

Exploring the design of a study tour of Jingdezhen kilns under non-genetic heritage

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Abstract: Kiln is the carrier of porcelain, Jingdezhen kiln as one of the traditional Chinese kilns, carrying the brilliant achievements of the people of Jiangxi, but also world-renowned. The Jingdezhen proverb "overhand seventy-two, Fangke into ware" vividly reflects that the process of porcelain manufacturing is delicate and complex. This paper analyzes the historical development and manufacturing process of Jingdezhen kiln, combines the design and exploration of the project of study tour, allows more young people to understand Jingdezhen kiln, teaching and learning with fun, so as to enhance the knowledge and literacy of young people about traditional culture and intangible cultural heritage, vigorously develop and promote Jingdezhen kiln, and cultivate the cultural confidence of the young generation.

Keywords: Jingdezhen kiln; Study tour; Development and inheritance.

1. Overview of the development of Jingdezhen kilns

Jingdezhen is located in northeastern Jiangxi, surrounded by mountains on all sides, Qimen's Dahong Mountain through Jiangxi's Changjiang River flows through Jingdezhen. Jingdezhen east of Zhejiang, Fujian, west of Hunan, south of Guangdong, north of Hubei, is Central China, South China, East China, the nexus of the three regions, has a good location condition. At the same time, ceramic raw materials and various fuel production areas are the Changjiang River through which the water transportation of the Changjiang River is smooth, a large number of porcelains can be transferred by to important commercial ports, such as Nanjing, Yangzhou, etc., so Jingdezhen's superior geographic environment to the development of ceramics and transportation played a key role.

1.1. The historical lineage of Jingdezhen kilns

Jingdezhen was previously known as Changnan Town, because Song Zhenzong loved ceramics so much that he gave himself the title of Jingdezhen. Jingdezhen porcelain by many people's appreciation and love, Europeans also "Changnan" as porcelain (china) and the production of porcelain "China" (China) pronouns, and over time the Europeans forgot the original meaning of Changnan, only remember it is "porcelain", that is, "China".

Jiangxi Jingdezhen kiln has a long history, which began in the Han and Tang dynasties. In the "Notes on Southern Kilns", it is recorded that "its pottery smelting began in the Jihan Dynasty." The technology of porcelain making was relatively mature in the Song Dynasty, and reached its peak in the Ming and Qing Dynasties, stretching to contemporary times. Jingdezhen began firing celadon and white porcelain in the Fifth Dynasty, but the techniques are still in a rudimentary state, the Song Dynasty on the basis of the previous generation created a unique porcelain, because his glaze color between cyan and white, it is called blue and white porcelain (also known as shadow blue porcelain) is mostly used in the lives of ordinary people, beautifully shaped, decorated with a variety of patterns, crystal clear, with a "green as the sky. The emergence of blue and white porcelain also reflects the level

of Chinese porcelain manufacturing has gone to a higher level, and a large number of exports to Europe, but the style of porcelain at this time is still relatively single. Yuan dynasty is the dynasty of blue and white porcelain prevalent, at the same time, Yuan blue and white is the Yuan dynasty Jingdezhen kiln firing of new varieties of ceramics, its bright colors, beautiful decorations, large porcelain majestic, small porcelain exquisite, while the Yuan blue and white porcelain decoration of a variety of patterns, such as flowers, trees, animals and so on as decoration, no doubt to the Chinese traditional art added a heavy color, while this period appeared in the glaze red porcelain In the Ming Dynasty, the porcelain was decorated with a variety of patterns, such as flowers, trees, animals and so on.

