# STRATEGIC MANAGEMENT OF THE PUBLIC ART SPACE DESIGN OF PINGCHENG ROAD COMMUNITY

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## Abstract

The strategic management of the public art space design in Pingcheng Road Community, Jiading District, Shanghai, is closely linked to local cultural beliefs and traditions, as it reflects the community's historical and spiritual values in its aesthetic choices. By incorporating elements of cultural and religious symbolism, the design fosters a sense of collective identity and continuity, enriching the public's connection to their heritage within a modern urban setting. This article explores the strategic management of public art space design in the Pingcheng Road Community of Jiading District, Shanghai, with a focus on integrating cultural beliefs and religious symbolism. It examines how local traditions and spiritual values are embedded in the design process to create spaces that resonate with the community's identity and history. The study highlights the role of public art in fostering social cohesion and enhancing cultural continuity within a rapidly modernizing urban environment. By aligning contemporary design with traditional values, the article demonstrates how strategic management of public spaces can both preserve cultural heritage and meet the aesthetic and functional needs of modern society. This article presented (1) procedures and methods for community space renewal design under the guidance of public arts theory, and (2) strategic management of Pingcheng Road community space design.

**Keywords**: Strategic Management; Public Art Space Design; Pingcheng Road Community

## Introduction

Since China implemented reform and opening up in 1978, Shanghai has undergone 50 years of development. From the initial focus on economy and construction, to the current 14th Five Year Plan, more attention has been paid to the overall coordination and livability of the city, improvement of people's livelihoods, and energy and environmental protection issues. Therefore, based on the dual requirements of national and urban development, Shanghai issued the "Shanghai Urban Renewal Regulations" in 2021 and recently issued the "Shanghai Urban Renewal Action Plan (2023-2025)", One of them reads: "By 2025, we will accelerate the filling of public service gaps, revitalize existing land and housing for various public facility construction. All streets and towns in the central city, as well as residential areas in the main urban area, new towns, core towns, and central towns, will comprehensively promote the" 15minute community living circle "action, and pilot projects will be carried out in general towns and rural areas. Build several high- quality public service facilities. More than 10 public space optimization projects have been completed, about 180 Pocket Park have been reconstructed or newly built, more than 150 "beautiful blocks" have been built, and 50 "park city demonstration sites" have been created. From it, it can be seen that public space art design plays a crucial role in urban renewal. We can use effective art strategy management to enhance the aesthetic appeal, cultural vitality, and community participation of urban public spaces, optimize urban living spaces, promote high-quality development of the city, and create high-quality lives for citizens (Lin & Ruan, 2006). So, the author relies on the urban renewal policy, takes the public space art design as the theoretical basis, focuses on Sumitomo Jiaxin Community, Pingcheng Road, Jiading District, Shanghai.

## Procedures and Methods for Community Space Renewal Design Under the Guidance of Public Arts Theory

First of all, we summarized the correlation between public art theory and strategic management of community space renewal design, analyzed the current research status and hot spots, research process and development evolution in the field of community public space through the analysis of research status and hot spots (quantitative analysis research and knowledge

graph construction), and explored the current problems  faced by  community public art  space  design  and  possible  entry points.  By using Web of Science database and CNKI database as data  sources,  quantitative data analysis was conducted on relevant target objects. By June 30, 2024, a total of 374 WOS core collections were obtained, and 291 highly relevant articles were screened out. In addition, 701 articles were obtained from CNKI core journals and CSSCI journals.

