

# Aesthetics Appreciation in Bamboo Art Installations: The Role of Cultural Preservation and Rural Revitalization in Daoming Bamboo Art Village

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## ABSTRACT

This study investigates the role of aesthetics expressed bamboo art installations in Daoming Bamboo Art Village as a catalyst for local cultural preservation and rural revitalization. This study employs methods such as documentary analysis, observation and interviews, utilizing symbolism as an analytical tool to collect and analyze data. The research question is how bamboo art installations contribute to the appreciation of natural aesthetics and support rural cultural identity and development. The results indicate that craftsmen use bamboo weaving, a traditional local art form, to convey the value of natural aesthetics. These bamboo installations have gained popularity in urban settings, where they are integrated into public spaces as decorative elements. They often feature motifs inspired by community environments and natural elements, influencing the structures, shapes, colors, and textures of the art pieces. The study highlights the dual impact of bamboo art installations: they strengthen the collective cultural identity of rural inhabitants and provide urban audiences with a sense of attachment and nostalgia for the natural world. This connection fosters increased consumption and economic prosperity in rural areas. The conclusion discusses the broader implications of urban appreciation for natural aesthetics on local identity, emphasizing the importance of returning to simplicity for driving sustainable transformations in rural development.

**Keywords**— Daoming Bamboo Weaving, Art Installation, Aesthetics Appreciation, Cultural Preservation, Rural Revitalization

## INTRODUCTION

As the world becomes increasingly interconnected and urbanized, rural communities around the globe are facing multiple crises, including economic decline, population loss, and cultural erosion. In response to these challenges, many communities are turning to traditional arts and culture as a means of revitalization and economic development. This phenomenon is particularly pronounced in China, where rapid urbanization has led to the decline of many rural areas. However, some communities are embracing their local culture, including traditional arts and crafts, not only to preserve their heritage but also to attract tourists and promote economic growth.

This research delves into a case study of bamboo weaving art installations in Daoming Bamboo Art Village, Chengdu. In this case, the embrace of natural aesthetics actively contributes to the preservation of local culture and sustainable development in rural communities, serving as a prime example. The local bamboo weaving art installations utilize indigenous bamboo materials to communicate the beauty of nature to the audience through artistic creation, presenting unique visual effects. This art form not only an aesthetic respect for nature but also fosters community members' identification with local culture. Simultaneously, it captivates urban audiences, promoting the development of cultural tourism and creative industries. Such aesthetic value lays a solid foundation for the sustainable development of rural areas.

Daoming Town is located in Chongzhou County, southwest of the major Chinese city of Chengdu. This area boasts rich cultural heritage, with various traditional arts originate here, including bamboo art. Daoming bamboo weaving art originated from the Longhuang Village area of Daoming Township, combining of old and newly

developed villages transformed for tourism, known as Bamboo Art Village. Since 2005, this traditional local art has gradually garnered attention (e.g. [4]). The community's ability to preserve traditional arts depends on its members, whose roles are crucial and cannot be overlooked (e.g. [8]). However, this study found that both local members and external stakeholders significantly contribute to the preservation process. This includes artists, art college students, officials and social media influencers, craftsmen, tourism operators, and local government administrators. Over the years, Bamboo Art Village has undergone development, expansions, and constructions, while the local traditional arts have also grown and developed. Apart from the economic benefits of rural revitalization, the aesthetic admiration of nature interpreted by art installations embodies profound values in practice. Art is imbued with meaning by the community, and the survival of local traditional arts depends on how the community perceives them (e.g. [7], [8]). For rural communities where traditional artistic crafts originate, craftsmen play an indispensable and crucial role as creators within the community. The imagination and creativity of craftsmen are closely related to their values. Craftsmen strive to communicate their creativity and spiritual essence (e.g. [5]). The aesthetic tendencies of craftsmen are the most direct interpretation of the community's values.

This study employs qualitative research methods such as observation, interviews, and document analysis to recorded traditional arts in a bamboo crafts village through the analysis of visual elements of bamboo weaving art installations. It aims to understand the local community's aesthetic attitudes and cultural identity, which likely contribute significantly to the rural transformation. Specifically, the study addresses the following questions: How do bamboo weaving art installations interpret the community's aesthetic attitudes? What impact does the natural environment surrounding the community have on artisans' imagination and creativity, thereby fostering the positive role of admiration for natural beauty in local cultural identity? The conclusions answer these questions individually, providing valuable insights for rural revitalization and economic development.

## LITERATURE REVIEW

### The Relationship between Art and Community

The creation of art is a fascinating manifestation of the creator's instinctual shift in aesthetic values. Imagination and creativity are intrinsically tied to the creator's values, which are conveyed through the act of creation and interaction with the audience (e.g. [5]). Artists endeavor to express their creativity and spiritual essence, which is reflected in the visual arts through various decorative elements. These decorations are not merely ornamental but serve as essential links that connect individuals to objects, generating social symbols that reflect and shape the creator's worldview. Watson's analysis underscores that, whether in modern industrial society or traditional societies, artworks are imbued with symbolic significance. This symbolic significance is evident in the form, spatial design, patterns, and intricate details of decorative elements in artworks. Patterns in visual arts foster a deeper connection between individuals and their surroundings, while undecorated surfaces fail to establish such an intimate relationship (e.g. [11]). This connection underscores the importance of decoration in creating meaningful and socially significant art.

Visual information serves a dual purpose: it provides aesthetic value while also fulfilling a narrative function through various visual structures. These structures, including details and symbolic signs, are essential for conveying content and emotions. Details and symbolic signs within visual information are pivotal elements that enable differentiation (e.g. [6]). From a functional standpoint, decoration is not only about aesthetic formation but also adheres to specific norms regarding symbolic forms, motifs, and placements (e.g. [5]). These norms vary across different communities and cultures, leading to diverse interpretations among various groups. In some visual cultures, the focus is on the intentions of artists and creators, while others emphasize the cultural background of the audience, and yet others highlight the inherent meaning of visual artworks and artefacts themselves. Cognitive instincts drive humans to spontaneously recognize meaningful iconic information within a chaotic visual environment. However, the interpretation of common symbols varies significantly due to cultural differences, with diverse cultural backgrounds influencing these interpretations. Ultimately, these differences are fundamentally linked to issues of identity, whether individual, collective, or social. Unique art forms and structures help construct distinct local identities, which are then used to interpret and express sublime values. Local distinctive art can serve as the foundation of community identity (e.g. [5], [7]). This underscores the

importance of understanding visual culture's multifaceted role in shaping and reflecting identity within different cultural contexts.

