GENERATIVE ARTIFICIAL INTELLIGENCE (AIGC)-DRIVEN INNOVATION IN RURAL ART CONSTRUCTION: VALUE LOGIC, ACTION FRAMEWORK AND PATH CHOICE

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ABSTRACT

The integration of Generative Artificial Intelligence (AIGC) into artistic rural construction introduces transformative opportunities for addressing longstanding challenges in rural revitalization. AIGC enables the dynamic generation of cultural symbols, deepens community participation through interactive design platforms, and facilitates the commercialization of cultural resources. This study explores how AIGC can enhance the depth of cultural excavation, empower local communities in co-creation processes, and extend the market adaptability of cultural symbols. By synthesizing theoretical frameworks and practical case studies, the research establishes a comprehensive action framework for leveraging AIGC to advance cultural, social, and economic dimensions of rural revitalization. The findings contribute to the development of innovative strategies for sustainable rural development and the global dissemination of local cultural resources.

Keywords: Generative Artificial Intelligence (AIGC), Artistic Rural Construction, Rural Revitalization, Cultural Symbol Generation, Community Participation, Cultural Commercialization

1   INTRODUCTION

In the context of China's rural revitalization strategy, the integration of cultural heritage with technological innovation has become essential for achieving sustainable development. Artistic rural construction—a concept emphasizing the creative reimagination of rural cultural resources—has emerged as a key strategy for advancing rural cultural, social, and economic transformation. It involves preserving and revitalizing local traditions, crafts, and spaces while infusing them with contemporary significance to foster community identity and economic growth [1], [2].

Despite its potential, artistic rural construction faces persistent challenges. These include insufficient depth in cultural excavation, limited community engagement, and the incomplete commercialization of cultural value chains. Traditional methods often struggle to transform symbolic resources into adaptive, modern expressions while maintaining cultural authenticity. In response to these challenges, Generative Artificial Intelligence (AIGC) offers transformative solutions. By leveraging technologies such as Generative Adversarial Networks (GANs) and multimodal data analysis, AIGC enables the efficient extraction and dynamic transformation of cultural symbols into diverse, market-ready forms [3], [4]. These technological tools offer new opportunities to enhance the adaptability and appeal of local culture in broader contexts.

AIGC also holds potential to revolutionize the participatory framework of artistic rural construction. Historically, rural communities have often been passive recipients of externally designed interventions. However, AIGC's interactive platforms and real-time generative capabilities allow community members to become active contributors to design processes. This aligns with broader theories of participatory design and place-making, which emphasize the importance of community engagement in fostering a sense of ownership and identity [4], [5].

This study explores the intersection of AIGC and artistic rural construction through three key dimensions: (1) the dynamic generation of cultural symbols, (2) enhanced community participation through

technological empowerment, and (3) the market extension of cultural resources through innovative commercialization strategies. By synthesizing insights from recent theoretical advances and practical case studies [1], [2], [6], the research aims to propose a comprehensive framework for leveraging AIGC to advance rural revitalization efforts.

2 VALUE LOGIC: CORE INNOVATION OF AIGCDRIVEN RURAL ART CONSTRUCTION

2.1 Symbol Generation: Dynamic Adaptability of Cultural Resources

The extraction of cultural symbols is a key step in understanding and applying regional cultural resources, involving the identification and refinement of representative and symbolic signs from a rich array of cultural elements. Lomant proposed a logical relationship of "symbol-text-culture-symbol domain," emphasizing the central role of text within the cultural symbol system, and noted that through restructured formations, new "significations" can be constituted. Shen Liqin [7] in her research highlighted the application of regional cultural symbols in visual communication design, stating that these symbols are not only a reflection of cultural sedimentation in specific regional environments but also exhibit the unique geographical characteristics of a region, reflecting the connection between geographical environment and cultural features. The extraction of cultural symbols is a multidimensional and interdisciplinary process, requiring designers and researchers to not only deeply understand the connotations of regional culture but also master the methods of transforming these cultural elements into symbols with visual and symbolic significance.

