A New Way of Inheriting Traditional Culture: A Case Study of the Design of Cultural and Creative Products of Laolongkou Wine Industry in Shenyang City

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Abstract. With the restructuring of commodity economy and society, the value of cultural and creative products in spreading the history and culture of the industry is increasing. By mixing culture and design, they have sufficient expressiveness in art. This paper explores the constructive significance of art language in cultural and creative products in terms of eliminating cultural dross, enhancing artistic self-confidence, and the social and market recognition by taking the national craft, expressions and artistic elements of cultural and creative products in Laolongkou wine industry.

1. Introduction
In recent years, with the rapid development of China’s tourism industry, cultural and creative products have grown into a “cultural business card” of the museum, bearing the responsibility of promoting cultural characteristics. The heritage of Laolongkou wine industry is not only a recorder of many important historical nodes of Shenyang City in modernization as an important cultural and historical place in Shenyang, but also the presenter of traditional winemaking techniques and local characteristics, the witness of history and the carrier of culture. In its innovation and development, it is necessary to adhere to the principle of cultural value priority, and present the unique winemaking culture to the world through cultural and creative products, thus opening a window to visitors to see the culture in the past and learn more about winemaking in a richer, more accurate and systematic manner[1].

Properly treating the wine culture of Laolongkou is crucial to the history of Laolongkou as it shows the attitude towards the history of wine and Shenyang’s industrial development. On the basis of cultural priority, scientifically using cultural and creative products to show the original industrial culture can help to exert its value in such fields as history, culture, economy, society and ecological environment and increase space for development and competitiveness of Shenyang.

2. The potential of Laolongkou wine industry in making cultural and creative products should be tackled
According to Peter Koslowski, a famous German scholar, public consumption is shifting to the aesthetic and cultural consumption. Cultural and creative products are the consumer products with profound connotations made by following the original traditional cultural elements and combining with modern design. They are characterized by practicality and aesthetic needs and market value. The advent of cultural and creative products is a novel way to inherit traditional culture by combining
tradition with modernity[2]. It also explores a modern way of promotion, which helped to popularize the traditional wine culture of Laolongkou.

At present, cultural and creative products are increasingly becoming a new growth point for memorials and museums and an important channel for gathering social resources. It is understood that the annual average sales revenue of cultural and creative products of the Metropolitan Museum of the United States, the Smithsonian Museum, in recent years was more than 100 million USD. Compared with that, the development and operation of cultural and creative products in Chinese museums is still to be explored. In addition, different people have different opinions on these products while the industry is not regulated well with products lacking cultural connotation and workmanship. It is not appropriate only to pursue packaging, but the feelings and creations, and the original craft culture. The inheritance of the national craftsmanship of the Laolongkou Wine Museum is to put people in the first place with more attention paid humanity, aiming to express the traditional culture while innovating.

The economic value generated by cultural and creative products is a strong support for the development of museums. Nowadays, with the increasing demand for cultural and creative products, Laolongkou Winery should seize this opportunity to ensure that cultural and creative products can deliver the special cultural heritage of Laolongkou, thus becoming unique and collectible. In the wave of the promotion of these products, it is necessary to form a unique design concept, remain dedicated to extracting the essence of wine culture, and combine the functional, aesthetic, and craftsmanship characteristics, so as to enable the public to use these products in their daily life.

3. Artistic performance of Laolongkou cultural and creative products
With the flourishing of this industry, cultural museums, cultural tourism, cultural industry parks are all blooming. The design of Laolongkou cultural and creative products must be devoted to spread its cultural spirit, historical significance and artistic value, maintain people-oriented, and keep up with the trend of the times, so as to promote the national culture in the museums.

3.1. Cultural element selection
As time passes by and the society changes, part of the Laolongkou wine industry culture has been forgotten. For designers, inheriting regional culture is not only a responsibility but also an obligation. It is necessary to incorporate regional cultural elements into product design, pay attention to the content and significance of Laolongkou culture, and then find out the values of the culture to be preserved, and finally display it in the form of products using specific symbols. Therefore, the design of cultural and creative products based on regional cultural elements should focus on its core value and combine cultural connotation with visual beauty.

The cultural attribute requirement of cultural and creative products is to protect and inherit the culture. By combining the ethnic cultural elements of Laolongkou with the lines, symbols and colors in the art, and by drawing the comics flow chart of winemaking, the process can be displayed in a flat or three-dimensional form with high cultural, artistic and collectible values. It will also help consumers to better understand the cultural knowledge related to the museum, so as to better appreciate the collection and the cultural connotation[3].

The design of Laolongkou cultural and creative products accurately grasp the emotional tone of the products by making full use of the rich cultural elements of the wine industry. The semantic expression of cultural elements includes shape and meaning, which indicates that the design of cultural and creative products using elements of Laolongkou culture should take into consideration the matching of color and materials for the overall beauty. It is necessary to focus on the essence of Laolongkou culture, fully display the characteristics of Laolongkou wine culture, and vividly integrate into design. Selecting and characterizing the distinctive cultural characteristics of Laolongkou wine industry and make them into creative postcards is an effective means to express the cultural attributes of the Laolongkou ancient winemaking method in Shenyang City. The design adopts the five-dimensional expression method of “people, thing, object, field and condition” to summarize the basic characteristics of wine culture, including the process of mixing, koji-making, sun drying, distillation,
putting into cellar, and taking out from cellar, etc. The design of the postcard (as shown in the picture1) can promote the unique winemaking process of Laolongkou more effectively.

