

Cultural Synergy and Design Innovation Taking the Construction Strategy of Guangdong-Hong Kong- Macao "Cultural Bay Area" as an Example*

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ABSTRACT

Cultural synergy and design innovation are positively related and mutually gravitational. The connotation construction of the "Guangdong-Hong Kong-Macao Greater Bay Area" delineated by the Chinese government has entered a new stage. With different regional cultural resource endowments, the construction of the "Cultural Bay Area" requires the guidance of new dimensions and new methods from theory to practice. This paper conducts a comparative analysis with the use of literature research, discusses several key issues in the construction of China's "Cultural Bay Area" with the scholars' academic dynamic development, attempts to put forward the core issues of the construction of "cultural bay area" from the perspective of cultural synergy and design innovation, builds a process model of design innovation synergy based on cultural synergy, analyzes the internal connection between cultural synergy and design innovation, and explores the impact of cultural synergy on design innovation synergy. With the use of design thinking, this paper tries to inject new interpretations into the connotation construction of "Guangdong-Hong Kong-Macao Cultural Bay Area". Finally, a preliminary idea is put forward for the further construction of the "Cultural Bay Area".

Keywords: Cultural synergy, Design innovation, Cultural resource endowment, Cultural bay area, Value transformation.

1. INTRODUCTION

In recent years, the Chinese government has focused on building "Guangdong-Hong Kong-Macao Greater Bay Area", an economic development zone with cultural geography as the core and the leadership of Guangzhou, Shenzhen, Macao and Hong Kong. The promulgation of "outline of the development of Guangdong-Hong Kong-Macao Greater Bay Area" and "opinions of the CPC Central Committee and the State Council on supporting Shenzhen in building a leading demonstration area of socialism with Chinese characteristics" means that the cultural development pattern of Guangdong-Hong Kong-Macao Greater Bay Area will usher in new opportunities, and the cultural development of urban agglomeration in the

bay area is expected. Recently, the "Three-year action plan of Guangdong Province to promote the construction of Cultural Circle of Guangdong-Hong Kong-Macao Greater Bay Area" (2019-2021) was issued, and the key work of construction has been fully started. "Cultural Bay Area" is not only a multi-level, open and innovative concept with great generating power, but also a sustainable common development goal.

2. CULTURAL SYNERGY AND DESIGN INNOVATION

After analyzing national cultural differences, and considering the cultural characteristics of individual behavior and group behavior in the organization rather than limiting their cultural differences, the strategy, decision-making, structure and management of the organization are formed. The cultural synergy of Guangdong-Hong Kong-Macao Greater Bay Area is mainly reflected at two

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levels. At the level of consciousness, the regional cultural identity of Guangdong-Hong Kong-Macao Greater Bay Area is the recognition of the community of common destiny of Guangdong-Hong Kong-Macao Greater Bay Area. At the material level, cultural synergy takes cultural economy and cultural services as the main forms, including cultural resources, public cultural services and cultural industry.[1] The synergy of Guangdong-Hong Kong-Macao Greater Bay Area is an all-round synergy, emphasizing the systematicness, relevance, balance and openness of the cultural development of Guangdong-Hong Kong-Macao Greater Bay Area, and the synergy improvement of the overall level and quality of regional culture.

Centering on the goal of cultural innovation, it is suggested to unite the subjects of cultural innovation, gather the resources and elements of cultural innovation, and realize mutual cooperation, complementarity, mutual assistance and mutual cooperation by breaking through the barriers of departments, industries, systems, fields and regions among the subjects of innovation, so as to jointly promote cultural innovation. Exploring the establishment of cultural synergy innovation mechanism is not only the specific practice of cultural innovation, but also an important means to promote cultural innovation. Since the "Guangzhou International Design Week" was held in Guangzhou in 2004, an attempt to carry out the cross-regional integration, make use of the cultural resources of the Pearl River Delta and jointly innovate the culture of Guangdong-Hong Kong-Macao Greater Bay Area has begun. Since then, adhering to the concept of cross-sectoral, cross-domain and cross-system integration and optimal allocation of public cultural resources such as facilities, products, teams and services, and promoting the overall planning, overall construction, co-construction, sharing and coordinated operation of grass-roots public cultural resources, Guangzhou has been making exploration and efforts for cultural synergy innovation. The attempt to carry out the synergy innovation has injected strong vitality into the cultural development of Guangzhou.

