

# Practice and Exploration of Wall Painting to Help Rural Revitalization--Taking the Activities of "Art and Youth" Cultural Art Troupe as an Example

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## Abstract

"Art Runs Youth" Culture and Art Troupe is a public welfare organization founded by art majors in colleges and universities, which is committed to promoting the beautification of the rural living environment, the construction of rural spiritual civilization, the progress of rural art education, the sale of rural special products, rural economic development through public welfare rural wall painting and art education, giving full play to the functions of colleges and universities in the cultivation of talents, social services and cultural inheritance, Social service and cultural heritage functions of universities, practicing the mission of educating people for the Party and the country, further consolidating the results of poverty alleviation and helping rural revitalization. This paper analyzes and explores the effectiveness of wall painting for rural revitalization, the strategy of wall painting for rural revitalization and the development space of wall painting for rural revitalization in the future through the study of the wall painting practice activities of "Art Runs the Youth" cultural and art troupe in the countryside.

## Keywords

Wall painting, rural revitalization, rural construction, rural landscape.

## 1. Introduction

Through the form of wall painting the national precise poverty eradication policy, socialist core values, civilized etiquette, traditional Chinese virtue stories and other vivid examples in graphic and easy-to-understand forms of expression, so that the villagers are inspired and educated in a subtle manner, beautifying the rural environment while promoting the construction of rural spiritual civilization, so that the rural people realize the importance of the importance of the necessity of education, and to drive the entire rural people's production enthusiasm, stimulate new vitality in the countryside, further consolidate the results of poverty alleviation and promote rural revitalization. With the promotion of strategic planning for rural revitalization, wall painting art, as an easy-to-understand, simple and intuitive form of painting expression, has played a certain role in promoting the implementation of China's rural revitalization strategy, which integrates the local culture of the countryside and rural aesthetics, and enhances the villagers' recognition of the local culture and cultural self-confidence, which greatly improves the living environment of the countryside, and enriches the villagers' spiritual world, and also promotes the development of rural tourism and some enterprises. It has also led to the development of rural tourism and the attention and support of some enterprises, which to a certain extent has promoted the development of rural economy.

## **2. Analysis of the effectiveness of wall painting in helping to revitalize the countryside**

### **2.1. Improvement of the rural landscape to create a beautiful countryside**

The art of wall painting, which helps to revitalize the countryside, plays an important role in improving the living environment of residents. Under the guidance of professional instructors and the careful design and painting of art college students, the old and blank exterior walls of residents' houses have been revitalized and energized. The wall painting works are not only highly ornamental, but also rich in local characteristics, and the natural scenery of the countryside reflect each other, adding a unique artistic charm to the rural landscape. Wall painting art for the countryside and local residents to bring environmental improvements, wall painting has become a bright landscape on the countryside streets, for local residents to create a more livable and beautiful living space. While improving the visual aspect, in the process of creation, the team focuses on the protection of the natural landscape and human environment, maintaining the original ecology and local cultural traditions. When designing the wall painting surface draft, the team members skillfully integrated the red cultural elements and contemporary spirit of the times, and achieved the purpose of improving the quality of life of rural residents through humanized and multi-functional space design. Overall, the wall painting art not only beautifies the environment of the countryside, but also subtly enhances the residents' awareness of environmental protection, and to a certain extent also promotes the ecological construction and sustainable development of the countryside, injecting new vitality and connotation into rural revitalization.

### **2.2. Enhancement of aesthetic education for rural residents and cultural literacy of villagers**

Wall painting art covers the walls of new village communities and new residential areas, and it can be seen everywhere in people's production and living places. In order to study the performance of wall painting art in the context of rural revitalization strategy so that the rural residents can improve the humanistic spirit and beautify the environment in their life and production, and influence the emotions and preferences of the rural residents in the subtle influence, etc., as an art discipline, the large-scale coverage of the wall painting art has a very good aesthetic effect on the rural residents, so that the rural residents can see the good or bad art works, and can evaluate the art works and recognize the art works after tea and dinner, and the aesthetic level can be improved. The wall painting art in the construction of rural revitalization uses beauty as the external expression, so that the residents have improved their aesthetic ability, which helps to promote the construction of spiritual civilization in the countryside, and fundamentally accelerates the construction of a civilized and harmonious moderately prosperous society.

