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Research on the Design of Cultural Creativity Products Based on Zigong Well Salt Culture

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Abstract. Taking Zigong well salt culture creativity products as the center, and expanding it to the consumer and creativity products consuming market of Zigong City, and analyzing the current status of cultural creativity products of the existing well salt culture. Bringing up a designing method which is well salt culture oriented and considering regional characteristics and the establishment of the characteristic visual image as its core. Establishing a complete cultural and creative product designing system. Cultural and creative products with strong regional characteristics can shape the image of the city better, which is of great significance for spreading well salt culture and enhancing its cultural value.

1. Introduction

Cultural and Creative Industries are kind of new industry with creativity as the core in the context of economic globalization. President Xi Jinping pointed out in his important speech celebrating the 95th anniversary of the founding of the Communist Party of China. "Cultural confidence is a more fundamental, broader and deeper self-confidence." The extension of cultural confidence is the exploration of Chinese traditional culture, national beliefs and spiritual pursuits. And the exploration of traditional culture is also inseparable from its material carrier. Traditionally known as the "Salt Capital For a Millennium", Zigong is one of the most concentrated areas of China's well salt production. Currently it is also one of the most abundant areas of the well salt historical heritages and sites. During the discovery of well salt culture, it also derived another innovative direction - the well salt cultural creativity product. It is very important to design cultural and creative products while exploring the culture of Zigong well salt, and this localized cultural and creative product designing is also one of the most effective ways of disseminating this cultural heritage[1].

2. Overview of Well Salt Culture

Salt is an indispensable part of human survival and the most important part of human development history. Although the development of well salt in China can be found in the provinces of Hunan, Jiangxi, Qinghai, Gansu, Jiangsu, Hubei, Henan, etc., it is mainly concentrated in Sichuan province (including Chongqing) and Yunnan province. And Sichuan is the core[2]. The well was started building from the Emperor Zhang's period of Eastern Han Dynasty, the first one was "Fuyi Salt Well". With the changes of the dynasties, it gradually developed from the first dozen wells to hundreds and thousands of wells all over the area. It reached its peak in the two times of using the salt from Sichuan province to support the Hubei province, and finally the whole industry was concentrated in Zigong area. The "Salt Capital" Zigong is a city established by the prosperity of Sichuan salt industry, and it is



also the city with the deepest history of well salt culture.

At present, Zigong is one of the cities with the most cultural heritages of well salt in China. The well salt culture reflects on the production of salt and the folk culture that come with it. According to statistics, there are more than 260 kinds of well salt production tools and about 750 salt wells and salt-burning workshops preserved in the heritage or relics, but most of them are on the verge of disappearing; there also are more than 70 architectural sites such as salt merchants residences, clubs and ancestral hall; besides, there are more than 30 ancient streets and ancient towns. Among them, The XiQin Guild hall (Figure 1.) , established by the ShanXi-based salt merchants, has become the current Zigong Salt Industry History Museum. (Figure 2.) It displays the material cultural heritages and some intangible cultural heritages from the production of well salt. Intangible cultural heritages include exploration, mining, measurement, production, transportation and correction techniques for the interior of salt wells, cultural and literary arts and local festivals for salt gangs (such as “The Song of Salt Workers”, etc.), besides, there are also food culture, and the drilling technology which influenced western countries, in which the food culture left over from the salt mining process has long been an important part of today's Sichuan cuisine.

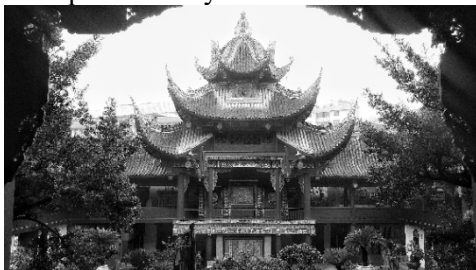


Figure 1. XiQin Guild hall.



Figure 2. Zigong Salt Industry History Museum.

3. Current status of existing well salt cultural creativity products

At present, Zigong is inferior to other cities with same level of cultural background in terms of the well salt cultural creativity products. The details are as follows.

3.1 Few kinds of cultural and creative products

In the place where the salt industry cultural gifts are displayed and sold in Zigong area, the products displayed and sold are mainly different types of well salt products and non-staple food products. For example, beauty salts, different kinds of edible salt, foot bathing salt, bathing salt, sun vinegar, etc., non-staple foods include fire whip shaped beef, light and shadow shaped beef, cold rabbit meat, spicy sauce and so on. But the creativity products that mainly carry the salt culture are only a small number of postcards, bottle openers, mirrors, and Gong fans. There also are well salt related books such as China's Ancient Drilling and Gas Production Technology, Salt Capital for Millennium, The Wu Yuzhang volume of China's Democratic Revolution, A Linked Expo of Salt Capital and other related books. On the other hand, the Gong Fan is really expensive, although it is beautifully crafted, there are very few people who are willing to pay for it. And other cultural products, such as non-staple foods and well salt products, are also highly repetitive with and more expensive than same goods on the market.

