Reflections on the Design and Innovation Path of Intangible Cultural Heritage Creation of Mulao Nationality in Guangxi

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Abstract

Based on the cultural atmosphere of emphasizing cultural self-confidence, the design of non heritage cultural and creative products of Mulao Nationality in Guangxi is taken as the starting point. Through in-depth investigation, literature search and historical heritage materials, the paper classifies, analyzes, refines and creates the intangible cultural heritage cultural forms and artistic forms of Mulao nationality, explores the empowerment of intangible cultural heritage culture and elements of Mulao nationality under the background of cultural self-confidence, and creates non heritage cultural and creative culture and brand with unique characteristics of Mulao nationality, era and region. So that its cultural and creative products can be better accepted, and then promote the spread and development of local culture, highlighting the characteristics of traditional Chinese culture.

Keywords

Cultural Confidence; Intangible Cultural Heritage Culture; Cultural and Creative Design; Innovation Path

Introduction

Intangible cultural heritage is an important carrier and manifestation of Chinese excellent traditional culture. How to strengthen the protection and inheritance of intangible cultural heritage at the same time, the social function and cultural value of intangible cultural heritage is worth

thinking and studying. Intangible cultural heritage has historical, literary, artistic and scientific values. It is the main content of excellent traditional culture in contemporary living state, the vein of cultural heritage, the source of literary and artistic creation, and the soul of cultural creative design. It is an important way and inevitable choice to strengthen cultural self-confidence and build a cultural power to improve the inheritance and innovation level of intangible cultural heritage. We should strengthen cultural self-confidence, create a traditional cultural atmosphere, carry forward the traditional culture of ethnic minorities, and create diversified forms of non heritage cultural and creative products. Non heritage cultural and creative products have always been the effective carrier of folk traditional culture, the result of the inheritance and development of folk traditional culture, and also an important communication channel of traditional culture. Local intangible cultural heritage has many kinds and rich resources, which is a valuable resource to enhance cultural confidence. It needs to be fully explored and carried forward in the design process.

Research Purpose and Significance

Based on the characteristics of traditional intangible cultural heritage of ethnic minorities, integrating modern design and modern market concept, creating innovation highlights of Guangxi Mulao non heritage is the starting point and focus of this paper. This paper aims to study the cultural forms of Mulao intangible cultural heritage in Guangxi, and design and innovate the non heritage cultural creation. This paper explores and refines the traditional culture and characteristics of Mulao intangible cultural heritage, studies the application practice method and innovation path of its traditional cultural symbols and elements, refines and innovates the regional cultural resources, creates the non heritage creative culture and brand with unique characteristics of Guangxi Mulao ethnic minority, era and region, and gives full play to the soft power of non heritage cultural and creative products. At the same time, the research theory is integrated into the design practice to develop a series of tourism cultural innovation products with national and local characteristics and can meet the market demand.

"Protection, rescue, rational use, inheritance and development" is an important guideline for the protection of intangible cultural heritage, emphasizing protection and sustainable development. Through on-the-spot investigation and investigation of the Mulao intangible cultural heritage culture, the Mulao intangible cultural heritage resources are rich, and there are many types that can be protected and inherited in a productive way. The intangible cultural heritage projects like "eating, wearing, using and playing" that people like and have unique characteristics are pushed to the industrial development. With the power of e-commerce, through innovative ideas and modern business marketing, the Mulao people can get online and offline. The integration of the latest mobile Internet technology and the rich and long-standing intangible cultural heritage culture can find a new development path for the inheritance of intangible cultural heritage Combining with modern

commercial marketing, opening up online and offline, and integrating the latest mobile Internet technology with the profound and long-standing intangible cultural heritage culture, we can find a new development path for intangible cultural heritage inheritance. Through the comprehensive arrangement and analysis of its cultural form, artistic form, in-depth interpretation of the Mulao intangible cultural heritage culture, in order to protect and inherit the Mulao intangible cultural heritage culture in theory and practice, in order to better inherit and carry forward the excellent national traditional culture. To create the brand effect of Mulao intangible cultural heritage, to achieve inheritance and innovation, intangible cultural heritage living development, and promote the development of local economy.

Methods

The Innovative Development and Creative Transformation of Mulao Intangible Cultural Heritage

At present, China is in the period of cultural self-confidence construction. Cultural self-confidence is the precondition of national self-confidence. The inheritance and development of intangible cultural heritage is related to the construction and development of Chinese culture, so we need to open up a new way of protection and inheritance. Mulao is mainly distributed in Luocheng Mulao Autonomous County of Guangxi. Its national culture is unique. Relying on the important content of "cultural self-confidence" strategy, through Mulao's non heritage cultural creation, the design with regional characteristics is spread, which is the innovation and development of ethnic regional culture, and improves the influence and attraction of Guangxi minority culture in cultural and creative products at home and abroad. This is not only conducive to economic development and cultural heritage, but also the inevitable development of tourism. Cultural and creative products bear the function of aesthetic education, which can guide the audience to immerse themselves into the cultural atmosphere when using the products. It is not the simple use function or demand of the commodity, nor the relationship between the purchase and sale of the commodity. As the output of intangible cultural heritage culture, cultural and creative products are the "cognition" and "identification" of the excellent culture of Mulao nationality through the interpretation of intangible cultural heritage culture. It is of great significance and great economic benefits to turn the precious and unique resources of intangible cultural heritage into the active force in cultural and creative products.