### **The Natural Aesthetic Appreciation**

The perception of nature has evolved over time, increasingly viewed as a distinct reality separate from the civilized world. This shift has engendered a profound sense of attachment and nostalgia for the natural environment, a trend that has gained particular prominence in recent years (e.g. [2]). Urban landscapes frequently incorporate elements that symbolize or evoke various aspects of nature, such as the shapes of plants, water, or clouds (e.g. [9]). Natural materials like earth, stones, water, plants, and animals serve as fundamental components for art, revealing human attitudes toward nature and interpreting the relationship between humanity and the natural world. The interaction between art and the natural environment is bidirectional: artworks can enhance the aesthetic value of natural settings, while an appreciation for nature's aesthetics plays a critical role in fostering harmonious and sustainable relationships between humans and the environment (e.g. [1]). Symbolic significance is inherently expressed through the visual form, spatial design, patterns, and decorative elements of artworks (e.g. [5]). Historically, humans have drawn inspiration from natural elements for artistic creation. Symbols representing plants are prevalent across civilizations, conveying meanings related to life, growth, fertility, and renewal. In Chinese painting, natural elements are imbued with profound symbolism. Mountains often represent eternity and stability, while flowing water signifies dynamic change. These elements, such as mountains, rivers, clouds, rain, and snow, depict seasonal changes and ecological balance, which are closely linked to agricultural cycles in China, expressing a deep reverence and love for nature. The seasonal symbolism in China follows a sequential and causal relationship, where spring embodies vigorous vitality and autumn signifies the anticipation of a bountiful harvest. Plants and animals also provide significant inspiration for artists. For instance, trees symbolize life and growth, while birds and animals often represent freedom and agility (e.g. [12]). In the Sichuan region of China, each plant and animal carries specific symbolic meanings. Bamboo, which remains green throughout the year, symbolizes resilience and the continuity of life. Fish symbolize abundance, reflecting people's reverence for fertility and their desire for progeny (e.g. [11]). This intricate symbolism highlights the deep cultural connections between natural elements and artistic expression, illustrating how human societies interpret and revere nature through their artistic practices. These cultural interpretations not only enhance the aesthetic appreciation of natural landscapes but also underscore the essential role of nature in cultural identity and artistic creation.

The residents of Daoming continue to uphold traditional agricultural practices and lifestyles, as evidenced by the abundant flora, fauna, and the intricately maintained natural environment. This community's way of life reflects a profound symbiosis with nature. The bamboo weaving art installations that originate from Daoming are emblematic of the dynamic interplay between the community and its surrounding landscapes—rivers, fields, and mountains. These local traditional art forms are imbued with substantial cultural significance. In this study, the interpretation of nature is broadened to include both the physical materiality of the natural world and its encompassing environment, viewed through the lens of contemporary understanding.

### **METHODOLOGY**

This study focuses on the distinctive bamboo weaving art installations in the Bamboo Art Village of Daoming Town, situated in the southwest of Chengdu City. While bamboo weaving is practiced in various regions, three pivotal reasons justify the selection of this specific locale for research: Firstly, Daoming Town is recognized as the birthplace of large-scale bamboo art installations in southwestern China; secondly, the Bamboo Art Village hosts a concentration of family workshops where all craftsmen are local residents; and lastly, the increasing recognition of bamboo weaving installations in major urban centers as spatial decor is vital for the local bamboo weaving industry's growth.

Employing qualitative research methods, this study investigates the case of Daoming's bamboo art installations. Adhering to the principle of "triangulation," data collection and analysis incorporate multiple perspectives. Data from objective recording devices, contextual backgrounds, researcher insights, and participant viewpoints are utilized (e.g. [3]). These diverse data sources facilitate a comprehensive understanding of the role of bamboo weaving in village revitalization. Thus, data are gathered through documentary analysis, observation, and

interviews.

#### A. The Documentary

The historical and geographical context of Daoming Bamboo Art Village is foundational to this research. Archives provide insights into the village's origins, development, and transformations over time. By reviewing historical records, government documents, and local narratives, researchers can trace the village's evolution from its beginnings as a rural tourist destination to its current status as a hub for bamboo weaving and cultural heritage preservation. Additionally, the documentation of literature related to the ecological system of bamboo weaving in Daoming—including bamboo production, the natural environment, and the symbolic significance of materials—serves to preserve these valuable resources.

#### B. Physical Evidence

Authentic physical evidence related to bamboo weaving was collected through field inspections in the village. Visual documentation of bamboo weaving installations, living and production environments, and natural surroundings was conducted through photography. Observing the local residents' environments, agricultural customs, bamboo material preparation, and traditional weaving techniques provided insights into their cultural practices. By recording the visual structures and elements of bamboo weaving, this study captures the integration of these installations with the village landscape. The findings will elucidate the impact of these products on the village's cultural identity and aesthetic sensibilities.

#### C. Interviews

In-depth interviews with local practitioners were conducted to uncover the stories behind handmade crafts, providing a deeper understanding of the significance of bamboo weaving to community culture and development. The interviews involved various local stakeholders, including craftsmen, users, and government officials, to explore their aesthetic attitudes towards bamboo weaving products and the factors influencing these perspectives. Semi-structured interviews facilitated open-ended discussions, encouraging participants to share their personal experiences and genuine attitudes towards bamboo weaving. A total of eight informants were interviewed, including three workshop managers, three craftsmen, two employees from tourism operating companies, and two government agency observers.

