

Wisdom, Art Village Construction: The Path of Hollow Village Governance

-- A Case Study of Caizigou in Mulei County, Xinjiang

Xinyue Lin

2212120008@stmail.ujs.edu.cn

School of Art, Jiangsu University, Zhenjiang City, Jiangsu Province, China

Abstract: At present, a large number of land and houses are vacant in rural China, and the young and middle-aged population flows to the city. The phenomenon of "hollow village" is serious, which has become an urgent problem to be solved. This paper takes the hollow village governance of Caizigou Village in Mulei County, Xinjiang as an example, comprehensively analyzes the role of art and modern digital media in the governance of rural hollowing out, and probes into the feasibility and concrete implementation ways of digital art village construction.

Key words: Hollow village, digital village, art village construction, Caizigou Village

1. Introduction

This paper is a study on the construction of art villages. The first part analyzes the situation of rural hollowing in China, and sorts out the relevant policy support, transformation strategy and transformation status. The second part analyzes the transformation strategy of Caizigou, studies the reasons for the success of Caizigou, and lists the points worth learning. Finally, combined with the achievements of hollow village reconstruction at home and abroad, a comprehensive proposal is put forward.

2. Hollow Village Governance

2.1 "Hollow Village" vs. "hollowing out"

Hollow village refers to the village in the countryside, the number of permanent residents is small, and the age composition of the population is old, weak, women and children, but covers a large area, most of the land is wasted and empty. Rural hollowing out refers to the flow of cultured young and middle-aged people as rural labor force to the city, resulting in the unreasonable distribution of rural population in age composition, that is, the hollowing out of population. The phenomenon of rural hollowing is becoming more and more serious, and it is widespread all over the world [1]. The situation of rural hollowing in China is very serious, and under the background of long-term urban-rural dual structure, the contradiction and precipitation caused by it are huge, resulting in the problem of hollow villages in China is more serious than that in other countries [2]. As an important research field in the process of China's

social transformation, the hollow village problem has attracted wide attention from geography, economics and sociology. According to the data of China's third agricultural census, hollow villages are mainly distributed in the central and western regions, and the proportion of hollow villages in border areas is relatively low [3]. The formation of hollow village is affected by many factors, the most important of which is the natural geographical conditions of the village and the level of local social and economic development. A large number of rural population flows to cities and towns, resulting in significant differences between villages in different areas. According to the survey, the harm caused by the hollowing out of rural areas is reflected in five aspects: first, the land that should be used as farmland is occupied by empty houses, and a large amount of land resources are wasted; Second, the hollow village is accompanied by a large number of labor loss, the serious shortage of rural labor force; Third, the public facilities of the hollow village are not complete, and the transformation of the hollow village has great difficulties; Fourth, the hollow village ecological environment is poor, domestic garbage and sewage can not be treated in time; Fifth, rural culture is not protected and is on the verge of extinction[4].

2.2 Policy support

In order to promote rural development and improve the hollowing out of rural areas, the Party and the state have put forward a series of major measures such as the construction of beautiful villages and the strategy of rural revitalization to continuously promote the realization of an all-round well-off society in rural areas and the construction of agricultural and rural modernization. Among them, for the prosperity and development of rural culture, *the Strategic Plan for Rural Revitalization (2018-2022)* pointed out that on the basis of protection and inheritance, combined with the requirements of The Times, the countryside should be deeply explored "excellent ideas, humanistic spirit, moral norms, creative transformation, and innovative development" [5]. *The Opinions of the Central Committee of the Communist Party of China and The State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022* pointed out that the construction of digital countryside should be vigorously promoted. It will promote the development of smart agriculture and promote the integrated application of information technology and agricultural machinery and techniques. We will strengthen digital literacy and skills training for farmers. We will use digital technologies to empower rural public services, and expand the coverage of "Internet plus government services" in rural areas. Focusing on solving practical problems, we will expand the application scenarios of big data in agriculture and rural areas. We will accelerate the standardization of digital villages, study and formulate a development evaluation index system, and continue to carry out pilot projects for digital villages. We will strengthen information infrastructure in rural areas [6]. The intervention of digital art in rural construction to create smart villages is a new hollow village governance strategy in recent years. With the vigorous development of the we-media industry, the construction of art villages has been brought to a new height.

