

Exploring the Influence of IP on Cultural Creative Art Design from the Perspective of Cultural Sociology

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Abstract—Cultural sociology has important theoretical guiding significance for cultural creative art design and management. With China's society entering the important period of innovation-driven development, IP development with certain scale of fans and huge market potential sets off a wave of frenzy in cultural industry, but also spawns countless excellent cultural creative products. This paper briefly summarizes the concept of cultural sociology and the relationship between cultural sociology and cultural industry, and analyzes the impact of IP on cultural creative design and the significance and value of cultural sociology in cultural creative art design in combination with some practical cases to provide somewhat basis for relevant researches made in the future.

Keywords—cultural sociology; cultural industry; IP; cultural creative art design

I. INTRODUCTION

With the continuous enrichment of human's material life, people's demand at spiritual level is also increasing. The cultural industry gradually occupies an important proportion in the market. Meanwhile, as a core issue in the cultural industry, intellectual property has also received increasing attention. IP (intellectual property) usually has strong penetration and extension power, can reproduce unique charms in novels, movies, animation, games, peripheral products, etc., such as Disney, Bokemon, Marvel and other important IP, has a wide popularity in the worldwide, and can generate huge economic benefits every year.

In recent years, China's urgent desire to rejuvenate Chinese culture and build national confidence has promoted the rapid development of cultural industry. Chinese people's local cultural aesthetics have gradually awakened and cultural identity has become increasingly strengthened. Against such a background, the "Forbidden City (故宫)" and "Nezha (哪吒)" and the like "China IPs" with huge influence has also sprung up and made important contributions to the development of cultural industry and economic growth. The economic and social benefits brought about by a successful IP are immeasurable. The IP symbol rooted in Chinese traditional culture may open up a vast world market in the near future and promote the excellent Chinese culture to go to the world.

II. OVERVIEW OF CULTURAL SOCIOLOGY

Cultural sociology is an applied discipline, a branch of sociology that makes a holistic and comprehensive research on culture and further discusses the developmental laws of various cultural phenomena, the relationship between culture and society, and the trend of cultural industry management and cultural development by analyzing the characteristics of culture and society. It can carry out cultural studies from multiple perspectives based on human's psychology, habits and personality, and provide epistemology and methodology for the development and various problems of cultural industry, which is conducive to promoting the development of human civilization, and has important theoretical and practical meaning for the development of social life and cultural creation.

III. THE RELATIONSHIP BETWEEN CULTURAL SOCIOLOGY AND CULTURAL INDUSTRY

Cultural sociology is the basic content of cultural industry, has positive theoretical and practical significance for cultural industry, can provide scientific theoretical guidance for management through holistic and comprehensive studies on culture, while cultural industry management is a specialty for management and operation of cultural industry on the basis of cultural sociology and cultural resources, and cultural operation, management and planning. Cultural sociology provides a broad cultural vision and new epistemology and methodology for cultural industry management and is conducive for managers to grasp the development trend and direction of culture.

IV. THE INFLUENCE OF IP ON CULTURAL CREATIVE ART DESIGN

A. Its Rich Cultural Connotations Can Provide a Source of Inspiration

The IP mentioned in this paper refers to "intellectual property" which is usually a mature narrative work or figure with a certain scale of fan group. It can be a story, or a character, having rich cultural values and spiritual connotations, and strong redevelopment nature; it is an intangible intellectual achievement. From the perspective of sociology, IP is regarded as a symbol of culture. IP itself has

unique and creative cultural connotations, provides existing role image or story content for cultural creative design, and also provide endless source for inspiration for design. Hence it is possible to recreate on the basis of the culture of IP itself, and then realize the commercial development of the entire industry chain. It can be said that The Palace Museum is a well-known IP in China in recent years. Through an in-depth exploration of the cultural resources, a series of creative transformation and development are completed; the Forbidden City series of products derived from the creation such as notes, utensils, jewelries, clothing, and cosmetics and so on win the favor of consumers. Among them, the interactive puzzle book "Mystery Palace-Ruyilinlang Atlas (谜宫·如意琳琅图集)" published by crowd funding in 2018 even refreshes the record of cultural creative crowd funding by virtue of the IP of the Forbidden City and the sophisticated design.

