Research and Design of Cultural and Creative Souvenirs of Intangible Heritage Dejiang Nuo Mask

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Abstract

Guizhou Dejiang Nuo mask is China's precious intangible cultural heritage. Through the investigation and analysis of the tourist cultural and creative souvenir market of Nuo masks, this article combines modern design thinking and methods to deal with the patterns of Nuo masks artistically, and integrates its cultural connotation into the innovative design of tourist cultural and creative souvenirs. In this way, the product is enriched with regional cultural characteristics and has both aesthetics and practicality, thereby promoting the development and inheritance of Guizhou Dejiang Nuo mask culture.

Keywords

Guizhou Dejiang Nuo mask; Inheritance of intangible cultural heritage; Cultural and creative design; Innovative application of patterns

Introduction

"Nuo" is an ancient and mysterious primitive ritual. Although it has evolved over thousands of years, its prototype can still be seen today, and it still affects the beliefs, aesthetic tastes, and lifestyles of people in some areas. It has already formed a cultural system, that is, Nuo culture (Zeng, 2012). Intangible cultural heritage is an important part of China's excellent traditional culture. Inheriting intangible cultural heritage and fully exploring the connotation of intangible cultural heritage are of great significance for protecting the spiritual lifeline of the Chinese nation and enhancing historical, cultural, national, and national identity. This has an inestimable effect on comprehensively improving the cultural literacy of the people, safeguarding national cultural

security, enhancing national cultural soft power, and further enhancing cultural self-confidence. Incorporating Nuo culture into tourism cultural and creative products is to better explore the spiritual connotation of Nuo culture through modern design methods. The inheritance and development of intangible cultural heritage through the integration of tradition and innovation is a direction worthy of consideration and exploration for modern designers.

An Overview of Nuo Mask Culture

Nuo masks express the changes in the facial features with a vigorous and rough artistic style, creating funny, amiable, sturdy, abnormal, tough, fierce, stern, calm, and kind characters.They mostly use bold, strong, enthusiastic and exaggerated artistic expression techniques, highlighting the contrast and jumping of colors, and then vividly portray the character of the characters represented by the Nuo mask (Deng, 2017).The Chinese government vigorously promotes the development of the mask culture of Dejiang Nuo in Guang Guizhou. Based on the inheritance of the specific symbols of the Nuo mask itself, such as life appearance, ethical concepts, and national psychology, it uses cultural innovation to interpret the new image of Dejiang Nuo mask art and culture. It helps to make up for the shortcomings of the lack of regional cultural transmission of Guizhou Dejiang Nuo mask products. In order to strengthen the public's extensive understanding of Nuo mask culture, promote the development and inheritance of Guizhou Dejiang Nuo mask culture.

Analysis of the Current Situation of Dejiang Nuo Mask Cultural and Creative Souvenir Market

As a cultural consumer product, cultural creative products are the core of the development of cultural industries (Zhang, 2020). Judging from a large number of practical examples, "Nuo" can be preserved for a long time from ancient times to the present, and it has been excavated and studied by many archaeologists, using modern photography to record Nuo culture.

In order to let people know more about the intangible cultural heritage of Nuo culture, we need to innovate the Nuo mask culture. At present, my country's cultural and creative design industry is still in its infancy, facing many problems such as immature overall market, unstable demand, and incomplete industrial chain (Feng, 2015).

Serious Homogeneity and Lack of Regional Characteristics

Regional characteristics are the soul and core of tourism cultural creative products. A qualified tourist souvenir must have unique regional characteristics and reflect the local customs, regional culture and life style. The product has a certain geographical discrimination, so that consumers

have the desire to buy. After investigating the cultural creation of Nuo masks in Guizhou, it is found that most of the products are car pendants, keychains and other pendants with the meaning of warding off evil spirits. The materials are mainly red thread and wood. The carvings of the pendant masks are rough and have no characteristics. There is no innovation. Moreover, Guizhou currently has relatively few tourism products on Nuo masks, and the existing products are single, with a high degree of homogeneity, and lack of innovation. Many products copy and paste the original pattern on the surface of the product as it is, lacking aesthetics or even appear blunt, and fail to show the advantages and characteristics of the Guizhou Nuo mask.

