Cultural Inheritance of Dong Nationality in Guangxi and Re-creation of Cultural and Creative Derivatives under the Vision of Accurate Poverty Alleviation

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Abstract

Dong nationality has rich traditional culture and many intangible cultural heritage traditional skills. How to create cultural and creative products with Dong nationality's traditional culture and technical characteristics as a highlight business card is the research viewpoint of this article. Through the visual conception and artistic creativity transformation of Dong nationality's craft and design, To meet the market demand and enhance its value expression, this approach can not only improve the economic income of enterprises and (family-style) workshops, but also realize the inheritance and development of Dong culture, and actively promote the rapid economic development of Dong areas with the support of national policies and the openness of tourism economy.

Keywords

Cultural and Creative products; Dong minority; Dong traditional culture

Introduction

Guangxi is not only the autonomous region with the largest population of ethnic minorities in China but also one of the main places where Dong compatriots live in compact communities. Dong nationality is one of the most distinctive ethnic minorities in China, with distinct and diverse ethnic cultures. The ethnic group originated from the rice culture “Baiyue” with a long history. According to its geographical environment, people’s production, and living reality, Live close to the mountains and rivers. It is an ancient building from the end of the Han Dynasty to the Tang Dynasty, with a

unique shape, rigorous structure, and rich national temperament. Based on relying on the mature tourism resources and service functions in Guangxi, it drives the all-around development of tourism in Dong nationality areas, and it is extremely important to develop and dig deep into its national cultural and creative products.

To implement the national plan, release the development potential of poverty alleviation and difficulties tackling, transform the unique national craft advantages and culture in Dong area into development advantages, combine national crafts with modern design, and explore positive paths such as the output of different carriers of product forms and the transformation of innovative thinking, to truly realize the transformation of resources into assets. Undoubtedly, it can play an important role in promoting the economic development of ethnic areas with accurate poverty alleviation.

The Development Significance and Advantages of Dong Cultural and Creative Products

As a new industry, cultural and creative products have gradually shown a rapid development trend in recent years, and at the same time, they have further shown the trend of integration and development of various industries. Cultural and creative industries embrace all kinds of new industries, and at the same time, traditional cultural industries are rejuvenating through the new situation. Although there are cultural and creative products based on other national cultures in the market, there are only a few kinds of related cultural and creative products developed only for Dong culture. Excellent folk arts and crafts of ethnic minorities and inheritance of ethnic minority culture often require us to carry out artistic transformation and design creativity based on market orientation. Through the visual conception and artistic creativity of Dong ethnic culture and excellent traditional crafts, we can realize the market development demand and value system in this way. In recent years, local governments have promulgated and implemented several guidance documents and put forward several measures to gradually increase the protection, development, and utilization of Dong traditional culture. From the existing achievements, it has played a certain role in promoting and promoting both the most basic cultural excavation of Dong traditional culture and the protection and inheritance of Dong intangible culture and traditional crafts at a higher level.

The Role of Cultural and Creative Products in Poverty Alleviation and Difficulties Tackling Road

The inheritance of national crafts and culture is becoming younger. Facing the younger market situation, the government's support for the cultural and creative industries and encouraging the promotion of minority cultures, combining with the local economic development trend of Guangxi Dong nationality, plays an important role in developing Dong nationality's cultural and creative products

in response to the country's goal of realizing poverty alleviation and difficulties tackling. Accurate poverty alleviation is the top priority in promoting the development of the times. Influenced by historical, natural, and geographical factors, the development of Guangxi Dong minority areas has lagged behind that of other non-minority areas for a long time. By implementing the national planning, we can truly realize the poverty alleviation and difficulties tackling in the corresponding areas and adapt to local conditions. Turning the unique national culture and national craft advantages in ethnic areas into development advantages, combining ethnic culture with modern design, and truly turning resources into assets through active attempts such as exploration, innovation, and development can undoubtedly help the Dong tribe in Guangxi to realize poverty alleviation and difficulties tackling. In recent years, Many cultural enterprises and institutions actively promote the development of cultural and creative products, which not only fully promotes cultural consumption, but also enhances social and economic benefits.

