



Research on the Artistic Derivation and Inheritance of Dunhuang's Intangible Cultural Heritage Under the Influence of IP

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Abstract. The author knew before that the inheritance of intangible cultural heritage (referred to as “intangible cultural heritage” in the main text) is very difficult, and now when I see Dunhuang, I feel its charm and then deeply understand the difficulties of intangible cultural heritage inheritance. The protection of intangible cultural heritage has not yet formed a set of systems, lacks a display surface, and does not have unique innovative thinking. IP in our country has begun to get attention and slowly mature, IP in modern society has been popularized and used, this article will be the use of intangible cultural heritage to shape IP in-depth research, and through the combination of intangible cultural heritage and IP redesign, to their own culture dominant, design their own unique culture, to attract the discovery of the love of intangible cultural heritage of young people, so that the future new forces to spread intangible cultural heritage in a positive way or become non-hereditary inheritors.

Keywords: Intangible cultural heritage · Cultural IP · Redesign · Cultural derivation · Inheritance and innovation · Propagation path

1 Introduction

Intangible cultural heritage (hereinafter referred to as “intangible cultural heritage”) is a world wealth and the embodiment of the development of mankind. Chinese culture is the spiritual treasure accumulated by the Chinese nation over thousands of years and the essence of our country. In today's accelerated process of world economic and social integration and innovation, under many difficulties, many treasures are about to disappear, although the inheritors and governments around the world work hard for the protection of records, but still slowly collapse and die, how to better publicize their cultural values on the basis of protection, and make them closer to people's daily lives, is what we need to consider the imminent problem; There is still a lack of ways to protect and pass on intangible cultural heritage.

IP is the abbreviation of Interlectual Proprety, literally speaking, it is copyright, but in IP also includes works copyright and industrial intellectual property rights, and IP generally refers to TV series and derivative drama productization and marketization, so

although IP has been popularized in modern society, it is not only copyright, there are three factors: 1. Good content; 2. Long-term carrier; 3 loyal communicators.

After exploring the construction of art intangible cultural heritage in IP, human beings have found ways to integrate traditional culture and modern design, providing a new development model for intangible cultural heritage IP, and making it more suitable for modern social life. As we all know, Dunhuang Intangible Cultural Heritage is a very good content, and there is no shortage of long-term carriers in today's society, and there are not a few loyal communicators. Through in-depth research on this topic, this paper redesigns the intangible cultural heritage industry of Dunhuang to create its characteristic culture, such as: Dunhuang music, Dunhuang film, Dunhuang painting collection and other Dunhuang brand industries. Leverage IP to achieve its legacy.

2 Related Conceptual and Theoretical Basis

2.1 Theoretical Concept of Intangible Cultural Heritage

The concept and definition of the intangible historical cultural heritage of humanity is currently proposed by the academic community in the Agreement for the Safeguarding of the Intangible Cultural Heritage of UNESCO and the International Educational, Cultural and Cultural Organization of the United Nations in 2003. The Convention recognizes that all activities carried out by groups, institutions or individuals for the intangible cultural heritage, including social practices, arts, cultural expressions, scientific knowledge, production techniques, etc., as well as related living utensils, objects, arts and crafts, social and cultural places, etc., have become intangible historical and cultural heritage.

2.2 Trends and Current Status of Intangible Cultural Heritage

With the rapid development of all aspects of today's society, many ancient traditional crafts cannot be passed on and developed, and some intangible cultural heritage cannot be satisfied with the lives of contemporary people, and they have collapsed under the purification of time. Intangible cultural heritage needs to pay attention to ecological development, and only by supporting the ecological improvement of the entire cultural system can it be fully protected and inherited. Traditional craftsmen have their own local customs and culture, traditional culture and modernization have formed a sharp contrast, some non-hereditary inheritors can not accept the addition of new things, adhere to the road of self-inheritance, resulting in the loss of traditional craftsmanship. There are many intangible cultural heritage inheritance problems with time faults, but the old people are still supporting, but they can't find the young new force, and the reason is that there is no market.

In recent years, the brand building of intangible cultural heritage has been uneven, and due to insufficient aesthetic technical strength, it is difficult to produce an influential cultural brand and achieve cultural output due to the lack of aesthetic technical strength for the refinement of intangible cultural elements and the embodiment of values. The inheritance and development of non-genetic heritage also encountered the same bottleneck.