According to relevant policies and scholars' suggestions, hollow village governance should follow three principles[7]: first, adapt to local conditions, consider the stage of economic development and the geographical differences of villages in different regions; Second, economic feasibility, in line with the level of local economic development, tap the potential of local economic development, take the lead in promoting hollow village governance with potential; Third, social acceptability, giving full consideration to the wishes of local villagers, and carrying

out the transformation under the premise of not disturbing the lives of villagers, damaging the local ecology and destroying the local culture.

2.3 Governance status

Nowadays, the study of hollow village governance mainly focuses on rural land development [8], rural landscape design [9], etc. there are many successful cases of art intervention in the governance of hollow villages in China, such as Taiwan female master Liao Zhelin was moved by the cultural customs of northern Shaanxi, gave up high-paying jobs, led the northern Shaanxi villagers to create art, established a sketching base, and many art creators came here. Moreover, Bishan Village in Yixian County of Huangshan Mountain, Anhui Province, built utopian rural feelings by issuing publications and holding exhibitions; Moganshan in Qingde, Zhejiang Province, to build a rural tourism brand with Moganshan characteristics and disseminate local history by artistic means; Hunan Channel and Longhui ethnic minority residential areas, using digital means to record and disseminate cultural heritage, poverty alleviation through cultural creation, and promote the digitalization of cultural heritage[10]. In the construction of many smart villages and artistic villages, we can see the active role of artists, who play the role of creators, initiators and organizers. No matter the villagers' spontaneous or others' induced art village construction, artists' participation is needed. The means used by artists can be divided into several aspects, such as safeguarding and inheriting rural culture, protecting architectural landscape and public facilities, reshaping community cultural belief and public life, community education, rural industry revitalization and rural tourism [11].

There are also many successful examples of art village construction around the world, such as the Land Art Festival in Japan. Artist Fram Kitagawa intervened in rural construction with public art, worked with villagers in the fields and ran around looking for artists and sponsors. So far, he has successfully held many land art festivals, driving the development of local catering and tourism. Ewha Village in Seoul, South Korea, was formerly an extremely poor village in Seoul. Under the government's launch, more than 70 artists painted murals in the village, making Ewha Village a location for many Korean dramas and a place for tourists to punch in. Similar to South Korea's Ewha village, the murals of York Rusero slum in Brazil were created by Brazilian artists to intervene in slum reconstruction, which gradually won worldwide attention and received a lot of investment.

3. The Construction of Art Village In Rapeseed Ditch

3.1 Concrete Measures

Among many cases of digital villages and art township construction, Xinjiang Mulei County is a typical one. Caizigou is located in Mulei County, Changji Hui Autonomous Prefecture, Xinjiang Uygur Autonomous Region, 268 kilometers east of Urumqi. The Hui Autonomous Prefecture of Changji, known as Tingzhou in ancient times, is located at the northern foot of the Tianshan Mountains and the southern edge of the Junger Basin. It is an important node of the Northern Silk Road and a transportation artery for the cultural integration of various ethnic groups. It has preserved the historical remains of many nomads and equestrian ethnic groups that arose from the northern regions. Rapesia Valley, named after the homonym "CAI ZI", is located at the foot of the Tianshan Mountains and is the only place that the Silk Road had to

pass through. In the middle of the village, a stream formed by the melting snow of the Tianshan Mountains was meandering. The houses were built on the stream, and the mountains were covered with flowers, and the wind blew through the golden wheat fields, and the sound of donkeys braying and dogs barking came from the cooking smoke. Before 2013, this village also experienced the hollowing out of the countryside, nearly half of the villagers flocked to the city, seeking development, leaving empty houses and huts, and the village faced the fate of disappearance.

