
Research on the Importance of Cultural Elements in Urban Construction

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Abstract:Cultural elements in urban construction showcase the taste, connotation, and accumulation of the city to the outside world. The six cultural elements of history, morality, landscape, calligraphy and painting, revolution, and cuisine have illuminated the tourism industry, enriched the connotation of architecture, and created a city brand in Xuzhou, achieving new improvements in four directions: cultural function construction, cultural inheritance and innovation, cultural industry development, and cultural welfare projects.

Keywords:Xuzhou Urban Construction Cultural Elements

1. Overview of Classification of Cultural Elements

Xuzhou has a long historical and cultural heritage, rich cultural resources, and outstanding advantages in cultural construction. In recent years, the "Dancing Han Style" project, which has been deeply implemented, has built a number of cultural landmarks such as art galleries, music halls, Olympic Sports Center, Celebrity Hall, and Good People's Garden, giving traditional culture new era connotations and shaping more distinct urban cultural characteristics in keeping with the times.

Xuzhou is the birthplace of Han culture and possesses valuable historical and cultural elements. Xuzhou has successively carried out high-level renovations on cultural facilities such as museums, Han portrait stone museums, Guishan Han tombs, and Han cultural scenic spots, greatly enhancing the cultural functions of the city. The "Dancing Han Style" project has launched multiple literary and artistic creations and large-scale film and television dramas, in conjunction with key projects such as the Han Culture Scenic Area and the Han Portrait Stone Decryption Experience Hall, showcasing the city's historical heritage. Key cultural books such as "The Department of Sinology" fully interpret the virtues and wisdom in Chinese culture, making the connotations of the two Han cultures more concrete and truly becoming representative cultural symbols of Jiangsu.

In the past century, there have been numerous renowned calligraphers and painters in Xuzhou, and the culture of calligraphy and painting is another urban calling card of Xuzhou. The group of Xuzhou calligraphers and painters, represented by Zhang Boying, Li Keran, Zhu Dequn, and others, has become a unique landscape of Chinese calligraphy and painting art. The Pengcheng School of Painting in Xuzhou regularly holds research conferences and exhibitions, leveraging platforms such as the Huaihai Economic Zone Art Exchange Center, Li Keran Art Museum, and Nanhu Academy to bring together renowned masters, numerous calligraphy and painting masterpieces, elevate artistic value, and create a new atmosphere of prosperous development of calligraphy and painting culture.

Xuzhou is the main battlefield of the Huaihai Campaign, with abundant resources in party and military history, numerous red cultural sites, and an inexhaustible spiritual wealth left behind. Xuzhou has focused on building a "red culture" brand, vigorously promoting the spirit of the Huaihai martyrs, implementing the Red Culture Research Project, strengthening the construction, use, and management of patriotic education bases such as the Huaihai Campaign Martyrs

Cemetery, Wang Jie Memorial Hall, and Shuangyong Memorial, in order to better inherit the spirit and character of Xuzhou as a heroic city.

The lake and mountain scenery bestowed by nature (represented by Yunlong Mountain and Yunlong Lake), once ecologically transformed, shines with dazzling brilliance. The reputation of Xuzhou as "one city with green mountains and half a city with a lake" has spread throughout the country, thus establishing its own unique "landscape culture" brand. Since 2008, Xuzhou has incorporated the construction of landscape culture into the strategic decision-making of urban construction. The five major actions of "bluer sky, clearer water, greener land, smoother roads, and more beautiful cities" are being implemented to shape natural resources and living environment. This construction highlights the concept of green development, fully unleashing the ecological and cultural effects of "three rivers, seven mountains, and seven lakes" and nearly 300 gardens in the urban area, making the urban characteristics of "Chu rhyme and Han style, south and north beauty" more prominent.

The Good Person Garden is a memorial site and lecture hall for the cultivation of modern Xuzhou's "Good Person Culture". Valuing emotions and righteousness is a distinctive personality trait of Xuzhou people. The number of "Chinese good people" in Xuzhou has been on the list for two consecutive years, and the number of "Jiangsu good people" has been ranked first in the province for three consecutive years. In urban construction, a dedicated space has been opened up to amplify the exemplary effect of ordinary people's good deeds, and a sound mechanism for promoting and assisting the culture of good people has been established. These measures are not only aimed at setting up scenic spots and adding the surface meaning of parks, but also a major highlight of urban cultural landscape, integrating core values of national practice

Hope for the formation of a culture of morality and kindness throughout society.