3. CORE ISSUES OF THE CONSTRUCTION OF "CULTURAL BAY AREA"

3.1 The Proposal of Core Issues

The cultural pattern of Guangdong-Hong Kong-Macao Greater Bay Area presents a prosperous scene of the intersection and integration of humanities, history and multiculturalism. When the regional identity of Guangdong-Hong Kong-Macao Greater Bay Area appears on the pattern of the world bay area, cultural construction of "bay area" has become an important "soft power" to support the economic construction of the bay area. In the development pattern of Greater Bay Area, how to lead the cultural construction in the province to form a networked co-construction development pattern needs to be further clarified.

Building a first-class bay area requires first-class culture, which is an important symbol of a first-class bay area. Culture plays a very important role in the construction of Guangdong-Hong Kong-Macao Greater Bay Area. The development path and experience of several bay areas in the world mainly has three functions. First, the cultural industry has become an important growth pole in supporting the economic development of the bay area; second, the integration of cultural creativity and design services with related industries may become an important factor in promoting the industrial transformation of Guangdong-Hong Kong-Macao Greater Bay Area[2]; third, the soft environment represented by culture is a very active factor in regional innovation and plays an important supporting role in the development of the bay area. Without the cultural construction of "Cultural Bay Area", Guangdong-Hong Kong-Macao Greater Bay Area will lack the deep power of continuous synergy. [3]

3.2 Construction Focus of "Cultural Bay Area"

To promote the optimal allocation of cultural production factors, it is necessary to learn from foreign sample construction experience, and the driving force of internal driving growth still comes from cultural endogenous force. [4]

At present, the MICE tourism industry increasingly depends on the promotion of the integration of science and technology industry, creative design industry and capital market. When the creative content is integrated with modern

science and technology, the integrated application of modern science and technology in the field of creative design services is strengthened, and the two-way deep integration of creativity and science and technology is promoted, the integration of creative elements such as knowledge, creativity and design resources that were separated in space and organization, design managers and design enterprises will be realized, so as to form the "integrated innovation" effect of the integrated development of creative design service industry and MICE tourism. [5] Innovative design is a creative integrated innovation and creation activity. In the knowledge network era, innovative design takes industry as the main service object and green and low-carbon, network intelligence, extraordinary integration, co-creation and sharing as the characteristics of the times, integrates science and technology, culture and art, service mode innovation, and covers various design fields such as engineering design, industrial design, service design and so on. Also, innovative design is a key link in the transformation of scientific and technological achievements into real productive forces, which is conducive to supporting and leading a new round of industrial revolution. The concept of contemporary design thinking is the theoretical driving force of this practice effect. Design thinking is no longer regarded as a popular phenomenon in the design field, but as an important practical method in human innovation activities. Through innovative infrastructure construction and policy support, design thinking can help promote social innovation and lead a new round of industrial revolution. Design thinking has been applied in Guangzhou, Shenzhen and other cities to develop various innovative Internet+ enterprises, service enterprises and manufacturing enterprises. Also, design thinking plays a positive role in guiding the development of the city brand with the integration of MICE tourism and creative design industry.

From the perspective of industrial upgrading, creative design is the high-end hub in the future industrial cluster. In addition to the traditional design field, creative design can also improve the city brand image and development competitiveness by means of digital media, communication and other high and new technologies and design thinking, so as to meet the needs of building city brand image in the information age. It is important to use the concept of design thinking to promote the city brand, create the city brand image, enhance the city value and make rational use of the city resources. [6]

4. PRACTICAL STRATEGIES FOR THE CONSTRUCTION OF THE "CULTURAL BAY AREA"

The cultural integration of Guangdong-Hong Kong-Macao Greater Bay Area and the cultural opportunities provided will also strongly promote the cultural innovation and development of Guangzhou and Shenzhen. Today, the cultural inclusiveness of Guangzhou and Shenzhen is being strengthened. Especially for the establishment of Shenzhen demonstration base, the provincial policy support is given for Guangzhou with the the same construction, which will also make Guangzhou and Shenzhen become the distribution center of cultural resources and the incubator and powerful engine of emerging cultural industries. The two cities should make better use of this opportunity, update their own cultural strategy, strengthen cultural planning and design, and create a new urban culture and a hub urban culture.

