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Research on the Innovative Design of Museum Cultural and Creative Products in Liaoning

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Abstract. The thesis is aimed at profoundly dissecting issues existing in Liaoning museum cultural and creative brands like weak brand awareness, superficial and homogeneous museum element design, ornament-orientation, weak practicability, inferior product marketing, weak digital products and sales platform, so as to classify and analyze main causes in details. Meanwhile, it proposes to construct museum cultural and creative products with Liaoning regional and cultural features, so as to establish a visual identification system for cultural and creative products, excavate classical symbols for museum collection, recreate cultural elements of museum cultural heritage, emphasize marketing method and develop digital cultural and creative products and online sales platform. So, it offers targeted solutions and suggestions of practical reference value and outstanding application value, gradually, operation philosophy with distinguished features and development ideas of cultural and creative products will be formed.

1. Introduction

Based on cultural resources collected in museums, the development of various cultural and creative products provides an important method for Chinese culture to creatively transform and develop in an innovative way, and then make China Dream and socialist core values win great support from people, besides, it is a vital channel to push forward Chinese culture to the whole world and enhance national cultural soft power, and also an important way to enrich people's spiritual and cultural life and then satisfy diversified consumption demands. Meanwhile, being the necessary requirement of cultural institutions to strengthen their serving capacity, improve serving level and enrich serving content, it is of vital significance to make excellent traditional culture adapt to modern culture and coordinate with modern society, so as to bring forth the new through the old and educate people through culture.

2. Current status of research on museum cultural and creative product design

2.1. Current status of domestic and foreign researches

There are over 3400 museums in China. In May, 2013, Cultural and Creative Products Council of Chinese Museums Association was founded in Beijing. In 2015, the release of Regulations on Museums has indicated the direction for the development of museum cultural and creative products, and provided new power for museum cultural and creative work. In May, 2016, Ministry of Culture, National Development and Reform Commission, Ministry of Finance and National Cultural Heritage Administration jointly issued Several Suggestions on Promoting Cultural Heritage Institutions to Develop Cultural and Creative Products which has created an upsurge of cultural and creative product design among all museums in China. As for museum cultural and creative product development,



Taipei Palace Museum started relatively early and developed comparatively mature. It's roughly estimated that Taipei Palace Museum has released over 2400 kinds of cultural and creative products, the sales revenue in 2013 approached NT900 million dollars, which could directly compete with its ticket revenue of NT1 billion dollars and has thus become an important income of Taipei Palace Museum. The best seller of cultural and creative products was a tape label with a phrase "I Know" (commonly said by ancient Chinese emperors), subsequently, Jadeite Cabbage- a hanging ornament for mobiles ranked the second, it has been an outstanding feature for Taiwan cultural and creative industry to develop culture into business. In recent years, Beijing Palace Museum has enlarged and strengthened its research and development of museum cultural and creative products, so as to create a series of products with Palace Museum cultural connotation and distinguished contemporary features which are widely favored by people of all ages. Beijing Palace Museum has reached 900 million yuan in the revenue of cultural and creative products in 2014. In the end of 2016, there were more than 8700 kinds of cultural and creative products in Beijing Palace Museum, 8 types of online apps were averagely downloaded by over 1 million times, physical stores have attained sales a highest daily revenue of over 100 thousand yuan, and achieved a total revenue of over 1 billion yuan. What a popular scene.

2.2. Current status of research in Liaoning

Over the past few years, Liaoning museums have also spared great efforts in cultural and creative products, but the effect is yet to be promoted. In Liaoning, there are many famous museums like Shenyang Palace Museum, Lushun Museum, China Industrial Museum, Marshal Zhang Mansion Museum, 9.18 Historical Museum and so on, all of them are abundant in cultural deposits and collect a diversity of resources. In 2014, Shenyang Palace Museum has set up department of cultural industry, in the next year, by adhering to the concept of vivifying cultural heritages, Shenyang Palace Museum have created diversified cultural and creative products for different groups of consumers, released over 100 pieces of cultural and creative products, like Queen's Arrival Series, Qing Dynasty Baqi Wine Series and so on, and established sales sites in museum, but these products have neither attracted much attention nor well sold, no online platform is available at the moment. In July, 2017, Liaoning Provincial Museum hosted an exhibition called Art & Life: Liaoning Provincial Museum Cultural Products Exhibition which consists of three parts like Jade and Dragon Brilliance, Ancient and Contemporary Glamour, Glorious Treasure, more than 90 pieces or sets of independently researched and developed cultural and creative products were exhibited, but many exhibits were not able to be purchased in Liaoning Provincial Museum cultural shops. Cultural and creative products in Liaoning museums are classified as follows, in figure 1.