It was artist Liu Liangcheng who changed the fate of Caizigou. He and his art team made the following changes: (1) Renovating old houses and protecting historical relics. Liu Liangcheng first drafted the rescue plan of Mulei County, and mobilized his friends in the art circle to claim these old courtyards as studios, and transformed the ancient village that was about to be abandoned into a village full of artists. In order to protect the village, the Mulei County government immediately gave affirmation and support to Liu Liangcheng's proposal. With the cooperation of the township government and the village committee, the studio purchased many old courtyards at a low price, carried out protective transformation, and transformed the abandoned houses into landmark buildings such as Mu Lei Academy and Chi Yuan Art Museum. (2) Encourage artists to create and increase the popularity of Rapeseed Ditch. Liu Liangcheng not only provides low-cost artistic creation space for artists, but also encourages people who have made outstanding contributions to Chinese rural literature, rural painting, country music and rural design. He raises 1 million yuan every year to set up the "Silk Road" Mulei Caizigou Rural Literature and Art Award with the support of the local government. Writer Jia Pingwa, Dadi artist Wang Gang and many other painters, photographers and writers, because of Liu Liangcheng's great influence, set up studios here, artists enjoy their creation in this land, and Caizigou Village has thus become the only artist village in Xinjiang. (3) Art is injected into the countryside to connect the future digitally. Liu Liangcheng's art team has left a large number of artistic creations in Caizigou. The murals in the village and the works of art on the earth have been publicized through various channels such as short videos, TV video propaganda and publication. Tourists are attracted to Caizigou, which drives the development of local industries. In order to meet the needs of a large number of tourists, the local villagers no longer demolish the old house, but retain the original appearance of the house, and transform it into a unique farmhouse. In this way, the problem that the local elderly can not be left alone for migrant work is solved, and the income of the local people is increased. In a short time, there are dozens of famous hotels in Rapeseed Ditch, which not only retain the local buildings, but also keep the local buildings. More local residents to create considerable income.

From the above, it is not difficult to see that Rapeseed Valley from the near extinction to fame, behind the efforts of Liu Liangcheng art team, local residents of Rapeseed Valley and the Mulei County government, but in the era of multimedia development, "wine is afraid of the depth of the alley", without the power of network publicity, Rapeseed Valley would not have such a great success.

3.2 Analysis of Rapeseed Ditch management strategy

The success of the village construction of Caizigou has set a model for the transformation of hollow villages in China, which is worth learning from other villages with similar situations. From the perspective of its governance strategy, there are many things worth learning.

One is the strong support and promotion of the Mulei County government. In the whole process of the transformation of Caizigou Village, the Mulei County government has always played a role of promotion and communication between the artists and the villagers. It has not excessively interfered with the artists' creation, nor forced demolition and sale, so as to preserve the rural cultural memory and the place where the villagers have lived for generations. Therefore, in order to protect the cultural foundation of the local village and maintain the original vitality of the village, promising government guidance and promotion are needed. It can be seen that the government can neither let itself go, nor interfere excessively, nor analyze the actual situation of the local and copy the achievements of other areas. What should be done is moderate intervention and supervision, so that professionals can have enough space to play their role.

Second, artists should play a leading role. Liu Liangcheng's art team built the artist's art creation place in Caizigou, which not only protected the original architectural features of the ancient Silk Road, but also preserved the original memory of the village and transformed it into a dwelling place for artists to create far away from the hustle and bustle of the city.

Third, the smart village digital media publicity in place, good at drainage. By virtue of the influence of artists, the history and culture of the ancient Silk Road, and the unique humanistic customs of Caizigou, we will create a business card of Caizigou to improve its popularity on the Internet and attract artists and tourists.

Fourth, the active cooperation of local villagers. Perfect art village construction is inseparable from the cooperation of the villagers. When Liu Liangcheng art team brought huge business opportunities to Caizigou, the villagers actively participated in it, transforming the houses into homestay, etc., to provide reliable material guarantee for the development of local tourism.

4. Comprehensive Suggestions

From the perspective of Rapeseed Ditch and other rural reconstruction, the hollowing out of the countryside is an incurable disease on the surface, but through the intervention of art in rural construction and the creation of smart villages and other means, art can empower the countryside, retain the local memory, and let the countryside burst out new vitality. On the basis of the successful cases of art village construction at home and abroad, the author tries to put forward some comprehensive suggestions for reference.

