

Research on the Design and Development of Shenyang Qing Culture derivatives under the Background of Cultural and Tourism Integration

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Abstract. The current international situation is unprecedented and reflected in various industries, especially the recovery of the international tourism industry is still a very difficult process, in the face of the international environment, domestic tourism is not all a crisis, but crisis and opportunity coexist. Shenyang, as an ancient capital of one dynasty, integrates Manchu culture into cultural and creative derivative products and integrates it with modern design applications, and creates the urban cultural brand of "Shengjing", which is conducive to improving the popularization scope and publicity effect of Manchu culture, and improving the participation and interaction of Manchu cultural tourism. And can drive the development of qing cultural derivatives design industry.

Keywords: Cultural and Tourism Integration; Qing Culture; Cultural and Creative Products.

1. Introduction

More than 300 years ago, the Nuzhen people conquered the Central Plains and absorbed the Han culture on the basis of the Shaman cultural system, creating a special cultural form. Therefore, the Manchu culture experienced the impact and integration of the Qing Dynasty culture with two ethnic characteristics, and the Qing culture also refers to the culture of the Qing Dynasty. Manchu has a long history, developed from Yilou, Sushen and Nuzhen nationality. It is an ancient nation, which once nurtured the Chinese land and occupied an important position in the long history of Chinese national culture. Manchu activities cover a very wide area. At present, there are Manchu descendants all over the country, but most of them are in Liaoning province. Liaoning is the hometown of Manchu and the birthplace of Manchu culture. The development of Manchu has left many cultural, historical and cultural heritage resources for later generations. These cultural resources are the witness of the history of Liaoning and the carrier of cultural form, it can provide cultural workers and cultural industry creation and derivative inspiration and material, cultural workers and designers can create reflect national characteristics and excellent values of cultural creative derivatives, to promote local characteristics, promote Liaoning local cultural creative industry to provide strong support.

2. The Purpose and Significance of the Development of Shenyang Qing Cultural Derivatives

Liaoning Shenyang as the birthplace of qing culture has a unique geographical location and cultural background, especially in Shenyang has the only palace outside Beijing and the qing emperor mausoleum, and qing culture street, etc., these cultural resources can maximize the qing culture, formation of Shenyang city mark and industrial park. Shenyang to build a tourism and cultural industry chain with local characteristics. The gradual promotion of qing culture derivatives design in order to create the image of Shenyang, like the world display of regional characteristics of Shenyang has urgent significance. With the continuous development of economic globalization, the competition between cities is becoming more and more prominent in the development of urban culture. The diversified characteristics and characteristics of culture are the characteristics of Shenyang's regional history and culture. Shenyang, formerly known as Fengtian, is the birthplace of Qing culture. Qing culture is also one of the important elements of Liaoning, which is a unique historical and cultural resources of Liaoning, but at present, the city brand image and regional cultural logo have not fully played its due effect. Therefore, it is of a certain social value to further increase the protection, research and development and utilization of Shenyang Qing cultural brand, integrate the existing



resources, develop the derivative products with Qing culture as the core on the basis of systematic planning and deep excavation, and build the brand competitiveness of Shenyang historical and cultural city.

In recent years, with the great attention and support of the CPC Central Committee, the State Council, Party committees and governments at all levels, the protection of the national intangible cultural heritage has been carried out, and the inheritance of Qing culture has ushered in a new era, new opportunities and new challenges of development. The modern lifestyle also defines a modern inheritance way for the inheritance of Qing culture. Nowadays, many experts and scholars are keen to study ancient culture, and their purpose is to promote traditional Chinese culture to enhance national pride and patriotism.

3. Artistic Expression Forms of Qing Culture in Different Carriers

3.1. Manchu Embroidery

In the Qing Dynasty, before the woman got married, embroidery craft is one of the women compulsory skills, they will inner vision for a better life through slender colorful silk, using flowers fish insect patterns will exquisite group show on daily necessities include: collar, apron, belly, pillow top, head, sachets, insoles, upper or handkerchief, etc. This custom was widely popularized in the Qing Dynasty. It has distinct characteristics of Manchu folk art, and processes the common things in life into unique patterns through artistic treatment, which are displayed as a main creative style. In the Qing Dynasty, embroidery was handed down and recorded. Embroidery was mainly divided into two categories: palace embroidery and folk embroidery. The graphic theme and the expression technique and the production process between the two are different, and the palace embroidery mainly reflects the luxurious, brilliant, complicated and cold artistic style. But the court art was originally based on the folk art. The Qing Dynasty embroidery has a very high historical value and the aesthetic value. With the development of modern industrial technology, new materials, new technologies and new schools are changing the aesthetic orientation of the public, and the embroidery technology also integrates some new elements.

3.2. Manchu Traditional Handicrafts

Paper cutting, God hat, flower pot shoes, bow and arrow, saddle, leather and water bag, shaman god drum, waist bell, traditional darachi, these traditional handicrafts, as a living cultural heritage, have great artistic vitality and occupy a place in many artistic achievements of the Qing Dynasty. Handicrafts come from life, but they create a higher value than life. It is the crystallization of the wisdom of the working people, which fully embodies the creativity and artistry of human beings. The artistic patterns summarized by people through social practice are expressed in different carriers through various techniques, forming the priceless treasure of human beings. Modern designers should integrate this traditional expression mode with new materials and modern design elements for modern product design practice, increase the cultural implication and artistic connotation of products, and promote the traditional Chinese art to all parts of the world.

