

Aesthetic Research on Environmental Art Color of Ancient Towns in Zhejiang Province

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Abstract: Since the Song Dynasty, the capitalist economy has sprouted in the south of the Yangtze River, the social economy has further developed, and the town construction has been refined and functional, which has promoted the further improvement of the architectural cultural character of ancient towns in Zhejiang. The colorful fields and winding roads of ancient towns in Zhejiang can largely eliminate the monotony of black and white in villages, increase the clear and lively mood, and give viewers a psychological reflection that tends to be peaceful and quiet. Therefore, people feel bright and beautiful in beautiful and elegant. At the same time, the ancient town is surrounded by mountains and rivers, and the horse's head wall outlines a beautiful outline in the blue sky, which increases the level of space and the beauty of rhythm, and reflects the harmonious rhyme of harmony between man and nature. It is the embodiment of the national aesthetic psychology in Zhejiang ancient towns, which brings people a unique aesthetic feeling. Ancient towns in Zhejiang pay attention to the inheritance and promotion of excellent traditional culture with regional characteristics, so that famous historical and cultural towns can have more distinctive Zhejiang characteristics and Zhejiang style, and thus embark on a Zhejiang road of planning, management and protection of famous historical and cultural towns.

1. Introduction

Zhejiang ancient town is a land of plenty. People have lived in peace and contentment for generations. The water environment with a long history has bred a straight, gentle and elegant temperament, forming a quiet and serene atmosphere of the ancient town. Since the Qin and Han Dynasties, the simple and good martial style of Jiangnan culture has changed due to the infiltration of the Central Plains culture, gradually changing from advocating martial arts to advocating literature and courtesy. In the Wei, Jin and Six Dynasties, the six partial security regimes of Sun Wu, East Jin, Song, Qi and Liang had their foothold in the south of the Yangtze River. The political situation was relatively stable and the social life was relatively rich. A group of cultural aristocrats with Confucianism as their religion emerged. It was their cultural concepts, moral concepts and literary achievements that guided the vigorous development of the culture in the south of the Yangtze River[1]. It has always had the unique beauty of clear and beautiful scenery and beautiful natural scenery in the south of the Yangtze River, forming a poetic and picturesque living environment, which is fascinating. It can be called an infinitely beautiful and livable Xanadu. Since the Song Dynasty, there has been a budding capitalist economy in the Jiangnan region. The further development of social economy and the refinement and functionality of town construction have promoted the further improvement of the architectural cultural character of Zhejiang ancient towns.

The colorful fields and winding roads in the ancient towns of Zhejiang can largely dispel the monotony of black and white villages, increase the clear and bright mood, and give the audience a psychological reflection that tends to be peaceful and quiet, so people feel bright, beautiful and elegant. The dwellings are green tile dwellings with brick and wood structures. Most of them are three bay buildings with bucket type overhanging eaves or hard mountaintop wood structures. Most of them are double eaves. The enclosure materials are mostly wood, and the combination of

brick and wood is also used as the enclosure materials; Folk houses generally have no bucket arches. A few simple variants of bucket arches are designed under the column beams of the gate. The arches are semicircular, which is the form of bucket jumping. The floor height of the house is low[2]. The keynote of an ancient town in Zhejiang is the beauty of harmony. The unique architectural layout, fresh and elegant colors, and the interactive effect of light and shadow form a strong artistic feature. At the same time, the ancient town is close to the mountain and beside the river. The horse head wall outlines a beautiful outline in the blue sky, increases the level of space and rhythm beauty, and reflects the harmony between heaven and man. It is the embodiment of the national aesthetic psychology in the ancient towns of Zhejiang, bringing people unique aesthetic feelings, improving the aesthetic awareness of color planning in the construction of ancient towns in Zhejiang, attaching importance to the color design of ancient towns in Zhejiang with a scientific concept of development, and carrying out scientific and systematic design planning for the environmental colors of ancient towns in Zhejiang with strict design ideas and sustainable principles. This is very important for analyzing and studying the aesthetic value of the environmental color of ancient towns in Zhejiang[3-4]. We should pay attention to the inheritance and promotion of excellent traditional culture with regional characteristics, so that historical and cultural towns will have more prominent Zhejiang characteristics and Zhejiang style, and thus create a Zhejiang road of planning, management and protection of historical and cultural towns.