### **2.3. Passing on traditional culture and enhancing cultural confidence**

Rural wall painting through the artistic presentation of socialist core values, traditional Chinese virtues, knowledge of party history and vernacular cultural elements, not only activate the local cultural identity, but also build up a new position of publicity and education, in the process of building a civilized countryside of public order and good morals, so that the masses actually feel the fruitful results of the construction of rural civilization in the new era. First, the essence of rural wall painting is the art of rural construction and the depth of the integration of livelihood aspirations. As a carrier of the new era of aesthetic practice, through artistic creation of the villagers' aspirations for a better life is presented in a concrete manner, in order to meet the people's multi-level, diversified spiritual and cultural needs at the same time, but also to

achieve the traditional aesthetic paradigm to the creative transformation of modern artistic expression. Secondly, the core value of rural wall painting is to reconstruct the cultural identity bond. Through the painting of "my hometown, my relatives", "neighbors help each other" and other thematic scenes, the nostalgic memory is transformed into visible and palpable cultural symbols, so that the mottled wall becomes a vivid carrier of nostalgic memories. This subtle visual narrative not only enhances the villagers' sense of belonging to the local culture, but also promotes the revitalization of traditional ethics and morality in modern rural governance through the expression of "stories of village sages" and "village history illustrations".

#### **2.4. The Two-Way Value of Wall Painting to Help Revitalize the Countryside**

Art empowers the countryside, practice makes growth. It is of great significance for both the countryside and colleges and universities to hold wall-painting activities to help revitalize the countryside. Wall painting activities to help revitalize the countryside gives art students in colleges and universities a rare opportunity to grow. Students learn in the classroom painting techniques, design concepts and other professional knowledge in the wall painting activities into practical action to serve the rural construction. Participating in the wall painting activity not only improves their professional skills, but also cultivates their communication, project management and problem solving abilities in teamwork. More importantly, in the process of practicing wall painting activities, college students will have a new understanding and new awareness of the rural local flavor, and to a certain extent, it has prompted college students' social responsibility awareness<sup>0</sup>. Wall painting is a kind of public art with both aesthetic value and practical function, which enhances the aesthetics of rural residence through visual expression, and realizes the excavation and reconstruction of regional characteristic culture at a deeper level. Wall painting art can systematically integrate rural cultural resources, highlight regional characteristics and shape a recognizable rural image through differentiated and distinctive art presentation. Wall painting art plays multiple roles in rural revitalization, its value is reflected in the beautification of village appearance on the one hand, and on the other hand, it can give the uniform rural buildings a unique artistic charm. With the efforts of the team members, wall painting art, as the unique spiritual core and cultural symbols of the countryside, can intuitively present the distillation and amplification of local humanities and regional characteristics, so that all visitors can intuitively feel the unique cultural temperament and spiritual connotation of the countryside. Wall painting art is a unique form of artistic expression, which uses brilliant colors to break the monotony of the original wall in the countryside. With professional design language and presentation methods, the country's characteristic industries, folk traditions and modern aesthetics organic fusion, this form of expression not only highlights the deep connotation of rural culture, but also for the countryside to add artistic charm. From this point of view, the art of wall painting has become an important carrier for promoting rural cultural revitalization and sustainable development<sup>0</sup>. In terms of promoting economic development, to a certain extent, wall painting art plays an important role in promoting the combination of rural culture and tourism industry and promoting economic development. Rural wall painting first, can be used as a cultural communication carrier to enhance the tourism attractiveness of the countryside. Secondly, through the wall painting can publicize the local characteristics of agricultural products and local characteristics of the brand, to achieve the promotion and value-added. Wall painting art to help rural revitalization, not only for rural residents to bring sustainable economic value, but also the implementation of rural revitalization strategy provides a solid cultural support and internal power. Nowadays, art wall painting has broken through the traditional beautification function and evolved into an innovative carrier to activate rural cultural genes, reconfigure spatial value and cultivate endogenous development power, injecting new vitality and possibilities for rural revitalization.

### 3. Summary of the practice of the "Art and Youth" Cultural Art Troupe

#### 3.1. Key outcomes of team practice

Under the professional guidance of the instructors, the "Art and Youth" Culture and Art Troupe has continued to carry out cultural revitalization practices in the countryside, and accurately meet the needs of poverty alleviation and rural revitalization through volunteer services such as cultural wall painting and art tutoring. The team covered more than ten administrative villages and elementary school in Anhui Province, including Weitong Village of Yinji Town, Lingbi County, Suzhou City, Anhui Province, Brick Bridge Village of Wanfu Town, Huaiyuan County, and Qianying Village of Ma Town, Yuhui District, Bengbu City, etc. The cumulative total area of the cultural wall painting was more than 6,000 square meters, and the service radiated to the public for more than 20,000 times, and the organization organized students to participate in the practice for nearly 300 times. The effectiveness of the activities of the national party network, learning country, people's network, China public welfare network and other authoritative media and Anhui Federation of provincial platform depth focus, the relevant reports are Sohu, North China network and other mainstream media and a number of WeChat public reproduced, the cumulative number of readers exceeded 6 million times, forming a broad social impact. The practice not only effectively beautifies the rural habitat environment, but also activates the rural economy through cultural empowerment - attracting enterprises to invest in the area, facilitating special donations for education, driving the development of rural tourism, and promoting the sale of local agricultural products through cultural and creative promotions, thus injecting sustained kinetic energy for consolidating the results of poverty alleviation and promoting rural revitalization.

