

# Research on Improving the Design and Development of Cultural and Creative Products in Guangxi



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## Abstract

This paper analyzes the current situation of cultural and creative products in Guangxi, explores the cultural and creative products with creative and unique local cultural elements, through display cultural elements and deepen regional style. Innovative practice of integrating practical function and aesthetic function, and enhance brand image and strengthen quality control management, Optimizing the relevant path of design and development of cultural and creative products in Guangxi, designed series of tea sets, ceramic utensils and the tea containers, frog is the main decorative patterns. Establishes the emotional relationship between people, products and culture through the innovative practice of cultural and creative products of bronze drum tea sets integrating practical functions and aesthetic functions, Bring ancient bronze instruments into modern life with the new appearance of cultural and creative products, So that the local culture can be recognized by the younger generation of consumers.

## Keywords

Guangxi, Cultural and Creative Products, Design and Development, Bronze Drum

## 1. Introduction

Today's China has impressed people with its broad and profound cultural charm. In recent years, the cultural and creative industry has developed vigorously. The vigorous development of cultural and creative undertakings across the country has brought rapid development opportunities for cultural and creative undertakings in Guangxi. Due to the increasing influence of Guangxi Cultural and creative products, more and more Guangxi Cultural and creative products have won the favor of the market and the public. By combing the development context, existing problems and reform suggestions of cultural and creative products in Guangxi, this paper thinks about the optimization of their design and development.

Related cultural and creative industries including media film animation, historical heritage, art and culture have new

opportunities to promote economic growth and development (Lee, 2013) [1].

## **2. Current situation of design and development of cultural and creative products in Guangxi**

As one of the oldest ethnic minorities in China, Guangxi Zhuang nationality has formed a characteristic folk culture highly adapted to the local regional environment in the process of its development. The specific embodiment of these cultures is not only an element of the daily life of the local people in Guangxi, but also has attracted extensive attention from the whole country and even the world.

With the hot sales and publicity of cultural and creative products in scenic spots and online platforms in recent years, cultural and creative products have gradually entered the public's vision and attracted more attention. After the actual investigation of cultural and creative products in Guangxi Zhuang Autonomous Region, the current situation is summarized as follows:

1) The product positioning is unclear, the awareness of serial development is not strong, and the cultural excavation is also relatively lacking

There are certain types and quantities of cultural and creative products in Guangxi, but they fail to better excavate and use the cultural elements in cultural relics. The categories of cultural and creative products are less and limited to individual categories of products. For example, hydrangea, ancient musical instruments, bronze drums and other products in Guangxi intangible cultural heritage are basically simple copies of products, do not fully integrate the characteristics of cultural relics with the needs of products, lack of serialization as a whole, and the use of cultural elements is not sufficient and extensive.

2) Lack of product function and design concept

One of the attributes that a product must have is functionality. As a special commodity, cultural and creative products also need to have certain functionality. In the current market of cultural and creative products in Guangxi Zhuang Autonomous Region, the design concept of existing cultural and creative products is relatively backward, which can not attract the attention of buyers. Some products only have a single ornamental function, and there are no more application scenarios in real life. Moreover, some products only conform to the local cultural customs of Guangxi, and some implications can not be accepted by more foreign buyers. Therefore, this kind of products can not be favored by the market and can not play its role in cultural publicity.

3) The product types are complex and difficult to carry and transport

Among the cultural and creative products currently on sale in Guangxi, there are many kinds of products, so that consumers have no choice in buying. For example, all kinds of textile hydrangeas, handcraft cloth bags, antique ceramic ornaments, wooden statues, wood paintings, all kinds of dough sculptures, etc. lack of scientific classification and guidance management, and disorderly accumulation will only dazzle people. In addition, cultural and creative products in some scenic spots are huge or heavy, such as large ornaments and metal products. Some products are not easy to carry. When consumers use them at home, they find that many cultural and creative products can not be integrated with modern home style, which is easy to be incompatible with the indoor environment [2].

The above-mentioned current situations reflect that the actual problems in use are not considered in the design process, resulting in the situation of low willingness of consumers to buy cultural and creative products in Guangxi and low market evaluation.

