

The Application of Chu Culture Elements in the Cultural and Creative Product Design of Shouzhou Ancient City

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Abstract: China has many intangible cultural heritage, rich and unique cultural genes. The development of cultural and creative industries can not only continue the long-honored traditional culture, but also inject inestimable energy into the development of national cultural soft power. This paper starts with the research of Chu culture, takes the ancient city of Shouzhou as an example to analyze the application of Chu culture elements in the design of cultural and creative products, discusses the combination of Chu culture and the cultural and creative products of Shouzhou ancient city, and develops into a cultural and creative product with unique cultural elements. This paper discusses the Chu cultural elements and the cultural and creative products of Shouzhou ancient city from many aspects, including the characteristics and historical value of the Chu cultural elements, the feasibility of the integration of the Chu cultural elements and the ancient city cultural and creative products, and the application of the Chu cultural elements in the ancient city of Shouzhou cultural and creative products.

Keywords: Chu culture, cultural and creative products, Shouzhou ancient city

1. Shouxian Chu Cultural Characteristic and Historical Value

Anhui Shouzhou ancient city, also known as Shouchun. It was the hub of economy and transportation in the Qin and Han Dynasties. Anfengtang, built by Chu of the State of Chu in the Spring and Autumn Period, was one of the four major water conservancy projects in ancient China. Huainan Zi, an ancient Chinese book compiled by Liu An of Huainan and his disciples, came from Shouzhou. It is also the birthplace of Chinese tofu, the ancient battlefield of the Battle of Fat Water. The ancient city wall of Shouzhou built in the Northern Song Dynasty is an important project in the history of ancient architecture.

The glory of ancient Shouzhou is far more than this. In Chinese history, Shouzhou was the capital four times and ten times. Marquis of CAI, King of Chu, King of Huainan Liu Chang, Liu An and Yuan Shu were built here successively, as the center of cultural, political and economic development for many times. It was the fief of Huang Xie, Lord Chunshen of Chu, and the last capital of Chu. Therefore, the most significant cultural characteristics of Shouzhou is the Chu culture. The essence of Chu culture is reflected in Shouzhou. A large number of literature, poetry, music, art, bronze and lacquer ware with regional characteristics have been formed here, which not only have decorative symbols and object forms worth studying, but also reflect the pioneering, innovative, inclusive and open spirit of the Chu people.

2. Regional Cultural and Creative Product

Regional cultural and creative product design is an important part of the contemporary cultural and creative product design. Regional development of cultural and creative products.

It is to effectively integrate the local cultural resources to form a complete industrial chain. By connecting culture with scenic spots and cultural and creative products, people can make an immersive feel of these regional cultures, as well as the connotation and value behind them. Therefore, the regional cultural and creative products must be related to the local culture, which can arouse the resonance of consumers and awaken the consumers' memory. Integrating regional cultural brand symbols into life, making regional cultural, cultural and creative products form a cultural sense of identity, and form a unique brand style through unique characteristics such as various artistic and design techniques such as patterns and colors.

Shouzhou ancient city has a special geographical location and environmental advantages, with rich cultural resources. However, in viewing the cultural and creative products of the ancient city of Shouzhou, the design is scattered, the transmission rate is low, the consumer use experience is not strong, and the lack of brand cultural characteristics. Although it is a regional cultural and creative product, most cultural and creative products do not have strong characteristics of Chu culture. In the design of regional cultural and creative products, we did not deeply explore the regional culture, extracted the unique cultural and artistic qualities in the regional culture, and applied it to the regional cultural and creative products through modern artistic design techniques, giving consumers a strong impression. Moreover, the originality of cultural and creative products is not strong, and the phenomenon of commodity homogenization is serious. In the design of cultural and creative products, or piling up cultural elements, does not reflect the connotation and value of Chu culture. Secondly, the brand awareness is insufficient when designing cultural and creative products. When making these cultural and creative products, they are not regarded as a local sustainable brand, which cannot reflect the local regional cultural and creative art, culture and spirit. Therefore, it is necessary to combine the elements of Chu culture with the basic characteristics of Chu culture, form the brand symbols with regional characteristics, and meet people's spiritual aesthetic enjoyment and life experience through high-quality cultural and creative brand products.