Rural cultural resources are the core assets of Rural Art Construction, including natural landscapes, historical legends, folk beliefs, traditional skills, etc., and their potential value can be brought into full play through symbolic expression, dynamic narrative and market transformation. Bourdieu's [8] theory of "cultural capital" points out that the symbolic production and capitalization of cultural resources is the key to their economic benefits and social value. Generative artificial intelligence (AIGC) provides a new tool for the symbolization and dynamization of cultural resources. Unlike traditional art interventions that rely on manual excavation of cultural motifs, AIGC is able to extract cultural symbols, visual patterns and story motifs from local resources through deep learning technology, generating cultural content adapted to different media. Symbol is the core expression of cultural resources, and it is also the key element in constructing locality and cultural identity in Rural Art Construction. According to Peirce's semiotic theory [9], the meaning of a symbol consists of the triad of sign, object, and interpreter, and the effective generation of cultural symbols relies on the dynamic adaptability of a specific field and context. Taking the Echigo Tsumari Art Festival in Japan as an example, the traditional symbols of the rice landscape were redesigned by artists as village installations and public art elements, and this kind of "localized" art practice greatly enhances the symbolic recognition of local culture. In Rural Art Construction, the refinement and generation of symbols is often a laborintensive process that relies on the designer's subjective experience, which can easily lead to a semantic disconnect or a single form of symbols.

Generative Artificial Intelligence (AIGC) provides a revolutionary technological path for symbol generation through corpus analysis and Generative Adversarial Networks (GAN). First of all, AIGC can extract the core matrices of cultural symbols from local records, historical archives and oral data through deep learning of multimodal data (e.g., text, image, and speech) Extracting the core matrices in rural local cultural resources, such as traditional craft patterns, regional architectural styles, and historical stories. And through Generative Adversarial Network (GAN) technology, diverse symbolic forms are created.Goodfellow et al. [3] pointed out that GAN can quickly generate highquality visual symbolic styles with diversity through the interactive optimization of generation and discrimination.

Rural Art Construction emphasizes the coexistence of "locality" and "contemporaneity" of cultural resources, and Kwon [10] pointed out in the theory of "sitebased art" that the development of rural cultural resources is not only material, but also the reconstruction of symbols and meanings. With the intervention of AIGC, the dynamic generation of cultural resources can realize the transformation from local cultural value to global communication value.

2.2 Collaborative Optimization: Deepening Community Engagement and Design

Feedback Mechanisms

The core of Rural Art Construction lies not only in the result, but also in the process. Spirit of Place is an important goal of rural space design, which emphasizes the emotional connection between space and people and cultural identity. Multisubject collaboration in the design process especially the deep participation of the community determines whether the design results can be compatible with local culture and social needs. However, in the traditional model, villagers' participation is mostly limited to the expression of needs and feedback at a later stage, and lacks realtime influence on the design program, resulting in a deviation between the design outcome and the actual needs.

Ecosystem theory [11] emphasizes that the operation of a complex system requires all parties to achieve a dynamic balance in resource sharing and information interaction. Neuberschutz's Spirit of Place Theory [12] points out that the core value of place is to stimulate people's emotional resonance and local identity [13]. Rural Art Construction realizes the emotional creation of vernacular space through interventional design, while AIGC helps designers transform traditional material space into "place memory" full of cultural narratives with its symbolic optimization ability. AIGC supports villagers to participate in the design process in real time through an interactive platform. Villagers can not only choose building colors and patterns, but also suggest changes to the spatial layout based on community consensus. The designers use AIGC to generate quick optimization solutions, so that the villagers' opinions can be instantly transformed into visualized design results. This realtime feedback mechanism greatly shortens the long adjustment cycle in traditional design and enhances the villagers' sense of identity and belonging to the design outcome. Agamben's [14] theory on the subjectivity of cultural production states that the value of technology lies in empowering individuals to become participants and decision makers in design and production. Through the collaborative optimization of AIGC, the villagers are no longer the object of "being designed", but become the subject of design cocreation, and this indepth participation lays the foundation for the design quality and social identity of the rural habitat.This deep participation lays the foundation for the quality of rural habitat design and social identity.

2.3 Symbolic economy: from cultural expression to economic empowerment

Symbolic Economy is an interdisciplinary concept that integrates fields such as economics, sociology, cultural studies, and communication studies. It emphasizes the central role of symbols in economic activities and how these symbols influence and shape social structures and cultural practices. Peter Drucker first introduced the concept of the symbolic economy in 1986, contrasting it with the real economy and highlighting the importance of capital movement within the symbolic economy [15] . In the context of China, Yaqin Wang [16] explored the application of the symbolic economy in the rural revitalization strategy, emphasizing the significance of symbolic identity in the integrated development of urban and rural areas. She pointed out that the separation between urban and rura areas is largely based on cultural and social divisions rooted in economic foundations, and that the symbolic economy offers a new perspective for understanding and addressing this issue. Wei Ye Zhou [17] analyzed the new trends of cultural and artistic production and dissemination within the symbolic economy from the dual perspectives of globalization and localization, stressing the importance of protecting and developing local culture and arts in the era of globalization.

