

Design and development of Bengbu double pier carving symbol cultural creation products

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Abstract: *Through the full application of Bengbu double pier carving symbol design elements in the design and development of cultural and creative products, the integration of carving symbol elements into the design of cultural and creative products can not only improve the experience of cultural and creative products, but also show the cultural and artistic value of Bengbu double pier carving symbols. The cultural and creative products of Bengbu Museum are used as the carrier to make the 7,000-year Bengbu double pier carving symbol "come alive" while carrying forward the Bengbu double pier carving symbol culture.*

Keywords: *Bengbu, Double pier notation, cultural creation products*

1. Cultural connotation of the carved symbols of Bengbu Double Piers

According to the *Shuangdun Neolithic Site Development Report (2008)*, more than 600 pieces of pottery inscribed with symbols have been found at the Shuangdun Site in Bengbu. It has a wide range of symbols and a complex structure, which has formed a relatively mature system. After the research and analysis of experts and scholars, it can be divided into three categories according to its characteristics: geometric class, pictographic class and other classes. It is also concluded that the carved symbols of Bengbu Shuangdun are a form of expressing human emotions, showing the living conditions of the early people in this area, and also reflecting the cognitive ability of the early people in this place. [1] There are a large number of pottery tablets carved with symbols of Bengbu double piers and the repetition rate of these symbols is high. The detailed geometric symbols and pictographic symbols can be divided into 12 categories, indicating that the carved symbols of Bengbu double piers are rich in content and there are many similar events. Therefore, the carved symbols of Bengbu double piers have the function of record and ideographic. In the upper and lower reaches of the Huaihe River, signs similar to those of Bengbu Shuangdun have been unearthed, which are widely distributed. The structure of this symbol is simple, the shape is vivid and the lines are smooth, which is similar to the early writings, indicating that it contains rich meaning. Through the analysis and study of the carved symbols in Bengbu Shuangdun, it is found that it can not only vividly reflect the early human production activities, reflect the early human's cognition of the outside world, but also has an important function of recording. [2] Through the chronicle, the symbols of Bengbu Shuangdun have become an important medium for regional cultural inheritance and development.

2. Development prospects of Bengbu's cultural and creative industry

As our country enters the stage of "industrial upgrading" and "common prosperity", the real economy combined with cultural and creative product design pulls the consumption demand of residents. Talking about culture without economic benefits or only talking about economic benefits without culture is not conducive to industrial development and helps transform traditional manufacturing into creation. Historically, it has been necessary to make creative products. Many imported goods are printed with "made in China", and the importance of industrial manufacturing to China's economy is irreplaceable. Combining science and technology, integrating creative innovation, the manufactured products are more stimulating consumption on the basis of practical, and the products have more vitality and competitiveness.

Cultural and creative products focus on the protection and inheritance of traditional Chinese culture, help promote the diversity of residents' lives, and promote the sustainable development of cities. With the rapid development of social economy and the deepening and integration of "Internet +", new ideas, new development and new opportunities have been provided for the design of cultural and creative

products in cities. With the help of diversified media platforms, urban cultural and creative products will be provided with a broad space for creation and development. At present our cultural and creative industry development has market advantages, traditional cultural advantages and carrier advantages. The consumption level of residents is getting higher and higher, the demand for cultural and creative products is increasing, and the domestic market of cultural and creative products is expanding. For example, She County, Pingshan, Huangshan City, Anhui Province, and other places rely on the world cultural heritage, traditional cultural resources and 5A tourist attractions of important tourism market advantage. Through the combination of cultural and creative products and tourism industry, good economic benefits can be obtained.

