



浙江师范大学  
ZHEJIANG NORMAL UNIVERSITY



浙江师范大学  
设计与创意学院  
COLLEGE OF DESIGN AND INNOVATION  
ZHEJIANG NORMAL UNIVERSITY



Oriental Ecological Wisdom and Art Innovation Workshop  
**东方生态智慧与艺术乡建人才工作坊**

Project Location: Zhejiang Province, China





## 浙江师范大学设计与创意学院

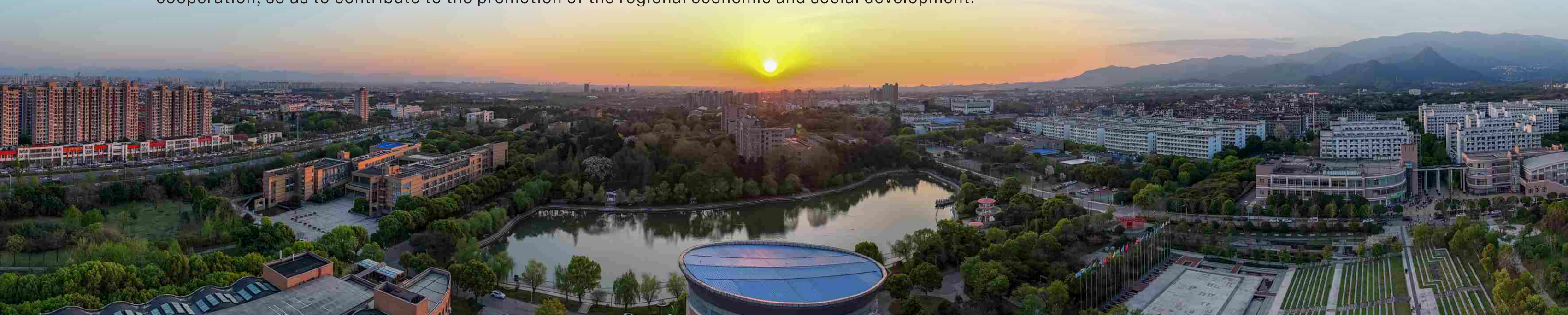
ZHEJIANG NORMAL UNIVERSITY COLLEGE OF DESIGN AND INNOVATION

Against the backdrop of national efforts to promote the "Four New" construction and a new round of adjustment to national undergraduate majors, the College of Design and Innovation of Zhejiang Normal University has been upgraded by integrating quality resources in design education, on the basis of existing disciplines in Computer Science, Liberal Arts, Engineering and Optics.