Jingdezhen porcelain has reached the peak of the Ming Dynasty, Jingdezhen porcelain production has also ushered in a golden age, and "the world kiln change gathered" style diversity, technical excellence, Ming Dynasty ceramic decoration more concise and vivid, while the Ming Dynasty period-built China's longest firing, the largest, most technically sophisticated official porcelain factory -The Imperial Kiln Factory. The imperial kiln factory produced many exquisite porcelains and became a real treasure, and Jingdezhen imperial kiln factory has an irreplaceable position in the development of ceramics. The porcelain of the Qing Dynasty was different from that of the Ming Dynasty, with a more regular, rich and ancient shape. It is thus clear that Jingdezhen kilns live up to their name and contain a wealth of content, carrying the profound cultural heritage of the people of Jiangxi and having a far-reaching impact. Tao Ya" said: "translation of Chinese porcelain for the Chinas, the cover that the province of Chinas also. So the people of the world, so all eyes Chinas for the porcelain country." [1] Can also reflect the reputation of Jingdezhen is great.

"Zhou Yi - on the system of words" cloud: "the form and the upper is called the Tao, the form and the lower is called the tool." [2] Jingdezhen porcelain is the illustration of the Chinese "ware to carry the Tao" philosophy. Pottery was initially used for daily life, to solve the problem of food and clothing, Engels in the "origin of the family, private ownership and the state" has said that mankind from ignorance to the barbaric period is "from the beginning of

learning pottery". With the development of the economy, social progress people are not satisfied with the material life and rose to the spiritual world, ceramics gradually become the purpose of beautifying people's lives, catering to the various aesthetic needs of people, a variety of ceramic art penetrated into every ordinary people's homes, so Jingdezhen ceramics also has a deep folk-art spirit.

1.2. The current development of Jingdezhen kilns

Jingdezhen porcelain is known worldwide, popular in the world, Europe by the influence of Jingdezhen porcelain set off a feverish state of porcelain manufacturing, Jingdezhen porcelain production methods of search not only Germany's Böttger and Yin Hongxu from France, the development of the porcelain industry by their efforts and pay into a new phase, Europe opened in advance of the mechanized production of porcelain button, so far the Chinese porcelain industry has been affected by the impact has also occurred Changes, once brilliant porcelain industry in Jingdezhen also faced a "period of underestimation".

1.3. Current problems in the development of Jingdezhen kilns

Jingdezhen kilns are world-renowned for their development, but they are also accompanied by a number of existential problems. First of all, the traditional Chinese Jingdezhen kiln suffered a heavy blow, Jingdezhen kiln craftsmen have left one after another, which means that this technology is facing the problem of inheritance, this door needs a long flow of water, slow work to find the successor is needed to be patient, and this technology does not only need time investment maybe the basic food and clothing cannot be solved. Secondly, this technology needs to be combined with modern business models, which means that there is bound to be a certain divergence between traditional and modern, in the face of the material world today, it is undeniable that people will ignore the value of this traditional craft itself because of its commercial nature,

the core of the brand of Jingdezhen kiln is not perfect, the implementation of publicity is not in place, in which most of the traditional kiln workshops in Jingdezhen were dismantled, and there are still many local people Ignoring their own local culture, especially the youth are "not concerned" attitude, know nothing about the production and operation of porcelain, Jingdezhen porcelain industry urgently needs more fresh blood injection, heritage protection work is urgent, the traditional Jingdezhen kilns need youth to develop and protect.

2. The development and design of study tours in the context of cultural tourism development in Jingdezhen

Add a paragraph, three or four lines, mainly about why we should develop the study of Jingdezhen kilns, Study tours are composed of "study" and "travel" together, among which study tours based on "study" are education-based tours, while study tours based on "travel" are travel-based education. "The company's main goal is to provide the best possible service to its customers. Since the issuance of the "Opinions on Promoting Study Tours for Primary and Secondary School Students", the industry of study tours has begun to flourish. Study tours are a kind of travel teaching with curriculum as the center and tutors as the key, actively cultivating the new

form of "tourism + education", which is an innovative model combining in-school curriculum and out-of-school activities. Bacon also clearly Bacon [3] also pointed out: "For young people, travel is part of education," This requires theory and practice in parallel, just theory and ignore practice or just practice without a theoretical basis is not feasible, only "study" has become a different classroom education, and Only "travel" will also become a purposeless sightseeing tour.