3. The Design Strategy of Chu Culture Elements in Shouzhou Cultural and Creative Products

As mentioned above, the design symbols can be extracted from the Chu culture to create a cultural and creative brand with the regional characteristics of Shouzhou ancient city and form the brand effect of Shouzhou ancient city.

3.1. Enhance the added value of brand symbols

Brand symbols can give consumers a direct feeling. The added value of brand symbols is manifested in two places: First, brand awareness affects people's buying preferences. Brand-name products are often a symbol of high-quality fashion. Therefore, when creating a Shouzhou cultural and creative brand, designers can strengthen the unique characteristics such as products and colors to create, to enhance the cultural linkage of products.

Second, the value of brand symbols is reflected in the daily connection with consumers. Excellent brands will infiltrate the corporate culture into the lives of consumers, and cultivate the loyal users of the brand. When consumers buy such goods, they can first think of the brand, and buy the brand products for a long time.^[1] When looking for the brand symbols of cultural and creative products in Shouzhou ancient city, we should create brand awareness on the basis of products, improve the relevance of cultural and creative products, and put consumer needs in the first place. In order to realize the future innovation and breakthrough of Chu cultural elements in Shouzhou ancient city, we should pay attention to the following factors: First, pay attention to the combination of Chu culture and design in the design, so that consumers can "understand" the brand symbol of Shouzhou ancient city, and form the brand characteristics of Shouzhou ancient city. Second, the brand symbol of life. Design cultural and creative products close to consumers' lives to increase the frequency of product use. Such as clothing, stationery, app, etc. Third, effectively integrate cultural resources, connect culture with Shouzhou ancient city scenic area, so that consumers can get an immersive experience.^[2]

3.2. Using the modeling form language with the characteristics of Chu culture

3.2.1. The use of color

Red can express the enthusiasm, self-excited, energetic, desperate spirit in Chu culture, and have joy, blessing, evil meaning; black is the king in ancient China, is the longest color worship, is the classic, serious, decent symbol of Chu culture spirit, black and red as the main color, other warm as the auxiliary color, black and red rigid, and the creative products more delicate and soft and change. Designers apply these colors through some modern design techniques to Shouzhou cultural and creative products, which not only reflects the spirit of Chu culture, but also can form a strong brand color image, so that the brand culture in the minds of consumers is more profound.^[3]

3.2.2. The use of the "S" shape

Chu culture and art make good use of curves, Chu paintings like to use lines to outline the shape,

patterns and shape curves are mostly "S" shape, depicting many different poses and lifelike images. Designers can borrow this outstanding feature of Chu art and culture, and use prominent, emphasis, repetition, deformation and other design techniques to use the "S" shape in the shape and pattern of Shouzhou cultural and creative packaging, emphasize the symbols of Chu culture, and add the unique mystery and life vitality of Chu art and culture for Shouzhou cultural and creative products.

3.2.3. The application of the object modeling

The state of Chu practiced witchcraft, with strong worship and belief, often holding sacrificial activities, and creating a large number of sacrificial objects. In the eyes of the Chu people, the Chu objects have the role of communicating with heaven and earth, and talking between the gods. Therefore, the shape of the Chu people should not only meet the use function, but also meet their spiritual needs.^[4]Therefore, the shape and decoration on the utensils not only have the role of decoration, but also reflect the good wishes of the Chu people to pray for blessings and exorcise evil spirits on these utensils. Shouzhou cultural and creative products of the ancient city can extract the shape of Chu objects, the patterns on the utensils for redesign, or create a new shape.

3.2.4. The use of chu utensils material

Chu artifacts are made of bronze, wood, bamboo weaving and so on. The cultural and creative products of Shouzhou ancient city can be borrowed from these materials for design and production, or ordinary materials can be used to simulate the texture of bronze, wood and bamboo weaving through design techniques, combining these cultural symbols to form a unified product gene for series design, and become a continuity of products.

3.2.5. The use of compound

Chu art and culture to carry out the "compound" principle, often like to use the combination, the combination of realism and deformation and exaggeration. Use these techniques in shou zhou wen gen product design, such as learning chu woodcarving through "composite" using a combination of various techniques to shape patterns, or draw lessons from the traditional plane modelling of two continuous pattern modelling, such as by jumping phoenix, flying deer, diving birds and coiled snake as a unit, the "composite", to repeat four times. Such a regular repetition, can make the whole layout is very delicate, with fluidity, jumping, rhythm sense.^[5]Using the appearance design of cultural and creative products to achieve a high unity of practicality and artistry, express the product image of the cultural and creative products of the ancient city of Shouzhou, give it the unique mysterious appeal and visual impact of Chu art and culture, and let consumers feel the cultural and creative products consistent with the romantic temperament of the art works of Chu.