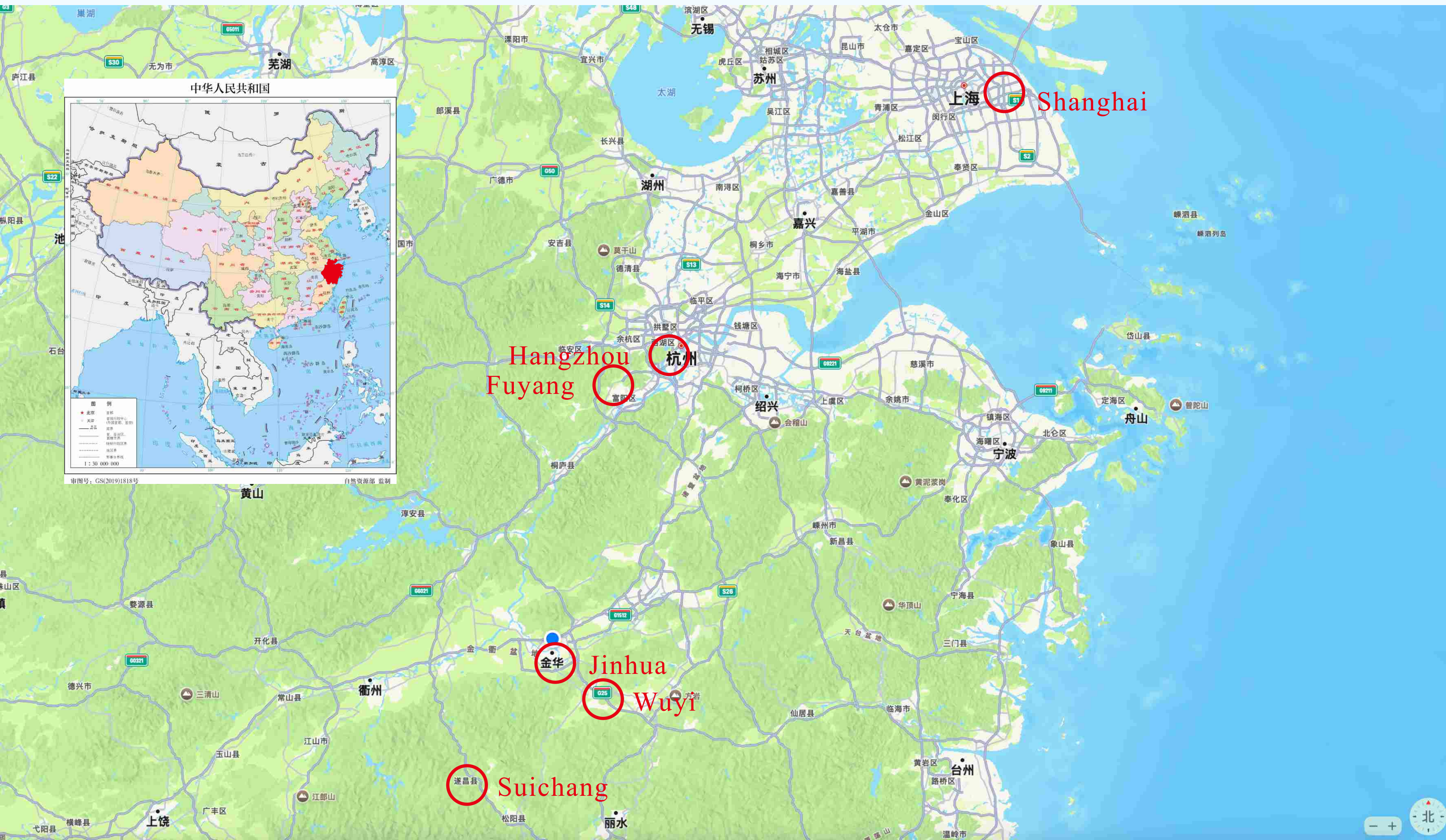
Our college offers six undergraduate majors in Environmental Design, Digital Media Art, Visual Communication Design, Product Design, Industrial design, and Art and Technology. We are authorized to grant master's degree for first-level discipline (inter-discipline) in Design Studies as well as a discipline in Design (category of Art). We have established Digital Experimental Teaching Center for Design and Innovation, which is approved as Zhejiang Provincial Key Construction Teaching Demonstration Lab, as well as the ZJNU-PKU Cooperation Center for Design Studies chaired by Academician Yu Kongjian.

By gathering outstanding teaching resources, our college has set up a dozen of research centers, including Future Community Branding Research Center, Rural Landscape Culture Research Center, Artificial Intelligence and Design Innovation Research Center, Digital Image Research Center, etc. This has greatly facilitated the sharing of teaching resources throughout the whole college, and contributed to the cultivation of talents. Our students have won national awards in exhibitions such as the National Art Exhibition and the Whole-Army Arts Exhibition, as well as provincial prizes in competitions such as China International College Students' Innovation Competition, "Challenge Cup" National College Students' Extracurricular Academic and Technological Works Competition, "Challenge Cup" National College Students' Entrepreneurship Competition, National Advertising Art Design Competition for College Students, and "Future Designer – National University Digital Art Design Competition".

Looking ahead, our college, adhering to the concepts of "localization, digitization, nationalization and internationalization", aims to develop into a regionally well-known applied college with distinctive features. Adapting to the digital era, we will carry out discipline construction in the three major fields of "future education, future countryside and future industry", explore the reform and practice in cultivating design talents with systematic thinking ability based on modularized curriculum and project-based learning. Efforts will be devoted to continuously improving talent cultivation, scientific research, social service and international cooperation, so as to contribute to the promotion of the regional economic and social development.











