

Research on Product Development of Beach New Year Pictures from the Perspective of Intangible Cultural Heritage Inheritance

Hao Wang^{1*}

¹ Harbin Normal University, Harbin, China

Email Address

wanghao.1220@foxmail.com (Hao Wang)

*Correspondence: wanghao.1220@foxmail.com

Received: 31 May 2022; Accepted: 30 June 2022; Published: 6 August 2022

Abstract:

In this study, the qualitative research method is used to study the problems encountered in the development of beach New Year pictures, and propose solutions for analysis. The research results show that under the inheritance of intangible cultural heritage, the content of beach New Year pictures' product development is becoming more and more substantial, and the types are also gradually enriched. It is hoped that this study can enhance the confidence of the inheritors of beach New Year pictures and provide methods for the development of beach New Year pictures in the future. At the same time, it is also hoped that this study can play a reference value for later researchers.

Keywords:

Beach New Year Pictures, Product, Inheritance Method

1. Introduction

The beach New Year picture has a history of more than 300 years. It is the only traditional manual wood watermark New Year picture in Hunan Province. Its bright colors, exaggerated shapes and full images make it unique. The pure local materials and unique handicrafts make it a unique Chinese folk art [1]. However, with the economic development, social progress and people's constant pursuit of the improvement of material living conditions, people gradually abandon their original lifestyle and living environment, making the picture of the first year of the beach face the changes of the times. Under the reform and changes in the new era, the beach New Year pictures are difficult to meet the needs of market consumption, and even more difficult to meet the needs of public life. Some craftsmen even lost their traditional skills due to the lack of successors. These factors make the beach New Year pictures gradually decline.

After entering the 21st century, a new year picture industry model that only relies on local supply of raw materials and handicrafts has been difficult to adapt to the current development. With the advent of the globalized Internet economy era, the

traditional themes and contents of beach New Year pictures are difficult to meet the needs of the market.

If the beach New Year pictures want to continue to be inherited and protected, it is necessary to break the current situation. It is necessary to realize the industrial transformation of traditional handicrafts, combine traditional handicrafts with modern technology, innovate new beach New Year pictures products, and truly achieve an industrialized structure that meets the needs of the consumer market. In order to realize the development of beach New Year pictures, government policy support, market acceptance and New Year pictures' own innovation are needed. In 2006, the beachhead New Year pictures were published in the list of the first batch of national intangible cultural heritage representative projects, and listed as the first batch of national key protected cultural heritage by China [2]. With the help and protection of intangible cultural heritage, the beach New Year pictures have improved the inheritance conditions, changed the production mode, created new products, expanded the consumer market, opened an online sales platform, continued to innovate new year pictures, and become the collections of large museums in Britain, the United States, Germany, the Netherlands, Japan and other countries [7]. In the continuous promotion and practice, we can happily see that a large number of inheritors of beach New Year pictures can learn from the shape, extend the meaning and inherit the spirit of beach New Year pictures. At the same time, it can enhance the public's attention and cultural recognition of beach New Year pictures, a traditional folk art, and combine the national spirit and the spirit of the times to realize the value of beach New Year pictures with modern significance [4]. It can also enrich the development of beach New Year pictures and realize the diversity of beach New Year pictures. This paper will discuss how to develop the beach New Year pictures under the inheritance of intangible cultural heritage.

2. Thinking and Analysis on Product Development of Beach New Year Pictures

The beachhead New Year pictures market is taking shape, and has basically formed a set of pricing standards for goods and services, but its industrialization has not yet started. This is because the beach New Year pictures face different difficulties. In terms of production, the old workshop of beach New Year pictures has been in disrepair for a long time, so some new year pictures have no successors; In terms of sales, as the sales channels of traditional New Year pictures are becoming narrower and narrower, beachhead New Year pictures have not produced economic benefits and are difficult to continue product innovation; In terms of product market, the types of beach New Year pictures can not meet the needs of the public [5]. In order to speed up the development of the New Year pictures market, we should construct the market development path of the future production and industrial model of the beach New Year pictures. In the future, the product development of beach New Year pictures should pay attention to the arrangement and research of its pattern design and skills, and strengthen the product connotation of beach New Year pictures; Design and innovate the types of beach New Year pictures to enhance their market demand; In depth research and analysis of other successful cases of cultural and creative product development, to seek a customer-based manufacturing approach for the development of New Year pictures in beach. Now, with the support of the government and the opening of sales channels, the scale of retail stores is gradually expanding, and the sales market of beach New Year pictures is also gradually opening. So that the

products of beach New Year pictures can form industrial clusters, starting from expanding the business scale of a single New Year picture workshop and increasing the number of New Year picture workshops participating in market operations [7].