2. Analysis of Ancient Towns in Zhejiang

Zhejiang Province is located in the south of the Yangtze River Delta on the southeast coast of China. In the long historical development process, its social, cultural and economic status has become a famous historical and cultural town and village, which is closely related to social construction. Residential houses are mainly courtyard-style, with the main entrance generally not facing the street in front of the house or the gate of the house opposite the street, and paying attention to "the door is not facing the door, the lane is not facing the lane", with different thresholds. Walking through Qingyan City, you can see the residential houses on both sides of the streets and lanes, many of which are not facing each other, so they can't avoid it from the orientation. They would rather move their doors to the side, and Qingyan people are afraid to put their own frontispiece opposite the streets and lanes[5]. The awareness of cultural inheritance and environmental protection is weak. The environment here not only refers to the natural ecology, but also the maintenance of landscape color is a very important part. The survival of ancient villages has faced great challenges. However, it is imperative to implement reasonable protection measures and develop good and standardized colors if we want to talk about sustainable development.

To some extent, the famous historical and cultural villages and towns in Zhejiang reflect the characteristics gradually formed during the development of different regions, societies and nationalities in Zhejiang Province. The back of the street is an ancient stone lane made of stone. With the East Caishen Temple as the starting point, Wanshou Palace and Ciyun Temple as the nodes, the roadway twists and turns, ups and downs, without losing the taste of the country, but also having the characteristics of urban streets[6]. There are many kinds of stone application and masonry methods, including stone, block, lump and irregular stone. The diversity of masonry methods makes the detailed texture of stone lane appear rich, and it has the characteristics of freedom and regularity. Famous historical and cultural towns in Zhejiang have a harmonious and beautiful tone, and the natural landscape pattern has brought varied landscape levels, spatial rhythms and village artistic conception to villages. Ancient villages take distant mountains and surrounding mountains as the background, thus forming multiple contours such as sky, distant mountains and peaks, surrounding mountains and villages. Artificial images and natural images vertically overlap and are harmonious and orderly. The special architectural structure, elegant and simple colors, all of which reflect the national aesthetic psychology and give people a unique aesthetic feeling, which is extremely important for studying the environmental artistic colors of famous historical and cultural towns in Zhejiang.

3. Analysis of the environmental art color of ancient towns in zhejiang province

3.1. Color of waterway revetment

The famous historical and cultural town of Zhejiang faces water on one side, and the other side is close to the wall of the building. The narrow water lane moves naturally along the river. The stone revetments on both banks of the river are formed by vertical masonry, while the revetments are formed by orderly stacking of long stones. As the saying goes, "One side of the land and water nourishes one side of the people", which means that the regional personality with unified personality has been shaped by specific geographical environment and culture for a long time. For example, Beijingers, who live under the imperial city, pay attention to etiquette, are knowledgeable and have a good taste of traveling around the world. An east-west river divides the village into two parts from the head to the foot of the village. The reflection in the water is like the second facade of the building, creating a multi-dimensional space, enriching the entire space image, and integrating people's interests and needs in a very elegant and harmonious way. It has formed the simple and serene folk custom here and the straight people's quiet and indifferent, gentle, respectful and thrifty character. Straight people love water, because water is the mother and soul of the ancient town, giving it a fresh breath, fresh spirituality, and soft characteristics. These elements together constitute the water environment of the ancient town of Zhejiang, presenting a school of simple and clean beauty, which is like a vivid and graceful Jiangnan ink painting in contrast with the surrounding scenery. As shown in Figure 1.



