

Research on Creative Derivatives of Ice and Snow Culture -- Taking Jilin Province as an Example

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Abstract: In Jilin, a northern country with thousands of miles of ice and snow, the ice and snow culture has a long history, and Jilin Province also has the world's top ice and snow resources. Especially under the influence of the 2022 Beijing Winter Olympics, Jilin Province has also vigorously promoted and promoted ice and snow culture, and a large number of creative derivatives of ice and snow culture have emerged. This article takes Jilin Province as an example to briefly study the creative derivative design and promotion strategies of ice and snow culture, hoping to maximize this natural advantage and help Jilin Province's ice and snow culture flourish, bringing greater economic and social benefits to the province.

Keywords: Ice and Snow Culture; Creative Derivatives; Design Promotion Strategies; Campus; Added Value

Introduction

In fact, vigorously building ice and snow culture, forming many creative derivative designs, and inheriting and promoting the charm of ice and snow culture are all goals that Jilin people hope to achieve in the future.

1. Introduction to Ice and Snow Cultural Resources in Jilin Province

As one of the three eastern provinces, Jilin Province is located in the temperate zone, with long winters and short summers (up to 5 months in winter) throughout the year. The geographical and climatic environment is very unique, making Jilin Province a true country of ice and snow, with a profound accumulation of ice and snow culture. For many years, Jilin Province has also been striving to build ice and snow cultural brands, with the aim of promoting ice and snow cultural resources nationwide through regional brand effects, truly creating a leading industry in the province dominated by ice and snow cultural brands. In Jilin Province, creative products derived from ice and snow culture are quite abundant, such as the Changbai Mountain International Ice and Snow Culture Tourism Festival, Jilin Wusong, Changchun Jingyue Vasa International Ski Festival, Chagan Lake Winter Fishing, etc., which have been well-known for many years and have promoted the prosperity of the ice and snow economy in the province through the process of innovation, integration and development^[1].

According to the global statistics of ice and snow resources, the Changbai Mountains in Jilin Province, along with the Rocky Mountains in the United States and the Alps in Europe, also have abundant pink snow resources, which are very suitable for skiing. With the successful hosting of the 2022 Beijing Winter Olympics, Jilin Province has also become a strong performer of the national call to "drive 300 million people to participate in ice and snow sports". At present, a large number of creative derivatives of ice and snow culture have emerged in the province, making significant contributions to the vigorous development of the ice and snow economy in the province and even the whole country^[2].

2. Research on the Design and Promotion Strategy of Creative Derivatives of Ice and Snow Culture in Jilin Province

In Jilin Province, all fields including the government, social organizations, and campuses are vigorously promoting ice and snow culture, and innovating the design of various creative derivatives of ice and snow culture. To this end, the following will specifically discuss:

2.1 Design and Promotion Strategies for Creative Derivatives of Ice and Snow Culture by the Government

At present, local governments in Jilin Province hope to create a leading industry represented by ice and snow culture from a macro perspective. They have put forward requirements in administrative fields such as culture, radio, television, media, and industry and commerce. They hope to use ice and snow culture resources to attract investment and create prerequisites for creating creative and derivative products of

ice and snow culture, and explore and create high-quality products from multiple perspectives and perspectives. On the government side, we have also designed and created creative derivatives by refining local ice and snow cultural elements, actively hosting various ice and snow sports events, and have achieved preliminary development results^[3].

For example, the local government of Jilin Province has been persistent in refining local ice and snow cultural elements within the province, hoping to showcase the unique beauty of the ice and snow culture of the Northern Kingdom by integrating the cultural style and era environment within the province. In this process, a large number of ice and snow cultural derivatives have demonstrated significant brand awareness, combined with personalized services to showcase the province's ethnic characteristics. As is well known, Jilin Province belongs to a multi-ethnic province, among which the representative Manchus, Koreans, and Mongols all have their own cultural appeal and influence. By combining local ice and snow culture content, we can achieve the integration of multi-ethnic characteristic cultures and create more creative ethnic ice and snow culture derivatives. For example, during the 2023 Spring Festival, the Korean Folk Park in Yanbian Prefecture, Jilin Province created a creative "Korean Princess Cultural and Creative Ice Cream" to attract tourists. The ice cream product had a beautiful shape and unique taste, and became a popular representative of the folk park. In front of the "Cultural and Creative Ice Cream" store, a man and a woman were designed with ice and snow sculptures. They were dressed in Korean costumes and had fans with Korean cultural characteristics on their chests. In front of the ice and snow sculptures, ice sculptures and lighting were also used to shape the pattern of Jindalai flowers, along with the words "Welcome to Yanji", making them a landmark scene for many tourists to check in. Looking at the cultural and creative ice cream, it is made from the local unique sour plum fruit. The pink color of the ice cream matches the blue sky, which has a very ethnic flavor. The taste is sour and sweet, and is highly favored by tourists.

