

# Research on the Design and Development of Festival Cultural Derivatives from the Perspective of Arts and Crafts

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**Abstract**—This article takes the design and development of festival cultural derivatives from the perspective of arts and crafts as the research object, and builds a "trinity" research framework that spreads the beautiful culture, creates the perfect product and finally realizes the beautiful communication. At the same time, this paper also provides a development path for the design and development of festival derivatives with Chinese traditional culture around the two ideas of "festival culture transformation and activation" and "addition and regeneration of arts and crafts".

**Keywords**—*arts and crafts; festival culture; derivatives; design and development*

## I. INTRODUCTION

One of the important ways for the inheritance and development of Chinese culture is the realization of traditional festivals, in which festival culture is the foundation, arts and crafts are the key, and cultural derivatives are the platform for realization. This paper attempts to build a "trinity" research framework that spreads the beautiful culture, creates the perfect product, and finally achieves the "transformation and activation of festival culture". Finally, it completes the creative realization from traditional festival culture to derivative products around the two ideas of "festival culture transformation and activation" and "addition and regeneration of arts and crafts".

## II. SPREADING THE BEAUTY OF THE CULTURE: THE TRANSFORMATION AND ACTIVATION OF FESTIVAL CULTURE

### A. The Core of Festival Culture Is Value Identification

Walter.A.McDaniel, the former painter of Marvel, once pointed out that any product will always end due to the life cycle law, but the philosophy and values behind it are the most eternal and will not die due to the changes of times, public interests and expressions [1], which is the core business concept of American cultural derivative development. However, this is also the weakness and deficiency of the development of cultural creative derivatives in China. Traditional festival culture is a treasure with rich historical and cultural resources. It is also the source of many

cultural derivatives. Deeply exploring the cultural value identity behind it is the foundation and key to the development of festival cultural derivatives. Internally, it is shaped to be a socialist core value dissemination tool. The people's love and respect for the Chinese nation are deeply rooted in the festival culture, fundamentally eliminating empty slogan propaganda. Externally, it is shaped as a propaganda magic weapon of Chinese cultural soft power. Relying on various square parade, special performance, variety show, cultural and trade exhibition, folk custom experience, intangible cultural heritage display, fireworks display and other activities during the festival, the unique charm of Chinese culture is displayed to the world through brand building, image publicity, cultural promotion and other channels.

### B. Research on the Transformation and Activation of Festival Culture

It is necessary to focus on the material transformation and the living transmission of festival cultural elements to cultural derivatives. It should also pay full attention to the study of the combination of traditional arts and crafts and cultural derivatives from the perspective of social production.

#### 1) Research on material transformation of festival culture:

The traditional Chinese festival culture has a history of thousands of years. Its unique folk culture, human landscape, architectural art, folk customs and customs have its own brand, system, commemoration, science and technology, humanity, artistry, creativity, practicability, fashionability, and many other characteristics, suitable as a bridge and link for cultural exchanges, government affairs, business communication, emotional transmission and consumer appreciation. Behind the festival culture, there are a lot of classic legends, characters and props related to the theme of the festival, as well as a large number of familiar cultural images and visual symbols. All these are the core assets of festival culture that have the most brand appeal and influence and provide perfect story text and visual image symbol for the development of festival theme derivatives. For example, Artplus, a brand owned by Yachang, has jointly launched the "No Taboo" Spring Festival creative gifts with the artist Wu

Jian'an. It has developed a series of products such as red envelopes, door gods, exorcism, couplets, and salt and rice driving out evil spirits. It inherits and reproduces traditional Chinese culture in a modern way.

## 2) Study on the active communication of festival culture:

In order to further spread and promote the Chinese traditional festival culture, China has adopted New Year's Day, Spring Festival, Qingming Festival, Labor Day, Dragon Boat Festival, Mid-Autumn Festival and other holidays as public holidays, especially "Spring Festival, Qingming Festival, Dragon Boat Festival, Qixi Festival, Mid-Autumn Festival, the Double Ninth Festival, and the Zhongyuan Festival have been included in the national intangible cultural heritage list. China's various traditional festivals are not only an extraordinary treasure of intangible cultural heritage, but also a stage for the display of various traditional arts and crafts treasures. It is necessary to use the huge business opportunities of cultural tourism consumption. Through the material form of festival cultural derivatives, the content and form of the festival culture are integrated into the cultural derivatives. With the help of its continuous communication effect after purchase and during its renewal, it can be transformed into a living communication carrier of festival culture, so as to realize the visibility activation of festival culture. It can not only meet the needs of the public for the deep exploration of festival culture, but also enable activation and renewal through its existing cultural system.