3.2 Not unique in localized features

As a unique cultural heritage in Zigong, well salt culture should be fully used and given full play to its value. Among the existing well salt cultural products, the salt lamp and the salt carving are similar to the existing products on the market. The same salt lamp can be labeled with the “Himalayan crystal salt lamp” or “Zigong well salt lamp”. Which showed that during the designing of cultural products, not only did the local characteristic of well salt quality is different from other salts such as sea salt and

rock salt was not displayed, but also the characteristic of Zigong well salt culture was not showed. In a survey of the Wal-Mart supermarket in Zigong City, it was found that the well salt products and non-staple food products mentioned above have the same type in packaging with ordinary products. For example, the special local products of Zigong, such as the fire whip shaped beef, light and shadow shaped beef, cold rabbit meat, are all expressed in red, black, white and gold in their packages, although they were clearly expressed in the design, the local characteristic of the good cannot be showed when they were displayed on the same shelf with other products of other brands such as Bang Bang Wa, Chuan Xiang Yu Ji and so on. Similarly, the exceeded use of blue and white in the packaging of well salt products and products has similar problems.

Although well salt products and extended non-staple food products are featured products, the local design features are not powerful and unique enough, which cause it's not very prominent in the local market. In addition to the merchant marketing methods, it is also a manifestation of localized features. It can be predicted that local products will become less competitive in the market where other brands of beef products in other cities have more market share.

3.3 Not high enough in the visual recognition

In addition to the salt wells in Zigong, the most representative ones are the "Tianche" used in drilling. The existing image related to the well salt culture or the Wenchuang products are only the miniature car landscape model, the crane model, etc. There is only one kind of well salt product and one spicy sauce package related to the crane, but it is not very conspicuous. The architectural image of the Xiqin Hall and other places and other historical tools with characteristics can be displayed on the market. In general, although there are deficiencies, it also provides us with more and more systematic design of the space of Zigong well salt culture creativity products.

4. The Strategy of Zigong well salt culture creativity product designing

To explore the salt culture of Zigong Well, it is necessary to combine with the local humanities, history, property, geographical environment and other aspects during the designing, but before that, the designing core of the well salt culture must be firstly found and constructed. By constructing the core and then do the designing, we can better grasp the designing trend of the well salt culture products and make the cultural and creative products that conform to the essence of well salt culture.

4.1 To discover the typical characteristics of well salt culture

The typical characteristics of well salt culture can play an important role in enhancing the output of Zigong culture. Based on these typical elements, the innovative designing of cultural and creative products can be done according to different types.

(1) In terms of architectural relics, the material heritage retained by Zigong in the well salt culture is relatively rich. Among the buildings in a series of cultural heritages, the most representative ones are the "Tianche" and Xiqin club and The Guild Hall, Yandi Palace and the already protected, well-preserved Bohai Well and so on. Using the morphological features of these buildings and simplifying the structure, it is possible to develop finished miniature models of these historic buildings and consumers can assemble them.(Figure 3)

(2) In terms of production equipment, the collection in museum is known as the only complete set of ancient Chinese well sinking and repairing tools in the world. These tools are unique not only in Chinese and abroad but also unlikely to be formed again in the future[3]. Although there are many different sizes and different shapes but suitable tools for salt calibers of different calibers, the most representative tools can be chosen for drilling, testing, simmering, and salt-making including horseshoe, silver ingot, iron clip brazing, tube, Wenwucaishen file, sleeve cage, lantern shuttle, round tooth Liuchuan fish shaped tool, Bawang whip, nine inlaid pot, trapezoidal stove and so on. Based on the shape of these tools, the structure and detail can be optimized during the time of designing, and the bamboo used in the construction of the Zhuo well can be used to develop a series of stationery products or daily necessities with excellent texture, obvious style and practicality. For example, a

ballpoint pen with a horseshoe shape, a pen with a silver ingot, a pen holder with a shape of a crane, and a chopstick holder. Nowadays, many cultural and creative products can be seen more or less related to the erotic design. For example, some ballpoint pens are designed into the shape of grass and soft silicone as the pen case, so that when a bunch of such pens are inserted into the pen holder, the visual effect of a pot of green plants on the desktop will be seen, which will be very bright and refreshing in the boring office. (figure 4-5) It is also necessary to design a complete set of office supplies and handicrafts according to the blueprint of the strontium salt tool, so that the product will be different from the ordinary office supplies, and the user feels relaxed because of the different shapes and feelings. As a gift, it also highlights the unique historical charm of the well salt culture and impresses consumers.

(3) In terms of literature archives, the deposits, bills, books, and rock book kept in the salt industry during the production and operation are collected in the salt industry museum in Zigong City. The most typical salt industry contract represented by “China's oldest stock”. Postcards, bookmarks, catalogues, or handbooks can be made according to the style of the books, the Rock Number Book, and the salt contract. In addition to this, you can follow other museums to engrave the ancient local officials on ancient books, books, and bills. After the tourists visit, you can stamp on the memorials, such as Gansu Provincial Museum, Sichuan Museum, Chongqing Huguang. Museums and other museums have such commemorative stamps.

