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Study on Yunnan cultural and creative product design from the perspective of regional culture

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Abstract
Regional culture is an indispensable core competitiveness of cultural and creative products, which is of great significance for promoting the development of cultural industry and enhancing the cultural soft power. This paper aims to explore how to create a distinctive cultural and creative brand card for Yunnan region from the perspective of regional culture. Through the combing of the current situation of cultural and creative products, the design strategy of innovative characteristics is proposed for the design of cultural and creative products in Yunnan region. This study helps to build the development of local cultural and creative product system, and enhance the integration of local cultural soft power and the integration of cultural industry and tourism. It is of great significance to promote the innovative development of Yunnan cultural and creative brands and the inheritance and protection of regional culture.

Keywords
Yunnan region, regional culture, cultural and creative products, design strategies

1. Introduction

In recent years, with the vigorous development of tourism, the market of cultural and creative products shows a rapid growth trend. Consumers show a strong interest in cultural and creative products with regional characteristics and cultural connotation, which provides a broad market space for the design of cultural and creative products in Yunnan province. The general office of the CPC Yunnan provincial party committee, issued by the general office of Yunnan province peoples government of the Yunnan culture and tourism strong province construction three years action (2023-2025) clearly put forward, to make "There is a life called Yunnan" ring society, in a new starting point to promote cultural prosperity, better meet peoples growing spiritual and cultural needs, the construction of culture and tourism strong province[1]. From 2012 to 2019, the added value of provincial characteristic culture and related industries increased from 29.897 billion yuan to 78.432 billion yuan (accounting for 3.38% of GDP). From 2012 to 2020, the operating income of cultural enterprises above designated size increased from 33.78 billion yuan to 68.759 billion yuan[2]. Cultural industry has become an important part of Yunnan economy and a new growth point.

Yunnan not only carries the unique customs and profound historical deposits of diverse ethnic groups, but also combines the magnificence of natural scenery and the delicacy of cultural landscape. Its tourism and cultural attributes are of great importance. From the perspective of regional culture, designing cultural and

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creative products that can reflect the unique national culture and ecological culture of Yunnan is an effective strategy to improve the innovation awareness of cultural and creative industry and drive economic benefits.

2. Development status of the cultural and creative industry in Yunnan from the perspective of regional culture

2.1 The homogenization dilemma of cultural and creative products

The lack of regional culture is the main feature of the homogenization of most cultural and creative products. The investigation on the current cultural and creative products shows that cultural and creative products lack in-depth excavation of regional cultural and historical elements and fully display local characteristics. For example, the exhibition area of "Courtesy Yunnan" of the sixth South China Expo in 2022 focuses on the relevant cultural and creative products created by serving the county economy and conducting the integration of culture and tourism. Among them, Wa Cat in Chenggong, Songming Chinese herbal medicine of Southern Yunnan Herbal, Luxi "Tiger" series cultural creation (Figure 1), their cultural and creative series product design integrates local characteristics and certain cultural attributes.

However, most of the products are conventional categories, such as daily necessities, handicrafts, ornaments and accessories, whose regional characteristics are not strong and have single themes, which is not very different from cultural and creative products in other regions, so it is difficult to form brand competitiveness.

The categories of cultural and creative products lack innovation and many similar products. Their design form is single and old, which only changes on the packaging surface such as patterns, colors and fonts, lacking deep innovation. The product design form is the same, and the homogenization is serious, which fails to fully show the uniqueness and difference of regional culture. Cultural and creative products fail to effectively convey the profound connotation of regional culture, and lack of in-depth exploration and display of the stories behind the culture. In terms of product design, the lack of depth, only stay in the accumulation of surface symbols, failed to follow the design development of The Times, integrating new design techniques and technologies, it is difficult to arouse the cultural resonance and emotional identity of young consumers.



