
| RESEARCH ARTICLE

Research on the Inheritance and Development Path of Ming and Qing Architectural Decoration Art Empowered by AIGC

Erjuan Cui¹ ✉ Xiaohuan Zhao² and Cui Erjuan³

¹Lecturer, School of Art and Design, Guangzhou College of Commerce

²School of Art and Design, Guangzhou College of Commerce

³Full-time teacher at Guangzhou College of Commerce

Corresponding Author: Erjuan Cui, **E-mail:** 841201927@qq.com

| ABSTRACT

The garden architecture decoration art of the Ming and Qing Dynasties is rich in cultural significance, reflecting people's worship and deep affection for nature at that time. The architectural decoration art of this period has high inheritance value in both form and content. In recent years, generative artificial intelligence (AIGC) technology, with its core capabilities such as massive data processing, intelligent content generation, and personalized customization, has injected new impetus into the industrialization of traditional culture. This article will explore how to utilize AIGC to facilitate the inheritance and development of decorative arts in Ming and Qing architecture.

| KEYWORDS

AIGC, architectural decoration, inheritance, development, art.

| ARTICLE INFORMATION

ACCEPTED: 30 April 2026

PUBLISHED: 08 May 2026

DOI: 10.32996/ijahs.2026.6.3.1

1. The background of the inheritance and development of decorative arts in Ming and Qing architecture

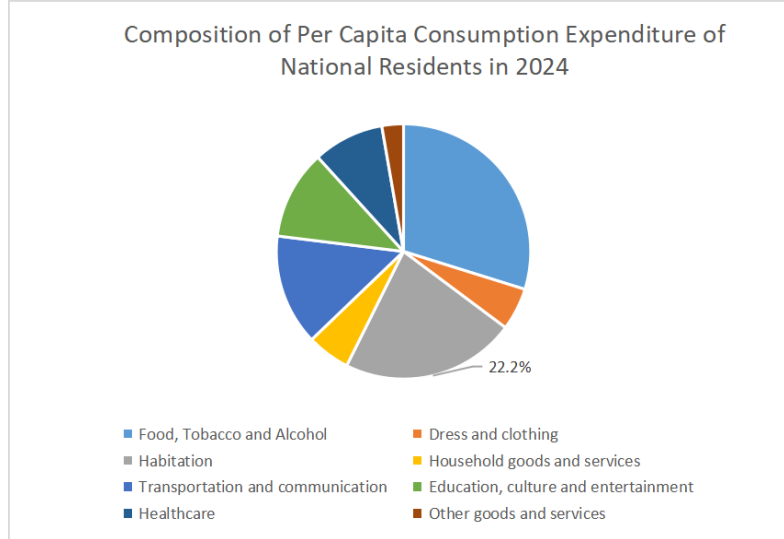
Traditional architectural decoration, on the one hand, has a wide audience in China. Many people love traditional culture and are fond of the traditional architectural decoration style. On the other hand, traditional architectural decoration is one of the artistic expressions of China's thousand-year-old historical culture, with high artistic value and cultural connotations.

Compared with developed countries, there is still a considerable gap in the development of architectural decoration in China. The industrialization of architectural decoration in China is not high, and a complete industrial chain for architectural decoration has not yet been formed. Economically speaking, since China's reform and opening up in 1978, its economy has developed rapidly, providing an economic foundation for the development and application of architectural decoration. China's GDP has grown from 367.87 billion yuan in 1978 to 134,908.4 billion yuan in 2024, with a year-on-year growth of 5%. By industry, the added value of the primary industry was 9,141.4 billion yuan, an increase of 3.5% compared to 2023; the added value of the secondary industry was 49,208.7 billion yuan, with a year-on-year growth of 5.3%; the added value of the tertiary industry was 76,558.3 billion yuan, with a year-on-year growth of 5%. Since 2012, the added value of China's construction industry has maintained growth for more than ten consecutive years. In 2024, the added value of China's construction industry reached 8,994.9 billion yuan, an increase of 3.8% compared to 2023¹.

From 2000 to 2024, China's total output value of the construction industry has grown from 1,249.8 billion yuan to 32,650.11 billion yuan. It can be seen that the architectural decoration industry is a major component of the construction industry. In 2023, the operating income of architectural decoration, renovation and other construction industries was 4,511.9 billion yuan. From the

composition of per capita consumption expenditure of residents in 2024 ⁱⁱ(Figure 1), it can be seen that housing accounts for a large proportion in Chinese residents' consumption.

Figure 1 composition of per capita consumption expenditure of residents in 2024



As can be seen from Table 1, the number of construction enterprises, the number of employees and the total output value in China have been increasing year by year since 1980 to 2024. As shown in Table 2, the tourism consumption level of the Chinese people has improved. As indicated in Table 3, the number of real estate development enterprises, the number of employees and the land purchase and investment have all been growing year by year. All these data demonstrate that the building decoration industry in China has great potential for development.

