

Research and Development of Shaanxi Folk Culture and Modern Product Design

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Abstract: Shaanxi has rich and unique folk cultural tourism resources, but there are still shortcomings in the development and design of folk cultural creative products. The author analyzes the current situation of Shaanxi folk cultural tourism creative product design, and on this basis puts forward the strategy of Shaanxi folk cultural tourism creative product innovative design.

Keywords: Folk Culture; Modern product design; Innovation

1. The connotation of Shaanxi folk culture

1.1 Culture and folk culture

The original meaning of the word culture in the West is to cultivate the land and cultivate plants, and later extended to cultivate the body and spirit of people. In the ancient books of our country, the meaning of culture is the meaning of literary rule and education. With the development of the times and social changes, the term culture has a very rich and profound connotation in modern times. However, regardless of the reality of the development of cultural and creative industries at home and abroad, "culture" here should refer to a narrow cultural concept, that is, spiritual products or cultural symbols.

Folk culture refers to the general term for folk customs and life culture. It also refers to the customs and habits created, shared, and inherited by the people living together in a country, ethnic group, or region. It is a series of material and spiritual cultural phenomena formed in the production and life of ordinary people (as opposed to the official). It has universality, inheritance and variability.

Folk culture has the function of enhancing national identity, strengthening national spirit, and shaping national character because of its core elements and folk customs are collectively followed, repeatedly demonstrated, and continuously implemented. Mainly include folk craft culture, folk decoration culture, folk food culture, folk festival culture, folk opera culture, folk music culture, folk song and dance culture, folk painting culture, folk production culture, etc. In the field of folk culture, the most noticeable thing in modern society is the concept of intangible cultural heritage.

1.2 Shaanxi folk culture

Shaanxi is one of the birthplaces of the Chinese nation. More than a dozen dynasties or important regimes, including Zhou, Qin, Han, and Tang, successively established their capitals here. It is also the seat of the revolutionary holy land of Yan'an. It is rich in ancient books, cultural relics, and many customs. Historical origins to be traced. Geographically: the Yellow River to the east and Guanlong to the west; the grassland outside the Great Wall to the north, the Bashu water town to the south, and across the Northern Shaanxi Plateau, Weishui Basin and Qinba Mountains. Folk customs and customs have a long history, deep roots and luxuriant roots. Shaanxi has a rich, simple and unique folk culture.

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2. The academic value and application value of the subject

In recent years, the cultural industry has gradually received attention as a new industry. Culture is not only a spiritual force, but also productivity. As a concentrated expression of the integration of culture and economy, the cultural industry has high technological content, low resource consumption, low environmental pollution and great development potential. The cultural and creative industry is considered to be a wave of emerging industries after the IT industry and is called the “fifth industry.”

Taking Shaanxi folk culture and modern product design as the subject of research and development is an effective way to protect the existing Shaanxi folk culture. In the process of research, the historical inheritance process of Shaanxi folk customs and its influence in folk culture can be reorganized. The important position occupies in, can also be better protected, so that it will not lose its most primitive cultural state due to the impact of modern culture. This is of great significance to the protection of Shaanxi folk culture as one of the intangible cultural heritage.

Under the impact of modern life style and Western cultural trends on our country’s native culture, the traditional folk culture is difficult to pass on, mainly because of the limitations of its form of expression and it is difficult to integrate into the modern lifestyle. Folk culture originated from the people’s life customs. When it is difficult to integrate into the lives of the people again, it may face a serious loss of culture. While studying the folk culture of Shaanxi, this subject combines the concept of modern product design and integrates folk culture into modern product design, making it more suitable for the current rhythm and way of life, and can more effectively inherit the folk culture.

From the perspective of innovation in modern product design, the innovation direction of modern design is mainly oriented to the future. Due to the leadership of Western design culture and the inculcation of design ideas, the design thinking of “less is more” occupies a large area of design. However, “the source of innovation is not only in the future.” When we look back and start with traditional culture, this collision between modern civilization and historical tradition may also burst out the source of thinking. Therefore, the new design inspiration that may be created by combining Shaanxi folk culture and traditional techniques with contemporary industrial design (product design) is also unknowable, and it is also worth trying.

