

Planning and Research of Resident Art Project in Kaiping Diaolou

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Abstract:

Kaiping Diaolou is a world-class cultural treasure. The rational development and utilization of Diaolou and its overseas Chinese culture is an important way to establish the cultural image of Diaolou, promote the development of cultural tourism industry, and enhance the local economic level. The intervention of art will provide sustainable high-quality driving force for the local construction. This paper will study and analyze the applicable model and evaluation method of the resident art project in Kaiping Diaolou area by combing the current development status of the resident art project at home and abroad and the existing art project activities in Kaiping Diaolou, and explore the positive significance of the implementation of the resident art project in Kaiping Diaolou.

Keywords:

Kaiping Diaolou, Arts in Residence, Development Mode, Plan

1. Introduction

As a world cultural heritage, Kaiping Diaolou is not only a local cultural symbol, but also a “cultural living” window for continuous observation and study of the history of the Pearl River Delta region and the culture of overseas Chinese. Therefore, it is of great value to activate and rationally utilize the cultural resources of the Diaolou. By virtue of the role of art as a bridge, we will give full play to the cultural advantages of Diaolou, study and explore the strategies and methods for carrying out resident art projects in Kaiping Diaolou, promote the development of regional art activities in Kaiping Diaolou, help expand the external publicity and influence of “Overseas Chinese Capital” culture, and further promote the project of “integration of Hong Kong and Macao, empowerment of overseas Chinese, and multiplication of talents” (1) in Jiangmen and the construction of a strong cultural city.

2. Development Status of Resident Art Projects at Home and Abroad

The resident art project generally refers to the resident creative activities of artists or the system supporting such activities. The project generally invites artists to think, research and create in a specified environment within a specified period of time.

Abroad, resident art programs have a long history, dating back to the Rome Prize, established in 1663. After a long period of development, the resident art project has become a mature and diversified art activity all over the world. From the perspective of creation mode, resident art projects include both single-field creation and multi-field cross-creation, including visual art, literature, music, performance, architecture, design and dance, etc. From the perspective of the initiator, most of the resident art projects abroad are initiated by museums, private art institutions or international official institutions. From the duration of the project, the time span is large, ranging from two weeks to one year.

Compared with foreign countries, domestic resident art projects have developed a little later, but they have developed rapidly in recent years. The earliest resident art program in China can be traced back to the late 1990s. From 1999, when Dutch curator Inica Cumonson and Professor Qin Jian of the Multimedia Department of the Art School of Xiamen University founded the Center for European Art in China, to 2001, when Red Gate Gallery owner Brian Wallace established the Red Gate Gallery Residency Program, the resident art program in China began its embryonic stage. With the rapid development of China's social economy, resident art projects have emerged in more and more areas such as Beijing, Shanghai, Shenzhen, Nanjing, Chongqing, Kunming, Lijiang, Xiamen, Inner Mongolia, Jingdezhen, etc. Resident art projects in China have entered a stage of rapid development.

3. Analysis of Existing Art Project Activities in Kaiping Diaolou

Up to now, Kaiping Diaolou has not had a formal resident art project, and the main art activity is the routine photography and sketching activity, but the activity results lack artistic height, and it is difficult to truly integrate with international standards. The art activity closest to this project is "Inviting Diaolou -- A Walking Exhibition of World Cultural Heritage and Works of Five People" organized by Guangzhou Academy of Fine Arts "Inviting Diaolou - A Walking Exhibition of World Cultural Heritage and Works of Five People". The participating artists made a rubbing of the outer wall of the Diaolou and produced a series of art works. The activity of "rubbing" is already highly artistic, and the results of the activity also show different types of art works. The organizers of the activity expressed the hope that the "rubbing" activity will continue. Although this art activity does not have the "residency" discussed in this paper, it lacks the long-term relationship between the artist and the object of creation, but it is still an artistic behavior with great artistic value and research value.



Figure 1. Diaolou in Zili Village, Kaiping.

Other artistic activities related to Kaiping Diaolou are in performance and film. Such as the Cantonese opera Diaolou funded by the National Art Fund in 2014, this project is the first time to combine Diaolou with Cantonese opera, and has good social effects. The movie "Let the Bullets Fly" chose Kaiping Diaolou as the film's shooting

location, and after the movie was broadcast, the Diaolou attracted more tourists to come to “punch in”.

It can be seen that the development of artistic activities can bring more development possibilities for Kaiping Diaolou, but the artistic activities about Diaolou culture are very limited at present, and there is still a lot of room for exploring and expanding related artistic projects.

4. Research on the Development Mode of Resident Art Project in Kaiping Diaolou

The resident art project of Diaolou is mainly a cultural and artistic activity with Diaolou as the creation and display carrier. Through artistic expression and display, Diaolou culture can be inherited and promoted, and a systematic, high-quality and sustainable development model can be completed to help Jiangmen's economic, ecological and cultural construction.