With the product development of the beach New Year pictures, it is possible to open a beach New Year pictures seminar to recruit apprentices, expand the teaching scope of the seminar, and even combine the beach New Year pictures with the education of primary schools, junior high schools, senior high schools and universities, so that the surrounding primary and secondary school groups or college students with professional learning needs can participate in the study of the beach New Year pictures [9]. By setting up relevant courses, New Year pictures teaching materials, New Year pictures lectures, competitions, activities and other means, we will integrate the ideas of traditional culture into education, and cultivate more high-quality practitioners to wait for the development of the diversity of beach New Year pictures. For example, both fumeixiang workshop and Gaolamei workshop are joined by young people, which also brings hope to the inheritance of the New Year pictures on the beach. At the same time, it improves the production capacity of the New Year pictures on the beach and seeks a way out for the future development of the New Year pictures on the beach.

At present, the developed cultural and creative products of beach New Year pictures are difficult to get rid of the restrictions of traditional customs, and have great limitations in sales. For example, red envelopes for the Spring Festival can only be sold during the Spring Festival. Secondly, there are too few types and quantities of cultural and creative products in beach New Year pictures. At present, there are only six kinds of cultural and creative products [9]. Moreover, the beachhead New Year pictures have lost their living environment, which makes the beachhead New Year pictures lose their vitality and have an unstable foundation. In addition, there are not enough people in the workshop of beach New Year pictures, but the cultural and creative products are all made by hand, so the products are difficult to meet the market demand; Cultural and creative products are not innovative enough, and the existing products are only the transplantation of patterns, which will lead to a decline in sales in the long run. Therefore, the product development of beach New Year pictures is particularly important for the future development of beach New Year pictures.

3. Development of Beach New Year Pictures

The traditional beach New Year pictures contain the aesthetic taste of the Chinese people and express the art that people yearn for a better life. With the inheritance and development of beach New Year pictures in the new era of intangible cultural heritage, they should keep pace with the times for development and innovation, and use traditional art to express the new customs and new faces with the characteristics of the times and loved by people [3]. Therefore, the product development of beach New Year pictures must be closely related to modern people's life. Under the inheritance and protection of the government's intangible cultural heritage, the beach New Year pictures continue to use traditional materials and unique techniques to make the pictures have a bright and elegant effect. These handicrafts people adhere to the unique paint making process and modulate the colors with skilled techniques and experience, so that the colors of the beach New Year pictures still have a strong artistic flavor. Secondly, driven by the intangible cultural heritage work, the beach New Year pictures have gradually realized that they contain many traditional visual

symbol languages with auspicious meanings, and describe and combine these symbols in their own forms to form a unique artistic form and cultural connotation. The inheritors of beach New Year pictures use their own experience to innovate new year pictures and integrate the contents of New Year pictures into a symbolic language, so that the public can convey the profound meaning of culture through these artistic symbols. Third, in the development of new varieties of beach New Year pictures, we should respect the traditional artistic characteristics and use flexible methods to make them an excellent culture that can be accepted by people in the new era. Local residents of beach town can be encouraged to participate. In the early years, almost all the residents in the beach town were engaged in the production of beach New Year pictures. Therefore, many local people have production experience and can use traditional methods to develop and innovate products. Fourth, we should expand the needs of the times and the market and add new elements to it for innovation, and strive to develop beachhead New Year pictures that can not only reflect traditional characteristics but also be close to modern aesthetics. If you want to expand the market, you need to increase sales and break through geographical restrictions. You need to adopt a selective distribution strategy, that is, the enterprise selects some dealers and agents in a certain region to sell new year pictures. On the one hand, it is necessary to increase the sales points of New Year pictures in Tantou, and increase the market share of New Year pictures on the basis of improving the market coverage of products. On the other hand, it is necessary to strengthen the sales classification, and set up a new year picture transfer center in Tantou town. All offline and online New Year picture sales are managed by it, forming a harmonious and orderly sales market. Fifth, designers can use new methods and means to integrate traditional technology and color into the design of new products. At the same time, when integrating the traditional culture into the design of cultural and creative products, the design principles of landscape freehand brushwork, implication and integration and transformation should be observed. Finally, according to the different functions of the product, give the product different meanings or themes. However, the final function of the product form should be service-oriented. The culture and design extracted from the social culture should meet people's needs for product performance and the resonance of spiritual beliefs.

