

Research on Rural Art Design and Brand Buildings

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Abstract

Compared with cities, the countryside is characterized by simple folk customs, a natural ecology and a leisure lifestyle. As a unique form of creation, rural art is deeply rooted in the soil of regional culture, outlining an aesthetic outline that is completely different from other art genres with distinctive local characteristics. This strong regional attribute naturally gives the rural art brand a distinctive local identity, making it a unique cultural charm and recognizable in the art market. This study uses the literature research method as the core method, deeply excavates the unique attributes of rural art design through quantitative analysis, integrates the relevant research results in the field of regional branding, and systematically explores the interactive relationships between rural art design and brand building and the future development path. On the basis of the literature that combines and analyses the internal relationship between the two, this paper uses the method of induction and summary to reveal the important value of rural art design and brand building and looks forward to its future development trend. Research confirms that there is a close and inevitable relationship between rural art design and brand building. On the one hand, high-quality rural art design can become the core driving force of brand building, giving the brand a unique cultural heritage and visual identity. On the other hand, successful brand building can provide a broader communication platform and development space for rural art and promote the sustainable development of rural art in inheritance and innovation, which complement and empower each other.

Keywords

rural revitalization, art design; branding, regional characteristics, marketing strategy

1. Introduction

In recent years, rural art has sprung up like mushrooms after rain, not only arousing enthusiastic responses in China but also emerging on the international stage, attracting the attention and love of people around the world. This art form breaks traditional boundaries, opens up a highly personalized expression path for creators, and has become an emerging creative style with both artistic value and development potential because of its natural and simple aesthetic characteristics and profound cultural heritage. At the same time, rural art is gradually building a unique industrial ecology, deriving rich and diversified employment forms, showing strong market vitality and broad development prospects. The value of rural art is reflected not only in the artistic creation itself but also in its active response to the national “rural revitalization” strategy, exploring new paths for rural development in a culturally empowered way, and helping the construction of beautiful villages. At the same time, there is a close connection between rural art

and brand building, and the two are interdependent, develop in a coordinated manner, and jointly promote the inheritance of rural culture and economic development to a new level through resource integration and complementary advantages.

At present, many university teachers actively guide students to devote themselves to the practice of rural brand revitalization, aiming to transform theoretical knowledge into practical applications through practical teaching. However, there are obvious shortcomings in this process: relevant practices often focus on the achievement of brand revitalization goals but ignore the in-depth exploration of the intrinsic correlation between rural brands and rural art, resulting in certain shortcomings in the exploration of cultural connotations and artistic expression in practical activities (Huang et al., 2025). The deep integration of artistic and creative design and cultural tourism products has given birth to new creative products that intertwine reality and digital virtuality. This type of product not only injects innovation momentum into the rural tourism service industry but also becomes a new engine to promote social development. However, the current practice focuses more on product development and market application, and in the long-term development direction of rural art, specific and systematic research results have not yet been formed to support it, and there is a problem of insufficient theoretical guidance (Lv, 2025). Design has achieved remarkable results in enhancing the brand value of agricultural products and can effectively enhance product recognition and market competitiveness through visual symbols, packaging innovation and other means. However, some views exaggerate the role of design in beautifying the rural environment and shaping the ideal lifestyle, making it a conceptual empty talk that is detached from reality. Moreover, there is a lack of systematic research on the importance of the deep integration of rural brands and art design in academic and industry circles, the strategic value of the coordinated development of the two has not been fully explored, and there is a phenomenon in which theoretical research lags behind practical needs (Long, 2024). With its profound historical heritage and unique humanistic customs, ancient village culture occupies an irreplaceable position in the construction of rural cultural tourism brands. It has not only become the core engine driving the vigorous development of local rural tourism but also significantly enhanced the market competitiveness of the regional cultural tourism industry through differentiated cultural expression. However, at present, comprehensive and in-depth research results on the long-term planning and prospect prediction of the coordinated development of brand and art in the context of ancient village culture are lacking, and a systematic and guiding theoretical framework and practical path have not yet been formed (Li, 2024). As an important bridge connecting young people and rural culture, “research trips” provide a practical platform for young people to explore rural culture and art design deeply and help the inheritance and innovation of traditional culture among the younger generation. However, the current research still lacks systematic exploration of the deep interaction between brand building and the art design of rural research bases, has not yet formed a mature theoretical system and practical guidance, and there is still much room for exploration in this field of research (Cao, 2024).