Table 1: Chinese Construction Enterprises, Employees and Total Output Value

year	Construction enterprises (units)	Number of employees (in ten thousands)	Total output value (billion yuan)
1980	6604	648.0	286.93
1985	11150	911.5	675.10
1990	13327	1010.7	1345.01
1995	24133	1497.9	5793.75
2000	47518	1994.3	12497.60
2005	58750	2699.9	34552.10
2010	71863	4160.4	96031.13
2015	80911	5093.7	180757.74
2020	116722	5367.0	263947.39

Table 2: Number of Chinese Tourists and Their Spending from 1995 to 2020

year	Domestic tourists (in millions)	总花费 (亿元)	Per capita expenditure (yuan)
1995	629	1375.7	218.7
2000	744	3175.5	426.6
2005	1212	5285.9	436.1
2010	2103	12579.8	598.2
2015	3990	34195.1	857.0
2020	2879	22286.3	774.1

Table 3 Relevant Data of Real Estate Development Enterprises

year	The number of real estate development enterprises	Number of employed persons (in ten thousands)	Land purchase area for the current year (10,000 square meters)	Investment completed this year (billion yuan)	Construction area
2017	95897	283.1	25508.3	109198.5	781483.7
2018	97937	288.92	29320.6	120164.7	822299.6
2019	99544	293.74	25822.3	132194.3	893820.9
2020	103262	290.13	25536.3	141442.9	926759.2

According to relevant data from the China Building Decoration Association, the total output value of China's building decoration industry has increased from 3.94 trillion yuan in 2017 to 5.8 trillion yuan in 2024, representing an overall growth of 47.21%. From a policy perspective, various policies issued by the government have contributed to the development of the building decoration industryⁱⁱⁱ.

As shown in Table 4 and Table 5, through correlation analysis and linear regression analysis of the total output value of the building decoration industry and the total output value of the building industry in China from 2012 to 2023^{iv} on the SPSSAU website, taking the total output value of the building industry (in billion yuan) as the independent variable and the total output value of the completed projects in the building decoration industry (in billion yuan) as the dependent variable, the Pearson correlation coefficient is 0.997, showing a significant level of 0.01. This indicates a significant positive correlation between the total output value of the completed projects in the building decoration industry (in billion yuan) and the total output value of the building industry (in billion yuan). From the linear analysis, the model formula is: total output value of the completed projects in the building decoration industry (in billion yuan) = 0.166 + 0.176 * total output value of the building industry (in billion yuan). The R-squared value of the model is 0.994, meaning that the total output value of the building industry (in billion yuan) can explain 99.4% of the changes in the total output value of the completed projects in the building decoration industry (in billion yuan). When conducting an F-test on the model, it was found that the model passed the F-test (F = 1533.482, p = 0.000 < 0.05), indicating that the total output value of the building industry (in billion yuan) will definitely have an impact on the total output value of the completed projects in the building decoration industry (in billion yuan). Specifically, the regression coefficient of the total output value of the building industry (in billion yuan) is 0.176 (t = 39.160, p = 0.000 < 0.01), meaning that the total output value of the building industry (in billion yuan) will have a significant positive impact on the total output value of the completed projects in the building decoration industry (in billion yuan).

Table4 Correlation Analysis of the Total Output Value of Completed Projects in the Building Decoration Industry and the Total Output Value of the Construction Industry

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total output value of the construction industry (billion yuan)	13.72	16.03	17.67	18.07	19.35	21.39	22.58	24.48	25.65	28.12	29.86	31.43
The total output value of completed projects in the architectural decoration industry	2.63	2.89	3.16	3.40	3.66	3.94	4.22	4.49	4.76	5.04	5.32	5.78
Correlation coefficient r	R=0.99031											

Table 5 Results of linear regression analysis

Results of linear regression analysis				
	Regression coefficient	95% CI	Collinearity diagnosis	
			VIF	tolerance
constant	0.166	-0.065 ~ 0.396	-	-
Total output value of the construction industry (billion yuan)	0.176**	0.166 ~ 0.186	1	1
Sample quantity	12			
R ²	0.994			
Adjust R ²	0.993			
F value ^a	F (1,10)=1533.482,p=0.000			

Note: dependent variable = The total output value of completed projects in the architectural decoration industry

D-Wvalue = 1.821

* p<0.05 ** p<0.01 (The values in parentheses are t-values.)

In summary, the total output value of the building industry (in billion yuan) will have a significant positive impact on the total output value of the completed projects in the building decoration industry (in billion yuan).

Therefore, from a statistical perspective, there is indeed a strong positive correlation between the total output value of the building decoration industry and the total output value of the building industry as a whole, and the correlation is highly significant. This correlation is statistically significant, and it can be inferred that the development of the building decoration sector will inevitably drive the overall building industry to achieve better development.