# 东方生态智慧与艺术乡建人才工作坊

## Oriental Ecological Wisdom and Art Innovation Workshop

In the context of the new era, rural areas are no longer merely sites of agricultural production but have become vital regions rich in ecological resources, cultural heritage, and unique lifestyles. Art and design, as key tools to enhance the quality of rural areas and highlight their characteristics, play a crucial role. In response to this, Zhejiang Normal University launches the "Global Art and Rural Construction Innovation Design Talent Workshop."

The workshop leverages the faculty team from the College of Design and Innovation at Zhejiang Normal University, along with multiple research platforms, to organize a series of academic and cultural exchange activities. By integrating resources and building upon the achievements of Zhejiang's "Beautiful Countryside" initiative the workshop aims to cultivate talent with a global perspective, deep understanding of rural culture, and innovative design skills.

### Project Content

#### 1. ACADEMIC SEMINAR

International youth and outstanding local students will participate in academic exchanges, attend expert lectures and discussions, and learn about the achievements in rural revitalization and art-based rural construction in China and Zhejiang Province. They will also explore relevant research and case studies.

#### 2. FIELD VISITS AND EXCHANGES

Participants will visit Zhejiang Normal University's museum, Panda Pig Park in Jinhua, Suichang Museum, Tang Xianzu Cultural Center, and other sites to explore traditional Chinese culture, enjoy She ethnic performances and engage with intangible cultural heritage.

#### 3. PROJECT PRACTICE

Participants will conduct on-site investigations, research, and planning design at project locations, collaborating in teams to create art projects. Outstanding projects will receive certificates and may be implemented in the local community.

#### 4. RESULT EXHIBITION

At the end of the program, participants will present their art-based rural construction results, sharing their academic and practical gains, which will inspire further learning and research.





# Schedule (Tentative)

Time		Activity
Day 1		Arrival and Rest
Day 2	9:00-9:30	Opening ceremony; Group Photo
	9:45-11:30	Introduction to the University
	14:00-17:00	Ice-Breaking & Team-Building
Day 3	9:00-12:00	Campus Tour (Museum, History Museum, Science and Technology Museum, Gymnasium)
	14:00-17:00	Student group division; Mentor interaction
Day 4	9:00-12:00	Visit the Zhejiang Provincial Intangible Cultural Heritage Museum in Hangzhou
	14:00-17:00	Visited Wencun Village in Fuyang, Hangzhou to study "rural construction with architectural art".
Day 5	9:00-11:00	Visiting Yantou Village in Jinhua City: Intangible Cultural Heritage Brings Development to Rural Areas
	11:00-12:00	Visit Jinhua Museum, Wanfo Pagoda, Wuzhou Ancient City, and Enjoy Local Snacks.
	14:00-17:00	Visit the Jinhua Wuju Opera House's Small Theater to Enjoy Wuju Opera.
Day 6	9:00-12:00	Visiting the Traditional Wetland Village of Tantou Village, Wuyi County
	14:00-17:00	Rest and Prepare to Depart for the Project Site.
Day 7	8:00-10:00	Go to the Project Site to Carry Out Project Practice
	11:00-12:00	Meeting with Local Leaders and Experts
	12:30-13:30	Meeting with Local Villagers & Homestay
	14:00-17:00	Visits to Local Museums, Memorials, Heritage Centers, and Cultural Sites

Time		Activity
Day 8	9:00-12:00	Artistic Creation by Student Teams
	14:00-17:00	Artistic Creation by Student Teams
Day 9	9:00-12:00	Artistic Creation by Student Teams
	14:00-17:00	Artistic Creation by Student Teams
Day 10	9:00-12:00	Artistic Creation by Student Teams
	14:00-17:00	Artistic Creation by Student Teams
Day 11	9:00-12:00	Visit local villages
	14:00-17:00	Visit local villages
Day 12	9:00-12:00	Artistic Creation by Student Teams
	14:00-17:00	Artwork Setup by student teams
Day 13	9:00-12:00	Student Team Exhibition
	14:00-17:00	Arrange Exhibition
Day 14	9:00-12:00	Project presentations & Closing Ceremony
	14:00-17:00	Return





## Art Creation Project Topic Selection

The project practice for this workshop is tentatively planned to take place in Suichang County, Lishui City, Zhejiang Province, with the base set in Gaobijie Village, Sanren She Ethnic Township. Workshop participants will be divided into several groups, each composed of Chinese students, international students, and instructors, to carry out artistic creation and innovative development based on the local history, culture, and folk customs. Currently, some preliminary project topics have been proposed, and the specific topics will be adjusted according to the actual conditions and progress at the final project site.



