

# Practice of Shanghai's Marine Intangible Cultural Heritage in Universities from the Perspective of "Double Innovation"

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**Abstract:** This article studies the construction of a university innovation and entrepreneurship practice platform through the creation of aesthetic education courses and on campus and off campus practical activities for Shanghai's marine intangible cultural heritage under the background of "double innovation". The significance lies in promoting the spirit of Shanghai's ocean, providing practical references for the infiltration of aesthetic education in universities, and promoting the innovative development and modern transformation of marine intangible cultural heritage.

**Keywords:** Shanghai Marine Intangible Cultural Heritage; Innovation and Entrepreneurship Platform; Universities; Practice.

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## 1. Introduction

Shanghai was born out of the sea, prospered by the sea, and expanded through the sea. From the perspective of maritime culture, Shanghai has undergone changes in urban form such as Jiangnan fishing villages, domestic trade ports, Far Eastern shipping centers, and international shipping centers. Marine intangible cultural heritage is an important carrier of Shanghai's marine culture, containing rich historical, cultural, artistic, and scientific values, and possessing the spiritual characteristics of Shanghai people and the city. Against the backdrop of comprehensively enhancing Shanghai's urban soft power and building a "humanistic city" by 2035, Shanghai's marine intangible cultural heritage projects with different aesthetic orientations have originality and scarcity. The implementation of this project aims to explore the intrinsic value of Shanghai's marine intangible cultural heritage projects, which will help promote the spirit of Shanghai's marine city and advance the development of Shanghai's contemporary cultural industry. This article introduces the establishment of a university innovation and entrepreneurship practice platform through resource integration, with our school as the main focus, to revitalize and inherit Shanghai's marine intangible cultural heritage through innovative practice activities both on and off campus. This measure not only promotes the innovative development and modernization transformation of marine intangible cultural heritage, but also explores new models for the coordinated development of culture, economy, society, and environment, providing new ideas for the sustainable development of intangible cultural heritage.

## 2. Exploring the Ocean: Exploring the Artistic Connotation and Cultural Value of Shanghai's Marine Intangible Cultural Heritage.

Shanghai has abundant marine intangible cultural heritage resources, which not only carry the historical memory of Shanghai's marine culture, but also contain profound artistic connotations and cultural values. Before the establishment of the innovation and entrepreneurship platform of the

University, the research team collected extensive literature on Shanghai's marine intangible heritage through libraries, archives, museums, intangible heritage protection centers and other institutions, as well as Internet databases, academic journals and other channels. Classify and organize the collected data, analyze the historical origins, development trends, artistic features, and cultural value of Shanghai's marine intangible cultural heritage. Our research group conducted field investigations by selecting representative marine intangible cultural heritage projects in Shanghai, such as Jinshan Farmers' Painting of Fishermen, Rolling Lanterns, Bird Whistles, Reed Painting, and Ancient Ship Model Making courses. Conduct in-depth interviews with inheritors of intangible cultural heritage, relevant experts, local residents, etc., to understand the inheritance status, technical characteristics, cultural connotations, etc. of intangible cultural heritage projects. Observe the production process and performance forms of intangible cultural heritage projects on site, and personally experience the charm of intangible cultural heritage. Interpret the artistic language in intangible cultural heritage works and understand the emotions, ideas, and cultural connotations conveyed. Summarize its artistic style, such as rough and unrestrained, delicate and gentle, and explore the reasons and influencing factors for its formation. Finally, evaluate their historical value, social value, and economic value, and explore the potential for economic value development of these intangible cultural heritage projects, such as their application prospects in cultural tourism, cultural and creative products, etc.

## 3. Course Dream Weaving: Innovatively Building a Multidisciplinary Integrated Curriculum for Shanghai's Marine Intangible Cultural Heritage Universities

Develop a curriculum system closely integrated with Shanghai's marine intangible cultural heritage, integrating marine intangible cultural heritage in a multidisciplinary context. The curriculum is designed as an interactive and practical teaching mode, such as workshops, field trips, and

intangible cultural heritage inheritors entering the classroom, to enhance students' in-depth understanding of marine culture. Finally, it is necessary to evaluate the effectiveness of course implementation, collect student feedback, continuously optimize course content and teaching methods, and ensure the effectiveness and sustainability of course innovation. The establishment of courses on Shanghai's marine intangible cultural heritage is of great significance for the later construction of entrepreneurial practice platforms.

#### **4. Entrepreneurial Sailing: Building a University Innovation and Entrepreneurship Platform for Marine Intangible Cultural Heritage.**

College teachers can start with student innovation and entrepreneurship competitions, guide and lead students to incubate platforms from point to surface. The specific research of this project includes the following aspects:

(1) Encourage students to combine marine intangible cultural heritage projects with modern technology and cultural and creative industries, and develop non heritage cultural and creative products with market potential, which can be digital display and dissemination, or souvenirs with intangible cultural heritage elements.

The innovation and entrepreneurship project led by the author, "The Revitalization and Inheritance of Chinese Traditional Culture through the Co creation of Intangible Cultural Heritage", is based on extensive literature research and field investigations. Redesign by combining traditional marine intangible cultural heritage elements with modern living. Among them, Jinshan Farmers and Fishermen have reached cooperation intentions with two social enterprises for cultural and creative design, signed long-term cooperation contracts, and will further launch more distinctive and competitive project products.

(2) Build a model of industry university research cooperation. The innovation and entrepreneurship platform in this project also needs to establish close industry university research cooperation relationships with local governments, intangible cultural heritage protection agencies, cultural and creative enterprises, etc., to jointly promote the inheritance and innovation of intangible cultural heritage. Transform intangible cultural heritage resources into actual productivity through off campus collaborative projects.