From 2016 to 2024, the number of construction enterprises in China has been continuously increasing, intensifying the competition in the industry. Data shows that by the end of 2024, there were a total of 168,011 construction enterprises nationwide, representing a year-on-year growth of 5.6%. The number of construction workers was 52.5 million, slightly decreasing by 1.3%. In recent years, the number of both domestic and foreign competitors in China's architectural decoration industry has increased, their strength has grown, and the threat has intensified. Moreover, the development of the industry is uneven, and small and medium-sized enterprises lack collaboration, making it difficult to achieve a scale effect. Traditional architectural decoration techniques are complex, materials are expensive, and time and labor costs are high. The technical level of construction personnel is required to be high, especially for traditional skills such as lacquer art, colored painting, tile work, and carving, where there is a shortage of skilled talents, which poses a challenge to the inheritance and development of architectural decoration.

In recent years, with the rapid development of artificial intelligence, the use of AIGC intelligent equipment and software systems can enhance production efficiency and product quality, reduce labor and time costs, and thereby lower production costs.

2. Existing Problems in the Inheritance and Development of Ming and Qing Architectural Decoration Art Based on AIGC

The inheritance and development of Ming and Qing architectural decoration art based on AIGC currently face issues such as insufficient depth of cultural understanding, ambiguous copyright ownership, and data quality problems.

Firstly, there is a lack of depth in cultural understanding. Ming and Qing architectural decoration art is rich in historical and cultural connotations and unique artistic value. Although AIGC can handle a large amount of data, its understanding and integration of culture and innovation are still far from the depth of cultural scholars, and it may not be able to accurately grasp the historical origins, emotional attachments, and symbolic meanings behind the cultural symbols in Ming and Qing architectural decoration art.

Secondly, there are technical limitations. The content generated by AIGC may have problems such as inaccurate details and inconsistent styles. The craftsmanship of Ming and Qing architectural decoration art is exquisite, with unique techniques and styles in areas such as carving and painting. AIGC may have difficulties in simulating the details and texture of these traditional crafts, making it difficult to fully demonstrate the exquisite skills and artistic charm of Ming and Qing architectural decoration art.

Thirdly, there is the issue of ambiguous copyright ownership. As AIGC's participation in the creation related to Ming and Qing architectural decoration art increases, determining the copyright ownership of its generated content has become a difficult problem. The creativity generated by AIGC is difficult to judge by traditional "originality" standards, which may lead to disputes among multiple parties. Moreover, its works spread quickly and widely, making copyright supervision more difficult.

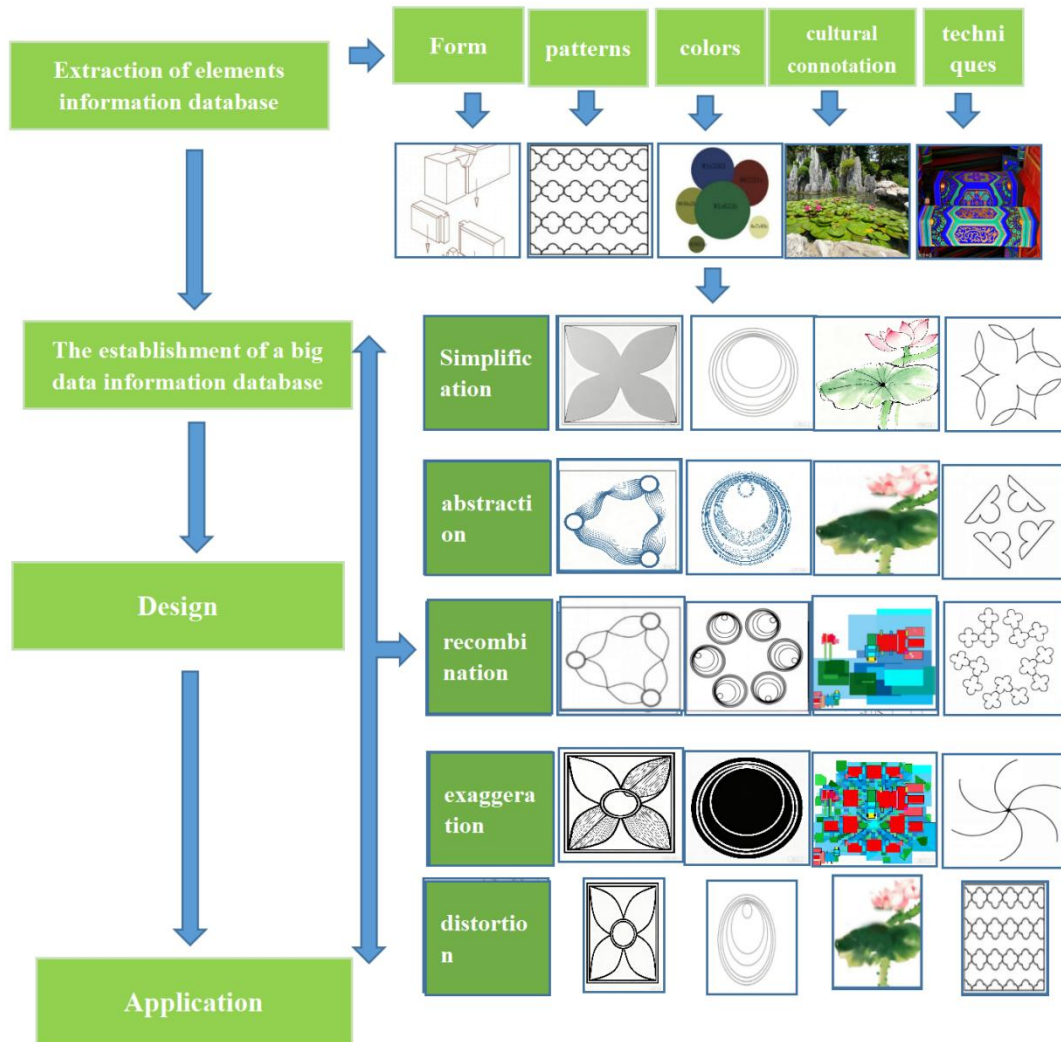
In addition, there are ethical and moral issues. AIGC may amplify existing cultural biases in humans, generating negative stereotypes about certain groups, or be misused and abused to create false information about Ming and Qing architectural decoration art, thereby misleading the public's understanding of Ming and Qing architectural decoration art.