Using the keyword co-occurrence network, keywords highly summarize the academic topics, and show the hot spots in the research field and the interests and preferences of researchers. According to the analysis of Cite Space V software, there are 224 keywords in the field of public art and community space renewal design in China, but the connection between the keywords is less and the co-occurrence network density is low, indicating that this field has received less attention in China. Research institutions co-occurrence network co-occurrence analysis shows the major forces and influence distribution in the field of public art and community space renewal design. There are 411 scientific research institutions in this field in China, but the connections between institutions are few and the network density is low. The author co-presence network shows that the number of published  articles  can effectively reflect the productivity and level of academic research. In this field, there are 839 authors in China, and there are more connections among authors, but the degree of cooperation is low, and only a few large cooperative teams have been formed. Based on the above co-occurrence analysis results, the international research shows strong scientific research strength, while the number of Chinese studies is relatively small. At present, the research of public art has initially formed a system, but the overall level of cooperation is still low.  By running Cite Space software, network nodes of scientific research institutions, authors and hot topics are selected to obtain two database co-occurrence networks in the field of public art and community space renewal design, including the co-occurrence network of domestic and foreign scientific research institutions, authors and keywords as well as the co-occurrence network of the top 15 most cited keywords.

Secondly, it explores the possibility of application of public art theory in community space renewal design. Through the classification of high-frequency keywords by KJ method, three hot topics are summarized: basic research of art and city, innovative design research, and action guide, with the purpose of

improving the living comfort of local residents and realizing  social   innovation. Through data analysis and literature research, the future development direction of community public art space design is mainly characterized by systematization and  diversification,  covering  the  renewal  of  old  communies,  intelligent interaction design, and then integration of culture and education. Nine existing design  methods  (architecture,  environmental  studies,  art,  urban  studies, Education and educational Studies, engineering, Electrical and electronics, Green and sustainable Science and Technology, humanities and social sciences) were  surveyed.  The  results  showed  that  most  people  chose  environmental studies, arts and urban studies as their guiding methods. Finally,  the  theory  of public  art  is  chosen as the guideline, and three characteristics are summarized: emphasizing  cultural  expression   and   community  identity,  displaying  the history, culture and characteristics of the community through art  works  and public  space  design,  so  as  to  enhance  the  sense  of  identity  and belonging of residents; Encourage residents to actively participate in artistic creation and space  design  to  enhance  community  cohesion  and  residents'  sense  of responsibility  and  belonging;  Focus  on  improving  the  aesthetic  value  and spiritual enjoyment of public space, and create a sense of beauty and pleasure through artistic means (Zhou, 2004).

Thirdly,  it  reviews  the  importance  of  public  art  theory  as  the  guiding theory of community public space renewal design. Through literature review, questionnaire survey and expert interviews, the importance of public art theory as  a  guiding  theory  for  the  renewal  design  of  community  public  space  is clarified, and its application in the renewal design system of community public space is verified. As a subject to study urban public art and urban space public art design system, public art has important academic value.  Public art includes sculpture, murals, installation art, lighting art, street art, public performing art, temporary art installations, digital and new media art, community art projects, ecological art, etc. Its biggest characteristic lies in its publicity, interaction and sociality. Through in-depth interviews with six experts, it is found that public art can  guide  the  renewal  design  of  community  space  in  six  aspects,  and  the direction of follow-up research is pointed out. The theory of public art can not only beautify and functionally improve the quality of public space, but also better  meet  the  needs  of  residents  and  enhance  the  cohesion  and  sense  of belonging of the community. Good environmental art design helps reduce stress

and anxiety, promotes mental health, provides visual and psychological pleasure to residents, helps them relax, and increases happiness and satisfaction.

In general, the interdisciplinary study of public art, space design and management are an interdisciplinary study. The concept of public art first appeared in the United States in the   1960s, and has gradually been accepted by developed countries such as Europe and the United States, and has become a universally recognized art form. Since the 1990s, the concept of public art has been promoted and applied in a wider range. Public art has abundant forms and means, and its material carrier is also extremely extensive and diverse.  The outstanding feature is to emphasize the extensive participation and interaction of the public, pay attention to the social issues of widespread concern to the public, the connection between the implementation process and the community, and the pertinence of the environment. Public art theory expands the background of artistic expression in community space renewal design. The intervention of public art in community renewal can not only enrich the visual experience of residents in form and create the aesthetic life of the community, but also provide special situational space participation in its physical space, promote more interaction and emotional exchange among residents, and enhance the public vitality of the community. It can also improve the shortcomings of rapid urban development. At present, urban construction overemphasizes the traffic function of streets, and weakens or even completely ignores their important humanistic value as urban public space. In the process of urban renewal, public art, which aims to inherit urban culture, enhance spatial vitality, highlight regional characteristics and stimulate emotional connection, has become an important means to reshape street space. Through theoretical and empirical research, this paper verifies the importance of public art theory in community space renewal design, proposes systematic design thinking and procedures, and provides scientific guidance for realizing more diversified and humanized community public space design. Public art not only enhances the aesthetic and cultural value of the environment, but also promotes social interaction and communication, and enhances the quality of life of the public and community cohesion (Wu, 1993).