Figure 1: Photo taken at the 6th China-South Asia Expo and the 26th China Kunming Import and Export Fair

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2.2 Lack of practical value of cultural and creative products

As commodities, cultural and creative products should be both aesthetic and practical, and are closely related to peoples lives. However, existing products are often insufficient in this aspect. Many cultural and creative products pay more attention to the expression of visual and cultural symbols, but ignore the functionality and practicality of the product itself. Good tourism cultural and creative products should be beautiful, functional[3]. The design of cultural and creative products has a narrow vision, and the product carriers are mostly simple functional products such as tourist souvenirs and decorative products. The design means are mostly focused on the development of plane and pattern design elements, and they do not really play an irreplaceable functional use demand[4].

In addition, in order to cater to specific cultural symbols or concepts, cultural and creative products ignore the actual needs in daily life. This design idea of "symbol first" makes the product only be used as an ornamental object and difficult to integrate into the daily life of consumers. Cultural and creative products pay too much attention to the ornamental and commemorative nature, ignoring the practicality and functionality of the products. This phenomenon of transition symbol leads to the disconnection of products and real life needs. The reason for this phenomenon is that developers of cultural and creative products pursue too much about profit maximization, and tend to choose those material carriers that can be quickly transformed into products and have low development costs. However, this profit-oriented selection strategy greatly restricts the innovation and development path of domestic cultural and creative products, and limits its diversity and the possibility of in-depth exploration.

2.3 The lag of scientific and technological intelligence of cultural and creative products

There is a certain lag in the domestic research on cultural and creative product design, which is mainly manifested in the following aspects: First, the lack of technological innovation. Many products still rely on traditional processes and forms of expression, and cannot be integrated with modern intelligent technology. The innovation of its intelligent technology mostly exists on the surface, or is not broken in practicality, with less investment in the technical level, and lacks of interdisciplinary coordinated development. Second, the lack of intelligent experience. Cultural and creative products only blindly pursue the extraction of elements, but lack of people-oriented personalized and interactive experience. As a result, the audience group of cultural and creative products is not clear, which cannot really attract young consumer groups, which limits the consumption potential of the products. Third, the application of market technology lags behind. Although intelligent technology has been widely used in other consumer goods fields, the market application of cultural and creative products is relatively lagging behind, and enterprises fail to effectively integrate intelligent technology into the development of cultural and creative products. How to effectively extract and transform regional cultural genes in the context of modern science and technology, and how to creatively apply cutting-edge technologies and novel materials to the design of cultural and creative products, the depth and breadth of the application of intelligent technology in the design of cultural and creative products need to be improved.

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3. The development direction of Yunnan cultural and creative products

3.1 Relying on the development of the tourism industry, the integration of regional culture and modern culture

Tourism and the unique product is its representative is not only the material product form, but also the perfect combination of tourism and culture, on the one hand can be in times, keep up with the pace of the development, on the other hand to linked to traditional culture, timely into some regional cultural content, let oneself can follow the trend of tourism hot to achieve a value of ascension.[5] Yunnan is a famous tourist destination in China, and it has a rich ethnic minority culture. For the cultural and creative products in Yunnan region, we should make the local cultural elements fully explored, combine the unique national art, customs and history with modern design, and closely connect with the tourism industry, and create the tourism cultural and creative products with local characteristics, commemorative significance and practicality. Emphasis on the practicality and acceptance of cultural and creative products and the limitations of the superficial application of cultural symbols. We should pay attention to the development of diversified product routes, not only the tourism-related souvenir design, such as increasing the design of home furnishing, clothing, accessories, articles for daily use and so on.

This integration is not only reflected in the inheritance and innovation of national traditional crafts and symbols, but also in the cross-cultural and cross-era integration in form and content, which is conducive to improving the local economic benefits and cultural communication power.

3.2 Application of intelligent technology and digital communication

Under the rapid development of digital science and technology, intelligent, science and technology characteristics filled with the industry, apply digital science and technology to the design of the product, to respond to the product, intelligent development path, to achieve more efficient scientific knowledge, digital science and technology trend is popular science and necessary stage of product development, also realize the breakthrough of innovative design[6]. Technology enabling cultural and creative products are an important direction of future development, especially in the combination with tourism, technology can create more value-added experience. Yunnan cultural and creative products should pay attention to the introduction of scientific and technological elements, especially the application of intelligent technology, which can better improve the interactivity and user experience of products.

