

***Aesthetics of Villages: Analyze Related Cases of the Combination of Art and Living***

Yi-Wun Lin, National Yunlin University of Science and Technology, Taiwan

Li-Shu Lu, National Yunlin University of Science and Technology, Taiwan

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**Abstract**

This study use the village is not only an art museum but art of life as the main ideology, to investigate and review domestic as well as foreign relevant cases for past five years, and summarize the present and future development trend of community design.

The purposes of this research are (1) to understand the development of community, community arts and community design; (2) collection and analysis, village is not only an art museum but art of life related case; (3) summarize the present and future development trend of community design. The process of the study is carried out in two phase: the first phase consist of conduct a literature analysis on related research for community, community arts and community design. In addition, analyze those literatures to form the basis of study and carry on to the next stage. The second stage utilize the concept of village is not only an art museum but art of life as the theoretical basis to study and analysis local community, in order to understand the present and future development trend of community design.

The analytical study presents result suggest that, if community establish a village art museum, a few area such as village historical feature, personal stories, multiple materials, as well as five sense application is recommended to focus and develop on. By developing those features, the study suggests that every village is able to create a unique and more entertaining lifestyle.

Keywords: Community, Community Arts, Community Design, Case Study

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## Introduction

Council for Cultural Affairs, Executive Yuan Hsiao, Yung Shen advance "community building" in 1993. "To build community culture, unite community consensus, constructivism concept of community life community, to do new thinking for a class of cultural administration and policy" as the main objective. (Hsiao, Yung Shen, 1993) Community building is currently taking place in available rural areas. It is supposed to be the outcome of the agreement of the locals and the government; however, in most case our government tended to build the community without listening to the locals' opinion. We often see painted cartoon images painted walls in some community building, and this is no specific images for locals in the community, for those locals this is just public sector to find a group of people painted on a wall color, so this type of painting walls are often become no community cultural characteristics of painting cartoon. For this type of painting to locals, they cannot reach a consensus and cannot establish emotional.

Locals tend to underestimate the beauty of their surroundings and lifestyle but they could sometimes be one of the reasons to attract tourists. Art is not something that is far apart from us; it is around us and can be found in our daily life. We are able to find paintings and installation art in villages that are under community building.

In these cases, we realized that we do not merely just build a community instead we tend to emphasize on art and the communication between people. This study uses "Village = Museum = Art of Daily Life" as the main ideology, to investigate and review domestic as well as foreign relevant cases for past five years, and summarize the present and future development trend of community design. The purposes of this study are:

- (1) To understand the development of community building, community arts and community design.
- (2) Collection and analysis, village is not only an art museum but art of life related case.
- (3) Summarize the present and future development trend of community design.

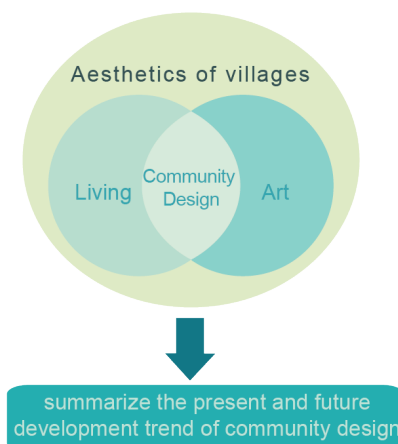


Figure 1: Conceptual Framework

## **Historical Development of Community Building**

The word community comes from the Latin *communis*, it means the concept of community of geographical area of a group of people living together in a particular region, and together to create development a system of social relations. (Yu-Hsien Chen, 1997) Community should mean a group consensus people live in the same space of geographical scope, and a group of people have action ability together; even live in the same geographical space there is no common sense that cannot be regarded as a "Community". (Chi-Nan Chen, Jui-Hua Chen, 1998:32).

19th century German sociologist F. Tönnies believe community and social are different, community means a source of moral consistency and close bonds of friendship, members of the group identity. This is a community with life; and the social isn't, to combine with benefit, to protect with contract, its feature is utilitarian, Machiavellian and self-interest. In summary, community means a person instead of place, and a common consciousness of community instead of living in the same region.