The analysis of collected visual art evidence will utilize research methods based on the concept of visualization. Visual elements such as shapes, lines, colors, textures, and lighting will be analyzed to discuss their impact on the relationship between humans and the natural environment (e.g. [3]). The decorative aspects of visual art not only enhance aesthetic value but also symbolize the creators' thoughts, emotions, and values. By comparing similarities and differences through matrices, this analysis will reveal normative symbolism, community aesthetic inclinations, and collective identity.

Supplementary data collection will leverage resources such as the official tourism website of Daoming Bamboo Art Village and the social media platforms of workshops. The widespread use of the internet and social media is integral to information dissemination and cultural promotion. Utilizing online resources ensures comprehensive data collection, reflecting the village's digital presence and outreach efforts. Multiple data sources ensure the reliability and effectiveness of the research findings, providing a thorough understanding of how traditional art contributes to rural revitalization.









## RESULTS

This study elucidates the development and conceptualization of bamboo weaving art installations within the residential settings of indigenous villagers and their intrinsic connection to the natural environment. The design and placement of these installations are deeply reflective of the local surroundings, drawing significant inspiration and creativity from nature. The favorable ecological conditions of Daoming Town, celebrated for its bamboo weaving heritage, have enabled the thriving evolution of this unique art form, highlighting the symbiotic relationship between the community and its natural habitat. This research explores the craftsmanship and

materials involved in creating these installations, along with the operational dynamics and communal roles of family-run workshops that serve as primary production centers. Additionally, the study emphasizes the growing appeal of bamboo weaving art installations to urban audiences, noting their decorative contribution to urban landscapes and the governmental recognition and support for their promotion. Through comprehensive interview data, the study examines the factors driving the growth of the bamboo weaving industry, including changes in aesthetic preferences, urbanization processes, and the influence of governmental policies. These artworks not only express the aesthetic sensibilities and cultural identity of the artisans but also convey ecological insights to viewers, inspiring reflections and aspirations towards natural landscapes. By investigating the intricate interplay between bamboo weaving art installations, the natural environment, local communities, and economic development, this study provides an extensive empirical analysis and theoretical framework, thereby enriching scholarly discourse in this field.

A. The Environment as a Source of Inspiration for Art Installations

TABLE I ART INSTALLATIONS INSPIRED FROM NATURE

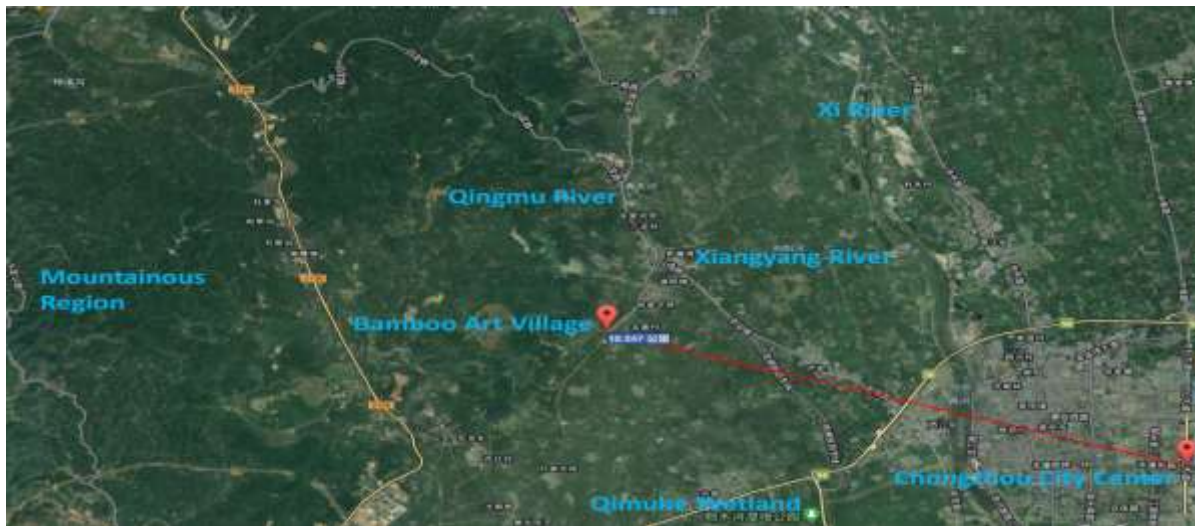
Form of Installations	Natural Objects & Environments	Connection
		<p>The rural locales are positioned within topographies characterized by undulating mountains, which represent a prevalent geomorphologic attribute.</p>
		<p>The regions are endowed with abundant water resources, including expansive wetlands and a multitude of adjacent rivers. To optimize agricultural irrigation, minor watercourses are excavated to divert river flow, circumnavigating residential structures.</p>
	 <p>Source:<a href="https://zhuanlan.zhihu.com/p/395374742">https://zhuanlan.zhihu.com/p/395374742</a></p>	<p>A diverse array of indigenous bamboo species thrives in the region. Bamboo shoots, indicative of the early growth stage of bamboo, emerge from the soil under favorable climatic conditions, serving as a fundamental component of the local culinary repertoire.</p>
	 <p>Source:<a href="httpswww.sohu.com/ma424549137377121">httpswww.sohu.com/ma424549137377121</a></p>	<p>Aquaculture represents a prominent agricultural economic endeavor within the region, with specialized breeding operations conducted in both aquatic reservoirs and rice paddies. Crucian carp stands out as the predominant species cultivated within the local context.</p>

Source: Author’s document, 2023

The local environment acts as a profound catalyst for artistic imagination, enabling individuals to express their aesthetic sensibilities through their creative endeavors. Analyzing the decorative details of bamboo installations

reveals a deep interconnection between the living environment of indigenous villagers and the origins of their artistic creations. This environment inspires craftsmen to incorporate natural motifs as symbolic representations, thereby expressing their cultural identity, emotional states, and cognitive reflections through distinct regional art forms. Bamboo art installations serve not only as aesthetic objects but also as mediums conveying insights about the natural surroundings to audiences. These installations evoke images of undulating mountain landscapes, murmuring streams, seasonal fields, and diverse forest flora and fauna. Such elements collectively inspire the conception and execution of bamboo art installations, which are prevalent throughout the locale, each design reflecting specific environmental elements, as shown in Table 1.