For example, augmented reality (AR), virtual reality (VR) and other technologies can make traditional culture more vividly presented and spread, and increase the interest and interactivity of products. In the application of modern digital communication, through Weibo, wechat, TikTok, Xiaohongshu and other platforms, short videos are used to show the uniqueness and cultural connotation of cultural and creative products, so as to enhance consumers interest and sense of participation. Share product stories, production processes, and cultural background, and build an emotional connection with consumers. It not only promotes the sales of cultural and creative products, but also promotes cultural exchange and innovation.

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3.3 Strengthen cross-border cooperation and market promotion

The future cultural and creative market will be a large-scale cross-border cooperation of all kinds of products, and good creativity makes IP linkage the new normal. Innovation, integration, beauty and precision will become the four key points to create cultural and creative style, and the cultural heritage of IP brand will become the core of the competitiveness of cultural and creative products[7]. The development of cultural and creative products in Yunnan should pay attention to cross-border cooperation, and promote the marketing and brand building with the help of other industries (such as fashion, film and television, Internet). At the same time, we can cooperate with tourism enterprises, hotels, scenic spots and other on to launch co-branded products or package packages to enhance the market awareness and attractiveness of the products.Brand cooperation can effectively integrate resources and enhance the market awareness of cultural and creative products and consumers purchase willingness through common marketing strategies.

For example, the cultural and creative products of the Beijing Palace Museum Cultural Service Center take the lead in the cultural and creative products of museums nationwide. In 2014, the article "Yongzheng: Feeling Lovely" was published on the WeChat official account of the Palace Museum, which became popular on the Internet with more than 100,000 page views. It used the trend familiar to young people to subvert the majesty of the emperor in the traditional concept, and spread through the help of new media[8]. Later, it cooperated with Tencent to launch a series of games, emojis and small programs with elements of the Forbidden City. As the cultural IP of the Palace Museum is gradually recognized and loved by young people, it jointly launched products around the Palace Museum with well-known designers and brands, including stationery (Figure 2), beauty (Figure 3), clothing, home, food and other high appearance level.



Figure 2: Chenguang Stationery and the Palace Museum jointly launched a series of stationery sets

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Figure 3: The fifth season of the "Oriental Prosperity and the Secret"

This continuous and multi-channel cultural export has continuously aroused the popularity of cultural IP and cultural and creative products of the Palace Museum, attracted a large number of young consumers, and also driven the sustainable development of Beijing tourism industry.

4. Design strategy of Yunnan cultural and creative products

4.1 Deep excavation of regional cultural connotation

Yunnan is a gathering area of ethnic minorities, with rich cultural heritage and unique natural scenery. The design strategy should first start from the deep excavation of the cultural characteristics of Yunnan, and create cultural and creative products with strong cultural signs around the ethnic minority culture, natural scenery, historical relics and other elements. As a carrier of culture, cultural and creative products should not only base on regional culture, highlight the unique national cultural deposits of Yunnan, but also absorb the essence of the excellent traditional culture of the Chinese nation and reflect the profound connotation of Chinese traditional culture. At the same time, they should adapt to the culture of The Times to meet the cultural needs of contemporary people. Different regions contain different characteristics of regional culture, such as designers from Yunnan multi-ethnic culture, local characteristic architecture, natural features extract representative elements, through the separation of separation, concise, induction and integration, with graphic language to visual performance and creative, more intuitively show the local unique style and features. To better meet the needs of consumers for the memorial, but also to arouse consumers cultural pride in a specific region.

4.2 Technology-enabled cultural and creative products

Science and technology is the key driving force of cultural and creative product innovation in the future. The design of Yunnan cultural and creative products can combine advanced scientific and technological means to enhance the deeper interactivity and experience of products. The reality (AR) and virtual reality (VR) technology are introduced into the tourism cultural and creative products, so as to enhance the interactive experience of users to obtain more added value of the products through the participation mode of consumers themselves.

