

# *Public Art Intervention in the Cultural Campus Construction at NingboTech University*

Xiaohua Huang<sup>1,2</sup> and Yueyun Shao<sup>3\*</sup> and Jiahao Chen<sup>4</sup>

<sup>1</sup>*School of Design, NingboTech University, Ningbo 315100, China*

<sup>2</sup>*Faculty of innovation and design, City University of Macau, Macau 999078, China*

<sup>3</sup>*Zhejiang Fashion Institute of Technology, Zhejiang, Ningbo 315211, China*

<sup>4</sup>*School of Design, NingboTech University, Ningbo 315100, China*

*284700323@qq.com*

*\*Corresponding author*

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**Abstract:** This paper aims to explore the role and impact of public art in the cultural campus construction at NingboTech University. Through a review of relevant theories and on-site investigations of the current cultural campus construction at the university, we will analyze in-depth how public art promotes the prosperity and innovation of campus culture. The paper will focus on the definition, purpose, and practice of public art, utilizing specific case studies to explore its practical application at NingboTech University.

## 1. Introduction

Against the backdrop of contemporary university cultural construction, public art, as a culturally influential intervention, has gradually gained widespread attention. This paper seeks to delve into the unique role of public art in the cultural campus construction at NingboTech University. The richness and innovation of campus culture not only relate to the overall image of the university but also affect the learning and living quality of faculty and students. In this context, by comprehensively understanding public art and conducting on-site observations of the current cultural campus construction, we will explore how public art becomes a crucial factor in shaping campus culture, inspiring creativity, and fostering a sense of community.

Public art is not limited to sculptures or murals; it also includes various forms such as music, theater, and literature. Its uniqueness lies in its public nature, existing not only in galleries and theaters but deeply rooted in daily life and public spaces. Therefore, the introduction of public art is not only an appreciation of art but also a positive intervention in campus culture[1]. Through a profound understanding of the cultural needs of students and faculty, we can better adjust the positioning and forms of public art to meet diverse cultural pursuits.

In this study, we will specifically explore the potential impact of public art on campus cultural construction and deepen our understanding of its practical application through specific case studies. Through this research, we hope to provide feasible recommendations for NingboTech University to further enrich and enhance the quality of campus culture[2].

## **2. Overview of Public Art**

### **2.1 Definition and Characteristics of Public Art**

Public art is a form of integrating art into public spaces to promote social engagement, stimulate reflection, and beautify the environment. Its characteristics lie in going beyond traditional art venues, bringing art pieces into public places of everyday life, such as campuses, urban squares, and streets. Public art emphasizes social sharing, guiding people's thinking and appreciation of art through interaction with the audience, thus creating a unique cultural experience[3].

In public art, artworks typically exhibit openness and diversity to adapt to the needs and cultural backgrounds of different audiences. It can include various forms such as sculptures, murals, installation art, and performing arts, aiming to transcend the limitations of traditional art, integrate into social life, and become a force leading cultural development and societal change[4].

### **2.2 The Role of Public Art in University Cultural Construction**

Firstly, public art injects an artistic atmosphere into the campus, transforming it from merely an educational space into one rich in cultural heritage and creative vitality. This helps enhance the overall image of the university, attracting more attention and recognition from discerning individuals.

Secondly, public art can foster students' aesthetic emotions and creativity. Through contact with artworks, students can cultivate sensitivity to beauty and unleash their creative potential[5]. This artistic involvement doesn't solely occur in art classrooms but is seamlessly integrated into everyday campus life, benefiting students subtly and continuously.

Moreover, public art contributes to the formation of a campus community. Sharing artistic experiences in the same space encourages resonance among faculty and students, deepening communication and understanding. This sense of community not only helps break down barriers between disciplines but also promotes the integration of academia and culture, creating a beneficial atmosphere for the overall development of the university[6]. Therefore, public art plays the role of a bridge connecting academia, culture, and society in university cultural construction, injecting new vitality and vigor into the campus.

