

Research on the Industrialization Development of Harbin Wheat Straw Craft Painting

Xiaohui Zhang^{1,*} Xue Jiang¹

¹ School of Design Art, Harbin University of Commerce, Harbin, Heilongjiang 150028, China

*Corresponding author. Email: 43387056@qq.com

ABSTRACT

This article analyzes and studies the practical problems faced by the industrialization of Harbin wheat straw craft painting, and puts forward reasonable planning suggestions and countermeasures based on investigation and situation analysis. According to the development and changes of the times, it is a necessity to innovate the way to build its cultural brand, and establish a development system of Harbin wheat straw painting industrialization in line with the development trend of the times.

Keywords: *Wheat straw painting, Industry, Planning.*

1. INTRODUCTION

Harbin is a famous cultural city with profound heritage. The cultural coordinates of the Ice City are like the brilliant stars, gleaming, European-style Central Street, the magnificent Sophia Cathedral, crystal clear ice lanterns and snow sculptures, etc. There is a bright star that is particularly dazzling, and this is the famous Harbin wheat straw craft painting.

2. THE ORIGIN AND DEVELOPMENT OF HARBIN WHEAT STRAW CRAFT PAINTING

The wheat straw arts and crafts products in Harbin area were first created in the 1960s by Harbin Arts and Crafts Factory. It is the crystallization of the wisdom of northern folk culture and the product of farming culture. It carries the wisdom and national culture of the working people in northern China, as well as the essence of traditional culture. It conforms to the modern people's environmental protection concept, and is made from the waste wheat straw after the autumn harvest. This pure natural and pollution-free is also called "green art". At that time, the four veteran

craftsmen in Harbin Arts and Crafts Factory used the Guangdong trend line flat pasting technique and the traditional Chinese paper-cutting technique. They cut and ironed the wheat straw, cut it into paper strips, used golden velvet cloth as the substrate, and pasted the wheat straw paper into various patterns. This was the earliest wheat straw painting in Heilongjiang province. Later, on the basis of this basic step, the cut wheat straw was burned to make it shiny. Then, they used natural dyes for coloring, combining the strengths of various arts such as watercolor, Chinese painting, and oil painting. And then, they used techniques such as choking, tearing, shaving, and carving to make the wheat straw paintings form three-dimensional reliefs, embossments and round sculptures. Finally, the lacquer was applied to enhance the brightness, so that the finished wheat straw painting could have rich artistic expression, forming a unique style feature. Harbin wheat straw craft painting enjoys a high reputation both in China and foreign countries, and was awarded the "Hundred Flowers Award of Arts and Crafts" in Heilongjiang Province in 1981. The inheritor of intangible cultural heritage — Ma Wenxia has made outstanding contributions to the inheritance of this technique. She has led the production team for decades to study the production techniques and methods of Harbin wheat straw craft painting.

There is a note in "Dongguan Kaogongji Sixth · General Narrative", "天有时，地有气，材有

*Project: Project Name: Heilongjiang Province Art Science Planning Key Project "Research on the Industrialization Development of Harbin Wheat Straw Craft Painting" Project No.: 2020A024

美，工有巧，合此四者，然后可以为良。材美工巧，然而不良，则不时，不得地气也。” [1] It means that when the nature can be cold and warm, the earth has the vigor of strong and soft, the materials can be good, and the craftsmanship can be exquisite: combining these four aspects, people can make sophisticated utensils. The materials are excellent and the craftsmanship is exquisite, but the utensils made are not excellent, because it is out of date and inadequate. The stalks of Heilongjiang wheat are thicker and more flexible. The black soil gives them sufficient nutrients and makes the stalks more lustrous. They have the characteristics of "suitable in time, consistent with the earth and beautiful in materials". Harbin wheat straw craft painting draws on the special skills of folk paper-cutting techniques and crafts. On the basis of cutting and engraving, unique crafts such as hot coloring, dyeing, woolening and tearing were created, and deep and shallow relief techniques were used to form a unique artistic style with the characteristics of "craftsmanship". Harbin wheat straw craft painting has superb craftsmanship and rich cultural connotation.