Therefore, the beach New Year pictures need to pay attention to the professionalism, innovation, authenticity and linkage of the products when developing cultural and creative products. The development and design of cultural and creative products should seek professional personnel to make innovative production from the color, meaning, pattern and other aspects of the beach New Year pictures, so as to truly integrate the characteristics of the beach New Year pictures into the products. In the design of product appearance, the elements of beachhead New Year pictures should be retained, and the cultural connotation of cultural and creative products should also be maintained. Beachhead New Year pictures can also achieve the linkage development with other industries. Take tourism as an example, beachhead New Year pictures can fully consider the hot tourism products in the design of cultural and creative products, and can combine the content with the local popular tourism features to maximize the commercial value of beachhead New Year pictures.

The creation of new products of beachhead New Year pictures can not always immerse in the past. Only by innovating to meet the needs of the times can beachhead New Year pictures have a new luster. Beachhead New Year pictures can get better development only when inheritance and innovation are synchronized. As a national

intangible cultural heritage, beachhead New Year pictures contain rich traditional folk culture and moral culture. The research on the creation of new products of beachhead New Year pictures is of great practical significance for carrying forward excellent traditional culture.

According to the product market of beach New Year pictures, Gaolamei workshop, the inheritor of beach New Year pictures, has launched a series of New Year picture theme works with new elements and new forms of innovation - New Year picture creation with the theme of the Chinese zodiac. The development of new varieties is the crystallization of the integration of traditional culture into innovative products, which can be closer to the public's aesthetics and open up the market of beach New Year pictures. At present, the beach New Year pictures insist on the creation of New Year pictures with the theme of "the twelve Chinese Zodiac" every year [3]. With the passage of time, the development of the twelve Chinese Zodiac culture has shown the characteristics of spiral rise, which requires the beach New Year pictures to reposition their products. In this way, we can not only keep the spirit of the times and values of the beach New Year pictures, but also make a new user orientation according to the demands of today's consumer groups. In the era of consumption upgrading, clarifying product positioning and redesigning the zodiac culture can organically combine the beach New Year pictures with the zodiac culture. For example, this year's work "tiger Fu Yingxiang" (Figure 1) is a Chinese New Year picture created by the Tantou Gaolamei New Year picture workshop in 2022 in the year of the tiger. The work shows obvious practical and decorative functions in terms of product functions, and studies the biological forms of the tiger in the twelve Chinese zodiac animals in terms of product connotation and design performance, and explores the extension information of its animals. Each of the five tigers in the picture has its own meaning. The "longevity tiger" holding a longevity peach, the "Ruyi tiger" holding a jade Ruyi, the "Gaosheng tiger" holding a gold medal title, the "fortune tiger" holding a gold ingot, and the "zhenzhai tiger" derived from the image of the door god in the traditional New Year picture constitute this picture of five tigers. It means "five blessings (Tigers) are near the door and the sky is full of auspiciousness". This work effectively carries out innovative style, promotes the development of beach New Year pictures, and is conducive to the better integration of beach New Year pictures into modern life.



Figure 1. The tiger meet auspicious.

4. Conclusions

Beachhead New Year pictures represent the mystery of Chu culture. Their ancient and exaggerated artistic techniques and rich auspicious symbolic meanings are unique

in China. They not only reflect the aesthetic ideal of the people of Hunan, but also guide the people to love life positively [3]. The protection and inheritance of beach New Year pictures is the essential requirement for the continuation of Chinese traditional culture. With the development of intangible heritage, the development of beach New Year pictures from the perspective of intangible heritage makes beach New Year pictures develop again.

