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Investigation and research on cultural and creative design products based on Hui culture

-- Taking Sanhe Ancient Town as an example

Fosong Kong, Cheng Wang

Art College, Anhui University of Finance and Economics, Bengbu, Anhui 233000, China

Abstract: As a representative of China's classical architectural culture, Huipai culture has always been a pioneer highlight in the development of China's cultural industry. However, in recent years, as local cultures continue to recognize the importance of the development of cultural industries, a large number of cultural and creative products based on the extension of Huipai culture have sprung up, but it is not difficult to find that there are many problems such as similar forms of expression, old-fashioned design style, and rough production processes in related content. This study takes the Sanhe Ancient Town in Anhui as a sample to explore the trade-offs in the design of cultural and creative products in the new era.

Keywords: Hui culture; Cultural and creative product design; Sanhe Ancient Town.

1. Introduction

In contemporary society, the consumption of ordinary people is facing a wave of replacement, and the visual senses of traditional tourism cultural and creative products will also be combined with the needs of the market to usher in reform and upgrading. As a very typical cultural and creative product in the Huipai area, the style town has more or less appeared in the brand promotion in recent years, such as outdated brand design and ununified visual image.

This time, taking Sanhe Ancient Town in Anhui Province as the research object, this time we will explore the use of modern cultural and creative products of the ancient town and Huipai water town architecture, explore the visual design practice of the merger of the ancient town of water town and the architecture of Huipai water town and cultural symbols, and conduct targeted cultural and creative product investigation based on the semantic symbols and cultural characteristics of Huipai water town architecture.

2. Emblem culture cultural and creative product design status

As the epitome of China's traditional Chinese culture, Huipai culture is a collective design language based on classical Chinese culture, ancient architectural culture and clan culture, and is a valuable cultural heritage of China. Under the background of the era when China is vigorously developing cultural remnants, the development and inheritance of Hui culture needs to enter life, take the public's aesthetic as the place, keep pace with the times, and develop cultural and creative products that the people like to hear. Taking the Huizhou cultural area as an example, such as Xidi, Hongcun and Pingshan, the long-famous Huipai ancient town bases, in the process of the development of the cultural and creative industry, all attach importance to their own cultural resources, and under the blessing of well-preserved ancient villages, water village resources, and historical and cultural resources in southern Anhui, they form the hinterland of cultural-related industries such as leisure, tourism, and cultural and cultural industries. Although the development of cultural industry in Anhui Province has inherent advantages, in terms of realistic research, the development of cultural and creative products in modern Anhui Ancient Town is relatively slow, the depth of development of various cultural resources is insufficient, the design, production, implementation and extension of cultural and creative products are not in place, and the improper use of multi-dimensional resources will become the resistance to the future cultural inheritance of Hui.

3. An overview of the development status of cultural and creative products in Sanhe Ancient Town

3.1. A brief description of the ancient town of Three Rivers

Sanhe Town belongs to Sanhe Ancient Town, Hefei Feixi County, located in the southern end of Feixi County, located at the junction of Feixi County, Lujiang County and Shucheng County. Sanhe Town has scenic spots such as Sanhe Great Victory Relic, Zheng Shanfu's Former Residence, Gumin Street and other scenic spots, is a famous historical and cultural town in China, a national civilized village and town, a Chinese food and culture ancient town, one of the most beautiful villages (towns) in China, the first batch of beautiful and livable towns in China, a famous tourist town with Chinese characteristics, and was awarded the National AAAAA-level Tourism Scenic Area in October 2015. On July 28, 2017, Sanhe Town was selected as the second batch of towns with Chinese characteristics. According to the historical records, Sanhe Ancient Town has a history of more than 1,000 years, and the local ancient buildings are well preserved, and the architectural communities belong to the Huipai architectural vocabulary.

3.2. Scenic characteristics of Sanhe Ancient Town

Similar to Xitang, Wuzhen, Zhouzhuang, Tangqi and other Huipai ancient towns, Sanhe Ancient Town has water and humanities. Sanhe Ancient Town, the ancient town of Huipai, presents the flexibility of water and human culture to the

world. At the same time, Sanhe Ancient Town is also rich in clan color, heavy sense of history, ancient Ming and Qing Dynasty architecture, profound historical and cultural heritage, quiet and melodious, natural environment, architectural relics and human resources. In the context of modern market economy, Sanhe Ancient Town faces the contradiction of protection and development.

