Design and Application of Shengjing Cultural Creative Products
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Abstract. This essay focuses on the historical development of Shengjing culture, the application research of cultural creative products, and the design research of Shengjing cultural creative products. The involvement of Shengjing culture not only broadens the mind for the design of cultural creative products but also lays a solid theoretical foundation for the design and research of Shengjing cultural creative products. This essay deeply discusses the cases related to the design application of cultural creative products, defining the problems in design, present situation, research conception and strategy of Shengjing cultural creative products. The design and promotion of Shengjing cultural creative products provide significance to develop Shengjing culture, improve the developing level of creative industry, and promote the increase of local economy.

Introduction of Shengjing Culture

Shengjing culture is the most typical and influential historical culture of Shenyang City Liaoning Province. In 1625, Taizu Nur Hachi of Qing Dynasty moved the capital to Shenyang City and constructed palaces, which is Shenyang Imperial Palace. Shenyang became a center of military, politics, culture and transportation in Northeast China. In 1634, Emperor Taizong Taiji of Qing Dynasty gave Shenyang City the name Mukedunhetun (language of manchu) which means a thriving city, translated into Chinese, it is Shengjing. In 1636, Emperor Taizong Taiji defined the title of the dynasty to be Qing, therefore, Shengjing became the first capital of Qing dynasty. There are three imperial mausoleums in Shengjing, including East Tomb of Taizu Nur Hachi of Qing Dynasty and North Tomb of Emperor Taizong Taiji of Qing Dynasty. In 1644, Emperor Shunzhi of Qing Dynasty moved the capital to Beijing, and Shengjing became a second capital. In 1680, Emperor Kangxi of Qing Dynasty repaired and enlarged the palaces, inner city, towers and temples of Shengjing, making Shenyang City a unique form of eight gates. During the emperor Guangxu of Qing Dynasty, Shengjing declined, and its function of a second capital was abolished. In the early 20th century, Shengjing manchu culture totally terminated with the decline of Qing Dynasty. On Jul 1st, 2004, the 28th World Heritage Committee listed the enlargement project of the imperial mausoleums of Ming and Qing Dynasty of Shenyang City as a world cultural heritage.

Shengjing culture witnessed the prosperity and decline of Qing Dynasty, which is not only a valuable historical treasure of Shenyang City but also a cultural name card of modern Shenyang. It lays a solid cultural foundation for the design, application and research of Shengjing cultural tourist souvenirs. The design, application and research of Shengjing cultural tourist souvenirs have significance in promoting the historical culture of Shenyang, constructing Shenyang as a cultural city, and increasing the economy of Shenyang.

Application and Research on Cultural Creative Products—the Palace Museum for Example

In recent years, cultural creative products have emerged endlessly, especially the products with the theme of regional features. The most typical ones are the cultural creative products of the Palace Museum, which mix the region, history and culture. For example, there is a famous painting named A Thousand Li of Rivers and Mountains painted in the Palace Museum which was painted by Wang Ximeng of Song Dynasty, taken as a visual element, the world-famous painting was designed into a steel ruler with the function of a book mark (fig. 1). Since created, 2715 rulers have been sold online in the first month, and there are totally 13542 comments from consumers (the statistics was showed online in March 2019). Nowadays, the cultural creative product of the Palace Museum has become a brand, which influences people gradually.
The cultural creative products of the Palace Museum are divided into different categories and series according to different features, functions, ages and people. In 2018, the Palace Museum cooperated with Biohyalux of Bloomage Biotechnology Corporation Limited to create a series of Palace lipsticks, the outside visual element of which comes from the embroidery works collected in the Palace Museum. 3D multilayer printing technology is added to make the outside of the lipsticks have rich textures and layers, reproducing the three-dimension effect of embroidery works (fig. 2). The lipsticks have 6 colors, including lang-kiln red, red bean red, maple red, rosy purple, tourmaline color and mermaid, each of which correspond a famous collection in the Palace Museum (fig. 3). While promoting these cultural creative products, the culture of the Palace Museum behind them is also spread to people. Although the series of lipsticks have both merits and demerits, they represent a great breakthrough of cultural creative products and the deep background of Chinese culture, providing many possibilities for the development and application of cultural creative products.
Furthermore, the Palace Museum is actively promoting various cultural creative activities, such as the cultural activity of the “Night of Lantern Festival in the Forbidden City”, brand cooperation, series of lectures, the first Chinese symbol digitalized creative design competition, etc. The cultural creative activities held by the Palace Museum have great effect on promoting Chinese culture, inheriting Chinese history, and showing Chinese spirit.