Finally, there is the issue of data quality. AIGC's training requires a large amount of data. If the data used for training is inaccurate, incomplete, or one-sided, the generated content may deviate from the true appearance of Ming and Qing architectural decoration art.

3. The Path of Inheritance and Development of Ming and Qing Architectural Decoration Art Empowered by AIGC

The author believes that AIGC can assist in the inheritance and development of architectural decoration through a route of element extraction - establishment of a big data information library - design - application. The specific application route is shown in Figure 2.

Figure 2 The Inheritance and Development Path of Ming and Qing Architectural Decoration Art Assisted by AIGC

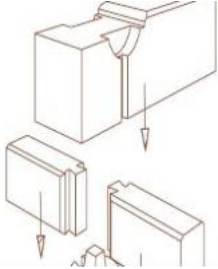
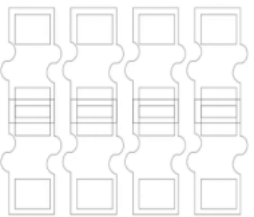


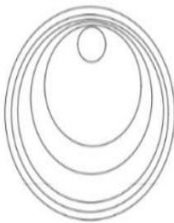



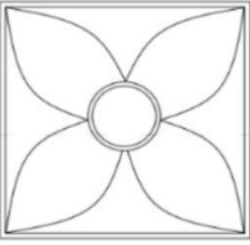
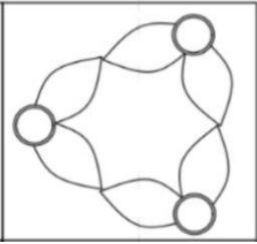



Element extraction refers to the specific extraction of typical patterns, forms, colors, techniques, cultural connotations, etc. from the architectural decoration of the Ming and Qing dynasties. As shown in the following Figure 2, the content of architectural decoration is very rich, and elements such as patterns, forms, colors, techniques, and cultural connotations can be extracted and an online big data information library can be established.

Targeted extraction of typical patterns, forms, colors, techniques, and cultural contents of the architectural decoration of the Ming and Qing dynasties is carried out. During this process, various contents such as patterns, forms, colors, and techniques can be constructed as the basis of the online big data information library. The big database can quickly store and extract large amounts of various data and has high application value. Through this method, data can be classified based on techniques, patterns, forms, colors, and cultural contents, and a standardized naming system can be established to make retrieval and application easier. Establishing a big data information library involves the use of big data, AR, BIM, blockchain, and other technologies to build an online data information library. The big data information library can classify and name data information based on elements such as technology, patterns, forms, colors, and cultural connotations, and establish a standardized naming system to facilitate subsequent search and application. Storing the extracted elements online not only improves efficiency but also breaks physical limitations and enables global crowdsourcing collaboration. It is also more convenient to use. Design refers to the application of elements designed through simplification, abstraction, recombination, exaggeration, and deformation to various industries such as architectural decoration, household goods, games, and clothing. In multiple fields such as furniture, daily necessities, stationery, images, and games, the industrialization of architectural decoration can be achieved. In addition, by using blockchain technology to convert completed designs into NFTs (non-fungible tokens), the inherent nature of digital works can be guaranteed and new economic value can be created. The application of AIGC is of great significance to the

