

Building a “Craft Villages”-Zhanjiang National Intangible Cultural Heritage Art Inheritance Study

Xueling Yao

School of Fine Arts and Design, Lingnan Normal University, Zhanjiang 524048, China

Abstract: The non-heritage art gradually breaks down or even disappears due to the difficulty of inheritance, which is also one of the reasons leading to the imbalance of non-heritage “cultural ecology”. The construction of the “craft village” is a plan to reconstruct the “cultural ecology” of the non-heritage arts and crafts and the inheritance of non-heritage arts and crafts in the face of the state of “disconnection”. In the context of development of rural revitalization, Zhanjiang national non-heritage art will be transformed into a cultural brand with strong local characteristics, tourism projects and related creative industries. Assist the government in exploring and formulating more policy bases for the development of non-heritage inheritance, so that traditional cultural resources will occupy an important ratio in the future cultural industry. Fully exploring traditional culture and folk art resources to build creative and adaptive cultural and creative industries in modern society has both cultural strategic pattern and realistic economic significance.

Keywords: Construction; Craft village; Zhanjiang non-heritage art inheritance; Cultural ecology

Introduction

The preservation and transmission of intangible cultural heritage (ICH) has become a global concern. Zhanjiang, Guangdong, a city located at the southern tip of mainland China, is not only known for its unique geographical location and rich natural resources, but also for its profound cultural heritage and a number of national intangible cultural heritages. Zhanjiang's national intangible cultural heritage list has already been acquired: Donghai Island Dragon Dance, Leizhou stone dog, Wuchuan Piaose, Suixi Xingshi, Lianjiang Yingxiong Dance, Zhanjiang Nuo Dance, Leizhou Girls Song. Researching the new transformation of folk art and traditional crafts of Zhanjiang's national non-heritage, and constructing the "Village Crafts" project program, which aims to enable the folk traditional art embedded in Zhanjiang's national non-heritage projects to connect to contemporary life through design, and to develop creative products derived from them. Assisting the government in formulating industrial cultivation policies, training non-hereditary inheritors, developing non-hereditary crafts, and displaying non-hereditary art are important paths for the creative transformation and innovative development of Zhanjiang's national non-hereditary heritage inheritance and development. At the same time, the construction of the "Craft Village" project plan helps to stimulate the creative vitality of rural renewable resources and labor, especially for poor areas with rich handicraft resources, will play a positive role in consolidating the results of poverty alleviation and helping to revitalize the countryside.

1. Building a "Craft village" - an overview of zhanjiang's national intangible cultural heritage inheritance study

Zhanjiang representative of seven national intangible cultural heritage - Donghai Island Dragon Dance, Leizhou stone dog, Wuchuan Piaose, Suixi Xingshi, Lianjiang Yingxiong Dance, Zhanjiang Nuo Dance, Leizhou Girl Song. These cultural heritages are not only the essence of Zhanjiang culture, but also the treasures in the cultural treasury of the Chinese nation.

The intangible cultural heritage at the national level in Zhanjiang encompasses both rich and diverse contents and forms, and is dependent on a specific ecological environment. The protection advocated is to reflect and preserve the diversity and richness of human culture in an all-encompassing, multi-level and multi-form approach. Therefore, holistic research is an important principle of this program. The so-called holistic approach is to protect all the contents and forms of cultural heritage, including research on the heritage of the inheritors and the ecological environment. To build a "craft village", it is necessary to carry out a promotion program and publicity design for the intangible cultural heritage as a whole, as well as to conduct a multifaceted and comprehensive conservation study.

In the past, the study of folk art focused on its aesthetic function. With the development of human understanding, the field and scope of its study have been greatly expanded. The research angle has also undergone a fundamental change. In the past, folk art was a form of art that

combined practical functions with aesthetic concepts. Now the folk art studied should also be explored from the sociological point of view, and should be extended to the field which is not regarded as art, that is, the way of life of the public, and should be close to the life itself. Thus, the traditional culture, artistic concepts and values embedded in Zhanjiang folk art can be fully explored.

