

# Practice of Creating Urban Public Space Cultural Atmosphere in Xi'an Chanba Ecological Area

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**Abstract:** Xi'an is an ancient historical and cultural city. In the process of building a national central city and an international metropolis with historical and cultural characteristics, it needs not only strong economic and technological support, but also the construction of its urban cultural atmosphere as an important image of Xi'an. Cultural atmosphere is the spiritual style of traditional culture, ideological character and behavior habit of a city. With the development of world culture and the change of people's life style, cultural atmosphere has become the key element of a city. The emphasis of creating the cultural atmosphere of urban public space in Xian Zhanba Ecological Zone is to mold the cultural theme of urban public space in accordance with the characteristics and attributes of different regions, aiming at the objects of urban public art, urban furniture and environmental art, and to use the cultural style of artistic design and the systematic design method of classification to embody it. The ecological characteristics of the Chan Ba ecological zone are "ecological, international and modern". Through systematic transformation and construction, the public space, public environment, public facilities and other software and hardware environment in the overall image of the Chenba Eco-Zone will be gradually upgraded, the cultural construction will be strengthened, the cultural image will be enhanced, the cultural soft power will be strengthened, and the cultural influence and external popularity of the Chenba Eco-Zone will be expanded, and the city will be promoted. Comprehensive and harmonious development.

**Keywords:** Chanba Ecological Area, Urban Cultural Atmosphere, Public Art, Urban Furniture

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## 1. Introduction

Cultural atmosphere is an essential channel to show the cultural thoughts, sophistication, character and symbol of a city. It is an external expression of the essence, influence and overflow effect that the urban spirit implies. It also directly reflects the cultural needs of people to feel, experience and enjoy intuitively [1].

As one of the seven priority development zones in Xi'an, the Chanba ecological area holds an important position in the national strategy. It is the first national ecological area, the national pilot area for the protection and restoration of aquatic ecosystem, and the national green ecological demonstration area in the northwest. In 'the Belt and Road' initiative, the way to highlight the unique temperament and shape an ecological,

international, and modern city image is one of the most important issues in speeding up the construction of the Chanba ecological area in the future.

## 2. Systematic Framework for Creating Urban Cultural Atmosphere

The creation of urban cultural atmosphere is a systematic project in which hardware and software are two essential parts. The hardware includes urban morphology, urban layout, urban architecture, urban road, landscaping, public art, urban furniture and environmental art, etc. While the software is related to urbanites' behavior, citizen's manners, urban civilization, group activities, and urban government image, etc.

The cultural atmosphere of urban public space in the Chanba ecological area is aimed at urban public art, urban furniture, and environmental art, etc. The cultural themes of the urban public space are to reflect the urban characteristics with ‘ecological, international, and modern’, which are determined by the cultural style of the art design, the sub regional classification and the systematic plan, in accordance with the characteristics and attributes in different regions [2].

### 3. Topic-Based Urban Space Public Art System

#### 3.1. Public Art Themes of Urban Division Space

According to the urban functional division, different city groups also show in different landscape styles. There are 9 public art theme zones in the Chanba ecological area.

**Table 1.** The theme zones of space public art system in the Chanba ecological area.

Urban functional divisions	Group functions	Public art theme zones
Cultural group of finance	To create a national green financial test area	‘The world of numbers’ and ‘logical network’
Cultural group of consulate	The core area of international exchange which integrates consular office, international business, and international culture	‘Understanding and communication’
Cultural group of international economy and trade	The ‘Museum of the Western Conference and Exhibition’ which integrates conferences, exhibitions, tourism and commerce	‘Window of the World’ and ‘Integration’
Cultural group of eco-wetland	Chanba National Wetland Park	‘Man and Nature’, ‘Ecological Paradise’ and ‘Water City’
Cultural group of creation	Chanba hackerspace which integrates the cultural and creative industry incubator, exhibition, display and sales	‘Smart Space’ and ‘Wisdom Sparks’
Cultural group of Sport and wellness	A characteristic industrial park which integrates medical care, pension, and leisure	‘Sunshine Bay’ and ‘Heaven and Earth’
Cultural group of World Expo	Expo Cultural experience park	‘World Garden’, ‘Tianren Chang’an’ and ‘Creative Nature’
Cultural group of Snowy willow catkins of the Ba Bridge (Ba liu feng xue)	The landmark cultural landscape along the Ba River	‘Long Pavilion Ancient Road’ and ‘Snowy willow catkins of the Ba Bridge (Ba liu feng xue)’
Cultural group of Yingchun	The landmark cultural landscape along the Chan River	‘Landscape Courtyard’ and ‘Spring Waterfront’