Situated southwest of the Chengdu Plain, the Bamboo Art Village nestles beside the imposing mountainous terrain to the east. Numerous streams cascade from these mountains, depositing sediments and creating flat terrains highly conducive to agricultural activities. The local climate is temperate, with abundant water resources, making it an ideal locale for the cultivation of crops and bamboo in Fig. 1. These exceptional environmental attributes have instilled a sense of confidence and optimism within the local community. Over generations, inhabitants have perpetuated an agrarian lifestyle, fostering a symbiotic relationship among people, community, and nature.





Source: <http://www.wxno.comsichuanchongzhou-daoming>

Fig. 1: Cartographic Representation of Daoming Bamboo Art Village and Vicinity in Chongzhou County

TABLE II COMMUNITY ENVIRONMENT

	
<p>Source: R1/F/36,a employees in tourism operating company</p>	<p>Source: R1/F/36,a employees in tourism operating company</p>
<p>Residential dwellings are dispersed across agrarian landscapes, where courtyards, cultivated plots, and bamboo groves intertwine.</p>	<p>Local celebration during blossoming of rapeseed flowers in spring</p>

	 <p>Source: Xzp/M/38,a employees in tourism operating company</p>
<p>Bamboo weaving artifacts outside a resident's self-built house</p>	<p>Government-funded standardized refurbishment of residents' dwellings utilizing dark-blue bricks and tiles.</p>

Source: Author's document, 2022

This relationship is reflected in their adaptive agricultural practices and profound gratitude towards nature. Clues to this intricate relationship are discernible within the bamboo art installations. The clustered layout of residential structures epitomizes the harmonious coexistence between the community and the natural milieu, highlighting the community's diverse character. Preserving these distinctive features is essential for maintaining rural culture, as shown in Table 2.

According to K. Fang and Y. Luo, government officials in Daoming Town (personal communication, January 14, 2022), governmental support for the preservation of local culture is substantial. Since the initiation of the Bamboo Art Village landscape project in 2017, efforts to refurbish residential dwellings and surrounding environments have prioritized retaining their original characteristics to the greatest extent feasible. Most structures, thoroughfares, and cultivated plots in the village continue to serve their original purposes, demonstrating a profound reverence for both the local community and natural ecosystems in Table 2. This strategy facilitates the maximal safeguarding of the natural sources of creativity, thereby perpetuating the unique attributes of rural culture and fostering sustainable development.

Interviews with three craftsmen, including S. Zhou (personal communication, March 2, 2022), reveal that topographic features resembling mountains in bamboo art are inspired by the nearby Rootless Mountains, symbolizing the enduring habitation of successive generations of the local community. The configurations of rivers in the art symbolize the Yangtze River and its tributaries, which are vital for local sustenance and economic activities, endowed with considerable hydraulic power. Animal motifs in bamboo weaving include locally reared species and the iconic emblem of Chengdu, the panda. Additionally, marketing personnel L. Ren (personal communication, June 20, 2023) and Z. Xian (personal communication, December 3, 2023) note that botanical patterns in bamboo weaving often draw inspiration from crops cultivated in the surrounding fields. Notably, rapeseed, a significant economic crop extensively grown in the region, signifies a distinctive local festival during its blooming season. Bamboo art installations are strategically positioned within rapeseed fields, harmonizing with the profusion of yellow blossoms to create a captivating landscape, as shown in Table 2.

As evidenced by the data in Tables 1 and 2, decorative artifacts from the local surroundings reflect the attitudes and values of the community. The exceptional natural surroundings confer upon the local populace attributes of confidence, diligence, and dynamism. Alongside agricultural pursuits, residents actively engage in bamboo weaving, meeting production needs and generating supplementary income through external markets. While the functional utility of these bamboo artifacts is paramount, their embellishments convey the craftsmen's reverence for aesthetic principles. Possessing symbolic significance, bamboo art installations adorned with decorative elements epitomize the intimate rapport between nature and the community, evident throughout the Bamboo Art





Village. Local cultural ethos, sentiments, and ideologies find expression and transmission through these artistic endeavors, underscoring the community's reverence for the natural environment. By focusing on these interrelationships, the study enhances our understanding of how environmental context influences artistic production and how these art forms, in turn, contribute to cultural and ecological awareness within both local and broader contexts.

**B. The other Symbolic Visual Elements Representing Nature**

Bamboo art installations intricately integrate elements from the geographical landscape, animals, and plants, thereby manifesting a profound symbiotic relationship between the artwork and the natural world. Through nuanced manipulation of visual elements such as color, texture, and light and shadow, the craftsmen articulate their deep admiration for nature in Table 3.

Typically, bamboo art installations exhibit the natural coloration of bamboo after its verdant outer layer has been removed. Following the elimination of the surface greenish resin and subsequent processes involving boiling and sun-drying, the inner core reveals a subtle, pale yellow hue. According to workshop manager Z. Ding (personal communication, January 16, 2024), traditional bamboo crafting methods often included techniques like baking and lacquering to impart a rich, deep brown patina, evoking a sense of antiquity. However, these methods are now infrequently used in bamboo art installations. Beyond the cost considerations of these processes, the natural light yellow coloration is perceived as more conducive to spatial decoration. Large-scale artistic installations are used to embellish environmental spaces, necessitating the synchronization of color schemes with the surrounding milieu. Occasionally, they are juxtaposed with floral, botanical, and arboreal elements to create a more harmonious and cohesive scene.