3.3. Expand the design media forms of cultural and creative products

In today's rapid development of the cultural industry, the digital dissemination of culture is particularly important, the use of the Internet means to innovate and upgrade, cultural digitalization to create a comprehensive and systematic culture of Chu culture, Shouzhou cultural and creative product experience. Cultural and creative products have many reference and development space in terms of design media and form, and there are still many new media forms that can be absorbed and transformed with the cultural and creative product industry. New media shows that the changes of Shouzhou cultural and creative methods will give new energy to cultural and creative content, which can not only spread Chu culture and bring new sensory experience to consumers, but also promote the iterative upgrading of Shouzhou cultural and creative products. For example, VR technology can be used to strengthen the immersive experience of Chu culture, while realizing the story of cultural and creative products. Shouzhou cultural and creative products can apply VR technology to all kinds of cultural and creative derivatives and Internet products with the help of —— interactivity and immersion, the most distinctive characteristics of VR. Through one headset, one eyeglasses, Or with a mobile phone as the medium, Based on the big data of Chu culture, Integrating the digital resources of Shouxian Museum, folk and even foreign massive collections, Embedding VR technology on cultural and creative products, Consumers can scan the patterns on the physical surface, Comprehensive interactive display through VR form, Consumers can see the full view and details of the relics in 360 degrees, Even seeing the rust spots and lettering of the relics, These details that are also difficult to feel when visiting the museum will be clearly presented to consumers through VR technology, And through the reappearance of the user experience and immersion, With cultural and creative derivatives, big data of cultural relics, and the combination of culture and tourism, Shouzhou cultural and creative products, Chu culture and art intelligent experience, Connect and transform consumers with cultural and creative products, Make it

more closely connected, At the same time, consumers have also become a part of the cultural and creative products.

Another example, digital cultural creation can vigorously be developed to make cultural relics alive. Nowadays, more and more first-class museums in China use an open and inclusive attitude to use digital cultural and creative institutions to realize the interconnection of ancient and modern times, and to develop cultural and creative products and traditional culture with new perspectives and new thinking. We can use mobile APP, wechat mini program and other media to transform Chu cultural resources creatively, productize the cultural concept, and produce Shouzhou digital cultural and creative products with market value. Release the digital collections of Chu culture, digital cultural and creative products, digital cultural relics, and some creative works jointly signed with artists. Consumers can open interactive games, create their own personal exhibition hall, choose the design of the appearance of the pavilion, the layout of the own digital cultural and creative products, and directly create and choose their own pavilion style. In museums, consumers can only learn about the civilization, history and development of Chu culture and Shouzhou Ancient City in just a few hours or less. Through digital cultural and creative consumers can log in the digital museum anytime and anywhere to understand these chu culture and history with Shouzhou digital cultural and creative products as the carrier, and break down the barriers of time and space. At the same time, it provides community sharing function, and consumers can share their digital museum on the circle of friends, Weibo and other platforms. High-quality user experience can quickly ferment with the power of the Internet, which plays an immeasurable transmission effect on the promotion of Shouxian digital cultural and creative products and Chu culture.

4. The Significance of Chu Cultural Elements to the Cultural and Creative Products of Shouzhou Ancient City

Culture is the soft power of a country, and brand symbols are the basis of the competition between cultural brands and creative brands. Cultural and creative products are not only designed for appearance, but, most importantly, integrate regional culture. By using semiotic theory to extract the cultural elements of Chu culture, the direction and location of the products can be clearer, and the relationship between region, culture and brand can be studied, making the product sustainable, so as to enhance the brand competitiveness and enable consumers to form a sense of identity and trust in the brand. At the same time, the development of Chu cultural resources can also promote the development of cultural and creative industry of Shouzhou ancient city, form regional brand characteristics, highlight the unique brand personality of Shouzhou ancient city, and spread the spread of ancient city culture.

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