

Analysis of Public Art Design in a Square — Taking Square of Chongqing Flower Garden as an Example

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Abstract: Square of Chongqing Flower Garden, located in the northern part of Chongqing, serves as a significant urban space, shaping local identity and guiding visitors' routes within the garden. This paper analyzes the graphic expression of cultural symbolism, with a particular focus on tea culture—a key element of Chongqing's heritage, represented here through camellia sculptures. The purpose of the design is to make Chongqing Flower Garden a place that showcases the beautiful scenery of the mountains throughout the four seasons and is popular among citizens, tourists, and flower enthusiasts. Using theoretical analysis and case analysis, this study concludes that graphic expression is an important way to establish design language, and iconic design language brings a highly recognizable place identity to the square in front of the flower garden.

Keywords: design, tea, sculpture, square, space.

1. Introduction

Inspired by EGOIST Urban Planning's analysis of Chengdu's squares, which emphasizes "corner spaces" in urban design, this study adopts a similar perspective to examine the Chongqing Flower Garden Square. The "corner space" refers to the space that is concave on the inner side, and the so-called "corner space" refers to the space that protrudes on the outer side. Establishing a "shaded corner" space at the street corner adds charm to the city and attracts crowds.

When buildings are arranged along a chessboard shaped road, they all become "corner" spaces, forming inhumane urban spaces that seem to push people out. On the contrary, the "shaded corner" space can create a warm and complete urban space that embraces people. EGOIST's study provided valuable insights that informed the analysis of Chongqing Flower Garden Square, focusing particularly on the integration of cultural elements into the entrance plaza to evoke a sense of place and history. This study uses theoretical and case analysis to address gaps in landscape design in China, where urban development often prioritizes construction over meaningful landscaping. The square design in this study intends to provide visitors with space for reflection and convey cultural meanings based on the urban context.

2. Cultural Elements in the Design

Camellia is a symbol of Chongqing. Brightly colored like brocade, with shiny leaves and diverse tree crowns, they are widely used in parks, green spaces, natural scenic areas, and famous historical sites

[1]. Integrating these symbols fosters an appreciation for Chongqing's cultural heritage. Tea culture symbols are the result of integrating and refining representative content of tea culture. Through tea culture symbols, people can have a deeper understanding of their connotations, and the symbols themselves have practicality, which can enhance the aesthetic value of design when reflected in design. Therefore, it is crucial to combine the current social development needs and the design requirements of the tea environment to achieve the reasonable application of tea culture symbols. Suitable carriers and opportunities should be selected to fully demonstrate the long history and charm of tea culture in China [2]. As is shown in Figure 1 that this project sets 2 groups of camellia statue next to the gate of entrance square.



Figure 1: Airview map of the entrance square

The interactivity of contemporary public art design is a distinct feature that sets it apart from traditional public art design. Traditional public art works are often only appreciated but cannot be touched or participated in, while contemporary public art design emphasizes the interaction and communication between works and the public, focusing on enhancing the public's sense of participation and experience [3]. Thus, as shown in Figure 2 that this study combined teapot statue with floating water ejection device so people can touch the floating water.



Figure 2: Sculpture of teapot

3. Design Aspects of the Square and Sculptures

The design of this square and its sculptures is excellent in the following aspects:

Visual Appeal: The teapot sculpture, with flowing water as its central element, serves as the visual focal point. The colorful flower beds around add vitality and color, making the entire scene vivid and layered.

Symmetry: The design of the square emphasizes symmetry, with four square flower beds evenly distributed around the fountain, lending a sense of balance and visual harmony. **Detailing:** The delicate pattern design of blue and white alternating on the gray ground adds details and texture to the entire scene. This makes the entire scene more exquisite and complete.

Balance of Realism and Abstraction: The entire scene looks like a virtual game or design element, which allows squares and sculptures to be applied to various occasions, such as game interfaces, virtual reality scenes, etc., increasing their versatility and flexibility.

Balance of Functionality and Aesthetics: Although this design may focus more on aesthetics, the arrangement of fountains and flower beds also takes into account functionality. Fountain can serve as a water feature, adding humidity and coolness to the environment; Flower beds provide the function of greening and beautifying the environment.

According to Figure 3, this square and its sculpture design have performed exceptionally well in terms of visual appeal, symmetry, detail handling, the combination of virtual and reality, and the balance between functionality and aesthetics.

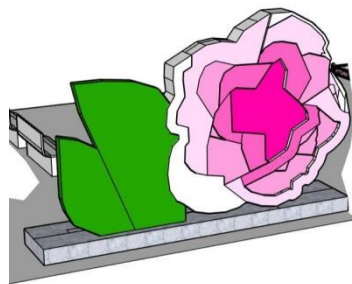


Figure 3: Sculpture of camellia

4. Camellia Sculpture Design Attributes

The design of this camellia sculpture is excellent in the following aspects:

Color Harmony: The green leaves, pink petals, and white center in the sculpture create a sharp contrast while maintaining harmony. This color combination can attract the audience's attention and provide a sense of aesthetic enjoyment.

Realism in Form: From the description, it can be seen that the camellia shape of this 3D model is designed quite realistically. Whether it is the layering of petals, the shape of leaves, or the details in the center, they all demonstrate the designer's exquisite skills and keen capture of natural forms.

Three-Dimensional Appeal: As a three-dimensional model, this sculpture has a strong sense of three dimensionality visually. The spatial relationships between various parts are handled properly, making the entire sculpture look vivid and three-dimensional.

Creativity: Although camellia is a common floral image, this sculpture may have unique creativity in its expression. For example, it uses special materials, techniques, and techniques to present the beauty and uniqueness of camellia flowers.