TABLE III VISUAL ELEMENTS SYMBOLIZING NATURE

			
Color	Texture 1	Texture 2	Light and Shadow
Pale yellow tone, mirroring the inherent natural coloration of the raw material.	Chaotic interplay of interweaving and stacking	Exhibiting longitudinal and lateral extensions oriented specific orientations	Loosely woven single layers to induce the formation of hollow spaces

Source: Author's document, 2022 and 2023

The texture of bamboo art installations commonly presents in two primary types: chaotic interweaving and stacking, and longitudinal and lateral extensions oriented in specific directions. The chaotic interweaving texture arises spontaneously in a stochastic manner, modulated by layer stacking to regulate thickness, making it a prevalent and straightforward technique. In contrast, the longitudinal and lateral weaving technique yields a dynamic texture effect but requires greater reliance on shape design and advanced weaving proficiency. The selection of the appropriate texture depends on the specific design requisites of each installation. This information was provided by workshop managers H. Wang and L. Yang (personal communication, March 2, 2022).

Workshop manager Z. Ding (interview, January 16, 2024) noted that the interplay of light and shadow originates from the inherent crevices formed by diverse weaving techniques of bamboo strips. Occasionally, deliberate design generates larger apertures, facilitating audiences' passage. Craftsmen can manipulate natural light and



shadows by adjusting the size and configuration of these void spaces. The perceptual experience is enriched through the dynamic interplay of light and shadow, potentially evoking distinct spatial sensations with changes in position. According to company operation personnel Z. Xian (interview, December 3, 2023), designers have integrated expansive bamboo art installations reminiscent of gateways within the central cultivated area of the Bamboo Art Village. This design feature allows visitors to enter and exit, thereby altering their vantage points. Visitors to this locale experience a remarkable sensory encounter as they contemplate the bamboo art installations from various perspectives, offering insights into the contours of the artworks and panoramic views of the surrounding landscape, thus leaving a lasting impression.

C. The Nature in Raw Materials and Traditional Craftsmanship

The raw material for bamboo weaving relies extensively on local flora, with bamboo cultivation intricately linked to the prevailing natural climate and forestry practices of the region. While small-scale bamboo weaving endeavors necessitate modest material quantities, often obtained through restrained harvesting practices in residential vicinities, large-scale bamboo art installations demand substantial material volumes, prompting workshops to acquire bamboo from the neighboring mountainous forests.

TABLE IV PREPARATION PROCESSES OF BAMBOO WEAVING MATERIALS

			
1	2	3	4
(1) Delaminating of the green epidermis from fresh bamboo culms using a knife; (2) Cutting of bamboo culms to specified lengths, smoothing saw kerfs; (3) Uniform splitting of bamboo culms into segments of equal size; (4) Abrasion and refinement of bamboo strips to achieve desired thinness;			
			
5	6	7	8
(5) Exposure to sunlight for mold and pest mitigation; (6) Stratification of bamboo strips with selection and retention of outer layers; (7) Subsequent subdivision of bamboo strips for desired dimensions, ensuring uniform width; (8) Implementation of weaving on metallic templates			

Source: Author’s document, 2022 and 2023

Insights from craftsmen Y. Chen (personal communication, June 20, 2023), J. Zhao (personal communication, June 25, 2023), and S. Zhou (interview, March 2, 2022) underscore that the principal raw materials for bamboo weaving predominantly encompass two- to three-year-old Moso bamboo, *Pleuroblastus amarus*, and striped bamboo, plentifully available in the surrounding woodlands proximate to Daoming Bamboo Art Village. As

bamboo matures, it progressively develops greater thickness, resilience, and durability, rendering it highly suitable for bamboo art installations. Typically, bamboo harvesting during winter is preferred over summer, as winter-harvested bamboo naturally possesses pest-resistant properties, obviating the necessity for supplementary pest control measures such as boiling. This natural resilience not only mitigates labor costs but also enhances the sustainability of labor-intensive bamboo weaving endeavors.

Table 4 delineates the procedural framework for the preparation of bamboo weaving raw materials, a process predominantly reliant on manual labor and traditional implements. Insights from craftsmen Y. Chen (interview, June 20, 2023), J. Zhao (interview, June 25, 2023) and S. Zhou (interview, March 2, 2022) elucidate pivotal stages encompassing bamboo harvesting, subsequent removal of the green skin, uniform splitting of bamboo culms, scraping and thinning of bamboo strips, pest and mold control via boiling and sun-drying, culminating in the selection and retention of the outermost layers. These manual processing techniques constitute the foundational steps in the preparation of bamboo weaving materials.

The crafting of bamboo art installations follows traditional household-based manufacturing practices, reflecting a symbiotic relationship between humans and the environment. Family workshops, functioning as manufacturing hubs, are predominantly overseen by household heads who enlist several to numerous local artisans to collectively undertake the crafting of bamboo art installations, with kin and neighbors constituting the primary labor pool. In Daoming Town, the vast majorities of residents aged 40 and above possess familiarity with bamboo weaving techniques, forming the workforce for craftsmen employed by workshops. Family workshops not only partake in production activities but also uphold familial and kinship ties, operating with a methodical and sophisticated division of labor. Roles within the workshop are delineated, with individuals assigned to tasks such as product design, raw material preparation, weaving and assembly, financial management. Crucial functions like marketing and financial administration are typically delegated to the most trusted family members. Bamboo weaving, an ancient craft exclusively dependent on manual tools, requires the utmost skill from craftsmen. Currently, locally crafted bamboo weaving commodities encompass two primary categories: expansive bamboo art installations and diminutive bamboo handicrafts. While small-scale bamboo handicrafts are typically within the purview of women, the fabrication of large-scale bamboo art installations often necessitates collaborative efforts among robust male craftsmen. A judicious division of labor between male and female family members is imperative. Workshop managers are held to exacting duties, requiring advanced proficiency in bamboo weaving techniques, as well as the capacity to conceptualize designs tailored to consumer preferences and coordinate production operations. The foregoing insights were gleaned from interviews conducted with three family workshop managers.