This paper summarizes the development process, artistic techniques, product development and other aspects of the beach New Year pictures, and has a deeper understanding of the reasons why the beach New Year pictures are no longer prosperous. In order to fundamentally solve the product development problems of the beach New Year pictures, we must respect and inherit the traditional industrial culture, adapt to the needs of the times and serve the public. Through a series of research and analysis, the author draws a humble opinion on the future development of beach New Year pictures, mainly starting from the product innovation of beach New Year pictures and the improvement of the industrial chain [9], strengthening the sales of beach New Year pictures, expanding their market development scope, and meeting the needs of the current era and the needs of the public. Only by taking the road of industrialization can the craftsmen of New Year pictures be encouraged to make independent innovation, and promote the spread and development of beach New Year pictures, so as to achieve a double harvest of economic benefits and cultural inheritance. Secondly, from the perspective of the government promotion path, the government should increase efforts to popularize beach New Year pictures, so that the public can have more contact with beach New Year pictures in their lives; From the perspective of network communication and sales path, we can also actively carry out various activities related to it, and use the network platform to establish web pages related to the cultural development of beach New Year pictures; From the perspective of traditional communication path, relevant periodicals and newspapers can be set up to popularize the contents of beach New Year pictures; As for the training path of inheritors, relevant courses can be set up in schools to cultivate more teenagers' interest in beach New Year pictures and strengthen the cultural influence of beach New Year pictures. The industrialization of beach New Year pictures has a long way to go, which requires us to have more patience and determination. However, with the protection of intangible cultural heritage and the support and help of the national government and social members [13], China will continue to improve the craft level of beach New Year pictures, expand the market of beach New Year pictures, enhance their inheritance and practice methods, develop beach New Year pictures products, and keep in mind that innovation can make progress, Change and create a new future!

The research on beach New Year pictures in this paper is limited. I hope that the follow-up researchers can study the connotation and artistic value of traditional culture and art from the public awareness, so that more people can pay attention to Chinese traditional folk culture and carry forward it.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Zhang, G.J. Artistic features of Hunan Tantou New Year paintings. *Art*, 2018, 8, 118-119, DOI: 10.13864/j.cnki.cn11-1311/j.004946.
- [2] Sun, C. Cultural Change and ecological reconstruction of Tantou New Year paintings. *Forum on Literature and Art*, 2021, 5, 77-81, DOI: 10.14039/j.cnki.cn43-1515/i.2021.05.013.
- [3] OuYangQiuZi. Protection and inheritance of Tantou New Year paintings. *Hunan Drama*, 2019, 6, 144-147.
- [4] Wu, Z.J. ChenQingyang. Research on the historical evolution and development path of Tantou New Year paintings. *Packaging Engineering*, 2016, 37, 18, 39-43, DOI: 10.19554/j.cnki.1001-3563.2016.18.011.
- [5] Lei, Y.M.; Yang, G.P. Artistic features of Tantou New Year Wood-block prints. *University*, 2010, 3, 214-216, DOI: 10.16091/j.cnki.cn32-1308/c.2010.03.021.
- [6] Tang, L.L. Interpretation of the Convention on the Protection of the Intangible Cultural Heritage. *China's intangible cultural heritage*, 2021, 6, 109-113.
- [7] Qing, L.Y. Tantou New Year paintings and protection of intangible cultural Heritage. *Literary Debate*, 2007, 7, 147-149.
- [8] Chen, H. Application of Computer Technology in the Design of New Year's Pictures in Beachhead. *Journal of Physics: Conference Series*, 1915, 2, 2021, DOI: 10.1088/1742-6596/1915/2/022012.
- [9] Liu, J. Study on industrialization path of Tantou New Year paintings. *Folk art*, 2019, 4, 36-40+2.
- [10] Bronisław, M.; Fei, X.T. *The Scientific Theory of Culture; Chinese Folk Art Publishing House, Beijing, China, 1987; pp. 14; ISBN:9787508007601.*
- [11] Michelle, L. Stefano. *Practical Considerations for Safeguarding Intangible Cultural Heritage. Taylor and Francis, 2021; ISBN: 9781003034216.*
- [12] Michael, D.F.; Lisa, G. *UNESCO on the Ground: Local Perspectives on Intangible Cultural Heritage; Indiana University Press, 2015; ISBN: 9780253019400.*
- [13] Gu, J.; Yuan, L. *Report on Cultural Heritage - Theory and Practice of the World Cultural Heritage Protection Movement. Beijing: Social Sciences Academic Press, China, 2005; pp. 109-110; ISBN: 9787801906786.*



© 2022 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)