3.2. Shaping of cultural and creative products

The list of authors should be indented 25 mm to match the abstract. The style for the names is initials then surname, with a comma after all but the last two names, which are separated by ‘and’. Initials should not have full stops—for example A J Smith and not A. J. Smith. First names in full may be used if desired. If an author has additional information to appear as a footnote, such as a permanent address or to indicate that they are the corresponding author, the footnote should be entered after the surname[4].

Based on the characteristics of the culture of Shenyang Laolongkou wine industry, this paper uses various forms of expression conveyed by the current creative products, so as to cognize, perform and apply its inheritance process step by step. In the design of cultural and creative products, the method of ancient winemaking is analyzed and reorganized, in this way, creative postcards, creative mobile phone shells, canvas bags (as shown in the picture2), and multi-functional creative bookmarks can help the public to have a deeper understanding of the industrial connotation of Laolongkou.

The practical design of the existing cultural and creative products takes up a relatively large proportion in the entire creative industry. This paper uses the bionic method to extract the surface texture, color and shape of the characteristics of Laolongkou wine industry, abstract the transform the cultural elements, and design the daily necessities such as mobile phone shells by combining the practical functions, canvas bag and bookmarks[5]. It not only satisfies the practical needs but also vividly and directly displays the design source so as to visually stimulates the users to understand more deeply, thus realizing the educational significance.

The design of cultural and creative products of Shenyang Laolongkou wine industry should break the boundary of simple media, materials, and the fixed mindset, and uses multiple medias and methods.
to redesign, so as to highlight the characteristics of the winemaking method of Shenyang Laolongkou wine industry. These products pay attention to the style, pattern, and material in particular (such as environmentally friendly inks). For example, the creative canvas bags explore the combination of functions and cultural creativity, thus satisfying the needs of consumers in culture, innovation, function and aesthetics.

3.3. Sales of cultural and creative products

Good cultural and creative products can enhance the popularity of Laolongkou wine. At the same time, the launch of the cultural and creative product needs to form a series, covering different types of items under one cultural element. These daily cultural and creative products can promote the brand image of Shenyang, a historical and cultural city, and invite more friends to know about the history and culture of Shenyang Laolongkou wine. Cultural T-shirts, pillows, U-disks and other carriers are fashionable and popular. By combining the cultural symbol in the museum cultural collection in design, the physical commodity has both aesthetic and practical values. In addition, it is relatively cheap, making it popular among ordinary consumers and promising as a museum cultural products.

From excavating and sorting out the rich cultural resources of Laolongkou wine to developing cultural and creative products that are suitable for the public, exhibitions and information-based digital media marketing models are used to expand the popularity of these products. People can not only experience the culture of Laolongkou wine industry in the museum, but also take the aftertaste of the exhibition to home, thus extending the content of the wine culture in time and space, and expanding the cultural influence.

4. Unique cultural IP

The text of your paper should be formatted as follows:

IP is an acronym for English "Intellectual Property". The museum has rich cultural resources, and it is necessary to explore the ways to develop, protect, and make use of cultural IP. In the design of cultural IP, the author uses the elegant auspicious pattern border and the cartoon shape to create the characteristics of winemaking (as shown in the picture3), using the form, symbol and other art expressions. The image of small monster is taken as a basis to design two round images with orange and blue as the main colors.

![Picture3](LaologkouUnique_cultural_IP.jpg)

Cultural IP can improve the popularity of Laolongkou wine industry, which is conducive to later promotion. This advantage can be directly transformed into the potential for discussion and consumption in the later stage. The mascot designed for the Shenyang Industrial Relics suites the cultural texture of Laolongkou. Meanwhile, one eye and a playful tongue are representative as it integrates cultural IP into cultural and creative products so as to give these products a unique auspicious meaning, thus meeting the emotional needs of consumers, and highlighting the national cultural characteristics of Laolongkou.

It is common method in art to use “cultural metaphor” to express the meaning of cultural IP, with public cultural perception as the guidance. Laolongkou cultural and creative products featuring multiple fields, big design, beauty, and practicality, can express the concept and emotion of a national
culture, and remind people of its culture through the cultural IP, thus forming an autonomous cultural brand and an active long-term mechanism. The combination of the traditional culture of Laolongkou wine industry and modern product design can turn cultural and creative products into a bridge connecting people and cultural emotions.

5. Conclusion
The heritage of Laolongkou Museum is not a historical burden for Shenyang's urban development, but a valuable cultural heritage because it is not only a historical witness of Shenyang’s development over the years, but also has unique cultural values. Therefore, it is necessary to design cultural and creative products in a way that better satisfy the public's feelings and corresponds to their daily behavior. This culture-based and innovative development path can promote Laolongkou culture more effectively by creating a perfect combination of tradition and modernity, and a image of Laolongkou that is willing to keep up with the times. During design and sales of cultural and creative products, people's sense of belonging and identity to Laolongkou wine can be aroused, and they are encouraged to protect the culture. In this way, the social forces and social funds can be guided into the protection of the heritage, so that the resources of Shenyang Laolongkou wine industry can better contribute to social development.

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