## **3. Optimizing the relevant path of design and development of cultural and creative products in Guangxi**

### **3.1. Show cultural elements and deepen regional style**

During the design and development of cultural and creative products, we can integrate the culture and ideas with the regional characteristics of Guangxi Zhuang Autonomous Region. When designing and developing cultural and creative works, we should pay attention to the extraction of cultural symbols with local characteristics, and carry out innovative design on the basis of displaying cultural elements [3]. For example, the bronze drum of Zhuang nationality with a long history of more than 2700 years. The belly is empty and bottomless, the plane is curved, and the surface is covered with familiar things of ancient Luoyue people, mostly frogs, knights, birds and other patterns, which not only reflects the past life scenes, but also conveys the unique aesthetics of regional culture. In today's social life, bronze drum is used as a special performing instrument in festival activities, and can also be widely used in home. Among them, frog is the most common three-dimensional statue on the surface of copper drum and the God of Zhuang nationality. According to the ancestors of Guangxi, frogs can reproduce many future generations. The ancestors expressed their good wishes for the prosperity of future generations by sculpture frog statues on the surface of drum in the form of reproductive worship.



Figure 1. Bronze drum shaped tea set and frog type tea leakage.

### 3.2. Innovative practice of integrating practical function and aesthetic function

Based on the intangible cultural heritage project, the author has developed a series of cultural and creative products of tea sets with bronze drum modeling together with Qinzhou "chengnizhai" Ceramic Art Co., Ltd. chengnizhai is mature in the publicity and marketing channels of cultural and creative products of tea sets. At present, the company has a processing, production and creation site for nixing pottery, with a sales exhibition area of 500 square meters. During the development of cultural and creative products of tea sets with the theme of bronze drum culture, we jointly developed series of tea sets and ceramic utensils with the master of chengnizhai. Figure 1 shows the shape of teapot and teacup designed by the outer contour of copper drum; the frog shape, a typical decorative relief pattern of the copper drum, and the tea leakage with beautiful and generous design and clear function. The model of the scheme has been made and is currently in processing and production.

Figure 2 are the tea containers developed and designed by the bronze drum shape and its decorative patterns - "Zhuangfeng Mingyun" pot type and "Zhuangfeng Mingyun" pot type. The top of the two tea cans has the shape of frog, which is used as a handle to easily open the pot cover. Metal buttons are equipped on both sides. The four sides are decorated with typical patterns such as sun pattern and feather pattern in the bronze drum pattern, implying happiness and happiness in life. Chengnizhai company has processed and produced a capacity of 500g tea, produced and processed 8000 copies, and the retail prices are 688 RMB and 888 RMB respectively. The first batch of products have been basically sold. At present, the second batch of products are in production and sales.



Figure 2. "Zhuang Feng Ming Yun" pot type tea bowl and tea pot.

In the development practice of a series of cultural and creative products of copper drum tea sets, the author tries to better integrate the aesthetic value and practical value, so that cultural and creative products can better penetrate into people's daily life, so as to improve the cultural communication ability of Guangxi and enhance the communication effect. Explore cultural and creative products with creativity and unique local cultural elements to establish the emotional relationship between people, products and culture, so as to make the local culture obtain a more solid user base and emotional loyalty.

### **3.3. Enhance brand image and strengthen quality control management**

Only when we understand the concrete manifestation of cultural symbolization can we really make full use of culture to carry out product design [4]. Shaping a good Guangxi cultural brand is conducive to improving the overall advantages of products. First of all, set up the brand concept of products, make the product visual image management more standardized and unified through unified image management, and improve consumers' preference for products; Secondly, a good brand image can enhance consumers' confidence in products. Only by comprehensively controlling the details of product design, quality, material and publicity channels can consumers buy and use at ease. Finally, a mature and good brand image is conducive to the follow-up promotion and publicity of products and avoid excessive homogenization of products. For Guangxi Cultural and creative products with characteristics, we should establish a good product management concept of paying attention to quality and details. While improving and improving the design, firmly control the product quality. In the long run, the overall improvement of cultural and creative products in Guangxi can form a joint force, stimulate consumers' purchase desire, and spread the characteristic folk culture of Guangxi Zhuang Autonomous Region more widely [5].

## **4. Conclusion**

Cultural creativity is not only a product, but also a way of life. In order to make Guangxi's cultural and creative products more competitive in the market, we need to implement the work in every detail in terms of strengthening design and creation, showing regional characteristics, strictly controlling quality and erecting brand concept, and make Guangxi's cultural and creative product design and development move towards a higher goal with the efforts of the government, colleges, museums and social groups, make the local culture recognized by the younger generation of consumers.

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