The phrase "Community Building" used in Taiwan comes from the Japanese policy "まちづくり". Related terms also include "むらおこし", "都市づくり)" etc. These motion point to a common purpose. (Hsin-Yuan Liu, 2005) In the 1960s, Taiwan has "community development" core concepts and policies to promote, since 1994 Chi-Nan Chen in Council for Cultural Affairs promote the new concept of "community building" gradual conversion of "community-building" word. Dr. Miyazaki Kiyoshi advocates to divide it into five themes: "People", "Culture", "Place", "Product" and "View". "People" represents the satisfaction of people in the community. "Culture" stands for the culture and activities of the community. "Place" expresses the idea of protecting and maintaining the feature of the local environment. "Product" relates to the economic activity and the marketing and management of estate. "View" focuses on building a public space in the community and substantial development this study will emphasize on "People" and "Culture" to analyze the locals' shared life experience and how they create unique feature of their village.

## **The Concepts of Community Arts**

According to scholar mentioned in "Community Arts": The organization offers projects that cover in various aspects including, concert, theater, exhibition, festival, education of art, public art, and social empowerment. (Korza, 1998, 2005).

Community art is a form of art displayed in social life. It should relate to people's life and to impress people with surroundings and interaction. Art helps bringing people together and community art encourages strengthening local people's consciousness. (Wei-Xiu Dong, 2007). When arts involved in community, locals increasing emphasis on the value of art thereby increasing arts knowledge and arts consciousness; in locals discuss the artistic to cohesion community consciousness. Arts is also a medium of communication, through of real creation of life situations and share life experiences, to make "art" go into the "community". (Shu-Ming Wu, Kuang-Cheng Liu, Chu-En Kuo, Chin-Jung Yang, Tsung-Chun Huang, 2012).

## **Community Design**

Ke-Chiang Liu (1995) pointed out that the purpose of community design is to create and maintain our living environment and at the same time to understand the connection between people and the place they live. It is professional's responsibility to help people to determine the value of their community therefore communication is the key ability. "Community" means living in the same geographical area to make relevant livelihood and social interaction to share the same interest locals, and the place has a psychological link. (Robinson, 2011).

Kyoto University of Arts And Design Space Design Dean Yamazaki Ryo who is long-term put in Japan Community Building. Yamazaki Ryo write community design this book, this book refer "Design is a tool to solve social problems." Through listen to locals voices, for different communities to make appropriate design to them. In Hyogo Arima Fuji park case, in order to build a park for children to use, Yamazaki Ryo use the game let university student to lead the children play and filming record majority of children reaction, to understand the needs of children in the play, to design game space which children use. (Yamazaki Ryo, 2015). Communication with locals can construct a local character, so that let locals participate design, conception and creation, only locals understand their needs.

Gary Hack pointed out that community designer should come out with various idea which will help work in community development; for example, using model, slide show and video. Other than that, they will have to explain the project to the local from their perspective.

This study is based on community building, community art and community design and we hope to understand local's need and help them create the unique feature with the aesthetics of their lives. When locals and artists are discussing about art they gradually become aware of the community. As the result, they could renew it by bringing art into their daily lives and at the same time discuss the connection between art and local community.

## **Methods**

In this study we collected related cases of "aesthetics of Village" and attempted to summarize and analyze the trend of community design via relevant literature review, case analysis and induction.

There will be two aspects in the process: firstly, to learn the development of community building and community design by collecting and analyzing the data of community building, art of community and community design. Secondly, to understand the current and future development of community building by analyzing the case of "Village = Museum = Art of Daily Life".

In this study, carry out from January 1, 2016 to March 30, 2016, a three-month time-related literature review and case collection. Background of the case and the time of occurrence places from 2012 to 2016, domestic as well as foreign "Village = Museum = Art of Daily Life" relevant cases for past five years, information is divided into domestic and foreign sources of information, contra aged community and the art of

living conduct filter, finally six foreign and domestic cases as an analytical sample of this study.

