

Exploration on the Innovative Inheritance of Langzhong Shadow Puppetry Modernization

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Abstract: "A piece of cowhide has pleasure, anger, sorrow, joy, and half the face show loyalty, guile, good and evil", when the light passes through the figure silhouette made from cowhide, the phenomena in the world are projected on a piece of white cloth, and the oldest "movie" in the world starts. For hundreds of years, shadow puppetry has gradually spread with the performance of folk artists everywhere, due to the different customs and habits everywhere, it has begun its own localization process, especially Wang Shadow Puppetry in northern Sichuan. However, the inheritance of traditional intangible cultural heritage in modern society has encountered bottleneck: how to keep pace with the times and pass shadow puppetry culture to the public who are embracing, especially in the "leadership" new era of the post-90s and post-00s, how to make this "emerging force" develop into the main "carrier" of this folk-art communication.

Keywords: Shadow Puppetry Modernization; Exploration on the Innovative Inheritance.

1. Introduction

1.1. Research Background

As China's economy and people's living standard develop, traditional culture is also evolving slowly in the process of integrating with the society while the society is developing rapidly. In order to make more people know about Chinese culture and spread it worldwide, China has launched various cultural and creative products to promote the integration of China's traditional culture with modern society, economy and life. Cultural and creative products can effectively improve people's understanding of the history, culture and traditional arts of the Chinese nation, thus making people love the excellent traditional culture of the Chinese nation. Cultural and creative products are a business model with feature, novelty and practicality, which can be used for sales, communication and so on. The traditional folk-custom culture is combined with the modern market demand through cultural and creative products and plays its role better, so as to better inherit and carry forward the excellent traditional Chinese culture.

In this context, taking "Northern Sichuan Wang Shadow Puppetry" as an example, it is critical to explore the innovation of peripheral cultural and creative design, "Northern Sichuan Wang Shadow Puppetry" is a folk-art form created and inherited by Wang Tingkui, a representative folk artist of northern Sichuan shadow puppetry. "Northern Sichuan Wang Shadow Puppetry" not only inherits the exquisite, gorgeous, consummate and peerless carving art of ancient Chinese carving art, but also integrates the new era trend and new fashion idea presented by modern people in the social life with highly developed scientific and technological civilization. However, with the rapid development of modern industrial technology and information and communication technology, as well as the continuous improvement of people's requirements for personalized, fashionable and diversified material life consumption, "Northern Sichuan Wang Shadow Puppetry", a

traditional folk-art form, has been difficult to survive in today's society. In order to inherit China's excellent traditional culture, spread the national intangible heritage protection policies and other measures, the combination of modern industrial technology and the rapid development of information dissemination requires the innovation of peripheral cultural and creative design.

1.2. Research Purpose and Significance

The country has vigorously developed the cultural tourism industry in recent years, the wave of cultural and creative products of the Imperial Palace has swept the post-90s consumer market since 2016, which drove a heat wave of "Chinese Fashionable Products", museums of various provinces followed suit, "Sanxingdui Museum", "Dunhuang Research Institute", and "China National Museum" start the craze of cultural and creative products; the revival of traditional culture in various forms has provided a new way for the inheritance of traditional material culture, while most intangible cultural heritages have not walked out of the region and entered into the sight of Chinese people. Taking Langzhong Shadow Puppetry as an example, this paper explores the innovative development path of "Langzhong Shadow Puppetry" with the post-90s and post-00s as audiences, moreover, it agrees with Langzhong's appeal for vigorously supporting Langzhong's Chinese tourism industry, and seeks a better way for the development of Langzhong's traditional culture.

1.3. Research Contents and Methods

Mainly taking "Langzhong Shadow Puppetry" as the research object, the survey method, induction method, deduction method and literature reading method are comprehensively used, with the help of interdisciplinary knowledge such as design, humanities and sociology, based on the survey of the development status of "Langzhong Shadow Puppetry" and the inheritance and development status of domestic intangible cultural heritage, starting from the perspective of the innovative development of intangible

culture in line with the trend of the times, and exploring the innovative inheritance way of "Langzhong Shadow Puppetry".

