



Nanshan Fangniu Village Renewal Design

Chhongqing · Cattle-herding Village



Recently, CCTV-1 aired the story of Nanshan Cattle-herding Village on “Homes in Beautiful China”. The narrative depicts how this village, located in the northern part of the Nanshan Scenic Area in Chongqing, achieved rural revitalization through the integration of agritourism, to foster a harmonious blend of rural and urban elements. Beyond narrating the evolution of a singular village, the story epitomizes the triumphant implementation of the rural revitalization strategy in Nanshan Cattle-herding Village.

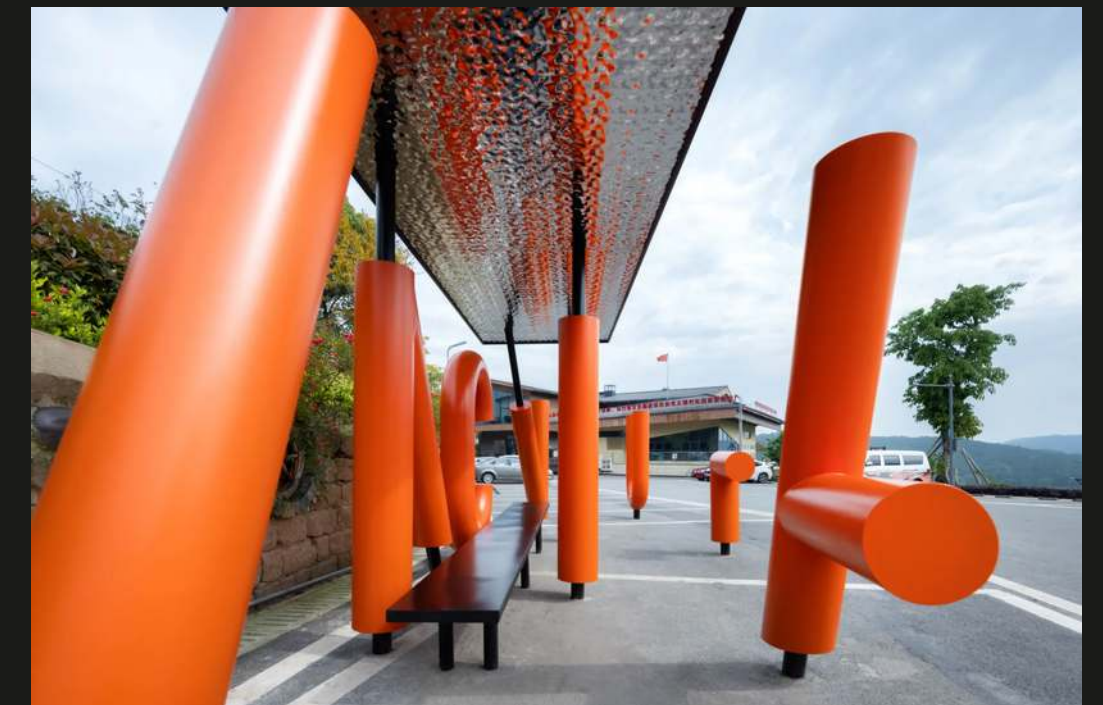


Nestled in the northern reaches of Nanshan Scenic Area in Chongqing, Cattle-herding Village derives its name from a remarkable boulder that resembles a grazing cattle, its head facing Tieshanping. With undulating terrain and a profusion of plant species, the village boasts rich forest resources and abundant vegetation, ensuring a thriving natural ecological environment. Historical and cultural assets like Nanshan Temple, Ancient Buddha Temple, and venerable trees further enrich the locale. Cattle-herding Village thrives on the pillars of horticulture, seedlings, and rural tourism, supported by several leisure agriculture zones and clusters of countryside accommodations.