Suichang County



Ganbijie Village





## 1. She Ethnic Blue Dyeing

She ethnic blue dyeing is an important intangible cultural heritage of Suichang, combining natural plant dyes and traditional hand-dyeing techniques to showcase unique ethnic aesthetics. This group will explore traditional techniques through hands-on experiences and innovative design, creating modern blue-dyed products like scarves and bags featuring She ethnic totems. The aim is to blend tradition with contemporary style and promote the preservation and revitalization of She culture.



Traditional dyeing  
Fashion  
Creativity  
etc.





## 2. “Fashion No Ages”（银龄时尚）Themed Photography

The village of Gaobijie, where we are staying, has many elderly residents. A group will be organized to prepare various fashionable outfits and props to plan and photograph a stylish photo shoot for each elderly villager, creating commemorative gifts for them. Additionally, a “Fashion No Ages” photography exhibition will be organized. Furthermore, workshop participants will wear clothing incorporating She ethnic blue dyeing elements, shooting at natural and cultural sites in Suichang, and creating photographic works that blend ethnic charm with a sense of fashion. These works will be exhibited both online and offline, promoting a new trend in rural aesthetics and helping She culture reach a broader fashion stage.



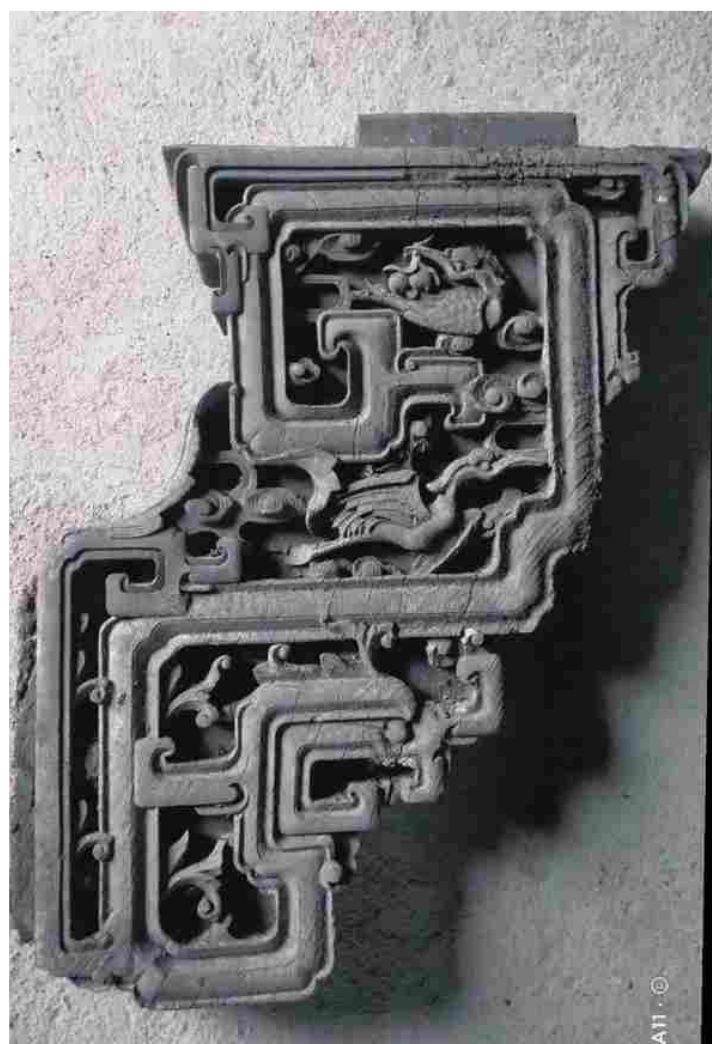
Photography  
fashionable elderly  
etc.