2. Inheritance of Intangible Cultural Heritage of "Northern Sichuan Wang Shadow Puppetry"

(1) Collision of Ideas Between Inheritors and Learners of Intangible Cultural Heritage

"Northern Sichuan Wang Shadow Puppetry" is a folk art in Langzhong, Sichuan Province. It is a summary of the long-term life and art of the local people, forming folklore and drama stories. Among them, "Northern Sichuan Wang Shadow Puppetry" was acclaimed as "the living fossil of Chinese drama"; as the cultural name card of Langzhong City, "Northern Sichuan Wang Shadow Puppetry" is also a drama cultural heritage in China's intangible cultural heritages. However, its development condition is not optimistic: there is a certain conflict between inheritors and learners of intangible cultural heritage. Learners believe that "learning traditional art is hard to make it in the world", while inheritors believe that "many shadow puppeteers now rely on the skills handed down by their parents for a living, while we young people only know shadow puppetry, do not understand other cultures". After these two ideas collided, differences occurred. There are some shortcomings in learning intangible cultural heritage technology: first, it is easy to forget; second, we need to continue to create traditional plays; third, it is difficult to inherit traditional culture; fourth, it is impossible to create cultural and creative products with market outlook.

(2) Current Situation of Skill and Performance Inheritance of "Northern Sichuan Wang Shadow Puppetry"

The lack of inheritors of intangible cultural heritage and the shortage of funds. The economic income of "Northern Sichuan Wang Shadow Puppetry" mainly depends on "going round the streets" and performance activities, and the funds mainly depend on the subsidies of the local government, in recent years, due to the impact of the Internet, the market consumption level has declined, together with the development of modern technology, the shadow puppetry performance art has also been impacted; when performing traditional programs, audiences can watch shadow puppetry performances on TV or mobile phones; however, young people in the new era are not interested in traditional plays, which has become the biggest problem faced by inheritors of intangible cultural heritage. Furthermore, the performance cost is also uncontrollable. There was a special performance of "Northern Sichuan Wang Shadow Puppetry" in the 2019 Langzhong Tourism and Culture Festival, nearly 300 audiences watched the folk art performance on the spot that day, and more than 80% of them were out-of-town visitors; and most of the visitors came to see a performance of "Zhang Fei Calls in Reinforcement"; however, they did not really understand the content and meaning of shadow puppetry; this phenomenon reflects the lack of talents and funds to a certain extent in the inheritance of intangible cultural heritage of "Northern Sichuan Wang Shadow Puppetry".

(3) Current Situation of the Peripheral Cultural and Creative Products of "Northern Sichuan Wang Shadow Puppetry"

The forms of peripheral cultural and creative products can be divided into physical products and virtual products. Physical products include books, magazines, notebooks, shadow puppetry crafts, etc.; virtual peripheral cultural and

creative products include pillows, stationery, clothing, bags, travel souvenirs, etc. Taking the current situation of peripheral cultural products of the "Northern Sichuan Wang Shadow Puppetry" as an example, there are not many people who bought the peripheral cultural and creative products of "Northern Sichuan Wang Shadow Puppetry" in Langzhong Tourism and Culture Festival in 2018. In addition to the books, only one book named Zhang Fei Calls in Reinforcement was printed on the cover with "Northern Sichuan Wang Shadow Puppetry Authorized- Zhang Fei Calls in Reinforcement". In cultural and creative product development, the author finds out that there are a long history and local shadow puppetry culture in Langzhong; however, the contents of its traditional plays have been completely changed by modern technology; as an intangible cultural heritage, "Northern Sichuan Wang Shadow Puppetry" cannot be compared with cultural and creative products of other places; therefore, its peripheral cultural and creative products are mainly drama elements.

