



RESEARCH ON THE CROSS-BOUNDARY INTEGRATION AND
COMMERCIAL INNOVATION OF CALLIGRAPHY ART'S
CHARISMA IN THE CULTURAL LANDSCAPE OF
HARBIN ICE AND SNOW WORLD

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Abstract

Calligraphy landscapes, a hallmark of Chinese tradition, constitute a vital aspect of urban cultural landscapes. Their spatial characteristics and evolution amidst globalization and urban renovation are central topics in cultural geography. Harbin Ice and Snow World, renowned for its ice and snow landscapes, offers a unique platform to investigate calligraphy landscapes. By introducing a calligraphy landscape, this study explores their distribution within the Ice and Snow World, highlighting their integration with the ice and snow environments. The research reveals a distinct spatial differentiation of calligraphy landscapes within the Ice and Snow World. This differentiation exists across various ice and snow landscapes and within distinct cultural and functional zones, reflecting their deep integration with ice and snow culture. Factors influencing this spatial differentiation include modernization and globalization's impact on ice and snow culture, cultural identity's embodiment in ice and snow landscapes, urban renewal's shaping of these landscapes, and commercial drivers' promotion of calligraphy landscapes. Based on these insights, a mechanism model is constructed to explain the interplay between calligraphy and ice and snow landscapes. The study underscores calligraphy landscapes' significance in defining and characterizing the Ice and Snow World.

Keywords: Ice and Snow World; Calligraphy Landscapes; Spatial Differentiation;
Cultural Symbols; Symbolic Spaces; Calligraphy Landscapes.

Research Background

Harbin, with its unique ice and snow culture, attracts tourists from all over the

world. In 2024, Harbin's ice and snow tourism flourished, becoming a popular tourist destination for domestic and foreign tourists. Against this backdrop, the

integration of calligraphy landscapes and ice and snow culture has injected new vitality into Harbin's urban cultural spaces.

Calligraphy landscapes play a vital role in Harbin's urban cultural spaces. They are not only symbols of urban culture but also important components of urban cultural spaces. The presence of calligraphy landscapes makes Harbin's urban cultural spaces more locally distinctive and culturally profound. While admiring the ice and snow landscapes, tourists can also feel the charm of calligraphy art, thereby deepening their understanding and cultural identification with Harbin's urban culture. The spatial differentiation characteristics of calligraphy landscapes also reflect the evolution patterns of Harbin's urban cultural spaces. Calligraphy landscapes are more densely and diversely distributed in places such as commercial districts and specialty commercial streets. These areas are not only concentrated exhibition areas for calligraphy landscapes but also important nodes of urban cultural spaces. By studying the calligraphy landscapes in these areas, we can better understand the formation and development process of Harbin's urban cultural spaces.

Compositional Elements and Typological Characteristics of Calligraphy Landscapes

In recent years, with the continuous deepening of research on calligraphy landscapes, their classification system has gradually improved, covering multiple aspects such as temporal and spatial characteristics, artistic forms, and more. However, in empirical research, accurately defining and identifying calligraphy landscapes remains an urgent issue to be

addressed. Especially in actual urban spaces, there is a lack of a specific and operable method for defining and classifying them. Therefore, this article will focus on exploring the compositional elements and classification methods of calligraphy landscapes to provide robust support for empirical research. Simultaneously, this article introduces the innovative concept of calligraphy ice and snow landscapes to further expand the research field of calligraphy landscapes. The compositional elements of calligraphy landscapes primarily consist of three aspects: written fonts, calligraphy carriers, and places and venues.

Among them, written fonts are the fundamental elements for identifying calligraphy landscapes, and their artistic quality and stylistic characteristics directly influence the overall effect of calligraphy landscapes. Calligraphy carriers are the material manifestations of calligraphy elements, including production shapes, materials, techniques, etc., such as memorial arches, signs, plaques, and more. Places and venues refer to the spatial environments where calligraphy landscapes are located, encompassing various types of spaces such as outdoors and indoors.