On the left side of the lobby on the first floor of the Friendship Hall in Harbin — the main background wall of the Friendship Hall, there is a three-dimensional wheat straw craft painting "Songjiang River Wetland". This wheat straw painting is worth more than 200,000 yuan. This work can be said to be the pinnacle of Harbin arts and crafts. Under the blue water and blue sky in the early morning, the reeds on the Songjiang River wetland swayed with the wind, rippling with microwaves, and wild ducks on the water leisurely rippling on the water, bringing up a microwave, and the feathers of the wild ducks are also clear. The lifelike beauty attracts every guest who walks into the hall to stop and take a closer look. The work is 12.5 meters long and 4.5 meters wide. This masterpiece of wheat straw painting is also the largest in China. It was produced by a dozen arts and crafts artists from the Harbin Arts and Crafts Factory who spent more than 20 days and nights.

3. SWOT ANALYSIS OF THE CURRENT SITUATION OF HARBIN WHEAT STRAW CRAFT PAINTING

The SWOT method is a method of situation analysis, which draws conclusions by comprehensively evaluating and analyzing the advantages, disadvantages, opportunities, and

threats of the analyzed object, integrates the internal resources and external environment organically to clearly determine the resource advantages and defects of the analyzed object, and understands the opportunities and challenges faced by the object, thus adjusting methods and resources at the two levels of strategy and tactics to ensure the implementation of the analyzed object to realize the goal to be achieved. The SWOT analysis method is also called the situation analysis method, which is a method that can objectively and accurately analyze and study the reality of a unit. SWOT stands for: strengths, weaknesses, opportunities, and threats.

The authors use SWOT method (situation analysis method) to analyze the advantages and disadvantages of Harbin wheat straw craft painting cultural brand.

3.1 Strength Analysis

3.1.1 The Unique Black Soil Culture of Heilongjiang and the Customs and Culture of Heilongjiang Ethnic Minorities

From ancient times to the present, this black land has created a unique cultural and artistic form that blends ethnic minority culture with Han culture, and has made outstanding contributions to the national prosperity of China. There are many ethnic minorities living on both sides of the mother river Heilongjiang. The national customs and culture of these ethnic groups have also played an important role in enriching the culture of Heilongjiang province.

3.1.2 Tourism Brands with Geographical Advantages (Such as Ice and Snow Tourism, Forest Tourism, Agricultural Tourism, Wetland Tourism, etc.)

Heilongjiang is located in the northeastern border of China, with four distinct seasons, rich products, rich culture and distinctive tourism resources. General Secretary Xi Jinping mentioned in the two sessions in 2015 that "ice and snow are also golden and silver mountains", which is a strong proof of the development of tourism in Northeast China in recent years. With the rapid growth of tourism investment and significant improvement in infrastructure, tourism in the Northeast has developed rapidly. The unique tourism projects of Northeast China, such as

watching the rime, enjoying the snow, and soaking in hot springs, coupled with the regional culture of the Northeast, have brought enthusiasm for tourism in the Northeast in recent years and also brought real benefits to the people.

3.1.3 Material Supply Under Geographical Advantages

Heilongjiang province has a vast territory and rich products. It is located at the intersection of the Sanjiang Plain and the Songnen Plain. It has abundant reserves of various resources, such as cotton, hemp, grass, wool, wood, stone, coal, horn, mud, leather, shells, etc. These rich resources have made an important material foundation for enriching the arts and crafts resources of Heilongjiang province, and have become an important resource base for arts and crafts in China, providing a strong material foundation and conditions for the development and innovation of Heilongjiang's arts and crafts.

3.2 Weakness Analysis

First, the tourist souvenir market has not formed a cultural and creative brand closely related to Harbin wheat straw craft paintings. Second, the wheat straw craftsmanship has not formed mass production and commercial production. Third, the cultural innovation is not strong, the development and design strength is obviously insufficient, and there is a lack of cultural leaders. Fourth, the structure of the cultural industry is unreasonable, and the northern characteristic cultural resources have not been transformed into cultural brands with local characteristics as creative themes.

Countermeasures and suggestions: The researchers can learn from user experiential design as a new idea, transition the traditional two-dimensional form to multi-dimensional, and keep pace with the times. Based on the geographical advantages of colleges and universities in Heilongjiang Province, a team of design students is organized to inherit and innovate and develop wheat straw craft paintings with northern regional characteristics and related cultural and creative products, and give wheat straw craft paintings fresh blood for inheritance and development. In 2014, the Harbin University of Commerce Maixin Eternal Entrepreneurship Project team helped the Harbin Arts and Crafts Factory successfully apply for the wheat straw painting as a national intangible cultural heritage, and won many provincial and

national awards. The team innovated and developed a wheat straw painting handmade material package, making this intangible cultural heritage well inherited and developed. Intangible culture has regional characteristics. Effective measures of other countries and regions can be used for reference and effective protection measures can be formulated in combination with the actual situation in Harbin.