Figure 1. Classification of cultural and creative products in Liaoning Museums

3. The importance of cultural and creative products on regional cultural and economic development

3.1. Research method of museum cultural and creative products based on design semiotics

Based on design semiotics theory, the thesis theoretically and practically explores on how to innovatively develop cultural and creative products in Liaoning museums. Besides, by combining with theories related to design, semiotics, psychology, aesthetics and being rooted in design semiotics, it studies how to integrate cultural elements of cultural heritages with modern product forms and then forms emotional experience required by consumers' life aesthetics, proposes to construct a design semiotics interpretation model for cultural heritage elements, including semantics, syntax, pragmatics and context, and preliminarily constructs a cultural and creative products design system called innovative design of museum cultural heritage and cultural element recreation.

3.2. Advantage in spreading cultural essence in Liaoning museums

Original and unique design method is adopted to translate and present the most representative museum elements and related culture, so as to attract public to be fond of museum culture. Innovative and scientific means shall be adequately used and combined with industrial development, therefore, cultural resources can be integrated with modern production and life to spread culture, develop industry and increase benefits. As a result, cultural value and practical value can be organically unified to reach the goal of delivering culture essence in Liaoning museums.

3.3. Advantage in promoting popularity and good reputation of Liaoning regional culture

To promote the popularity and good reputation of a region, diversified forms of cultural art are indispensable to appear on various carriers, like literature, film, music and so on. Raise the Red Lantern sets off the unique tourism brand of Shanxi Merchants' Courtyards. Cultural and creative products play a great role in strengthening popularity and influence of sightseeing places. For instance, a tape label with a phrase "I Know" (commonly said by ancient Chinese emperors) released by Taipei Palace Museum was all the rage in mainland and Taiwan, and impacted the development trend of cultural and creative products in mainland tourism. As a result, a successful museum cultural and creative product can similarly integrate into life to construct a carrier of review and memory for audiences. Furthermore, owing to promotions and sales on various platforms, the popularity and well reputation of Liaoning regional culture can be definitely enhanced.

3.4. Advantage in optimizing museum service experience and satisfying diversified consumption demands.

Motivated by new museum thoughts and cultural and creative industry, museums have turned from emphasis on article management to focus on serving for people. Museums own an abundance of precious collections, through deriving applications, offering creative design and providing service and experience of cultural and creative products, they can not only increase economic value, but also provide audiences quality services. By deeply excavating value connotation and cultural elements of cultural resources, and widely applying various carriers and forms, the research has developed cultural and creative products which integrate artistry and practicability and adapt to modern life requirements, so as to satisfy with diversified consumption needs.

4. Research method of museum cultural and creative product design

The thesis profoundly investigates the development status of main museum cultural and creative products in Liaoning, comprehensively master amount, scale, price, targeted group, product design form (visual identification system and collection symbol application), sales approach and digital research and development of museum cultural and creative products, analyzes favored factors and adverse factors that affect cultural and creative product development in Liaoning and opportunities

and challenges confronted by it, emphasizes on analyzing existing problems, and dissects related causes. Thought of museum cultural and creative product design is illustrated in figure 2.