3.3. Clothing Patterns of Manchu

In the Qing Dynasty, the Manchu costumes were mainly decorated, with the typical characteristics of northern nomads. After thousands of years, the delicate and gentle Han tradition was destroyed and reformed. Great changes took place in the ancient Chinese clothing in the last feudal dynasty. In the Qing Dynasty, people had very strict requirements on the design of costumes. In different historical periods, different identity levels, status, gender, and different festivals had different patterns and characteristics of costumes. The court, dragon, phoenix and official dress patterns are also different. Dragon and phoenix, crane, peacock, butterfly, chrysanthemum, peach, Chinese characters and other elements are the theme of clothing graphics. In the appearance of the clothing characteristics is also different from the Ming Dynasty formed a sharp contrast to the short and narrow sleeves, simple and

solemn characteristics. The Manchu flag dress gained dominance. Flag installation to save materials, simple production, convenient wearing for its characteristics.

4. Development and Design Strategy of Manchu Cultural Creative Derivatives

The severe international situation under the epidemic is unprecedented and reflected in various industries. In particular, the recovery of the international tourism industry is still a very difficult thing, which requires a very slow and long process. In the face of the international environment, domestic tourism is not all a crisis, but a crisis and an opportunity coexist. In the 2021 "Choice of Hornet's Nest Travelers" scenic spot list, in addition to the "old" Internet celebrity scenic spots such as Beijing Palace Museum, Shanghai Disney, Chongqing Hongyadong are still listed, some previously unknown unpopular and niche scenic spots also began to occupy a place on the list. Therefore, building Shenyang cultural tourism and cultural industry development is the new momentum of the development of Shenyang Qing cultural derivatives. Compared with outsiders, more and more people now pay attention to cultural and creative products, which are also an important way for outsiders to understand Shenyang. As a kind of commodity carrying traditional culture, cultural and creative derivatives are an important way for Chinese people to understand the history, feel the national energy, and can add life interest and cultural flavor to modern people. However, at the present stage, the industry of cultural and creative derivatives is relatively single, the product design texture is poor, and the material and process technology are not exquisite enough, which aggravates the difficulty of the industry and weakens people's expectations for the products. In order to promote the development of qing cultural creative products, and to carry forward the history and culture of the first palace and two tombs in Shenyang, we should use various art forms of Manchu culture, such as painting, embroidery and so on, to break the limitation of time and space and thinking, and realize the perfect integration of traditional national culture and modern technology.

4.1. In Line with The Times and Conform to the Public Aesthetic Standards

For "Is the purpose of design to conform to the public aesthetic?" This topic has always been the focus of modern design discussion. Each designer has different levels of cognition of the world, which leads to different styles of design. But as the product design industry is designed to produce commercial benefits. Excellent designers can accurately express the beauty that the target group wants, thus forming a unique aesthetic style and ultimately achieving the commercial purpose. This is the biggest difference between a commercial product and a pure art. From another point of view, the focus of cultural creative derivatives is in "creative", so the development and design of cultural creative derivatives to update creative consciousness or innovation consciousness, and derived a new abstract thinking and behavior potential, break through the limitation of traditional culture, the modern design concept combined with the characteristics of the Internet and era, effectiveness of modern ideas and traditional culture. Designers first understand the historical origin of qing culture, truly understand the historical background and connotation, will represent the Manchu culture connotation of graphics and form as the basic design material, combined with new media means traditional elements diversified perfect interpretation, improved into conform to the public aesthetic art and practical as one of the new products. The Times are progressing, and each era has its own characteristics. The ultimate purpose of creative derivative products with plastic arts, practical functions and cultural connotations is to improve the public's love and recognition of qing cultural creative derivatives, so as to bring certain commercial benefits to the industry and slowly integrate Chinese traditional art into the mass cultural life.

4.2. Integrate Traditional Art and Develop into Diversification

The form and content of traditional art will have a conventional factor in a sense, because it has its historical inevitability. Traditional Chinese art reflects the Chinese people's reverence for nature and humanity. More than one hundred years later, today is the simplicity and fashion; traditional and modern; complexity and simplicity, the design and development of traditional cultural derivatives

should meet the demands of The Times and the life taste of people, so the product should pursue more characterization and innovation. Whether it is element extraction or cultural treatment, it should be rich in the contemporary modern design style. Let the cultural products show the diversified development momentum. In the final analysis, in the design of cultural derivative creative products, we should not only inherit or develop, the design does not conform to the development of The Times, we should realize the diversification of cultural elements, the perfect combination of symbols and patterns and multimedia art, so as to enhance the national spirit of products and the diversified characteristics of The Times. For example, in the Qing Dynasty, the design of many fields is mainly elegant white and blue yellow, and modern aesthetic matching to realize the collision between "traditional" and "modern"; In the use of graphics, in addition to some realistic expression, simplification, exaggeration, deformation and other techniques can be used to highlight the distinctive personality characteristics of modern nation. Through such a design, it can change people's aesthetic fatigue on cultural and creative products, and better feel the sense of art and creativity of cultural products. For example, Japanese "Ukiyo-e" is not only the most distinctive painting art in the Edo period, but also famous for its integration and promotion of western modern art. Nowadays, Ukiyo-e has been even used as a synonym for the whole Japanese painting in the West, opening a new realm in the history of Japanese painting.

Liaoning province has a unique historical and historical context of Qing culture. The key to developing and utilizing Qing cultural resources and transforming them into economic advantages is to build a series of Qing cultural brands. In the era of Internet plus, the inheritance of Qing culture has played a positive role. Therefore, under the guidance of brand positioning, it is a great event for the country and the people to explore the connotation of Qing culture, extend the brand to artistic creation, tourism, commodities and other industries, increase brand promotion, and use the economic operation of unique national charm.

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