the entire study tour to the students as the main body, the development of students' initiative, so that students become the planners of the entire activity, so that students are not limited to textbook knowledge, but in nature and society to generate more good ideas and suggestions, to develop their team spirit and collaboration The whole process should be carefully and reasonably designed for both classroom content and extracurricular activities to ensure smooth progress and completion, requiring students to master the content of the classroom, but also to better adapt to the development of society, to meet the needs of young travelers while also cultivating a civilized This is what really enhances the overall quality of the students and makes them a well-rounded person.

2.1. Theoretical basis of study tour design

Wang Yangming, a famous thinker of the Ming Dynasty, advocated the "unity of knowledge and action", in which knowledge represents human cognition, and action is the concrete practical action of people on things. For example, a person who has rich knowledge but lacks practice cannot be regarded as true knowledge, while a person who has practical action but no theoretical knowledge to support it cannot be regarded as true knowledge either. Wang Yangming once said, "There is no one who knows but does not act. If one knows but does not do, it is only unknown." [4] Therefore, the "unity of knowledge and practice" also means that the theory should be combined with practice, in the process of designing study tours, not only to pay attention to the theoretical basis at the same time cannot ignore the practical application, students should learn the theoretical knowledge related to the curriculum, but also pay attention to the process of travel, the practice of implementation, not only purely theoretical "nerdy", nor just practical "empty shell" so as to be a complete learner.

2.2. Design ideas of study tours

Jingdezhen Tao Xichuan and the ancient kiln folklore expo area was selected as the "National Non-Foreign Heritage and Tourism Integration Development Preferred Project List" in 2022, of which Tao Xichuan as China's first ceramic culture as the main one-stop cultural leisure and entertainment tourism experience creative park, is a veritable "CHINA Square", actively develop study tours, call on young people to join the planning of cultural tourism projects, students in the process of visiting the appropriate to join the traditional porcelain technology courses.

The hand-made porcelain craft in Jingdezhen carries the profound Chinese culture and contains the philosophical idea of "the unity of heaven and man" and the harmony between man and nature, so that students can practically experience the folk art of porcelain making, from billet pulling, billet making, glazing, painting blue and white, to the final firing of the kiln all through themselves, including the design of patterns and patterns, which This process can enrich the students' imagination, and they can feel the charm of traditional handicrafts in the immersion experience, and

enhance their cultural pride and sense of accomplishment in completing the whole process by themselves. Students can not only draw inspiration from domestic but also develop their own thinking through this exchange at home and abroad, students learn relevant knowledge and gain in the process of practice, deepening their understanding of their own regional culture, as Bacon once suggested: "For young people, travel is part of education." "To promote travel" "to travel to highlight the text" to promote the development of high-quality integration of cultural tourism is the purpose of study tours.

Schools can organize students to regularly visit Jingdezhen Museum, art museums and ancient kiln folklore expo and write on the experience, travel bases can also be based on people of different ages to create different ways to travel, so that participants can gain different knowledge in the process of travel, such as the design of some witty games in the trip to promote travelers to understand Jingdezhen and porcelain culture, the winning party Secondly, the cultural tourism industry in Jingdezhen should also strengthen its visual culture, design visual elements that can attract tourists, such as posters or short films on different porcelain science, so that tourists do not blindly buy porcelain in the process of understanding it, and properly present small objects with local characteristics of dialect to make tourists In the whole process is relaxed and happy.

2.3. Exploring the design of the Jingdezhen kiln study tour

With Jingdezhen kiln as the core of the development of relevant study objectives, combined with the local famous Tao Xichuan cultural street in Jingdezhen to carry out this study tour, combining theoretical knowledge and Tao Xichuan study resources practice, so that students can deeply feel the charm of the art of Jingdezhen kiln, so as to focus on the local traditional art and cultural protection awareness.