B. Consumption Market Is Created on the Basis of Its Huge Fan Group

IP is a mature intellectual property that has been tested by the market and usually has a huge fan group, which makes it available to provide market guarantee for the sales of relevant cultural creative products, create a huge consumer market, and also fully release its cultural value, attract more consumers, increase the quantity of fans and popularity of IP, and get different industries interconnected, forming a huge industrial chain and realizing maximal economic benefit in the process of deriving the cultural products. In recent years, Kumamon, the mascot of Kumamoto Prefecture in Japan, is a very successful IP creation. Its cute and lovely image stimulates the creative enthusiasm of the majority of merchants. A series of related cultural creative products derived such as backpacks, mobile phone cases, jewelry pendants and clothing also win the favor of consumers. Their huge group of fans has created huge economic benefits, and also attracted more people's love to Kumamoto.

C. A Huge Industrial Chain Is Formed Due to Its Strong Scalability

Thanks to the continuous enrichment of people's material life and the constant development of science and technology, new media has emerged and developed, various media have been constantly merged, and IP penetrates into more and more fields, providing rich channels for propagation and operation of IP. Excellent cultural IP is usually very penetrating and malleable, and can produce huge benefits in various fields. For example, the Pokemon Go, an IP with the world's highest economic benefit, precisely reaches its peak in this aspect. This game was emerged in 1996 and has produced huge economic benefits and social influence in the following 20 years through games, animation, movies, peripherals, joint names and the like forms, and is still shining and vital today. Wherein, the character image of 'Pikachu' also penetrates into all aspects of people's lives through various forms of peripheral products, including a variety of stationery, clothing, toys and daily necessities, shaping into a well-known important IP with extensive audiences, forming a huge industrial chain and making crucial contributions to the economic development of Japan.

V. THE SIGNIFICANCE OF CULTURAL SOCIOLOGY IN CULTURAL CREATIVE ART DESIGN

A. Providing Scientific Theoretical Guidance for Cultural Creative Design

Cultural sociology links culture with society, and conducts in-depth research on people's psychology, habits, behaviors, and personality. It can deeply explore the psychological needs and functional needs of consumers, understand consumers' behavioral habits, and further provide theoretical science guidance for cultural creative design so that cultural creative products have practical value and high cultural connotation, and can give full play to the connotation and value of culture. At the same time, it profiles consumers' demands in detail through Internet data analysis to satisfy all ages and fields of consumers; many industries are mutually connected through the core culture IP to fully realize the maximal benefits of cultural resources; a series of small objects close to life such as mobile phone cases, small notes, U-disks, small ornaments, refrigerator stickers and so on are developed so that culture can be communicated more extensively and profoundly and penetrate into all aspects of people's lives.

B. Conducive to Grasping the Development Direction of Cultural Creative Art Design

Cultural sociology studies the emergence and development of human society and culture, and links people, culture and society to carry out in-depth analysis and research, explores the causes, development laws and development trends of various cultural phenomena. It is conducive for cultural creative design to grasp the development direction and meet the needs of consumers. For example, after the cultural creative design competition held in The Forbidden City in 2013, a variety of cute-styled cultural creative products meeting the needs of modern young people have emerged in an endless stream, making the more than 600 years old Forbidden City rejuvenated and entering people's field of vision in a younger and more interesting posture. The Forbidden City-based cultural creative products also attract a large number of young fans to The Forbidden City and provide an important guiding direction for the development of cultural creative products.

VI. ANALYSIS ON THE PRACTICAL CASE OF THE FORBIDDEN CITY IP

The Forbidden City is a cultural brand with almost 600 years of history, has a huge fan group, which makes it available to provide market guarantee for the sales of relevant cultural creative products, create a huge consumer market, and also fully release its cultural value, attract more consumers, increase the quantity of fans and popularity of IP, and get different industries interconnected, forming a huge industrial chain and realizing maximal economic benefit in the process of deriving the cultural products. Through the Internet big data analysis, consumer's needs are analyzed in detail; the audiences are analyzed in various forms; a variety of art design forms are used for creation. The many forms of development provide a strong scientific basis for cultural

sociology to derivate The Forbidden City-based cultural creative design products

From the perspective of sociology, the cultural creative products of The Forbidden City undoubtedly can be built up into a classic brand through its IP symbol. By abstracting the symbols of cultural relics and rebuilding the culture, the design of the Forbidden City-based cultural creative products can be given new connotation and spiritual culture. Hence, IP construction is the construction of culture. At the same time, the essence of IP is symbol having communication significance. IP is regarded as a symbol of culture. IP itself has unique and creative cultural connotations, provides existing role image or story content for cultural creative design, and also provide endless source for inspiration for design. Hence it is possible to recreate on the basis of the culture of IP itself, and then realize the commercial development of the entire industry chain.