### 3. Investigation and Innovation of Traditional Chinese Architectural Components

Traditional rural China was once abundant in wooden architecture, which carries rich historical memory and construction wisdom. Over time, due to natural decay, disasters, and social development, many of these ancient buildings have gradually disappeared, with only a few preserved intact. In this process, some architectural components with artistic and craft value have been retained, while many others have dispersed into the market or private hands, gradually losing their original cultural context.

This project focuses on traditional architectural components as its research subject, organizing Chinese and international students to conduct field investigations. Through on-site visits, measured drawings, and case studies, students explore the structural functions, aesthetic characteristics, and cultural significance of these components. Building on this understanding, students are guided to apply contemporary art and design approaches to creatively transform and reutilize traditional components.



Traditional Chinese  
Architectural  
Components,  
Traditional Culture,  
Innovative Reuse, etc.





## 4. "Haochuan Culture" Cultural and Creative Development

Haochuan Culture, dating back approximately 4,000 years, is an important cultural marker of prehistoric civilization in southwestern Zhejiang Province, holding unique value for historical research and artistic development. This group will decode the cultural DNA by exploring original pottery patterns, stone tool forms, and totem symbols. Through a dual strategy of "traditional revival + modern reinterpretation," they will develop innovative cultural and creative products.



Historical research  
Cultural and Creative Design  
IP design  
New product development  
Exhibition planning  
etc.





## 5. Filming of Long Zongzi Promotional Video

Zongzi, a traditional Chinese delicacy associated with the Dragon Boat Festival, carries deep cultural significance, embodying remembrance of history and the spirit of family reunion. Wrapped in bamboo leaves and filled with glutinous rice and various flavorful ingredients, it is steamed to perfection, releasing a rich aroma. Today, it stands as one of the most iconic festive foods in Chinese culinary culture.

Suichang Long Zongzi, recognized as a provincial-level intangible cultural heritage of Zhejiang, boasts a history spanning several centuries, dating back to the Southern Song Dynasty. Unlike the commonly seen triangular or tetrahedral shapes of southern-style zongzi, Suichang Long Zongzi is uniquely elongated and cylindrical, resembling a bamboo tube—some can reach over one foot in length. Its distinctive charm lies not only in its form but also in its cultural symbolism of “lasting shape, enduring meaning, and deep affection.” It is also a vivid reflection of the harmonious integration of She and Han ethnic cultures, and the wisdom embedded in their daily life traditions.



Traditional food  
Packaging design  
Fashionable and youthful  
etc.



## 6. "Millennium Memory" Suichang Black Pottery

Black pottery is a thousand-year-old craft of Suichang, with significant historical and artistic value. This group will visit black pottery artisans to learn traditional pottery-making techniques and explore the integration of modern shapes and uses. They will design innovative black pottery daily necessities and art installations, and host a "Black Pottery Art Week," combining three main modules: exhibition, experience, and dialogue. The goal is to revitalize traditional craftsmanship and create a sustainable rural craft brand.



Traditional Crafts  
Pottery Experience  
etc.





## 7. Rural Public Art

With the concept of "Art Illuminates the Countryside," this project designs public art installations that align with Suichang's natural and cultural environment. The artworks will focus on themes such as the She ethnicity, nostalgia, ecology, and intangible cultural heritage, using eco-friendly materials and interactive design methods to enhance the visual image and cultural atmosphere of the village. The project emphasizes the participation and co-creation of villagers, aiming to create public spaces where art and life merge, fostering a sense of community and cultural vitality.



Public Art  
Free Choice



In addition to the above project suggestions, students participating in this workshop can also carry out other forms of artistic creation based on their professional expertise, combining local ethnic characteristics and regional culture. For example, they can explore fashion music creation incorporating She ethnic songs, design clothing based on She ethnic clothing symbols, or create IP designs based on the 4,000-year-old Haochuan culture, among other possibilities.

## Application Introduction

### 1. Event Theme:

In-depth discussions and academic exchanges in the fields of rural revitalization, ecological design, and art-based rural development.