The artisanal tradition of production and the operational model of family workshops are both products of the symbiotic relationship between the community and the natural environment. Despite the considerable costs associated with these labor-intensive processes, urban admiration remains steadfast. According to Workshop manager Z. Ding (interview, January 16, 2024), small bamboo art installations spanning up to 20 meters typically range in price from 100,000 to 200,000 RMB, while larger installations measuring several tens of meters often exceed 500,000 RMB. In such a market, customers seeking customized orders predominantly frequent bustling malls and renowned tourist destinations. The market's fervor yields significant economic benefits, providing substantial encouragement for bamboo artisans. This fervor also contributes to the consolidation and reinforcement of local culture and collective identity, while the growth of tourism and creative industries further stimulates the revitalization of rural areas.




#### D. The Impact of Audience on Community Aesthetic Inclinations




The insights provided by the three managers Z. Ding (interview, January 16, 2024), H. Wang and L. Yang (interview, March 2, 2022) of bamboo weaving workshops have been pivotal in elucidating the outcomes of this section. Presently, bamboo weaving products widespread acclaim, a stark contrast to its near neglect two decades prior. Their insights proffer three rationales for this paradigm shift. Foremost among them is the socioeconomic milieu of the audience, wherein epochs fixated solely on material exigencies engendered scant enthusiasm for crafts imbued with spiritual connotations. Furthermore, urban demographics emerge as the primary constituency, with the advent of urban industrialization prompting a quest for solace, while the post-industrial era catalyzes a resurgence of traditional crafts such as bamboo weaving among audiences. Lastly, the governmental role


warrants attention, as diverse policy measures have been instituted to foster economic development along eco-friendly trajectories, thereby precipitating unprecedented emphasis on the rejuvenation of rural economies.

For example, workshop manager Z. Ding (interview, January 16, 2024) claims that audience perspectives exert a significant influence on the industrial advancement of Daoming bamboo weaving. During the late 19th century, when the local urban populace was not yet affluent, there existed negligible demand for handicrafts. The level of economic development plays a determinant role in the viability of crafts such as bamboo weaving in the market. Workshop manager L. Yang (interview, March 2, 2022) further observes that diverse regions across China have approached her workshop to articulate demand for bamboo weaving products, particularly in coastal regions, contrasting with the absence of such interest in the Northeast region. This underscores the profound impact of economic development on audience aesthetic inclinations. In accordance with the prevailing status of regional economic development in China, coastal areas indeed hold a preeminent position in economic progress, while the economy of the Northeastern provinces exhibits a conspicuous decline.

TABLE V AESTHETIC INFORMATION CORRESPONDING TO VISUAL ELEMENTS IN BAMBOO ART INSTALLATIONS

Bamboo Installations	Art	Visualization Elements	Code	Information on Aesthetic
		<p>Dimensions: 5x0.8x1.3 metres</p> <p>Shape: mountain</p> <p>Color: primary Color, light Yellow</p> <p>Texture: extending with undulating highs and lows, interweaving vertically and horizontally</p> <p>Light and shadow: single-layered, hollowed</p>	Mountains, water, and reflections, the space between heaven and earth, nature and environment	Decorative objects of geographical formations. The morphology of the horizon represents an omnipresent environmental element, symbolizing not only mountains but also the presence of water bodies and their reflections. Geography holds significant aesthetic value.
		<p>Dimensions: 4x3x3 meters</p> <p>Shape: flowing water, entwining</p> <p>Color: primary color, light yellow</p> <p>Texture: extends parallel to dynamic directions</p> <p>Light and Shadow: single-layered, preserving joint crevices;</p>	water, flow, entwine, graceful, natural and environment	Decorative objects of geographical formations. The shape and texture symbolize the flow of water, extending directionally intertwined with the surrounding trees. The integration of the environment and the installation pursues dynamic beauty and gracefulness.
		<p>Dimensions: 3x3x6 meters</p> <p>Shape: Bamboo shoots, from bottom to top</p> <p>Color: primary color, light yellow, with red spherical decorations</p>	Bamboo shoots, sprouting, bamboo elements, continuous vitality, abstract	Decorative objects of plant morphology. Lively vegetation embodies the resilience of life. Bamboo shoots represent the new growth form of bamboo, characterized by a tapering shape from large to small, with layers of outer skin extending

<p>Symbolic Meaning: new life, vitality</p>	<p>Texture: interwoven, parallel spirals</p> <p>Light and Shadow: single-layered, hollowed</p>		<p>upward. The installation also incorporates three spiral structures resembling DNA, mimicking the outer skin structure of bamboo shoots from bottom to top. People admire the vitality of nature and celebrate its unwavering resilience.</p>
 <p>Symbolic Meaning: vitality</p>	<p>Dimensions: 5x5x4 meters</p> <p>Shape: spreading out tree canopy</p> <p>Color: primary color, light yellow</p> <p>Texture: various flat woven patterns</p> <p>Light and Shadow: single-layered, hollowed</p>	<p>Plants, canopies, trees, abstract</p>	<p>Ornamental representations of plant morphology reflect an aspiration towards the vitality inherent in botanical life. Using bamboo weaving techniques, tree leaves converge to form a spreading out tree canopy, utilizing diverse patterns to articulate the significance of biodiversity.</p>
 <p>Symbolic Meaning: reproductive worship, abundance, wealth</p>	<p>Dimensions: 10x2.5x5 meters</p> <p>Shape: fish</p> <p>Color: primary color, light yellow</p> <p>Texture: mimicking fish scale patterns</p> <p>Light and Shadow: multi-layered, dense</p>	<p>Fish, fisheries, common fauna, distinctive cuisine, authenticity</p>	<p>Ornamental representations of animal morphology. Fish, as aquatic organisms, represent an integral component of aquatic ecosystems. The installation strives to faithfully replicate the genuine morphology and texture of fish, symbolizing the inherent authenticity of natural entities. Locally abundant, fish serve as prevalent ingredients, reflecting an aspiration for an enhanced quality of life.</p>
 <p>Symbolic Meaning: reproductive worship, spiral patterns, infinite</p>	<p>Dimensions: 4x1.5x2.5 meters</p> <p>Shape: snail</p> <p>Color: primary color, light yellow</p> <p>Texture: simulating spiral patterns, intersecting longitudinally and horizontally along dynamic directions</p> <p>Light and Shadow: multi-layered, single-layered</p>	<p>Insects, greenery, authenticity</p>	<p>Decorative object of animal morphology. Snails are commonly found in green environments and closely linked to climate and weather conditions. The installation strives to closely resemble the most authentic appearance of a snail in both form and texture, expressing the authenticity of natural objects.</p>

