

The Fusion of Traditional Culture and Design: "Zhongxiang's Three Treasures - Panlong Cuisine"

Yanxi Zhou *

Hubei University, Wuhan Hubei, CO 430062, China

* Corresponding author Email: 503118636@qq.com

Abstract: With the development and progress of society, times are changing. With the rapid development of today's society, people have stepped into the mature information age, which also promotes the constant change of human creativity and aesthetic perception. Nowadays, design is ubiquitous in People's Daily life. Whether it is packaging design, cultural and creative design, graphic design, three-dimensional design and so on, excellent design has enriched the life of the public and met the needs of the public. It makes people happy to release energy in relaxed and happy emotional experience. Design brings benefits to products while satisfying people. As the largest intangible cultural heritage country in the world, China has many valuable cultural heritages. Intangible cultural heritage provides cultural materials and creative sources for cultural and creative industries. Cultural and creative industries have also brought unprecedented development opportunities to intangible cultural heritage and provided innovation mechanisms and platforms for its integration into modern society. This paper will make an in-depth study of the present form of the combination of modern design and intangible cultural heritage by analyzing the consumption psychology of contemporary people and the current market situation. Research on how to better meet the needs of modern people can provide powerful help for the development of traditional culture. Finally, it summarizes the analysis and investigation, summarizes the methods and experience, and finds a way to integrate traditional culture and design for innovative development.

Keywords: Panlong Food; Intangible Cultural Heritage; The Traditional Culture; Design.

1. Introduction

Intangible cultural heritage and traditional culture may seem far away from us, but in fact, they are everywhere in our lives. This article focuses on discussing and exploring the development path of integrating traditional culture, intangible cultural heritage and modern design. Nangang proposed a shift from the recreation of classics to cultural reconstruction. Classics are the crystallization of human civilization and hold unique value for both personal development and social progress.[1] Therefore, this article starts from the redesign of classic intangible cultural heritage and takes the traditional delicacy Panlong of the hometown as an example to elaborate in detail, with the aim of better helping and promoting the culture of the hometown.

2. Preliminary Research on the Combination of Tradition and Modernity

2.1. Background Research on Panlong Food

Since ancient times, Zhongxiang has been a national historical and cultural city in China and one of the important birthplaces of Chu culture. It has a recorded history of over 2,700 years, so there are also many traditional cultures that have been preserved to this day. Such as the legend of Mo Chou Nu, the literary figure Song Yu of Chu Ci, as well as the allusions of Xia Li Ba Ren and Yang Chun Bai Xue, and there are also Chu songs, Zhongxiang high-pitched tunes, etc. But when it comes to Zhongxiang, the first thing that comes to mind is definitely the Panlong Dish, one of the "Three Wonders of Zhongxiang"

There are countless foods to eat in Zhongxiang. Among them, there is a local dish that was personally named by

Emperor Jiajing and is highly favored by him. That dish is the Coiled Dragon Dish. The Coiled Dragon Dish has a history of several hundred years, which can be traced back to around the 16th year of the Zhengde reign of the Ming Dynasty (1521 AD). This dish has a connection with Emperor Jiajing.



Figure 1. A real picture of Panlong food, captured from The Paper

At that time, Zhu Houcong was ordered to go to the capital, but the journey was long. At this time, Yan Song suggested that he disguise himself as a prisoner and go to the capital in a prison van. This way, he could deceive people and also advance quickly. But then what to eat became a problem. So he ordered all the cooks in the city to make a dish. The cooks racked their brains but didn't know what to do. At this time, a red table chef named Zhan Duo's wife came to visit him with two sweet potatoes. When Zhan Duo saw the sweet potatoes, he had a sudden inspiration. So he immediately chopped the fish, meat and pork into a paste, added seasonings and wrapped it with a layer of egg skin. It turned out that from the outside it looked like sweet potatoes, but inside it was actually

fish meat. So Zhu houcong ascended the throne by eating "sweet potatoes" in prison carts. Later, the emperor was so preoccupied with this dish that he invited Chef Zhan to the capital as well. Subsequently, he bestowed upon this dish the name "Imperial Dish of Panlong".