Previous studies have systematically identified the origin, evolution and stage status of rural art and brand development and fully demonstrated the positive role of this art form in promoting the multidimensional development of the rural economy, culture and ecology. Research shows that rural art, with its unique cultural value and industrial potential, has become a very feasible and forward-looking development path in the rural revitalization strategy, which strongly confirms the correctness and rationality of its development direction. Although the existing research has focused on the basic context of rural art and brand development in detail, there are still obvious gaps in the depth and breadth of related research. The literature lacks systematic exploration of the core issues, such as the internal logical relationship between rural art design and brand building, and the collaborative development mechanism, especially in key areas, such as the strategic value and future trend research and judgement of the integrated development of the two, which has not yet formed a comprehensive and in-depth theoretical summary and practical guidance and needs to be further supplemented and improved. In view of this, this paper uses a combination of literature research and quantitative analysis to systematically analyse the internal correlation and synergy mechanism between rural art design and brand building. Through in-depth excavation of the literature and quantification of key indicators, the mutual promotion effect of the two in the context of rural revitalization is comprehensively revealed, and scientific research conclusions are formed on this basis to provide a reference for theoretical development and practical innovation in this field. On the basis of the macro background of rural

revitalization strategies, this study focuses on the core role of diverse rural art forms in promoting artistic innovation and development. Through an in-depth analysis of its internal mechanism, this paper explores how to use art empowerment as the starting point to realize the multilevel coordinated development of rural economic quality improvement and quality of life upgrading and provides new ideas and practical paths for the comprehensive revitalization of rural areas. This paper combines case studies and literature reviews, analyses typical cases of rural art development and brand building at home and abroad, and systematically sorts out the mutual promotion relationship between the two by combining the cutting-edge theoretical achievements of the academic field. On this basis, the core values of rural art development and brand creation in cultural inheritance, economic development, and social construction are deeply discussed, and in view of the existing problems, development suggestions with both theoretical depth and practical value are proposed from the dimensions of policy support, industrial integration, and talent training to provide a reference for promoting the coordinated development of rural art and brands.

2. Link between Art and Design and Rural Development

The history of China's rural construction movement can be traced back to the 1930s. At that time, Mr. Liang Shuming, a patriotic intellectual with a deep sense of family and country, gathered a group of like-minded social elites, closely linked personal ideals with the destiny of the nation, and set off a far-reaching construction practice in the vast countryside. With the goal of reshaping rural society and exploring ways to save the country, this movement has left a strong mark in the history of rural development in modern China through multidimensional explorations such as educational innovation, economic reform, and cultural reconstruction (Deng et al., 2016). As the core carrier of China's agricultural civilization, the countryside has carried thousands of years of historical accumulation. Since ancient times, the land of China has long implemented the policy of “emphasizing agriculture and suppressing business”, and this traditional strategy of governing the country has confirmed the cornerstone status and strategic value of rural areas in the social and economic system. Today, rural construction has always been an important issue of national development. In the context of the new era, the proposed rural revitalization strategy not only continues to attach great importance to rural development but also highlights directions for the modernization of agricultural and rural areas and the integrated development of urban and rural areas with systematic and forward-looking planning and has become important support for building a modern socialist country in an all-round way (Civilized Shandong, 2025).

2.1 The Countryside Offers Inspiration for Artistic Design

Since the beginning of agricultural civilization, rural areas have always been the core issue of social development and people's livelihood and well-being. From the ancient construction of farmland and water conservancy and the construction of the township covenant system to modern rural education innovation and industrial structure adjustment, the construction ideas and practice paths of different historical periods have emerged one after another, jointly outlining a magnificent picture of China's rural development. At present, with the in-depth promotion of the rural revitalization strategy, rural development has shown unprecedented potential and has attracted attention from all walks of life. In this context, China's rural construction in the new era is becoming an emerging hot spot for artistic creation and practice. Many artists are actively engaged in the countryside, deeply integrating multiple art forms such as painting, sculpturing and installing art with the natural landscape and folk culture of the countryside and endowing the countryside with new aesthetic value and cultural connotations through the localized expression of artworks. This innovative practice of “art empowering the countryside” not only breaks the boundary between art and the countryside but also creates a new path to promote the comprehensive development of the countryside through cultural revitalization, injecting the vitality of sustainable development into the countryside (Wang, 2019). The countryside, with its simple folk customs, leisurely rhythm of life and picturesque pastoral scenery, constitutes a unique aesthetic image. Here, the uncarved natural scenery and the profound cultural heritage are blended with each other, similar to a natural art creation field, attracting many art workers. Rooted in the countryside, they capture the unique temperament of the countryside with a keen artistic perception; deeply integrate painting, sculpture, installation and other art forms with the natural texture and folk customs of the countryside; and create a number of works with both local characteristics and artistic value. These works not

only highlight the beauty of the countryside but also provide new vitality to traditional rural culture through innovative artistic expressions, resulting in a refreshing visual experience for the audience (Huang et al., 2025).