Build Regional National Culture Brand and Establish Cultural Confidence

Fully tap the cultural resources of Mulao intangible cultural heritage, combine intangible cultural heritage with cultural and creative product design, open up a new perspective, develop new

products and so on. Fully tap the cultural resources of Mulao intangible cultural heritage, combine intangible cultural heritage with cultural and creative product design, open up a new perspective, develop new products and so on. They need to highlight the cultural characteristics of the intangible cultural heritage of ethnic minorities. In addition analyze the problems in the process and explore the causes, and provide feasible methods and strategies. Cultural and creative products have strong social and economic benefits. They have certain cultural genes as well as intangible cultural heritage. They also play a promoting role in enhancing cultural consciousness and national pride. Through the non heritage cultural creation, combined with the current tourism market, this paper expounds the characteristics of Guangxi, shows the cultural charm of "diversified cultural formats", so as to innovate cultural consumption and establish brand, and carry forward the national spirit.

Promoting the Development of Cultural Industry and Cultural and Creative Economy of Mulao Nationality

The cultural and creative products derived from the intangible cultural heritage culture can not only promote the cultural transmission with regional ethnic characteristics in Guangxi, but also provide reference for the design and upgrading of cultural products of cultural and creative industries in Guangxi. At the same time, it can enhance the cultural vitality of Mulao minority villages, improve the development potential, enhance the endogenous power and the win-win situation on the basis of the existing achievements. The development of local cultural productivity is conducive to the sustainable development of cultural and creative economy in Guangxi.

Discussion

It is worth exploring how to better interpret and analyze the current status of Guangxi Mulao intangible cultural heritage in the design and application of cultural and creative products under the strategy of "cultural confidence". As an important part of the soft power of Chinese culture, intangible cultural heritage is also an important source of the development of contemporary cultural and creative industries. Designers can continuously draw resources from the treasure house of intangible cultural heritage to carry out multi-level design and innovation. Especially for the intangible cultural heritage projects which have industrial potential value and are closely related to modern life, it is necessary to conduct in-depth study on the intangible cultural heritage projects so as to find a suitable way for the industrialization development of the projects. This paper analyzes and studies the existing application of intangible cultural heritage in clothing, daily necessities and various decorations, and summarizes the design methods and schemes of Mulao non-heritage cultural and creative products, so as to lay a foundation for the design of related characteristic cultural and creative products in the next step.

Extract the Traditional Cultural Elements and Forms of Mulao Nationality, and Use Modern Design Methods to Integrate Them into Non-legacy Products

Today, with the development of globalization, it is particularly important to maintain cultural uniqueness and diversity. Luocheng is the only Mulao Autonomous County in China. The local Mulao people have accumulated and enriched continuously in the long-term production, life and historical development, thus forming a rich and unique tradition and intangible cultural phenomenon of the nation. In 2012, the county completed the first survey (general survey) of intangible cultural heritage resources, and there are 1021 intangible cultural heritage projects. Among them, Mulao Yifan festival was listed in the first batch of national intangible cultural heritage protection list in 2006,Six projects, including Mulao ancient songs, Mulao embroidery skills, dance grass dragon, Mulao walking festival, coal sand pot making skills, and Mulao marriage customs, have been listed in the autonomous region level "intangible cultural heritage" protection list, and listed in 12 municipal "intangible cultural heritage" cultural projects. It involves a variety of intangible cultural heritage, such as folk activities, festivals, traditional handicraft skills, etc. the cultural forms and artistic forms inherited and derived from them are various, and the traditional cultural elements are rich. In the process of product design, modern design ideas are used to create products, including intangible cultural heritage skills. It also includes the promotion and inheritance of the spiritual level of intangible cultural heritage. The types of products involve clothing, food, housing, transportation and other perspectives, so as to meet the needs of modern production.

The organic integration of intangible cultural heritage research, process technology and design innovation is an effective way to develop Chinese local cultural and creative products. The classic cultural elements contained in Mulao nationality are organically combined with the aesthetic, cultural and use needs of consumers. Modern design techniques are used to innovate and develop cultural and creative products, which have both the charm of traditional culture and the charm of modern fashion.

Change the Innovative Ideas of Mulao Nationality's Non-heritage Cultural Creation Design and Build the Brand Development of Cultural and Creative Industries

Design the brand image of Mulao's non heritage cultural creation, promote the design of local non heritage cultural and creative products, create the international cultural image of Guangxi Mulao intangible cultural heritage traditional culture, spread the theory and practical experience to other regions, and promote the development of cultural and creative industries in other regions. Intangible cultural and creative products embody "culture + creativity". The combination of the two has a special role in promoting economic development. It can radiate to the fields of many

industries and promote the development of regional economy with its typical characteristics. It has a key enlightenment for the transformation of traditional industries, and can also make consumers have cultural consumption behavior. On the one hand, the integration of high-tech and high-tech products will bring more value than traditional products and culture.

Conclusion

In the process of protecting, inheriting and developing the traditional culture of intangible cultural heritage, we should explore more types of intangible cultural heritage, and combine modern design methods, crafts and new materials to derive more cultural and creative products with national characteristics, so as to promote cultural exchange and communication among different nationalities. Tourism crafts with special functions are not only souvenirs, but also cultural soft power exchanges between countries. Cultural creativity is an important way for the inheritance and development of intangible cultural heritage, which provides inspiration for the innovation and upgrading of cultural and creative industries. As a gathering area of ethnic minorities, its non heritage cultural creation aims to publicize minority culture, make full use of minority culture and resources, scientifically and effectively research and develop non heritage cultural and creative handicrafts, enhance international perspective, improve its technological level and overall quality, gradually build brand advantages and enhance its popularity. The inheritance of intangible cultural heritage should first of all require people's cognitive level, broaden the way of transmission and inheritance, fully combine the market mechanism and the design language of the times, meet people's material and spiritual needs, and create cultural products closely connected with people's lives. Let the unique historical characteristics, cultural charm, cultural form, emotional accumulation of intangible cultural heritage culture, imperceptibly create and influence the cultural values and significance of the young generation.

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