## C. Research on Product Development Strategy of Festival Cultural Derivatives

As for the product development of festival cultural derivatives, it is necessary to systematically construct a systematic product system from macro to meso and then to micro. Specifically, at macro level, derivative types are based on festival theme gods, festival signs and symbols; at the meso level, derivatives types are based on festival history, folk culture, and ecological culture; at micro level, it mainly includes painting and calligraphy products and derivatives, urban industrial and creative products, traditional handicrafts, tourist attractions, etc., in order to achieve the perfect combination of festival culture and derivative products.

### 1) Developing key resources:

Cultural level: culturally-bearing derivatives. Cultural consumption first consumes culture. It is necessary to pay attention to the cultural connotation and taste of festival derivatives, which is its core competitiveness. In the long history of thousands of years in China, each festival contains unique traditional culture and historical stories, which makes it unique and innate, providing unlimited possibilities for the development of its derivatives.

Functional level: practical high-quality derivatives. Function and quality are another important measure of concern for consumers. For example, the calendar Spring Festival, Dragon Boat Festival, Mid-Autumn Festival and other festivals have many other non-replaceable items, food and accessories, such as the zodiac, red envelope, door god, Dragon boats, scorpions, rabbit god, moon cakes, etc. These products can be made by means of traditional techniques, or

combined with consumers' daily real goods to achieve innovation, making them practical and high-quality high value-added derivatives.

Visual level: Appreciation and collection types of derivatives. The main function of such derivatives is to bring people the experience and feelings. In recent years, with the rapid growth of China's cultural and creative industries, China's intangible cultural heritage, traditional crafts, folk art and other industries have developed rapidly, and its artistic level and production is increasingly showing high standards and refinement trends. Therefore, through the creative combination of festival culture elements and arts and crafts, it can produce derivative products that focus on decorative beautification and appreciation, and can also produce collection-level products with high artistic and aesthetic standards.

### 2) Using the thinking of bottle and vinegar:

Derivative development can borrow the theory of "bottle and vinegar". The "bottle" is "form", and "vinegar" stands for "content". The thinking of "bottle and vinegar" discusses the intersection and derivative innovation among festival cultural elements and derivatives forms.

The original thinking of "old vinegar in old bottle": Vintage style is a new trend that has been popular in recent years. Many products that have been popular in the north and south of the country have been gradually eliminated due to the development of the times. However, with the improvement of people's living standards, there are many nostalgic people who have begun to pay attention to these products. Many of the daily necessities of last century have not only been on the stage of luxury brands such as Hermes and LV, but also set up a "Vintage" trend among the youth groups. Thus, it can reproduce old-fashioned products that are hard to find, relying on traditional production techniques.

The regenerative thinking of "new vinegar in old bottle": the main methods of this model are traditional packaging and styling combined with new materials and content. After all, with the evolution of society, some packaging materials are no longer suitable for use, and some food materials can no longer find the taste. It is possible to use the materials and content of the new era with healthy and environmental protection. For example, the traditional products such as the red silk moon cake of the Mid-Autumn Festival can keep prototypes, update materials and quantify production methods to make more consumers have the opportunity to make purchases and experiences.

The transformation thinking of "old vinegar in new bottle": This is the most common and widely used creative thinking mode. For example, the Spring Festival couplets and door gods, which are indispensable items during the Spring Festival, have already changed from early artificial drawing to color printing, three-dimensional shaping, and electric mode. And the auspicious symbols, shapes, styles, colors, etc. above the couplet have gradually evolved into a form that conforms to the aesthetic taste and usage habits of modern people. Although it is still an old-fashioned traditional festival product type, its appearance and color decoration have already undergone earth-shaking changes.