The Role of Cultural and Creative Products in the Local Tourism Industry

With the continuous upgrading of consumption, the rapid development of the Internet, and the increasing demand of domestic and international markets, the cultural and creative products industry has also been pushed to the forefront of the industry. According to the Several Opinions on Promoting the Development of Cultural and Creative Products in Cultural Relics Units issued by the State Administration of Cultural Heritage, Ministry of Finance, Ministry of Culture, and other departments, it has a very good guiding role, forming a unique, innovative and highly competitive industry system of cultural and creative products, and satisfying consumers' growing pursuit of cultural spirit and individuality. Taking tourism as an example, tourism and culture are closely related, and culture promotes the long-term and in-depth development of tourism, while tourism is the support of cultural development and culture is the soul of tourism. Often, the competitiveness of tourism products finally reflects the cultural competition, and tourism and cultural and creative industries develop and promote each other. Parallel approaches can be taken to promote local development, We can create high-quality tourism performing arts products, hold cultural tourism festivals, and develop cultural tourism handicrafts. On the one hand, it leads the development of tourism resources and derivative products through cultural creativity, and enhances the connotation of tourism projects and tourism products with cultural vitality; On the other hand, it provides a broad development space for cultural and creative industries, The combination of the two complements each other.

Dong Cultural and Creative Products Market Analysis

In recent years, the government has strengthened its awareness of the protection, development, and promotion of Dong traditional culture. It has played a positive role in strengthening the basic construction and inheriting the traditional culture of Dong nationality. Ethnic crafts are becoming

younger. Now, a trip to ethnic minority areas, Buying a national craft product has become a daily routine for many consumers. Compared with the old generation's nostalgia, the "trendy generation" has a new understanding of national crafts, and the integration of traditional culture and modern design is more attractive. And this novel experience has also prompted people to pay more and more attention to the creative products of national culture. The change of consumption structure comes from the continuous increase of people's income. After ensuring the basic material consumption, people begin to turn to a higher level of spiritual consumption. Through the above changes, people's demand for cultural and creative products will continue to grow. At present, the state's efforts to publicize and support the intangible culture and the traditional culture of ethnic minorities are constantly increasing. The people's understanding of non-legacy skills is increasing. More and more non-legacy creative products have entered consumers' field of vision.

The National Cultural Characteristics of Dong Nationality

Dong nationality has its cultural characteristics in clothing and architecture, national belief, and diet. Dong people worship cattle, dragons, and fish as totem objects. Since ancient times, they have said "stepping on three carp" and "knowing fish and recognizing race". Totem represents the belief of Dong people and their yearning and expectation for a better life. The clothing of Dong nationality is made of self-woven Dong cloth, and its main colors are blue, blue, white, and purple. The application of the blue color scale in Dong cloth is combined with the twenty-four solar terms of Chinese traditional culture, which reflects that its national cultural characteristics are closely related to Chinese traditional festivals and highlights its national cultural characteristics. There are many kinds of handicraft products of Dong nationality with unique patterns, such as embroidery, picking flowers, painting, carving, paper-cutting, etc. Dong embroidery was listed in the third batch of national intangible cultural heritage on May 23, 2011. Dong nationality's architecture is unique, and its Drum Tower and Fengyu Bridge are representative buildings, which not only have high appreciation value, At the same time, it has high technological and artistic value. Besides, there are musical instruments such as Lusheng, language, and writing, which are fine traditional cultures inherited from generations of Dong people. However, with the development of the economy and society, Dong nationality culture is facing the development status of difficult inheritance and promotion.

The Necessity of Developing Cultural and Creative Products

Dong nationality has many cultural skills that have been recorded but rarely entered the commercial market. Consumers know little about Dong culture, and the transformation and output of cultural and creative products can stimulate the desire for consumption of Dong cultural consumer goods. Dong nationality culture contains rich national traditional crafts. The folk handicraft products of Dong nationality are various and have strong national characteristics. Dong architecture is very

characteristic, the most typical Dong Drum Tower and Wind and Rain Bridge. In the design of Cultural and Creative products, this element can be skillfully integrated into the modeling of products through artistic treatment, so that products have a strong sense of belonging in content and form, Let people think of Dong nationality, a unique national building, through the miniature of buildings on products.

Design Materials and Processes of Cultural and Creative Products

In the creative frame of thinking, we will keep our characteristics and cultural connotation, and boldly try to integrate the unique Dong cloth and dyeing and weaving technology of Dong nationality into the final design products. Dong cloth is rich in materials, unique in textile technology, and strong in color vision, which combines new materials with new techniques and Dong characteristics to show different lasting appeal. The brocade of Dong nationality has its unique color matching, and a unique and applicable protection form of Dong nationality culture is established in its creation. To satisfy consumers at all levels. By developing products with various content categories, we can meet the needs of consumers at different levels. Marketing with multiple platforms. With the help of the network marketing platform, the Dong culture will be presented to the public. To achieve the purpose of inheriting and carrying forward the technological content of Dong nationality. At the same time, it will increase the influence of national culture and let more people know about the creative products of Dong culture.