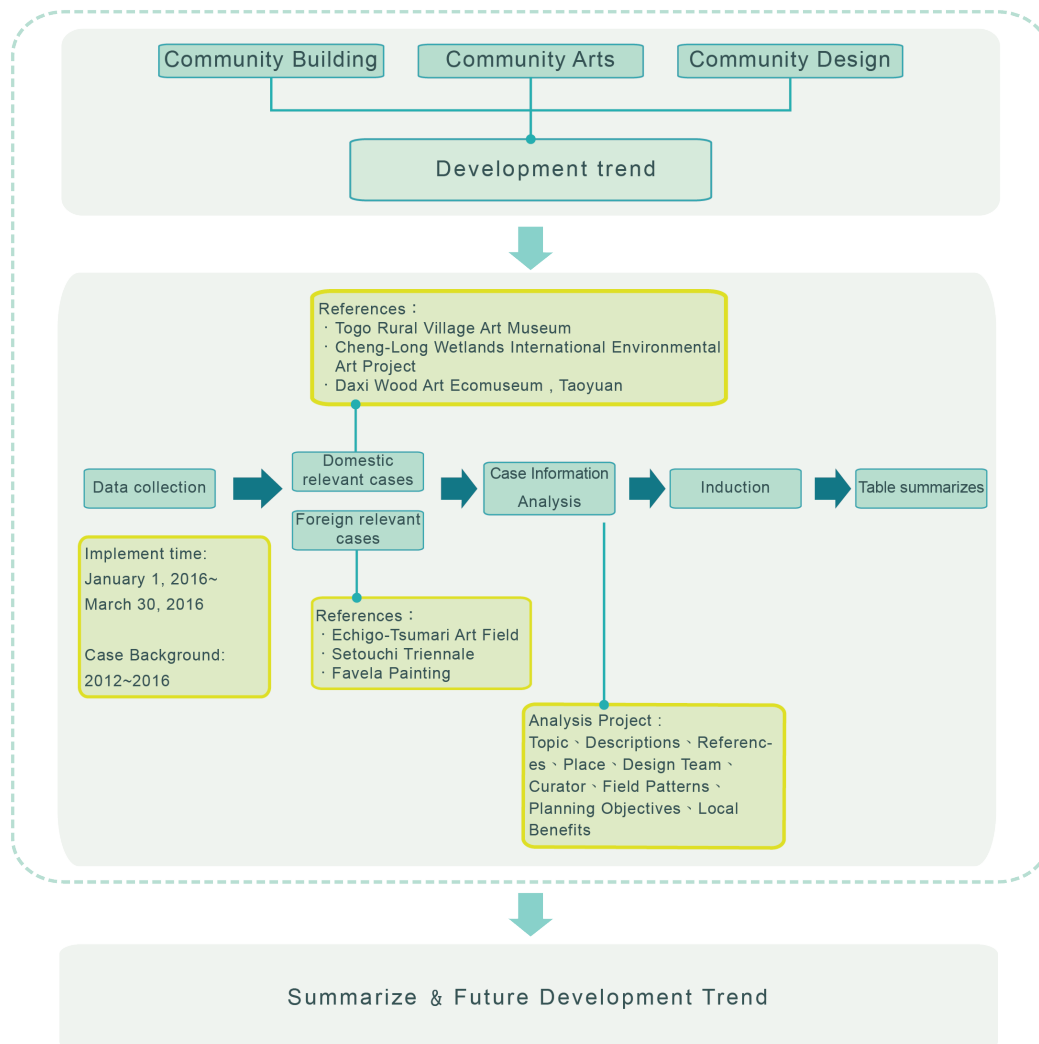


Figure 2: Data collection and screening process

This study collects related documents of community building, community art and community design. Finally, we would like to analyze and summarize it with six cases about "Village = Museum = Art of Daily Life" from the past five years.

Table 1

Information of the cases about "Village = Museum = Art of Daily Life"

No.	Case Name	Years	Place	Design Team
01	Echigo-Tsumari Art Field	15	Japan , Echigo-Tsumari	Echigo Tsumari Executive Committee
02	Setouchi Triennale	13	Japan , Seto Inland Sea	Setouchi Triennale Executive Committee
03	Favela Painting	14	Brazil , Rio de Janeiro	Jeroen Koolhaas Dre Urhahn
04	Togo Rural Village Art Museum	14	Taiwan , Tainan	Association of Togo Village Culture Building
05	Cheng-Long Wetlands International Environmental Art Project	14	Taiwan , Yunlin	Kuan-Shu Educational Foundation
06	Daxi Wood Art Ecomuseum	14	Taiwan , Taoyuan	Cultural Affairs Bureau of Taoyuan County Government