#### 3.2. Challenges faced by practiceteams in

In the process of practicing, the "Art and Youth" Culture and Art Troupe faced a variety of challenges. First, the team members' environmental adaptation problems. Most of the wall painting is outdoor work, summer practice activities face the problem of hot weather, in addition to the problem of mosquito infestation and the safety hazards of overhead work and other problems are plagued by the team, the team members have to continue to work for more than ten hours a day under difficult conditions, which puts forward a serious test of physical endurance and willpower. Secondly, the aesthetic difference between local residents and the team. There is a significant difference between the art creation concept of the wall painting team and the aesthetic perception of the villagers, and some villagers expressed their incomprehension, incomprehensibility and even inability to appreciate the modern art style. The problem of aesthetic difference not only tests the professional ability of the team, but also affects the acceptance and dissemination effect of the wall painting works to a certain extent. Thirdly, the material used for wall painting has low durability. Acrylic paint has become the main pigment used in wall painting because of its high color saturation and high cost-effective advantages. However, because wall painting works are mostly in open-air environment, their physical stability is facing serious challenges due to long-term exposure to unfavorable environments brought by nature such as ultraviolet radiation, temperature difference, rain erosion and so on. Exposure of wall-painted works to the natural environment will cause the pigment layer to be prone to chalking, cracking, flaking and other phenomena, thus affecting the visual effect and preservation cycle of the wall-painted works. Therefore, in order to improve the environmental adaptability of wall paintings, in terms of material selection, the team needs to further search for new materials or protective coatings that are more weather resistant.

### 3.3. Wall painting art helps revitalize the countryside for future development space

In the practice of wall painting art to help rural revitalization, local characteristics should be excavated in depth, but it does not mean that all local cultural contents are accepted wholesale without screening, but need to be screened and reconstructed in a prudent manner. Local cultural characteristics should be deeply excavated, and the most representative and characteristic elements that best reflect the kernel of regional culture should be carefully selected and integrated into wall painting creations through artistic refinement and innovative transformation<sup>0</sup>. When exploring countryside the characteristics of the , it is necessary to pay attention to the first focus on the study of the connotation of whether it has the value of inheritance, to take the essence and discard the dross, and secondly, to learn from the successful experience of others, and to strengthen the cooperation and communication with them<sup>0</sup>. Close integration of artistic creation and local industry, give full play to the propaganda and promotion of wall painting, and then promote the development of the local economy, injecting new kinetic energy for rural revitalization. Innovation and optimization of local cultural elements, so that they form unique local symbols, enhance the artistic value and cultural connotation of wall painting. While innovating, the spirit of sustainability exploration needs to be maintained to avoid homogenization and prevent aesthetic fatigue. In the selection of materials, not only to consider the aesthetic aesthetics, but also to take into account the practicality. Latex paint is currently a better choice, latex paint has the advantages of easy construction, fast curing, breathability, etc., at the same time, it can also withstand the wind and sun and temperature changes<sup>[5]</sup>. On the technical level, we can use artificial intelligence to improve the production efficiency and accuracy of wall painting. We can also try to let local residents participate in the creation of wall paintings to fully explore the creative potential of folk craftsmen. In addition, universities and localities should strengthen cooperation and work together to create wall-painting works with more local characteristics and artistic value.

## 4. Concluding remarks

According to the practice of "Art Runs Youth" Cultural Art Troupe's wall painting to help rural revitalization, it is an innovative attempt for art to intervene in rural construction by organizing public welfare rural wall painting activities for art majors in colleges and universities, which is an important path to activate rural culture and promote rural revitalization, and wall painting has remarkable results in beautifying the rural environment, inheriting local culture and cohesion of community consensus. Wall painting has significant results in beautifying the rural environment, inheriting local culture, and building community consensus<sup>[6]</sup>.

## Acknowledgements

This work is supported by Innovation and Entrepreneurship Training Project for College Students of Anhui University of Finance and Economics in 2023, Project number: 202310378008.

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