2.2. Research Purpose

Panlong food has been included in "Chinese Cookbook" and selected as an intangible cultural heritage of Hubei Province. Under the current social development, many traditional cultures have been well publicized and protected. These are important symbols of a country's and a nation's historical and cultural achievements. We should take it upon ourselves to protect and promote traditional cultures. And how to develop and pass on these precious cultures is a question worth pondering. How can tradition and modernity resonate, integrate and advance together? The market is the guide, and re-creativity and re-creation are the paths. The Palace Museum has achieved this very well. The cultural and creative products it has launched integrate the wisdom of the ancients with modern life, presenting a series of cultural and creative products that are highly favored by the public. These cultural and creative products are all closely related to people's lives, integrating traditional culture into daily life and achieving a good combination of intangible cultural heritage and design. Cultural value is the core, as well as the foundation and carrier. The Palace Museum has achieved the goal of fully exploring cultural resources and transforming them into creative industries. Not only should resources be fully explored, but also the market should be closely aligned, the audience should be captured, and innovation should be constantly introduced. Only by integrating creativity into the young people's market, grasping the demands of the audience, and applying these precious traditional cultures through innovation and creativity can common development be achieved. Rejuvenate traditional culture and art through creative design. After creative or redesigning traditional culture and its carriers themselves, a series of distinctive products that combine tradition and modernity, intangible cultural heritage and design are created. Zhang Fan proposed the organic integration of intangible cultural heritage and the packaging design of agricultural products. On the one hand, this can increase the added value of agricultural products, enhance consumers' trust, and promote the innovative development of agricultural product brands. On the other hand, it helps to explore new perspectives for the inheritance of intangible cultural heritage and expand its influence.[2]

2.3. Research and Analysis

The current development status of intangible cultural heritage in contemporary times is not optimistic, but it has improved significantly in recent years and made considerable progress. Where the current intangible cultural heritage should go is a question worthy of our deep consideration. Through research and analysis, the current development path of intangible cultural heritage has been summarized as follows: 1. Its own resources have rich cultural value. 2. To enter the market with creativity, it is necessary to grasp the psychology of the audience. 3. Heartfelt marketing and promotional methods. 4. Improve product quality. Through the Palace Museum, we can learn that the combination of design and intangible cultural heritage is a very good development path. Outstanding cases have been presented. It is a feasible way to rejuvenate intangible cultural heritage art

through creative design. Nowadays, packaging design, cultural and creative design, and brand design have all been applied to intangible cultural heritage. The combination of excellent design can ultimately achieve the dissemination and regeneration of culture, spreading cultural and brand values through design. In recent years, when the whole nation has been upholding cultural confidence and awakening national consciousness, the cultural and creative products of the Palace Museum have perfectly met people's love and expectations for traditional culture. Through cultural creativity, they have built a bridge for cultural communication for the audience and presented a magnificent cultural feast.

2.4. Current Development Status

In the "Annals of Zhongxiang County", there is a description of the grand scene when the Panlong dishes were served: "Mountain delicacies and sea delicacies do not need to be offered; the rich water and spring mountains make the wine taste strong." All the guests at the table called out the dishes, which were rolled up and cut into coiled dragons. Panlong food is a local specialty of Zhongxiang City, Hubei Province. It has a long cultural connotation and a unique and delicious taste. It enjoys a high reputation in Hubei Province and is one of the famous dishes in China. However, due to the limitations of conditions, it has not performed well in brand promotion, production and manufacturing, cross-regional promotion and marketing strategies. The existing brands in the market are roughly made and have poor visual competitiveness, which is extremely incompatible with its high-end intrinsic quality and has seriously affected the image and characteristics of Panlong food as a famous Chinese dish. The promotion and packaging of products should not only have strong visual appeal, but also possess profound cultural readability and uniqueness, so as to better convey product information and stimulate consumer demands. Panlong food is a characteristic product of Zhongxiang City. However, the packaging design of Panlong food does not reflect the cultural connotation and visual cultural symbols. The existing packaging design of Panlong food in the market neither has its own characteristics nor the cultural features of Zhongxiang City, a world-class intangible cultural heritage city. It is no different from other characteristic products. Looking at the packaging designs of Panlong food in the market, there is a general lack of brand culture awareness. Brand culture is the image symbol of a product and the feature by which the outside world recognizes it, similar to a person's appearance. The cultural connotation of a characteristic product is equivalent to its inner spiritual temperament. How to distinguish it from other featured products while effectively conveying cultural connotations is the problem that Panlong food packaging needs to solve nowadays. Nowadays, the marketing and packaging of the Panlong Dish in the market have greatly affected its popularity. As a royal dish favored by the emperor, it should be known by more people.

