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Researches on Museum Cultural Creative Products Based on Domains Crossing

Peng Hong¹, Shang Qianli²

¹Professor, Wuhan University of Science and Technology, Wuhan, Hubei, 430000, China

²Postgraduate, Wuhan University of Science and Technology, Wuhan, Hubei, 430000, China

395155952@qq.com, 3104237403@qq.com

Abstract. This paper carried out study on the domains-crossing cultural creative products of museum. Based on the analysis of existing domains-crossing products and the experience of existing domains-crossing successful cases in various fields, a new direction and new form of domains-crossing museum in the future are obtained. The author put forward two new forms as combining art museum with museum and combining with local characteristics, to explore a new direction of domains crossing, so as to facilitate the better development of museum cultural creation.

1. Introduction

Museum cultural and creative products rely on their own cultural resources, through creative transformation, science and technology, to promote the formation of various forms of culture as the core content of the product. In recent years, the state has given a lot of policy support, and a series of documents, such as *Guidance Opinions on Further Strengthening the Work of Cultural Relics* in 2016 and *Some Opinions on Promoting the Development of Cultural Creative Products in Cultural and Cultural Relics Units* in 2017, have encouraged museums to design cultural creative products.

2. Definition of Domain-crossing

Domain-crossing design means the mixing and integration of two domains. Domains-crossing design can inspire designers to create new inspiration and create new design environment.

The traditional culture represented by the museum continues to produce new ideas, combined with more new fields and new technologies, which will also promote the inheritance and continuation of the traditional culture and endow the traditional culture with a brand-new vitality of this era.

3. Museum's existing domains-crossing cultural creative products

The museums domains-crossing has become a major trend in the design of cultural creative products. "Museum +" has become the breakthrough point of the museum's cultural creation products. Domains-crossing cooperation not only presents the cultural content of the museum in different forms in different time and space, but also promotes the upgrading of the brand content and industry. The development of the museum's cultural creation products is an important means



to attract the new public while retaining the core viewers. The characteristics of existing domains-crossing cooperation in museums are mainly focused on two aspects. Firstly, the dissemination of museum culture to the public, so that the public understand the cultural content behind the collection of resources. Secondly, it will go out, to cooperate with the brands with same attributes, therefore breaking the already-existed impression left on the museums from the public and creating the products that can attract the new consumers.

3.1 Domains-crossing cooperation based on the dissemination of culture

Domains-crossing cooperation based on the dissemination of culture means that museums disseminate museum culture through collaboration with other platforms or through the use of new technologies. Different forms of cultural communication can attract different groups of people. First of all.

Many museums in China offer museum courses. The Shanghai Museum has introduced a series of "Museum Youth Humanities Class" courses, inviting famous teachers to explain to students what "esthetic" is and what "aesthetic education" is. The "One lesson in Caotang" project, launched by Du Fu's Cursive hall in Sichuan, was included in the first national cases of social education. Courses are offered on weekends and holidays. On the one hand, it invites schools to organize students into the "One lesson in Caotang" at museums. On the other hand, the museum provides funds to the poverty-stricken areas for public welfare activities, which brings poetry culture out of the Hall.

The Shanghai Museum also launched "The Sound of All Things—Shanghai Museum's Parent-Child Concert". The concert included explanations of cultural relics, historical background, culture and art, letting the cultural relics and music to combine interestingly, materially, organically.

The museum also uses modern technology to display the museum. The Palace Museum has released its work using VR technology. restored the full extent of the imperial garden to a vibrant royal garden in a virtual reality world.

In addition, it made the publicity with multi-media. "National Treasure", "I repaired the cultural relics in the Palace Museum" and "If the national treasure can speak", using modern multimedia, showed the museum to viewers who couldn't get into the museum, which has set off a museum craze.

No matter the setting of curriculum, the application of modern science and technology, or the variety of arts, they are all the modes for museums to make the domains-crossing publicity. With the emergence of new-type consumers, museums are seeking for better ways for publicity.

3.2 Domains-crossing Cooperation based on Products

The domains-crossing cooperation based on products means that museums cooperate with third parties in the design of cultural creative products. The museum should choose brands that fit well and match well for cooperation, or the popular brands.