3.3. Analysis of cultural and creative product design ideas in Sanhe Ancient Town

The existing LOGO of Sanhe Ancient Town was designed and finalized 10 years ago, and the design time of related VI and cultural and creative products was mostly 7 or 8 years ago, just at the beginning, the cultural and creative products of Sanhe Ancient Town also fully considered the needs of the design needs, conducted public bidding, and finally after several rounds of competition, finally selected the current LOGO (as shown below). However, in terms of actual application, the final use effect of the design is not ideal.



Figure 1. The existing logo of Sanhe Ancient Town

3.3.1. Advantages of cultural and creative products in Sanhe Ancient Town

The original symbol of Sanhe Ancient Town is composed of the water wave of the ancient town representative building and the tile roof belt of the water town ancient town, and the staggered Huipai roof has the pictographic meaning of home and water town, and the content expressed is consistent with the word "Three Rivers", which has a strong sense of image and retelling. The use of rough calligraphy strokes is consistent with the atmospheric and heroic style of Sanhe Ancient Town, and related cultural and creative products are mostly associated with the blue of the water town.

3.3.2. Disadvantages of cultural and creative products in Sanhe Ancient Town

First, incompleteness. The elements and logos of cultural and creative products are mainly graphics, and there is no complete font design and targeted product extension of Sanhe Ancient Town. Many cultural and creative products simply place the word "Three Rivers" in the middle of the graphic and sell it as a postcard, and the product has no creativity.

Second, the production is slightly rough. From the perspective of design language, the original design of Sanhe Ancient Town mainly uses brush calligraphy to create the antique design style of the ancient town, but it is too rough in many design details. In the cultural and creative products, some of the main body uses calligraphy style, some use cartoon style, the use of content VI is very chaotic, and many of the design of cultural and creative products is not rigorous enough, careful identification can be found from the LOGO to the picture is the use of calligraphy generation software to imitate calligraphy strokes imitation or online copy, the degree of originality of the product is insufficient.

Third, the lack of beauty. At present, the relationship between the cultural and creative product pictures in Sanhe Ancient Town is handled too casually, the signs pay attention to the positive and negative shapes are incomplete, there is no complete cultural and creative product design, the relevant design requirements such as standard colors and standard fonts are ambiguous, and there is no clear specification for the use of graphics.

4. Problems in the development of cultural and creative products in Sanhe Ancient Town

4.1. The impact of fashion design on the cultural and creative products of traditional Sanhe Ancient Town

The modern lifestyle is gradually accepted by people, life is more convenient and modern, and the younger generation is more willing to choose more personalized tourism souvenir products. The traditional Sanhe Ancient Town cultural and creative products (bookmarks, postcards, badges) show a gradual fading trend in people's consumption desires, and it is difficult to arouse consumers' desire to buy.

4.2. Design and process need to be improved

The people in the Sanhe Ancient Town area are natural and simple, and the long-term idle life and the barbaric development of early cultural and creative products have led to a lot of local management of casual freedom, and they are not strict about the quality of the process of cultural and creative products. When people buy Sanhe Ancient Town cultural and creative products, they first pay attention to the color, pattern, followed by the price, etc., and the materials used in the product are all introduced by the seller, and the background operation is larger. The process of Sanhe Ancient Town cultural and creative products is simple, the quality control is not strict enough, most of the popular products on the market are ordinary products of general quality, there is no excellent design and reasonable marketing as an endorsement, and the quality of marketing is not satisfactory.

4.3. Foreign tourists know less about it

The status of Sanhe Ancient Town cultural and creative products in the hearts of the locals of Sanhe Ancient Town is self-evident, but people who come from other places know very little about them. In recent years, with the development of network information, some foreign tourists will also come to visit, but it is difficult for cookie-cutter tourism cultural and creative products to arouse consumers' desire to buy. In addition, there are few well-known brands of cultural and creative products in Sanhe Ancient Town, which leads to consumers being suspicious in the process of consumption.

