

Research on Inheritance and Development of Regional Culture in Packaging Design of Sichuan Liquor under the Background of Creative Industries

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ABSTRACT. *Chinese liquor culture is broad and profound, and it varies from place to place. The image of Sichuan liquor culture has been affirmed by consumers. When doing packaging design in the context of creative industries, we should consider whether it can be included in the regional culture, and carry forward and inherit the regional culture of Sichuan liquor integrated into the blood. The author analyzes Sichuan liquor culture in different regions, and then analyzes the inheritance and development of regional culture in the packaging design of Sichuan liquor by combining creative industries.*

KEYWORDS: *Creative industry, Packaging design of sichuan liquor, Regional culture, Inheritance and development*

1. Introduction

In the context of the 21st century, creativity has been recognized by more and more brands. Creative advertising, packaging, or design can quickly attract the attention of consumers and get a good first impression on consumers. Sichuan liquor is also developed under the concept of creativity when it comes to packaging design. The image of Sichuan liquor has always been recognized by consumers. In the packaging design of Sichuan liquor, the promotion of regional culture is added to enhance the creativity, so as to promote sales and inherit and develop the culture.

2. Regional Sichuan Liquor Culture

Different regions will have obvious differences in liquor culture. Under the Yangtze River Valley, the golden triangle brand of liquor has gradually formed. Luzhou Laojiao and Wuliangye gradually emerged, and they drive the entire liquor industry forward. The formation and development of Chinese liquor culture are gathered in Sichuan where is the most suitable place for brewing high-quality distilled liquor. From the geographical point of view, our country's liquor culture mainly includes liquor culture with prominent local characteristics and liquor culture with geographical indication certification. The former is represented by Jiannanchun, and its regional culture is generated by relying on Jiannandao, while the latter is a manifestation of its core competitiveness, represented by Luzhou Laojiao, which has become a national key cultural relic recognized by the State Council as early as the 1990s. At the beginning of the 20th century, it was also certified as the first cellar in China. There are six famous brands in Sichuan liquor, known as the most influential Sichuan liquor, including Luzhou Laojiao, Jiannanchun, Langjiu, Shuijingfang, Wuliangye and Tuopai liquor. The names of the six brands are different, and there will be obvious differences in cultural creativity. Luzhou Laojiao is a representative of geographical indications and is a ruin of a national cellar; Langjiu is a representative of regional culture and is Tianbaodong; Wuliangye is a representative of farming culture and has its own Wuliang brewing culture; Jiannanchun is similar to Langjiu and is geographical representative, but its characteristics are famous for Jiannandao; and Tuopai and Shuijingfang take historical figures and historical culture as their creativity, and take Chen Ziang and Shuijingfang sites as their own characteristics respectively. So it is rich in the cultural connotation in Sichuan.

3. Analysis of Inheritance and Development of Regional Culture in Packaging Design of Sichuan Liquor in the Context of Creative Industries

After the creative design, the liquor still needs to be sold, so it is important to position consumers. According to different levels, each Sichuan liquor brand has different designs. The product analysis from the corresponding

liquor series of different consumption levels can well understand the differences of consumption levels in choosing liquor culture. For instance, there are three major series corresponding to four groups of people in Luzhou Laojiao. The top series is Guojiao 1573, which is mainly aimed at high-end consumers. They pay more attention to the realm in liquor culture and are the presentation of noble identity. Therefore, it is a customized product, with customized No. 1, Guoli and Supreme as typical representatives. This kind of liquor is naturally particular about packaging, and its packaging design takes nobility as the core of creativity. Consumers can identify the advantages of Guojiao 1573 from the packaging. Based on the analysis of the package of Guoli, the main color is red, which is an auspicious, festive and atmospheric color for Chinese people; the body of the bottle is made of red porcelain, which can also reflect the positioning of Guoli. Porcelain itself is a representative of China, and red is a favorite color of the Chinese people. Guoli itself is designed for the 60th anniversary of the national day. These elements and colors reflect that Luzhou Laojiao respects for the country and the people, and its good wishes and ardent hopes for the future life. The packaging design of Luzhou Laojiao is undoubtedly the inheritance and development of Chinese culture. In contrast, the Junyao series of Guojiao is carried forward and inherited from the decoration. It is made up of multi edge and multi side cutting, as if the diamond cutting surface that is recognized by modern people. In addition, the design of bottle finally displays the words of "Junyao" incisively and vividly. Since ancient times, China has a firm and unshakable spirit. When the Junyao series is used in business occasions, the transparent glass bottle is like the sincerity of cooperation, and the implication of the decoration is like the determination of cooperation. Such high-end customized liquor expresses the determination and sincerity in business, which is also a good cultural heritage.

Luzhou Laojiao is the most commonly selected series for middle-end consumers, who pursue more humanistic realm, pay more attention to quality and pursue more elegance. In the face of such consumers, the creativity in packaging design is to create culture with humanity and quality. For example, as the four gentlemen of ancient China, plum, orchid, bamboo and chrysanthemum have their own characteristics and are praised by Chinese poets. And they are cultural heritage. Luzhou Laojiao series is also designed from the perspective of elegance. It shows the spirit of self-improvement through plum, orchid, bamboo and chrysanthemum. It also gives the image of being indifferent to fame and wealth, and elegance to the bottle body. As if people are drinking it, they were in an elegant atmosphere. It inherits and carries forward the qualities of being indifferent to fame and fortune, as well as elegance.

Other brands under the Luzhou Laojiao Group, including Laojiufang, Fulinxiang or Guya, are mainly aimed at the mass consumer group and the low-end consumer group. Such kind of group pays more attention to the coexistence of benefits and meaning, and auspiciousness. Therefore, in the packaging design, decoration and morals are the main features. The biggest feature of Fulinxiang is to be close to public life. It is a packaging design integrated into the people's life. Swallows flying into people's homes means goodness and good luck. As the name implies, Fulinxiang means that the blessing is coming, and everything is a piece of auspiciousness, that is to say, every blessing is passed to people's homes. The whole cultural theme means auspiciousness and goodness, and carries willingness to deliver good wishes.

In addition, it also includes the material of the bottle, the shape of the bottle, the decoration, the painting method, and the composition of the layout. They are all creatively designed, and can be all integrated with the inheritance and development.

4. Conclusion

Liquor culture, especially the regional liquor culture, is an indispensable part of Chinese intangible culture, which contains profound meanings, including history, craftsmanship and traditional craftsmanship, and traditional culture. Sichuan liquor culture is a good example. It is in line with the development goal of our country and the cultural development tide to study the packaging design of Sichuan liquor and carry out the inheritance and development of regional culture in combination with the creative industries.

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