In the wave of the era of rural revitalization strategies, rural development and art design are deeply integrated, giving birth to a unique form of rural art design. This kind of integration is not a simple superposition but rather an organic combination of the creative aesthetics and cultural connotations of art with the natural ecology and cultural heritage of the countryside and builds an innovative development model that empowers the countryside with art. From the landscape transformation of traditional villages to the modern interpretation of intangible cultural heritage skills and from the creative packaging of agricultural products to the artistic creation of cultural tourism scenes, rural art design shows vigorous vitality in multiple forms, which has not only received widespread attention from all walks of life but also attracted the continuous help of government policy support, capital investment and academic research and has become a cultural practice path with great potential in the process of rural revitalization. Taking the Art City completed in October 2015 in Antai District, Shuangxi Town, Pingnan County, Fujian Province, as an example, the project innovatively adopts the tripartite linkage model of “government guidance, social coordination, and public participation” to carry out public welfare rural art teaching activities for society. Through multilevel and multiform interactive activities such as art creation workshops, theme exhibitions, and academic seminars, it has attracted art lovers and practitioners from different fields to exchange and learn here. With its open and inclusive development concept, the Art City has not only successfully built a platform for the practice and promotion of rural art but also significantly enhanced the social attention and cultural influence of rural art, fully demonstrating the empowering role of rural development in artistic creation. This practical case provides a useful reference for the deep integration of art and the countryside, inspires more artists to dig deep into the countryside to explore creative inspiration, explore a new path for the transformation of rural art value, and further promote the prosperity and development of rural art ecology.

2.2 Promotion of Art and Design for Rural Development

As the cradle and core carrier of rural art, the countryside not only carries the thousand-year-old wisdom of human farming civilization but is also a living inheritance field of local culture. Rural art involves the crystallization of aesthetic value, innovative technology and profound cultural heritage, which embodies the unique temperament and spiritual core of a party of water and soil. In recent years, many artists have gone to the countryside with creative enthusiasm, capturing local customs with a keen artistic perception; integrating the natural texture, folk traditions and life scenes of the countryside into their works; and vividly interpreting the unique charm of the countryside through multiple art forms such as paintings, sculptures and videos, giving rural culture a new dimension of expression and vitality. Taking Wulian County in Shandong Province as an example, the local government has introduced art workers to take root in the countryside to carry out creation, deeply integrating artistic elements into the development of rural tourism and giving birth to a number of distinctive art homestay brands. Among them, “Hulin Light White” integrates minimalist aesthetics with local customs to create a quiet and poetic living space. Relying on natural ecology, “Egret Bay, Grass and Trees” skillfully combines plant art with local culture. “Provencal Art Homestays” is a romantic artistic atmosphere that contrasts with the rural countryside. Owing to their unique artistic design and cultural experience, these homestay brands have not only become a beautiful business card of rural tourism in Wulian County but also provide tourists with a high-quality platform to immerse themselves in rural life and appreciate the charm of rural art, effectively promoting the transformation and upgrading of the local cultural tourism industry (Lv, 2025). The rise of these characteristic art homestay brands has not only directly stimulated the growth of consumption, such as accommodation and catering but also connected local agricultural product sales, handicraft production, folk culture experience and other diversified business formats through the model of “art + tourism”, forming a good pattern of coordinated industrial development, injecting strong momentum into the rural economy and promoting the sustainable growth of the regional economy.

However, “in the practice of artistic rural construction, we should pay attention not only to the construction of spiritual civilization in the countryside but also to the construction of material civilization in the countryside (Xiao & Ma, 2022). “In essence, artistic rural construction is a systematic project of deep

integration of spiritual civilization and material civilization, which rely on each other and complement each other, and together constitute a two-wheel drive for rural revitalization. In the spiritual dimension, rural art, with its strong local cultural characteristics, has become a link between urban and rural emotions. It not only provides people with aesthetic enjoyment and awakens the public's awareness of the protection of rural cultural heritage but also reshapes the self-confidence of rural culture and enriches the spiritual world of villagers through artistic creation and display. At the material level, with innovative forms of artistic expression, artistic rural construction transforms the countryside into a unique and attractive cultural tourism destination, attracting urban tourists. This boom in cultural and tourism consumption has not only driven the development of accommodation, catering, cultural and creative industries but also formed a virtuous circle of "art empowering the economy", significantly enhancing the vitality of the rural economy, broadening the channels for villagers to increase income, effectively improving the quality of rural life, and injecting a strong impetus into the sustainable development of rural areas.

