

Creativity and innovation of IP derivatives: A view of China's cultural and creative Industry from Feng Shen Trilogy

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Abstract: This paper aims to explore the creativity and innovation of Chinese cultural IP derivatives, taking “Fengshen Trilogy” as an example for in-depth analysis. Through the research of the film works of the IP and its influence in the cultural creative industry, the potential and challenge of the development of epic IP derivatives in China are discussed. Combined with Hollywood successful cases, this paper explores the possibility of Chinese cultural IP in derivative development and landing cultural tourism projects, aiming to provide a new perspective and inspiration for the development of China's cultural and creative industries.

Key words: IP derivatives; Creative industry; Feng Shen Trilogy; Chinese culture; Cultural innovation; Hollywood case; Cultural travel project

Introduction

IP derivatives, as an important part of cultural and creative industries, have shown great commercial potential worldwide. However, the development and implementation of Chinese cultural IP still faces many challenges. This paper takes the “Fengshen Trilogy” as the research object, aiming to deeply explore the creativity and innovation of Chinese cultural IP derivatives, draw on international experience, and explore its development opportunities in landing cultural travel projects. Through the analysis of this epic IP, we hope to provide useful reference and inspiration for the promotion of China's cultural and creative industry.

I. The background of IP derivatives and China's cultural and creative industries

In today's cultural industry, the value of intellectual property is more and more prominent, and IP (intellectual property) derivatives have become an important part of cultural and creative industries. IP derivatives widely cover all kinds of derivative content created based on the original works, such as books, film and television works, games, peripheral products, etc., which is an extension of the original works in the commercial and cultural fields. In China, the cultural and creative industry is developing at an unprecedented speed. Among them, IP derivatives, as an important link in the cultural industry chain, play a huge role in promoting it.

The definition and scope of IP derivatives are expanding day by day, and are no longer limited to a single form of extension. Not only do they bring ongoing value to the original work on a commercial level, they also play an important role in cultural inheritance and innovation. The development of China's cultural and creative industries in this field shows diversity and innovation, with various traditional cultural elements as the basis to shape a rich and colorful IP derivatives. These works have not only gained popularity in the domestic market, but have also begun to make their mark on the international stage, opening up a new situation for the global spread of Chinese culture.

The current situation and potential of China's cultural and creative industries have attracted much attention. With the rising level of domestic consumption and the rise of cultural confidence, China's IP derivatives market has great potential. The development of various IP derivatives, especially those represented by Chinese epics such as the Fengshen Trilogy, has injected new vitality into the cultural and creative industries. These works, which blend traditional Chinese culture with modern aesthetic needs, not only have profound significance in cultural inheritance, but also show broad prospects in business. The growing interest in Chinese culture around the world has provided a huge international market for the development of IP derivatives in China.

The close integration of IP derivatives with China's cultural and creative industries presents great potential, and understanding and grasping this context is essential to further explore creativity and innovation in Chinese cultural IP. This combination opens up a broader road for the spread of Chinese culture and industrial development, and also puts forward higher requirements for the development strategy of IP derivatives, cultural inheritance and innovation.

II. An analysis of the “Sealed God Trilogy” as an epic IP of China

1. The film works of the Fengshen Trilogy are analyzed from the aspects of story plot, cultural elements and IP potential

As one of the representatives of China's epic IP, the Trilogy deeply integrates traditional Chinese mythology and contemporary commercial elements, showing a rich storyline and profound cultural connotation. Its film works show unique charm in many aspects, providing broad possibilities for the development of IP derivatives.

In terms of storyline, the Trilogy is set against the background of ancient Chinese legends, telling the story of war and legend in the mythical age. The main story line revolves around the confrontation between gods and demons, as well as the struggle between humanity, loyalty and betrayal. This epic narrative style not only makes the plot full of tension, but also gives modern aesthetic and commercial value on the basis of inheriting traditional Chinese mythology.

In terms of cultural elements, the trilogy draws a large number of traditional Chinese cultural elements, such as the list of deities and the Deification platform, and cleverly integrates them into the plot. Through modern interpretations of ancient Chinese myths, the films present unique visual effects and cultural values, which not only satisfy the audience's curiosity about ancient legends, but also inject new vitality into the inheritance of Chinese culture in contemporary films.

In terms of IP potential, the Feng Shen Trilogy, as a huge IP, has a broad space for commercial development. Its colorful storylines and profound cultural connotations provide sufficient material and creative basis for the development of various derivatives. It can not only be extended to cultural products such as books, animation and games, but also be combined with cultural travel projects to present a richer and more diverse IP experience for the audience.

2. Similar IP development models and successful cases at home and abroad

There are some significant differences and similarities between China and foreign countries in IP derivative development models and successful cases. Especially the IP derivative development model in Hollywood movies, whose successful cases give Chinese cultural IP developers many experiences and inspirations worth learning.

Hollywood has accumulated rich experience in IP derivative development, and its successful cases include Marvel and Disney. These cases show a complete IP ecosystem, from movies, comics, games, toys, theme parks and other dimensions to develop IP in an all-round way. Through the combination of comics and movies, Marvel Studios has formed a rich world of superhero IP, and realized the diversified development of IP derivatives through cross-platform and cross-media strategic cooperation. Disney, on the other hand, started from animated films and extended IP to theme parks, peripheral products, games, etc., forming a comprehensive IP industrial chain.