Pre-Research

(1) Before the study tour is carried out in practice, the school can organize a mobilization meeting for students and teachers to inform them of the specific content, time, and materials that need to be prepared for the study tour. (2) Explain the uncontrollable factors that may be encountered during the study trip, such as weather changes and unexpected situations during the trip, so that students can pay attention to safety issues and sign relevant safety responsibility letters and insurance policies. (3) Confirm how the study trip will be conducted, such as in pairs, individually, or in teams. (4) Prepare your personal belongings, such as ID cards, clothing, household items, paint brushes, etc. and check the location and climate of the destination in advance.

Study in progress

Visit the Tao Xichuan Museum of Art and enjoy the works of more than 50 young artists of different styles, feel what each artist thinks about their own works and in what form they are presented to the public, and what insights you have from her/his works, and through such thinking trigger your own understanding of art and enhance your aesthetic appreciation from it. (2) heard the reputation of Jingdezhen porcelain is not as good as to come to Jingdezhen to really look at the varieties of porcelain, and look at the various styles of porcelain is not as good as their own experience in the process of making porcelain, so through the personal completion of some of the main processes of making porcelain, the personal feeling of the culture left behind by the ancestors, billet, billet repair,

painting, glazing and other steps to complete independently, after two reviews finally published their own in this process After that, the students will comment on their own experience and feelings in the process and exercise their hands-on ability and independent thinking ability. (3) Visit the Imperial Kiln Factory, the longest, largest and most exquisite official porcelain factory in China, which is the most glorious page of Chinese ceramics factory, to promote students' understanding of the history of the development of official kilns in the Ming and Qing dynasties, to promote the emotion of historical relics, to carry out the inheritance and protection of traditional arts, and to let students know that such glorious achievements in Jingdezhen are inseparable from the efforts of people before them and their belief in their own culture. belief in their own culture, delve into history, and cultivate students' awareness of inheriting and developing the traditional Jingdezhen kiln culture. (4) Record the impressive scenes during the study trip on sketchpad with a paintbrush.

After the study

After the study activities, students will record their own photos, videos, etc. in the process of travel to the teacher, first of all, in the class held a painting exhibition, around the "Jingdezhen study trip" activities, the organization of students actively participate, can be hand-drawn works can also be made through the flat illustrations, give full play to the students' imagination, the practice of Secondly, the organization of speech activities, their knowledge and feelings in the study activities through the way of speech, and students to share their experience in the process and the goals of future learning, and finally, through the way of video film,

call on students to study the process of the inheritance of Jingdezhen kiln publicity activities for Video creation, can be shown in the form of video, can be group activities can also be individual creative activities, give full play to the students' initiative, so that students really do "learn while traveling" through this study trip to harvest their own small achievements, which is also the ultimate purpose of this study trip. Third, the significance of study tours in the development of Jingdezhen kiln

Study trips increase students' knowledge and broaden their horizons, allowing them to experience the charm of nature during the trip, while also enhancing their ability to face difficulties, think independently, improve team awareness, students are no longer the traditional "reading by rote" but can be more proactive in learning through practice. In addition, they can experience the regional customs of different places, feel the beauty of the motherland, cultivate a good outlook on the three, better integration into society to enhance the sense of social responsibility of students. And through the study tour also more growth in students' knowledge of the traditional Jingdezhen kiln, and can appeal to students' awareness of the inheritance and protection of Jingdezhen kiln, so as to pay attention to the development of their own local culture and enhance cultural confidence.

"The ancient kiln art carries the pride of every Jiangxi people, while Jingdezhen ceramics marks the symbol of China to the world, the inheritance and protection of Jingdezhen kiln is the obligation of every Jingdezhen people, the development of study tours, call for more young people to pay attention to traditional crafts, so that the thousand-year-old porcelain city in the process of the new era can The development of study tours, call for more youth attention to traditional crafts, so that the thousand-year-old porcelain city in the process of the new era can give more dazzling luster.

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