# Strategic Management of Pingcheng Road Community Space Design

Strengthen Interdisciplinary Research: Firstly, urban planning, environmental science, sociology, economics, art, and other multidisciplinary theories should be integrated into community space design research. This interdisciplinary approach allows for a comprehensive understanding and resolution of complex design challenges. Secondly, incorporating anthropology and psychology is essential for studying residents' lifestyles and cultural backgrounds, while also understanding their perceptions and needs for public spaces. This ensures the design aligns with residents' psychological and cultural characteristics.

Next, it is important to combine theory with practice. By analyzing case studies and conducting field investigations, successful experiences and lessons from various community space design projects, both domestic and international, can inform the development of theoretical models. Additionally, computer simulations can be used to predict the outcomes of different design strategies, providing data support and empirical evidence for theoretical research.

Thirdly, a systematic evaluation mechanism should be established. A scientific evaluation index system must consider environmental, social, economic, and cultural factors, with indicators like resident satisfaction, environmental quality, economic benefits, and cultural impact. A dynamic feedback mechanism can be implemented to monitor the real-time effects of community space designs, ensuring continuous optimization based on feedback.

Fourth, it is essential to advance theoretical research on public art by deeply exploring its role in community space design. This includes studying how public art contributes to aesthetic value, cultural preservation, social interaction, and mental well-being. Additionally, public art projects that encourage resident participation can foster community engagement, cohesion, and a sense of belonging.

Fifth, research on policies and regulations should be strengthened. This includes analyzing government policies that support community space design,

evaluating the effectiveness of existing regulations, and offering recommendations for improvement. Drawing from international best practices while adapting to China's unique context, policies related to tax incentives, financing, and community participation mechanisms can be tailored to local needs.

Finally, the focus should be on technological innovation and application. Research should explore the integration of intelligent technologies in community space design, such as smart transportation, security, and management systems, to enhance efficiency and service quality. Additionally, green building technologies and sustainable development principles should be applied to minimize energy consumption and environmental impact, promoting long-term community sustainability.

By implementing these theoretical research suggestions, the strategic management framework for Pingcheng Road community space design can be further refined, offering more scientific, comprehensive, and systematic guidance for practical applications. These recommendations aim to advance community space design research, elevate overall design standards, and create better living environments for residents.

Design Practice Suggestions: First of all, demand analysis and current situation study are the basis for designing the design scheme, which can ensure the feasibility and pertinence of the design scheme. In the initial stage of community space design, detailed needs analysis is carried out to understand the actual needs and expectations of community residents. This can be done through questionnaires, live interviews and focus group discussions. This is followed by a comprehensive current study, including a study of existing facilities, policies and regulations, environmental conditions and community culture. The current situation study can help the design team to fully understand the design background, so as to make more realistic design decisions.

In the design management guided by public art, the tripartite relationship of public art is applied. In the process of design management, the tripartite relationship of public art's function, interactive experience and cultural output is fully considered. These three should be fully reflected in all stages of design to achieve the diversity and richness of the space. Integrating public art into the

design of community facilities makes it not only have aesthetic value, but also meet the actual functional needs.  For example, seating, lighting and interactive installations with artistic elements. Public art can enhance the cultural atmosphere of community space and residents' sense of participation. Through multi-functional facility design, residents' daily needs and aesthetic enjoyment can be better met (Wu, 1991).