2.3 Conclusions

The above analysis reveals that rural development and art design are closely related in terms of two-way empowerment and synergy. In the process of rural construction, its original natural features and simple rural customs have become increasingly unique, providing rich creative soil for art and design practitioners; giving birth to multiple art forms, such as painting, sculpturing, and space installation; and promoting the in-depth development of rural art. Moreover, given its practical value and aesthetic function, art design is deeply integrated into the rural scene, which activates the rural cultural gene with creative expression and endows the traditional village with literary temperament and aesthetic value. This kind of artistic empowerment not only shapes a differentiated rural cultural tourism experience and attracts many tourists to immerse themselves in rural life but also drives the development of agricultural product sales, the homestay economy and other industries, effectively improving the income level and quality of life of rural residents. In the future, the development of rural art has broad prospects, which can not only open up new creative and employment space for art practitioners but also continue to stimulate the vitality of the rural cultural tourism industry, become an important engine to promote the implementation of the rural revitalization strategy, and show strong development resilience and innovation potential.

In the tide of development, rural art has grown from sporadic practice and exploration to an independent industry with a complete system and diversified values. It not only builds a complete ecological chain covering creation, communication and industrial development but also continues to make efforts in multiple dimensions, such as cultural inheritance, economic growth and social governance, through the deep integration of art and the countryside, becoming an important force for promoting the comprehensive revitalization of the countryside and injecting a steady stream of momentum into the sustainable development of the countryside (Long, 2024). As an important cultural resource and creative source, rural art provides a deep value foundation and strong development momentum for the development of local characteristic products and brand building. By excavating the core of local culture and innovating visual expressions, it endows agricultural products and handicrafts with unique cultural identities and aesthetic value, which not only enhances the added value of products but also helps to build a recognizable and influential rural brand and becomes the core driving force to promote the upgrading and brand development of rural industries.

3. Present and Future of Rural Art and Brand Building

The local brand spawned by rural art is a vivid portrayal of the characteristic rural economy and strongly promotes the coordinated development of industry and the countryside. These brands deeply explore local cultural heritage and natural features; integrate the unique folk customs, traditional skills and regional landscapes of the countryside; and create a diverse business format covering physical goods (such as cultural and creative handicrafts and special agricultural products) and virtual products (such as digital art and cultural tourism IPs) through artistic and creative design. Owing to their unique artistic charm and cultural connotations, these brands have not only become beautiful business cards to show the image of the

countryside but also attracted many tourists, stimulated consumption vitality while viewing and experiencing, and injected lasting impetus into the rural economy.

There is a close symbiotic relationship and collaborative development logic between rural art and brand building. On the one hand, the prosperity and development of rural art has provided a profound cultural heritage and creative source for brand creation. Through the artistic expression of local culture and folk customs, a series of brands and products with regional characteristics have been created, effectively enhancing the added value of agricultural products and handicrafts, driving cultural and tourism consumption, and creating significant economic and commercial value. On the other hand, as the embodiment of rural art, brands and products transform abstract artistic concepts into tangible forms that can be perceived and consumed. They not only expand the influence of rural art and regional culture through market-oriented communication but also force art design to continue innovating and upgrades with the help of market feedback and consumer demand to promote the development of rural art in inheritance and improvement in practice, forming a virtuous circle of art empowering brands and brands that feed back art and jointly promoting the sustainable development of the rural economy and society.

3.1 Current State of Rural Art and Branding

From domestic to international, rural art has become an important driving force for the birth of characteristic brands because of its distinctive local characteristics and cultural heritage. These brands and products, with their unique interpretation of local aesthetics and innovative interpretation of traditional crafts, are not only loved by local residents but also attract tourists from all over the world with their simple and creative charm and have become important carriers of rural cultural dissemination and economic development.

Taking the practice of rural art brands in China as an example, Taiwan's "Lavender Forest" was cofounded by two working women who were eager to escape from the hustle and bustle of the city and pursue a free pastoral life. Owing to their love for lavender, they resolutely quit their jobs and opened up land in the mountains of Taichung City, planted large lavender fields, and opened specialty coffee houses. After 11 years of development, this manor, which integrates natural landscapes and humanistic feelings, has become a highly influential rural art tourism landmark, attracting tourists from all over the world. As a typical representative of the rural art style, Lavender Forest not only shows the founder's pursuit of simple pastoral life but also realizes the organic unity of cultural value and commercial value through artistic landscape construction and experience design, providing a successful example for the development of the rural cultural tourism industry.

