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Development thoughts on the inheritance and dissemination of Honggu black pottery's skill in the context of intangible cultural heritage

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Abstract:
Honggu black pottery is a typical representative of Longyuan ceramic art, which has distinct cultural characteristics and broad market potential. From four aspects: industrialization transformation and upgrading, online and offline experience innovation, art and science integration technology innovation and higher education inheritance, aiming at the present situation of the protection, inheritance and dissemination of Honggu black pottery's skill, this paper expounds how to carry out the live transmission dissemination and integration innovation of Honggu black pottery's skill in the context of intangible cultural heritage, and puts forward some thoughts and suggestions for the development of industrial practice.

Keywords:
Honggu black pottery's skill; Intangible heritage+; Live transmission; Dissemination of intangible cultural heritage; integration innovation

1. Introduction

Black pottery culture, also known as Longshan culture, is the most famous black pottery in Longshan, Zhangqiu, Shandong Province.Its history can be traced back to about 4,000 years ago.Recently,archaeologists excavated some relatively well-preserved black potteries in Majiayao and Qijia cultural sites in Gansu Province, which symbolized the Neolithic culture. Qijia culture rose after Majiayao culture, mainly distributed in Gansu, Qinghai, Ningxia and other regions.During this period, the number of painted pottery declined, while the painted products of black pottery occupied a dominant position. The black pottery in Yaojie, Honggu District, Lanzhou is a typical representative of Longyuan ceramic art. Archaeological findings show that black pottery products or black pottery production techniques have existed in Gansu for a long time. However, due to its complex production process and limited spread, the production technology of black pottery in Gansu Province is gradually disappearing in this area. In order to save this traditional handicraft, in April, 2007, Lanzhou Municipal People's Government listed "Yaojie Black Pottery Making Skill" and "Yaojie Ceramics Making Skill" in the first batch of intangible cultural heritage list. In May, 2008, Honggu black pottery's skill and its inheritor Wang Jinming were also included in the second batch of intangible cultural heritage list in Gansu Province.

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2. Present situation of protection, inheritance and dissemination of Honggu black pottery's skill

In recent years, the state has increased its support for the inheritance, protection and innovation of intangible cultural heritage, and the central government has put forward a series of important guiding spirits, such as "cultivating the craftsman spirit of pursuing Excellence" and "cultivating more highly skilled talents and great country craftsmen". This makes the society pay more attention to and re-examine and evaluate how to inherit and innovate traditional intangible culture in modern society.

However, the research on the value reconstruction of black pottery art in northwest China, especially in Honggu area of Lanzhou, and the inheritance and protection of black pottery art in this area is still insufficient. Based on the thinking mode of "intangible heritage+",there is relatively little comprehensive research and exploration on the inheritance and innovation path of Gansu black pottery art, which is not commensurate with the development idea of "inheriting and innovating to promote cultural development and prosperity" under the "Belt and Road Initiative". The reasons are mainly due to such factors as the backward development concept, the weak bearing and research and development of the designed products on the regional culture, the conformism of product design and the incompatibility with modern life aesthetics, the lack of government support and the lack of innovative talents.The investigation found that at this stage, the black pottery skills in Honggu District have not been effectively passed down and spread. Despite the unremitting efforts of non-genetic inheritors such as Wang Jinming, and the investment and protection of government departments in the intangible heritage skill of black pottery, on the whole, the development of Honggu black pottery's skill is relatively slow, and the effective inheritance and dissemination of intangible heritage skill is facing great challenges. In the eyes of local people, making black pottery is often just a craft to make a living. Their original intention of making black pottery is mostly to be self-sufficient. The black pottery crafts made are not artistic enough, and they do not fully display the local cultural characteristics and lack profound humanistic details. Product design style is relatively single and similar, product quality is uneven, imitation is more than innovation, enterprise scale is small, agglomeration effect is poor, and innovation ability needs to be improved urgently. There is a shortage of non-genetic talents and a lack of specialized large-scale creative bases, which can not produce the collision of innovative ideas. Lack of product market research, many products do not conform to modern aesthetics, lack of brand design concept. In order to develop the skill of Honggu black pottery in the new era, we must follow the footsteps of the times, carry out cultural implantation, Conduct in-depth market research, explore the attempt of "intangible heritage+"integration and innovation in live transmission, enhance the overall strength and market competitiveness of the black pottery cultural industry in Honggu region, and build a new brand of black pottery culture and art with national characteristics with excellent national culture as the main body.

3. Live transmission and Communication Innovation Strategy

In order to develop and upgrade the intangible heritage inheritance of Honggu black pottery's skill, we must integrate the new concept of the times, take "intangible heritage+"as the breakthrough point of innovation, change the traditional thinking, conduct on-the-spot investigation and analysis of its existing problems and

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roots, carry out targeted and effective policies, inject new vitality into traditional intangible heritage art, stimulate the live transmission power of traditional intangible heritage art, promote the upgrading, integration, inheritance and innovation of local intangible heritage art industrialization brands, create regional black pottery art brands with China national characteristics, and take the road of brand product development,so as to win more space for their own survival and development.

3.1 Exploring the industrialization transformation and upgrading of Honggu black pottery's skill

In the face of the current market reality of "intangible heritage heat", on one hand,we need to take rescue protection and inheritance of Honggu black pottery cultural heritage;On the other hand, it needs to be industrialized, branded, effectively and rationally developed and utilized by means of "productive protection" and other means, so that Honggu black pottery art can move from the museum to the market and life, and with the help of production and sales, it can explore the industrialization transformation and upgrading of intangible skills. Through holding various black pottery art fairs, seminars, black pottery art cultural and creative markets, "intangible heritage+tourism" black pottery intangible heritage towns, black pottery intangible heritage learning bases and other experience innovations, local intangible heritage inheritance and intellectual innovation will be promoted to get rid of poverty. We should attach importance to the clustering,industrialization and liveliness of intangible heritage of black pottery, and attach importance to the double-layer live fusion inheritance of commercial value and cultural genes of black pottery products in modern market competition and development.