Innovative thinking of "new vinegar in new bottle": This method needs to use creative design techniques to carry out secondary design and innovation of visual elements in traditional festivals. With the help of fashionable product style, it will create a new kind of festival derivatives, such as the Chinese New Year mascots designed by the two-dimensional method such as Nianwa and Chunni, the Qingming Festival mascot Qingqing and Mingming, and the Beijing Mid-Autumn Festival mascot rabbit, etc. They were designed to be brand new cartoon mascot dolls, hand-made or mobile games, etc., giving it a new style and aesthetic style.

### III. CREATING PERFECT PRODUCTS: THE APPRECIATION AND REGENERATION OF FESTIVAL CULTURAL DERIVATIVES

Festive cultural derivatives need to achieve continuation and update in the new era, and can focus on implementing the development model of combining "festival culture elements" + "traditional craftsmanship" + "technical fashion elements" + "consumer demand customization", finally realizing the appreciation and regeneration of derivatives.

#### A. Appreciation: Enhancing the Cultural Value Added of Festival Derivatives

##### 1) Being vertical — putting creativity first and realizing root-based innovation of derivative products:

The development of festival derivatives requires creative-driven innovation to improve product quality and increase cultural added value. At present, the whole derivative market in China generally adopts OEM production methods. There are phenomena such as lack of creativity, serious homogenization, poor quality, plagiarism and imitation that only pursue short-term interests. The best way to solve this problem is to carry out root-based innovation. "What consumer buys is not the functional attribute of the product actually, but emotional sustenance" [2]. Therefore, developers need to explore the cultural value of the festival and realize the association and integration of the festival elements in different product forms based on the spiritual level, which can really create a long-lasting and lasting lifeline.

##### 2) Being horizontal — focusing on the content and integrating all-round cultural elements:

It is necessary to comprehensively integrate the cultural elements of the festival, and take the "content" as the fundamental starting point to create a variety of high-quality products, which can include "native" products ranging from traditional classics of festival culture and materials or "recycled" derivatives of content reconstruction. It can also include "transformation" derivatives that materialize symbols, shapes, styles, colors, etc. in festival culture, as well as "innovative" derivatives such as cartoon dolls, dolls and mobile games that are created by creative techniques. In addition, the cultural positioning and consumption focus of different types of festivals also provide a variety of choices for derivatives. For the Spring Festival derivatives, the consumers pay attention to the spirit of good luck and lucky luck; for Dragon Boat Festival derivatives, consumers focus

on the spirit of avoiding the evil and the positive spirit; for the Mid-Autumn Festival derivatives, consumers pay attention to the spirit of happy reunion and happiness.

##### 3) Integration — supreme demand and the diversity of community needs:

According to the "White Paper on Z Generation of Consumer Power" jointly released by QQ Advertising X Kantar, the Chinese consumer market has presented two distinctive features in recent years. The first feature is that the consumer audience is younger. The main consumption force in China has gradually shifted from generation X and the Millennial Generation to generation Z and generation a. It is estimated that by 2020, generation Z will account for more than 40% of China's overall consumption power [3]. The second is the socialization of consumer audience. Diversified social media is "remodeling" the communication methods of young people from various aspects, and consumers who like different styles gradually form social groups with different styles. Therefore, the design and development of derivatives based on user needs must meet the diversified consumer needs of the youth community, and seize the excitement of them to capture the lifeline of the entire derivatives industry. It says that the Beijing Forbidden City derivative has created a billion-dollar sales miracle every year because it relies on "Meng Culture" to grasp the young people. Then the huge consumer demand hidden behind the festival holiday is waiting for people of insight to explore and dig in depth.

#### B. Regeneration: Product Reconstruction of Festival Cultural Derivatives

##### 1) Chain "upgrade": from workshop production to resource integration:

The chain solves the problem of the production system. In addition to the problems of piracy, homogeneity, high cost and lack of creativity, the most important problem lies in the fault phenomenon of the derivatives industry chain.. As the world's largest manufacturing country, people can only buy the first-class processed products in the major retail markets in the Mainland. The reason is that domestic derivatives development is mostly single-player workshop production, and it is difficult to form a perfect industrial production assembly line. Therefore, building a mature supply chain system among content providers, design developers and manufacturers of festival cultural derivatives, and upgrading the supply chain is the fundamental way to solve the problem.