## Case Analysis

Table 2

Echigo-Tsumari Art Field


Items	Descriptions
	<p>Echigo-Tsumari Art Field is one of the largest international festivals which are held once every three years in Echigo-Tsumari region. After considering population aging and emigration from local community Kitagawa Fram spent four years spreading the idea of combining art and village to the locals so they could help artists with their projects whenever they are available. Despite fact that the festival attracts quite a lot of tourists it does not bring negative effects towards local community. They also hired locals as docents who display the interaction of art and their daily life.</p>
<b>References</b>	<a href="http://www.echigo-tsumari.jp/">http://www.echigo-tsumari.jp/</a>
<b>Place</b>	Japan , Echigo-Tsumari / Niigata prefecture
<b>Design Team</b>	Echigo Tsumari Executive Committee
<b>Curator</b>	Mr. Fram Kitagawa
<b>Field Patterns</b>	Village
<b>Planning Objectives</b>	Village Art Museum
<b>Local Benefits</b>	The festival does not only attract tourists but also help bringing local artists and volunteers to visitors from all over the world together.

Table 3  
*Setouchi Triennale*


Items	Descriptions
	<p>A new community is built by local government and private enterprise based on the idea of nature, architecture and art. Villagers start to interact with each other because of the similar taste of art and there is an art creating platform which is reconstructed by abandoned school so people could create art in it and the open area. Artists could use the old houses in the village as the material as well; combining local history and humanity to create a new form of modern art.</p>
<b>References</b>	<a href="http://setouchi-artfest.jp/">http://setouchi-artfest.jp/</a>
<b>Place</b>	Japan , Seto Inland Sea
<b>Design Team</b>	Setouchi Triennale Executive Committee
<b>Curator</b>	Mr. Fram Kitagawa
<b>Field Patterns</b>	Village
<b>Planning Objectives</b>	Village Art Museum
<b>Local Benefits</b>	Villagers start to interact with each other because of the similar taste of art and there is an art creating platform which is reconstructed by abandoned school in an open area for everyone to participate.

Table 4  
*Favela Painting*


Items	Descriptions
	<p>Artists Jeroen Koolhaas and Dre Urhahn changed the image of slum in Rio de Janeiro through painting. They hired local people and created a project that involves them to help paint the buildings of the community. The people who have participated late then influenced other with passion and welcome them to join the project together. In this case, community art does not only decorate the community but also offers job opportunities and strengthens the confidence of and the self-identity of locals.</p>
<b>References</b>	<a href="https://www.youtube.com/watch?v=8jaASR6Ktxw">https://www.youtube.com/watch?v=8jaASR6Ktxw</a>
<b>Place</b>	Brazil , Rio de Janeiro / Vila Cruzeiro
<b>Design Team</b>	Jeroen Koolhaas & Dre Urhahn
<b>Curator</b>	Jeroen Koolhaas & Dre Urhahn
<b>Field Patterns</b>	Favela
<b>Planning Objectives</b>	To change the image of the community and the lives of locals' via paintings.
<b>Local Benefits</b>	To offer job opening and change the negative image of drugs and crime in the community.

Table 5  
*Togo Rural Village Art Museum*


Items	Descriptions
	Togo Rural Village Art Museum only opens on weekend which displays the art life in village and goes by Its motto, “Field is canvas, farmers are artists, agricultural products are art”. Artists respect the locals opinion and are willing to communicate with them to help create art which makes locals to participate. Besides letting locals to take part in the project they assist locals business to bring art into their daily life.
<b>References</b>	<a href="http://togoartmuseum.blogspot.tw/">http://togoartmuseum.blogspot.tw/</a>
<b>Place</b>	Taiwan , Tainan / Togo
<b>Design Team</b>	Association of Togo Village Culture Building
<b>Curator</b>	Huang Ding-yao
<b>Field Patterns</b>	Village
<b>Planning Objectives</b>	Village Art Museum
<b>Local Benefits</b>	To connect the locals and attract emigrants to return to their hometown to start business and hope to reach sustainable development.