industrialization development of traditional architectural decoration. The extracted elements can be integrated with modern technology and applied to various industrial fields. For example, furniture design using traditional mortise and tenon structures can not only meet stability and aesthetic values but also transform and recombine the extracted traditional patterns to make them modern products. Through AIGC drawing, the workload of designers in the early stage can be reduced, costs can be saved, and online design schemes can be generated quickly. The advantages of AIGC software are: simple to use, only requiring the input of keywords or sentences; fast drawing speed, with drawing times mostly within 8s to 60s; diverse styles, allowing the selection of styles such as ink wash, oil painting, sketch, anime, watercolor, and cyberpunk. Currently, there are still some problems in the application of AIGC in the design field. Firstly, due to the limitations of the material library and algorithms, the precision of the generated AI images is not high. Secondly, the understanding of keywords may not be accurate. Despite these problems, the development of AI undoubtedly brings huge benefits to the development of architectural decoration. On the one hand, it significantly reduces labor and time costs, especially for customized personalized services; the development of AI provides the possibility of online personalized customization services and rapid drawing. On the other hand, AI not only has a fast response speed but also is not limited by time and location, which is of great significance to the industrialization of the traditional architectural decoration industry. The following Table 6 shows examples of the author's use of AIGC to extract, design, and apply different elements from traditional Ming and Qing architectural decoration.

Table 6 Examples of The extracted content, Legend, Extraction, Application Showcase

The extracted content	Legend	Extraction	Design	Application Showcase ^{vi}
forms	Geometric patterns			<p>Image6A</p> 
patterns				<p>Image6B</p> 
patterns				<p>Image6C</p> 


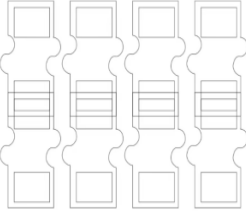

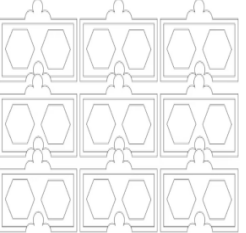
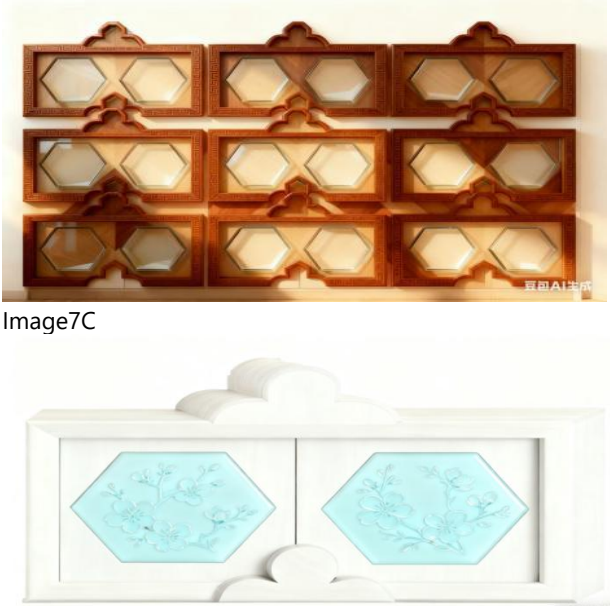


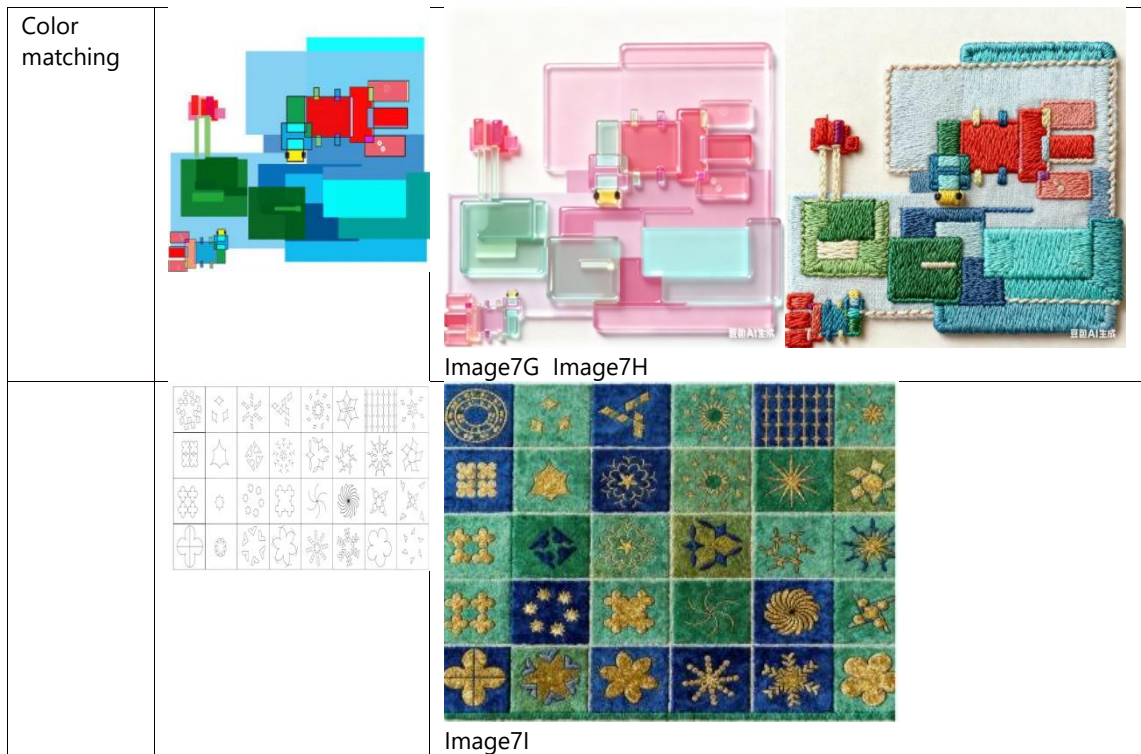
forms	Geometric patterns			 <p>Image6D</p>
colors				 <p>Image6E</p>
patterns				 <p>Image6F</p>
cultural connotations	The imagery of mountains and waters in culture			 <p>Image6G</p>
cultural connotations	lotus			 <p>Image6H</p>