Another example is the Chinese Peasant Painting Village in Jinshan District, Shanghai, as an important birthplace of peasant painting art, which vividly demonstrates the deep integration of rural art and local culture. Here, local farmers use the brush as a medium to integrate the idyllic scenery, folk customs and daily life scenes of the water towns south of the Yangtze River into their creations, outlining the unique local aesthetics with gorgeous colors and simple brushstrokes. The painting village is not only fertile ground for artistic creation but also a comprehensive cultural tourism platform that integrates display, experience and sales. Visitors can participate in interactive projects such as peasant painting and intangible cultural heritage handicraft production and immerse themselves in the charm of rural art. Peasant painters realize the transformation of artistic value into economic value through the exhibition and sale of their works, cultural and creative development, etc. This innovative model of "art production + cultural tourism experience" not only promotes the inheritance and development of local art but also injects new vitality into the rural economy and has become a vivid example of rural art empowering rural revitalization.

Therefore, "the influence of artistic intervention on the reproduction of rural landscapes is reflected not only in the morphological and social dimensions but also in the landscape ideal level" (Zeng et al., 2022). In the context of contemporary society, the deep integration of art and design brands and rural life is reshaping the rural development pattern with a unique value dimension. This integration not only builds a bridge between the two-way interaction between creators and travelers but also creates an immersive experience scene full of warmth. Through art workshops, local creations, cultural festivals and other forms, visitors can deeply experience the process of rural art creation and carry out cross-identity dialogues and exchanges with

creators. The creators also draw inspiration from rural life through interaction and realize the resonance of artistic expression and local culture. This kind of collision and blending of heart and soul not only gives rural art more vitality but also allows rural culture to enter the public eye in a more intimate way and becomes an important link to promote the spread of rural culture and promote emotional connections between urban and rural areas. In summary, the deep integration of rural art brands and local life not only gives the local culture a more distinctive recognition but also makes the simple and natural rural style glow with the charm of the new era. This integration confirms the unique value of the countryside as a spiritual homeland—it is not only a place for people to escape the hustle and bustle of the city but also an emotional home for soothing the soul and sustenance of nostalgia. The vigorous rise of rural art brands indicates that the development of rural art has entered a new stage of systematization and industrialization, and its successful practice not only demonstrates the great potential of rural cultural resources but also injects a strong impetus for sustainable development into rural revitalization.

3.2 The Future of Rural art and Branding

From an international perspective, the French fashion brand Jacquemus is a classic example of rural art empowering the development of brands. Born in the countryside of southern France, the founder Simon Porte Jacquemus is deeply rooted in the natural beauty and living atmosphere of the southern French countryside. In the design, he skillfully integrated the hazy brushstrokes of impressionist oil paintings and the soft tones of Morandi's color system, transforming the rustic beauty and romantic style of the countryside into a unique fashion language. From oversized straw bags to loose-fitting garments full of pastoral vibes, each piece flows with the raw vitality of rural art, conveying a pure and beautiful natural charm. The success of Jacquemus confirms the core value of rural art as the soul of the brand and highlights the important role of rural brands in inheriting and innovating regional culture and shaping a unique artistic style.

Rural culture is a cultural form with collective attributes (Liu, 2023). Rural culture involves collective memory and spiritual resonance, which is not only fertile soil for nourishing individual inspiration but also a spiritual home that soothes the hearts of the public. Owing to its unique natural texture and humanistic accumulation, it has built an aesthetic system full of vitality and continues to glow with enduring charm over time. Both the folk customs in the fields and the traditional skills in the villages interpret the irreplaceable and unique value of rural culture with a vivid attitude and provide a spiritual home for poetic habitat and a source of inspiration for people in fast-paced modern life. “Art is a part of culture, and its social and participatory nature determines that artistic creation cannot be separated from society, so it has a natural internal connection with the revitalization of rural culture, and the art model in rural construction is the embodiment of this connection in the present” (Rural Brand Research Institute, 2025). The Jacquemus brand has achieved a double breakthrough in artistic value and market value with its unique artistic design concept and keen business insight. By reshaping rural aesthetics through innovative design language and a precise business operation model, the brand has not only successfully built a bridge between artistic creation and mass consumption but also transformed rural art characteristics into a globally recognized fashion symbol through multiple interactive forms, such as social media communication and cross-border cooperation. Given the continuous creative collision and market feedback with the outside world, Jacquemus continues to innovate and continue the vitality of the brand with iterative and upgraded product series, providing a model of great reference for the integration and development of rural art and modern commerce. At the level of brand operation, the manager of Jacquemus has demonstrated excellent online marketing wisdom and successfully promoted the aesthetics of rural art to the global fashion stage. Through precise star marketing strategies, it attracts internationally renowned artists such as Rosalla and Jennie to become brand supporters and achieves traffic breakthroughs with the help of the star effect. At the same time, it actively performs cross-border cooperation and joins hands with trendy brands and luxury brands to launch cobranded series to stimulate product iteration and upgrading with creative collision. This combination strategy of “celebrity endorsement + cross-border linkage” not only greatly enhances the international popularity of the brand but also allows the southern French rural art style to integrate into the public's vision in a diversified form, realizing a win-win situation of brand cultural value and commercial benefits and setting a benchmark for the modern communication and market-oriented operation of rural art brands.