Thirdly, modular and expandable design modular and expandable design can improve the flexibility and permanence of the design, and facilitate the community to adjust and expand according to the change of demand in the future. The community space is designed as a modular structure, and each module can be independently designed and constructed to facilitate future maintenance and upgrading. Design with possible future expansion needs in mind, reserving appropriate space and interfaces for the subsequent addition of new features or facilities.

Fourth, focus on green design principles in community space design, including the selection of environmentally friendly materials, energy-saving equipment, and renewable energy. Design green spaces, plant walls, and rainwater collection systems to enhance the ecological benefits of the space. Develop long-term sustainability strategies to ensure that the construction and use of community spaces reduce negative environmental impacts, promote ecological balance, and conserve resources. Green design and sustainability strategies can improve the environmental quality of community spaces, raise residents' ecological awareness, and promote the long-term healthy development of the community (Yang, 1999).

Fifth, design interactive public art and facilities to increase residents' sense of participation. For example, set up interactive walls, inductive lighting installations, and public art creation areas to encourage resident participation and interaction. Regularly organize community activities, such as art exhibitions, cultural festivals, and sports competitions, to enhance community cohesion and resident interaction. Interactive and participatory design can boost community vitality and attractiveness, while fostering a sense of belonging and satisfaction among residents.

Sixth, introduce intelligent technologies in community space design, such as the Internet of Things (IoT), intelligent lighting systems, and intelligent monitoring systems to improve the level of intelligence and management efficiency within the community. Utilize digital media art, such as augmented reality (AR) and virtual reality (VR) technologies, to enrich the expression and interactive experience of public art. The application of intelligent technology and digital media art can enhance the modern and technological feel of community spaces, providing residents with a more convenient and enriched living experience.

Seventh, incorporate historical and cultural elements of the community into the design, combined with modern design techniques, to create public art and facilities with local characteristics. Encourage design innovation by blending modern art and technology to create unique community spaces, enhancing residents' cultural identity and pride. Cultural inheritance and innovative design can enrich the cultural connotation of the community, strengthen residents' sense of identity and belonging, and increase the overall appeal of the community (Zhang et al, 2013).

By integrating needs analysis, public art guidance, modular design, green design, interactive experiences, intelligent technology applications, and cultural inheritance and innovation, community space design can achieve a harmonious combination of functionality, aesthetics, and sustainability. This will not only improve the quality of life for residents but also promote the long-term development of the community and social harmony.

## Suggestions on City Renewal Management Ideas

First of all, community demand-oriented renewal management requires establishing a community participation mechanism to gather opinions and suggestions from residents, ensuring that urban renewal projects reflect their needs and aspirations. Feedback can be collected through questionnaires, community meetings, focus group discussions, etc. Prioritize the community needs gathered to ensure that the most urgent and critical ones are addressed first. Community demand-oriented renewal management ensures the practicality

of the project, enhances residents' satisfaction, and improves the success rate of urban renewal while fostering community cohesion (Dai, 2020).

Secondly, overall planning should be combined with step-by-step implementation. A detailed master plan for urban renewal should be formulated, covering spatial layout, functional zoning, traffic organization, environmental improvement, etc., to ensure the orderly execution of renewal efforts. Based on this plan, a phased implementation approach should be adopted, prioritizing projects with significant impact and low investment to gradually improve the community's appearance while accumulating experience and resources. This combination of comprehensive planning and phased implementation ensures systematic and practical urban renewal, preventing haphazard construction and resource waste.

During the renewal process, special attention should be given to the integration of public art and cultural inheritance. Public art should be incorporated into urban renewal projects to enhance the aesthetic value and cultural atmosphere of public spaces through sculptures, murals, lighting installations, and other artistic expressions. Local cultural elements should be preserved and integrated into the design of buildings, landscapes, and public facilities to strengthen the community's cultural identity and sense of belonging. The integration of public art and cultural heritage increases the community's uniqueness and attractiveness, while fostering cultural pride and identity among residents (Shi, 2014).

Fifth, it is also essential to adopt modular design and flexible management. A modular design approach breaks down urban renewal projects into independent but interrelated modules, facilitating phased construction and flexible adjustments. Establish a flexible management system to update strategies and plans in response to real-time changes and needs, ensuring the project's adaptability. Modular design and flexible management enhance the project's ability to respond to various changes and challenges, making it more adaptable and operationally feasible.