Research Methodology

Harbin, as the Ice and Snow City of China, attracts a large number of tourists to come and appreciate its ice and snow landscapes during winter every year. Among these landscapes, calligraphy landscapes, as a unique cultural element, add a strong artistic atmosphere to the entire city. To gain a deeper understanding of the characteristics of calligraphy landscapes in Harbin's ice and snow land-

scapes, this study attempts to employ a quantitative analysis approach. We have designed the "Calligraphy Landscape Index" (CI) as an indicator to describe the characteristics of calligraphy landscapes. Based on previous distinctions between "calligraphy" and "imitation calligraphy," we know that imitation calligraphy falls between "calligraphy" and "non-calligraphy" in terms of cultural authenticity. Therefore, when calculating CI, we use the formula: $CI = (\text{number of pure calligraphy signboards} + 0.5 \times \text{number of imitation calligraphy signboards}) / \text{total number of signboards}$. This index reflects the frequency of calligraphy landscape elements in ice and snow landscapes, and a higher value indicates a richer presence of calligraphy landscape elements.

In Harbin's ice and snow landscapes, we have found a large number of calligraphy signboards, which are presented in various forms on ice and snow sculptures, building façades, and street sides. Among them, pure calligraphy signboards attract tourists' attention with their unique artistic styles and profound cultural connotations. Imitation calligraphy signboards, on the other hand, exhibit characteristics that lie between formal calligraphy and non-calligraphy fonts, displaying both the artistic nature of calligraphy and the innovativeness of modern design. By conducting statistics and analysis on the calligraphy signboards in Harbin's ice and snow landscapes, we have calculated the CI values for various regions. The results show that some major scenic spots and commercial districts have higher CI values, indicating a richer presence of calligraphy landscape elements in these areas. In contrast, some more remote regions have lower CI values, indicating a relative scarcity of calligra-

phy landscape elements. To understand the influence of globalization on the calligraphy landscapes in Harbin's ice and snow landscapes, we have also designed the "Westernization Index of Calligraphy Text Landscapes" (CWI).

Spatial differentiation characteristics of ice and snow calligraphy landscapes. This article takes Harbin Ice and Snow World as an example to investigate the spatial differentiation phenomenon of calligraphy landscape in Harbin Ice and Snow World at the micro-scale of the block. This article first takes the dense area of tourist service facilities and tourist shops as the core area of Harbin Ice and Snow World, where the calligraphy landscape index is significantly higher than that of the peripheral area. The calligraphy landscape index of traditional characteristic service industries, such as traditional crafts, traditional catering, local specialties, etc. (mean $M = 0.610$) is significantly higher than that of modern service industries, such as modern crafts, modern catering, clothing, shoes and hats, etc. (mean $M = 0.09$).

The same situation also appears in the spatial differentiation characteristics of the calligraphy landscape of the Harbin Sun Island Snow and Ice Sculpture Expo, where the mean value of the calligraphy landscape index of the traditional characteristic service industry is $M = 0.858$, and the modern service industry is $M = 0.052$. This indicates that the spatial differentiation phenomenon of calligraphy landscape exists in a small area, and the type and function of shops have a high correlation with the category of calligraphy landscape. Therefore, the function and layout of urban blocks determine the characteristics of

spatial differentiation of calligraphy landscape to a certain extent.

Conclusion

Calligraphy, a traditional Chinese cultural gem, retains its charm in Chinese cities despite globalization. In Harbin, known for its ice and snow, calligraphy landscapes show unique creativity, enhancing cultural depth and offering new ideas for inheritance and innovation. Attractions like Harbin Ice and Snow World blend calligraphy with ice and snow, shaping Harbin's cultural identity. This results from a mix of business, cultural identity, and market recognition. Modernization and globalization have influenced Harbin's ice and snow calligraphy landscapes, with modern commercial areas reflecting modern trends.

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