It can be said that the local government of Jilin Province has unique creativity in designing cultural and creative derivatives based on ice and snow culture. On the one hand, it focuses on creating macro ice and snow cultural regions, and on the other hand, it also pays attention to the details of ice and snow culture, integrating ice and snow culture with local ethnic folk culture, achieving a publicity effect that is widely publicized. These are the fusion of knowledge of ice and snow culture and the wisdom of the people in Jilin Province. On the basis of improving the quality of material products and added value, the productivity level of ice and snow culture in the province has also significantly improved^[4].

2.2 Design and Promotion Strategies for Creative Derivatives of Ice and Snow Culture in Social Organizations

As the main designers and promoters of ice and snow cultural creative derivatives, social and non-governmental organizations use online platforms to vigorously promote and market ice and snow cultural creative derivative brands, completely breaking through the traditional promotion model, and the media plays a very ideal role. In the process of deep exploration of ice and snow resources in Jilin Province, a large number of "internet celebrity" cultural and creative derivatives have emerged, and combined with new media marketing methods, they have quickly become popular, becoming a hot topic of discussion among the public. In the "online+offline" comprehensive promotion model, social organizations also hope to use the currently popular short video platforms to promote Jilin Ice and Snow Culture and its creative derivatives, such as creating various micro films, advertisements, Vlogs, etc., to establish emotional connections with the audience and increase product sales. Furthermore, sales conversion models such as live streaming sales and live room promotion have all been fully launched, as these marketing models have precise investment volume, low cost, wider dissemination range, and are more ideal for establishing interaction mechanisms with netizens.

For example, at present, the "four treasures" of Jilin ice and snow culture, namely ice and snow, rime, hot spring, home stay, etc., are promoted through short video websites such as Xiaohongshu, Tiktok, etc. Taking advantage of this ice and snow cultural dividend, local internet celebrities have also led netizens to eat steaming Wula hotpot, watch Chagan Lake winter fishing, and other creative ice and snow cultural products through the internet. The creative ice and snow cultural products derived from this are also diverse. Through online interactive live streaming and offline product experience, the creation of core content of various products has gained traffic through short video platforms, including winter fishing. The promotion of ice and snow culture videos and other products nationwide and even overseas demonstrates the strong power of social organizations in promoting creative derivatives of ice and snow culture^[5].

2.3 Design and Promotion Strategies for Creative Derivatives of Ice and Snow Culture on Campus

There are many famous schools in Jilin Province, with abundant educational resources. Each major campus is the main force for the inheritance and development of ice and snow culture, as well as the design and promotion of creative derivatives. At the same time, it can intuitively display the educational philosophy and campus cultural characteristics, meeting the emotional demands of teachers and students on the campus for ice and snow culture.

On campus, ice and snow cultural creative derivatives place great emphasis on the careful selection of design materials, while also emphasizing the use of high-tech capabilities. In the process of integrating ice and snow culture into campus creative derivative product design in Jilin Province, it is hoped that the created products can break through the limitations of market material homogeneity and ensure the uniqueness of the designed ice and snow culture products. Of course, ice and snow culture is also normally integrated into campus creative derivative product design, with relatively high requirements for color, pattern, and shape. On the one hand, it retains the traditional connotation of ice and snow culture, and on the other hand, it also incorporates new contemporary fashion elements. For example, on the campus of Jilin University in Changchun City, all the colors and patterns of ice and snow culture are designed into handicrafts. The integration of color patterns and materials is vivid, not only commemorative but also practical. Of course, Jida Campus has also created virtual campus ice sculpture design products through VR and AR imaging technology, combined with holographic image elements to simulate and design ice and snow culture products, truly integrating ice and snow culture with campus culture. The products not only have individuality but also commonality, and the design concept is very innovative^[6].

Conclusion

In summary, there are extremely abundant ice and snow cultural resources in Jilin Province, and it is necessary to design and create cultural derivatives based on these ice and snow cultures. It helps to promote the ice and snow culture of Jilin Province, promote creative cultural derivative products to the whole country and even the world, and achieve cultural resource feedback. So in the future, Jilin Province still needs to firmly seize this precious resource, truly create a beautiful Jilin with beautiful mountains and silver mountains, and create more ice and snow cultural wealth.

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