Table 6  
*Cheng-Long Wetlands International Environmental Art Project*



Items	Descriptions
	After server typhoon struck, fields of Cheng-Long village were soaked in sea water which makes the villagers impossible to grow plantations. In order to solve this problem Kuan-Shu Educational Foundation invited artists from all over the world to help create art with locals by using materials that can be found locally. When visitors comes they could experience the lifestyle of the village and as the same realize the connection between art and environment.
<b>References</b>	<a href="https://www.facebook.com/chenglong.artproject/">https://www.facebook.com/chenglong.artproject/</a>
<b>Place</b>	Taiwan , Yunlin / Cheng-Long Wetlands
<b>Design Team</b>	Kuan-Shu Educational Foundation
<b>Curator</b>	Wang Chao-Mae
<b>Field Patterns</b>	Village
<b>Planning Objectives</b>	To connect locals and environment via art. To connect locals and environment via art.
<b>Local Benefits</b>	To make locals more aware of the environment and raise the benefit.



Table 7  
Daxi Wood Art Eco museum

Items	Descriptions
	Since more and more young people are moving to outside of local community many old streets are facing the same problem. In order to solve this problem, the government of Taoyuan County built Daxi Wood Art Eco museum combining exhibition, education, culture and art to bring different form of art into community and people's lives.
<b>References</b>	<a href="http://wem.tyccc.gov.tw/main/index.aspx">http://wem.tyccc.gov.tw/main/index.aspx</a>
<b>Place</b>	Taiwan , Taoyuan / Daxi
<b>Design Team</b>	Cultural Affairs Bureau of Taoyuan County Government
<b>Curator</b>	Cultural Affairs Bureau of Taoyuan County Government
<b>Field Patterns</b>	old street
<b>Planning Objectives</b>	Corner Museum
<b>Local Benefits</b>	To gain renewed attention of declined industry Woodcraft industry Tourists do not only bring profit to the local community but also they could learn some woodcraft techniques.

### Comprehensive discussion

The stage aggregated information for the case of “Village = Museum = Art of Daily Life”, discussion six case of “Village = Museum = Art of Daily Life” that common feature and differences.

#### (1) The development of community, community arts and community design:

According to these six villages case, the study found that although locals live together in a living area, and have common life experience but they are not common consciousness before community building, locals almost Sweep before your own door live their lives, but after artists and government intervention, locals through the arts and design establishing a common feeling participation and then began to have common consciousness. In the process artists and government intervention must needs locals recognition for long time, it need long-term continuous communication across locals for outsiders to enter the heart of defense.

Through artists and government intervention, we saw the village from decay village, young population exodus to the vitality and confidence village, they understand use art live life and establish entertaining lifestyle restore confidence.

#### (2) Case analysis:

According to six villages cases, artists and government and villages, in the planning of art into life will be combined with local specialties as an art and presented to the elements in place to do art. After the artist to communicate with the locals together with the idea of locals, artists supplemented create art.

In this study, according to the characteristics of each case, the aggregate information and summarize the current differences in each of the cases and base on their properties separated time and research method. To understand from case the case of

“Village = Museum = Art of Daily Life” most of rural settlement patterns according to the content of the case in order to classify the type of time to “Echigo-Tsumari Art Field”, “Setouchi Triennale”, “Togo Rural Village Art Museum”, “Cheng-Long Wetlands International Environmental Art Project” those cases are have closed plan to show the way in the places for artist into the community and locals to work mainly in communication and coordination. Foreign cases show the regional distribution in Japan is more and more the most, on the scale compared to the richness of the country, to participate in the diversity of the artists but also to the many.

## **Suggestions**

Using local materials to create artwork, Many large international art creations offering used is not environmentally friendly materials Does not only offer an eco-friendly environment but also reduces pollution. Participation in the creation of the locals can also use the material they can found creative can have different variations, causing their interest to make community residents and artists after constant communication to achieve mutually beneficial work.

Increase personal stories and historical features make fishing village and rural increased community atmosphere, Daren stories and historical features, enhance the locals to identity of the home and young people return home to entrepreneurship.

The case study analysis, art installations more visual aesthetic presentation, and less in the form of the five senses. Suggestions for future adding vision, audition, gustation, olfaction and sense of touch to the interacting artworks will make visitors easier to understand the concept of them. As well as locals of art that is life, and life is the art of identity.

## **Conclusion**

This study is based on practical observation of community design and community art. The communication between community designers and locals is one of the most important parts to make them understand the combination of life and art; and hopefully the locals could gradually discover the art in their lives.

Art can be created in various forms and can be found in everywhere; therefore, people are more confident about their hometown. As a result, local community can attract tourists and gradually reach sustainable development.

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**Contact email:** [wunwunlin12@gmail.com](mailto:wunwunlin12@gmail.com)