The value of Rural Art Construction is not only embodied in the enhancement of spatial aesthetics, but also in the economic transformation potential of cultural resources. The goal of rural revitalization is not only limited to cultural renaissance, but also lies in the realization of economic benefits through the marketization of cultural resources. Bourdieu's theory of "cultural capital" points out that cultural resources can only create economic value through symbolic production and marketization [18]. The marketization and IPization of symbols is the core path to realize the economic empowerment of cultural resources. The theory of creative economy [19] points out that cultural symbols can create great economic value in the fields of tourism, cultural creation and digital content through the combination of creativity and industry. However, symbols in traditional design are mostly limited to the expression of physical space, which makes it difficult to form a wider market extensibility.

Through multimodal symbol generation and dynamic adaptation, AIGC gives cultural resources more industrial transformation possibilities. For example, if the festival cultural symbols of Longtan Village in Pingnan are generated through AIGC, they can not only be applied to public art installations, but also be extended to packaging of tourist souvenirs, scenic area guide systems and digital marketing materials.

Combined with AR/VR technology, these symbols can also be integrated into virtual tours and immersive experiences to enhance tourists' cultural perception and consumption willingness.

In addition, the symbols generated by AIGC are replicable and scalable, and can be used to create brand images with regional cultural recognition through IPbased design.AIGC provides a highly efficient path for symbol IPization, and empowers the symbols to be applied across scenarios by combining virtual and real dualscenarios. For example, the festival symbols of Longtan Village in Pingnan can be extended to digital souvenirs, virtual interactive exhibitions and other diversified industrial chains after combining with AIGC, which will ultimately form a closed loop of value from culture to economy.

3 FRAMEWORK FOR ACTION: AIGC-DRIVEN IMPLEMENTATION PATH FOR RURAL ART CONSTRUCTION

Rural Art Construction requires a systematic path to realize closed-loop innovation from the refinement of cultural resources to community collaboration and then to economic extension. Artificial Intelligence Generative (AIGC) provides technical support and practical guidance for the whole chain workflow of design, and its action framework can be divided into three core links: data-driven, collaboration-driven, and industry-driven, and ultimately forms an integrated closed-loop of symbol generation, community collaboration, and market transformation.

3.1 Datadriven: intelligent distillation of local cultural resources

Rural Art Construction requires a systematic path to realize closedloop innovation from the refinement of cultural resources to community collaboration and then to economic extension. Artificial Intelligence Generative (AIGC) provides technical support and practical guidance for the whole chain workflow of design, and its action framework can be divided into three core links: datadriven, collaborationdriven, and industrydriven, and ultimately forms an integrated closedloop of symbol generation, community collaboration, and market transformation.

Datadriven: intelligent refinement of local cultural resources

Local cultural resources are the core materials of Rural Art Construction. AIGC systematically integrates the traditionally scattered cultural resources through datadriven integration, laying the foundation for symbol generation and design optimization.

The dissemination and experience of rural culture requires the support of an effective narrative system, which is an important link between cultural resources and audiences, and AIGC is able to transform rural cultural resources into dynamic narrative content suitable for multiple media through multimodal generation technology, deepening its expressive effect. Jung's [20] "archetypal theory" points out that cultural narratives can stimulate the sense of identity in the collective unconscious, and AIGC's multimodal generation provides technical support for the enrichment of the narrative system. For example, the narrative theme of rural cultural creation can be generated through AIGC to produce short videos, animated displays or augmented reality (AR) interactive content, providing tourists with multisensory cultural experiences.

Data collection and integration: corpus construction and multimodal analysis

Digitization of local cultural resources is the first task of the design, and AIGC integrates multimodal data such as text, image, audio, etc. through the construction of a largescale corpus to conduct indepth analysis of local cultural resources. By collecting historical documents, architectural drawings, folklore photos and oral histories of the countryside, a cultural database covering symbols, styles and narratives is formed [5], which can provide rich data support for AIGC's precise adaptation in symbol generation. Based on big data and multimodal deep learning, AIGC can realize intelligent extraction of rural cultural resources and dynamic generation of symbols. Traditional design can only generate limited symbol styles based on villagers' memories, while AIGC can generate richer symbol models through corpus and multimodal data.