3. Social Communication and Influence of "Northern Sichuan Wang Shadow Puppetry"

(1) The Influence of Social Activities of "Northern Sichuan Wang Shadow Puppetry" - Langzhong's Local Cultural Card

"Northern Sichuan Wang Shadow Puppetry" is the card of Langzhong's local culture, which mainly comes from folk oral spread and historical books, and has a certain popularity among the local people. During the Spring Festival, Qingming Festival and other festivals in Langzhong every year, shadow puppetry will be performed in various streets and squares, and it is also an important way for the "Northern Sichuan Wang Shadow Puppetry" to spread out across the globe. With the improvement of China's international position, China attaches more and more importance to culture, tourism and other aspects; as one of China's intangible cultural heritages, "Northern Sichuan Wang Shadow Puppetry" is the card of Langzhong's local culture. In order to better inherit and carry forward this ancient art, Langzhong Municipal Government has set a special exhibition venue for the "Northern Sichuan Wang Shadow Puppetry". Moreover, the heritage training base of "Northern Sichuan Wang Shadow Puppetry" has been set in Langzhong urban area and surrounding towns to ensure the development of its intangible cultural heritage.

(2) The Influence and Significance of Performance Activities of "Northern Sichuan Wang Shadow Puppetry"

In April 2018, Langzhong held a special performance of the tourism and cultural festival "Northern Sichuan Wang Shadow Puppetry" for three days. The performance drew tens of thousands of people, and also stirred heated discussion of netizens on the Internet. With the development of the times, people are no longer limited to traditional drama performances, but begin to turn their attention to the Internet. The performance of "Northern Sichuan Wang Shadow Puppetry" will be partly affected by the network, this phenomenon suggests that the cultural value of this art has been eliminated by the times, and the traditional classic drama has been unable to meet people's spiritual needs. Therefore, in the new era, shadow puppetry should strengthen the position of traditional culture in the hearts of the public and provide a good soil and atmosphere for its development.

(3) Development of Peripheral Cultural and Creative Products of "Northern Sichuan Wang Shadow Puppetry"

Based on this, the development of cultural and creative products of "Northern Sichuan Wang Shadow Puppetry" should start from the following points:

A. Combining Shadow Puppetry Culture with Modern Culture

B. Shadow puppetry belongs to art and should be combined with modern culture

For example, the shadow puppetry performance at Langzhong Tourism Culture Festival in 2019 reflects the power of modern science and technology. Therefore, the development of cultural and creative products should innovate and develop with the times while keeping the essence of traditional culture. The Internet platform can be used to display puppetry play performances and modern fashion elements. Moreover, network communication should be strengthened to make the public can intuitively understand the cultural connotation of puppetry play art.

C. Innovating packaging design and communication mode, the packaging design of cultural and creative products is a spiritual symbol, which should meet the characteristics of the times, and reflects Langzhong's culture and image symbols through "IP" and other ways, while making the products attractive.

D. Paying attention to the packaging design of cultural and creative products, In the production of cultural and creative products, the practicability and aesthetics should be fully considered; so as to better meet the needs of the public. The market positioning and cultural connotation should be considered when designing.

E. The network resources are used for marketing, the network is used for marketing, the Internet as the media, "Northern Sichuan Wang Shadow Puppetry" culture are spread around the world. In the information age of the Internet, the Internet platform is used to carry out campaign, give play to the advantages of Internet communication, expand the reach of publicity, strengthen cultural exchanges to achieve the purpose of promoting traditional culture better. Developing cultural and creative products with cultural essence, we should develop them in accordance with their cultural essence to make them more cultural. Some plots can be used to combine shadow puppetry performance with traditional culture; so that people can more deeply understand and feel the unique charm of shadow puppetry.

F. Expanding publicity channels, enhancing government support. As one of the four major arts in China, "Northern Sichuan Wang Shadow Puppetry" has extremely high historical and cultural value. Therefore, the publicity channels need to be expanded, enhance the government support, and increase the promotion of this art.

4. The Significance of Design Innovation

4.1. Improving the reputation of Northern Sichuan Wang Shadow Puppetry.

"Northern Sichuan Wang Shadow Puppetry" can fully combine its artistic value, ornamental and practical features in the design of peripheral cultural and creative products, so as to attract more tourists to North Sichuan and promote its tourism economic development. The design of peripheral cultural and creative products of "Northern Sichuan Wang Shadow Puppetry" is of great significance in improving the reputation of city tourism, promoting urban economic development, and cultivating the cultural quality of citizens,

so as to improve the influence of "Northern Sichuan Wang Shadow Puppetry" and its popularity and economic benefits.