Figure 1 Zhejiang Ancient Town

The back door of many waterfront residents faces the river, so there are usually water access steps and river quays built of stone slabs on the water side, and the surface is covered with green moss. As the cultural value of ancient villages is recognized by the society and the process of modern urbanization continues to accelerate, residents who have lived in cities for a long time feel that the pace of life and work continues to accelerate, and the pressure continues to increase, making modern people eager to return to the original simple, comfortable and elegant, and people are increasingly interested in ancient villages. The water in the ancient town of Zhejiang is calm, which makes everyone feel calm and peaceful[7-8]. The foundation of the revetment walls on both sides of the river channel is made of yellowing granite, which has become mottled and plain after years of scouring. The stone steps made of blue and white stones extend into the water, and the surface is covered with green moss. The water lane environment of Zhejiang's famous historical and cultural town, which is constructed by a variety of factors, presents a school of simple and quiet beauty, and sets off with the surrounding scenery, like a graceful and vivid Jiangnan ink landscape.

3.2. The color of residential buildings

The architectural language of the ancient town is simple, harmonious with the landscape environment, and visually integrated with nature, resulting in a lofty aesthetic feeling. For example, the white horsehead wall and the indigo tiles on the top of the wall have strong color contrast, high

and low strewn at random and distinct levels, which constitute a continuous rhythm and formal aesthetic feeling[9]. Among the famous historical and cultural towns in Zhejiang, there are row upon row of residential buildings built with water and brick walls. It is the main color of black-and-white residential buildings. Whether it's pink and white walls, black and gray bricks, brown doors and windows, or gray and brown roofs and kisses, it forms a quiet and elegant aesthetic feeling, and has a natural beauty that returns to nature. Dark doors and windows are mostly made of thick wooden boards, the surface of which is not painted or colored, which preserves the original wood color taste, has a special affinity, and is of ecological and environmental significance[10]. Fortunately, the number of such buildings is small, and most of them are built on both sides of the newly-built roads outside the village, which is not a big noise to the central ancient village. In the future construction, the local government should actively guide the villagers to pay attention to the impact of the color of residential buildings on the surrounding environment, and must not destroy the overall color aesthetic feeling for their own selfish desires.

In addition, the big red lanterns hanging under the eaves of residential houses add a touch of festive and auspicious bright colors to the plain and elegant buildings. As shown in Figure 2.



Figure 2 Red Lantern in Ancient Town

In a word, the color of the straight residential buildings is simple but not simple. As long as you fully explore the mystery, you will find a "colorful" world. The small and compact villages have strong identifiability, but during the investigation, the author found that the protection of some historic buildings was not satisfactory, some window frames with exquisite shapes and rich colors, horsehead walls with regional customs and some stone bridges across the river have caused undeserved damage, which is a pity. In short, the buildings in Zhejiang's famous historical and cultural towns have simple but not simple colors. As long as you carefully explore the mysteries, you can find a colorful historical and cultural town in Zhejiang.

4. Conclusions

The natural environment and humanistic environment of ancient towns in Zhejiang are in harmony with each other, and the rhyme is everywhere, forming a unique pattern of ancient towns in Jiangnan, with unique and extraordinary artistic charm. The ancient town is a spatial form with a landscape pattern. Under this spatial form, there are different functional divisions, such as living quarters, natural scenic spots, business districts, culture and education, which depend on the mountainous terrain. Therefore, it presents different color systems. Ancient towns in Zhejiang attract countless people with their beautiful architecture, environmental art and rich and far-reaching cultural heritage. History has left an ancient town like ours. We should better protect it and cherish it, so that it can show a charming splendor in the few ancient towns in China. Here, people and the natural environment are highly harmonious, which is the perfect embodiment of China's traditional idea of "harmony between man and nature" and reflects people's simple concept of natural ecology. As far as the environmental color aesthetics of ancient towns in Zhejiang is

concerned, the straight "color" is the natural color, without any affectation, but the most authentic expression. Straight beauty is a matter of opinion, but people can find the truest resonance here. China is promoting the construction of traditional villages, and the design of color landscape should be taken as an extension of the ancient town planning, going to all of China and the world.

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