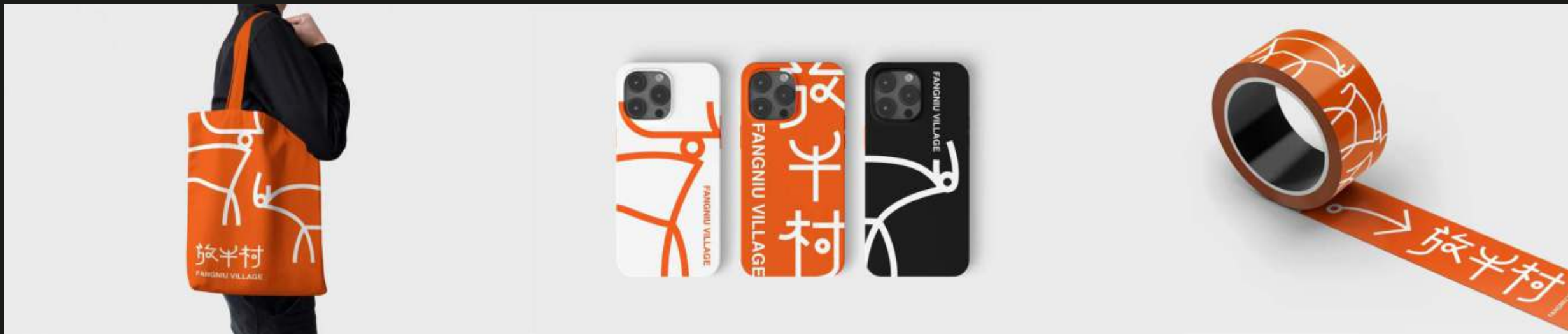
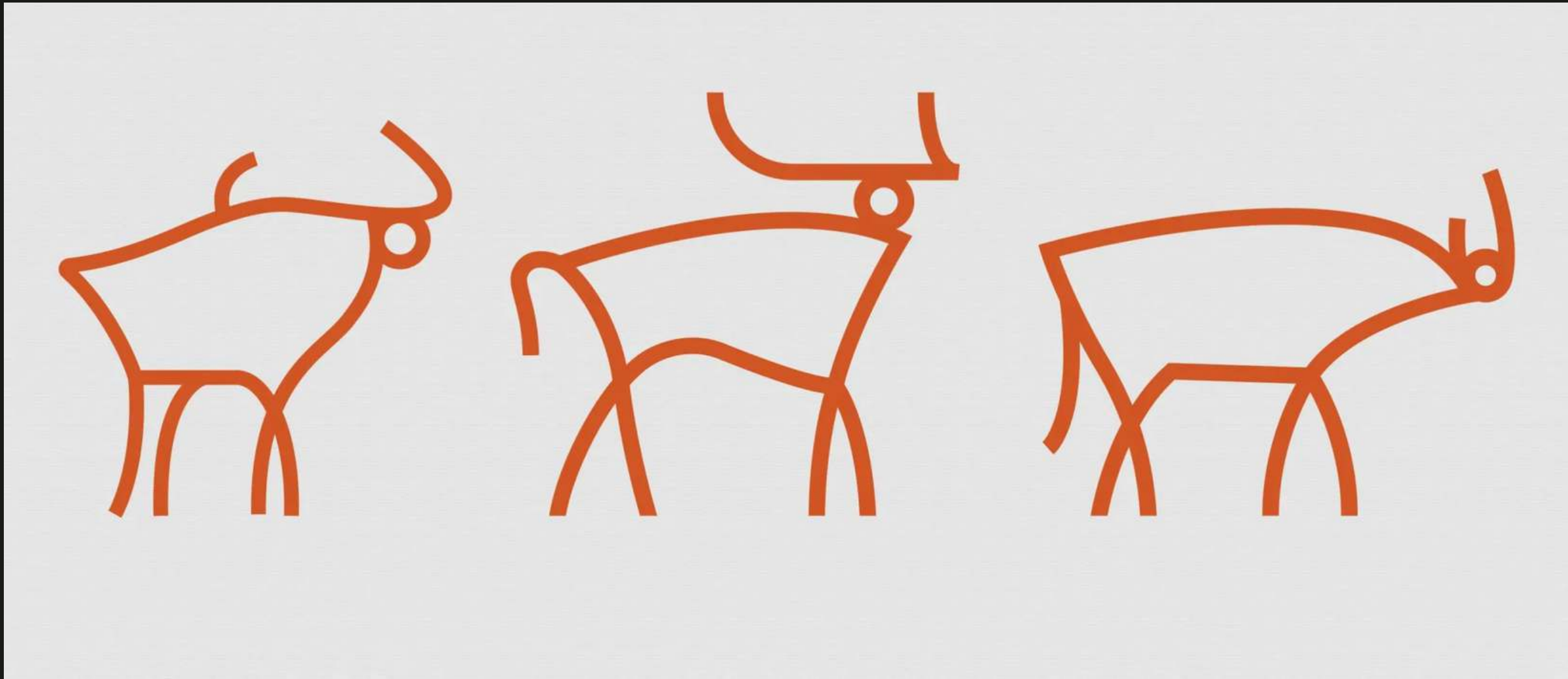
“By Nanshan’s northern side, where Yangtze’s waters flow, verdant grasses thrive, emerald woods a show, at dawn, misty valleys enchant with their hue, and twilight reveals homesteads’ smoke anew. Zen chambers on tranquil paths reside, gardens mirror flowers in a splendid stride. A rustic countryside’s charm unfolds, serene, with chimes, drums, frogs, and birds’ melodic scene...” – Cattle-herding Village Ode