3.2 Innovation, Inheritance and Dissemination of Online and Offline Characteristic "Intangible Heritage+"Cultural Experience

Innovate the concept of "intangible heritage+"integration and inheritance, and explore the new mode of live transmission and communication of digital "intangible heritage+"characteristic culture of Honggu black pottery art in the era of digital intelligence through online and offline experience innovation. On-line, through "intangible heritage+internet", we will build a new platform for the promotion, display and marketing of the intangible cultural heritage of Honggu black pottery art, and create a modern special platform for the professional market and resource integration of the intangible cultural heritage of Honggu black pottery art. Through the online platform, we provide a series of complete services for its projects, including information release, product packaging and publicity, commercial sales channel construction, international cultural exchange services, and explore the domestic and international markets of Honggu black pottery art. Offline, through "intangible heritage+cultural travel business", we will build an offline display experience platform for Honggu black pottery art. By winning the support of the government and the integration of culture and tourism, we will establish intangible heritage museums and intangible heritage characteristic blocks, explore and innovate new models for the protection and inheritance of Honggu black pottery art, integrate resources and complement each other, and achieve fashion and win-win results.With travel, we will promote the natural and harmonious integration of traditional handicrafts into modern life and promote the high-quality integration and development of both sides.

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3.3 By the mutual integration of art and science and technology to activate the technological innovation of inheritance and communication

In addition to experiencing innovation, the intangible heritage integration innovation of Honggu black pottery's skill is inseparable from technological innovation. Science and technology are the primary productive forces. It is necessary to carry out the integration, innovation and inheritance of art and science, and develop the intangible new quality productivity of contemporary black pottery. We should research and develop new technologies of modern black pottery with the help of technological upgrading, increase the scientific and technological content of products, and deeply process and incubate high-quality cultural and innovative products. For example, the research and development of brand products of "Honggu black pottery healthy pillow" in the view of healthy China is a modern black pottery with high-tech content specially designed and developed for middle-aged and elderly cervical spondylosis consumers through market research and consumer demand. The activation and product incubation promotion of the intangible items of Honggu modern black pottery must adhere to the technology-led innovation and research and development, and build the intangible brand of Honggu black pottery.Only in this way can the intangible products of Honggu pottery and black pottery culture truly enter the public's field of vision and move towards the world.

3.4 Honggu black pottery's Higher Education Inheritance and Double Creation Precision Policy

Actively promote the "intangible heritage into campus" and the school-enterprise cooperation of Honggu black pottery, and explore the teaching practice of integrated and double-creative aesthetic education in Industry-University-Research. Through the popularization of black pottery in campus higher education inheritance teaching, we can find and cultivate professionals suitable for the development of local black pottery, expand its cultural inheritance and influence, and further improve its social service ability. Colleges and universities can also give full play to their unique advantages in the research of cultural heritage achievements. By holding innovative and creative design competitions and other forms, students' hands-on practical ability is not only exercised, but also enterprises can discover excellent innovative ideas, which is also of great benefit to the development of enterprises. The intellectual support provided by higher education is conducive to the modern black pottery industry to update the advanced design concepts and methods in time, to the construction of the knowledge system structure of the local cultural symbol design of Honggu black pottery, and finally to the improvement of the life service ability of the modern black pottery cultural industry system and the inheritance and innovation of cultural industrialization.

4.Unfinished comments and thinkings

Lanzhou Honggu black pottery's skill contains valuable cultural elements and commercial development potential, which should be inherited and popularized by future generations. In the new era and new background, we should deeply investigate and explore many factors that affect the effective inheritance and dissemination of modern black pottery, conduct in-depth research and excavation, and explore the targeted strategies for its innovation in live transmission. Through theoretical thinking and design practice, the traditional Honggu black pottery cultural heritage is re-evaluated, and a new path of combining traditional intangible heritage

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with modern design concept is sought. We should make full use of the unique style of Honggu black pottery craft, innovate new technologies and products with both cultural depth and innovative thinking, and then integrate them into modern people's daily life to promote the further inheritance and spread of Honggu black pottery culture. The modern design concept of "intangible heritage+"should be used to carry out continuous live transmission and innovation on the techniques of Honggu black pottery, which not only implements the era concept of "great country craftsman spirit" of the country, but also provides methodological reference for the inheritance and innovation of other intangible cultural heritages inside and outside the province.

5. Conclusion

It is found that the current Honggu black pottery's skill has encountered many practical problems in the process of inheritance and innovation, and the traditional inheritance road has not adapted to the development needs of modern society. It is necessary to combine the new characteristics of intangible heritage in the new era and explore a new path of inheritance, protection and dissemination innovation of Honggu black pottery's skill under the new historical conditions: the road of "intangible heritage+" living integration and innovative inheritance. We should seize the opportunity of historical development, pay attention to the present situation of Honggu black pottery technology, emphasize the uniqueness of its regional culture, broaden our innovative horizons, adopt the living brand management strategy of "intangible heritage+" ,use modern design concepts and technical methods to create a new black pottery cultural brand with life interest and cultural value, actively explore the innovative strategies for the protection, inheritance and dissemination of Honggu black pottery's skill under the concept of "intangible heritage+",and promote the vitality transformation and cultural innovation of traditional black pottery, so as to truly integrate Honggu black pottery culture into people's daily life and promote its maximization of live transmission.

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