The popularity of reality TV variety has spawned "It's new, the Palace Museum", using the star effect to explain the story of the Forbidden City, rallying designers with the theme of cultural creative product design, and using crowdfunding and microblogging to promote the show, creating a heated discussion.

Most of the collaboration between the Palace Museum and Tencent has focused on the development of products in modern and more popular ways. Portable game, as a popular time-killing way, developed a Forbidden City Version named "Like Eliminating Everyday". Combined with current popular music programs, it launched an "Ancient paintings can sing" music innovation competition, to create and sing songs according to ancient paintings, and call on the public to design the cultural creative products.

The theme restaurant Tianfu Jinxu, which is co-established by the Dufu's Hall Museum and KFC, features scenes of life in the Tang Dynasty. The table and walls are filled with Du Fu's classic poems and related calligraphy and painting works, as well as 3D holographic projection. The restaurant also sells cultural creative products from Du Fu's Hall.

They also launched products with local featured brands. Suzhou Museum, cooperating with the local intangible cultural heritage, the Forbidden City-exclusive Dessert, promoted the "Dessert Like 12 Chinese Zodiac" with the theme of "Edible Museum".

There are, of course, many other products of domains-crossing cooperation. Domains-crossing-developed creative products need to be designed with cultural connotations, designed by combining with cultural relics themselves, rather than copying and pasting.

4. Enlightenment from the Successful Cases in Domains-crossing to the Development of Museum Cultural Creation Development

The design of domains-crossing cooperation in different fields has become mature after a long-term development. The museum domains-crossing is based on the early stage domain crossing. The domains crossing in different fields at the early stage has also contributed greatly to the domains-crossing development of the museum's creative products.

4.1 Domains-crossing Cooperation between Arts and Brands

Art and brand domains-crossing cooperation means to combine the art works together with the products. Companies choose to cooperate with well-known works of art, while artists transform their works according to the characteristics of their products. Such as the "XX" eye logo created by KAWS, which was very popular on the street and later worked with different companies, including UNIQLO, NIKE, Dior, etc. The Air Jordan 4, designed by KAWS in partnership with NIKE, is shown in Figure 1. The KAWS companion pattern is all over the body of the shoes. And the sole also has the personal logo of KAWS. Through the commercial cooperation, the "XX" eye mark was developed into a commercially valuable "brand".

By collaborating with well-known artists and the use of familiar works of art to design, on the one hand, products are easily to be accepted. on the other hand, works of art can be civilian.

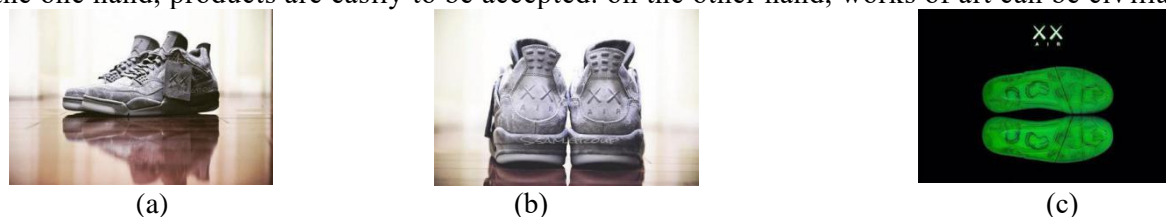


Figure 1. Air Jordan 4 from KAWS X NIKE

4.2 Domains-crossing Cooperation between Brands

The domains-crossing cooperation between brands is the cooperation between different industries, which is conducive to inter-industry exchanges. In this process, enterprises should pay attention to the fit and match of the two partners, add scores for the product. Besides, they should consider the preference of the target consumer group and their consumption demand.

The brand Nongfu Spring, as a traditional brand, is actively domains-crossing cooperation, to attract more young consumer groups. For example, Nongfushan spring fruit drinks cooperates with the portable game "Yin-Yang Master" in packaging design, cooperates with Alipay, Shared Bikes and Netease Yun music. Nongfu spring traditional brand has brand influence. But now the consumer structure changes, the original consumer has entered the old age. Therefore, to seize the new era of consumer psychology, Netease cloud music is now the largest user group of music platform. Nongfu Spring needs young consumer group, and Netease cloud music needs the brand influence of Nongfu Spring.