In the development process of Bengbu Shuangdun cultural and creative industry, with the help of Bengbu Shuangdun carving symbol design elements and other modeling design elements, Bengbu traditional culture design elements are integrated into product design concepts, and cultural and creative products that can not only spread Bengbu regional cultural symbols, but also have practical functions are designed. This October, Shuangdun cultural and creative products on the new. More than 7,000 years of Shuangdun culture comes to life with post-it notes, duct tape, cartoon stickers, symbol stickers, rulers and special-shaped books. On the above kinds of stationery, THERE are the precious cultural relics UNEARTHED from Bengbu Shuangdun, the carved symbols of Shuangdun and the cartoon images of early human beings. Through the designer's conception and creativity, the unique regional cultural characteristics of Shuangdun carving symbols are given full play to enhance the market competitiveness of Bengbu cultural and creative products, and make a certain contribution to the local economic development of Bengbu.

3. The necessity of the design practice of Bengbu Double pier marking cultural creative products

From the narrow point of view, regional culture refers to the region has certain influence, and has profound historical information and unique cultural representation. Geographical environment is the key factor for the formation of regional culture. The HUAIHE River BASIN HAS cultural academic schools represented BY Confucianism and Taoism, so the Huaihe River culture emphasizes the mean and advocates morality, while the Huaihe River culture reflected by the double Dun symbol has the representative characteristics of regional culture. [3]he rise of cultural and creative industry inherits and develops Shuangdun culture. The cultural and creative industry has publicity function, practical function and visual communication function. Shuangdun engraved symbol cultural and creative products promote the transformation of tourism city industry. The publicity function of cultural and creative products has enhanced the popularity of Bengbu Shuangdun culture. In the process of continuous innovation and development of cultural and creative industry, it has helped the innovation and development of traditional industries, and finally enhanced the vitality of Bengbu Shuangdun tourism city.

In the full exploitation of Shuangdun culture contained in the traditional cultural connotation, and combined with the art of expression, so that the image of cultural products and local residents aesthetic fit, expand the market while bringing economic benefits for the local. In addition, cultural and creative products have a cultural price. Relying on the profound cultural foundation, Bengbu cultural and creative products constantly innovate to attract the attention of consumers, and then generate new consumer hotspots. On the basis of. It is necessary to design cultural and creative products with symbols of Bengbu Shuangdun to help inherit the regional culture of Bengbu Shuangdun, improve the identification of the city image of Bengbu, and have broad commercial prospects while having cultural characteristics. The development of cultural and creative products with carved symbols in Bengbu Shuangdun is conducive to the communication and dissemination of regional culture. As the material carrier of the carved symbols, the cultural and creative products present the abstract carved symbol culture in another vivid and practical commodity form, which is a more direct way for residents to understand the culture and art of Bengbu Shuangdun. The carved symbols of Bengbu double dun can improve the visibility of local culture. Consumers who buy the carved symbols of double Dun cultural creative products during tourism mean the recognition of product creativity, which is widely spread and improves the social visibility of Bengbu double Dun culture. The development of cultural and creative products of Bengbu Shuangdun carving symbol culture can provide more jobs. Human resources are needed in the research stage, design stage, production stage, sales and processing of its products, so it can provide more jobs for the society.

4. Expansion of cultural and creative product design of Bengbu double pier carving symbols

As one of the important sources of the origin of Chinese characters, Bengbu Shuangdun engraved

symbols have ideographic function. The discovery of Shuangdun site in Bengbu has attracted attention from all walks of life. Social and economic background, cultural creative product design is the focus of the cultural and creative, bengbu double mound site culture combined with creativity, design with distinct era characteristic of art, not only contains the artistic value and aesthetic value, also promotes bengbu double mound skinned symbol culture spread, to help the sustainable development of national culture has an irreplaceable role. Residents' aesthetic is the public aesthetic, and folk art is combined with the public aesthetic. Compared with the academic school, the products of the public aesthetic combined with the folk creative are more capable of stimulating consumer demand, more based on the masses, and richer in artistic connotation.