Technology is Rough and the Inheritance of Technology is Hindered

Wang Guohua, the sixth-generation inheritor of Guizhou Nuo masks, has been engaged in Nuo culture for decades and survived in the cracks of the market. In recent years, the state and local governments have vigorously promoted and supported Guizhou intangible heritage culture to make the Nuo masks shine again. Nuo mask culture has gradually improved, and more and more people come to him to learn art, but few can really go to the end. This is a technical job that requires stamina and can tolerate the boring feeling brought by the learning process. As the saying goes, slow work leads to meticulous work. Some young people are more impetuous and eager for success, and some people do not stick to the end due to financial pressure and life pressure. Born in such an environment, it is inevitable to worry about the loss of Nuo mask craftsmanship.

The main reasons for the loss of technology are summarized as follows: in the fast-food economy, many young people pursue fast and fashionable, few people are willing to learn this kind of meticulous work in a quiet and down-to-earth manner; economic sources are gradually becoming diversified, and those engaged in this industry before Most people are to support their families, not the real purpose of inheriting the culture. Now more people choose to engage in other industries. The decrease in the number of craftsmen directly leads to the decrease of the great masters of arts and crafts; now the machine carving is completely complete. Occupy the handicraft market. The machine engraving speed is fast and the cost is low, but its workmanship is rough and the product quality is uneven, which cannot represent the cultural essence of Nuo mask.

Insufficient Innovation, Ignoring Brand Effect

Nuo mask tourism cultural and creative products have few types, single forms, and serious lack of product innovation. In addition, there are a large number of counterfeit products on the market, with poor workmanship, simple packaging and even no production mark. Many manufacturers are unwilling to spend a lot of capital to develop new products but are keen on copying and counterfeiting. Such a social atmosphere has seriously hindered the development of innovative

design of cultural and creative products. Branding is the purpose of diachronic product renewal. Under the trend of global integration, brand building is conducive to consumers' psychological recognition of local tourist souvenirs and stimulates consumers' enthusiasm for purchasing. At this stage, the domestic tourist souvenir brand development awareness is indifferent, and the product quality is not high, so it is difficult to attract tourists' interest.

Development Value of Dejiang Nuo Mask Cultural and Creative Souvenirs

As an important plan for economic development, the state encourages the development and development of cultural industries. The design and development of cultural and creative products for Nuo masks is also one of the important strategies for driving the economy and protecting and inheriting the Dejiang Nuo culture. The concept of cultural and creative industries started from the "creative industries" in the United Kingdom, and they are emerging industries under the background of modern economic development (Matheson, 2006). The cultural and creative industries have promoted economic development. At present, various countries have begun to focus on the competition of cultural heritage, creative innovation and national cultural heritage, rather than just competing for economic strength. The development of cultural and creative industries has become a new trend in economic development (Garnham, 2005).

However, judging from the current market development, the Nuo mask culture still needs to be developed and innovated. There are many problems, such as serious product homogeneity, lack of cultural connotation, and inability to stimulate consumers' desire to buy. Intangible heritage is first a kind of culture, it is the life experience, historical tradition, collective memory and social practice of a specific group of people, and it is a kind of cultural heritage (Liu, 2008). Therefore, in the development process of the mysterious and ancient Nuo mask culture, it is fundamentally inheriting this intangible cultural heritage.

Innovate related cultural and creative products based on the cultural implication given by the Nuo mask itself and the combination of local regional characteristics. Through the research and design of relevant artistic techniques to integrate the craftsmanship, humanistic ideas, and religious beliefs of Guizhou Dejiang Nuo masks, it can promote the development of local regional culture.

Inheritance and Innovation of Nuo Mask Cultural Souvenirs

Regional cultural characteristics are the source of designing cultural and creative products, and the purpose of inheriting culture must be adhered to in the process of cultural and creative product design (Yi, 2020). Souvenirs are functional, whether it is viewing, using, collecting, etc. First of all,

souvenirs in a place cannot be limited to one function. At present, souvenirs derived from Dejiang Nuo masks are limited to collection and ornamental value. The functional value of a souvenir plays a guiding and strategic role. In this design, innovative designs are carried out from the different functional needs of popular daily necessities, gifts, decorative items, etc., so that they all have practical functional value, and at the same time can show a consumer's life needs and quality.