3 IP Analysis of Dunhuang Intangible Cultural Heritage

Cultural intellectual property rights and inheritance rights are mutually reinforcing relationships, providing inspiration and innovation for intangible historical and cultural heritage, so as to create outstanding works with images into the public's vision and gain favor, thus guiding more young people to participate in the protection of intangible cultural heritage. The China Intangible Historical and Cultural Heritage Project also has a good play on IP. As a traditional Chinese cultural heritage project, joining the construction of Chinese culture is also the construction of China as a world cultural industry power.

4 The IP Path of Dunhuang Intangible Cultural Heritage

The author elaborates on the application of IP in the inheritance of Dunhuang's intangible cultural heritage from the following six aspects, so that its Dunhuang non-genetic inheritance takes a new road to open up a new situation and continues to carry it forward. Many successful cases are cited in various aspects of the article, which can be used as a reference and innovation for the IP of Dunhuang's non-genetic inheritance.

4.1 Intangible Cultural Heritage + Brand

The alliance of intangible cultural heritage and enterprises is a very good way, and in recent years, many intangible cultural heritage elements in China have "played their fists" on major shows [1]. For many intangible cultural heritages, this is a better way, and the release of new products will also trigger a wave of shopping, which will open up the consumer market for collaborators. Although enterprises can also develop through their own operations, brand building needs fresh blood, inspiration and vitality, and cooperation with intangible cultural heritage also gives them more channels for growth [2].

Dunhuang intangible cultural heritage can also build its own independent brand. Because Dunhuang intangible cultural heritage has experienced thousands of years of development and precipitation, it can establish a brand story according to the characteristic culture [1], intangible cultural heritage brands redevelop traditional products developed by intangible cultural heritage ancient methods into modern products, and intangible cultural heritage branded products are protected by law and loved by the public. Set higher prices to improve product identity and create the impression of high price, high quality, and famous brands. Of course, in addition to labor costs, material costs, and management costs, there is a large amount of capital that can be used for capital operation and new technology research and development [2].

The brand enhances brand awareness through public welfare activities [1], assumes social responsibility, and maintains enthusiasm for public welfare. A cause-related marketing is highly controllable and low-cost, which can be regarded as the long-term image shaping of the corporate brand. Establishing a public welfare brand image, after enhancing the brand reputation, can improve consumers' willingness to buy.

Olympic sports events can be promoted and promoted, and the popularity of the event can enhance brand awareness and popularity to a certain extent.

Esports, in 2019, esports was officially classified as a professional sports event. Colliding with esports can lead to more brand possibilities and is often the most overlooked marketing point in sporting events [3]. On November 7, 2021, the Chinese EDG team won the League of Legends Pro League (S11) championship, which was congratulated by People's Daily and other central media, which was also the first time that People's Daily made a special speech on e-sports [3].

4.2 Intangible Cultural Heritage + Cultural and Creative Products

Cultural derivation is based on the original culture and the integration with other cultural industries, resulting in a large number of cultural and creative products. The combination of intangible cultural heritage and modern popular elements allows intangible cultural heritage to be derived and developed in more fields [2]. Contemporary young people prefer to buy cultural products for creation, Maslow's hierarchy of needs, our country has entered an era of comprehensive well-off, across the most basic survival needs and security needs, the demand for cultural products began to generate demand [4]. Taking Dunhuang as an example, the Dunhuang Museum's cultural and creative brand "Silk Road Souvenir" and JUSTICE Skateboard jointly produced Lotte Skateboard, which combines traditional art with contemporary sports and national trend culture, bringing people a refreshing feeling, bringing heat and traffic to Dunhuang, and making Dunhuang IP gain great exposure. Taking the Forbidden City in Beijing as an example, after an article titled "Yongzheng: Feel Cute and Mengda" was released, even Yongzheng raised scissor hands, which contrasted with the original suspicious and ruthless image in the eyes of everyone, and caused heated discussions on the Internet, increased attention and traffic to the Forbidden City, and also gained a large number of fans, and the Forbidden City IP developed rapidly. Designed a large number of cultural and creative products such as Chaozhu wireless headphones, fans, official hat umbrellas, mobile phone jackets, court fans, bus and subway card bags designed for mobile phones [5]; The original Forbidden City culture has been extracted and integrated with modern needs, attracting many young people and gaining more public love [1].

