

Turquoise Town under the Perspective of Cultural Revitalization Brand Building Research

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Abstract: The biggest difference between characteristic towns and ordinary towns lies in the grasp of their own cultural characteristics and the cognition of the key factors of sustainable development. Therefore, for the turquoise town in Zhushan County, Hubei Province, we should take the excavation and integration of turquoise town cultural resources and the application as the top priority of planning and construction, and build the town into a multi-cultural feature with resources, localization, creativity and experience, so as to overcome the limitation of non renewable Turquoise and promote the sustainable development of the town.

Keywords: Characteristic Town; Turquoise Town; Culture Driven Sustainable Development.

1. Research Background

With the rapid development of our country's economy, people are more and more aware of the importance of township revitalization, and there are a lot of supportive policies to vigorously develop and build characteristic small towns. For example, the "Rural Revitalization and Promotion Law of the People's Republic of China", the "14th Five-Year Plan for Cultural and Tourism Development", the "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage" issued by the General Office of the Communist Party of China Central Committee and The General Office of the State Council and other documents, it is under such a big trend that the Turquoise town came into being. With 60% of its own production, it is proud of the world and deep cultural heritage and people's love for it. Under the premise of pursuing spiritual satisfaction, people also pay more attention to culture and aesthetics, and products with special cultural value will have greater appeal and market competitiveness for consumers. The belief worship and aesthetic concept under Turquoise culture make it have a good mass base in the world, and the love for turquoise will bring more hot spots and attention to Turquoise town. At the same time, many characteristic towns have gradually lost the soul and characteristics of the town on the road of great development, and eventually have to end in a bleak situation. For example, the Longtan Water Town in Chengdu, which spent 2 billion yuan to build, is inherently biased due to its positioning failure, weak brand awareness, chaotic design, and inconsistent with the initial marketing operation mode.

To sum up, the construction of a characteristic town brand path should be based on local characteristic industries or traditional industries, such as turquoise, tea, ceramics, etc. If this series of traditional industries cannot match well with the market, only simple and general packaging and transformation are carried out and no distinctive cultural characteristics are refined to build a brand path. Just make full use of the modern Internet platform, then although the construction of characteristic towns will be successfully declared, the essential problems existing in the transformation of traditional industries cannot escape, it is difficult to form considerable consumption and sustainability in the current consumer market, it may deviate from the development

direction and turn to traditional real estate or industrial parks, and lose the original intention of the town establishment declaration. The brand path construction that combines modern cultural tourism resources with future development planning will play an important role in providing ideas for the coordinated development of characteristic town construction and the transformation of traditional industries.

2. The Purpose and Significance of the Study

Turquoise is a very scarce non-renewable resource, which is enough to show its high value, but it also largely inhibits the sustainable development momentum of turquoise town. Therefore, for the upcoming construction of Zhushan Turquoise town, maintaining healthy, sustainable development and innovation has become a common problem faced by local governments, enterprises and all sectors of society. Through relevant research, it can be understood that there are differences between characteristic towns and other ordinary towns, and the biggest difference is the exploration of their own characteristic culture. This study is to discuss how to integrate and extend the traditional culture and the construction and development of turquoise characteristic towns from a cultural perspective, analyze and shape the overall visual identity system of turquoise characteristic towns with the thinking of brand building, so as to better help the development of turquoise characteristic towns. The study of this topic will have important significance for the development of resource-based characteristic towns. It also fills the gap in this area.

3. The Research Status

As China's economy has stepped into the fast lane of rapid development, since 2014, Jiangsu and Zhejiang regions have gradually begun to rebuild the characteristic cultural industry with its own regional space. The aggregation of this growth factor has become a new feature of the new urban development model, and the concept of "characteristic city" has evolved accordingly. This new development model has been rapidly promoted throughout the country and spread widely.

It also restores the authenticity and integrity of the ancient

town itself. So that the town can maintain the unique original water town, display its own cultural connotation and the pursuit of commercial value between the balance development, rather than the pursuit of immediate commercial interests.

For Hubei Province, in recent years, the construction of Hubei characteristic towns has attracted attention from all over the province. Turquoise Town of Zhushan County, Shiyan City was successfully included in the list of the second batch of characteristic towns in Hubei Province in 2018. As the first town in China to develop with mineral resources, Turquoise Culture Tourism Town officially started construction in early 2020. The turquoise mine in Zhushan County has a history of more than 4,000 years, mainly used to meet the noble image of the imperial family in the past. Zhushan County turquoise production is high, good quality, has become our country and even the world turquoise processing, production, export base.

From the current research status of characteristic towns, many experts and scholars have done a lot of research on Jiangnan towns in their impression. For example, Shu Weiyang's Comprehensive Benefit Evaluation of Characteristic Towns from the Perspective of High-quality Development and Cheng Wenliang's Analysis on the Industrial Transformation and Upgrading of Small Towns with Traditional Characteristic Industries Driven by Innovation have given me great inspiration. Some suggestions and ideas on how to develop characteristic towns are put forward. However, small towns such as Turquoise Town, which is built with unique gemstone resources, are rarely understood and discussed. Modern research on turquoise is mostly discussed from its chemical composition and spectrum, but there is less discussion on the cultural characteristics and aesthetic sources represented by turquoise. Because of its own particularity, Turquoise town is doomed to be unable to copy the old road of Jiangnan town development, and the sustainable development of this kind of town urgently needs the attention of the whole society.

Turquoise holds a mysterious and special place in Chinese culture. The charm of turquoise can be spread from ancient times to the present, originating from the ancient people's love for turquoise decoration, from the embellishing of bronzes to the wearing of headdress, to the appreciation and use of people now, can reflect people's curiosity and love for turquoise, but also shows the charm of turquoise itself. In ancient times, turquoise was considered to be a divine object communicating with heaven and earth, or was regarded as a symbol of noble status, said of the "four great jade", and turquoise related cultural relics appeared in various regions of China. Today, people's love for turquoise is still unabated.