In order to achieve a win-win situation between rural revitalization and non-genetic inheritance, the strategy of building a "craft village" is aimed at transforming these non-heritage arts into handicrafts with market potential, so as to enhance the economic income of local residents and promote the development of cultural and creative industries. The cultural connotation and artistic characteristics of each non-heritage item are deeply explored, and through the combination of modern design concepts and traditional craftsmanship, a series of handicrafts are developed that retain the traditional flavor and are in line with modern aesthetics. The carving skills of the Leizhou stone dog can be transformed into tourism-type cultural and creative souvenirs, The Donghai Island Dragon Dance can be presented in the form of sculpture or painting, and the Lianjiang Yingxiong Dance can be designed into the pattern of clothing or accessories. Relying on these non-heritage crafts, create a cultural brand with Zhanjiang characteristics, and broaden the market through online and offline multi-channel sales. Combined with the rich local tourism resources, develop non-heritage themed tourism routes to attract tourists to deeply experience the cultural charm of Zhanjiang, thus driving the development of tourism. Carry out training and inheritance of non-heritage skills, encourage local residents, especially young people, to participate in the production of non-heritage crafts, which not only inherits the skills, but also increases employment opportunities, realizing the organic combination of cultural heritage and economic development. Through this series of measures, it is expected that Zhanjiang's "craft villages" will become a model for the inheritance of non-heritage arts and rural revitalization, so that traditional culture can take on a new vitality in modern society, and contribute to the cultural prosperity and economic development of Zhanjiang and even China.^[1]

2. Constructing a "craft village" - Zhanjiang national non-heritage art inheritance brought advantages

2.1 Economic Income Increase

People living in non-heritage areas can increase their income by making and selling Zhanjiang non-heritage handicrafts. These handicrafts usually have unique Zhanjiang local characteristics and cultural value, which can attract consumers, especially domestic and foreign tourists who are interested in non-heritage traditional culture. Novel non-heritage cultural and creative products are developed by combining Zhanjiang non-heritage art with modern design. These products not only have artistic value, but also practicality and market potential, and can become a new economic growth point. Zhanjiang's non-heritage art can be used as an important resource to attract tourists and bring tourism income to the local area through the development of cultural tourism projects, such as Zhanjiang national non-heritage experience workshops and non-heritage cultural festivals and activities. By building the brand of "Craft Village", it can increase the popularity and market competitiveness of the products. Effective marketing strategies can expand sales channels and increase the market coverage of the products. The establishment of training courses and workshops for non-heritage arts can not only pass on skills, but also provide employment skills training for local residents and increase their employment opportunities and incomes.

2.2 Cultural revitalization

The inheritance of Zhanjiang's intangible arts of building a "craft village" helps to protect and maintain the local traditional cultural heritage and ensure the continuation of these unique cultural forms. Through the inheritance and display of Zhanjiang's non-heritage art, it can enhance the local residents' sense of identity and pride in their own culture, and improve cultural self-confidence. Zhanjiang non-heritage art can become an important logo of local culture, and through branding operations, create a cultural brand with local characteristics and enhance the cultural influence of the region. Incorporating Zhanjiang non-heritage art into school education and community education can improve public awareness and understanding of traditional culture and promote the popularization of cultural knowledge. The inheritance of Zhanjiang non-heritage art is not a simple copy, but should be combined with modern aesthetics and market demand for innovation and development, so that the traditional culture can be revitalized.^[2]

2.3 Tourism development

Utilize Zhanjiang non-heritage art to develop special cultural tourism products and provide unique cultural experiences for tourists. Design tourism routes themed on Zhanjiang's non-heritage arts, combining local natural scenery and historical sites to create a comprehensive cultural tourism experience. Promote Zhanjiang's non-heritage arts through various media channels to increase their visibility and attractiveness and to attract more tourists to visit and experience them. Improve and build tourism infrastructures related to Zhanjiang's non-heritage arts, such as museums, exhibition halls, and Zhanjiang non-heritage cultural centers, to enhance tourists' visiting experience. Train professional cultural tourism service personnel to provide high-quality guided tours and interpretation services to enhance the cultural experience of tourists.

