills, festival activities and oral traditions. These cultural forms are the carriers of lifestyle and thought expression handed down from generation to generation in rural communities, and carry the historical memory and collective identity of the community. For example, traditional agricultural activities are not only productive behaviors, but also reflect a deep understanding of and respect for the natural cycle and ecosystem. At the same time, rural cultural heritage also includes physical cultural resources closely related to the specific geographical environment, such as traditional buildings, monuments, and production tools and methods related to specific rural geography, climate and natural resources ^[3]. The physical elements have historical value and are an intuitive expression of the cultural characteristics and lifestyle of the local community. For example, traditional houses and ancestral halls are places of residence and worship, as well as reflections of local crafts, aesthetics and social structures. Their preservation and inheritance can help maintain the cultural uniqueness and historical continuity of rural areas.

1.3 The Theoretical Correlation between the Wall Painting Art and the Cultural Heritage Protection

In theory, the connection between the wall painting art and the cultural heritage protection is mainly embodied in the visual expression of culture and the transmission of cultural memory. The wall painting art can provide a unique platform to represent intangible cultural heritage such as traditional stories, folklore, and local history in the form of images. The cultural heritage is no longer limited to written descriptions and oral legends, but is presented to the audience in a more intuitive and emotionally rich way. For example, local heroic stories or ancient folk rituals displayed through wall paintings can beautify the rural environment while strengthening the community members' sense of identification of their own cultural identity. In addition, compared with traditional preservation methods of cultural heritage such as museum displays or written records, wall painting art emphasizes the active dissemination of culture and the establishment of contemporary relevance.

2 The Role of Wall Painting Art in the Dissemination of Rural Cultural Heritage

2.1 The Shaping and Promotion of Rural Cultural Images by the Wall Painting Art

In the shaping and promotion of rural cultural heritage, wall painting art can effectively combine the visual expression of cultural heritage with the natural features and architectural styles of rural

areas by presenting rural stories, traditional symbols and customs in the form of wall paintings, so as to enhance the cultural charm and recognition of rural areas. For example, wall painting can show specific historical events, traditional festivals or important people in the countryside, so that foreign visitors can visually understand and feel the unique culture of the region quickly. At the same time, the creative process of the wall painting itself includes the participation and collaboration of the community. Residents can rediscover and identify with the value of local culture in the process of participating in the design and painting, which helps to strengthen the cultural identity and promote the cultural self-confidence within the community.

2.2 The Integration of Wall Painting Art and New Media

The integration of wall painting art and new media can significantly expand the communication channels of rural cultural heritage. New media platforms are social networks primarily based on images and videos, such as Instagram and Douyin, which can provide a space for the display of wall painting art. Artists and visitors can quickly spread the visual message of the wall paintings by photographing them and uploading them with geotags and hashtags. For example, the wall painting depicting traditional festivals can be transformed into an educational discussion platform about local culture and customs through the artist's interpretation and interactive comments, in order to increase the richness of cultural content and enhance the audience's sense of participation and the educational value. In addition, the use of new media makes the spread of wall painting art no longer constrained by physical locations. Through the virtual reality (VR) technology, people can immerse themselves in wall painting art from anywhere in the world with the application of smart devices. The application of this technology can provide equal opportunities for cultural experience for people who cannot visit the site in person.

2.3 The Cultural and Educational Function of Wall Painting Art

Wall painting art can inspire and cultivate the younger generation's awareness and interest in their own cultural heritage through the ability to concretize and emotionalize abstract cultural traditions. On the one hand, the wall painting art can inadvertently educate and inspire residents and visitors in rural communities. For example, when describing the ancient legends of villages, the social background, moral concepts and local unique customs are embedded in the ancient times, which makes the transmission of cultural heritage no longer dependent on written words and formal educational occasions, but a more intuitive and emotionally rich way to make cultural inheritance a part of life. On the other hand, due to the open and public characteristics, the wall painting art can allow community members of different ages and backgrounds to participate in the design and painting of wall paintings, and carry out collective learning and cultural exchange activities. In this way, wall paintings can better convey cultural knowledge and strengthen residents' sense of identification and pride in their own cultural identity.

3 The Implementation of Wall Painting Art in the Protection of Rural Cultural Heritage

3.1 The Fusion of Wall Painting Art and Rural Environment

The integration of wall painting art and the rural environment is to design the wall painting art as a part of the rural environment through an in-depth understanding of the history, culture and natural landscape of the countryside. On the one hand, the design of the wall painting art needs to

take into account the geographical characteristics and architectural style of the countryside to ensure the harmony and unity between the art work and the surrounding environment. When designing the wall painting, artists need to choose colors that are in harmony with the local natural landscape. For example, natural hues such as earthy yellow and forest green are used to echo the surrounding fields and woodlands. The theme of the wall painting needs to depict local well-known historical events or express traditional agricultural activities according to the historical stories or legends of the countryside, so that the art works have the profound local feature, and enable the viewers to gain an understanding of the history and culture of the region while feeling the aesthetics. On the other hand, artists need to fully communicate with the local community before creation, understand the opinions and suggestions of community residents, and ensure that the wall painting project can be widely supported by the community. At the same time, the materials and techniques used in the creation process are as environmentally friendly as possible, so as to reduce the burden on the rural environment. For example, the selection of easily degradable natural pigments and low volatile organic solvents can ensure the durability and ornamental value of the work while protecting the environment.

3.2 Sustainability of Wall Painting Art

Through the selection and application of environmentally friendly materials, as well as the adoption of technological innovation and maintenance strategies, wall painting art can bring continuous cultural and economic impact to rural communities. In terms of the selection of environmentally friendly materials, wall painting art tends to use environmentally friendly materials, such as water-based coatings and low volatile organic compound (VOC) pigments. These materials have little impact on the environment and are harmless to public health, which can ensure the environmental sustainability of the works. In terms of the technological innovation and maintenance, advanced coating technology can be used to effectively prevent the damages caused by ultraviolet rays and moisture on the wall painting and extend its life. Regular maintenance and restoration programs can ensure that the wall paintings continue to demonstrate their artistic value and cultural significance.

3.3 Community Involvement and Educational Training

Community participation and educational training help to shape community cultural consciousness and inherit local knowledge. In terms of community participation, in the implementation of the wall painting project, residents can be invited to participate in the theme selection, design deliberation and even the actual painting work, so that the art works can be closer to the actual needs and cultural background of the community, and community members can express their views and creativity, and feel that they are an important part of the cultural inheritance and community decision-making. For example, local history and culture experts can provide detailed information about local legends and historical events to make the works have educational and heritage significance. In terms of educational training, the younger generation can get the skills to understand and maintain their artistic works.

4 Conclusion

This paper deeply discusses the role of wall painting art in the protection and dissemination of rural cultural heritage, and emphasizes how wall painting art can effectively beautify rural environment, enhance local cultural identity, and promote cultural inheritance and innovation

through its unique visual expression and community interaction. It analyzes that the integration of wall painting art and rural environment, the sustainability of wall painting art and the implementation of community participation and educational training can provide a new perspective and practice path for the protection and development of rural cultural heritage.

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