

Research on the Application of Cultural Creative Product Design in Pingyao Ancient City

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Abstract: In recent years, the Chinese people with the continuous improvement of the material level, the opportunity to travel more and more, when people arrive at the scenic area, want to bring only local special products for friends and relatives back home, to friends and relatives to show the local customs, this time an excellent tourist souvenirs reflect the value of belonging to it. And excellent tourist souvenirs are not only products of good quality and low price, economic and practical, but also can play a role in promoting local culture. Nowadays, tourism souvenirs of Pingyao Ancient City on the market are single, homogenized and not very attractive. This topic addresses the current situation of tourism souvenir design in Pingyao Ancient City, extracts the core cultural elements and graphic elements of the scenic spot, and then shapes the brand of "Pingyao Gift", and through the development of a series of tourism souvenirs of Pingyao, attracts more people to have a more in-depth understanding of the culture of Pingyao, thus achieving the purpose of promoting the culture of Pingyao and bringing certain economic benefits. This will attract more people to gain a deeper understanding of Pingyao culture and bring certain economic benefits.

Keywords: Pingyao Gift; Pingyao Ancient City; Cultural and Creative Product Design.

1. Introduction

1.1. Introduction to Pingyao Ancient City

The ancient city of Pingyao has the best-preserved ancient county town pattern in China, and is known as one of the "Four Best-Preserved Ancient Cities", as well as one of only two ancient cities in China to have been successfully declared a World Heritage Site with an entire ancient city. "Located in Shanxi Province, China, Pingyao Ancient City, with a history of at least 2,700 years, is an outstanding example of a Han Chinese city in the Ming and Qing dynasties, and presents an extraordinary picture of cultural, social, economic and religious development in the course of China's history.

1.2. Background of the Topic and Current Status of Research

The ancient city of Pingyao has a long history and is a famous tourist mecca in Shanxi. The ancient city of Pingyao includes a large number of ancient buildings, local specialties, intangible cultural crafts and so on that together make up the ancient city of Pingyao. Tourism is an important cultural industry, from transport, accommodation, catering, scenic spots are all an economic driving force, promote tourism, can drive the local economy and promote and understand the culture of Pingyao.

Today, China is in need of cultural products with Chinese characteristics, and the ancient city of Pingyao, with its long history of culture, meets this pressing need. There are local tourist souvenirs in the ancient city of Pingyao, but there are problems of homogenisation and lack of integration with life in the city.

2. Research Process and Analysis

2.1. Pingyao Ancient City Cultural and Creative Analysis

Through network research, it was found that relatively few

tourist souvenirs are sold in Pingyao, although they already have local characteristics, but they lack a sense of design, and the combination with young people's favorite is not very high, most of them are sold on the street, and there are not several independent shops of special tourist souvenirs. Some handicrafts are very eye-catching, but the high cost of production time makes them impossible to be mass-produced. Secondly, most of the tourist souvenirs are local specialties, such as Push Light Lacquerware, Pingyao Beef and so on, and not many tourist souvenirs with a sense of design.

Pingyao tourist souvenirs have local characteristics, for example, some outlets are selling the statue of the Weishan Guardian of the Shuanglin Temple, beauty tourism souvenirs, elements of which are typical of women's characteristic hair ornaments in central Shanxi Province combined with beauty air cushion lipsticks, and colours of which are red and black. These tourist souvenirs are extracted from the local characteristics of the elements, and some of them have already had the double unity of practicality and aesthetics, but some of them have only been aesthetically pleasing without a certain amount of practicality, and the overall design is relatively rough, and although they have already had the characteristics of the local area, they are still lacking in a certain sense of design. The buildings in the ancient city of Pingyao are basically ancient and kept relatively intact. The overall colour of the buildings is relatively less and less saturated, but the style is not simple and has a certain grandeur. As Pingyao is located in the middle of Shanxi Province, the cuisine is naturally mostly representative of Shanxi's noodle dishes, most of which are difficult to taste the same way except in Pingyao. The cuisine of Pingyao is not beautifully prepared, but it has the uniqueness of the high slopes of the Yellow Earth.