The cuisine of Xuzhou embodies the longevity culture of Peng Zu's health preservation, and is a unique inheritance of generations of civilization nurtured on this land. The ancient city of Xuzhou, with a development history of nearly five thousand years, is not only a gathering place of people, but also labeled as the birthplace of Chinese culinary culture. The culinary culture of Pengzu's homeland has a long and rich history, dating back to the ancient era of Emperor Yao. The dishes in Xuzhou, such as Yangfang Tibetan Fish, Di Guo Dishes, and Mata Soup, adhere to the flavor of Dapeng and have a unique flavor, forming their own system. The people of Xuzhou have been using their sweat for generations to irrigate various local civilizations, including food.

2.The application strategy of cultural elements

Any urban construction will have the important goal of promoting the cultural characteristics of the city and enhancing the cultural taste of the city. The architecture and environment of a city are not only visual displays, but also inevitably emit the unique cultural connotations of the city. Urban construction requires planning first. Xuzhou is one of the rare historical and cultural cities in China. How to make historical relics and cultural heritage complement modern architecture in urban planning, and how to make modern cultural elements not only inherit the accumulation of historical processes but also reflect the innovation of modernity are the key and difficult points in the current and future construction of Xuzhou. The application of cultural elements in Xuzhou is mainly reflected in three aspects: urban image design, modern urban civilization construction, and the integration and development of cultural industries and tourism.

In the city's business card of Xuzhou, "Peng Zu's founding, the three wonders of the Han Dynasty, military culture, the eight scenic spots of Xuzhou, the top ten celebrities, and the Xugong

Group", all of them vividly annotate the historical accumulation, modern construction, and future prospects of Xuzhou's urban development history through cultural elements. When using diverse cultural elements to promote the urban image of Xuzhou, attention should be paid to: firstly, it is necessary to respect the original style and rough form of Xuzhou's historical and cultural relics, and not tamper with historical fictional achievements or whitewash heroic figures. Real and vivid facts, through scientific integration, will form a magnificent cultural heritage landscape, truly having the effect of cultural dissemination; The second is to grasp the inherent uniqueness within the richness of culture. Xuzhou ultimately established the overall business card of the city as "Pengzu Homeland, Liu Bang Hometown, and Xiang Yu Hometown", separated the economic business card as Xugong, the character business card as Liu Bang, the historical business card as the Huaihai Campaign, the food business card as Benta (pronounced "what") soup, the tourism business card as Yunlong Mountain/Yunlong Lake, and the cultural business card as Liuqin Opera; The third is to eliminate short-sighted behavior and constructive destruction in urban construction, and to develop the tourism industry and promote the development of the cultural industry, which cannot exceed the carrying capacity of cultural relics and landscapes.

In the construction of modern civilized cities, cultural elements are the source of inspiration in fields such as landscape design, tourism souvenir design, and urban image visual symbol design. Xuzhou actively integrates cultural elements of Chu style and Han style into urban planning and design, architectural styles, color control, landscape layout, etc., permanently continuing the urban context and focusing on showcasing cultural characteristics. Handicrafts in the tourism industry, such as Han figurines, coiled dragon jade jues, peach wood swords, etc., showcase the cultural characteristics of the two Han dynasties. The selection and design of urban visual symbols also avoid the monotony of building coverage and excessive commercialization, mainly highlighting the ancient charm of the Han Dynasty and the southern beauty of Beixiong in Xuzhou through the construction of open parks in scenic areas.

The inherent spiritual fields of social groups such as the cultural personality of residents, urban humanistic qualities, and folk traditional virtues are constructed, transmitted, and displayed through cultural elements. The Han cultural scenic spots contain the two Han cultures of Xuzhou and undertake the development of Han cultural tourism; The Zhushan Scenic Area showcases the legacy of Zhang's Taoism; Good People's Garden incorporates traditional virtues into urban landscaping construction... After the new century, Xuzhou has developed a cultural and prosperous city, forming a work system and pattern of party and government coordination, propaganda department organization and coordination, relevant departments division of labor and responsibility, and active participation of social forces, providing a strong guarantee for promoting cultural construction to a new level.

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