## **3. Current Status of Cultural Campus Construction at NingboTech University**

### **3.1 Key Characteristics of Current Campus Cultural Construction**

At NingboTech University, the campus cultural construction exhibits several notable features. Firstly, the institution places emphasis on integrating traditional culture with contemporary art, creating a unique cultural atmosphere that blends tradition with innovation across various aspects such as campus architecture design and sculpture installations. This approach provides faculty and students with a rich and colorful cultural space[7].

Secondly, the university actively promotes students' cultural participation through a variety of cultural activities, including art exhibitions, concerts, and theatrical performances. These diverse cultural events serve as platforms for students to showcase their talents and partake in cultural

festivities[8]. The comprehensive planning of cultural activities not only meets students' entertainment needs but also sparks a love for art and culture.

Furthermore, the campus cultural construction is reflected in interdisciplinary collaboration and integration. The university encourages cooperation between different disciplines, fostering communication and collaboration among faculty and students in various fields through interdisciplinary cultural projects, contributing to a more diverse cultural atmosphere[9].

### **3.2 Perspectives of Students and Faculty on the Cultural Campus**

According to recent survey data, the majority of students and faculty at NingboTech University hold positive views on campus cultural construction. Over 80% of students express that the campus cultural activities are diverse, providing them with more cultural choices and participation opportunities. Additionally, nearly 90% of faculty members believe that campus cultural construction contributes to promoting the integration of academics and culture, elevating the overall cultural standard of the campus[10].

From the students' perspective, the construction of a cultural campus not only enriches their university life but also provides opportunities for self-expression and creativity. Students express that participating in various cultural activities helps them better understand the charm of art and culture while expanding their horizons[11].

Faculty members believe that the construction of a cultural campus positively impacts academic exchange and interdisciplinary cooperation. Cross-disciplinary cultural projects and activities provide a platform for faculty and students from different disciplines to communicate, breaking down disciplinary barriers and facilitating the collision and integration of innovative thinking[12].

Overall, the cultural campus construction at NingboTech University has achieved significant success and garnered unanimous praise from both faculty and students. Through continuous innovation and deepening efforts, there is potential for further enhancing the level of campus cultural construction, injecting more vitality into the overall development of the university.

## **4. The Role of Public Art in Cultural Campus Construction**

### **4.1 How Public Art Promotes the Prosperity of Campus Culture**

Firstly, as a part of campus culture, public art enriches the cultural content of the campus by creating unique artistic landscapes, making it more dynamic and appealing. For example, placing sculptures and murals in prominent areas like main thoroughfares not only enhances the aesthetic appeal of the campus environment but also stimulates curiosity and appreciation for art among students and faculty.

Secondly, public art brings more social spaces to the campus, fostering communication and collaboration among students and faculty. Creating places for relaxation and interaction around artworks provides students with a platform to appreciate and discuss art together, bringing them closer. This social aspect of artistic spaces contributes to building a sense of campus community, pushing cultural construction towards a more open and interactive direction.

Additionally, public art serves as a powerful tool for school promotion and image building. Unique artworks and cultural projects become representative features of the school, attracting more attention externally and enhancing the school's visibility and reputation[13]. Through the prosperity of campus culture, the school can establish a positive image, attracting more outstanding students and faculty.

## 4.2 The Impact of Public Art on Student Creativity and Thinking

Public art is not just a decoration for the campus environment; it is a powerful driver of student creativity and cognitive development. Firstly, interacting with artworks stimulates students' creativity. The diversity and uniqueness of art provide students with different aesthetic experiences, inspiring their desire for innovation and independent thinking[14]. By observing, reflecting, and commenting on artworks, students can cultivate critical thinking and aesthetic sensibilities.

Secondly, the presence of public art helps cultivate students' interdisciplinary thinking. Through exposure to different forms of art, students can broaden their understanding of diverse cultures, prompting them to make connections and engage in cross-disciplinary thinking. This mode of thinking is beneficial for solving practical problems and facing complex challenges.

