

Exploring the Innovation and Inheritance of Traditional Crafts in Modern Design Through the Transition from Intangible Cultural Heritage to Cultural and Creative Products

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Abstract: With the development of globalization, cultural exchanges around the world are becoming increasingly close, and various cultural elements are constantly colliding and blending to generate new ideas. Intangible cultural heritage, as a unique cultural resource, carries the historical, cultural, and spiritual connotations of a nation and is of great significance for enhancing cultural confidence and promoting the inheritance of national culture. Cultural and creative products are an innovative industry that combines traditional culture with modern creativity, aiming to increase the added value of the cultural industry and realize the effective inheritance and utilization of cultural resources. In this context, this paper will explore how intangible cultural heritage can move from the levels of protection and inheritance to cultural and creative products, as well as the innovation and inheritance of traditional crafts in modern design.

Keywords: Intangible Cultural Heritage; Traditional Crafts; Cultural and Creative Products

Fund Project:

This work was financially supported by the fund : 2022 Chengdu Recreation Environment Technology Research Institute Open Project “Research on Practical Teaching of Design Majors from the Perspective of” Innovation and Entrepreneurship “(Project No.: 22YQKF0702)

1. Introduction

Cultural and creative products, as a new form of industry, provide a novel approach for the protection and inheritance of intangible cultural heritage with their unique concepts and characteristics. This paper aims to explore the innovation and inheritance of traditional crafts in modern design and how to achieve this goal through cultural and creative products.

2. Research Background

2.1 Definition and Value of Intangible Cultural Heritage

Intangible cultural heritage, also known as “invisible cultural heritage,” refers to intangible cultural phenomena such as oral traditions, performing arts, social practices, rituals, and handicrafts that represent the characteristics and achievements of various ethnic groups in history, culture, and technology. According to the provisions of the Convention for the Safeguarding of the Intangible Cultural Heritage adopted by UNESCO in 2003, intangible cultural heritage includes five aspects: oral traditions and expressions; performing arts; social practices, rituals, and festive events; knowledge and practices concerning nature and the universe; and traditional craftsmanship.

Intangible cultural heritage is a rich cultural resource accumulated during the long-term development of various ethnic groups, carrying information on the historical evolution, social landscape, and national spirit of each ethnic group. Research on intangible cultural heritage helps us gain a deeper understanding of history and explore the roots and development context of each ethnic group’s

culture; intangible cultural heritage represents the unique cultural traditions and creativity of each ethnic group and is an important manifestation of cultural diversity^[1]. Protecting and inheriting intangible cultural heritage contributes to mutual respect, understanding, and appreciation of each other's cultures among various ethnic groups around the world and promotes the development of cultural diversity; intangible cultural heritage plays an important role in the social life of each ethnic group, and has significant implications for maintaining national unity, inheriting moral concepts, and regulating social behavior. Protecting and inheriting intangible cultural heritage can strengthen national identity and promote social harmony and stability.

2.2 Concepts and Characteristics of Cultural and Creative Products

Cultural and creative products refer to products that have cultural connotations and commercial value created by creatively processing cultural resources, combining cultural elements with modern design, technology, and art. Cultural and creative products, based on the protection and inheritance of cultural heritage, endow it with new vitality, making it better adapted to the needs of modern society. At the same time, cultural and creative products are an important pillar of cultural industry development and have a positive significance for promoting economic growth and improving national cultural soft power.

The core of cultural and creative products is creativity, which requires full creativity in the design and production process to innovatively interpret and present traditional culture, thus generating unique aesthetic value and cultural connotations. Cultural and creative products are based on cultural resources, integrating cultural elements into modern design, technology, and art, making them products with distinct cultural characteristics and symbolic significance. This cultural nature is not only reflected in the external form of the product but also in the cultural values, historical traditions, and national spirit it conveys. Cultural and creative products have high artistic value, requiring attention to aesthetic principles in the design and production process, pursuing the perfect combination of beauty and function, making the product have ornamental, practical, and collectible value. In the process of innovation, cultural and creative products emphasize the inheritance and development of traditional culture. By excavating, sorting, and recreating traditional culture, it can be continued in modern society, enhancing cultural confidence and stimulating the vitality of national culture.