4.1. Establishment of operation mechanism

The resident art project empowering rural construction is not only a unilateral issue of culture and art, but also has political, social and economic attributes, so it belongs to the synthesis of multiple factors. The project is not limited to art itself, but a comprehensive artistic activity with the nature of an industrial chain, sustainability and multi-party cooperation. The establishment of operational mechanism is particularly important.

First of all, the project should set up a professional project management team, responsible for the planning, organization, implementation and supervision of the project. Team members can include project managers, art curators, marketing specialists, financial management personnel, etc., according to the project needs to be rationally allocated. Establish close cooperation with relevant partners, including local government, planners, artists, cross-industry, local villagers and tourists, recruit leadership talents, fully engage villagers to achieve self-governance. Integrate all resources to jointly promote the development of Diaolou resident art project.

Secondly, the project should have a detailed financing plan, including diversified funding sources such as government grants, sponsorship and ticket revenue. Establish a scientific financial management system to ensure that the use of funds is compliant and transparent, so as to achieve balance of income and expenditure and return on funds. Improve the artist management and selection mechanism, and attract outstanding artists to participate in resident art projects. Through the review, selection or invitation system, artists related to the Diaolou culture or innovative artists are selected to ensure the artistic level and quality of the project.

In addition, the project needs to develop a detailed event planning plan and a comprehensive marketing and publicity strategy. The program includes exhibitions, performances, lectures, workshops and other activities and time arrangements to ensure the professionalism and diversity of activities to meet the needs and interests of different visitors. At the same time, the organization team should have efficient execution ability to ensure the smooth progress of activities. Marketing and publicity includes online and offline channels. Establish a professional brand image and promote it through various media channels and social media platforms to attract the attention and participation of tourists and audiences. Establish an effective feedback

mechanism to collect the opinions and suggestions of tourists and visitors, and constantly improve the operation and service quality of the project. Through market research, questionnaire survey and other means, to understand the needs of the audience, timely adjustment and improvement, to ensure the high quality of resident art projects.

Finally, the project needs to live in harmony with the local area, aiming at long-term planning and sustainable development. Encourage local community residents to participate in the decision-making and management process of the project, and establish a mechanism for community participation. Activities such as community forums and solicitation of residents' opinions can be carried out to listen to residents' opinions and suggestions and incorporate them into project decision-making and planning. At the same time, establish communication channels with community residents, timely answer questions, and enhance residents' sense of participation and belonging to the project. Factors such as environmental protection, cultural inheritance and social responsibility are fully considered in the planning to ensure the harmonious and sustainable development of the project and the local community.

4.2. Ecological regulation, rational allocation, low-carbon development

Ecological protection: Ecological protection should be fully considered in the project planning to protect the natural environment around the Diaolou. Through vegetation restoration, wetland protection and other measures, the function of the ecosystem can be restored and improved to protect the local biodiversity and ecological landscape. Based on the protection of local cultural ecology and natural ecology, the resident art project adheres to the localization and establishes a friendly ecology. At the same time, we actively carry out environmental education activities to improve the awareness of residents and tourists on ecological environmental protection and cultivate the public's sense of environmental protection.

Protection and restoration of Diaolou: pay attention to the protection and restoration of Diaolou in art projects to ensure the integration of art projects and Diaolou. Take the necessary measures to restore the damaged Diaolou and preserve its historical and cultural features, while focusing on the application of environmentally friendly materials and technologies. Strengthen the protection and management of Diaolou to ensure that its original appearance and historical style are not damaged. Establish relevant management bodies or teams to be responsible for the protection, maintenance and management of Diaolou. (Figure 2)



Figure 2. Exterior walls of Diaolou Group area, Zili Village, Kaiping.

Harmonious coexistence of art works and resident environment: In the art project, emphasis is placed on the coordination of art works and natural environment. Respect the natural environment, avoid the destruction of natural landscapes and ecosystems, integrate art works into the natural environment, and create a harmonious landscape

effect. Its development needs to be rooted in the natural environment and historical and humanistic tradition of the place itself, based on the local reality and problems. On the one hand, art projects are used as media to help local cultural inheritance and development of local cultural traditions, and reconstruct regional common memory. On the other hand, it is necessary to respect the main identity of local people and enhance their sense of acquisition, participation and happiness.

Energy conservation and recycling: In the operation of the project, the conservation and recycling of resources are encouraged. Adopt measures such as energy conservation and water conservation to reduce energy and water consumption. At the same time, encourage the reuse of art works and the recycling of materials to reduce the waste of resources. In the transportation planning around the project, promote green travel methods. Provide public transport facilities and encourage visitors and artists to use public transport. At the same time, a network of cycling and walking roads will be established to encourage healthy and environmentally friendly travel.