3.3 Market Demand Analysis

3.3.1 Forecast of Chinese and Foreign Consumer Markets

The current cultural market in China is in a period of rapid development, and personalized consumption and tasteful consumption are the current consumption trends. Wheat straw painting is favored by the public for its unique artistic production style and strong national cultural connotation. The wheat straw craft painting combines traditional exquisite craftsmanship and traditional culture. It contains traditional Chinese culture and brings this intangible cultural heritage into Longjiang's large, middle and elementary schools. As aesthetic education, it will be promoted to the whole country, which will surely have a huge influence and market potential, and have broad prospects.

3.3.2 Target Customer Groups

The first category is the group between the ages of 6 and 12, for primary and middle school students, suitable for wheat straw craft painting as aesthetic education and local traditional culture teaching. Incorporating the wheat straw craft painting culture into the primary school aesthetic education manual through the intangible cultural heritage into the classroom project can play a positive role in promoting the inheritance of the wheat straw painting as a key promotion object for the inheritance of the wheat straw painting.

The second category, those aged between 18 and 30, are new forces in the new era. They have new values and consumption concepts. They like to experience innovative products and services. Innovative uniqueness and unique style are their universal consumer pursuit, so the cultural experience service of wheat straw painting and the peripheral products of wheat straw cultural and creative just meet their consumer needs. This group of people is also the key promotion target of wheat straw painting. In terms of publicity, the theme of

wheat straw painting is emphasized (traditional and fashionable), and creative wheat straw painting products are vigorously promoted to attract target customer groups.

The third category includes those aged 30 to 50, wealthy with fixed assets such as working in foreign companies, senior white-collar workers in joint ventures, private business owners, leaders of state-owned enterprises, and senior civil servants. Under the premise of relatively wealthy material, this type of target customer has a relatively high artistic taste and appreciation ability. For this type of group, a private high-end product customization service of wheat straw painting is launched.

3.3.3 Market Share

To carry out the intangible cultural heritage classroom project, it is necessary to first popularize it in the Heilongjiang region, and then carry out a nationwide promotion, including wheat straw painting into the curriculum of traditional cultural aesthetic education. The innovative product design of wheat straw painting is connected with the cultural and creative industry, so as to create cultural and creative products with Heilongjiang characteristics, which are connected with the tourism industry of Longjiang and vigorously promoted to the tourism market.

Competitor analysis: The same type of handicrafts: for example: paper-cutting, Mohe embroidering, and Yan paper painting. With its special natural materials and various production methods, the wheat straw painting has a unique taste for artistic appreciation, and has the practical function of never fading and permanent preservation. For the same type of handicrafts, wheat straw painting has strong competitiveness.

3.4 Protection Measure Analysis

The first is to use the Internet for all-round publicity to accelerate the construction of a large database for perfect sales. The second is to organize various forms of publicity activities, participate in related exhibitions and exhibition activities, and improve the awareness and protection awareness of the whole people. The third is to edit intangible cultural heritage textbooks with local and regional characteristics, covering learning and cognition of after-school cultural activities in universities, middle and elementary schools. The fourth is to promote the integration of intangible cultural heritage and social practices. The fifth is to

cultivate inheritors, provide inheritance conditions and inheritance space. The protection activities of the intangible cultural heritage of wheat straw craft paintings should have an overall framework and be carried out in a selective, focused, and orderly manner.

4. DEVELOPMENT COUNTERMEASURES AND DEVELOPMENT PLAN OF INDUSTRIALIZATION OF HARBIN WHEAT STRAW PAINTINGS

The authors made a three-year plan for the industrial development of Harbin wheat straw craft painting, as follows:

4.1 Building Bases, and Comprehensive Inheritance

Three-year goal: It is necessary to establish a 2000 square meter "National Intangible Cultural Heritage Wheat Straw Skill Inheritance Base", which contains various types of independent exhibition halls, such as the wheat straw painting history exhibition hall, the wheat straw painting characteristic handicraft exhibition hall, the wheat straw painting interactive experience area, and wheat straw painting inheritance master studio, R&D production area, etc.

