

Research on Value and Influence of Chinese Traditional Culture in Contemporary Cultural and Creative Arts Industry

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ABSTRACT

This paper deeply discusses the value and influence of Chinese traditional culture in the contemporary cultural and creative arts industry. First of all, it introduces the basic concept, development course and the role of Chinese traditional culture and cultural and creative arts industry in today's social and economic development. Secondly, it analyzes the application practice of traditional Chinese cultural elements in the cultural and creative arts industry, including product design, creative planning and value dissemination. Then, it deeply analyzes the positive impact of calligraphy, painting, ceramics and other representative fields on the contemporary market after combining modern design concepts. At the same time, the possible problems and challenges in the process of integration are discussed. Finally, this paper summarizes the role of the government in promoting cultural exchanges between China and foreign countries, and looks forward to the future development.

KEYWORDS

Chinese Traditional Culture; Cultural and Creative Arts Industry; Influence; Challenge; Policy Support.

1. RESEARCH BACKGROUND AND SIGNIFICANCE

With the advancement of globalization and economic development, cultural and creative arts industry has gradually become an important embodiment of national soft power. Throughout the development of China's cultural and creative industry, it has experienced the development stage from introduction and learning to exploration and innovation, and gradually formed its own unique development mode and development path. With the arrival of the new era, the development of China's cultural and creative industries is also facing a new mission, especially in the context of industrial upgrading and consumption upgrading based on the Internet, the research and practice of cultural and creative industries need to pay more attention to the integration of production, university and research, and pay more attention to exploring the generation of high-quality cultural products and promoting the sustainable development of new cultural formats. [1].

Chinese traditional culture has a long history, extensive and profound, which provides rich creative resources for the cultural and creative arts industry. In today's society, how to combine traditional Chinese cultural elements with modern design concepts to promote the innovation and development of cultural and creative arts industry has become an important issue. The purpose of this paper is to analyze the value and influence of Chinese traditional culture in the contemporary cultural and creative arts industry, and to provide reference for the development of related industries.

2. APPLICATION OF CHINESE TRADITIONAL CULTURAL ELEMENTS IN CULTURAL AND CREATIVE ARTS INDUSTRY

2.1. Product Design

China's excellent traditional cultural elements have a large space for innovation and creation in cultural and creative design. Cultural and creative products are a process of shaping and conveying ideas by form. Through the design and communication of cultural and creative products, traditional culture can be carried forward and inherited. [2] Many designers integrate traditional Chinese cultural elements into modern product design to create cultural and creative products with strong Chinese flavor. For example, the design of the Palace Museum lipstick is inspired by the cultural relics of the Palace Museum, using traditional Chinese red color, while combining modern design concepts to create a modern lipstick shape. On the other hand, the product also pays attention to innovation, such as the design of the Palace Museum notebook adopts the line elements of the Palace Museum building, while adding modern technology elements, such as intelligent induction page turning, so that the product has cultural connotation, but also has practical and scientific sense. These products not only meet the aesthetic needs of consumers, but also promote the inheritance and innovation of traditional culture.

2.2. Creative Plan

Creative planning is one of the core competitiveness of the cultural and creative arts industry. In the integration of traditional cultural elements, creative planning is particularly important. Many cultural and creative enterprises have created unique cultural and creative projects by digging deeply into the connotation of traditional culture and combining with modern market demand. For example, when the Lantern Festival comes, we can combine the traditional customs of Lantern Festival, such as watching lanterns and guessing lantern riddles, and develop Lantern Festival themed mobile games and AR interactive games. These projects not only enrich people's cultural life, but also let users fully understand the traditional cultural knowledge.

2.3. Value Dissemination

In the context of globalization, value dissemination is an important way to promote Chinese traditional culture. The cultural and creative arts industry spreads the value of traditional Chinese culture through innovative means, which helps to enhance the soft power of national culture and the self-confidence of national culture. For example, through cooperation with modern designers, the Dunhuang Academy of Fine Arts has extracted, reconstructed and redesigned elements from Dunhuang murals to create a series of cultural and creative products with Dunhuang characteristics, such as illustrations of nine-colored deer, flying goddess and other images, and peripheral products. At the same time, Dunhuang IP also cooperates with brands such as Alipay and Citic Publishing to launch digital products such as NFT based on ant chain payment code skin. The innovative communication mode of Dunhuang IP enables more people to understand and love Dunhuang culture, and promotes the dissemination and promotion of Dunhuang culture.

3. DOMAIN SPECIFIC ANALYSIS

3.1. Calligraphy

Calligraphy is an important part of traditional Chinese culture. In the cultural and creative arts industry, calligraphy elements are widely used in product design, creative planning and value dissemination. For example, Bao Xianlun calligraphy series of cultural and creative products. Showspace Living Beauty Academy combines Bao Xianlun's calligraphy art with modern daily

necessities to create a series of cultural and creative products with unique artistic flavor. This project skillfully integrates calligraphy elements into daily necessities such as incense, storage bags, throw pillows and tea cans, so that these daily necessities have practicability while adding a strong cultural flavor. Among them, calligraphy works such as "Music in the pot" and "reading and drinking" are written on the tea can, and the font is highly consistent with the product image, which enhances the artistic value of the product. Let consumers feel the unique cold and beautiful, elegant and gentleman temperament of calligraphy in the process of use, and accept the baptism of calligraphy aesthetics.