4.1 Strengthening the Co-construction of "Cultural Bay Area" from the Top Level

The development plan of cultural industry in Guangdong-Hong Kong-Macao Greater Bay Area shall be issued as soon as possible. Cultivating and developing design thinking will effectively promote the upgrading of industrial structure in cities and regions, form stronger and lasting industrial competitiveness, effectively improve regional status and create a large number of new jobs. Building the creative design industrial environment and its core competitiveness is an important measure to promote the construction and development of the "Cultural Bay Area".

From the perspective of sustainable development, design thinking is an important way to protect the ecological environment and build an environment-friendly and resource-saving society. China's environmental and resource constraints are still tightening, the available land resources are seriously insufficient, the air quality is declining, and the environmental security situation is becoming more and more serious. Creative design industry has the characteristics and advantages of modern industry with high knowledge content, high technology, high added value, low energy consumption and low pollution. And it is an important engine to promote the upgrading of industrial structure.

4.2 Establishing a Synergy Mechanism and Promoting Multi-synergy Innovation Among Cultural Innovation Players in the Greater Bay Area

Based on its special natural endowment and industrial foundation, the Guangdong-Hong Kong-Macao Greater Bay Area will form a development pattern in which the east and west are interconnected, and the core axis of Hong Kong, Shenzhen, Dongguan and Guangzhou will drive the sub-axis of the west Coast. Restructuring the development pattern is an important feature of the future development of the Guangdong-Hong Kong-Macao Greater Bay Area. The key to the development of the "Cultural Bay Area" lies in the integrated development of regions under different systems. A high-standard synergy organization needs to be established to accelerate the synergy and cooperation among core cities and different administrative areas in the bay area. Enterprises, institutions, social organizations and other organizations can only complete it through multi-party cooperation and joint efforts, which should clarify the implementation subject of cultural innovation, its various rights and responsibilities and cooperation methods, the specific forms and promotion ways of various multi-level activities, etc. At the same time, it is necessary to build a synergy mechanism of "Cultural Bay Area" and promote diversified synergy innovation of cultural innovation subjects in Greater Bay Area.

4.3 Breaking Regional Barriers and Promoting the Optimal Allocation of Cultural Production Factors

The pattern of "one country, two systems, three tariff areas and four core cities" in Guangdong-Hong Kong-Macao Greater Bay Area is not only the biggest feature, but also the biggest difficulty and pain point. There are differences in the economic system, legal system and administrative system among Guangdong, Hong Kong and Macao. It is difficult for various elements to flow completely and freely. There are still homogeneous competition and resource mismatch in some fields. These problems need to be solved urgently. Also, it is required to strengthen the publicity of the design thinking-led concept and cultivate the creative consumption market model of "Cultural Bay Area". Design thinking and action mode is a feasible attempt to break regional barriers and promote the

optimal allocation of cultural production factors. Combining with the rapidly developing design industry, cultural tourism industry and international MICE business, exploring design thinking tools and methods means social service innovation, and is also more in line with the new path of development trend.

5. CONCLUSION

The connotation construction of the "Cultural Bay Area" in Guangdong-Hong Kong-Macao Greater Bay Area requires the participation of multiple parties and the cooperation of the government, industry, academia and all sectors of society. Under the new situation, it is required to integrate and update the social service innovation mechanism, explore a new service innovation path, and provide more valuable new experience for Guangdong Province to be a strong cultural province.

AUTHORS' CONTRIBUTIONS

Yuting Li contributed to topic design and revising and editing, Jianyao Wang is responsible for research design and wrote the manuscript.

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