 <p>Symbolic Meaning: doorways, hope, new opportunities</p>	<p>Dimensions: 5x5x3 meters</p> <p>Shape: stone house, cavities</p> <p>Color: primary color, light yellow</p> <p>Texture: chaotic and random</p> <p>Light and Shadow: large hollows, single-layered hollowed</p>	<p>Portals, cavities, visitors, ingress, egress, interaction, integration with the environment</p>	<p>Decorative objects resembling stone houses and cavities. Large doorways allow visitors to enter and exit, integrating surrounding houses and fields with the installation. Spectators engage in interaction with the installation through ingress and egress, enriching their experience. Community environments hold significant aesthetic value.</p>
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Source: Author’s document, 2022 and 2023

Analyzing order data provided by workshop managers and craftsmen unveils that the majority of bamboo weaving installations are situated in three distinct contexts: agricultural, furniture, and floral exhibitions; outdoor plazas and market hubs within expansive shopping complexes; and urban landmarks. These locales share salient features, notably dense urban pedestrian traffic. The rationale behind sitting these installations is overt – to captivate audiences through the visual forms and symbolic representations of bamboo weaving, thereby prolonging their stay and fostering increased consumption. This partly validates the allure of bamboo art installations among urban audiences, who harbor a nostalgic reverence for and appreciation of elements within the natural environment. Workshop manager H. Wang (interview, March 2, 2022) discusses the materials utilized in exhibition spaces, highlighting the waning popularity of industrial substances like reinforced concrete, while emphasizing the favorability of bamboo as a novel and eco-friendly material for bamboo weaving installations. Beyond its environmental credentials, bamboo possesses notable pliancy and durability compared to conventional materials, facilitating diverse molding and shaping exigencies.

All three workshop managers Z. Ding (interview, January 16, 2024), H. Wang and L. Yang (interview, March 2, 2022) affirm the pivotal role of governmental intervention in shaping audience aesthetic inclinations. They underscore that a substantial portion of the installation orders received by their workshops emanate from diverse local government entities, particularly during commemorative events or festive periods, wherein bamboo art installations are employed to embellish prominent urban locales. Owing to governmental guidance, various other societal and commercial entities are also prompted to commission installations. According to proved from observers of government agencies K. Fang and Y. Luo (personal communication, January 14, 2022), the government offers a plethora of incentives aimed at fostering the development of bamboo weaving family workshops, with preferential provisions regarding land and housing usage being paramount among them. Additionally, measures such as the establishment of geographical indication protection and standards for bamboo weaving craft products serve to distinctly denote their provenance. Such initiatives hold considerable significance in safeguarding traditional and indigenous cultural heritage.

It is imperative to recognize that the advancement of the bamboo weaving industry is intricately linked with market exigencies. Individuals dependent on this industry for sustenance are obliged to integrate the requisites of both their audience and clientele into the process of product development. Workshop managers, in particular, assume multifarious roles as they operate as both artisans and entrepreneurs. Empirical evidence from interviews underscores their heightened perceptiveness towards audience aesthetic inclinations, with their endeavors consistently aligning with the prevailing aesthetic inclinations of the audience.

Functioning as aesthetic and symbolic produces, art installations derive their efficacy from their capacity to evoke aesthetic appreciation and convey symbolic meaning. Insights gleaned from representatives Z. Xian (interview, December 3, 2023) of in tourism operating company situated within Bamboo Art Village highlight

the dual origins of the following garnered by bamboo art installations. Primarily, the emulation of Daoming bamboo weaving by other bamboo weaving production centers has progressively elevated bamboo weaving installations to emblematic representations of reverence towards nature, thereby consolidating their constructive influence in fostering collective cultural identity. Moreover, the ascendancy in popularity of bamboo art installations, particularly for adorning commercial spaces within prominent urban centers, notably Chengdu, a metropolis, underscores their growing prominence. During the 2020 Spring Festival, Daoming bamboo weaving was enlisted to embellish the thoroughfares of the esteemed commercial enclave, Sino-Ocean Taikoo Li Chengdu, with vivid depictions of natural elements. These representations effectively resonate with urban spectators' aspiration to transcend industrialization and alleviate stress, thereby aligning with their yearning for communion with nature and rural lifestyles.

## CONCLUSION

The discussion and conclusions of this study reflect profound insights derived from the analysis of the cultural significance of bamboo weaving in Daoming Bamboo Art Village. The findings illuminate how the reverence for natural beauty embedded in traditional art influences cultural preservation, economic development, and rural revitalization, while also underscoring the broader implications of this case study.

On one hand, the research delves into the community perspective. The outcomes articulate the substantial influence of the local environment on stimulating creative imagination, manifested through the aesthetic appreciation in bamboo art installations. Detailed analysis of the decorative elements and visual components in bamboo weaving installations reveals that the local villagers' living environment is intricately connected to their creative process, serving as a wellspring of inspiration. The formation of bamboo art installations is informed by the villagers' imaginative interpretation of geographical and botanical elements, directly reflecting the relationship between the artwork and nature, as well as a deep-seated reverence for the natural world. The primary raw material for bamboo weaving is sourced locally, with its growth being influenced by the region's natural climate and forestry practices. Bamboo harvesting must align with seasonal cycles, and the preparation and weaving of materials, typically conducted in family workshops, represent the craftsmen's dedicated manual creativity.