3. Systematic development strategy of Shaanxi folk custom culture

3.1 Precise positioning and scale development

Market positioning determines the specific content and scale of cultural development. Accurate and good market positioning will help develop better cultural industries. In this development of Shaanxi folk culture, market segmentation can be conducted according to the characteristics of different consumer groups, various user preferences can be analyzed and mastered, and market positioning, product positioning, experience positioning, etc. can be correctly positioned.

Different experience groups have different user needs. For example, foreign tourists may want to know more about the most traditional local folk cultural experience, and can provide corresponding experience services to make them feel the most primitive and simple culture; age bias Large tourists may prefer traditional and classical style products, and develop related products with cultural traditions to meet the needs of this type of customers; while young people or younger users may be more inclined to follow suit The product experience process of the trend of the times, according to their way of thinking, can design and develop a series of fashionable product types or design related Q version images for children; you can also follow the best-selling of various electronic products in the current information age, and develop corresponding Interactive experience or APP program gives different performance platforms to traditional folk customs.

3.2 Give full play to local advantages and highlight the characteristics of folk customs

Any product will have a certain product life cycle. A considerable part of the existing Shaanxi folk-custom products have an aging trend. Intensifying the reasonable secondary development of them is an effective measure to extend their life cycle. Profoundly excavating cultural connotations, combining traditional folk custom culture, modern craftsmanship and local material resources, and developing unique types of cultural products can make the folk culture industry rejuvenate the market. For example, local activities like Shehuo can take its historical development origin as the starting point. The storytelling performance of it in the development of industrialization can allow people to better understand its cultural source and connotation.

4. Innovation

4.1 Expression form innovation

Each kind of folk culture can be developed with a separate product or experience activity, or a series of industrial types can be formed in the form of a certain cultural content or carrier to meet the different needs of consumers. In addition to the manifestation of the product itself, distinctive and beautifully designed packaging is also an important factor for modern products to attract consumers. Among them, the packaging's exquisiteness, artistry, practicability, and regional requirements can be adapted to the various needs of consumers, can be combined with products in series, can be packaged separately, or can be combined.

4.2 Brand innovation

Brand innovation is an important way for Shaanxi folk culture to distinguish other similar industries. It can better establish market image. It is a symbol and symbol of commodities and industries, and it is also the most indispensable part of the innovation process. In the process of brand innovation, strengthening the protection of Shaanxi folk culture, and ensuring the excellent quality and reputation of the brand industry through modern technological innovation and management systems can enable the folk culture industry to continuously radiate vitality and continue to develop. From another perspective, supporting the existing small and medium-sized traditional workshops and enterprises, and integrating their business management, through effective management systems and marketing skills, can better promote the visibility and competitiveness of Shaanxi folk customs in the market.

4.3 Promotion model innovation

The traditional folk culture promotion model is mainly passed on from generation to generation by the locals, and part of the existing local tourism industry is promoted to consumers in other regions. However, this traditional promotion model is too small for the current society that is impacted by advertisements and media. To realize the industrialization of Shaanxi folk culture, a brand-new promotion model is indispensable. It can make Shaanxi folklore displayed in a brand-new way to the public, and it can also tell the public the propaganda ideas that "traditional but still trendy".

5. Conclusion

Through the research on this subject, the protection and inheritance of Shaanxi folk culture is an attempt, and at the same time, the form of folk culture re-emerges its vitality instead of only existing in the local people's lifestyle, books and folk museums. Therefore, among the expected results, the most important point is to industrialize Shaanxi folk culture and combine it with modern product design to form new product types and re-enter people's lifestyles. Shaanxi folk culture-related series of product design, packaging design, interactive experience design and other emerging product forms will give Shaanxi folk culture a new luster.

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