For example, when consumers buy cultural and creative products related to a certain national culture, they

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can scan the cultural stories, technological production process and even virtual cultural scenes behind the product through their mobile phones. Tourist souvenirs such as clothing or accessories can be added to AR function, consumers can experience rich digital content when using. Combined with Yunnan cultural characteristics, intelligent wearable devices are designed, such as embedding local cultural patterns or commemorative functions in watches, bracelets and other devices (such as rewarding local cultural knowledge when counting), so that consumers can not only enjoy the convenience of technology, but also perceive Yunnan culture in daily use. Develop intelligent guide equipment or APP with Yunnan characteristics, combine the cultural background and natural resources of local scenic spots, experience the multiple gameplay through characters, plots, games and other ways of Yunnan scenic spots through multilingual support, intelligent voice explanation and virtual guide function, combined with mobile application software. Keep up with the pace of The Times, seize the consumption psychology of young people, combine traditional culture and craft with new media and the Internet, and increase the practical value of cultural and creative products and cultural communication effect.

4.3 Market promotion combined with new media operation

The rise of new media and e-commerce platforms provides a new channel for the promotion of cultural and creative products. Yunnan cultural and creative products can quickly enter the market through new media operation and improve their exposure and influence.

Use short video platforms (such as TikTok, Kuaishou, etc.) to promote cultural and creative products, combined with cultural explanation and product display. For example, short videos about Yunnan ethnic minority culture can be produced to show the production process, use scenarios and cultural background of cultural and creative products to attract users attention and purchase. With the help of the live broadcasting e-commerce mode, the product production technology, use scenes and cultural stories are displayed in real time, so that consumers can experience the unique features of the products through live broadcasting. Interactive elements are introduced into the live broadcast to increase consumers sense of participation and desire to buy. Precise promotion through social e-commerce platform, design corresponding product content for different groups, such as for young consumers, highlighting the fashion and cultural integration of products; for high-end market, emphasizing handicraft value and cultural history. Through soft content marketing, products can be promoted on social media (such as Xiaohongshu and Weibo) to build brand stories and cultural backgrounds, so that consumers can subtly accept product concepts in their daily browsing. Display and experience cultural and creative products in offline places such as tourist attractions and cultural activities. At the same time, online purchase is guided through QR code and App to open up online and offline channels and enhance the exposure rate and user conversion rate of products.

4.4 Personalized customization and user participation in the design

Yunnan cultural and creative products can improve their uniqueness and user stickiness through personalized customization and user participation in the design. Combining with the positioning and demand of consumers, we can find out the differences between consumer groups, and set different consumption plans according to the differences, so that consumers can fully feel the interaction and experience with their products. To develop a customized platform for cultural and creative products, users can choose different cultural

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elements, design styles and even add personal elements through the platform to customize their own exclusive cultural and creative products. Cultural and creative experience areas are set up in tourist attractions to allow tourists to participate in product production, such as tie-dye, pottery, etc., to deepen their understanding of regional culture through personal experience, and then enhance their consumption willingness. Users can choose cultural elements such as totem and paper-cutting on the platform to design their own cultural and creative products.

5. Conclusion

The development of cultural and creative products should follow a path with culture as the guidance, creativity as the core, life as the source, regional culture as the foundation, traditional culture as the foundation and era culture as the guidance. Through continuous innovation of design methods, deepening the excavation and expression of cultural connotation, it is committed to promoting the cultural and creative industry to a more diversified, high-quality and sustainable direction. Deep fusion of regional culture become an important direction of product design, by refining visual symbols, build local brand IP image, emphasize the user participation of brand platform cooperation and combining with digital intelligence technology, wen gen products to better inheritance, promote the regional culture, and into economic benefits, deepen the cultural connotation of mining and expression, improve the overall experience and value of cultural consumption, promote culture and the industry to a more diversified, high quality, sustainable direction, promote the coordinated development of social economy and culture.

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