Finally, while inspiring student creativity, public art also enhances their emotional intelligence and sense of social responsibility. Interacting with artworks encourages students to develop sensitivity to aspects of society, culture, and human destiny, making them more empathetic and socially responsible[15].

Therefore, public art in cultural campus construction not only brings a unique artistic atmosphere to the campus but also, at a deeper level, influences students' creative thinking and social awareness, laying a solid foundation for cultivating well-rounded individuals.

## 5. Case Studies

### 5.1 Zhu Kezhen Sculpture

The Zhu Kezhen sculpture, as one of the emblematic public art projects at NingboTech University, plays a crucial role in campus cultural construction. Firstly, the sculpture, featuring Mr. Zhu Kezhen, highlights the school's historical roots and academic traditions, adding a sense of dignity and nobility to the campus. As an outstanding scholar, the sculpture not only pays homage to him but also serves as an inspiration for academic spirit and the pursuit of excellence.

Secondly, the strategic placement of the Zhu Kezhen sculpture in the Zhu Garden aligns harmoniously with the school's name. This clever geographical choice emphasizes the connection between the sculpture and academic traditions, allowing more students and faculty to encounter and appreciate this artwork in their daily lives, further integrating it into campus culture, as shown in Figure 1 and Table 1.



Figure 1: Zhu Kezhen Statue

Table 1: Sample Source: Self-captured by the author

Title	Zhu Kezhen Statue	Author	Unknown
Location	NingboTech University	Year	2011
Material	Bronze	Specifications	Height 270cm
Color	Bronze	Style	Figurative

The placement of the Zhu Kezhen statue in Zhu Garden at Zhejiang University Ningbo Institute of Technology undoubtedly contributes rich historical and educational significance to campus cultural development. As an outstanding president of Zhejiang University, Zhu Kezhen made remarkable contributions to the school's development and scientific research, making the statue a permanent commemoration of his outstanding achievements. The statue's location in Zhu Garden, adjacent to the library, further highlights the respect for knowledge, academia, and culture. This is not only a tribute to Mr. Zhu Kezhen personally but also a collective embodiment of the spirit of science and academic pursuit. The area where the Zhu Kezhen statue is situated becomes a focal point on campus expressing academic values and humanistic care, providing students with an environment that sparks thinking and academic exploration. Adjacent to the statue, the library allows students to constantly feel inspired by Zhu Kezhen's academic spirit while reading scholarly works and engaging in research. Such a sculpture not only brings an artistic and historical atmosphere to the campus but also serves as a powerful symbol for the inheritance of academia and culture.

### 5.2 Wang Yangming Sculpture

The Wang Yangming sculpture is another noteworthy public art project, emphasizing NingboTech University's emphasis on intellectual and cultural values. Wang Yangming's philosophical ideas have profoundly influenced traditional Chinese culture, and the selection of this sculpture reflects the school's commitment to intellectual heritage. This not only underscores the integration of academic and humanistic spirit but also injects richer connotations into campus cultural construction, as shown in Figure 2 and Table 2.



Figure 2: Wang Yangming Statue

Table 2: Source of Sample: Self-captured by the author

Title	Wang Yangming Statue	Artist	Xiaohua Huang
Location	NingboTech University	Year	2016
Material	Bronze	Specifications	Height 300cm
Color	Bronze	Style	Figurative

The presence of the Wang Yangming statue injects profound historical and philosophical significance into the campus culture. As a part of the campus, this sculpture is not only an artwork but also a symbolic structure carrying the Confucian thoughts and humanistic spirit of Mr. Wang

Yangming. The proximity of the Yangming Study Hall further emphasizes the importance of this cultural area. The existence of this sculpture helps ignite students' interest in traditional Chinese culture, guiding them to delve into Wang Yangming's ideas and philosophical thoughts. Through the conveyed messages of the statue, students can better understand their cultural roots and develop a more comprehensive mindset. Additionally, the statue creates a unique cultural atmosphere on campus, providing students with an immersive learning environment. Through interaction with the Wang Yangming statue and the Yangming Study Hall, students can experience the fusion of history and modernity, fostering respect for and continuity of traditional values. Therefore, this sculpture plays a crucial role in the educational and spiritual guidance aspects of campus cultural development.

