

# Research on the Development of Jingdezhen Art Porcelain from the Perspective of Consumer Culture

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**ABSTRACT.** *As the main category of handicrafts, ceramics have also been continuously developed with the progress of society. In the long years, countless ceramic products gleamed like pearls. This article takes Jingdezhen craft porcelain as the starting point, analyzes market consumption behavior and market psychology, and considers the relationship between the cultural creative industry and the development of craft porcelain. In view of the current development of Jingdezhen craft porcelain, some opinions and opinions are put forward.*

**KEYWORDS:** *Jingdezhen Art Porcelain, Consumer, Cultural and Creative Industries*

## 1. The Connotation of Jingdezhen Art Porcelain

Porcelain can be divided into three categories: daily use, art and industry according to its use. Art porcelain takes the aesthetic function of ceramics as its main function. Nowadays, with the improvement of living standards, people's demands on the spiritual level are also increasing. Not only do consumers need some artistic porcelain to decorate their lives and improve their taste; ceramic makers are also fundamentally different from traditional porcelain workers, who use ceramic materials as a medium to express their feelings. With the development of science and technology and the increase of personal cultural level, while improving personal qualities, producers also have a deeper excavation of the ceramic material itself when making, and begin to study the properties of ceramics, and will improve on some shortcomings. Or add other elements to achieve effects that cannot be achieved by original ceramics, making artistic porcelain more diverse.

Jingdezhen art porcelain can be divided into two categories: modeling and decoration. The modeling category includes modern ceramic art and life ceramic art, which usually adopt various decorative techniques, engraving, embossing; molding methods, clay, kneading, and drawing; composite materials, combining ceramics with metal, wood, and plastics. Show the author's purpose. Decorations are divided into overglaze, new, ancient, and famille; underglaze, blue and white, and red in glaze; bucket color, with blue and white hook line drawing, and then use multicolored for overglaze decoration after the porcelain is made; glaze, Use different metal elements to prepare various glazes to form unexpected effects after the green body is fired. As a material for expressing artistic emotions, porcelain is more attractive than other materials because of its uncontrollability. Different glazes have different colors, different firing atmospheres have different colors, different kiln positions have different colors, and different techniques have different effects.

Art porcelain has the beauty of decoration. Decoration is to beautify the decorated subject to make the decorated subject more in line with people's aesthetic requirements. The basic elements include decorative image, decorative structure, decorative color, material and surface treatment. There are mainly three types of decorative art forms: painting form, pattern form, and the combination of painting and pattern. There are three types of ceramic decoration techniques: blank decoration, glaze decoration and colorful decoration. In addition, the beauty of harmony, balance, strength, and rhythm are also the aesthetic rules for measuring the beauty of ceramic art decoration.

## 2. Analysis of Consumer Groups and Consumer Psychology of Jingdezhen Art Porcelain

At present, the consumers of art porcelain in Jingdezhen can be subdivided into several categories: From the perspective of educational background, the main consumers of art porcelain are mainly intellectuals and urban white-collar workers. They have their own requirements for the taste and

aesthetics of ceramics. There are certain requirements for the quality of daily life; from the perspective of purchase behavior, Jingdezhen Art Porcelain mainly satisfies the daily furnishing function. It is favored by consumers because of its ornamental, decorative, and value-preserving properties. The motive of consumption is mainly to decorate the family space or to maintain the value of the collection; from the perspective of income level, Jingdezhen Art Porcelain belongs to the middle and high-end positioning in the market, and low-income groups cannot afford its consumption. Therefore, the urban middle class and high-income groups are Jingdezhen Art Porcelain. Major consumer groups. From the perspective of consumer preferences, collectors prefer Jingdezhen art porcelain with a certain historical age, while young consumers prefer art porcelain works with artistic expression and modernity.

Economic and social development is the basis for the production of artistic celadon. When a single use function no longer meets people's needs, internal motivations such as consumers' cultural needs, enjoyment and development needs, and the need for self-value realization all promote art The development of celadon. Taking Maslow's hierarchy of needs model as a reference, the demand for works of art is produced to meet the needs of respect and self-realization, and is the new life needs that emerge after the basic life needs are met.

With the vigorous development of cultural undertakings, people's desire for art has become increasingly strong, and investment in art has gradually increased. As a huge value-added and value-preserving space, Jingdezhen art porcelain will undoubtedly have broad prospects in the future market development. Modern and contemporary furnishing art porcelain has a short history of development, and the price is moderate, which meets the aesthetic requirements of modern people. For the middle class, the threshold for collection is not high. On the other hand, some of the art porcelain works of young and middle-aged artists have considerable room for appreciation in the future.