Table 7 Examples of Element Extraction, Design and Application

The extracted content	Extract and design	Applications of AIGC ^{vii}
mortise and tenon structure		 <p>Image7A Image7B</p>
structure		 <p>Image7C</p> <p>Image7D</p>
cultural connotation		 <p>Image7E Image7F</p>



It can be seen that the patterns, cultural connotations, colors, and structures in the garden architecture decoration of the Ming and Qing Dynasties can all be extracted and utilized. Images 6A, 7A, and 7B are the author's extraction of the traditional mortise and tenon joint, and the combination of the traditional mortise and tenon joint with the Tai Chi Pattern. Using DouBao AI, a cabinet that can store items and display various handicrafts was designed. Due to the integration of the mortise and tenon joint, the cabinet can be assembled more tightly, reducing the possibility of movement caused by displacement in ordinary structures. Therefore, it can improve the safety of the cabinet to a certain extent. The generation prompts are as follows: Generate four separate cabinets, not connected in the middle. The style should be cream. 3D effect; Generate four separate cabinets, not connected in the middle. The style should be simple and elegant, with a wooden texture. 3D effect; Generate four separate cabinets that are not connected in the middle. The style should be simple and elegant, with a wooden texture. It should have a 3D effect. The color should be light.

Image6B was created by the author who extracted the traditional Golden Longan Pattern and reorganized it. The designed image was used as Image 1. The author then found traditional Chinese architectural decorative patterns online as Image 2. Two photos from DouBao were selected and the prompt "Extract the patterns from Image 2, refer to the color scheme of Image 1 to design a repetitive pattern, and then transform it into a carpet with a repetitive style and rich colors" was input to obtain the result.

Image6C was created by the author who extracted the traditional Gardenia Pattern and reorganized it. The designed image was used as a reference. The prompt "Extract the patterns from Image 1 and generate a macaron-colored carpet" was input to obtain the result.

Image6D, Image7C, and Image7D are the author's creations that have extracted the traditional mortise and tenon joint and combined it with the Crabapple Pattern. Using DouBao AI, a cabinet was designed that can both store items and display various handicrafts. The generation prompts were respectively: Generate four separate cabinets, not connected in the middle. The style should be cream. 3D effect; Generate four separate cabinets, not connected in the middle. The style should be simple and elegant, with a wooden texture. 3D effect; Generate four separate cabinets that are not connected in the middle. The style should be simple and elegant, with a wooden texture. It should have a 3D effect. The color should be light.

Image6E is the author's creation that takes the traditional Cross Interlocking Pattern as Image 1 and the color combination of traditional Chinese architectural paintings as Image 2. The generation instruction is: Generate a silk scarf by combining the pattern of Image 1 and the colors of Image 2.

Image6F is a design created by the author by reorganizing the traditional Cross Interlocking Pattern. The designed image was used as a reference picture, and the prompt word was: Generate a macaron-colored velvet carpet.

Image6G, Image7E, and Image7F were generated by the author based on traditional landscape imagery. The prompt words were: Refer to the above picture and generate four tables of different styles; Refer to the above picture and generate a red and white desktop in Lego brick style; Main body and shape: An artistic side table with an irregular "liquid water" shaped tabletop, simulating the transparent texture of clear blue-green water (with water ripples and bubble details); The base is a black industrial geometric stacked structure with hard lines and a mechanical feel. Material and texture: The tabletop is a transparent resin / glass "water sculpture" with a glossy and transparent appearance and a liquid flow feel; The base is matte black metal / plastic, presenting a heavy industrial style. Style and atmosphere: Modern art installation style, combining functionality and aesthetics, with strong color contrast (blue-green and black), a clean and simple picture, highlighting the visual conflict of materials and creative design.