In summary, rural art and brand building is a systematic practice of deep integration of creativity-driven and multidimensional innovation. With its unique cultural genes, rural art endows the brand with distinctive regional characteristics, making it a concrete expression and cultural symbol of local aesthetics. Brand operation continues to feed back the inheritance and development of rural art through marketing, business development and business innovation. The two empower each other, collaborate and coexist, and jointly build a sustainable development path for the transformation of rural cultural values and industrial upgrading.

3.3 Summary of Views

In the present and future, rural art and brand building are showing great development potential and broad innovation space with vigorous vitality. Driven by the dual drive of cultural inheritance and economic revitalization, the integration of the two not only injects new vitality into the countryside but also continues to expand boundaries in the dimensions of artistic expression, business operation and social value creation and is expected to become the core engine to promote rural revitalization and cultural prosperity (Li, 2024).

At present, the practice of integrating rural art and brand building has shown vigorous vitality. Owing to its unique aesthetic characteristics and cultural heritage, rural art is deeply integrated into various types of brands and product designs, giving it the dual charm of both local simplicity and artistic romance. From cultural and creative products to cultural tourism projects and from agricultural product packaging to national house design, the innovative application of rural art elements is reshaping brand image and market competitiveness. At the same time, art workers travel to the countryside with creative ideals, draw inspiration from local culture, and realize artistic pursuits. Tourists enter the countryside in search of a spiritual home and harvest spiritual nourishment at the scene where nature and humanity are intertwined. This two-way journey not only injects vitality into the countryside but also gives rise to abundant business opportunities: rural art empowers traditional brands and products through creative empowerment and significantly enhances their commercial value, practical functions and aesthetic connotations. This process not only optimizes the experience of consumers and enriches the spiritual world of the public but also promotes the external dissemination of rural culture, effectively drives local economic development, and strongly promotes the integration and development of rural art and brands.

In the future, the development prospects of rural art brands are very broad. Owing to their distinctive local characteristics and cultural heritage, rural art brands are attracting increasing attention because of their unique aesthetic style and emotional resonance. With the diversification of communication channels and the in-depth exploration of brand connotations, these brands can provide urban people not only with a spiritual outlet to escape from the hustle and bustle and return to the original but also through immersive art experience and cultural expression so that people can regain their inner peace in fast-paced life, feel the warmth and power of local culture, and become important carriers to connect urban and rural areas and heal the soul (Cao, 2024). In the future, rural art design will accelerate its penetration into a wider range of fields and be deeply integrated into various brands and product systems. Owing to its unique aesthetic characteristics and cultural heritage, rural art will not only give birth to more physical commodities with both practical value and artistic appeal, such as cultural and creative handicrafts and the packaging of special agricultural products but also incubate innovative forms such as virtual artworks and immersive cultural tourism experiences under the wave of the digital economy to meet the increasingly diverse consumer needs and spiritual pursuits of the public in an all-round way. Moreover, rural art style brands integrate resource advantages through cross-border cooperation with leading brands in different fields, such as fashion, technology, and bring consumers a refreshing and surprising experience in the form of cobranded products, theme activities, and scenario-based marketing to build a new ecology of deep integration of rural culture and modern life.

4. Strategies to Promote the Development of Rural Art and Its Branding

In summary, rural art and brand building have close symbiotic relationships, are interdependent and synergistic, and together constitute an important force for promoting rural revitalization. Owing to its unique cultural connotation and aesthetic value, rural art provides a profound source of creativity for brand building. Brand operation transforms the potential value of rural art into real productivity through market-oriented

means and feeds back the inheritance and innovation of rural art. This kind of benign interaction not only reshapes the economic ecology of the countryside but also injects new momentum into the revitalization of rural culture. On the basis of the analysis of the development status and trends of the two, this paper proposes the following suggestions for the future development path:

1) The effective promotion of the rural revitalization strategy is inseparable from the policy guidance and resource support of the state and governments at all levels. Further deepening the policy support system and promoting the deep integration of rural art and digital technology are suggested. On the one hand, with the help of big data, artificial intelligence and other scientific and technological means, the value of rural cultural IP is explored, and innovative formats such as digital artworks and virtual cultural tourism experiences are developed. On the other hand, through online channels such as live e-commerce and short video platforms, the communication path of rural art brands will be broadened, and the dual promotion of cultural value and commercial value will be realized to empower the sustainable development of rural art brands with digitalization. Taking Zhejiang's "Lishui Mountain Farming" program as an example, the local government has transformed the ecological value of the agricultural production base into a visual brand asset through digital technology innovation. In the "Lishui Mountain Farming" Dream Factory Internet of Things Block Exhibition Center, the project takes "ecology" as the core and uses the exhibition methods of art design and high-tech integration to create a large-scale immersive space that integrates farming experience, ecological science popularization, and scientific and technological interaction. Here, technologies such as digital sand tables and VR virtual roaming vividly restore pastoral scenery, and multimedia installation art highlights traditional farming culture so that the ecological advantages and cultural heritage of the countryside can be presented in three dimensions. This innovative model has not only created a highly recognizable regional brand but also promoted the transformation of rural areas from single agricultural production to cultural and tourism integration and an ecological economy and has become a model for the coordinated development of rural art and digitalization (Rural Brand Research Institute, 2025).

Digital technology has opened a new dimension of development for art design and rural brand building. Through big data, the Internet of Things and other technical means, rural art resources can be systematically integrated and visualized, which not only builds a transparent brand trust system but also provides strong support for the incubation and growth of rural art brands. With the empowerment of digital carriers, the unique cultural customs and regional characteristics of rural areas can overcome the limitations of time and space and reach a wider audience in innovative forms such as virtual exhibitions, digital cultural creativity, and immersive experiences. This blend of virtual and real presentations not only satisfies tourists' romantic imagination of rural life but also allows them to obtain deep emotional resonance in the interweaving of reality and virtuality through interactive and scene-based experience design, which significantly enhances the immersion and participation of cultural tourism consumption and injects lasting vitality and market competitiveness into rural art brands.

2) The key to the sustainable development and brand building of rural art lies in the deep integration of tradition and modernity. Many rural characteristic brands and products have been based on traditional handicrafts inherited for a century, which naturally carry profound cultural heritage and artistic value and have enormous market potential. However, in the context of rapid changes in the times, consumers' aesthetic needs continue to be iteratively upgraded, which puts forward higher requirements for the expression of traditional culture. Only by combining the exquisite skills of traditional crafts with modern design concepts and fashion aesthetic trends and making innovative breakthroughs on the basis of retaining the cultural core can we give rural art a new connotation of the times, rejuvenate traditional handicrafts, and realize the gorgeous transformation of rural art brands from cultural heritage to modern commercial symbols.

Taking Jingdezhen ceramics as an example, as a very representative regional cultural symbol, this traditional industry has always received much attention from the state and local governments. Jingdezhen is driven by the two-wheel drive of "traditional craft foundation + modern design language", injecting innovative vitality into the millennium porcelain industry: on the one hand, craftsmen adhere to traditional porcelain-making skills such as blank drawing, blank and glaze painting, and continue the essence of ceramic culture; on the other hand, it integrates modern design concepts and develops scientific and technological products such as bioceramics and aerospace ceramics through modelling reconstruction, functional

innovation and material upgrading. These innovative categories, which not only carry cultural heritage but also meet modern needs, have received a warm response from the market once they are launched, which not only promotes the transformation of Jingdezhen ceramics from traditional crafts to high-end manufacturing but also becomes a model for the integration and development of traditional industries and modern science and technology, demonstrating the strong vitality of innovation and the upgrading of characteristic rural industries (Guangming Daily, 2023).

In addition, to promote the innovation and development of the porcelain industry, Jingdezhen launched the “International Potter Residency Program” with remarkable results. The program has attracted artists from 68 countries to work in residences, injecting international perspectives and innovative vitality into traditional ceramic art through multicultural collision and exchange. According to the data, as of 2023, the total business value of the Jingdezhen porcelain industry has climbed to 66.5 billion yuan, an increase of 3.2 times compared with the initial stage of brand construction. This increase not only demonstrates the strong vitality of the integration of traditional crafts and modern creativity but also confirms the important role of cultural exchange and brand strategy in promoting the development of characteristic rural industries (SZZS360, n.d.).