2.4 Social Harmony

The inheritance activities of Zhanjiang non-heritage arts usually require the joint participation of community residents, and such collective activities help to enhance the connection and cohesion among community members. By participating in the inheritance and display of Zhanjiang's non-heritage arts, residents can recognize their cultural roots more deeply, enhance their sense of cultural identity and promote social harmony. The inheritance and display of non-heritage art helps to promote mutual understanding and respect among different cultures and ethnic groups, and maintains the cultural diversity of society. The inheritance and development of Zhanjiang's non-heritage arts can provide opportunities for different social groups to participate in and benefit from them, and promote social equity and inclusiveness. The inheritance activities of Zhanjiang non-heritage arts can provide residents with spiritual and cultural life, reduce social conflicts and promote social stability and harmony. Through education and training in non-heritage arts, the cultural literacy and skill level of residents can be improved to promote personal development, which in turn promotes the overall quality of society. The inheritance of non-heritage art encourages innovative thinking and practice, which can stimulate social innovation and vigor and promote social progress.

2.5 Education and Training

Incorporate Zhanjiang non-heritage art-related general education courses into the school education system, so that students can be exposed to and understand these traditional cultures from an early age, and cultivate their interest in and respect for non-heritage art. Conduct educational programs on Zhanjiang's non-heritage arts at the community level, such as workshops, lectures and exhibitions, to provide opportunities for community residents to learn and experience non-heritage arts. Provide professional skills training for residents who are interested in working in non-heritage arts-related fields, including knowledge and skills in handicraft production, art performance, and cultural management. Implementing the Zhanjiang Intangible Art Inheritor Training Program to select and train a new generation of intangible art inheritors to ensure the inheritance and development of skills. Combine Zhanjiang's non-heritage arts with modern educational concepts and encourage interdisciplinary learning and research, such as combining non-heritage arts with specialized knowledge in design, marketing and tourism management. Through international exchange programs, Zhanjiang's non-heritage arts can be brought to the world, while introducing advanced education concepts and methods from abroad to improve the quality of education and training.

3. Zhanjiang national non-legacy art inheritance way

3.1 Crafts design and production

In-depth study of the historical background, cultural connotation and technical characteristics of each Zhanjiang national non-legacy art, to ensure that the design and production process can accurately convey its essence. Combine the elements of Zhanjiang non-heritage art with modern aesthetic trends, and design handicrafts with traditional characteristics that meet the preferences of modern consumers. Consider the practicality and decorative nature of the crafts and design products that are both beautiful and practical, such as home decorations, office supplies, and clothing accessories. Choose environmentally friendly and sustainable materials, such as natural fibers, wood, bamboo, etc., to reflect respect for the environment. Select appropriate materials according to the characteristics and uses of the crafts to ensure the quality and durability of the products.^[3]

3.2 Cultural and Creative Product Development

Before developing cultural and creative products, conduct market research to understand the needs and preferences of target consumers and competitors. Combine Zhanjiang non-heritage art elements with modern design concepts to create unique and attractive product designs. Consider the functionality, aesthetics and cultural connotation of the products to ensure that they have both practical and cultural values. Select suitable materials and production techniques, taking into account environmental protection and sustainability as well as ensuring the quality and durability of the products. Traditional craftsmanship and modern technology can be used, such as the combination of handmade and digital printing, 3D printing and other technologies. Develop various types of cultural and creative products, such as home decorations, clothing accessories, stationery, toys, digital product accessories, etc., to meet the needs of different consumers. Series of products can be designed to form a unified brand image and style. Establish a strong brand, including brand story, LOGO, packaging design, etc., to enhance the market recognition and competitiveness of the products. Communicate the cultural value of non-heritage art through the brand story to enhance the emotional connection of consumers.