#### 3.2. Situational Experience of ‘Time-Space Dialogue’

Sculpture is the main form of public art. There is a single and unidirectional relationship between artworks and viewers, which is viewed as ‘passive interaction’ in traditional sculptures. However, interactive sculpture attracts the participation of aesthetic objects. The change of work form and color is decided by the participants which in order to make contacting works into a high fun experience [3-4].

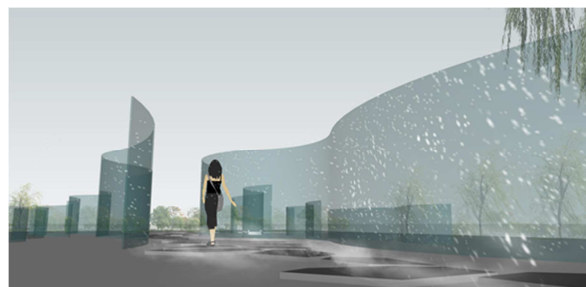
In the practical process of creating the cultural atmosphere of urban public space, the design of ‘interactive functional space and public art’ is emphasized, which fully exhibits the communication between human and nature, the integration of science and technology with the eastern and western cultures, and the dialogue between traditional and modern ideas, and then to provide a situational experience of ‘time-space dialogue’ [5-6].

The public art that combines the elements of light, sound, and vision with scientific and technological means will be innovatively integrated in the themes of ‘Snowy willow catkins of the Ba Bridge (Ba liu feng xue)’, where people can feel like they are in catkins, and enjoy the beautiful scene in it. The auto sensor will turn on the fully transparent LED displayer and reproduce ‘Snowy willow catkins of the Ba Bridge (Ba liu feng xue)’ when people walk in, just like you are in a special movie theater. It is really a wonderful experience that combines the virtual scene with the real scene. What’s more, the transparent displayer can also transform different scenes like the peach blossom in

peach-blossom islands which is beautiful and gorgeous, rendering a romantic and dreamlike scene. The past static, passive and ornamental landscape devices are replaced by dynamic, active, and experienced landscape devices, which can fully mobilize the dialogue between the people and the landscape environment, and bring users closer to the designer.



**Figure 1.** In Peach-Blossom Island.



**Figure 2.** Snowy Willow Catkins of the Ba Bridge (Ba Liu Feng Xue).

#### 4. To Guide Public Furniture Design by Highlighting Regional Culture and Ecological Concept

Urban public furniture is an important part of the urban landscape. In addition to its own functions, the urban public furniture must also reflect its culture and imagery. The cultural creativity and visual imagery of urban public furniture directly affect the planning quality of the urban overall space [7-9]. Although these facilities are small in size, they are closely

related to the public's life, cultural quality and urban landscape concept which are inseparably and faithfully reflected in a city's economic development and cultural level. With the development of society, people's lifestyle, ways of thinking and communication are constantly changing. People are eager for a modern material civilization and also eager to nourish spiritual civilization. The humanized design of urban public furniture not only brings people the convenience of life, but also meets the needs of people's social respect. Moreover, people will be comfortable and leisure consciously, and transform it into the eternal pursuit of beauty from the pleasures of physical life.