Symbol Generation and Optimization: Dynamic Generation of Diverse Design Solutions

Based on the corpus, AIGC utilizes Generative Adversarial Network (GAN) technology for dynamic symbol generation and diversified design. Its key advantage lies in the balance between semantic consistency and visual diversity of symbols. For example, the "Haniwa" project in Yuanyang, Yunnan, reconstructs the rural cultural narrative through handicrafts and local legends. However, the traditional

method of narrative expansion is limited to the individual creativity of the artist and the manual generation process, which can be optimized by the intervention of AIGC: on the one hand, local legends and historical materials are extracted from the linguistic model to rebuild the diversity of cultural narratives; on the other hand, these narratives are transformed into dynamic forms of communication through the technology of image generation and video generation, which gives the cultural communication stronger attraction and marketability potential. In the future, these generated contents can also be adapted to the needs of multilingualism, promoting the global communication of local cultural resources.

3.2 Collaborationdriven: communityled design cocreation

The core of rural architectural design lies in its collaborative nature. Designers, villagers and policy makers need to participate together in the design process in order to realize the combination of functionality and culture. However, the technical threshold of the traditional design model is high, and the role of community members, especially villagers, in the design is more limited to providing basic needs, while it is difficult to participate in the process of detail design and symbol generation. This problem is particularly prominent in the transformation of Xucun's public space, where villagers' opinions are mainly focused on functional zoning and infrastructure construction, with less participation in pattern selection and visual style, resulting in a lack of cultural identity in the design outcome [1].

AIGC provides a new path of technological empowerment for multisubject collaboration, the core of which lies in the realization of lowthreshold design participation and realtime feedback through an interactive platform. Adger [11] pointed out in ecosystem theory that the efficient operation of a complex system relies on the equal collaboration and resource sharing of the participating subjects. through the construction of a visualized design platform, AIGC connects the villagers, designers, and policy makers in the same collaborative interface. , enabling villagers to select or adjust symbol styles, building colors and spatial layouts in real time, thus enhancing the efficiency and depth of collaboration.

For example, if the AIGC platform is introduced to the Xu Village project, villagers can compare multiple symbols through the interface and choose the design that best meets their cultural preferences. The designers can then use AIGC to optimize the generated solutions based on the feedback from the community, forming a closed loop of dynamic collaboration between the designers and the community. Agamben [14] suggests that empowering community subjectivity is an important way to realize cultural production and identity. Through the lowthreshold technical support of AIGC, community members are transformed from "passive receivers" to "active creators", which significantly enhances the cultural appropriateness and sense of community belonging in rural architectural design.

AIGC's realtime generation capability supports the adjustment of the program according to the feedback at any time during the design process. For example, in the remodeling of Xucun's public space, AIGC can generate a variety of symbol styles for villagers to vote on. Through this realtime feedback, the designers were able to quickly iterate the symbol styles and spatial layout, so that the final result would be more in line with the needs of the community and local cultural characteristics. The realtime feedback mechanism not only improves the efficiency of the design, but also strengthens the community's sense of identity with the design results.

3.3 Industrydriven: IPization of symbols and market extension

The extension of the value of Rural Art Construction needs to rely on the market transformation of symbols. AIGC realizes the economic empowerment of cultural resources through the multimodal generation of symbols and crossscene adaptation.

Crossscene application of symbols: from habitat to cultural and digital content

Rural cultural and creative IP is a bridge between the symbolization and marketization of cultural resources, and its construction process usually involves image design, story construction and communication strategy development.AIGC can support the whole process of generating and adjusting the IP from the initial creative idea to the dynamic optimization, so as to realize the rapid expansion of the IP ecosystem.Mark and Pearson [21] suggest that successful IP requires multiple qualities of "emotional connection, storytelling and commercial suitability", and AIGC has unique advantages in generating and optimizing storytelling and connection.

The symbols generated by AIGC are not only applicable to habitat design, but can also be extended to the development of cultural and creative products and digital content. For example, the festival symbols

of Longtan Village in Pingnan can be generated through AIGC to create handicraft packaging designs, tourist souvenir theme patterns and scenic area guide systems, realizing the crossscene transformation of symbols from physical space to consumer products. This path of symbol IPization turns cultural resources into economic drivers with lasting market value [19].