After considering the aesthetics and needs of modern people, innovative designs are made for the inheritance and development of Dejiang's traditional culture. The masks in each region have been washed and precipitated over time, and their cultural characteristics are different. Dejiang Nuo noodles are fierce, strong, and exaggerated, reflecting the spirit of the Tujia people in Dejiang area. Therefore, in modeling innovation, we must highlight the cultural characteristics of this nation, extract, reconstruct, and redesign the mask's own modeling patterns, and do our best to show the connotation and characteristics of Dejiang Nuo culture.

Cultural and Creative Product Design based on User Experience

The Nuo mask elements are appropriately deformed, simplified, merged and redesigned by means of reconstruction (Liu, 2014). Extract elements from different types of Nuo masks (Figure 1), because each mask in each Nuo play has its own unique personality characteristics (Bai, 2018). Transform the boring and ferocious Nuo masks into colorful cultural and creative products, and apply them to daily necessities to achieve the effect of publicity and development and inheritance, making the boring Nuo masks interesting. Bringing intangible cultural heritage out of the region through interesting products can also make more people aware of the existence of Nuo culture. The combination of culture and design helps to enhance the added value of products, make them have the characteristics of blending form and spirit, arouse consumers' sense of identity, and accelerate the development of my country's cultural and creative industries (Wang, 2014).

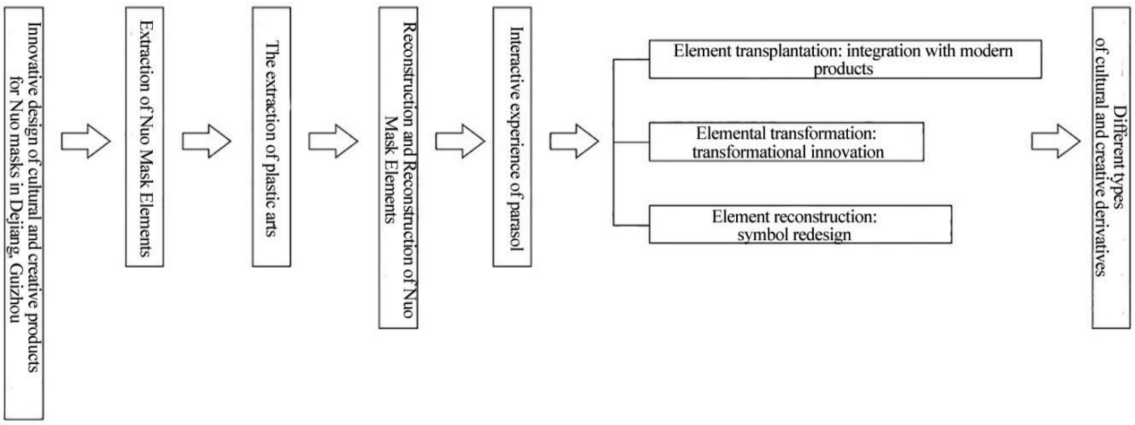


Figure 1. Creative design ideas of Nuo mask cultural and creative products

Case 1: Taking the daily necessities "sun umbrella" as the design carrier, incorporating the elements of Nuo masks into it. The handle of the umbrella is made of cherry wood, the shape of the Nuo mask is simplified and then carved on it and given different colors as decoration. The top of the umbrella is also designed with a Nuo mask woodcut, which adds a sense of freshness and visual charm. Make it have inheritance, innovation and culture, etc., so that it can better have emotional resonance with the public, and can better spread the Nuo culture. Combining the needs and hot spots of the current new era, it adds new demand points for umbrellas. Umbrellas are not only a tool for sheltering from wind and rain, but also to test the strength of ultraviolet rays. The change of color from light to dark indicates that the ultraviolet rays are changing from weak to strong, reminding people to take relevant measures while attracting the attention of others and inspiring their curiosity about new things (Figure 2).