5. The solution to the development of cultural and creative products in Sanhe Ancient Town

The purpose of tourism culture and creative product development is to sell, in order to sell hot, we must study our tourists, who buy products, who have the right to speak, so as to determine the development direction of our products. The tourism shopping market situation is changing, consumer groups are also changing, and scenic tourism products are unchanged; At present, the 5A scenic spot is mainly selling

traditional handicrafts, these goods are far from the modern way of life, similar to the old design form is difficult to make the main target group of the 80s and 90s pay the bill. These products can only be defined as tourist souvenirs, not as truly cultural and creative products of tourism.

5.1. In-depth development of cultural and creative products

The development of cultural and creative products in Sanhe Ancient Town should be guided by existing tourism resources, actively collect diversified service contents in the market, and provide overall cultural and creative products other than just a single rigid consumption. In order to achieve this goal, Sanhe Ancient Town should deeply develop cultural and creative products through the following ways.

Tourist attractions throughout Sanhe Ancient Town should be based on local characteristics, develop tourism commodities with a sense of design and design novelty, so that tourists can feel the value and commemorative significance of the cultural and creative products of Sanhe Ancient Town. It can also be publicized through various media, such as holding some unique conferences, exhibitions and other activities to increase the popularity of scenic spots and promote cultural and creative products in Sanhe Ancient Town. In the future design process, the cultural and creative products of Sanhe Ancient Town should pay attention to the excavation of diversified cultural tourism resources such as Anhui water town culture and folk culture, carry out artistic resources with Anhui humanistic characteristics, excavate the folk traditional culture and entertainment mode with special characteristics in Anhui Province, and carry out special cultural and creative product design projects in Sanhe Ancient Town with Anhui cultural heritage as the main body. In addition to traditional cuisine, celebrities, ancient buildings demand more historic tourism projects, increase the publicity and promotion of various folk attractions in Sanhe Ancient Town, through bidding and other ways to invite well-known designers at home and abroad to participate in the process of cultural and creative products in Sanhe Ancient Town.

5.2. Develop special cultural and creative products for market segmentation

Carry out targeted project development according to the age groups of Sanhe Ancient Town. For example, at present, there are a large number of teenagers in Sanhe Ancient Town, then Sanhe Ancient Town can do a good job in the development and design of relatively young cultural and creative products, actively cooperate with the cultural characteristics of Sanhe Ancient Town, and can develop cultural and creative product projects including ethnic ink painting, sculpture, folk dance, toys, models, Hanfu, accessories and so on. For young middle-aged people, some gold, silver and jade souvenirs can be developed because consumers at this stage have strong consumption strength, and they can support the development of high-end cultural and creative products under the agreement. Finally, for the elderly market in Sanhe Ancient Town, Sanhe Ancient Town can learn from Japan's elderly tourism projects, relying on the traditional Chinese medicine culture of Anhui to launch cultural and creative products of Sanhe Ancient Town with health care and traditional Chinese medicine as the main body.

In the context of the new era, the development of cultural and creative products in Sanhe Ancient Town should do a good job in shaping the structure of the entire ecology, regard various design models and design categories as a base point, and be led by the local tourism department of Sanhe to establish the cultural and creative product design direction of Sanhe Ancient Town with applicability. While striving to increase the creativity of cultural and creative products in Sanhe Ancient Town, we should avoid excessive commercialization, sensationalism and vulgar design methods, and grasp the culture of water towns. It is necessary to establish a big data platform, deeply analyze the needs of the audience, achieve differentiated and accurate communication, and expand the audience of cultural and creative products in Sanhe Ancient Town.

6. Conclusions

Due to the lack of long-term economic development, low level of cultural consumption, low degree of marketization of handicrafts, market promotion is not valued, the marketization of cultural and creative products in Sanhe Ancient Town is still in its infancy, product quality cannot be guaranteed, most of them are purchased by local Zhou Biao consumers, foreign tourists do not buy much, and the sales of cultural and creative products in Sanhe Ancient Town have never improved. The main reason for these problems is the lack of effective design plans, so it is necessary to analyze the main objective factors and subjective factors affecting the survival and development of cultural and creative products in Sanhe Ancient Town, so as to seek the design and innovation direction of cultural and creative products in the Sanhe Ancient Town area, so as to provide effective reference methods and methods for the development and marketing of similar cultural and creative products.

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