Digital technology support: AR/VR combined immersive cultural experience
Combined with AIGCgenerated symbols, AR/VR technology can provide an immersive cultural experience for rural design outcomes. The art symbols of Echigo Tsumari in Japan have not only strengthened the local brand image through IPbased operation, but also driven the rapid growth of the surrounding tourism industry. In the digital transformation of Li Xiang public space, the symbols generated by AIGC can be embedded in the guided tour application through AR technology, so that tourists can experience the cultural stories behind the architectural symbols through mobile devices. This kind of technological empowerment not only enhances the cultural perception of tourists, but also expands the market application scenarios of the symbols.

4 PATH SELECTION: PROMOTION STRATEGY OF AIGC MODEL IN RURAL ART CONSTRUCTION

The potential application of generative artificial intelligence (AIGC) in Rural Art Construction provides a brand new technological path for rural revitalization. However, its largescale promotion and application still need to overcome multiple challenges such as technology adaptation, resource integration and community acceptance. In order to realize the landing of AIGCdriven design mode, it is necessary to develop targeted promotion strategies in five aspects: policy support, community empowerment, resource integration, technology adaptation and evaluation system.

4.1 Policy Support: Policy Mechanism for Promoting the Integration of Technology and Culture

Policy support is the basic guarantee for the promotion of the AIGC model in rural design. The rural revitalization strategy provides a policy direction for the integration of technology and culture, but specific to the application of AIGC, the support content needs to be further refined to ensure that the technology can serve the actual needs.

Specialized Funds and R&D Incentives
The government should set up a special fund to support the R&D and landing of AIGC technology in the field of rural design. For enterprises and organizations that develop symbol generation algorithms, cultural corpora and interactive design tools, tax breaks or financial incentives can be provided. In practice, competitive grants can be used to incentivize technology companies to develop solutions that are better suited to rural needs.

Legal Framework and Intellectual Property Protection
Ensure that the symbols and designs generated by the AIGC are protected in the field of intellectual property. The IPbased design of symbols involves the complex issue of transforming cultural resources. Policies should clarify the ownership of symbols and the mechanism for distributing economic benefits, so as to avoid the loss of local culture due to the misuse of resources.

Pilot Regional Policies
Encourage local governments to carry out technical pilots in combination with their own characteristics. For example, for villages rich in resources but technologically backward, they can prioritize the implementation of basic cultural data collection and symbol generation; while for villages and towns with mature tourism industries, they can focus on promoting the application of AIGC in the development and marketing of cultural and creative products.

4.2 Community empowerment: improving the feasibility and acceptance of technology application

Rural communities are the direct beneficiaries of habitat design and important participants in symbol generation and design optimization. However, the lack of community awareness of the technology and the high threshold for its use may be the main resistance to its promotion, and the promotion of AIGC

needs to improve the acceptance and application capacity of the technology through community empowerment.

Technology Training and Application Support
Design a tiered technology training program for village residents. For example, a beginner's course helps villagers understand the basic functions of AIGC and its application in symbol generation; an advanced course can be designed for community designers and village managers to train them how to use AIGC to generate multiscenario adapted symbol schemes. This stepbystep approach not only reduces the learning difficulty, but also ensures the effective transfer of technical knowledge.

Technical localization and operational simplification
Develop more intuitive and easytouse design tools. For example, create mobilefriendly apps that enable villagers to select a favorite symbol style via a touch screen or engage in simple symbol design decisions. Similar practices can lower the barrier to participation for nonspecialized users and increase the popularity of technology tools.

Communityled and Cultural Identity
Enhance the relevance between symbol design and cultural expression through community participation. For example, in the design and renovation of Xu Village, AIGC can generate multiple cultural symbol styles for villagers to choose from, and incorporate the final choice into the design scheme. This communityoriented mode of technology application not only enhances the cultural appropriateness of symbol generation, but also strengthens the villagers' sense of belonging to the design results.

4.3 Resource Integration: Multiparty Collaboration among Government, Enterprises and Academia
The promotion of AIGC in Rural Art Construction requires the establishment of a resource integration mechanism with multiparty collaboration. The public sector, private enterprises and academic institutions, as core participants, share the tasks of technology research and development, resource allocation and cultural excavation.