Secondly, at the same time, we also found the Pingyao lion cubs handmade by local craftsmen, using the same stone material as the Pingyao stone lions, painting colours on the stone, creating colourful lion cubs, one with small tiger teeth, one with a tongue out, both holding up auspicious words, both

cute and vivid and rich in local characteristics.

Finally, research was conducted on tourist souvenir shops in Pingyao Ancient City, and it was found that tourist souvenir shops near the scenic spots of Pingyao Ancient City had Pingyao Hewu Love series of silver jewellery, which was based on the life of Pingyao Dart Bureau as the axis, and the emotion between dart masters and dart maidens as the bond, and the concept of yin and yang balancing culture was incorporated into the design, which had a better meaning, and the products were practical and value-retaining.

After the study found that the ancient architecture of Pingyao is the most important reason for attracting tourists to go, Pingyao is the ancient city with the most ancient buildings, like history tend to be attracted to, in the kinds of travel more preferred to have a practical and commemorative categories of travel souvenirs, and finally go to the ancient city whether for distraction or monuments culture, people for the local food is still very important, are hoping to find a high-quality good shop, tasted the most authentic local food.

2.2. Analysis of Outstanding Domestic Cultural Creations

Lijiang Ancient City is another city in China applying for the World Heritage Site, which combines its unique geographical location with its treacherous terrain to authentically and completely preserve and recreate its ancient historical features. The architecture of the ancient city has gone through the baptism of several eras and storms, blending the characteristics of various ethnic cultures, which makes it famous all over the world. Lijiang also has an ancient, sophisticated and unique water supply system that is still effective today.

Lijiang characteristic companion gift box, this is not only a gift box, but also has a great commemorative significance, the gift box contains most of the characteristics of Yunnan representative products. Such as tile cat also known as the town ridge tiger, auspicious tiger is unique to the Yunnan region of the beast totem, placed in the home has the function of the town house luck inviting good fortune. There are also Xiaguan Tuocha two Xiaguan Tuocha is a unique process, in the past one hundred years, the Bai people use this process to produce tea, has been transported from northwestern Yunnan, Tibet, Sichuan and other places in northwestern Yunnan, Tibet, Sichuan area. The tea broth contains extraordinarily high ingredients, with a dark colour and pure aroma. The soup is orange-yellow, clear and transparent, with a sweet flavour. There are also Bai Za Dye Dao Dali Za Dye is the Dali Bai and Yi folk traditional handicrafts, the main production area in Dali City and Weishan Yi Autonomous County. Tie-dye, anciently known as miscellaneous flower cloth, also known as stranded collar dyeing, is an ancient folk handmade printing and dyeing process. Drawing on the excellent cultural creations of Lijiang Ancient City, we need to draw the main elements from them, and continuously refine and create them. Only by adding new forms of expression can we create excellent cultural and creative products of Pingyao Ancient City.

3. Conclusion

Cultural and creative products play an important role in the integration and transformation of rural landscapes and ecological environments. As rural tourism develops in an all-

round and high-quality direction, the tourist space and residential communities in the Pingyao area, incorporating rich cultural and creative elements, have become a highly attractive and unique landscape. Firstly, for the renewal of Pingyao's urban landscape, through cultural and innovative design, it can be made to better express its unique local spirit in form, thus better preserving its cultural texture, inheriting its memories, and highlighting its symbolic significance. Secondly, as far as internal quality is concerned, the combination of the characteristic expression of cultural creativity with the hardware facilities of rural tourism highlights humanistic and humanistic care, for example, the guidance of tourist movement lines, underground passages, tourist toilets, signs for the disabled, rubbish bins, and so on.

On this basis, using the characteristic of "wisdom" as an entry point, integrating personalised, convenient and intelligent Pingyao public services, constructing a civilized rural tourism home, and building a rural living space that is "hostile, hospitable, good, and beautiful", thereby enhancing the sense of well-being and accessibility of tourists and local residents, and building a high-quality and warm image of Pingyao tourism.

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