4.3. Improve the basic tourism facilities, highlight the characteristics, mark the landscape

Improve transportation convenience and improve tourism facilities: Improve the village's transportation network, including roads, public transportation, etc., to provide convenient and fast transportation methods, so that tourists can easily reach Diaolou Village. Construct or improve tourist facilities such as parking lots, toilets and rest areas to provide convenient services and a comfortable environment to meet the basic needs of tourists. **Strengthen tour and interpretation services:** set up tour boards, signboards, etc., guide tourists to visit the village and Diaolou, provide detailed explanations and introductions, and help tourists understand the history, cultural background and characteristics of Diaolou.

5. Evaluation Method of Diaolou Resident Art Project

5.1. Evaluation of "culture and environment"

The development of art projects should be reasonable urban and rural planning and protect regional culture. Artistic activities should be built on the basis of protecting historical buildings, restoring the old as the old, and maintaining the charm of scenic spots. While conducting resident art activities, it is necessary to respect environmental aesthetics, carry out reasonable ecological environment management, and optimize the environmental appearance. Enhance the cultural confidence of local residents to actively participate in the construction of their hometown, so as to strengthen the construction of natural environment and local education. Under the premise of ensuring that the local culture and environment are not destroyed, artistic activities should still protect the ontological value of art. Combining the natural conditions and historical and cultural traditions of Diaolou, the activity theme that should have international attention and cultural resonance should be explored, so as to organically combine the two contexts of contemporary art and local culture.

5.2. Evaluation of "Tourism and economy"

The project should adhere to the development of healthy tourism formats and increase the attractiveness of cultural tourism. Not limited to the ticket economy thinking, actively build the local hotel industry, catering industry, cultural and creative industry chain. Integrate the re-creation of local products, promote cross-

regional and cross-field exchanges and cooperation, and develop the "food, accommodation, travel, physical entertainment" type of tourism with longer stay of tourists and more consumption nodes. Gradually form the brand effect of art projects, enhance the social integration of cultural tourism, enhance the characteristics of tourist destinations, generate local cultural attraction, promote the two-way integration of culture and tourism as a whole, and strive to create a cultural highland in the Greater Bay Area.

6. The Significance of Conducting Resident Art Project in Kaiping Diaolou Area

In terms of theory, the development of the resident art project is conducive to broadening the research field of Diaolou culture on the one hand. The art project will fully study and analyze the characteristics and advantages of Diaolou culture and art from an artistic perspective, and then extend to the research on the local context and artistic ecology of Jiangmen and even the Guangdong-Hong Kong-Macao Greater Bay Area, broadening the breadth and depth of theoretical research on Diaolou culture to a certain extent. On the other hand, the resident art project is a study of rural construction that explores the integration of historical culture and artistic creation. Through art projects, artists can export works of art with creative and academic value, carry forward the resident culture, improve the cultural and artistic style of historical and cultural resources, and avoid the problems of commercial overdevelopment and cultural weakness in pure commercial development. Through continuous practice and research, we have explored a theoretical model of rural construction with local characteristics of demonstration culture enabling.

In terms of application value, art intervenes in the countryside, expands the external publicity and influence of Diaolou culture by means of artistic practice, and attracts more young audiences to pay attention to and inherit the culture of "overseas Chinese capital" of Diaolou through the resident art project, a more modern and novel form, enhances the self-confidence and pride of local culture, and promotes the construction of "cultural strong city". At the same time, the related activities of resident art are to help Kaiping realize the integration of cultural tourism and business, gradually form the cultural tourism brand of Diaolou, promote the construction of local industrial chain, enhance cultural tourism characteristics, and generate local cultural attraction. Thus attracting more consumers, promoting urban and rural exchanges, and then promoting the construction of a strong local culture, the development of tourism industry and the revitalization of rural economy as a whole, so as to sustainably build Kaiping Diaolou into a world cultural and artistic tourism destination.

Supplementary Materials

(1) In November 2021, the 16th Plenary session of the 13th Jiangmen Municipal Committee of the Communist Party of China was held. Chen Anming, secretary of the Jiangmen Municipal Party Committee and director of the Standing Committee of the Municipal People's Congress, pointed out in the report on behalf of the Standing Committee of the Municipal Party Committee that it is necessary to support the construction of Hengqin and Qianhai cooperation zones, fully implement the "six major projects", and make every effort to build a new pattern of high-quality development strategy of Jiangmen. The six major projects include technology leadership, industrial revitalization, industrial park reconstruction, manpower

multiplication, Hong Kong and Macao integration, and the empowerment of overseas Chinese.

(2) From April 16 to 26, 2015, “Invited Diaou - A Walking Exhibition of World Cultural Heritage and Works of Five People” sponsored by Guangzhou Academy of Fine Arts was held in the Museum of Guangzhou Academy of Fine Arts. Five professors, Zhang Fuhua, Li Yujun, Yang Xiaohua, Chen Shushu and Ding Songjian participated in the creation of Kaiping Diaolou.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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