On the other hand, the study reflects the audience's perspective within the community. According to workshop managers, bamboo weaving art has garnered significant acclaim in recent years, a trend closely linked to economic conditions, urbanization, and a renewed appreciation for traditional culture. Government environmental policies also play a crucial role in supporting rural economic revitalization, thereby fostering the revival of bamboo weaving art. Consequently, a favorable external environment for the resurgence and revitalization of traditional Chinese handicrafts in contemporary society has been established.

### A. Adherence to Natural Beauty

The adherence to natural beauty in art holds profound significance and value for human society by enhancing individuals' aesthetic experiences and cognitive capacities regarding nature, shaping their proactive life attitudes and values, and fostering the development and progress of societal culture. Artworks, through their portrayal and expression of natural beauty, elevate individuals' aesthetic experiences and cognitive levels. Such aesthetic encounters not only evoke feelings of awe and affection towards nature but also prompt individuals to cherish and conserve the natural environment. Artistic forms serve as conduits for communication, facilitating the exchange and amalgamation of societal culture while amplifying emotional resonance and identity. Moreover, the functionality of art is manifested in shaping individuals' life attitudes and values. The messages conveyed through the beauty of nature in artistic works often instill in viewers a sense of reverence for nature and life, guiding them towards embracing a simplistic and natural lifestyle. Such values undoubtedly inspire the creation of similar artworks, fostering a reciprocal process that garners admiration in modern society. The modern societal endorsement of environmentally friendly and sustainable lifestyles further propels the advancement of societal culture.

The bamboo art installations in the Daoming community exemplify the intimate connection between the community and the natural environment, showcasing the inherent value of traditional artistic forms. Bamboo

installations within urban landscapes employ natural elements for symbolic representation or suggestion. The utilization of natural elements as sources of creative inspiration, crafted through traditional artisanal techniques by hand, reflects individuals' attitudes towards both nature and community, elucidating the harmonious relationship existing between the community and the natural environment. The community's perception of natural beauty predominantly pursues authenticity. Craftsmen often emphasize the replication of reality in their works, and a portion of the audience evaluates products based on this criterion of authenticity. The proximity to reality is employed to interpret this beauty of nature.

## B. Cultural Preservation and Heritage

The results of this research elucidate how the traditional artistic form of bamboo weaving serves as a tool for local cultural preservation and dissemination. Symbolic expressions embodied in each bamboo art installation articulate unique narratives of community history, values, and aspirations, as interpreted by the community and communicated to diverse audience groups. Through the production and consumption of these products, local culture perpetuates, fostering a sense of continuity and shared identity. The interaction between craftsmen and audiences plays a crucial role in the process of cultural preservation. Audience attitudes also influence community aesthetics, with strong audience interest and admiration undoubtedly reinforcing community culture and collective identity, yielding positive outcomes through reciprocal interaction. Traditional rural culture, sustained by such interactions, continues to thrive, ensuring the continuity of intergenerational connections between local residents and audiences.

## C. Economic Development and Cultural Tourism

The impact of bamboo weaving in Daoming Bamboo Art Village on economic development and the creative industry is evident from the commendations and feedback received from tourists and visitors. The market reach of bamboo art installations spans across major cities in China, where commercial spaces of significance are adorned with the natural forms of bamboo art installations. This purposeful commercial guidance serves as a construct of consumer culture. Tourists from various urban areas flock in abundance, pausing to cherish moments before departing with memories and emotions. This diversified industrial development not only augments rural income but also elevates it to a renowned cultural tourism destination. This case underscores the importance of utilizing local cultural assets to create unique identities and attract tourists. Local craftsmen and workshop managers in Daoming Bamboo Art Village leverage their skills and cultural resources to develop unique products and experiences that appeal to both domestic and international markets, thereby fostering the growth of the creative economy. Particularly, workshop managers, who often assume multiple roles, are required to possess a heightened sensitivity to market aesthetics compared to traditional craftsmen and may even need to adopt a more business-oriented perspective. More precisely, they serve as indispensable intermediaries between art and the market. By promoting Daoming Bamboo Art Village as a cultural hub for bamboo weaving art, local governments and stakeholders are capitalizing on the village's traditional culture, thereby enhancing its visibility and competitiveness in the tourism market, consequently propelling economic development and sustainable growth in the region. The influence of bamboo weaving art in Daoming Bamboo Art Village transcends the realm of cultural preservation, encompassing economic development and the creative industry, thereby highlighting the interconnection between culture, tourism, and economic prosperity in contemporary society.

The case study of Daoming Bamboo Art Village offers broader insights for rural communities facing similar challenges such as economic downturns and cultural erosion. The success story of this village serves as a blueprint for how cultural heritage can act as a catalyst for revival. By embracing their cultural characteristics and promoting them through innovative strategies, rural communities can not only preserve their traditions but also drive sustainable economic development. Unlike previous endeavors primarily aimed at catering to tourists and audiences, the creators of artistic installations, such as bamboo weaving, exhibit a more direct expression of their identification with and confidence in local culture. Bamboo art installations reflect the characteristics of the local community, showcasing the diversity of flora and fauna, the use of natural and environmentally friendly materials, as well as a reverence for natural colors and forms. Sustainable and eco-friendly bamboo weaving production is a crucial livelihood for the community, and these knowledge and skills are passed down through familial connections, maintaining unique local culture and identity amidst mutual influences and changes in modern lifestyles. This research underscores the transformative power of traditional cultural art forms in shaping

the development trajectory of rural communities, offering valuable insights for policymakers, practitioners, and researchers. As communities worldwide seek to balance tradition with progress, Daoming Bamboo Art Village stands as a shining example of how leveraging traditional culture can create a brighter future for rural communities. From the perspective of cultural and artistic research, the Daoming Bamboo Art Village exemplifies how traditional art forms can be revitalized to address contemporary challenges. The village's approach highlights the importance of cultural heritage in fostering community resilience and sustainable development. By integrating traditional practices with modern economic strategies, Daoming Bamboo Art Village not only safeguards its cultural legacy but also enhances its economic vitality. This case demonstrates the potential of cultural art forms to serve as instruments of social and economic renewal, providing a model for other rural communities striving to preserve their heritage while achieving sustainable growth.

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