**2. Application Deadline:** May 30, 2026

**3. Project Duration:** July 5 - July 18, 2026

### 4. Eligibility:

- (1) Non-Chinese citizens in good health;
- (2) Fresh graduates (bachelor's or master's) in art, design, communication, culture, architecture, or related disciplines;
- (3) Strong interest in scientific research in the chosen field of study, with a willingness to pursue further studies (master's or doctoral); applicants with published papers are preferred;
- (4) Proficiency in English or Chinese, with preference given to those who meet one of the following criteria: IELTS  $\geq 6.0$ , TOEFL  $\geq 100$ , HSK Level 5  $\geq 180$ .
- (5) Applicants should be in good physical and mental well-being and capable of engaging in on-site and intensive fieldwork activities.

### 5. Application Process:

- (1) Online Registration: <https://admission.zjnu.edu.cn>
- (2) "Workshop" enrollment is limited to 20-30 participants. The university will conduct a comprehensive evaluation of applicants based on submitted materials and select the most qualified candidates.
- (3) Issuance of admission notifications and invitation letters.

### 6. Required Application Materials:

- (1) Valid passport
- (2) Proof of enrollment
- (3) Academic transcripts
- (4) Proof of language proficiency
- (5) Other relevant materials

### 7. Costs:

- (1) Accommodation, meals, insurance, transportation, and group activities during the stay in China will be provided. (During the training period at Zhejiang Normal University, accommodation will be arranged at a partner hotel on campus. During the project practice period, participants will homestay with local villagers to better integrate into the local community and gain a deeper understanding of local customs and traditions. Please make the necessary preparations in advance.)
- (2) Round-trip ticket, visa, and other expenses are at the applicant's expense.
- (3) The organizer will provide the project invitation letter.

### 8. Contact Information

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Oriental Ecological Wisdom and Art Innovation Workshop