Image6H is a design created by the author based on the traditional lotus culture imagery. The designed image was used as a reference picture, and the prompt word was: Generate a picture of a cultural and creative product. The main body and material: A golden metal pen holder with a metallic luster; The base is a black marble base with clear texture. The details are exquisite and have a three-dimensional feel, with enamel or similar techniques to present the colors. Style and atmosphere: New Chinese luxury style, with exquisite craftsmanship.

Image7G and Image7H were designed by the author based on traditional landscape, lotus, and fish imagery, and generated according to the following prompt words.

Main form: An abstract spliced structure composed of multi-colored transparent geometric blocks, with a modular combination feel similar to "Tetris". Material and texture: High-transparency acrylic / glass material with a glossy surface, and different transparency of color blocks to create a layered spatial effect. Style and atmosphere: Modern abstract art, with bright and lively colors, a simple composition with a strong geometric order, and a pure white background to highlight the visual impact of the color blocks, presenting an overall effect of "transparent building block spliced art installation".

Craftsmanship and material: Hand-embroidered work, presented on fabric with cotton or silk thread, with fine stitches and a distinct embroidery texture. Visual elements: An abstract pattern composed of multi-colored geometric shapes (squares, rectangles), with a modular combination feel similar to "building blocks", and decorated with small embroidery components (such as red columns, multi-colored small squares), with a clear composition. Style and atmosphere: Modern abstract embroidery art, with a fresh and cute style, on a pure white fabric background, highlighting the delicacy of the embroidery pattern, presenting an overall effect of "childish geometric embroidery decorative painting".

For common traditional Chinese patterns such as Golden Longan Pattern, Gardenia Pattern, and Crabapple Pattern, which are relatively vivid and convenient to use, they can be extracted, then simplified, deformed, reorganized, and abstracted to obtain modernized translation results. Then, through application techniques such as retention, replication, and variation, they can be applied. For instance, like Image6G, Image7E, and Image7F, the cultural connotations of the landscape imagery were considered. The author abstracted the concrete mountains and water, and designed a table that conforms to the traditional concepts of mountains and water by using acrylic boards and wooden materials for the tabletop and stainless steel for the base. This shows that AIGC can more quickly achieve the application display of diverse and personalized designs.

To better and comprehensively meet the personalized needs of customers, adjustments can be made in practical applications. For example, the first step can be changed to customizing according to customer demands, allowing customers to choose their favorite color combinations, architectural styles, and patterns commonly seen in the Ming and Qing dynasties.

Then, based on the customer's preference types, relevant elements can be extracted. According to the customer's demands, the extracted elements can be simplified, exaggerated, reorganized, deformed, and abstracted in design. Multiple customized schemes can be created using AIGC. The author believes that the entire process from element extraction, the establishment of a big data information library, design, to application can be combined with AIGC, reducing labor costs and optimizing human resource allocation. For instance, from the design module, related enterprises can train AI models to enable the AI models to generate line drawings based on cultural connotations, generate line drawings based on known images, complete color combinations based on color requirements, and generate renderings based on existing design drawings.

4. AIGC Empowers the Inheritance of Ming and Qing Architectural Decoration Art

4.1 Digital Protection

4.1.1 High-Precision Data Collection and Parametric Modeling

By leveraging the data processing capabilities of AIGC technology, combined with 3D laser scanning and ultra-high-definition photography, full-dimensional data collection of Ming and Qing architectural decoration artifacts is conducted. For instance, the woodcarving dragon patterns of the Hall of Supreme Harmony in the Forbidden City can be scanned at the millimeter level, recording parameters such as "depth of dragon scale carving (0.5-2mm)" and "curvature of dragon whiskers (15°-30°)". Then, through parametric modeling, the detailed craftsmanship is transformed into quantifiable digital models, preventing the loss of craftsmanship due to physical damage.

4.1.2 AIGC-Driven Restoration of Endangered Techniques

For blurred or lost techniques, AIGC models are used for intelligent restoration. Taking the Beijing painting technique "Jinzuomoxi Shiniangyu" as an example, by inputting data such as the color ratio of existing similar paintings (gold foil: mineral pigment = 1:3) and the layering steps (7 layers of overlay) into the GANs model, the model can simulate and generate a complete process demonstration video, restoring the entire process of "gold line outlining - stone color filling - ink color shading", providing precise learning references for inheritors.

4.1.3 Cultural Semantic Annotation and Digital Archive Construction

Experts in Ming and Qing architectural decoration and intangible cultural heritage inheritors are invited to participate in data annotation, adding cultural semantic tags to digital models. For example, for the Huizhou brick carving "Guo Ziyi's Birthday Celebration" pattern, cultural information such as "the official position symbolized by the characters' clothing (civil officials' badges embroidered with cranes)" and "the scene layout reflecting Confucian filial piety" is annotated. Then, a "Ming and Qing Architectural Decoration Art AIGC Digital Archive" is constructed to achieve associated storage of craftsmanship data and cultural connotations, supporting inheritors and researchers to access and review at any time.