In contrast, there are still some shortcomings in the development of IP derivatives in China, especially in the integration of various cultural products and cross-field cooperation. Domestic IP derivative development is mostly concentrated in a single field, such as only film or animation as the main carrier, failed to make full use of multimedia, cross-border cooperation and other ways for IP development. At the same time, in the development of IP derivatives, the in-depth mining and innovative utilization of original cultural materials need to be strengthened.

There are also some successful cases in China for reference. For example, "Journey to the West" IP, which not only has a wealth of film and television works, but also a variety of derivative products such as games, literature, theme parks, etc. The success of this IP shows the potential of Chinese cultural IP in multi-dimensional development.

III. Challenges and opportunities in the development and implementation of IP derivatives in China

1. The challenges of Chinese cultural IP in the process of derivative development

Chinese cultural IP faces many challenges in the process of derivative development, which cover cultural expression, market expansion and brand building.

There are challenges in terms of cultural expression. Chinese cultural IP derivatives need to incorporate modern aesthetic and commercial elements while inheriting traditional culture to cater to the tastes of contemporary audiences. This balance is a huge challenge, requiring creators to flexibly use innovative means while maintaining the original flavor, so that IP derivatives have both cultural depth and modern market competitiveness.

Market expansion is also a challenge. The internationalization and cross-border development of Chinese cultural IP is limited, especially in terms of promotion and acceptance in overseas markets. This involves issues such as cultural differences and language barriers, which need to be broken through through more intelligent strategies and wider international cooperation so that Chinese cultural IP can be more widely recognized and spread globally.

Brand building is also one of the challenges in the development process. Compared with international brands such as Hollywood, the brand building of Chinese cultural IP is relatively lagging behind, and the brand value and influence have not yet reached the ideal state. To solve this problem, it is necessary to strengthen the integrated marketing of IP and enhance the visibility and influence of IP. At the same time, the quality control of derivatives should be strengthened to ensure the quality and originality of products, so as to improve brand recognition and loyalty.

Chinese cultural IP faces multiple challenges in the derivative development process. Overcoming these challenges requires creators and related practitioners to enhance innovation capabilities, expand international horizons, strengthen cross-border cooperation, as well as continuously improve brand image and product quality. Only by making sustained efforts in these areas can Chinese cultural IP derivatives show greater potential and influence on a global scale.

China has rich traditional cultural resources, but in derivative development, how to carry out innovation while inheriting culture to attract young audiences has become a challenge. Maintaining respect for and understanding of traditional culture while being able to express it in a more modern way is an art that needs to be balanced. It requires constant research and practice to create derivative pieces that are both characteristic of Chinese culture and palatable to contemporary audiences.

Another challenge is branding and marketing in a global context. In the international market competition, Chinese cultural IP derivatives need to face competitors from all over the world. This requires more accurate market positioning, international marketing strategies, and a deeper understanding of the needs of audiences in different cultural backgrounds. At the same time, dealing with the

differences in laws, policies and cultural habits of different countries and regions is also a challenge to be overcome.

The integration of capital and industrial chains is also one of the challenges in the development process. The development of cultural IP derivatives in China requires more capital investment and industrial chain integration, which means more support from investors and industry players. In addition, a sound industrial chain and derivatives ecosystem are also key to ensuring the long-term and stable development of IP development.

2. The possibility and advantage of using IP such as “Fengshen Trilogy” to develop cultural travel projects

It has great possibilities and advantages to develop cultural travel projects by using Chinese epic IP such as Fengshen Trilogy. This kind of IP contains rich cultural connotation and narrative charm, which provides rich materials and creative basis for cultural tourism projects.

The profound cultural connotation contained in such IP works can inject unique charm into cultural tourism projects. By creating themed scenic spots or cultural experience pavilions based on the Trilogy, people can immerse themselves in the world of ancient myths and experience the unique charm of traditional Chinese culture. This combination of historical legends and modern technology can provide visitors with a unique cultural experience that is both interesting and educational, and deepens their understanding of traditional Chinese culture.

The storyline and characters of the IP provide rich content for the cultural travel program. The classic scenes and characters in the Fengshen Trilogy can be brought into the cultural tourism project through performance, real scene reproduction, interactive experience and other forms, so that visitors can feel the charm of the story. This kind of immersive experience can attract more audiences and increase the attraction and competitive advantage of the project.

Ip-based cultural tourism projects have strong commercialization potential. Through the sales of IP derivatives and the development of peripheral products, the cultural tourism project can expand the revenue source, and enhance the influence of the brand while promoting IP. At the same time, the combination of cultural tourism projects with online platforms, such as virtual reality (VR) technology and online games, further expands the influence of IP and user engagement.

The development of cultural tourism projects using IP such as Fengshen Trilogy can not only drive local economic development, but also promote cultural exchange and inheritance. Such projects can become an important attraction for domestic and foreign tourists, but also help promote the global spread of Chinese culture and enhance mutual understanding and exchanges between different cultures.

Conclusion: The creativity and innovation of Chinese cultural IP shows great potential in epic IP such as “Feng Shen Trilogy”. Through an in-depth study of them, this paper reveals the opportunities and challenges of Chinese culture in the development of derivative products and landing cultural travel projects. Combined with international successful cases, it can provide a new development path for the future development of China’s cultural and creative industries. Further discussion and optimization of IP derivative development strategies, as well as strengthening the deep integration of cultural IP and cultural tourism industries, will help promote the vigorous development of China’s cultural and creative industries.

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