Imprint, innovation, art keeping, national trend, cross-border, five kinds of cultural and creative products interpret Wang's hand-created product design concept. Most of the molded cultural and creative products designed reflect the cross-border thinking of "intangible cultural heritage + fashion", and up to now, Wang's handmade creations have joined hands with Lancome, nnisfree and China. The National Museum, the Summer Palace, "Big Fish and Begonia", "Your Name", "The Great Protector" and other first-line big IP cooperation, cross-border launch of joint series, and set a number of sold-out records. For example, the small black bottle bag jointly launched with "Lancôme France", the "All Lion Ruyi" New Year gift inspired by the lion prototype design of the Summer Palace, the collision of tradition and fashion, trendy and highly practical are sold out immediately after launch, and in the DIY embroidery material package for handmade experience, embroidery videos will also be included to tell the cultural stories represented, allowing consumers to personally feel the charm of intangible cultural heritage embroidery. Wang's handmade brand communication is mainly through online

and offline channels, mainly through e-commerce shopping platforms for direct product sales, and also uses online activities such as Yingke Live and Taobao Live to interact with fans and share the design concepts behind the products, including short videos to record the embroidery creation process. Including operating a WeChat public account with the same name, pushing hand-embroidery-related graphic introductions from time to time, or brand activities. At present, his team has also planned the “108 Crafts” activity, cooperated with self-media video platforms to shoot 108 intangible cultural heritage themes, and achieved poverty alleviation effect by integrating the productivity of poverty-stricken areas in the production of brand products. Offline, Wang’s handicraft has also established its own studio in Hangzhou, and holds some intangible cultural heritage exhibitions or intangible cultural heritage handicraft sharing and experience activities from time to time to accumulate more fans and expand brand awareness. It also established an embroidery research course, which led more new generations to learn traditional embroidery culture [6].

4.3 Combination of Intangible Cultural Heritage + Cultural Tourism

First of all, tourism has become a way of people’s daily leisure life, and intangible cultural heritage is a witness of history. It has penetrated into the daily life of the public, the tourism market will have great development potential, the local people feel tired of seeing, but foreign tourists do not understand the local characteristic culture, it has regional restrictions, intangible cultural heritage is also regional culture, need a display surface to pass on the cultural presentation, integrate the local most culturally distinctive regional resources into a big IP, change folk customs into intangible cultural heritage characteristic homestays, tourists can live in it to feel the surrounding ethnic and intangible cultural heritage folk culture. In addition, intangible cultural heritage regions can also develop local characteristic intangible cultural heritage performance programs according to local attractions, and feel the charm of stage plays by personally visiting the scene, and touring performances can increase the degree of dissemination and attention from the outside world. Intangible cultural heritage handicrafts can also be used as special commodities to replace tourism commemorative goods, and immersive intangible cultural heritage experiences can be appropriately carried out in the sale of intangible cultural heritage artworks, so that customers can experience its history and development first-hand, and have a sense of identity with traditional intangible cultural heritage crafts[2], forming an interlocking ecology [7], so that customers can appreciate intangible cultural heritage, get close to intangible cultural heritage, experience intangible cultural heritage, and go deep into intangible cultural heritage.

4.4 Intangible Cultural Heritage + Musical Works

The ancient music art can achieve the combination with modern music in three aspects. With words, a good piece of music is a good story, a good story will have depth, and if there is depth, it will be recognized by the public, so that there will be many potential audiences, which is also the embodiment of popularization; The soundtrack, as the plot of the story moves towards stretching, rapidity, blandness, and climax; Its own characteristics, combined with the local intangible cultural heritage characteristics, have

regional characteristics [8]. If Dunhuang intangible cultural heritage is combined with music, songs and operas will be created based on Dunhuang pictures, murals, character storylines, etc. That will make Dunhuang's non-genetic inheritance pass through the ages and go back to ancient times.

4.5 Intangible Cultural Heritage + Film and Television Works

With the rapid development of the social economy, the film and television industry has become more advanced, with brilliant stars and star-chasing families everywhere. The film and television industry has never been a separate industry, and a successful film and television drama is often accompanied by a large number of peripheral works. And very good film and television works can bring huge traffic, through delicate, delicate character portrayal, the character has a unique personality charm, has become the pursuit of many netizens, brought exposure. Every audience will nurture their own worldview through their own experience, worldview is everyone's understanding or knowledge of the world, the popular worldview through film and television works expressed views are easy to resonate with the audience, so that a good work will become more and more famous through the group effect. Through the WeChat mini program "Cloud Tour Dunhuang", I learned that the Dunhuang Academy launched a "Dunhuang Digital Provider" project and produced 5 episodes of animated dramas. Also in other fields, it has also produced such phenomenal animation film and television Ips as "Journey to the West: The Return of the Great Sage", "Big Fish and Begonia", "Nezha's Demon Child Descended" and so on, and with box office records of 956 million yuan, 565 million yuan and more than 5 billion yuan, the public has a new understanding and higher expectations for domestic animation film and television IP. These three works are all ancient style works without exception, among which the dreamy enclosure in a scene of "Big Fish and Begonia" is a Jiangxi relic that exists in real life, at first the forest beasts were full of wild beasts, and the ancient times were full of wars, so the ancestors created the defensive residence of the walled house, reflecting the wisdom crystallization of the ancestors [9].