PPP Model (PublicPrivate Partnership)
The publicprivate partnership (PPP) model is an effective resource integration mechanism. The government provides policy support and financial guarantee, private enterprises are responsible for the development and promotion of AIGC technology, and academic institutions optimize the science and adaptability of technology application through research and evaluation [22]. For example, in the pilot project in Pingnan County, the government funded the establishment of a cultural resources database, the technology enterprise provided development services for symbol generation algorithms, and the academic institution provided theoretical support for data collection and semantic verification of symbols.

Interdisciplinary Collaboration and Knowledge Transformation
The complexity of Rural Art Construction requires multidisciplinary collaboration. Disciplines such as architecture, design, computer science and cultural studies need to work together to promote AIGC. For example, symbol generation requires architecture to provide scenario requirements, cultural studies to ensure semantic accuracy of symbols, and computer science to develop efficient generation algorithms. This interdisciplinary collaboration not only improves technical suitability, but also promotes practical translation of research results.

4.4 Technological Adaptation: Technological Localization for Different Rural Resource Characteristics
As there are significant differences in cultural resources and technological conditions in villages, the promotion of AIGC needs to be centered on scenario-based adaptation and the development of technological tools and solutions that meet the needs of different villages.

Technology development tailored to local conditions
Develop customized tools for different types of villages. For example, for villages that focus on traditional handicrafts, AIGC can strengthen the ability to generate symbolic patterns; while villages

and towns that feature natural landscapes need to highlight the functions of landscape symbol generation and application scenario optimization.

Symbol optimization for cultural semantics
Ensure that AIGC generated symbols are aligned with the semantic logic of local culture. For example, by introducing local cultural experts to participate in corpus construction and symbol semantic calibration, cultural misinterpretation or semantic bias is avoided in the symbol generation process. Peirce's [9] theory of semiotics points out that the meaning of symbols lies in their fitness with specific cultural contexts, and this fitness is the core of technology localization.

Flexible design of technological environments
Develop multiple versions of the AIGC tool to address differences in village technology environments. For example, in villages with limited equipment resources, a simplified version of the tool is provided, focusing on the basic functions of symbol generation; while in villages and towns with better technological conditions, a full-featured version is promoted to support the whole process of symbol design and market transformation.

4.5 Evaluation system: designing an innovative mechanism for evaluating and optimizing the impact of the technology.
In order to ensure the promotion effect of the AIGC model, a scientific evaluation system needs to be established to comprehensively assess the quality and impact of the technology application. The evaluation system should cover the three core dimensions of symbol generation quality, community participation depth and market transformation benefits.

Evaluation of Symbol Generation Quality
The quality of symbol generation is assessed through the semantic consistency, visual appeal and cultural appropriateness of the symbols. For example, in the design of Hao Tang Village, the adaptability of the generated symbols in multiple scenarios can be quantitatively analyzed, as well as whether the symbols successfully reflect local cultural characteristics [3].

Assessment of the depth of community participation
Examine the breadth and depth of community participation in the design process, including the number of participants, the number of feedbacks, and the decisionmaking weight. Agamben [14] suggests that empowering the community to take ownership of the design is the key to enhancing cultural expression, and that the evaluation system should focus on whether villagers have truly influenced the design decisions.

Evaluation of Market Transformation Benefits
The market transformation of symbols is quantitatively analyzed, including the sales of cultural and creative products, the growth of tourism income and brand recognition of the symbol application. For example, the results of symbol IPization of Longtan Village in Pingnan can be evaluated by sales data of tourism souvenirs and feedback from tourists' satisfaction.

Feedback mechanism for continuous optimization
Optimize technical tools and promotion strategies based on evaluation results. For example, in scenarios where the quality of symbol generation is low, adjust the content of the corpus or optimize the generation algorithm; in cases where community participation is insufficient, add technical training and interactive design sessions to enhance participation.

5 CONCLUSION: SYSTEMATIC PROMOTION STRATEGY TO PROMOTE AIGC'S COMPREHENSIVE LANDING
Through the allround implementation of policy support, community empowerment, resource integration, technology adaptation and evaluation system, the AIGC model is able to form a sustainable promotion path in Rural Art Construction. This systematic promotion strategy not only solves the limitations of current design practice, but also provides a new paradigm for the integration of technology and culture in rural revitalization. However, the application of technology still needs to be localized in depth in the

local cultural context to avoid "symbolic distortion" or "cultural fragmentation". In the future, how to further combine generative technology with local rural practices, and promote multisubject symbiosis and crossscene integration will become an important topic in AIGC's Rural Art Construction research.

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