

Research on the Construction of Application Platform for Industrial Promotion Service Based on Process Innovation and Cultural Creativity of Tinware

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Abstract—In combination with the development of tinware process and the development of cultural creativity industries, this paper starts with the development of tinware process innovation and cultural creativity industry to explore the necessity of building and promoting service application platform. While combing the relationship with other arts and crafts platforms, it reveals its special service and promotion methods. It is of great practical significance for the inheritance and development of the craftsman spirit to explore the characteristics of the age of the tinware process innovation and the cultural creativity industry promotion service application platform. At the same time, the platform is also of great significance for the study of tinware and the protection of intangible cultural heritage.

Keywords—tinware process; cultural creativity; promotion service; application platform

I. INTRODUCTION

China is one of the first civilizations in the world to produce and use tin. Tin metal belongs to the precious metals in the early civilization, especially the tinware crafts in the western part of Fujian (Liancheng County, Sibao Township). Skilled craftsmen are located in Fujian, Guangdong, Hunan, Guangxi and Jiangxi. As far as the use of tin is concerned, tinware has also penetrated into people's lives early and is an indispensable part of economic development. Due to the development of society, its position in people's lives has gradually weakened, from the early precious metals to the metals that can later be used by the public. In this regard, it is

*Fund: 2014, China's national social science fund: the Study of the Tinware Craft Culture and Its Artistic Reproduction of China; (Project No.: 2014CG134) phased results

2016-2017, Fujian province technology innovation project: Tinware Process Innovation and Cultural Creativity Industry Promotion Service Application Platform; (Project No.: XM2016-23) post-project results.

2015, China postdoctoral science fund: Research on the Radiation and Inheritance of Tinware Art of China in Southeast Asia; (Project No.: 2015M570465), phased results.

2015, high-level "211 project" university construction project: Fuzhou University art theory subject support plan; special results.

different from gold and silver that has always been in the status of precious metals. It is precisely because of the changes in the social status of tin metal in people's lives that tin tools that have played an important role in the life of the ancients have not gotten enough heavy attention as strong and dignified as the dignified and elegant bronzes and enamel gold and silver.¹

The construction of the tinware process innovation and cultural creativity industry promotion service application platform is mainly to inject the driving force for the tinware process in the current innovation, so that the tinware process has more time language and era characteristics, combined with the cultural creativity industries, to make the tinware process has a strong stamina in the competition of similar arts and crafts at home and abroad.

II. THE NECESSITY OF BUILDING A SERVICE PLATFORM FOR PROMOTING SERVICES

A. The Current Trend of Tinware Process

With the rapid development of modern industry, due to its special physical and chemical properties, tin metal still occupies an important position in national production, and its use is more and more extensive. In addition to making tin tubes and tin foils for use in the food and packaging industries, tin has also produced many special alloys for advanced technologies such as atomic energy industry, semiconductor devices, superconducting materials, electronics industry, and spacecraft manufacturing. At the same time, traditional manual tin work has not completely disappeared in people's lives with the development of society and the improvement of people's living standards. Many hand-made tin products have become the new favorite of people's collections, and they have become high-end gifts. So, ancient tin products have gained new life. In modern society, many tin metals are produced into tin products by modern industry or traditional manual methods, and can be divided into two categories according to their uses.

¹ Research on the art of Chinese tinware products, Xiaochen Geng, Ph.D. Thesis, School of Art, Suzhou University, 2013

One is a variety of decorative crafts, such as: "tin craft plate, commemorative coins, reliefs, trophies, tin vases" and so on.²This kind of product utilizes the characteristics that tin is not easy to be oxidized, discolored, has beautiful silver white color and good texture, and its price is only about one-ninth of that of silver. Tin products can be said to be attractive in price and quality. The other category is tea utensils, wine utensils and other utensils that have both practical value and decorative value.

The trend of the tinware process is combined with the development of the era technology, so that the tin-making work as the "old business" is gradually in line with the times, and there are modern tinware products and cultural creativity products produced by the development of science and technology.