Contrast with Background: The gray base and white background provide a concise and clear display environment for the sculpture. This design makes the sculpture more prominent, while also guiding the audience's gaze to focus on the sculpture itself.

Key Design Intentions: As the spiritual core of urban public spaces, public art conveys cultural information to the public through its unique artistic forms and expressions, demonstrating significant advantages in cultural dissemination and influence [4].

Public art works carry a wide range of urban memories, expressing abundant emotions and profound connotations through concrete forms, making people's feelings more three-dimensional and generating emotional resonance [5].

The development of tourism not only allows more people to understand tea customs, but also provides a scene for more people to participate in experiencing tea customs, making tea customs shine with new vitality in the new era. When travelers arrive the entrance square of Chongqing Flower Garden, the sculpture of teapot may evoke their carefree mood like they're really enjoying tea in the afternoon.

Landscape sculpture from the perspective of public art has the characteristics of interaction and coexistence with public spaces, creating opportunities for people to get close to art [6]. The teapot sculpture, through its unique shape, material, color, and environment, can deeply provoke viewers' thinking.

The following are the main ways in which this design works stimulate viewers' thinking:

4.1. Inspire thinking through unique styling

The teapot sculpture has a unique shape that contains rich symbolic meanings and profound themes. Some sculptures use simple geometric forms to present an abstract beauty through changes and combinations of form, prompting viewers to contemplate the relationship between form and meaning. The sculpture works convey specific themes and emotions by shaping a specific image - a teapot. Tea culture and Chongqing are deeply intertwined. As early as the Western Zhou Dynasty, the ruler of Ba State presented tea as a tribute. At the beginning of Lu Yu's "Classic of Tea," it is said that "the tea is made of the finest trees in the south." "In the mountains, valleys, and rivers of the region, two people are embracing, who cut them down and pluck them. The term 'Bashan Xiachuan' here refers to the Daba Mountains and Three Gorges region, mainly in present-day Chongqing. Chongqing people love to drink tea, and by the 20th century, tea houses had spread throughout urban and rural areas. Drinking tea is an unforgettable experience for every person in Chongqing.

4.2. Expressing emotions through materials and colors

The material and color of sculpture works are also important factors that trigger viewers' thinking. Different materials have different textures and expressive power, giving sculpture works unique emotions and atmosphere. For example, metal materials usually give people a hard and cold feeling, while wood or stone may be more natural and rustic. The use of color can affect the emotional experience of viewers. Bright colors bring joy and excitement, while dim colors trigger melancholy and contemplation. The sculpture is designed with a white granite shell, imitating the texture of the ceramic surface of a teapot. The light of the day shines on the surface of the sculpture, giving a fresh and timeless experience. Through the thoughtful use of materials and colors, the design establishes a distinctive atmosphere and emotional tone that fosters a sense of resonance and introspection among viewers.

4.3. Combining with the environment to form an overall artistic conception

Sculpture works are usually placed in specific environments, including natural landscapes, urban architecture, public spaces, etc. The relationship between sculpture and the environment is also an important factor that triggers viewers' thinking. These two sculpture works form a coordinated and

unified overall artistic conception with the surrounding environment, conveying deeper themes and meanings through reflection on the environment issues.

4.4. Using symbolic techniques to convey deep meanings

Symbolic techniques are commonly used in sculpture art. Through metaphors, hints, and other means, sculptors can incorporate specific symbolic meanings into their works, thereby triggering associations and thoughts among viewers. For example, some sculptures may convey a cultural, religious, or political message by shaping specific symbols or patterns. These meanings often require viewers to interpret and understand the cultural and historical background behind the work in order to deeply comprehend its profound meaning.

4.5. Inspire the subjective interpretation of the audience

The audience's own knowledge structure and aesthetic perspective on the background of the work creation and the author's ideas and beliefs will have an impact on their understanding of the sculpture. Meanwhile, individual differences in experience, knowledge, and feelings lead to different interpretations of the same sculpture. The process of subjective interpretation itself is a process of thinking, and viewers will interpret the theme and meaning of the work based on their own experience and understanding, thereby deepening their understanding and thinking of the work.

5. Conclusion

In conclusion, graphic expression is an important way to establish design language, and iconic design language brings a highly recognizable place identity to the square in front of the flower garden. Graphic expression plays a crucial role in establishing a design language, which serves as a visual and conceptual framework for a brand or project. Through visual identity, emotional resonance, and effective communication, graphic elements establish a unique atmosphere for Chongqing Flower Garden Square. Despite some limitations, such as the narrow focus on a single case, this study underscores the potential for landscape art to contribute meaningfully to urban spaces. Future research should broaden the scope to include comparative analyses and deeper theoretical exploration. Here are several ways in which graphic expression contributes to this process:

First, graphic expression helps create a cohesive visual identity that includes logos, color concordance, typography, and imagery. This consistency allows audiences to easily recognize and relate to the space.

Second, the choice of colors, shapes, and styles can evoke specific emotions and associations. A well-crafted graphic expression can resonate with the target audience, fostering a deeper emotional connection.

Third, graphic elements can convey messages quickly and effectively. Through symbols, icons, and visual hierarchies, designers can communicate complex ideas in a straightforward manner.

Last, graphic expression can reflect cultural nuances and trends, making a design more relatable and appealing to specific demographics.

There are some limitations in this paper. First, this article only discusses one case of plaza, the entrance plaza of Chongqing Flower Garden, and it is expected that the future research can expand the sample size to obtain more comprehensive research data.

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