With the rapid development of our country's economy, people are more and more able to realize the importance of township revitalization, introduced a lot of support policies to vigorously develop and build characteristic towns, it is in such a big trend of turquoise town came into being, with its own 60% of production proud of the world and deep cultural heritage and people's love for it. Under the premise of pursuing spiritual satisfaction, people also pay more attention to culture and aesthetics, and products with special cultural value will have greater appeal and market competitiveness for consumers. The belief worship and aesthetic concept under Turquoise culture make it have a good mass base in the world, and the love for turquoise will bring more hot spots and attention to Turquoise town.

At present, Majiadu Town, Zhushan County, where Turquoise town is located, has more than 1,000 processing factories and shops, and has formed a one-stop industrial production, supply and online and offline sales chain in the local area, providing a platform for the global dissemination and sale of turquoise, and laying a good foundation for further promoting turquoise culture.

To create a turquoise town, we must first clarify our own positioning and characteristics, take turquoise itself as the main body of unique culture, introduce design, exhibition, trade, collection, health, tourism and other related industries and hotels, commerce, tourism, vacation and other supporting facilities, drive turquoise industry innovation and upgrading, followed by the turquoise town into a world-class turquoise cultural center. At the same time, it is necessary to give full play to the core origin advantages of turquoise town, with the concept of "innovation, green, collaboration, openness and sharing", set turquoise cultural display, raw stone trading, exchange experience, process design, collection identification and other ways as one, fully extend the turquoise industrial chain and enhance the added value of cultural industry.

4. Market Positioning and Differentiation Analysis

China's turquoise development is still relatively slow, is still in the initial stage of town construction and research, enterprises backward scale is relatively small, in the integration is slightly insufficient and immature, basically the benefits of enterprises are dependent on turquoise resource consumption and intensive labor processing and production industry, obviously this is not a long-term solution. With the shortage of turquoise resources and the increase of labor costs, the whole industry will be weakened to different degrees. The new visual image is very important for turquoise, a good image can represent its own characteristics can also enhance competitiveness, the added value of such products can be effectively improved, efficiency and competitiveness will be improved to varying degrees. However, when making the new image of turquoise brand, the concept of sustainable development is indispensable after all, mineral resources will eventually be consumed almost net, and the Greenstone town should pay close attention to innovation is the first productive force in order to achieve long-term sustainable development, create a good brand image, maintain a good ecological environment and have good publicity channels.

Turquoise characteristic town must first consider the comprehensive, such as the needs of consumers, their own characteristics, before the planning of the brand must follow up the analysis of survey data for accurate positioning, on this basis for unity, shape the brand image, show the unique charm of Turquoise town brand, with distinctive characteristics and high recognition to let consumers shine. In this background I believe turquoise characteristic town came into being. Under the current economic and cultural aesthetic vision, Turquoise town tourism market has been developed. Consumers' aesthetic vision has been greatly improved, and visual aesthetic is often the most attractive resonance. The market demand is no longer only concerned about the characteristic industry of the town, and the comprehensive spiritual aesthetic and cultural value have further become the scope of consideration of the market. This design positions Turquoise town as a high-end cultural tourism town, a comprehensive characteristic town integrating tourism, leisure, cultural

innovation and health care.

The turquoise characteristic town research differs from other characteristic towns in two main features: first, it re-designs the turquoise original stone by constructing characteristic products and traditional historical and cultural characteristics, improves the recognition of turquoise image, combines the historical connotation of turquoise with modern aesthetic better, retains its characteristics and applies it in the new visual image; The second is the local cultural culture, geographical environment to carry on the redesign combined with turquoise culture, very distinctive regional culture, ancient Nuwa culture, Yong country culture and so on.

5. Conception and Expression

Turquoise town is famous for its rich turquoise, advocating nature and aesthetics. Since ancient times, turquoise has been found on many artifacts and has high artistic achievements and innovation and progress, inheriting the ancient Chinese culture and inheriting the cultural spirit of ancient China. However, with the continuous development and progress of the Chinese era and the rapid economic development, people have gradually realized the importance of protecting intangible cultural heritage, but most people do not know much about non-inherited things. In addition, many intangible cultural heritage cultures do not systematically use modern design and technology to continue to develop, and follow the old ways. How to maintain its own cultural heritage while keeping pace with The Times and both. The original natural state of turquoise is used to draw a new visual image, giving the public a sense of visual derivative and freshness. Rich sense of layers of painting, layer upon layer overlay, scattered, near real far virtual painting techniques make the subject more vivid and prominent. The overall drawing uses continuous and winding lines, so that the picture as a whole to achieve continuous, unfulfilled feeling. The deformed water ripples and moire are combined to form a decoration, so that the overall picture is more rich, more visual aesthetic and novel sense of not falling into the stereotype.

6. Conclusion

To sum up, the construction of a characteristic town should be based on local characteristic industries or traditional

industries, such as turquoise, tea, ceramics, etc. If this series of traditional industries cannot match well with the market, only simple and general packaging and transformation are carried out without refining distinct cultural characteristics, but only make full use of modern Internet platforms. Therefore, although the construction of characteristic towns will be successfully declared, the essential problems existing in the transformation of traditional industries cannot escape, and it is difficult to form considerable consumption and sustainability in the current consumer market. It may deviate from the development direction and turn to traditional real estate or industrial parks, losing the original intention of establishing and declaring the town. It will play an important role in the coordinated development of characteristic town construction and the transformation of traditional industries.

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