A. Cooperating with the Internet Industry to Realize Cross-border Integration

The Forbidden City cooperated with Internet companies such as Tencent and Alibaba. The deep cross-border integration of this cultural IP was realized through the Forbidden City IP-based film and television animation, APP development and application, and the creation of the Internet marketing platform for cultural creative products, making the Forbidden City IP-based cultural creative products vital again. In the later stage, VR, AR and other technologies may also be used to create interactive experience activities with better experience and realize the deep integration of traditional culture and modern technology.

For example, the variety show "New Discovery in the Forbidden City (上新了, 故宫)" produced in the previous period, as well as the hottest programs "National Treasures (国家宝藏)" and "Masters in Forbidden City (我在故宫修文物)", including the original comics "Echoes of the Forbidden City (故宫回声)" are the results of interesting collision between the Forbidden City IP and film and television animation industry, and promote the development of the whole industrial chain of the Forbidden City IP. The e-commerce platform jointly established by the Palace Museum and Alibaba has also made important contributions to promoting the spread of the Forbidden City culture and the sales of cultural and creative products and get the cultural connotation of the Forbidden City penetrated into the lives of people through creative products, and subtly spread the outstanding Chinese culture.

B. Making Research and Development of Products on the Basis of Academic Research

The reason why the Forbidden City-based cultural creative design succeeds is inextricably linked with its rigorous academic research. The "Calendar of the Forbidden City (故宫日历)", the Forbidden City-style bags and boxes and related APP products produced by the Forbidden City all carries out rigorous and scientific researches, among which the cultural elements and cultural connotation used stand up to close examination very much and the cultural deposits are very rich.

For example, jewelry, badges, tapes and other products derived from the "The Vast Land (千里江山图)" are popular; designers stripped and reorganized their colors and designed products with rich Chinese style and cultural deposits, so that such products are in short supply. In addition, the "Tao Ping You Xiang Bookmark (太平有象书签)", which is evolved from the auspicious beasts on both sides of the Forbidden City, presents the image of elephant carrying a treasured vase and contains the meaning of peace and auspiciousness. Its style and shape have also undergone rigorous investigation and research.

C. Establishing an Offline Experience Hall to Spread Traditional Culture

In the 2015, the Forbidden City opened the Cultural Creation Experience Hall in which a comprehensive course for children was provided. Through some interesting visits, sketching, hand-made and other links, children can experience the charm of the Forbidden City culture and combine theoretical learning with hands-on practice. On the one hand, this kind of activity is to let children know about and respect the traditional culture; on the other hand, it is also to build up cultural confidence and national pride, let them love the country, inherit and carry forward Chinese traditional culture.

In addition, the Forbidden City also established a VR experience hall which attracted young people by using advanced science and technology, enhanced the sensory experience, and broke the limitations of time and space, so that visitors can experience the unique charm of Chinese traditional culture personally.

D. Integrating Cultural Inheritance into Daily Life to Get It Close to Real Life

When culture is integrated into life and close to reality, it is easier to be passed down and carried forward. When civilization and history are no longer in a high rack but penetrate into all aspects of people's lives in an accessible manner, the affinity emitted is more acceptable and makes people having the desire to understand and learn it more. At the same time, traditional culture has also been popularized and promoted in the process of becoming close to life, and has been understood and recognized by more people, and shown unique charm and vitality in the new era.

Since 2014, the Forbidden City began to take the route of being close to people and cute; followed by, the related cultural creative products of the Forbidden City have set off a burst of buying frenzy. "Imperial headphones (朝珠耳机)" has become the most popular cultural creative products of the year. Through the rigorous and funny image, the Forbidden City continues to shorten the distance from young people and integrate cultural resources into people's real life, so that traditional culture can be passed down and carried forward.

The generation of cultural creative products provides people with material needs and spiritual strength. Cultural sociology provides scientific theoretical guidance and direction guidance for the development of the Forbidden City-based cultural creative product design. It presents

people with products having cultural symbols and constantly promotes the innovation and development of products under the guidance of cultural sociology. Hence, it is firmly believed that the Forbidden City-based cultural creative product design can be more and successful.

VII. CONCLUSION

With the continuous improvement of people's living standards, in the ever-changing modern society, cultural industry gradually occupies higher and higher proportion, and has a wide market and huge development potential. IP can expand brand value, extend the life cycle of cultural products, realize the operation of the whole industry chain, and create huge economic benefits, while cultural sociology provides scientific theoretical guidance and direction for the development of cultural industry, and promotes the continuous innovation and development of human civilization.

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