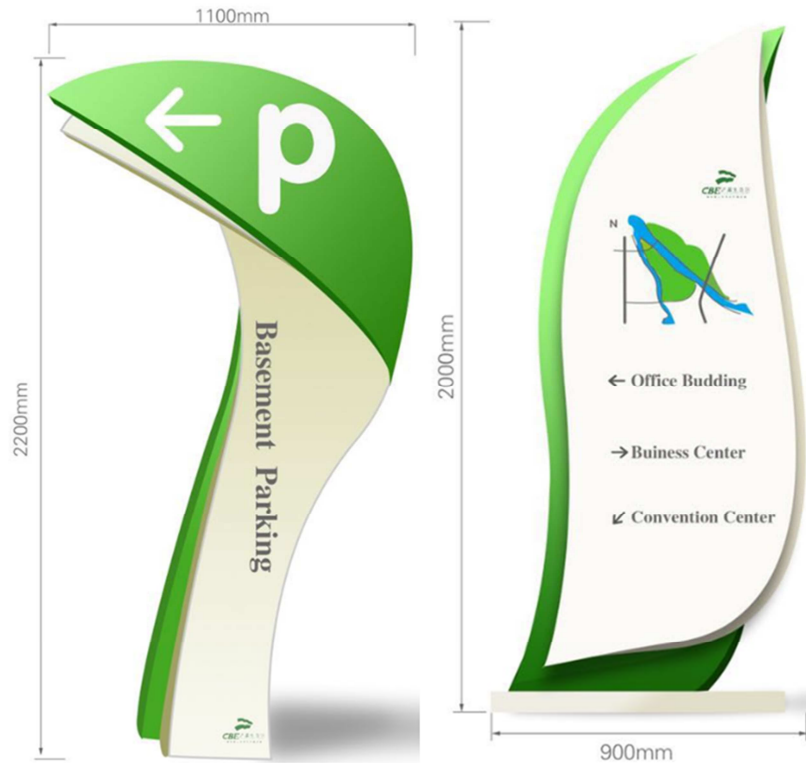


Figure 3. Baliu Guide Plate.

Urban public furniture design needs to combine with urban cultural themes. The extraction of representative cultural elements are from Baliu (willow catkins of the Ba Bridge), Chanba, Banpo and Yingchun, which are designed and used for the public facilities in the well cover, street lamp, garbage bucket, bus platform, subway and urban guidance system. For example, the 'Baliu culture' is an element that embodies tradition and characteristics, which conveys both the traditional culture and the ecological nature in the design of guide signs and landscape lights. The shape of the guide signs is represented by the overlapping of different stream lines to express the graceful posture of the willow leaf. Meanwhile, the landscape lights are integrated with the elements of Chanba water, which can reflect the characteristics of Baqiao culture better.

In the design of the park's toilet guide, the 'human face fish bowl' pattern of the Banpo culture is extracted as an element to establish contact with the visitors, strengthen the connection between the humanities and the nature. It brings visitors joy in the process of Eco-tourism excursions.

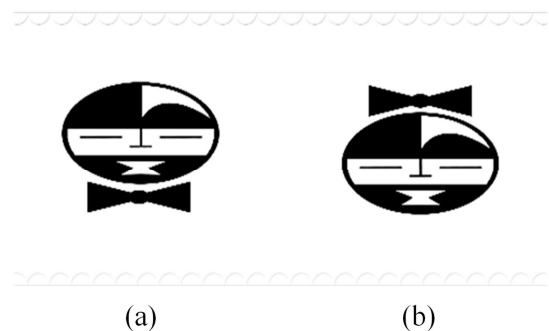


Figure 4. (a) Men's Toilet, (b) Ladies' Toilet.