Expected benefits: As a national intangible cultural heritage, wheat straw painting is a skill. Through this close display, the public's awareness and protection of this intangible cultural heritage will be further strengthened. The performance and production of skills by the inheritors is another way for the museum to exhibit lively. Intangible heritage manual skills can also be used for viewing and research to protect the inheritors of wheat straw skills.

Significance: The wheat straw painting inheritance base can provide an important place for the protection, development, inheritance, display, and sales of wheat straw paintings, which is conducive to the inheritance, development and protection of wheat straw craft paintings and forming a broad social awareness.

4.2 *Displaying Promotion and Increasing Visibility*

Three-year goal: mainstream newspapers, publishing houses report and publicize 20 times/year, broadcast and television publicize 5 times/year, and Internet and other various communication channels and flexible means publicize 5 times/year. It is also a necessity to organize creative works to participate in art exhibitions 6 times in China.

Expected benefit: Wheat straw craft painting is an important cultural resource in Heilongjiang province. Through online and offline promotion and publicity of modern new media, the popularity and public influence of wheat straw craft painting can be expanded.

Significance: This can promote the production skills of wheat straw paintings, use the cultural resources of wheat straw craft paintings to drive the development of Longjiang's cultural and creative product industry, prosper Longjiang's local economy, and develop cultural tourism resources, which is called the new driving force of Heilongjiang's economic transformation.

4.3 *Publishing Teaching Materials, Shooting Promotional Videos, and Maintaining Survival*

Three-year goal: the goal is to organize and shoot a special promotional video of "Intangible Cultural Heritage-Wheat Straw Clip Art", 15 minutes long, and compile and publish "Wheat Straw Clip Art Tutorial-Children's Edition" and "Wheat Straw Clip Art Tutorial-Colleges" Edition" "Wheat Straw Clip Art Tutorial-Community Edition" 3 copies.

Expected benefits: The propaganda film will "take history as pride, use tradition, be brave to innovate, and move towards modernity" as its connotation, so that a broad audience can understand, recognize, learn, understand and participate in the work of intangible heritage protection, and eventually achieve the goal of propaganda, display, inheritance and development of wheat straw culture. And for different ages, the compilation of the wheat straw cutting skills is different, so that the wheat straw cutting skills can survive.

Significance: The compilation of promotional videos and tutorials can record and disseminate the value connotation of wheat straw skills. Through

the dynamic display of wheat straw skills and wheat straw products, it can reconstruct the audience's ideological concepts and value awareness, thereby enhancing the national character of Chinese socialist core values and playing an important educational function.

4.4 *In-depth Investigation and Research on Inheritance*

Three-year goal: it needs to achieve the goal of investigating 15 inheritors, in-depth investigating the inheritance of wheat straw cutting skills, collecting historical photos from the inheritors, and establishing an archive.

Expected benefits: people can research and perfect the inheritance and development of genealogy, wheat straw cutting skills through visits and surveys.

Significance: Heilongjiang wheat straw traditional folk art is a unique skill among Chinese folk art. It has a long history of development in Heilongjiang and is a representative of Heilongjiang's unique local art. Through in-depth investigation, it can record the wisdom of generations of folk artists and also record the development of wheat straw skills.

4.5 *Annual Goals of Inheritance Activities*

It is necessary to carry out skills training and inheritance activities including elementary school students, colleges, women and communities.

Three-year goals: 1) To open wheat straw cutting skills, elementary school research and training, 2 sessions/year; 2) Colleges and universities to inherit 3 sessions/year; 3) Women's reemployment transfer workshops, training 3 sessions/year; 4) Social training, 2 sessions/year.

Expected benefits: 1) It can not only become a real classroom for college, middle and elementary school students' extracurricular practice and cultural experience, but also become the first choice for students from all over the world to learn about Chinese traditional culture. 2) By passing on the wheat straw cutting skills to women and the community, it can not only solve the problem of reemployment of laid-off women, but also solve the dilemma of the shortage of staff caused by the low wages of the production of wheat straw cutting skills and most young people unwilling to engage in this industry, so that the wheat straw cutting skills can be passed on lively in the society. 3)

Social training: for the elderly and retirees, it can cooperate with organizations such as the elderly activity center to hold regular training courses to enrich the cultural life of the elderly.