**Design and Research of Shengjing Cultural Creative Products**

At present, the application and development of Shengjing cultural creative products have fallen behind. There are four reasons. First, the cultural creative products without theoretical foundation do not have deep culture background. Second, Shengjing cultural creative products do not form their own brand, which makes the promotion very difficult. Third, there is no systematical construction or an industrial chain, and the creative conceptions cannot connect with the products, which makes lot production very difficult. Four, there are not enough cultural creative activities related to Shengjing culture, so the Shengjing cultural creative products are not considered important.
Integration of Resource and Regional Advantage

Integrating Shenyang College and University Resources, Cooperating with Professional Education. College and university education is the foundation of subject development, talents development and advanced design theory. From the angle of subject development, the design and development of Shengjing cultural creative tourist products involves literature, history, art, etc. All the involved subjects can be found in the colleges and universities in Shenyang, which provides possibility for the design and development of Shengjing cultural creative tourist products driven by subject construction.

From the angle of professional education, it is the target and mission for professional education to develop creative talents. For example, in the professional education of art design, the design of Shengjing cultural creative products is added into the professional teaching, combining with professional design courses, such as character design, poster design, brand design, information design, etc. Students come into contact with real design projects in class. The researching achievement can be deepened and examined continuously, and the advantage of college and university as a platform can be fully played. Combining higher education with cultural creative industry, they will promote and influence each other to provide opportunities for the development of creative talents, which can not only improve the creative and practical ability of students but also provide more possibility for the design and development of Shengjing cultural creative products.

Depending on Local Enterprises, Actively Promoting Design Achievements. The industrial structure of Shengjing culture should be planned reasonably. While developing Shengjing cultural creative products, we should pay more attention to the development of Shengjing culture and the related characteristic industrial chain, combining the industrial structure of cultural creative products, forming multilayered and further developing mind, integrating the research of Shengjing cultural creative products, cooperating with local enterprises. Through the promotion of enterprises and public media, more chances and challenges will be provided for Shengjing cultural creative products to improve the advantage of Shengjing culture, promote the popularity of Shengjing culture, fasten the promotion of Shengjing cultural creative products, increase the developing level of Shengjing cultural creative products, and promote the development of tourism.

Applying Modernized Technology, Combining with Information Technology. In Dec, 2016, the State Council issued Notice of the 13th Five-Year Plan for Tourism Development to support the integration between the development of tourist and cultural creative products and digital cultural industry. The development of Shengjing cultural creative industry means the development of culture resources. In the development of Shengjing cultural creative products, modern new technology is added, such as 3D printing technology, AR technology, VR technology, etc. which injects new vitality into Shengjing cultural creative products, providing more ideas and possibilities for the research and development of cultural creative products. As the birth land of Qing Dynasty, Liaoning Province is a typical habitation of Manchu with irreplaceable social cultural background and unique natural resources, which enriches the development of Shengjing cultural creative products and promotes the development of tourism.

Creating Shengjing Cultural Brand

Creating Shengjing cultural brand and actively promoting brand cultural creative achievements can impress people deeply with Shengjing culture. We should take Shengjing culture as a theme, integrate and develop related cultural creative products, through the sustainable development of characteristic cultural resources, build a value system integrating economy, ecology and culture, highlight Shengjing cultural elements, integrate the existed factors of Shengjing cultural creative products, such as quality, feature, name, sign, individual image and market influence, investigate and research deeply, abstract the cultural elements according to unique Shengjing culture, form brand cultural creation, transform and apply cultural symbols and elements, form entire characteristic cultural creative products of Shengjing cultural brand, create competitive Shengjing cultural creative products, promote the brand of Shengjing culture, improve the brand image of
shengjing culture, realize the function of cultural transmission and economy development, and increase the global impact of Shengjing culture.

**Construction of Sustainable Developing System of Shengjing Cultural Creative Products Design**

The construction of sustainable developing system of Shengjing cultural creative products design is based on Shengjing culture, through the measure of art design, aiming at inheriting Shengjing history and culture and promoting the development of local economy. Although there have been a lot of researching achievements of shengjing cultural creative products, the sustainable developing system of Shengjing cultural products has not been formed, which is because of the lacking of systematic organizing structure and brand strategy. From the research of Shengjing cultural creative products to lot productions and final promotion and sales, the power of each section should be integrated. The construction of sustainable developing system of Shengjing cultural creative products design should make full use of the advantage of Shengjing cultural resources to shape the image of Shenyang City, promote the increase of Shenyang’s economy, and improve the internationalization of Shenyang.

**Conclusion**

The design and application of Shengjing cultural creative products are conducted from the aspects of theoretical research and practical value, emphatically analyzing the interaction of Shengjing cultural creative products and economy, considering the sustainable development of Shengjing cultural creative products and industry, combining with advanced technology to design and research, providing theoretical foundation for the design and application of Shengjing cultural creative products, aiming at fully raising the designing level of shengjing cultural creative products to spread Shengjing culture, form regional character, and promote the development of tourism and regional economy.

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