### **5.3 Evaluating the Contributions of These Sculpture Projects to Campus Cultural Construction**

These sculpture projects have made significant contributions to the campus cultural construction at NingboTech University. Firstly, they add a rich cultural atmosphere to the campus, giving the university more personality and distinctiveness. These sculptures become unique landmarks on campus, attracting the attention of students, faculty, and visitors, creating a distinctive cultural identity for the campus.

Secondly, by establishing images of eminent figures, these sculptures help inspire respect and pursuit of academic, intellectual, and moral values among students and faculty. Interacting with the sculptures allows for a deeper understanding of the scholars' spirit and provides an opportunity for reflection and inspiration.

Additionally, the intentional placement of these sculptures in key areas of the campus is meaningful. They are situated in the core areas of the school, allowing more people to experience the presence of these artworks firsthand. This open arrangement of sculptures contributes to fostering academic and cultural exchanges, providing substantial support for the formation of a campus community.

In conclusion, public art projects like the Zhu Kezhen and Wang Yangming sculptures play a positive and driving role in the campus cultural construction at NingboTech University. They not only reinforce the school's cultural characteristics but also provide unique cultural experiences for students and faculty, contributing strength to the inheritance of academic and humanistic values.

## **6. Conclusion and Recommendations**

### **6.1 The Role of Public Art in Campus Cultural Construction**

Public art plays a multifaceted role in the cultural construction of NingboTech University. Firstly, by introducing artworks, the university has successfully infused the campus with a rich cultural atmosphere, making it more attractive and vibrant. This not only positively impacts the enhancement of the campus image but also provides students and faculty with a more diverse cultural experience.

Secondly, public art projects foster the integration of academia and culture. Through sculptures, murals, and other forms, the university effectively combines academic ideas with artistic expression, emphasizing the diversity and innovation of academic spirit. This creates more favorable conditions for interdisciplinary collaboration, contributing to the formation of a more comprehensive and open academic environment.

Additionally, public art also acts as a catalyst for socialization and sharing. The placement of artistic works not only provides space for communication between students and faculty but also

stimulates a sense of community and teamwork. This social aspect of artistic spaces contributes to the creation of a more harmonious and cohesive campus atmosphere.

## 6.2 Recommendations and Directions for Further Development

To enhance the role of public art in campus cultural construction, the following recommendations and directions are proposed:

(1) Increase the diversity of public art projects: Introduce a wider range of public art projects, including music, drama, literature, etc., to meet the aesthetic needs of different students and faculty, expanding the coverage of cultural construction.

(2) Strengthen student participation and interaction: Design public art projects that involve student interaction, such as art workshops and student art exhibitions, encouraging students to participate in artistic creation and enhancing their creativity and expressive abilities.

(3) Promote digital cultural construction: Utilize digital technology to integrate public art with virtual spaces, create online art platforms, allowing more people to participate in and appreciate campus cultural activities through the internet.

(4) Enhance the promotion of cultural activities: Through more active publicity and promotion, increase the visibility of cultural activities, attract more students and faculty participation, and generate a broader cultural influence.

(5) Continuous evaluation and adjustment: Regularly assess the effectiveness of public art projects, gather feedback from students and faculty, and make adjustments and optimizations based on actual situations to ensure that cultural campus construction stays up-to-date.

By implementing the above recommendations and directions, NingboTech University is poised to further advance campus cultural construction under the guidance of public art, creating a more vibrant and creative academic environment. This will not only benefit the overall enhancement of the school's image but also contribute to nurturing outstanding students with broad perspectives and innovative thinking.

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## Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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