2.5. Outstanding Case

There are many cases of the combination of design and intangible cultural heritage, among which there are quite a few outstanding ones. The Palace Museum is one of the most famous cases. In the past, the impression that the Palace Museum gave people was solemn and ancient, as if it had no connection with our daily life. However, in recent years, the cultural and creative products of the Palace Museum and many designs related to traditional culture have come into the

public view, creating a craze on the Internet and being deeply loved and welcomed by young people. The design journey of the Forbidden City began in 2008 with the establishment of the Forbidden City Cultural and Creative Center. What transformed the solemn Forbidden City into the cute and adorable Taobao of the Forbidden City? These changes originated in 2013. At this time, the Palace Museum launched a series of cute style design products, which made the Palace Museum realize the huge market of cultural and creative products. I have recognized the design path that caters to young audiences. In the process of transforming traditional culture from some ordinary and simple commodities to design creativity, the Palace Museum has established its own path. By combining design with traditional culture, it has designed a series of popular products (Figure 2), constantly innovating and thus transforming the ancient Palace Museum into a social media sensation.



Figure 2. The 2014 article "Yongzheng: Feeling Lovely" published by the Palace Museum

In recent years, the Palace Museum has delved deeply into its rich cultural resources, including elements of ancient imperial culture from the Ming and Qing Dynasties, and has focused on developing industries such as cultural and creative products. It has accumulated over 12,000 types of cultural and creative products (Figure 3), constantly launching products that are deeply loved by young people. Coupled with innovative marketing, distinctive cultural products, and cross-border cooperation, it has vigorously promoted traditional Chinese culture. At the same time, reshape a vibrant, youthful and down-to-earth brand image to create a new cultural IP in the Internet era. The Palace Museum adopts a diversified cooperation strategy to develop IP derivatives, while also laying out both online and offline channels. Its cultural and creative products are rich and distinctive. The Palace Museum is committed to integrating traditional culture with People's Daily lives, infusing ancient architecture, cultural relics, history and other cultural elements into fashionable and trendy contemporary handicrafts, and realizing the service concept of "bringing the Palace Museum home". It is the outstanding design, excellent marketing strategies and its own vast resource background that have made the current "Internet celebrity" Forbidden City. The series of facial masks and lipsticks launched by the Palace Museum were snapped up as soon as they were put on the shelves. Over the years, the Palace Museum has undoubtedly gained a lot of traffic. Of course, it is a good thing for the development of traditional culture. The series of products of the Palace Museum have proved that the combination of design and traditional culture is a feasible path.



Figure 3. The growth of the types of cultural and creative products of the Palace Museum (Unit: Species)

3. Scheme Analysis

The specific application of intangible cultural heritage in contemporary design should achieve the following points: 1. Extract intangible or tangible elements from intangible cultural heritage resources and apply them to modern fields such as graphic design, advertising design, product design, fashion design, architectural design, and digital media design, and be able to develop designs that conform to the aesthetic standards and tastes of the general public through creative innovation. 2. Through creative design, modern culture or traditional culture is integrated with intangible cultural heritage art, promoting the formation of new styles, new patterns and new connotations in intangible cultural heritage art. For instance, "China Celadon Town" (Figure 4) - Shangyang Town in Longquan, Zhejiang Province, has developed creative celadon by leveraging the creativity of young people and combining it with traditional calligraphy and painting (Figure 5). Expand the design of the fusion of modern design and intangible cultural heritage art, and creatively design a series of peripheral products based on one or more elements, etc.