Museums represent the traditional culture and has the certain influence. Museums needs to be injected with the fresh blood to be able to follow the time step. Like Nongfu Spring, it could cooperate with the popular brands. However, the brands of cooperation shall be able to fit and match with museums.

5. Development Trend of the Museum's Domains-crossing Cultural Creative Products

An analysis of the development trend of museum domains-crossing cultural creative products will

help the museums to broaden their horizons and open a new road.

5.1 Cooperating with Artists

An artist expresses his/her needs or desires through his/her work. With his/her keen observation and artistic expression, the artist materializes some illusory unperceived consciousness. Cooperation with artists can be divided into two ways: First, the designer may use the works of art in the product design of cultural creative products, to enhance the value of the museum's communication and increase the added value of the product. Museums can build their own brand culture and brand personality through cooperation with artists. The second is the cooperation between museums and art museums in the creation of art works, and the exhibition of art works in museums, to experience the integration of contemporary art and ancient art, and discuss how to undertake tradition together.

Museums can learn from foreign museums, to integrate museums and local galleries, break the boundaries between ancient and modern art, and attract more visitors.

5.2 Cooperation with Local Featured Brands

China has a wide range of resources, rich and profound culture, each with its own local characteristics. Chinese museums are numerous and distributed all over the country, with different cultural features.

Museums could cooperate with local characteristics. Take the Sichuan Museum for example. It could choose the characteristic brand according to food, housing, travel, travel, shopping, entertainment, and, some ideas for the design are hereby proposed and a map has been drawn according to the characteristics.

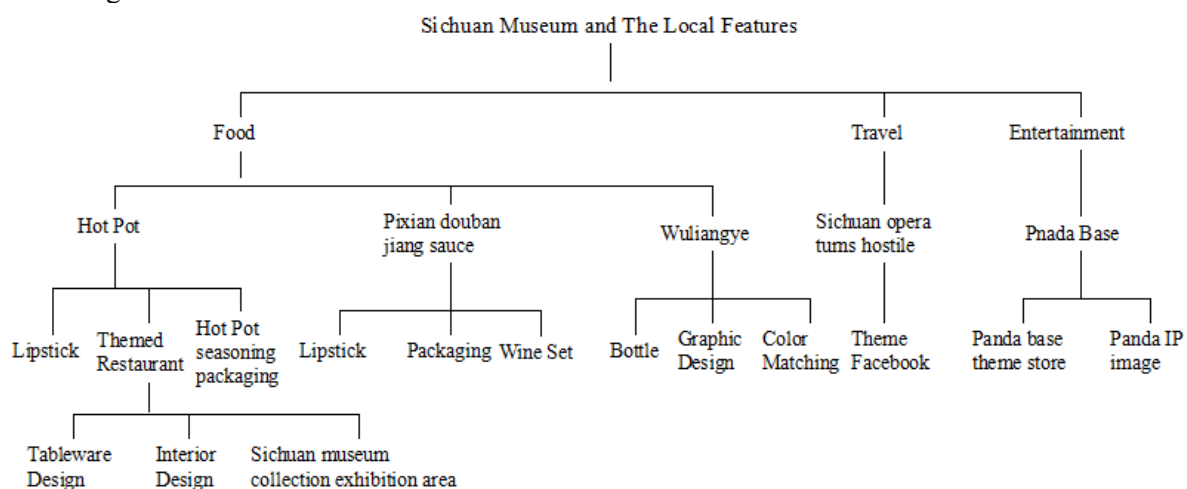


Figure2.A Thinking Map from Combining Sichuan Museum and The Local Features

6. Conclusions

The domains crossing in foreign museums has matured, but the situation in China is still in its infancy. As the pioneer of the museum, the Palace Museum is trying to cooperate across domains. Some other top-ranking museums are also trying to cross the domains. But currently speaking, the selection of brands, businesses and museum features is not matching enough. The author proposed to combine it with local art museums, to combine contemporary art with ancient art. Besides, the artists may create products or works of art based on the collections in the museums. The second one is to combine with local characteristics, to develop their own local characteristics, to deepen the impression of the museum. The museum is on its way to domains crossing. It can be counted on that it could have a bright future.

Acknowledgement

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