3.3 Tourism Expansion

Design tourism products themed on Zhanjiang non-heritage art, such as Zhanjiang non-heritage art experience tour and cultural exploration tour, etc., so that tourists have the opportunity to personally participate in and experience Zhanjiang non-heritage art. Develop comprehensive cultural tourism products by combining local natural scenery, historical relics and other resources. Improve and build tourism infrastructure, such as transportation, accommodation, catering, and guide services, to enhance tourists' experience. Establish Zhanjiang Jiang

national-level non-legacy art museums, exhibition halls, cultural centers, etc., to provide tourists with opportunities to gain a deeper understanding and experience of Zhanjiang's non-legacy art. Utilize various media and platforms for tourism promotion, such as tourism websites, social media, travel magazines, TV advertisements, etc., to increase the popularity of Zhanjiang's non-heritage arts. Cooperate with travel agencies and online travel platforms to promote Zhanjiang non-heritage art tourism products.

3.4 Community participation and cooperation

Carry out education and training programs on Zhanjiang's national non-heritage arts in the community, invite Zhanjiang non-heritage inheritors to teach their skills, and raise community residents' awareness of and interest in non-heritage arts. Organize workshops, lectures and seminars to enable community residents to learn about the history, culture and techniques of non-heritage arts. Encourage community residents to participate in the preservation, inheritance and innovation activities of non-heritage arts, and provide a platform for residents to learn and practice. To establish a community cooperative network, including Zhanjiang non-heritage art inheritors, artists, educators, entrepreneurs, etc., to jointly promote the development of Zhanjiang non-heritage art. Sharing resources, information and experience through the cooperative network to promote inter-community exchanges and cooperation. Integrate Zhanjiang non-heritage arts with community economic development, and develop tourism products, handicrafts, and cultural services related to non-heritage arts, so as to create employment opportunities and economic income for community residents. Support community residents to open small businesses related to Zhanjiang's non-heritage arts, such as handicraft stores, cultural experience centers, and bed and breakfasts.^[4]

4. Conclusion

Starting from the perspective of design service for people's livelihood, we have developed the design practice of folk traditional culture protection and remodeling, the design practice of constructing "village craft" to inherit the non-legacy art, the derivation and development of non-legacy traditional handicrafts design, the design of non-legacy cultural branding and the green ecological design project. It is not only non-heritage design works, not only concepts and strategies, but also an innovative way of life and living state. The protection and inheritance of Zhanjiang national intangible cultural heritage is a systematic project that requires the joint efforts of the government, society, academia and the general public. Zhanjiang national intangible art heritage research not only provides theoretical support and practical guidance for the protection of local culture, but also provides valuable experience for the protection of intangible heritage across the country and the world. It is expected that Zhanjiang's "craft villages" will become a model for the inheritance of non-heritage arts, and through continuous innovation and development, traditional handicrafts will be revitalized in modern society. It is also hoped that this model can provide reference for other regions, jointly promoting the inheritance and development of China's intangible cultural heritage, and contributing to the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

References

- [1] XI Hui. Research on Artistic Characteristics and Contemporary Inheritance of Yangliuqing Woodblock Printing, a National Intangible Cultural Heritage[J]. *Traditional Chinese Painter*, 2024,(02):94-96.
- [2] Inheritance of Intangible Cultural Heritage and Public Welfare Charitable Charity Record of National Intangible Cultural Heritage of Rhexong Art Representative Inheritance of Xia Wujiao[J]. *China Religion*, 2023,(10):24-25.
- [3] Dai Yuansi. Zhanjiang non-heritage traditional skills into the elementary school community activities[J]. *ShiDao*, 2023,(09):36-37.
- [4] "Very colorful" national non-heritage project liling underglaze porcelain firing technology representative inheritor of the art works exhibition was held[J]. *Ceramics Science & Art*, 2022,56(07):86-91.