##### 2) The craft innovation: from rough production to fine work:

The process solves the problem from being bad to good. China's cultural derivatives urgently need to improve the rough processing methods with poor process and technology to a high-tech, high-level fine work mode. Exquisite product technology is not only the guarantee of sales, but also the core competitiveness of the company. At that time, Huajiang Culture developed from a small-scale enterprise with the production of badges as the main business to the international companies that have become a franchiser for the Beijing Olympic Games, London Olympic Games, Rio

Olympic Games and other major international events. It not only has high-level creative design support, but more importantly, solves a series of problems in the production of badges through process innovation with local craftsmen. High specification and high quality products have won the world recognition.

### 3) Technology regeneration: from the old technology to the new technology application:

The technology solves the problem from being good to better. The reason why many derivatives developers adopt the OEM production mode is that the cost of model manufacturing is too high, resulting in high cost of individual products. Therefore, it is necessary to update the production technology of derivatives, eliminate backward technologies and apply new technologies. It can not only improve the defects of various products caused by mechanized mass production process by means of various processing techniques in traditional arts and crafts, but also can complete the replacement of the whole production process by introducing a new type of production process. For example, the digital model-based 3D printing technology solves the high cost of model manufacturing. From solid plastic to liquid plastic, liquid metal to liquid glass and other new materials emerge in an endless stream, it also solves the diversified needs of derivative materials, and is suitable for the production of the kind of derivatives that are inclined to appreciate the beauty and appreciate the value of collection.

## IV. ACHIEVING GOOD COMMUNICATION: THE SPREAD AND PROMOTION OF CHINESE EXCELLENT TRADITIONAL CULTURE

### A. Pre-holiday Promotion: Promotion of Core Products

The marketing and promotion of various commercial advertisements before the holiday have become very common means of sales. Together with the spread of various topics on satellite TV, outdoor media and social networks before the major holidays, all of them provide a good opportunity for the promotion and communication of cultural derivatives. Before the holiday, the core derivative products based on festival theme gods, festival signs and symbols can be promoted to enhance the impression of the festival brand image in the hearts of consumers.

### B. In-holiday Sale: Sales of All Kinds of Goods

The festival period is the most important golden period for the sale of derivatives. It can concentrate on the promotion and sales of all kinds of commodities. Although the general festivals are short periods of 3-5 days, they are the most concentrated and hot period of consumer demand. According to consumers' consumption habits and lifestyles, they can divide their shopping patterns into "tourism consumption shopping + derivatives", "network shopping + derivatives", "food consumption + derivatives", "television broadcast + derivatives", "Network on-demand + derivatives", and "leisure entertainment + derivatives" and other modes. At this time, special attention should be paid to all kinds of SNS social media such as Weibo, consumer reviews, forum blogs, business socialization, etc., using

various official accounts to take derivatives as incentives for online and offline interactive activities and product promotion.

### C. Post-holiday Afterheat: Long-term Marketing Strategy

The most experienced of Disney's huge industrial chain is the world-famous Disneyland, which is in the second round of the box office and DVD release after Disney's "round income" business profit model, and continues to add new characters and scenes to attract tourists, further causing the third rounds derivatives sales. Based on this, the festival brand and its derivatives should also learn from such methods, relying on various types of cultural centers of intangible cultural heritage, art galleries, museums, etc. across the country for sustainable long-term marketing, in order to obtain the combination model of "short-term sales income + long-term brand marketing. Of course, it is worth mentioning that good festival cultural derivatives are used or displayed continuously by consumers at home or at work, and is also a part of communication and promotion of the festival culture.

## V. CONCLUSION

The ultimate goal of spreading great culture, creating perfect products and achieving beautiful communication is to realize the dissemination and promotion of Chinese excellent traditional culture. Foreign museum cultural derivatives have positioned their products to focus on public education and brand communication. The core of China's festival cultural derivatives also rely on cultural derivatives to achieve the spread of the core values of socialism and Chinese traditional culture and the promotion of traditional culture with various festivals and arts and crafts.

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