东方生态智慧与艺术乡建人才工作坊

**Wonderful Memories**

**2025**





## Project Photo Album

### 1. Airport pick-up



### 2. Registration



### 3. Opening Ceremony







#### 4. Studying at Zhejiang Normal University



#### 5. Research in Wencun Village, Fuyang



#### 6. Research on Zhejiang Intangible Cultural Heritage Museum











7. Survey of Yantou Village, Jinhua



8. Research on Jinhua City Museum



9. Research on Wuzhou Ancient City, Jinhua City



10. Survey of Yechangbu Village, Wuyi County







11. Survey of Tantou Village, Wuyi County



12. Proceed to the project site



13. Opening Ceremony of the Practical Training Site



14. Long Zongzi Making Experience







15. Indigo Dyeing Art Creation



16. Creation of a Promotional Video for Haochuan Culture



17. Public Art Creation in Villages



18. Renovation Design of Miaoxia Bridge







## 19. Long Zongzi Packaging Design



## 20. Design of "The Story of Suichang"



## 21. "Fashion No Ages" Photography Creation



## 22. "Moon and Meet" Night Market







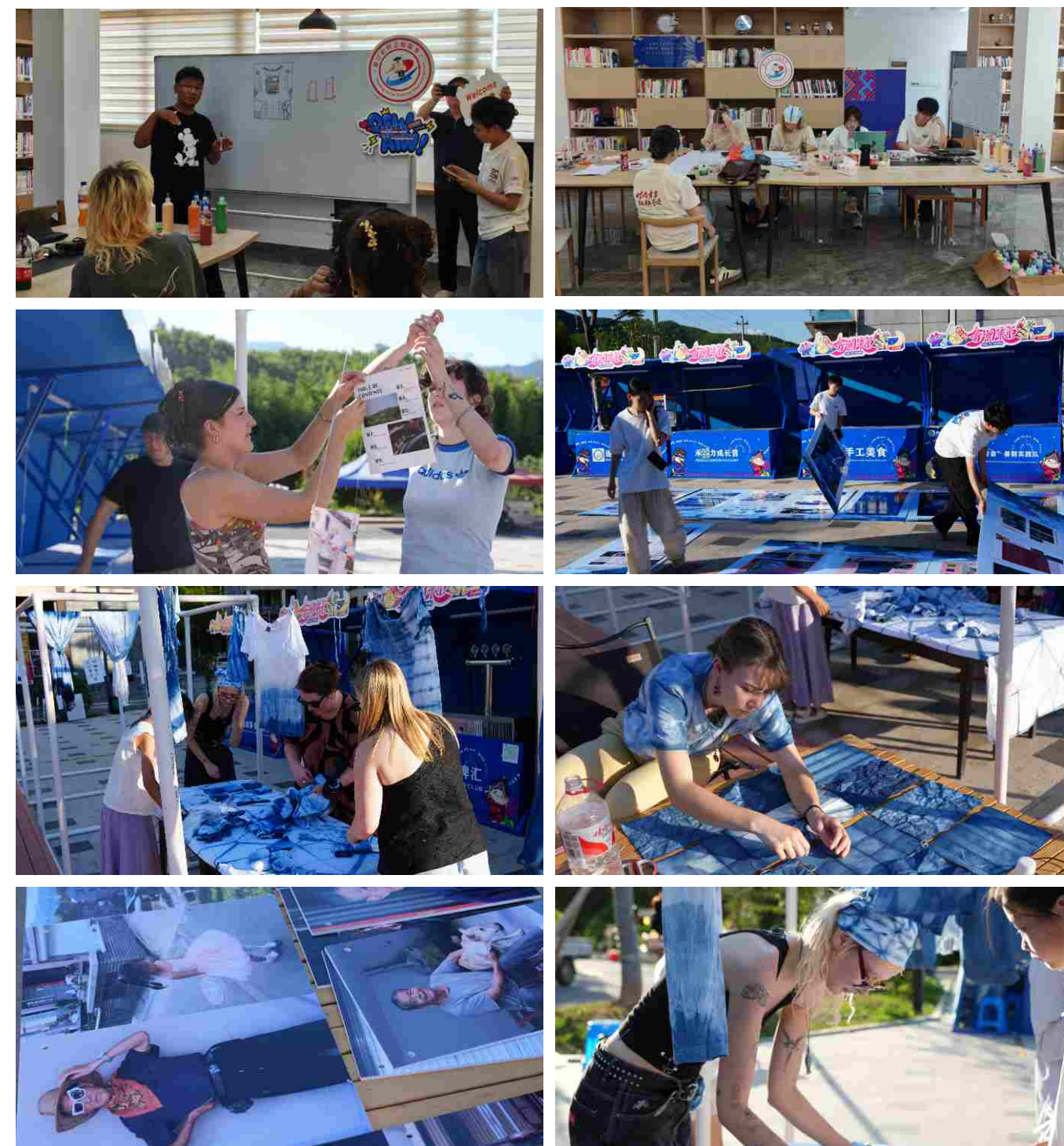
23. Research trip to Suichang – Guanju Cultural Park



24. Suichang Survey – Digital Agricultural Industry Base



25. Exhibition Setup (Discussion on Setup + Setup Process)







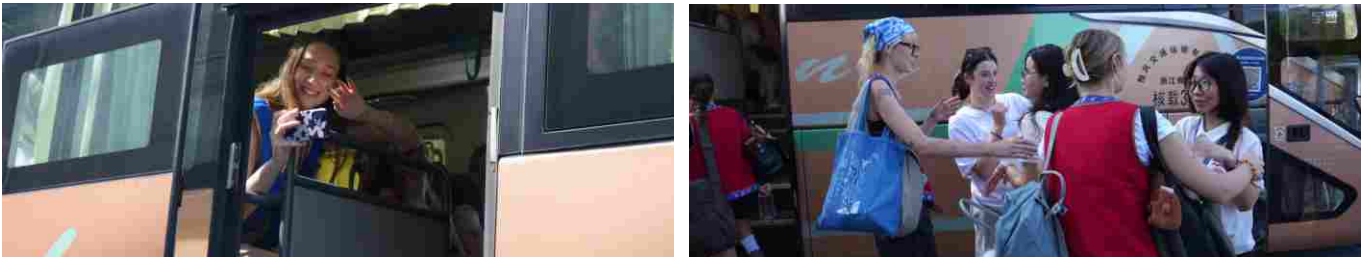
26. Project Presentation



27. Birthday Party



28. Return Trip







Welcome to join us in 2026