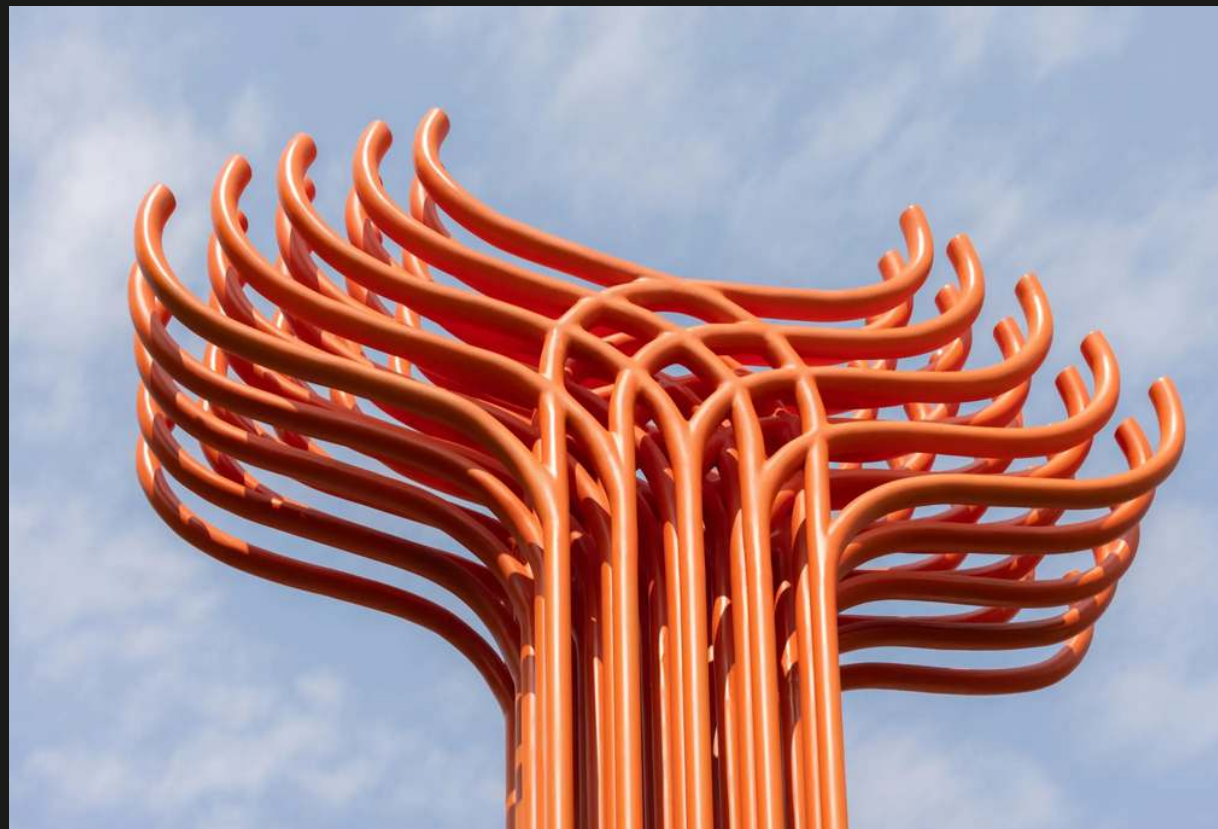
With the theme “Art in Nanshan, Even Cattle-herding is Art”, the design leverages the potent role of culture and empowers art. Employing a contemporary visual language, it re-imagines the local backdrop, and undertakes transformative interventions and image enhancements at key junctures. This approach generates comfortable contrasts and dynamic variations, culminating in the creation of the Hillside International Art Village—a seamless fusion of the artistic realm and authentic rural life.



While safeguarding the natural ecological environment, preserving the village's texture, and conserving its cultural resources, the integration and creation of art are introduced. Through micro-renewal and subtle interventions, a process is undertaken to infuse artistry into Cattle-herding Village's infrastructure while adding new functionalities. The village is enriched with brand imagery, wayfinding signage, cultural ambiance installations, functional amenities, forest fire prevention structures, and more. By employing a holistic approach, this strategy comprehensively cultivates the establishment of a cultural and tourism brand within the village.



To elevate Cattle-herding Village's prominence and reputation, the design crafts a unique bovine culture tourism brand with distinctive characteristics, utilizing highly recognizable bovine elements intertwined with culture, novel forms with strong design sensibilities, and vivid color contrasts for visual allure. Embracing the core of Cattle-herding Village's "Cattle Culture" and "Spirit of the Three Oxen", this approach, coupled with Picasso's minimalist style, births a brand image resonating with international aesthetics. The chosen color palette features a bold and vibrant shade of orange, which provides an immediate sense of vitality and joy in an international context. Building upon this brand image, customized fonts and icon designs unique to Cattle-herding Village are derived. The designs are simple yet dynamic, imbued with whimsicality and artistic flair. These lively and engaging visuals become the village's emblem, seamlessly blending into the rustic landscapes and rural life.



To elevate the overall cultural and artistic ambiance within the village, the design re-imagines the local backdrop through a contemporary visual language. It introduces comfortable contrasts, dynamic conflicts, and rich variations, to infuse every corner with captivating scenery that is both visually appealing and emotionally evocative.



Forest Fire Prevention Structures

To safeguard the rural ecological environment and support rural tourism development, the design incorporates multifunctional facilities with fire prevention capabilities. These structures serve the dual purpose of securely storing forest fire prevention materials and meeting firefighting needs while also offering visitors a landscape for interactive rural experiences.

By effectively utilizing the open public spaces within the village, they can be employed for convenient commercial purposes and hosting various rural cultural activities, thus enhancing the cohesion of the rural community. Simultaneously, aesthetically pleasing and functional spaces also serve as better leisure and entertainment venues for tourists, which strengthens the populace's sense of identification with the village environment and enriches the overall rural leisure experience.