This project has been confirmed to cooperate with Lingang Community, Jiading Community, and the Summer Practice Team of Art Heart Club to carry out various intangible cultural heritage courses on bird whistle rolling lights. Promote commercial value and social influence through aesthetic education; We have collaborated with Shanghai Hongyu Intelligent Technology Co., Ltd. and the Children's Art Research Alliance to achieve profitability through product packaging design and intangible cultural heritage workshops.

In the later stage of the project, we will participate in the 2024 Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) Non Heritage City held by the Lingang Cultural Center, and rely on the Youth League Committee of the college to contact the Lingang community to carry out teaching activities of intangible heritage into the community; We will also collaborate with the Science and Technology Innovation Rural Center in Waizao Village, Shuyuan Town, Shanghai, to lead students in integrating

marine intangible cultural heritage with cultural industries through aesthetic activities, creative design, manufacturing, and marketing. While creating value through local culture, we will also serve rural revitalization. Specific measures include but are not limited to reviving local obscure intangible cultural heritage, cleverly applying marine intangible cultural heritage elements to the packaging design of local products; Cooperate with universities to hold exhibitions related to pastoral themes and local marine culture themes.

(3) Innovation and entrepreneurship education and training. Offering innovation and entrepreneurship courses related to intangible cultural heritage in universities, inviting intangible cultural heritage inheritors, industry experts, etc. to teach students, providing systematic education on intangible cultural heritage knowledge and training in innovation and entrepreneurship skills. There is already a certain foundation for this project, and there will be practical applications in the future.

(4) Incubation funding support. Establish a special fund for innovation and entrepreneurship of intangible cultural heritage, providing financial support for excellent intangible cultural heritage innovation and entrepreneurship projects, and helping the entire process from market research, product development to market promotion. This project has multiple cooperative units and is actively seeking policy support from national and local governments to create a favorable external environment for the inheritance and innovation of Shanghai's marine intangible cultural heritage.

(5) Brand building and market expansion. This project is expected to lead students to establish a company in the second half of 2024. The future team will seek corporate investors and increase their visibility through online and offline promotional activities. Simultaneously seeking inheritors of intangible cultural heritage for systematic learning, on-site visits, and improving product quality. In the later stage, we will hold exhibitions on marine intangible cultural heritage and participate in domestic and foreign creative product exhibitions to enhance the visibility and influence of marine intangible cultural heritage products and expand market space.

This project will hold an intangible cultural heritage exhibition on campus in September 2024, which has been successfully applied for. The exhibits include a series of intangible cultural heritage works created by cooperative farmer painting artists and team members led by the author, such as fisherman and farmer paintings, rolling lamps, bird whistles, etc., as well as experiences of intangible cultural heritage activities. In the future, we will continue to hold public welfare intangible cultural heritage courses for children at the Youth Daily Activity Center. At the same time, Youth Daily will report on this series of courses to help promote the dissemination of marine intangible cultural heritage.

(6) Platform construction and resource integration. Build an online and offline platform that integrates the display, exchange, and cooperation of intangible cultural heritage, integrates intangible cultural resources both inside and outside universities, and provides convenient channels for intangible cultural heritage inheritors, entrepreneurs, investors, and others to connect. This project has tried to set up four We Media accounts, namely Xiaohongshu, Tiktok, Station b (bilibili), WeChat, and video number, and has targeted operations for different audience groups and preferences on various platforms.

This project will continue to build a university innovation

and entrepreneurship platform for marine intangible cultural heritage, providing students with opportunities to transform marine intangible cultural heritage skills into practical products, such as developing marine intangible cultural heritage cultural and creative products, supporting intangible cultural heritage entrepreneurship projects, etc. At the same time, promote school enterprise cooperation, establish cooperative relationships with relevant enterprises and institutions, provide internship and employment opportunities for students, and promote the industrialization development of marine intangible cultural heritage.

## Acknowledgments

This project will explore how to effectively integrate Shanghai's marine intangible cultural heritage into local university innovation and entrepreneurship platforms, and achieve practical application and innovative development of Shanghai's marine intangible cultural heritage. This includes establishing an incubation mechanism for Shanghai's marine intangible cultural heritage innovation and entrepreneurship projects, providing support in various aspects such as policies, funding, and technology; Holding the Shanghai Marine Intangible Cultural Heritage Innovation and Entrepreneurship Competition, Inspire students' enthusiasm for innovation and entrepreneurial potential; And establish a communication and cooperation mechanism between inheritors of Shanghai's marine intangible cultural heritage and university teachers and students, jointly promoting the revitalization, inheritance, and innovative development of Shanghai's marine intangible cultural heritage.

Beauty infiltrates and nurtures the soul. The Ministry of Education issued a notice this year on the comprehensive implementation of the school aesthetic education infiltration action, which pointed out that "for schools, the aesthetic education infiltration action is to create a high spirited campus culture, build an ubiquitous and indispensable aesthetic education and education environment," emphasizing the construction of an aesthetic education curriculum system that

promotes art disciplines in synergy with other disciplines. For this notice, building courses on Shanghai's marine intangible cultural heritage in universities is a good practical measure. Many projects in Shanghai's marine intangible cultural heritage not only have artistic value, but also integrate other disciplines such as music, art, physical education, and labor, and have strong characteristics of cross integration. This project integrates Shanghai's marine intangible cultural heritage into university aesthetic education, and combines it with other disciplines to construct courses, which is systematic and scientific. This project is a typical practical case of the infiltration of aesthetic education in universities, which deeply combines intangible cultural heritage and education. It not only promotes the spirit of marine intangible cultural heritage culture, but also promotes the reform of aesthetic education courses in universities.

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