#### 5. To Formulate a 'Cultural Chanba 2020' Action Plan

Focusing on the requirements for the development of 'ecological, international, modern, and urbanization' in the Chanba ecological area, the integration and development

strategy of culture and commerce, tourism, transportation, science and technology are actively implemented. Moreover, a new cultural concept, perspective and measure will be carried out to promote the creation of a strong urban cultural atmosphere [10]. The following are the key projects that are stressed to create a cultural atmosphere of the city:

(1) 'Two Rivers and Four Banks' Waterfront Cultural Landscape Corridor Project

Taking the waterfront 'green road' loop line, Cultural landscape squares, green gardens and other constructions as the main body, the 'Two Rivers and Four Banks' waterfront cultural landscape corridors have been constructed.

(2) Project of 9 Characteristic Cultural District Cultural Landscape Streets

Through the implantation of appropriate characteristic cultural themes, the unique cultural atmosphere of each functional area is created with theme sculptures, landscape pieces, street furniture, landscaping, waterfront landscapes, paving areas, green buildings, and wall reconstructions.

(3) Landscape System Construction Project of City Open Public Space

There are eight new entrances and exits landscape node such as Xinzhu and Matengkong. Besides, 10 comprehensive cultural squares and 24 community-level greening gardens are constructed. And the bridges in the area are transformed.

(4) To Perfect the Visual System of City Image

The creation of a unified city image is to unify the design and construction of urban sculpture systems, city guidance systems, public art landscape facilities, environmental labeling systems, transportation service facilities, information facilities, sanitation facilities, and so on. In order to integrate into cultural elements organically, it is significant to strengthen the cultural display of commercial agglomeration areas, and use various commercial activities and marketing platforms. The cultural elements include art exhibitions, performing arts, intangible displays, and group activities. Besides, it is necessary to strengthen the cultural style design and layout of public areas such as street light boxes, street lamps, public chairs, flagpole advertisements, and shop windows in major neighborhoods.

(5) To Organize Cultural activities with Urban Characteristics

There are a series of events such as the Spring Lantern Festival, Shangsi Festival Prayer Meeting, Wetland Music Festival, Mass Performing Arts Competition, Mass Culture Festival, Silk Road Cultural Festival, China-Europe Art Biennale, European Symphony Orchestra, and other events in every quarter. And there are scenes where outdoor events are organized every month.

(6) To Establish a Screening Platform for Pre-image Public Welfare Cultural Videos

To strengthen the planning and co-ordination of public welfare culture publicity films before the theaters in the district, various ways and forms can constantly enrich and perfect the content supply of public welfare culture publicity films, and establish assessment evaluation and incentive mechanism. These preparations that can provide the necessary

support for public welfare culture publicity films.

(7) To Organize Urban Public Welfare Open-air Movie Screenings

The citizens can be provided with more watching opportunities by encouraging the cinema line to connect with the public cultural facilities and establishing an open-air movie public interest screening spot in the central area, personnel gathering areas, tourist attractions. It can help to create a strong atmosphere of the city in watching movies.

(8) To Promote the Rapid Development of New Media

Relying on the unique role of the new media in the creation of the urban cultural atmosphere, the urban cultural atmosphere column or theme page is opened in the audio-visual site of the area, the official micro-blog is opened to expand publicity and the public publicity film of 'the Chanba ecological area urban culture atmosphere' is played in the new media platform.

(9) Construction of Xi'an Water Culture Center

On the platform of Wide-shipped pool, a series of activities such as water sports events, water screen films, real water interpretations, water cruise ships and lanterns are carried out to make Wide-shipped pool be a water cultural center of Xi'an.

## 6. Conclusions

The connotation of culture in modern society is more and more abundant, covering almost every aspect of social life. The improvement of the urban environment and cultural tastes are the guarantee of the city's overall strength and sustainable development. Strengthening urban cultural construction, improving the cultural image of the city and enhancing cultural soft power are the important issues in the construction and development of the ecological area. The overall image, urban public space, public environment, public facilities and other hardware and software environments will be gradually upgraded with systematic transformation and construction. This will increase the cultural influence and external reputation of the Chanba ecological area and promote the harmonious development of the city.

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