Figure 2. Nuo mask pattern used in the creative design of sun umbrella

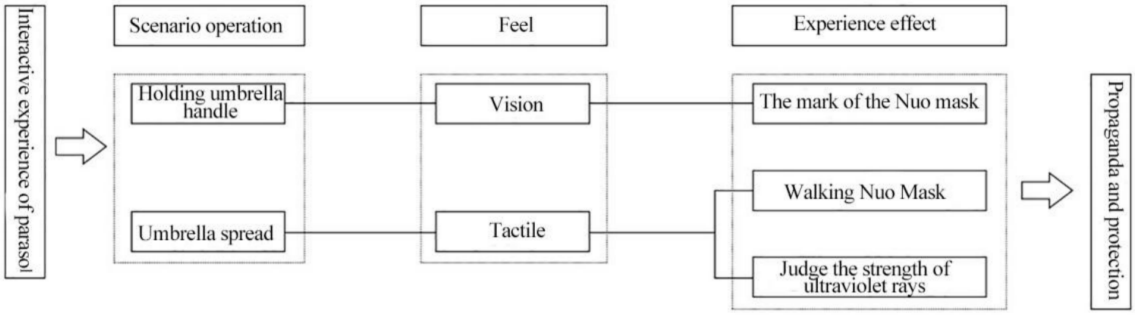


Figure 3. Interactive experience of sun umbrella

Case 2: The design of cultural and creative products should meet the needs of the public, promote the product experience in the people's daily life, and convey the Nuo culture and meaning contained in the products to the public, so that the public can further understand the Nuo culture. At the same time, the culture is exported to the outside world through the product itself. In the design and expression, the Nuo mask is fierce and fierce, and the expression image that is not easily accepted by the public is simplified, softened and amiable, and it is cleverly combined with daily necessities, decorative items, gifts, etc., so that the public will accept and love it. The elements are simplified and applied to product design through a humanized method, so that the product meets the

acceptance of the current people and has a sense of intimacy. Let the roots of traditional culture be integrated into the design of current tourist souvenirs, let the public feel the breath of life conveyed by ancient culture, and nourish people's hearts (Xie, 2018) (As shown in Figure 4). Simplify the design of the Nuo mask and incorporate it into the design of the helmet and mobile phone case. The overall shape is cartoonish and gives people a sense of intimacy.



Figure 4. Nuo mask pattern used in the creative design of helmets and mobile phone cases

Case 3: The application of digital media has brought the whole people into a new stage (Xu, 2020). With the rapid development of the new era, ordinary traditional cultural creations are no longer popular with the public. The continuous development of digital creative products, the integration of intelligent technology into the development of Nuo mask tourism products, increases the interactivity of the products, effectively improves the user experience, and makes the product meaning more diversified (Figure 5). Simplify the shape of the Nuo mask and combine it with the sound and night light, and you can feel the joy and joy of music and the atmosphere of light. In order to better display and restore the body feel of the Nuo mask, wood is selected as the raw material in the design, and the audio and lighting are controlled through voice, which increases the interactivity and playability of the product.

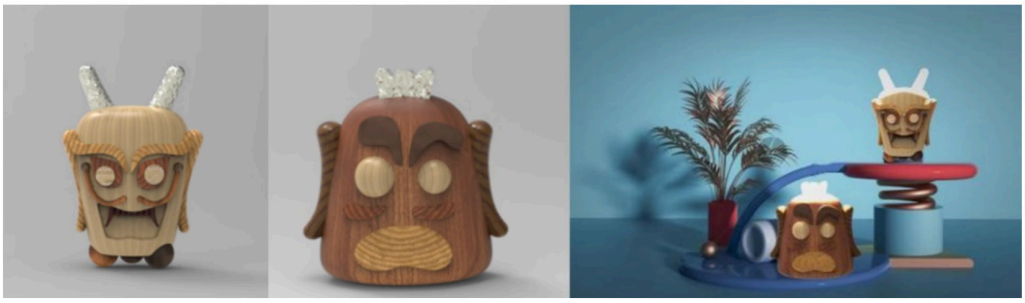


Figure 5. Creative design of Nuo mask music box light

Conclusion

The existence of Nuo culture has shown that Chinese people have unique feelings for traditional culture, and the ancient Nuo culture can also arouse people's resonance. The development of Dejiang Nuo mask tourism cultural and creative souvenirs in Guizhou must fully learn from the ideas of modern product design, fully conduct market research, and establish local characteristic tourist cultural and creative souvenir elements. We must win with quality, innovation and consumer psychology, improve the soft power of regional economic development, and create tourist cultural and creative souvenirs rich in regional cultural emotions and characteristics, so that more people know about the existence of Nuo culture.

Funding

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