### **3. The Enlightenment of Cultural Creative Industry to the Development of Jingdezhen Art Porcelain**

The concept of creative industries originated in the United Kingdom and refers to activities that originate from individual creativity, skills and wisdom and create potential wealth and employment opportunities through the development and production of intellectual property rights. The cultural and creative industry is a relatively active economic format at the moment. It is characterized by knowledge-intensive and cross-border integration. It creates various material products and creative services with new ideas, new technologies and new forms. It extends to social development with a rapid development momentum. Various fields. The ceramic cultural creative industry is born in the traditional Chinese ceramic cultural industry, and innovation is the core and key of it.

The combination of the development of Jingdezhen Art Porcelain and the cultural and creative industry can deeply explore the cultural resources of art porcelain, strengthen the current artistic performance of Art Porcelain, fully transform cultural resources into economic resources, and realize the development of industrial clusters represented by Jingdezhen Art Porcelain grow. The development of the art porcelain cultural creative industry should first be based on the traditional Jingdezhen porcelain culture, gather the resources of modern design, and use various cultural communication channels to enhance the design sense, added value and influence of Jingdezhen art porcelain.

Under the active promotion of cultural and creative industries, the commodity trade, education and training, folk tourism, cultural exchanges and other industries with Jingdezhen art porcelain as the core have developed well. Various cultural and economic resources continue to develop towards high-end development through interrelated, complementary advantages, and rational grafting. Promoting economic prosperity with culture and economic development of cities. With the vigorous development of Longquan celadon cultural industry, the city's political, economic, and cultural functions have been continuously improved, providing an effective guarantee for attracting excellent human and economic resources.

### **4. The Communication Strategy of Jingdezhen Art Porcelain Culture**

The entry of traditional culture into the public's vision requires the use of media as a cultural dissemination platform. With the rapid development of the Internet, the "micro" forces are flooding everywhere in life with the momentum of moisturizing things and silently. The fast timeliness allows traditional culture to enter the public's field of vision in multiple forms, which has the effect of

promoting and promoting traditional culture. There are several ways to disseminate art porcelain through mass media:

#### ***4.1 Master the Art of Communication, and Advocate the Appreciation of Both Refined and Popular***

Traditional culture has achieved significant results with the help of mass media, and its radiation and influence have been further strengthened. Traditional culture penetrates into the lives of the masses in various forms and through various means of mass media. However, mass media has the characteristics of rapid, massive, and commercialized. In the dissemination of celadon art, it is necessary to fully grasp the characteristics of communication art, find a balance between elegance and vulgarity, and clarify the ultimate goal of celadon art through mass communication. It reflects the elegance of traditional celadon culture and meets the public's aesthetic needs for celadon.

#### ***4.2 Use Cultural Topics to Shape Sensory Experience through Multiple Channels***

In this era of information explosion, excessive knowledge, and repeated topics, rich and colorful information is coming to the public through the Internet. It can be said that one network connects the world and one network knows the world. Use Jingdezhen porcelain culture to create high-quality image programs, create art porcelain culture topics, follow the masses' preferences and the development and change of mass media to adjust the form, and spread Jingdezhen art porcelain and traditional porcelain culture in flexible and diverse forms. The mass media must use multiple channels to shape sensory responses, taking into account the presentation form, communication mode, and communication methods of art porcelain culture, and create a multi-effect experience that integrates vision, hearing and touch.

#### ***4.3 Tap the Government's Potential and Strengthen the Communication Effect***

The Longquan government should take the dissemination of artistic porcelain and the promotion of artistic porcelain culture as its own responsibility, carry out multi-form and multi-faceted propaganda activities with porcelain culture as the core, and radiate to surrounding provinces, cities and regions with Longquan as the center. Network media is the fastest spreading and widest spreading method in mass media. There are a huge number of websites, and it is a distribution center for ideology and culture. The Jingdezhen government must fully tap the potential functions of the government network, integrate various traditional and emerging media resources, and spread Jingdezhen art porcelain on various platforms online and offline.

### **5. Conclusions**

The development of art porcelain in Jingdezhen cannot be viewed simply from the perspective of arts and crafts. It is about every artist and practitioner engaged in ceramic art, and more about the spread of traditional culture in a region and the economic development of cultural and creative industries. To promote the steady development of Jingdezhen Art Porcelain, it is necessary to form a business model of "government setting up a platform, enterprises singing, and artists participating", and actively explore the advantages and expertise of all parties to make use of them to create a better tomorrow for the development of ceramics in Jingdezhen.

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