4.2 Innovative Transformation

4.2.1 Pattern Innovation: Merging Traditional Core with Modern Aesthetics

Based on the generation capabilities of AIGC, the modernization innovation of Ming and Qing architectural decoration patterns is achieved. By inputting instructions such as "traditional patterns + modern styles" into the Stable Diffusion model, such as "Ming and Qing scroll grass pattern + minimalism" and "bat pattern + Chinese trend style", the model can automatically extract the core elements of traditional patterns, such as the "S-shaped curve" of the scroll grass pattern and the "blessing" connotation of the bat pattern, and combine them with the simple lines and low-saturation colors of modern design to generate new patterns suitable for modern home furnishings, clothing, and packaging.

4.2.2 Scene Innovation: Expanding from "Architectural Decoration" to "Diverse Carriers"

By leveraging the scene adaptation capabilities of AIGC, the transformation of Ming and Qing architectural decoration art from "architectural attachment" to "diverse carriers" is promoted. On the one hand, design solutions suitable for different carriers are generated, such as converting Ming and Qing painting elements into mobile phone wallpapers, cultural and creative blind boxes, and interior soft furnishing patterns. On the other hand, combined with VR/AR technology, "virtual decoration scenes" are constructed, such as superimposing the virtual effect of Ming and Qing woodcarving screens in modern living rooms through AR technology, allowing users to experience the integration of traditional art and modern life in an immersive manner.

4.2.3 Content Innovation: Visual Expression of Cultural Stories

By utilizing the narrative generation capabilities of AIGC, the cultural connotations of Ming and Qing architectural decoration are transformed into visual content. For example, for the "pine, bamboo, and plum" (symbolizing "three friends in winter") pattern, AIGC can generate short animated films to tell the cultural stories of "the tenacity of pine, the integrity of bamboo, and the pride of plum", or generate interactive games where users can learn about traditional culture by "finding auspicious elements in the patterns". This "storytelling + interactivity" content innovation effectively enhances young people's understanding and recognition of traditional art.

4.3 Dissemination and Promotion: Broadening the "Audience Boundary" and Enhancing Cultural Identity

4.3.1 Diversified Digital Content Dissemination

Generate content suitable for different platforms based on AIGC: On short-video platforms like Douyin and Kuaishou, create "AIGC Generation Process of Ming and Qing Patterns" and "Short Videos on Craft Restoration"; on platforms like Bilibili and Xiaohongshu, produce "In-depth Analysis Videos", such as "AIGC Helps You Understand the Hierarchical System of HeXi Paintings", and "Creative Tutorials", such as "Design Your Own Ming and Qing Style Patterns with AIGC".

4.3.2 Virtual Idols and Immersive Experience Dissemination

Create AIGC virtual cultural ambassadors and give them the persona of "Inheritors of Ming and Qing Architectural Decoration Art", who explain traditional art through live streaming, short videos, etc. For instance, operate virtual idols with AIGC-generated Ming and Qing architectural decoration style images to demonstrate "How to Design Woodcarving Patterns with AIGC" in live streams. Meanwhile, build a "Virtual Ming and Qing Architectural Museum" with VR technology, allowing users to view architectural decoration details in 360° through VR devices, and trigger AIGC-generated cultural explanations by clicking on patterns, enhancing the immersive experience.

References:

- [1] Wei J ,Wu I and Li Y . (2025) Research on the Architectural Form and Decorative art of the Mao's Compound in Xiyang County, Shanxi Province, China[J].*Journal of Civil and Transportation Engineering*,2025,2(1).
- [2] Zhong N and Sun X . (2024) Research on the Window and Door Decoration Art of Traditional Residential Buildings in Yili, Xinjiang[J].*Highlights in Art and Design*,2024,8(1).
- [3] Zhang W ,Peng C and Li Y , et al. (2025) Integration and Witness: A Study of the Decorative Art Characteristics of Modern Jingzhou Historic Buildings[J].*Critical Humanistic Social Theory*,2025,2(2)
- [4] 李小艺.闽南传统民居建筑装饰艺术及其再开发设计[D].泉州师范学院,2025.
- [5] 严能,唐珂.故宫建筑装饰艺术的龙吻图式研究[J].吉林艺术学院学报,2025,(03):23-30.DOI:10.13867/j.cnki.1674-5442.2025.03.007.
- [6] 朱啸雨.中国传统建筑元素在现代陶瓷装饰艺术中的运用[D].景德镇陶瓷大学,2025.

ⁱ The data is sourced from the National Bureau of Statistics of China.

ⁱⁱ The data is sourced from the National Bureau of Statistics of China.

ⁱⁱⁱ The data is sourced from the National Bureau of Statistics of China.

^{iv} The data is sourced from the National Bureau of Statistics of China and the China Building Decoration Association.

^v The AIGC software used in this case is DouBao, version: 10.5.0.

^{vi} The AIGC software used in this case is DouBao, version: 10.5.0.

^{vii} The AIGC software used in this case is DouBao, version: 10.5.0.