3. Protection and Inheritance of Intangible Cultural Heritage

3.1 National-level protection measures and policies

At the national level, the protection and inheritance of intangible cultural heritage are regarded as the continuation of cultural traditions and the transmission of national spirit. Therefore, governments of various countries attach great importance to the protection of intangible cultural heritage. Governments of various countries provide a legal basis for the protection of intangible cultural heritage by formulating relevant laws and regulations, defining the scope, standards, and responsible subjects for the protection and inheritance of intangible cultural heritage. For example, the Convention for the Safeguarding of the Intangible Cultural Heritage provides unified norms and standards for the international protection of intangible cultural heritage. At the same time, by compiling a list of intangible cultural heritage, they identify, classify, and evaluate intangible cultural heritage with significant historical and cultural value, providing a basis for its protection and inheritance. They regularly update and improve the list to ensure its accuracy and timeliness. They also promote international cultural exchange activities, sign bilateral or multilateral cooperation agreements, and so on, to promote the exchange and cooperation of intangible cultural heritage protection among various countries, share protection experience, and improve protection levels.

3.2 Participation of local governments and non-governmental organizations

The participation of local governments and non-governmental organizations is of great significance in the protection and inheritance of intangible cultural heritage. They play a key role in the protection work and effectively promote the inheritance and development of intangible cultural heritage. As the main body of intangible cultural heritage protection, local governments are responsible for formulating local laws, policies, and plans to ensure the effective implementation of the protection work^[2]. In addition, local governments are also responsible for coordinating with national-level policy implementation, ensuring the efficient use of resources. In terms of financial security, local governments and non-governmental organizations provide financial support for the protection of intangible cultural heritage through funding allocations, the establishment of funds, and project support, ensuring the smooth progress of the protection work.

4. Innovative Practice of Traditional Crafts in Modern Design

Traditional crafts, as a part of the national cultural heritage, have unique historical, cultural value, and aesthetic significance. However, with the development of society and the advancement of technology, traditional crafts are facing challenges from market competition and changing consumer perceptions. In order to inherit and develop traditional crafts in modern society, it is particularly

important to innovate with modern design concepts.

The combination of traditional crafts and modern design concepts can break through the limitations of traditional crafts and enhance their practicality and aesthetics. By applying modern design concepts, innovations can be made in the form, materials, and techniques of traditional crafts, making traditional craft products more in line with modern aesthetics and meeting the needs of modern consumers.

Integrating modern design concepts can enrich the connotations of traditional crafts and expand their application fields. Traditional crafts, while retaining their original cultural characteristics, can be endowed with new cultural connotations and creative value by integrating with modern design concepts. At the same time, this innovation also helps traditional crafts to be applied in fields such as home furnishings, gifts, and fashion, broadening their market space.^[3]

Innovative traditional crafts combined with modern design concepts can enhance the competitiveness of products. In a globalized market environment, traditional craft products need to have a higher added value and uniqueness to stand out in fierce market competition. The application of modern design concepts can give traditional craft products new competitive advantages and increase their market appeal.

5. Inheritance and Development of Traditional Crafts in Cultural and Creative Products

Cultural and creative products are the combination of traditional culture and modern creativity. By innovating and applying traditional crafts, cultural heritage can be inherited and developed in modern society. Cultural and creative products integrate traditional crafts with modern design, incorporating national cultural characteristics into products in the fields of home furnishings, gifts, fashion, and more. This approach allows traditional crafts to maintain their inherent features while adapting to the aesthetic needs and lifestyles of modern consumers. For example, applying traditional crafts such as embroidery, wood carving, and ceramics to modern home decorations, clothing accessories, stationery, and other products gives these products a unique national cultural charm. Innovative marketing methods can be used to increase the recognition and acceptance of cultural and creative products among consumers. For instance, using various channels such as online marketing, offline experience stores, and cultural events to convey the unique charm of traditional crafts in cultural and creative products. Moreover, as consumers' attention to national culture gradually increases^[4] and marketing strategies continue to be optimized, traditional crafts in cultural and creative products have gained more widespread recognition and acceptance.

6. Conclusion

Innovation and inheritance of traditional crafts in modern design are crucial for protecting intangible cultural heritage, developing the cultural and creative industry, and passing on national culture. In the context of globalization, we should focus on the integration of traditional crafts and modern design concepts, strengthen the protection and inheritance of intangible cultural heritage, and promote the prosperity and development of the cultural and creative industry. Cultural and creative products provide an innovative platform for the inheritance and development of traditional crafts. By integrating traditional crafts into modern design, they adapt to the demands of the modern market while preserving national cultural characteristics. Effective marketing strategies and consumers' recognition of traditional crafts further promote the inheritance and development of traditional crafts in cultural and creative products.

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