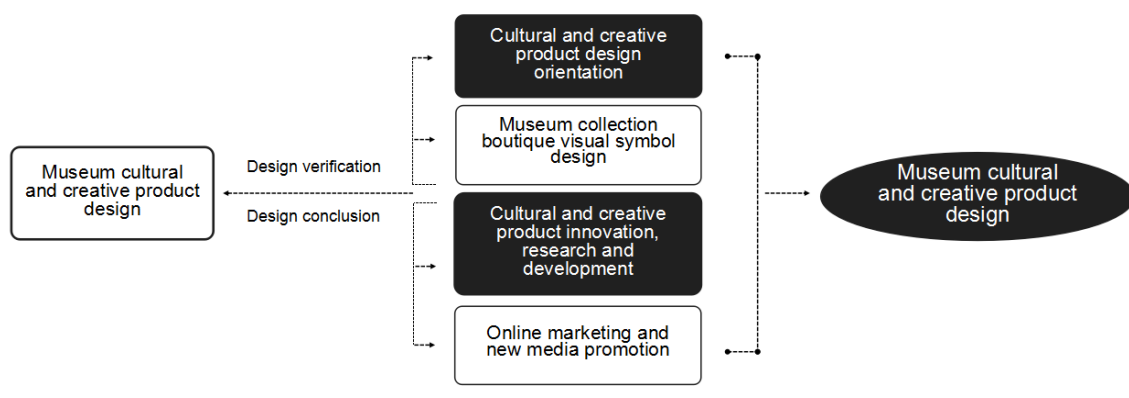


Figure 2. Museum cultural and creative product design

4.1. Construct brand visual identification system for cultural and creative products

At preliminary stage of developing museum cultural and creative product design, it's necessary to formulate design specification brochure and unified package design specification, this is the brand image of a museum. Brand system can integrate museum cultural element resources- scattered and isolated factors, besides, with the systematic support of brand communication, cultural heritage can thus be linked and integrated with cultural and creative industry.

4.2. Excavate cultural symbols of classic museum collections for innovative design

In the field of museum, Louvre will be naturally connected with Mona Lisa, Van Gogh Museum will be linked with Sunflowers. Therefore, representative cultural symbols of museum collections lay the foundation for all design development. By extracting, classifying, reconstructing and recreating cultural heritage elements, cultural connotation can be integrated into cultural and creative products, equipping them with typical museum cultural genes, connotation and prospect, so as to promote their features and competitiveness.

4.3. Cultural and creative products can be more practical through recreating cultural elements of museum cultural heritage

By studying how museum cultural and creative products develop based on cultural heritage elements, elements like ornamentation, appearance and texture are extracted from cultural heritage, after designing and integrating symbols, new cultural and creative products will be made. At present, cultural and creative design of Liaoning museums stress more on history, knowledge and appreciation, but neglect enjoyment and practicability. On this occasion, the development of cultural and creative products makes traditional art and culture truly approach the public.

4.4. Cultural heritage interpretation and innovative design research based on design semiotics

Symbol is a new means of communication, a method to simplify things and objects, and a combination of signifier and signified. The research applies design semiotics to arrange, interpret and discover intrinsic value in cultural heritages, adopts modern design means to apply presentation and image of cultural heritage elements into designing cultural and creative products, so as to solve problems in cultural integration and harmony of function and significance during the process of cultural and creative design process. Through proposing the idea of cultural and creative product innovative design based on design semiotics, the research interpret and discover cultural heritage elements from four dimensions, including semantics, syntax, pragmatics and context.

5. Conclusion

Cultural innovation is rooted in culture, but its freshness lies in innovation. Although Liaoning museums universally pay attention to cultural and creative field and also carry out some practices, the actual consequence still reflect severity and entanglement in various problems which need to be solved. Based on theory and practice, the research exactly points out that Liaoning museum cultural and creative industry shall present its regional features, manifest museums' feature and character, inherit culture, create high taste and serve for life. Meanwhile, relying on related theories like design, semiotics, marketing and aesthetics, together with design practices, the research is based upon regional museum collection resources, discovers cultural connotation in collections, develops diversified, practical, well-designed, digitally applied and featured cultural and creative products. As a consequence, after being creatively designed, lofty museum culture can truly approach the public, more young people will be attracted to focus on traditional culture, and then work hard to create a path for efficiently spreading and inheriting traditional Chinese culture. From the aspect of design and semiotics, the research puts forward the idea that construct brand visual identification system and excavate classic symbols of museum collections. On the basis of brand theory and life aesthetics, it lays emphasis on practicability and enjoyment of cultural and creative products. From the view of new media and marketing, it proposes to release cultural and creative products in museum featured exhibitions, construct online marketing and digital cultural and creative products and so on.

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