4.2. Realizing the double improvement of economic and social benefits of the enterprises.

In order to achieve both economic and social benefits of the enterprises, when carrying out innovative design of its peripheral cultural and creative products "Northern Sichuan Wang Shadow Puppetry" should choose reasonable principles and methods according to the actual situation. When designing cultural and creative products, we should fully combine its artistic value, ornamental and practical features, etc. so as to give full play to its social and economic benefits.

4.3. Enriching city tourism resources and enhancing the attraction of city tourism

As one of the most important intangible cultural heritages in China, "Northern Sichuan Wang Shadow Puppetry" has formed a complete and reasonable cultural system in the process of development, it has very high appreciation value. Moreover, this is also its unique charm, the design and development of its peripheral cultural and creative products can better integrate its cultural contents into modern social life, so that more people can understand Chinese traditional culture. This will also enable it to further attract more people to Northeast Sichuan for sightseeing. This will also make it to further attract more people to the northeast Sichuan region for tourism.

4.4. Promoting the promotion of city image and cultural soft power.

"Northern Sichuan Wang Shadow Puppetry" can realize its artistic value, artistry, use value and other features through the design of peripheral cultural and creative products, and can be better integrated into modern social life. Furthermore, this way can also improve the city image and cultural soft power, thus contributing to the smooth development of the cultural brand construction and promotion of "Northern Sichuan Wang Shadow Puppetry".

5. Design Principles and Methods

5.1. Grasping the Cultural Features of Northern Sichuan Wang Shadow Puppetry

For cultural and creative products, they need to choose reasonable ways in accordance with their features and purposes. For peripheral cultural and creative products, we should fully combine their local cultural features and aesthetic values to carry out innovative design, moreover, we should pay attention to maintaining vitality, make them bring forth the new through the old, so as to meet the needs of modern people. The following conclusions are drawn after studying the above contents,

(1) "Northern Sichuan Wang Shadow Puppetry" has Profound Cultural Heritage

As one of the most important intangible cultural heritages in China, "Northern Sichuan Wang Shadow Puppetry" has formed a relatively perfect cultural system in its development. Furthermore, this cultural system is the result of the common construction of our people's ideology and behavior. This traditional folk-art form is of great appreciation value, and can also meet the growing aesthetic needs of modern people.

(2) It Is Conducive to Inherit China's Excellent Traditional Culture

By designing the peripheral cultural and creative products of "Northern Sichuan Wang Shadow Puppetry", it can be better integrated into modern social life and better inherit the excellent traditional Chinese culture. Therefore, this design method is of great significance for its inheritance and protection work.

(3) Innovate and Study Cultural and Creative Products with High Quality and Practicality

Cultural and creative brand enterprises should fully consider and study the new cultural and creative products they have developed when developing and designing cultural and creative works, so as to fully meet people's needs for creative activities. Therefore, it requires them to constantly innovate and study based on maintaining the original style, aesthetic feeling and artistry when designing peripheral cultural and creative products, and develop new products with the purpose of improving product quality, use value and practical functions, etc.

(4) Meet the Requirements of Modern Science and Technology Development and Promote the Healthy Development of the Industry

With the continuous progress of science and technology, the requirements for modern life and social life are also rising. The cultural and creative industry is an expression of the new era trend and new fashion idea after the innovation and upgrading of traditional culture. Therefore, these cultural and creative products must meet the needs of modern technology and social life. In this way, we can promote the better inheritance and protection work of the "Northern Sichuan Wang Shadow Puppetry", and better develop and spread the excellent traditional Chinese culture.

(5) The Design of Peripheral Cultural and Creative Products Should Be Combined with Modern Science and Technology

"Northern Sichuan Wang Shadow Puppetry" is one of Chinese excellent traditional cultures, but its peripheral cultural and creative product design should also be combined with modern technology.

5.2. Integrating into life and Combining with Modernity

With the continuous improvement of people's living standards, the requirements for cultural and creative products are also rising. For example, most people are not satisfied with traditional handmade products. In this case, the design of peripheral cultural and creative products must keep pace with the times, moreover, they should combine the current social life, culture and other features to carry out innovative design. Furthermore, cultural and creative products should also continue to innovate and develop based on maintaining their original style, so as to meet the needs of modern people.