In summary, the traditional rural art industry brand still has strong vitality and broad development space in the context of the new era. The key to the continued vitality of these brands in the modern world is to deepen the organic integration of tradition and modernity—not only to maintain their cultural roots and to inherit the essence of craftsmanship but also to combine contemporary aesthetic trends and technological means to innovate. Through innovative design, business upgrades and brand operations, traditional folk art brands can not only stabilize their own cultural foundation but also accurately meet market demand and achieve a double jump in economic value and artistic value. Attaching importance to the development and brand building of rural art is not only an in-depth excavation of the value of cultural inheritance and innovation but also a recognition and encouragement of the ingenuity of rural art workers, which effectively promotes the revitalization of rural culture and the high-quality development of the industry.

3) Strengthening publicity and promotion is the key path for rural art and its brands to achieve sustainable development. As an intuitive carrier of rural culture and regional characteristics, the wide dissemination of rural art and its brands can not only enhance the external influence and recognition of the countryside but also activate the endogenous power of the rural economy through the integration of culture and tourism, brand empowerment, etc., and form a virtuous circle in which cultural value and economic benefits promote each other. Taking Houshigou Village in Qingdao, Shandong Province, as an example, the modern rural TV series “Warm Taste” selected the village as the main filming location. The series quickly became popular after it was broadcast, and the original natural scenery of Houshigou village shown in the play, like a paradise, attracted many tourists to check in and experience through the artistic presentation of film and television lenses. With the rise in popularity of the series, the 60-year-old tea garden in the village has also “gone out of the circle”, and tourists are not only intoxicated by the idyllic scenery but also have a deeper experience of tea picking, tea making and other special projects, successfully transforming film and television IP traffic into a cultural and tourism economic growth point, vividly interpreting the strong driving role of cultural propaganda in rural brand building and economic development (Guangming Daily, 2023). With the endless stream of tourists, Houshigou Village relies on tea cultural resources to build the village into an immersive cultural tourism experience place that integrates tea picking, tea making, and tea tasting. With the blessing of film and television IP, this 60-year-old tea garden has not only become the core carrier of the integration of rural culture and tourism but also developed into an iconic brand with regional characteristics and artistic charm, using tea fragrance as a medium to convey the unique charm of rural culture to the outside world.

The inheritance, innovation and brand building of rural art require not only extensive and in-depth publicity and promotion but also long-term intensive cultivation and continuous investment. As an important carrier of rural cultural revitalization, the building of a rural art brand is not only an in-depth excavation of the value of local culture but also a key path to promote the transformation of the rural economy and enhance the soft power of rural culture, which is of far-reaching and significant strategic significance.

In summary, art development and rural brand building are interdependent and synergistic organic wholes. Art injects cultural soul and aesthetic value into rural brands, and brands provide practical carriers and

market support for artistic inheritance and innovation. From a long-term perspective, the in-depth integration of the two is not only an important path for rural revitalization but also shows unlimited potential in the fields of cultural inheritance, economic development and social innovation and, in combination, a bright future for rural development.

5. Comprehensive Conclusions

Rural art design and brand building not only have their own characteristics but also form a symbiotic relationship that is deeply complementary.

With the brand as an important communication carrier, rural art integrates its rich and diverse design language into its products and services and vividly shows regional cultural characteristics and local customs through unique patterns and decorations, color matching and craft details. Brand building is rooted in the deep soil of rural art, and the unique cultural connotations and aesthetic value of the product are endowed with artistic design expression. This model of mutual empowerment not only allows rural art to move to a broader market through the brand path but also enhances the recognition and attractiveness of characteristic rural brands with artistic charm, ultimately realizing a win-win situation of cultural communication and economic development and effectively improving the quality of life and happiness of rural residents.

The long-term development of rural art design and brand building still needs to be explored further. On the one hand, it is necessary to actively embrace the digital wave, with the help of cutting-edge technologies such as virtual reality and artificial intelligence, break the boundary between reality and virtuality, create new products and experience scenes with both a sense of technology and art, and lead the trend of rural art. On the other hand, it adheres to the innovative path of integrating tradition and modernity, and on the basis of inheriting handicraft skills and continuing the cultural context, it combines modern design concepts and production models to promote the creative transformation of rural art. In addition, it is important to build a diversified promotion system through social media, cross-border cooperation, cultural activities and other multiple channels to enhance the market influence and social awareness of rural art brands; form a virtuous circle of cultural communication, market expansion and industrial upgrading; and inject lasting momentum into rural art design and brand building.

Thus, rural art design and brand building not only have great development potential but also have significant economic and social value. The vigorous development of this field can not only create diversified employment opportunities and inject talent vitality into rural revitalization but also promote the integrated development of urban and rural areas through cultural inheritance and industrial innovation. In the future, with the continuous growth of policy support and market demand, rural art design and brand building will usher in broader development spaces and become important forces for promoting the comprehensive revitalization of rural areas.

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