The development of cultural and creative products depends on the development of modern social industry, which is the product of spiritual and cultural consumption under the premise of meeting people's material needs. Cultural and creative products are not only practical and artistic, but also have the characteristics of mass production and the function of spreading regional culture. With the rapid development of the current economy, the popularization of Internet technology, and the transformation of the operation mode of e-commerce, the lifestyle and consumption mode of residents have undergone tremendous changes, and the cultural and creative industry has also ushered in a broader resource platform and marketing display platform.[4] According to the background, the development, design, processing and sales of Bengbu double pier engraved symbols should also change their thinking and actively broaden the development line above the creation platform. In the design and development of cultural and creative products with double pier symbols, it should be combined with the characteristics of The Times, meet the cultural signal function of cultural and creative products conveyed by commercial roles, and enhance consumers' sense of experience and cultural satisfaction. The cultural and creative industry transforms intangible and abstract traditional culture into concrete and functional commodities. Cultural and creative products are diversified, such as: Following, cups, stationery, clothing, commemorative COINS, key chain, for various papers and industrial product design, use of the characteristics of product integration, make full use of bengbu double pier skinned symbol culture creative elements, in line with the inheritance and carry forward the double mound site design elements of the design concept, make product design closer to the tourism industry, Let creative and practical cultural and creative products provide new economic growth points for regional economy. Nowadays, the offline museum cultural and creative industry has greatly expanded the display channels of collections by building digital museums through the construction of Internet platforms. Combined with interpretation videos and high-definition photos, the display of cultural relics details has played a great role in promoting the dissemination of local regional culture. Finally, use the advantage of Internet big data to develop targeted cultural and creative products. With the update of the network. Through the advantages of big data resources, enterprises can analyze and compare consumers' consumption tendencies and market flows, develop more targeted cultural and creative products, and help improve the market competitiveness of the cultural and creative industry. "Cultural creative" is the sustainable driving force of the cultural and creative industry, the country has created good conditions for the rapid development of the cultural and creative industry, and helped to improve our cultural soft strength. With the acceleration of the pace of public life, with the impact of foreign culture, the public's interest in our folk culture gradually waned, and a part of folk fine arts gradually disappeared, making our national culture system severely damaged, and our modern folk art business system incomplete. At present, it is an important strategy to help the sustainable development of Bengbu Shuangdun cultural industry by combining with cultural and creative industry. There will be many problems in this process. Designers of cultural and creative products should stick to their original intention, think in multiple directions, and be good at changing their design ideas to help Shuangdun culture develop.

The 20th National Congress of the Communist Party of China was held, and the latest ranking of big cities was released. Urban transformation has always been a topic of common concern in different periods of the world. As a constituent element of modern city, cultural and creative industry is of great significance to the transformation of modern city. The design of cultural and creative products with double pier symbols should follow the principle of contemporary and creative development of modern cities and conform to the trend of urban development on the basis of practical value of cultural and creative products. Bengbu Shuangdun carving symbol is based on the concept of traditional culture reproduction, which is in line with the aesthetic concept of modern society, enabling consumers to carry out interactive communication with traditional culture while using products. Finally, combining with color design, the color characteristics of Shuangdun culture are highlighted, and the beauty of life art of Shuangdun culture is reproduced. [5]

5. Conclusion

Bengbu Shuangdun carving symbol culture has unique natural geographical advantages, this article creates the industry with Shuangdun site this innate environment. Based on the application of rich double-pier carving symbol design elements, the cultural and creative products designed based on this become an important carrier for the inheritance and development of Bengbu's traditional regional culture, and promote the economic development of Bengbu's cultural and creative industry. The cultural and creative industry is also the inevitable trend of industrial upgrading and transformation in today's society. Through carving the symbol culture of Bengbu Shuangdun, mining its unique cultural resources, combined with the innovative nature and fusion nature of the cultural and creative industry, enhance the charm of Bengbu's urban development and enhance its competitiveness. The cultural and creative industry in Bengbu is of great practical significance to promote the local economy and help the sustainable development of the city.

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