Sixth, attention should be paid to diversified financing and resource integration. Explore various financing channels, such as government grants, social capital, and public-private partnerships (PPP), to provide sufficient funding for urban renewal projects. Additionally, integrate different resources, including policy, technical, and human resources, to create a cohesive effort that advances urban renewal. Diversified financing and resource integration offer robust financial and resource support, ensuring the smooth and sustainable implementation of urban renewal projects (Yang, 2020).

Finally, monitoring, evaluation, and feedback optimization are necessary. Establish a comprehensive monitoring and evaluation mechanism to continuously track the implementation and impact of urban renewal projects, ensuring they progress according to plan. Based on monitoring and evaluation results, gather and analyze residents' feedback to constantly refine and improve the renewal plan, enhancing project quality and resident satisfaction. Monitoring, evaluation, and feedback optimization ensure the scientific rigor and effectiveness of urban renewal projects, allowing timely identification and resolution of issues, thereby improving the overall project quality.

Through community demand orientation, overall planning combined with step-by-step implementation, integration of public art and cultural heritage, intelligent technology and sustainable development, modular design and flexible management, diversified financing and resource integration, as well as monitoring, evaluation, and feedback optimization, urban renewal management can achieve more scientific, effective, and sustainable development. These strategies aim to provide residents with a better living environment and enhanced community experience.
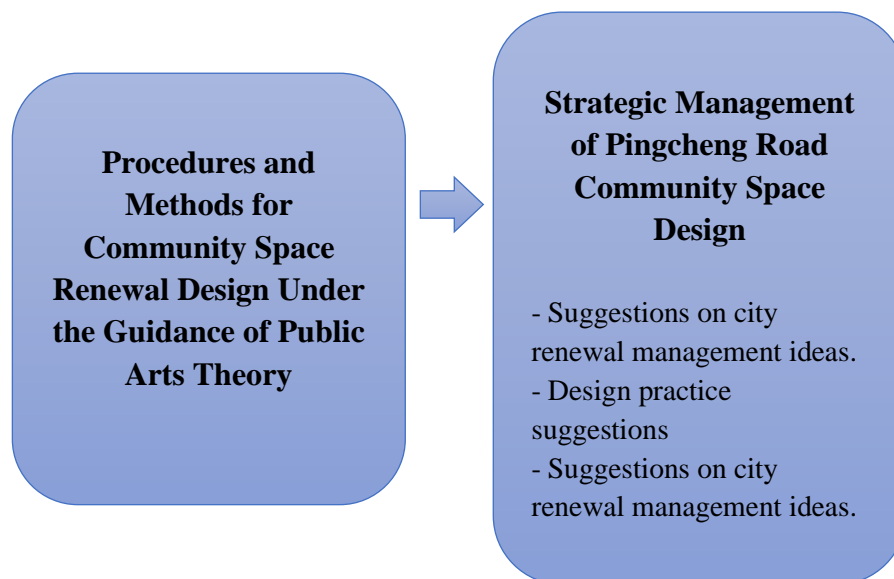
## New Knowledges Remark

Procedures and Methods for Community Space Renewal Design Under the Guidance of Public Arts Theory

Strategic Management of Pingcheng Road Community Space Design

- Suggestions on city renewal management ideas.
- Design practice suggestions
- Suggestions on city renewal management ideas.

**Figure 1:** Diagram Show the Procedures and Methods for Community Space Renewal Design Under the Guidance of Public Arts Theory.

## Conclusions

In conclusion, by implementing a comprehensive approach that includes community demand orientation, overall planning with phased execution, the integration of public art and cultural heritage, the use of intelligent technology and sustainable practices, modular design with flexible management, diversified financing, and ongoing monitoring and evaluation, urban renewal management can achieve scientific, effective, and sustainable progress. These strategies collectively enhance the quality of life for residents, foster a stronger sense of community, and ensure the long-term success and vitality of urban environments.

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