Figure 4. China Celadon Town



Figure 5. Works of the Celadon Town

3.1. Summarize Experience

Based on the above outstanding works, we can draw the direction and ideas for the combination of modern design and traditional culture, which can be summarized as follows: 1. Developing one's own IP, taking the Palace Museum as a reference, all the cases of the Palace Museum going viral are

derivatives based on the Palace Museum's IP. The inherent big IP attribute endows the originally cold historical stories with vivid images. 2. The integration of creativity should be more interesting. Times are constantly advancing, and people's aesthetic standards are also evolving with The Times. Design should be more interesting, shorten the distance with the audience and be closer to life. 3. Excellent marketing strategies: A good marketing strategy is a necessary key to success. Capturing the preferences of the audience and designing products that conform to the aesthetic standards of the general public, an outstanding marketing approach and strategy are indispensable. 4. Pay attention to design quality. If a design is to be loved by the public, it must have excellent design quality. It should not be shoddily made or perfunctory. High-quality design is bound to be welcomed by the audience.

3.2. Research on the Development Methods of Panlong Food

As for the current performance of Zhongxiang's Panlong food, the quality and grade of the product itself are both very good. However, the soft power such as marketing and packaging (Figure 6) is somewhat lacking, which has led to its low popularity. Many people don't even know this famous imperial dish. So, the current issue lies in how to transform the Panlong Dish, make it more beloved by people, let more people know about this Zhongxiang delicacy, and let more people understand the story behind it. Method One: Repackage the Panlong food to give it a completely new look. The original packaging was plain and unremarkable, making it impossible to believe that this was actually a famous dish. Method Two: Creating an IP and developing a series of peripheral designs can enable an IP like Panlong food to go further and expand beyond the local area. Method Three: Uncover the stories behind them, magnify and design them, and describe the historical allusions and culture in the form of illustrations to promote intangible cultural heritage. Combining the form of picture books makes it more interesting, allowing the audience to understand the product itself through the story behind it.



Figure 6. Packaging picture of Panlong food

3.3. Exploration of the Development Direction of Panlong Food

Through research and analysis, field visits and questionnaires, it is shown that no local person, whether children or the elderly, is unaware of Panlong food. However, only less than half of the people know the story behind Panlong food. Surveys show that few non-locals know about Panlong food, and almost no one knows the story behind it. Therefore, the final direction was determined to start from the background story. The Panlong dish itself is an intangible cultural heritage, a traditional culture left from ancient times

to the present. It is necessary to make more people aware of the existence of this traditional culture. paper.

Fu Jinhua mentioned that from the perspective of consumers, on the one hand, attention should be paid to the aesthetic appeal of the product, and on the other hand, the product should also be improved only the quality can continuously touch consumers and evoke emotional resonance. [3] There is still much room for improvement in the packaging of Panlong food. A good product cannot do without excellent packaging design. Packaging can convey the inner essence and characteristics of the product. The packaging of some local specialties even has regional characteristics and can represent the culture of a region. Panlong food is a local specialty food of Zhongxiang City, Hubei Province. Its unique cultural connotation and delicious and exquisite taste enjoy a high reputation in the local area, but its packaging is not satisfactory. Therefore, by integrating its unique traditional cultural elements and local cultural elements with modern design, and polishing the packaging to fully reflect the local characteristics and highlight the spirit of Jingchu culture, the packaging appearance design can be transformed into certain cultural and artistic value, which can greatly enhance the publicity and influence of the product.

In Zhongxiang, there has always been the saying that "no banquet is complete without a dragon." Among them, "Long" refers to Zhongxiang Panlong food. Regarding the Panlong dish, in fact, it's not just the packaging that can be modified. The Panlong Dish is supported by a background story and can extract rich elements for application. The Coiled Dragon Dish itself is a famous imperial dish with profound historical significance, and its name was personally bestowed by the emperor. Therefore, extracting elements such as "dragon", "intangible cultural heritage" or "imperial court" and applying them, packaging them in the form that imperial court dishes should have, and doing a good job in publicity and marketing can also better play a promotional role.