Significance: Through the inheritance of different groups of people, the wheat straw skills can be inherited, and the technology can be preserved for a long time in the "inheritors" from generation to generation, so as to achieve the sustainable protection of the inherited wheat straw skills.

4.6 Strengthening Technical Research and Quality Innovation

Three-year goal: the goal is to inherit and learn wheat straw cutting skills, explore new skills, create new themes, and accumulatively innovate 36 sets of new products per year.

Expected benefits: It is hoped to fully demonstrate the richness and unique charm of the national folk culture. On the basis of maintaining the original cultural characteristics, it will actively develop tourist souvenirs such as wheat straw paintings, wheat straw boxes and wheat straw pendants with ethnic folk traditions and strong regional characteristics, as well as develop and build into a new tourism resource.

Significance: It can turn the advantages of local cultural resources into economic advantages and become a new economic growth point. It is of great significance to the cultural life of Harbin and the development of tourism culture.

4.7 Carrying out Folk Activities to Increase Public Awareness

Annual goal: the goal is to organize and plan to hold folk custom activities in the wheat straw inheritance base once a year, and open all exhibition areas and all interactive areas at the same time.

Expected benefits: Folklore activities will carry out the inheritance and academic research of wheat straw skills in a planned and systematic manner. Through publicity, visits and interaction, the public's awareness of wheat straw cutting skills will be improved. At the same time, it is also convenient to expand exchanges with other cultural organizations in the society, and to promote the intangible cultural heritage of wheat straw skills to the masses.

5. THE RESEARCH TEAM'S PROMOTION RESULTS FOR THE CULTURAL BRAND BUILDING AND INDUSTRIALIZATION DEVELOPMENT OF HARBIN WHEAT STRAW CRAFT PAINTING

In 2014, the research team assisted the Harbin Arts and Crafts Factory to apply for the wheat straw handicraft painting as a national intangible cultural heritage, won the national entrepreneurship practice project in the National College Student Innovation and Entrepreneurship Project Training Program held in May 2016, and won the Heilongjiang Provincial Gold Award in the 2016 National Challenge Cup Charity Entrepreneurship category. In the "Tenth Sino-Russian Culture Collection" held in Heihe in June 2019, the team brought Harbin wheat straw craft painting packages and wheat straw craft painting works as a cultural exchange activity. This is a cultural exchange between different countries and different nationalities, which has contributed to the spread and development of wheat straw craft paintings. That is, the main product wheat straw painting handmade material package developed by the team. The Longjiang characteristic wheat straw painting material package designed by the Harbin University of Commerce Maixin Eternal Design Entrepreneurship Team was ordered by the Shanghai Municipal Education Commission to be used as a manual teaching material for the aesthetic education class in the elementary school in Shanghai, and the Maixin Eternal team was invited to Shanghai for teaching and production demonstrations, being widely praised by students and teachers.

6. CONCLUSION

As the Longjiang River intangible cultural heritage of wheat straw craft painting that condenses the connotation and essence of Heilongjiang national culture, it has multiple important functions such as inheriting national cultural treasures, promoting cultural exchanges, and extending the economic development of Heilongjiang tourism. It has a positive role in driving the sound development of Heilongjiang's handicraft industry and contributes to the cultural development of Heilongjiang.

AUTHORS' CONTRIBUTIONS

Xue Jiang wrote the manuscript, and Xiaohui Zhang contributed to revising and editing.

REFERENCES

- [1] Zhougong, The Rites of Zhou [M]. Liaoning Educational Press, 1997. 3. (in Chinese)
- [2] Zhao Shengnan, Research on the Cultural Brand Construction of Heilongjiang Folk Crafts [J]. Art Education, 2011(07). (in Chinese)
- [3] Jiang Xue, Research on the Communication Path of Harbin Wheat Straw Craft Painting Cultural Brand Based on "5W Mode" [J]. Art Education, 2019(12). (in Chinese)
- [4] Jiang Xue, Zhang Xiaohui, Study on Cultural Brand of Harbin Wheat Stalk Artwork [J]. ICADCE 2017, Aug. 2017.
- [5] Ni Xin, The Development Problems and Countermeasures of Harbin Wheat Straw Craft Painting [J]. Art Appreciations, 2020(01). (in Chinese)
- [6] Jiang Xue, Zhang Xiaohui, Research on Cultural Brand of Harbin Wheat Straw Craft Painting [J]. Art Education, 2019(11). (in Chinese)