The Development and Application of Dong Cultural and Creative Products

Innovative Design Requirements of Products

Based on the premise of the lack of derivatives of Dong culture, the most valuable information is extracted and utilized through a lot of investigation and interpretation of Dong culture. The design concept is the core and theoretical basis of design. Creative products of Dong culture should follow the design concept of highlighting Dong culture, respect Dong culture and make bold innovations and creations. At the same time, In the process of developing products, we should pay close attention to the needs of consumers, give new vitality to the products, and put the practicality of the products first. Secondly, there must be some trade-offs in the use of cultural elements, which requires the designer to discover and extract the elements of beauty from the rich Dong culture, remove impurities from these elements and retain the essence. Use it as a raw material for your creation. At the same time, these extracted elements are transformed and abstracted according to the law of formal beauty, and then re-produced. We need to use the concept of modern aesthetics to re-understand and explore the nature of Dong culture and tap the deep value of Dong culture. To

spread Dong culture more widely, We need a broader vision, a perfect combination of design elements and design works, integrate the core value of Dong culture into the design works, distinguish them from other regional cultures, create unique products with national characteristics, and promote the innovative development of national culture.

Innovative Application of Products

The derivative products are mainly based on the Dong patterns combined with contemporary design and transformed into cultural and creative derivatives, combined with the unique skills of the Dong people. From the perspective of Dong brocade, the cultural characteristics of Dong nationality are integrated into product design, which gives people a variety of visual effects and improves people's understanding of Dong ethnic customs. Through the form of artistic re-creation, we have created some characteristics of Dong nationality, And innovative cultural and creative products. Breaking the traditional ritual display form, the two-dimensional cultural element symbols are integrated into the cultural and creative derivatives such as scarves, satchels, and socks through the three-dimensional form. To increase the design of product details through visual, auditory, and other forms, Improve the interesting story of the product and give consumers a deeper emotional pursuit. Learn from the local Dong artists with an open mind and cooperate sincerely with the local Dong compatriots, to spread the Dong culture and promote the economic development of the Dong compatriots to a certain extent.

Product Interpretation and Display

Consumers pay attention to the practicality and story of cultural and creative products. Practicability is embodied in the usability of the product itself. In the process of product production, the selection of materials and the design of style should be exquisite. All products should be consumer-oriented. The expression of the story is reflected in the narrative form of the product. We take the historical story of Dong People's origin in ancient Baiyue as the mainline. The hardworking Dong people live in the mysterious mountains, and the smoke from the kitchen has been handed down from Baiyue in ancient times. Although each dynasty has a different name, However, it is the Dong People's fine cultural tradition from ancient times to the present and the positive heart of Dong people who love life. With "Dong Xin" as the theme, it aims to blend innovation and Dong Traditional Culture through the innovative expression of cultural and creative products, to create brand-new and sincere products.

The overall color of the product is reflected in the traditional clothing of Dong nationality and the indigo blue and cyan commonly used in traditional cloth. Through the embodiment pattern miniature of different body postures and clothing of Dong people, the clothing of characters is dis-

played, and the unique headdress and musical instrument of Dong nationality are also expressed innovatively. It is intended to express it more intuitively and interestingly. There are a lot of water ripples in the elements of the product. The fish pattern and other patterns are extracted from the Dong People's embroidery technology with bright colors and diversified forms, and also reflect the two-dimensional form of Dong brocade technology. For the small elements in logo design, we have adopted the most commonly used and representative weaving method in the Dong brocade craft. Through the arrangement and combination, The three-dimensional weaving is transformed into a more intuitive two-dimensional expression. The patterns designed on the square towel are extracted from the traditional costumes and handmade products of Dong nationality. The expression of the patterns on the square towel can be made not only by industrial printing but also by local embroidered mothers of Dong nationality. It can not only improve the economic income of enterprises and (family-style) workshops. At the same time, it gives special meaning to products. While promoting the inheritance and development of Dong culture, it also actively promotes the rapid economic development of Dong areas with the support of national policies and the openness of the tourism economy, aiming at promoting the realization of our precise poverty alleviation goal.



Exhibition map of Cultural and Creative products with the theme of "Dong Xin"

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