B. The Role of Platform Construction in the Upgrading and Transformation of Tinware Process

The construction of the tinware process innovation platform will exert immeasurable economic and social benefits for the entire tin process industry. First of all, the tinware process is part of the intangible cultural heritage, and its unique skills are also on the verge of being lost. At present, the construction of the industry platform is less involved, and this platform is used as an entry point to build a platform for the innovation of tinware. While showing its craft, art, and technology characteristics, it also reflects its rich cultural connotations. Through comprehensive and holistic comparison and analysis of its development and vertical and horizontal aspects, it explores its important role in the transformation and upgrading of the entire tin industry from the platform construction, and the law of evolution and the soil platform that can be developed.

After the transformation and upgrading of the tin industry, the platform is based on innovation, using new equipment and materials to integrate technology and products into the cultural creativity industries. It presents products that combine traditional features with modern life forms, and achieve the purpose of living state inheritance of tinware process living in the modern life. This has both cultural heritage and economic and social benefits. It not only connects with the times, but also drives the collaborative innovation and development of other industries such as micro-business and e-commerce.

In this way, it not only helps to construct the application platform for the promotion of the tinware process and the promotion of the cultural creativity industries, but also further extends the use value and artistic value of the tinware attracting more attention from academics, business circles and business people, making a better development space for the tin industry.

III. IMPLEMENTATION PLAN FOR BUILDING PROMOTION SERVICE APPLICATION PLATFORM

A. Building Application Platform Foundation and Main Research and Development Work

Based on the innovation of tin process and the promotion and service of cultural creativity industries, combined with the current development of Fujian's tinware culture and its historical development, artistic style and process characteristics, the platform will carefully analyze its socio-economic foundation and historical tradition, and then deeply analyze the implications of human ideology and cultural connotation. The purpose is to explore the law of the evolution of the industry, find the value system and cognitive system behind the industry, and finally form a platform for the promotion of tinware process and the promotion and service of cultural creativity industries.

B. Main Situation of the Platform Construction and Development

It is needed to rely on the provincial enterprise technology innovation project to carry out organizational innovation cooperation, integrate the tinware process innovation and cultural creativity industry resources, improve the vitality and competitiveness of the tinware culture and creative industry, and make the Fujian tinware process innovation and cultural creative industry form a core cohesive force, so as to increase the confidence of the culture of the tinware and form an international competitiveness. Relying on the current trend of cultural and creative industries, it is suggested looking for new positioning, new standards, new functions, responding to new and new fields of platform construction, involving relevant enterprises, and forming new models of collaboration and mutual resources integration with related enterprises. Then, it can build a communication bridge between the government, universities, enterprises, and schools based on the rapid spread and influence of online media, and provide industry information, cultural real estate, communication comments, policy interpretation and other comprehensive information service platforms for more government officials, industry elites, and university scholars, so as to enhance the attention and influence of the platform for the innovation of tinware and the promotion and service of cultural and creative industries.

C. Basic Content of Platform Construction

The promotion of the tinware process innovation and cultural and creative industry promotion and service platform is based on traditional manual craftsmanship innovation, using new equipment and materials to integrate technology and products into the cultural and creative industries. Therefore, it not only presents products with traditional features but also combined with people's modern life forms, and achieves the purpose of living state inheritance of tinware process in the modern life. It needs to be integrated through key technologies, key processes and their technical processes and features. It is necessary to integrate the process technology control of the tin body and the process technology innovation of the tin instrument into many explicit and implicit design features of the cultural creativity industry with Chinese impression.

² Research on the art of Chinese tinware products, Xiaochen Geng, Ph.D. Thesis, School of Art, Suzhou University, 2013

IV. THE MAIN FUNCTION OF THE PROMOTION SERVICE APPLICATION PLATFORM TO BE BUILT

A. *Shaping and Integrating the Creative Design Industry of Tinware*

It is necessary to integrate and create a new platform advantage in the promotion of tinware process and the promotion and service of cultural creativity industries. It should be based on new technologies, new technologies, new equipment, new materials, new requirements, improve the application research capabilities of tin art design, and promote the transformation of tinware process creative industry to high-end, integrated, creative industries, promote the digitalization, networked production, dissemination and consumption of cultural products and services in the creative industry of the tin industry, and strengthen the support, innovation and design of the tin culture information industry, vigorously promote the transformation of traditional tin industry, creative industry and cultural industry, and upgrade engineering and new tin culture industry, utilize high-tech technologies such as digital technology, the Internet and software to accelerate the development and utilization of the content, equipment, materials, technologies and systems of the tin industry's creative industries, and accelerate the technological transformation of tin processes in various private enterprises.