(1) Innovative design is carried out by fully combining its features and purpose. When designing cultural and creative peripheral products, it needs to fully consider whether the style of this series of products is consistent with that of other series of products, so that they can be better integrated into modern social life.

(2) It should pay attention to maintaining vitality. Peripheral cultural and creative products must be designed, improved and innovated to meet the needs of modern people. Because only in this way can they better serve the modern social life, and also can meet the new aesthetic needs of

modern people.

(3) It should meet the characteristics of the times and promote the healthy development of the industry;

(4) It should meet the needs of modern consumers and promote the healthy development of the industry. According to the analysis of the design innovation of peripheral cultural and creative products of "Northern Sichuan Wang Shadow Puppetry", we can see that it has many shortcomings. In order to better inherit and protect them, this paper finds that there are still many shortcomings in the design and innovation of cultural and creative products. This is also because many aspects of its peripheral cultural and creative product design have not been well grasped and studied. The lack of innovation and it cannot meet the needs of modern people, as a result, design of peripheral cultural and creative products is unsatisfactory.

A. Ignoring the features of the times and regions, without meeting the characteristics of the times, resulting in a high degree of failure in the design of peripheral cultural and creative products, and it is not conducive to the development and inheritance of peripheral cultural and creative products.

B. Lack of innovation spirit, difficult to adapt to modern social life, culture and other characteristics, the reason why design of peripheral cultural and creative products fail is mainly reflected in four aspects: first, it lacks creative spirit, cannot keep pace with the times; second, it only considers the problem of meeting the needs of contemporary people but neglects its own inheritance work; third, it lack of sense of the times and regional issue; fourth, the features of modern social life are not well grasped.

C. The overall quality of peripheral cultural and creative works is not high, which cannot meet the needs of modern consumers. As one of the most important intangible cultural heritages in China, "Northern Sichuan Wang Shadow Puppetry" once had a brilliant period in its development, but it gradually declined with the continuous development of social economy and market demand.

6. Research Overview

(1) As an important part of the cultural and creative industry, the design of peripheral cultural and creative products plays a very important role in the development of the whole cultural and creative industry. Therefore, it is very important and necessary to innovate them. This paper draws the following conclusions through the research on the design of peripheral cultural and creative products of "Northern Sichuan Wang Shadow Puppetry": first, the excavation and analysis of cultural elements of "Northern Sichuan Wang Shadow Puppetry" must do deep cultural heritage, conducive to inheritance and development, and maintaining vitality when designing new cultural and creative products, etc.

(2) The aesthetic art and other features of Chinese excellent traditional culture have a great impact on today's social life. This is also one of the main reasons for its existence. Therefore, when designing cultural and creative products of Chinese excellent traditional culture, it must be combined with modern life.

(3) Innovative analyses of the design principles and methods of "Northern Sichuan Wang Shadow Puppetry", when designing peripheral cultural and creative works, "Northern Sichuan Wang Shadow Puppetry" must be integrated into life, combined with modern society and kept alive, etc.

7. Conclusion

This paper mainly studies the cultural elements of "Northern Sichuan Wang Shadow Puppetry", and on this basis, studies the principles and methods of design innovation of peripheral cultural and creative products. Starting from angle, the design of the peripheral cultural and creative products can make it better do inheritance and protection work. Moreover, this way can also promote the rapid development and spread of traditional culture, so that it can better carry forward traditional culture.

The country is vigorously developing the culture and tourism industry nowadays, and even derive many related industries, but the cultural heritage is affected by the region, economy, public opinion, etc., which has not been effectively implemented in various regions; the lack of relevant talents and the shortage of funds have become major obstruction to the development of the cultural and tourism industry. This paper takes "Langzhong Shadow Puppetry" as an example, discusses and explores the current situation and bottleneck of the development of regional intangible culture, explores its effective way out, and applies it to the teaching process, leads students to carry out social practice, and promotes students' perception of traditional culture through practical teaching, furthermore, in this process, carries out self-examination and discover own problems, solve the problems that can be solved at the moment, puts forward effective suggestions and solutions, and gradually solves the problems in the process of exploration.

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