Through research, it can be known that many local people are not familiar with the stories behind them. Therefore, starting from history, enriching the stories and presenting them in the form of illustrations and picture books, so that more people can start to develop an interest in Panlong food from here, is also a good direction. Wang Ming and Chen Guanhua proposed that in the era of integrated media, the presentation form, reading format and experience mode of intangible cultural heritage picture books have undergone tremendous changes. Their expression paradigms should be timely integrated and innovated to tell the three "stories" of what is told in text, what is hinted at in pictures and what is generated by the combination of text and pictures, and strive to achieve diversified expression in themes, intelligent display in carriers and integrated dissemination in media. Strengthening the aesthetic style, narrative form and audio-visual experience that enrich the sensory content can continuously inject new vitality into intangible cultural heritage picture books. This can bring about new atmosphere and achievements in the process of fully demonstrating the "child-centered view", and effectively exert the cultural foundation functions of intangible cultural heritage picture books such as "tree shape", "soul shaping" and "root taking root" [4]. Picture books have an inseparable connection with children's growth and education, and are related to millions of families. Picture books are internationally recognized as the most suitable books for children to read, and their value and significance are immeasurable. Many people's understanding

of Panlong food is merely at the level of knowing it, but not truly understanding it. Therefore, through the form of illustrations and picture books, the interest of the audience is aroused. In the world of children's books, there is a saying: Children who read Karl in their childhood are happy. Grandpa Karl's picture book (Figure 5) has a very distinct collage style. Grandpa Karl uses rich colors, concise text, abundant patterns and large color blocks to form illustrations, creating interesting and vivid stories to attract children's attention. The advantage of illustrations is that they can transform text into illustrations and are more interesting, which can better attract attention. Therefore, illustrations and picture books are excellent ways of communication.



Figure 7. Eric Carle's picture book "The Very Hungry Caterpillar"

4. Planning for the Development Prospects of Panlong Food Design

Based on the previous analysis and exploration, after confirming the development direction, on-site investigations should be conducted and specific methods formulated. Based on excellent design, integrating traditional elements, vigorously developing and enhancing publicity, creating brand effects and attracting audiences. The ultimate goal is to go beyond the region, break free from regional restrictions, and let more people know about Panlong food. In the modern context, design is of great significance. The excellent products around us basically all rely on good design. Traditional culture and modern design can be integrated, elevated, inherited and developed. The same is true for Panlong food. It should not be confined to a specific region. Good packaging and design, excellent marketing, and reasonable development strategies can all contribute significantly to the growth of Panlong food. Based on picture books as the design foundation, it enables the audience to not only understand the product itself but also gain a deep understanding of the traditional culture and stories behind it. Improve the packaging in the form of illustrations, taking the essence and discarding the dross. Extracting excellent elements for creation can give the original product a completely new look.

5. Explanation of the Final Outcome of Panlong Food

Meng Xing and Yang Yan proposed that the rich content of picture books in inheriting intangible cultural heritage is undoubtedly one of the best ways for the creative dissemination and innovative development of traditional

culture in the contemporary media context [5]. The background story can be clearly expressed in the form of illustrations and picture books. Vivid and lifelike pictures can make people understand at a glance. Rich and interesting pictures and styles can attract more audiences, and illustrations can also be applied to visual applications such as advertising and packaging, which can be described as achieving multiple benefits at once. Illustration design, as a form of visual art, specifically as a part of practical fine arts, has its own aesthetic characteristics. With the development of society, more and more products and designs have begun to apply illustrations. The form of illustrations is excellent and has high appreciation value. Based on illustrations, with packaging and other modifications, and then through promotion and marketing, Panlong food still has a lot of room for improvement.

6. Conclusion

It is our inescapable responsibility to protect and develop intangible cultural heritage and traditional culture. It is also a good thing to contribute what we can to our hometown. Contemporary young people should have a stronger sense of protection and design thinking. The protection of traditional culture and divergent thinking in design are what we need to possess. Although this study has proposed several suitable schemes in different situations, it is not limited to these few schemes. The plan can still be further supplemented and improved. Secondly, no specific plan was proposed for practical application. Practice is the sole criterion for testing truth. Specific plans should be carried out in a specific manner, and only through specific practice can the most suitable method be found. This research focuses on the specialty dish of Panlong food from Zhongxiang. Panlong food is a genuine famous dish with the unique traditional culture of Zhongxiang. It should not be confined to the local area but should be known and understood by more people. Panlong food itself also meets these conditions. It is hoped that through the integration of design and tradition, Panlong food can go beyond Zhongxiang and reach the whole country.

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