Multi-party cooperation to build spiritual home. The soul of the countryside is the land, and the primary problem to be solved in the construction of art villages is the rational use of land. Rebuilding the spiritual home of villagers and artists on the abandoned land is an important means to reshape the rural culture, and can bring a poetic dwelling place for artists. This is a long-term and gradual process, artists should integrate into the countryside for a long time, feel the unique cultural heritage of the countryside, and artistic creation should closely revolve around the countryside. At the same time, the support of the government should be properly introduced, so that artists can have a place to create, so that tourists can really contact nature, and will not have the mentality of "visiting here". At the same time, in the transformation of hollow villages, there may be appropriate changes to the living environment of local residents, or affect the existing rural spatial pattern, but we should try our best not to disturb their lives, not to be partial and move them out as a whole. Villagers are also part of rural culture [12].

Digital media technology to assist the art of rural construction. With the development of smart devices, new means of publicity such as social media are gradually occupying the mainstream position. The public learn more about local customs and customs from we-media bloggers, social software, short videos and other channels, and make reasonable use of digital media to launch art village construction projects. With the help of a series of forces that can be used, such as the popularity of artists or the unique historical heritage of villages, rural culture is publicized to all regions to attract tourists and art groups.

Construction of rural supporting facilities. In the process of art township construction, the construction of supporting facilities can not be ignored. Some backward areas due to disrepair, caused by the problems of domestic garbage, sewage, so that tourists are reluctant to come, which should also be taken into account in the rural reconstruction.

5. Conclusions

The art township construction of Caizigou is a successful comprehensive management of hollow village, which is worth learning from. There are many similar villages in China, which need to be explored and transformed by art, so that the combination of art and countryside can burst out new vitality. At the same time of the construction of art villages, the integration of modern digital media means is a great help to the success of the construction of art villages, which can greatly enhance the visibility of the villages. Using art to preserve rural culture, avoid the fate of village extinction, and further continue to ton memory is a feasible way to rural revitalization, which is worthy of further in-depth study by current scholars.

References

- [1] Liu Yansui, Liu Yu, Zhai Rongxin. Geographical research and remediation of rural hollowing in China [J]. *Acta Geographica Sinica*, 2009, v.64(10):1193-1202.
- [2] White E M, Morzillo A T, Alig R J. Past and projected rural land conversion in the US at state, regional, and national levels. *Landscape Urban Plan*, 2009, 89(1/2):37-48.
- [3] Main Data Bulletin of the Third National Agricultural Census (No.1). *Agricultural Economics*, 2018, (2): 13-15.
- [4] Chen Y F, Sun H, Liu Y S. [J]. *Acta Geographica Sinica*, 2010, v.65(06):727-735.
- [5] Qu Xingfu. Xinhua News Agency. Township to build the value orientation and implementation of the new era of art way [EB/OL], <https://m.gmw.cn/baijia/2022-07/21/35899934.html>, 2022-07-21.
- [6] Central Committee of the Communist Party of China. Xinhua net. The State Council on be comprehensively advancing rural revitalization in 2022 the key work opinion [EB/OL], http://www.news.cn/politics/2022-02/22/c_1128406721.htm, 2022-02-22.
- [7] Liu Yansui, Liu Yu, Zhai Rongxin. Geographical research and remediation of rural hollowing in China [J]. *Acta Geographica Sinica*, 2009, v.64(10):1193-11194.
- [8] Cho S H, Newman D H. Spatial analysis of rural land development. *Forest Policy and Economics*, 2005, 7(5):732-744.
- [9] Gude P H, Hansen A J, Rasker R et al. Rates and drivers of rural residential development in the Greater Yellowstone. *Landscape Urban Plan*, 2006, 77(1/2):131-151.

- [10] Liu Yansui, Liu Yu, Zhai Rongxin. Geographical research and remediation of rural hollowing in China [J]. *Acta Geographica Sinica*, 2009, v.64(10):1196-1202.
- [11] Wang Bao-sheng, Yin Ai-ai. Comparative study on multiple cases of art intervening in rural construction [J]. *Packaging Engineering*, 2018, 39(04):226-231.
- [12] Zhang Meng. Analysis on the success of learning from the Yuehou Wife You Earth Art Festival model in rural China [J]. *Jingwenchuang*, 2020(35):48-49.