3.2. Painting

Painting is one of the treasures of Chinese traditional art. China's traditional painting has a long history, not only has a high sense of beauty, but also has its own characteristics. For example, ink painting only uses water and ink to paint, although the color is relatively simple, but has a variety of levels, with high artistry. [3] In the cultural and creative arts industry, painting elements have also been widely used. Many designers integrate traditional Chinese painting style into modern design to create cultural and creative products with unique charm; Many cultural and creative enterprises promote traditional Chinese painting art by holding painting exhibitions, conducting painting courses and cultural and creative art experiences. For example, the Dunhuang Academy held a cultural and creative art experience activity called "Dunhuang Wonderful Night", which allows the audience to experience the charm of Dunhuang murals through virtual reality (VR) technology. The event also includes a cultural and creative product display and production experience area, allowing the audience to learn about Dunhuang culture in interaction. The event has attracted a large number of tourists and citizens to participate, raising the public's awareness and interest in Dunhuang culture, and promoting the inheritance and development of Dunhuang culture. Such activities not only enrich people's cultural life but also improve people's understanding and appreciation of traditional Chinese art.

3.3. Porcelain

Ceramics is one of the representatives of Chinese traditional handicraft. Ceramic elements are also widely used in the cultural and creative arts industry. For example, jewelry design in the cultural and creative design of Changsha copper Guan Kiln ceramic elements. The designer created four pieces of jewelry inspired by the decorative patterns of Changsha copper Guan Kiln ceramics. These jewelry with green glaze as the base, choose the plant graphics on the ceramic, through deformation, symmetry and other methods to recombine, using a variety of glazes such as brown glaze, green glaze, etc., to create a new pattern of flowers and flowers. The jewelry packaging is designed as a storage box with the functions of display, packaging and collection. The surface of the box is decorated with corresponding colors and plant graphics. This kind of cultural and creative products not only promote the inheritance and development of ceramic art but also promote the prosperity and development of cultural and creative art industry.

4. CHALLENGES AND PROBLEMS

In the process of integrating Chinese traditional cultural elements with the cultural and creative arts industry, there are also some challenges and problems. First, the protection of intellectual property rights needs to be addressed. In many boutiques, stationery stores and other unofficial shops in the online shopping platform, there are many selling "cultural and creative products", and these "cultural and creative products" are no copyright, or even fake, infringing on the intellectual achievements of the creative people, to their own interests. Repeated piracy and infringement in the field of cultural and creative work have damaged the vital interests of original personnel, destroyed the foundation of the activated utilization of cultural relics and the virtuous cycle of development, and also hit the confidence of cultural and creative teams or creative people. [4] Therefore, the government, industry associations and enterprises themselves need to attach great importance to these problems, and take

effective measures to constantly improve the relevant systems and measures of intellectual property protection, so as to provide protection for the legitimate rights and interests of enterprises. [5] Secondly, over-commercialization is also a concern. While pursuing economic benefits, we should avoid the distortion and distortion of traditional culture caused by excessive commercialization. Finally, the preservation of local characteristics is also an issue that needs to be considered. In the integration of foreign cultural elements, we should pay attention to maintaining local characteristics to ensure the uniqueness and irreplaceability of traditional culture.

5. POLICY SUPPORT AND NON-GOVERNMENTAL PROMOTION

The government plays an important role in promoting cultural exchanges between China and foreign countries. In order to promote the development of traditional Chinese culture in the contemporary cultural and creative arts industry, the government can take a series of policy measures and non-governmental promotion activities.

5.1. Policy Support

5.1.1. Set up Special Funds.

The government may set up special funds to support the development of the cultural and creative arts industry, especially to encourage the integration of traditional Chinese cultural elements into the creation and promotion of cultural and creative products. These funds can be used to fund the creative projects of designers, artists and cultural and creative enterprises, as well as to hold related exhibitions, forums and other activities.

5.1.2. Provide Tax Incentives.

In order to encourage the development of cultural and creative enterprises, the government can provide certain preferential tax policies, such as reducing corporate income tax, value-added tax and so on. This will help reduce the operating costs of enterprises and improve market competitiveness.

5.1.3. Strengthen International Cooperation.

The government can strengthen cultural exchanges and cooperation with other countries and regions to promote the spread of traditional Chinese culture in the world. By holding international cultural exhibitions, forums and other activities to attract more international attention and support.

5.2. Non-governmental Promotion

5.2.1. Hold cultural Activities.

Non-governmental organizations may actively organize various cultural and creative arts activities with traditional Chinese culture as the theme, such as design competitions, exhibitions, performances, etc. These activities can not only show the charm of traditional Chinese culture, but also provide a platform for designers, artists and cultural and creative enterprises to show their talents and exchange ideas.

5.2.2. Personnel Training.

Non-governmental organizations can organize training, seminars and other activities to cultivate a group of professionals who are familiar with both traditional Chinese culture and modern design concepts. These talents will become an important force to promote the development of traditional Chinese culture in the cultural and creative arts industry.

5.2.3. Advertising.

Non-governmental organizations can use channels such as the Internet and social media to strengthen the promotion and publicity of traditional Chinese culture in the cultural and creative arts industry. To raise public awareness and interest in traditional Chinese culture by releasing relevant information and sharing successful cases.

6. CONCLUSION

Chinese traditional culture has become more charming in the wind and rain for thousands of years, and also provides a steady stream of nutrients for China's artistic creation. In today's society, it is still of great significance to carry forward traditional culture and combine traditional culture with art design. By deeply exploring the connotation and value of traditional culture and combining it with modern design concepts, the innovation and development of cultural and creative art industry can be promoted. At the same time, in the process of integration, it is necessary to pay attention to the protection of intellectual property rights, avoid excessive commercialization and maintain local characteristics. The government and non-governmental organizations can take some measures to support the development of the cultural and creative arts industry. In the future, with the acceleration of the process of globalization and the increasing pursuit of personalized and differentiated products by consumers, the value and influence of traditional Chinese culture in the cultural and creative arts industry will become more prominent.

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