The acceleration of modern life, the gradual increase of fragmented time, the brewing of time, the sudden explosion of short videos, deeply loved by the public. This is a form of short, flat and fast film and television works, which has a certain potential space. Cultural and creative products developed through film and television works can be directly applied for sale by merchants on short video software [10].

4.6 Intangible Cultural Heritage + Ninth Artwork: Games

With the rapid development of modern network technology, the ninth art game cultural industry is also slowly emerging, and it can cooperate with game companies. Customers can enter the story and depict a variety of meaningful stories through narration, and the costumes, architecture, background music, and painting styles of the characters in the story can express the charm of intangible cultural heritage, and it is a multimedia experience that is more in-depth than film, television and music [11]. Taking Dunhuang as an example, the skin produced in cooperation with King Glory, the teachers of the Dunhuang Academy helped in the process of designing the skin. "Yang Yuhuan – Meet the Flying Sky" uses the classic Tang Dynasty flying sky in the Dunhuang murals as the

prototype, and the painting style is recreated according to contemporary aesthetics. The design of “Yao-Meet the Divine Deer” is inspired by the mural “King Deer Bunsheng” in Cave 257, and the two partners once again presented intangible cultural heritage to the public in the form of digital protection. “Sable Cicada – Meet Hu Xuan”, first of all, it can be determined that this skin is taken from Cave 220 of Dunhuang’s Mogao Grottoes, and is based on Hu Xuan’s dancing tricks, Dunhuang integrates cultural elements of the Western Regions and the Tang Dynasty. In games, Chinese culture has more opportunities to go to the world, and more people can understand Chinese culture through games [12].

The broadest concept of 3A masterpieces refers to high-cost, high-volume, high-quality game works. Of course, domestic customers have another set of explanations for 3A masterpieces: a lot of time, a lot of resources, and a lot of money. And works like “GTAS”, “The Witcher 3” and “Red Dead Redemption 2” are typical triple A games. These games are extremely expensive to develop, and the investment can often be tens of millions or even hundreds of millions of dollars, and the game companies use top resources and years of meticulous crafting of works. 3A games also have a far-reaching cultural influence, because of their excellent character performance and unique perspective, they can substitute customers into the plot and scene, so that customers can be immersive, can be repeatedly deliberated on details, and even bring a different life experience. A triple-A game can even be called the most realistic projection of the human imagination in the real world. The triple-A game is a huge project to build a virtual world, and such a big project is a huge test of technology, design, capital, management and manpower. Interesting and stylish trendy men and women are not only manifested in different appearances, but also in the bones of the personality attitude, naturally the ninth art work must also match the trend attribute of this crowd, the same cold pattern, must not enter the eyes of the hipster, but enough dazzling, high enough, fun... It is their pursuit that makes the “dry villain” hipsters insist on not walking with the world. The pioneering spirit, freedom, independence and perseverance of humanity has been demonstrated, and it also caters to the spiritual pursuit of contemporary young people. Due to the extremely high R&D cost and production technology requirements and long production cycle of such 3A works, the risk of the first development is extremely high. The R&D cost of mobile games is lower and the production technology requirements are lower, mobile games are more convenient and have a strong ability to absorb gold, so far mobile games are still popular in China, domestic manufacturers may not develop 3A works in the near future, and it is not a good thing to master the technology of developing 3A works first [13].

From the above six aspects, it is explained that non-genetic inheritance is inseparable from carriers (such as: music, painting, animation, etc.), and Dunhuang non-genetic inheritance is also inseparable from these carriers. Through these carriers, Dunhuang intangible cultural heritage is IP-transformed, so as to achieve the purpose of inheritance, protection and innovation.

5 Conclusion

Non-genetic inheritance is facing great difficulties, especially the cultivation of talents, and the need to cultivate all-round high-quality talents; With talents, we can use IP

to inherit brands, film and television works, music works, cultural and creative products, cultural and tourism combinations, and ninth works of art; At the same time, the development of non-genetic inheritance requires the attention of all aspects of society, especially the investment of funds and the protection of assets, and the need for everyone to collect firewood and flame high, and to work together to carry forward the cause of non-genetic inheritance; After the development of reform and opening up, China has made great progress in all aspects, especially in high-tech industries, such as; Chang'e running to the moon, the dragon into the sea, the heavenly palace soaring, etc., I think in the non-genetic inheritance of IP will also get rapid development, and then innovation and development, usher in the take-off of non-genetic inheritance.

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