(4) In addition to the above-mentioned cultural material heritages, Zigong's characteristic food culture is also a typical representative of well salt culture. It is the crystallization of the long-term precipitation of the well salt economy and the creation of countless working people, and is also the most important component of modern Sichuan cuisine. Part of it is the reflection of urban development and changes in people's lifestyles. At present, the most representative products such as fire whip beef, cold rabbit and other snacks have matured in the market, which needs to start from the design of packaging, and packaging design is also a necessary link for the success of cultural product design. Therefore, under this condition, the packaging design of products should be combined with technology and Internet orientation to reflect the characteristics of well salt culture. For example, Weilong (a private enterprise mainly engaged in the management of soy products and noodle products) has low price, common packaging texture and poor visual image. Even if the food quality is superior, it is always called “junk” when presented to consumers. The name of the food, and later in the case of maintaining stable food quality and stable prices, began to use the simple style of red and white in packaging and promotion, and successfully transformed into a larger consumer market and even exported overseas. Therefore, in the packaging design, our own brand image must also be established while distinguishing from other similar brands, conform to the development of the times, and actively grasp the characteristics of the times, so that products can be more familiar.



Figure 3. Part of the museum exhibits.



Figure 4-5. “Potted” ballpoint pen.

4.2 Establish a visual image with localized features

Strengthening the localization characteristics of cultural and creative products is not only conducive to the spread of local culture, but also enhances the competitiveness of local culture in the market of cultural and creative products. Mr. Lu Xun said in the Qie Jie Ting Essays Collection, “Only the

unique characteristic can be known by the world” In the context of the rapid integration of high-speed development culture in today's society, only to maintain the uniqueness of its own culture, it's possible to obtain the right for our culture to survive in the world. Based on the typical characteristics of the four-point well salt culture described above, the cultural creativity product design is refined while refining its characteristics as the overall visual image element.

(1) In the choice of color system, color elements can be extracted from typical buildings such as Xiqin Hall, Yandi Palace and Bohai Well as the main tone of the whole visual image. Color is the most sensitive factor that can cause us to examine beauty, happiness and worry together. Color is one of the most expressive elements because its nature directly affects people's feelings. Therefore, a unique color body can make the whole visual image full.

(2) Searching for and refining cultural symbols from cultural heritage and relics; refining humanistic elements in traditional folk culture such as celebrations, sacrifices, and gatherings; and integrating them into cultural and creative products in an orderly and rational manner. Make cultural and creative products a unique design style.

(3) Combining the salt merchants in history and the image of the salt industry, to design a series of cartoon characters, which can be used to develop a promotional album, cultural shirts and cultural creativity products centered on cartoon characters. For example, the mascot of a series of cultural and creative products in the “September 18th Event Historical Museum” in Shenyang – a tiger with a backpack, expands the influence among audience, enhances people's visual memory and better promotes the museum and its history. Therefore, the designing method of combining this visual image conveys the history of well salt culture to the audience in a more concise and easier way. It is not only conducive to the spread of well salt culture among people of different ages, but also helps the well salt culture to better spread out of Zigong.

(4) Salt products. The core products of well salt culture have been salt since ancient times, and the quality is excellent. Combining the above three points, summing up and refining, it designs a set of strategic visual identification system unique to Zigong well salt culture, which is not only used in well salt culture creativity products and its in the packaging designing, it is also applied to the product development of the edible well salt itself. It can develop the seasoning salt of the main fast food consumer market with the well salt as the main body, such as the “salt house” in Okinawa Prefecture, Japan, and display and sell more than 100 kinds of salt. In addition to the main "snow salt" (figure 6) , there are not only different kinds of natural salts, flavor salts, but also "synthetic salts" such as tea salt and cherry salt. This not only breaks people's stereotypes about salt as salty taste, but also satisfies young people's curiosity about new things and raises their popularity.



Figure 6. Salt store in Okinawa, Japan.

Through the logo modeling, color positioning, the extension meaning of the logo, application, brand value transmission and other factors to promote brand growth, help the brand strategy to localize, accumulate brand assets. With the government-led + enterprise joint construction + mass participation, a series of well salt culture systems rooted in Zigong and with regional characteristics were established. Finally, combined with the unique natural resources of the locality, it is fully utilized in cultural and creative products to give different materials and materials. The Zigong Well Salt Culture creativity Product has made a qualitative leap in visual and tactile experience.

5. Conclusion

The cultural and creative industry has become an important economic growth direction under the new economic structure, and it is also an important guide to the lifestyle of the people's living space and even the improvement of life consciousness. Cultural and creative products are one of the ways to inherit traditional culture. In this process, deeper cultural excavation and innovation must be continued to carry out, and continue to spread the culture to a further and wider place. By analyzing the current status and defects of cultural and creative products of Zigong well salt culture, the characteristics of well salt, region and folk culture of Zigong should be emphasized when designing. Through the development of visual image, the whole cultural and creative products reflect the well salt culture from the inside out. At the same time, to enhance the sustainability of cultural and creative products, the serialization of design, and the protection and inheritance of well salt culture, the material can meet the increasingly changing needs of consumers, and also can enhance China's cultural heritage and the level of cultural and creative products.

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