B. *Enhancing the Strength of the Tinware Industry and Cultivating Market Demand*

To enhance the overall strength of the cultural industry of the tinware creative industry, it is necessary to adhere to the correct direction of creation and production of tinware cultural products, and strive to enhance the creative level and design level and cultural connotation of various types of tinware culture industry, and accelerate the construction of a tin culture industry system with reasonable structure, full scope, high technology content, innovative ability and competitiveness. To cultivate the market demand for tinware, it is necessary to explore the establishment of regional and industrial tin trading markets, strengthen the support of cultural talents in the creative industry of tinware, create an institutional environment conducive to the growth of cultural talents in innovative creative industries, and strengthen the incubation of the culture of tinware creative industries, increase the support for the creative industry culture of tinware and the innovation of tinware creative design talents. It is necessary to improve the characteristics of the tinware process creative industry culture and tinware process design talents, and implement its liquidity, evaluation incentive system and reward and punishment policies.

C. *Building a Vision of an International Platform*

The tinware process innovation and cultural creativity industry promotion service application platform should have an international vision. International development can enhance the level of platform innovation and contribute to the international competitiveness of the tinware creative industry. At the same time, it helps to improve the overall quality of the designer team, optimize the limitations of the platform management system, and improve the overall service level.

Innovative design is borderless, and it is necessary to use the international platform as a propeller for innovative design and cultural creativity industries, and establish a diversified, all-round, systematic, international cooperation and exchange mechanism. Through platform cooperation and exchange, and other forms, it can absorb international innovation and cultural and creative ideas, follow the rules of platform construction, and explore a development path suitable for its own platform. It is necessary to give full play to the advantages of the internet and returnee designers, assist the platform to carry out external liaison, project exchange and cooperation, etc., and turn the objectives and tasks of the international platform into practical work and exchange promotion projects through various means. It is necessary to find a cooperation partner of the platform on a global scale and build an international cooperation platform, build the influence of international tin craft innovation and cultural creative production platform, and explore the development path of an international platform with its own characteristics.

D. *Guaranteeing the Service Role of the Promotion Platform*

It is necessary to strengthen the service guarantee of the cultural and creative industry promotion service innovation service platform. Service is the guarantee for the development of the platform. In order to improve the platform service organization, establish and improve the organization of the service application platform, improve the service guarantee and platform organization and planning capabilities, and implement the objectives and tasks of innovation and cultural and creative industry construction, it is necessary to give preferential policies in platform communication, reward selection, project cooperation, etc. It is necessary to give priority to the reform and implementation of the cultural and creative projects and design that have achieved remarkable results in the platform construction and implement incentives, and improve the evaluation mechanism oriented by innovation and service promotion, focusing on the key objectives of innovation, such as tin craft, styling, aesthetics, etc., set up special creative rewards and focus on incentives. While promoting the leap-forward development of the cultural creativity industries, it also guarantees the service function of the platform.

V. CONCLUSION

The tinware process innovation and cultural creativity industry promotion application service platform construction is based on innovation, combining traditional handicraft industry with new digital equipment and materials, and then integrating traditional tinware process technology and products into cultural creativity industries to achieve the demonstration role of platform of the living state inheritance of tinware process in the modern life, integrating traditional tinware metal process into product designs that fit people's modern lifestyles. Through the research and development of related tinware products that meet the requirements of green environmental protection, it is widely used in various fields. While having traditional beauty, it also has a modern beauty, and integrates with the cultural creativity industries into the Internet era to form an industrial promotion service platform. Key

technologies such as tinware process and innovation have independent intellectual property rights and require technology for patent protection. This also makes up for the lack of this aspect of the current domestic market. The tinware process innovation and cultural creativity industry promotion service application platform should make the “craftsmanship” of the tinware industry in China show up in the new era.

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