

Prospect of Creative Design in the Rural Culture "IP"

Hao Chen^{1, a}, Guangyao Zhu^{*1, b}

¹Art History and Art Archaeology Research Jiangsu university Zhenjiang, Jiangsu, China

Abstract. The rural culture construction has become a hot topic worldwide. How to integrate the cultural memory contained in the countryside into an "IP" so as to promote the rural revitalization is an issue worthy of exploration. The integration of digital technological achievements and the activation of communication patterns can help with its construction without doubt in the current information, scientific and intelligent age. The research in this paper started with the creative design from the perspective of "IP" to explore notes in the rural culture construction as well as the prospect of "IP" design of rural cultures.

1 Introduction

Shishi Mountain is a five-character ancient verse written by Xie Lingyun, a poet of the Nan Dynasty, from which the word "rural" originates. According to the poem, the cliffy and steep Shishi Mountain is no longer "eventful" due to their remote location, which is never going to be the same again. This is exactly what is happening in the rural communities today, which has been forgotten. It is an urgent challenge for society to bring the dormant countryside to life and to reinterpret and reconstruct rural culture.

2 Digital driving rural culture modernization

Nowadays, at the moment of when the old and the new intersect, there are great transformations in every aspect of the world. "Thousands of sailing boats are passing by on the side of the sinking one, and millions of trees are growing in front of the sick one." Being either abandoned or left behind by history, all of them are sobering. Given the rapid development of modern society, it is imperative for villages to adopt a new spirit of relevancy to integrate into it, or else it will be just like holding yesterday's train ticket and expecting to board today's speedy train.

The revitalization of villages is a matter of rural culture development, rather than simply the construction of reinforced concrete.

Culture confidence is a fundamental but broad, profound and in-depth form of self-confidence. The only way to re-establish rural culture confidence is to promote the revitalization of rural culture. In turn, it will continue to perpetuate the roots of culture confidence, inherit the veins of culture confidence, and cast the soul of culture confidence. "We shall deeply explore, inherit and innovate the excellent traditional rural culture." "It is necessary to pass on the dynamic rural culture and deeply explore

intangible cultural heritage such as folk art, opera and music, handicrafts, ethnic costumes and folk activities. It is important to organically integrate the protection of heritage and exploitation, to incorporate the outstanding heritage of China's agrarian civilization with the elements of modern civilization, which gives new connotation to the era. It is a way to sustain China's outstanding traditional culture and to enable China's long-standing agrarian civilization to reveal its charm and elegance in the new era."^[i]All of this is based on the need to integrate villages into modern society. The so-called integration is not about eradicating the old and seeking the new, nor is it about half old and half new; it is about making fresh liquor out of old vessels. The development of culture is not the eradication of the old, nor is it the mixing of the old and the new, but the creation of a new spirit out of old foundations and the expression of new content in old forms.

The first thing to integrate villages into modern society is to keep up with technology. It is indeed difficult for villages to achieve the technological facilities of the frontier cities. However, it is possible to establish and utilize some basic cultural projects.

For instance, the key laboratory of "Research and Communication on Rural Culture Revitalization" at the Shandong Youth University of Political Science has taken a rural perspective in its research. With culture as an advantage for rural revitalization, villages can be revitalized by incubating the cultural matrix and exercising its soft power. Furthermore, the "Eight Ones" project, which is an integration of audio, visual, graphic and textual research and dissemination of rural culture, has been created. The "Eight Ones" basically include one book (a village record or village cultural record), one map (a graphic map or directory), one video (a record of thematic video), one audio (a record of audio language), one account (WeChat official account), one website (thematic website), one museum (village history gallery, museum and digital museum, etc.) and one database (database of village cultural resources).^[ii] By integrating networking, digitization and intelligence into villages, it will enable

^a568983986@qq.com

^b103699081@qq.com

villages to better connect with modern society, that will spread the outstanding rural culture through modern information technology. In the future construction, it is all the more necessary to consolidate the research strength of all relevant professions to investigate, research and disseminate rural culture, to condense the cultural characteristics, to activate the form of communication, to innovate the development kinetic energy, to serve the regional economic and cultural development, with a view to contributing to the realization of rural culture revitalization.^[iii]

Each village is unique, and it is precisely such uniqueness which highlights the need to create rural cultural "IP". During the process of developing "IP", the emphasis should be on distinctive culture, which requires "being responsive to local customs" and "tailoring to the needs of the village", rather than simply following the same pattern.

3 "IP" Awakens Rural Cultural Memories

The term "IP" is the abbreviation of "Intellectual Property", which is the essence of a cultural phenomenon after it has accumulated to a certain level. Such an "IP" can be regarded as a symbol, a common imagination, which possesses a complete set of values and outlooks on the world with its own vitality. In recent years, there have been a number of high profile "IPs", such as novels "IPs" adapted into films and TV dramas, while comic "IPs" adapted into movies. There is no doubt that a good "IP" is a symbol that can capture the public's attention, and that can be remembered by the public as a sympathetic body with a plot bearing human sentiments and embraced by the market.

It is a great way to awaken the cultural memory of villages through "IP". In the past few years, Li Ziqi, who is an Internet sensation, is a leading "IP" that represents rural culture. Starting from scratch, Li Ziqi has been inspired by the representative folklore and food of rural culture. Her videos have been filmed, edited, and posted on the Internet, where they have aroused public attention. She has also become an ambassador for the promotion of intangible cultural heritage by communicating traditional Chinese rural culture with videos.

A rustic countryside scene, filled with idyllic atmosphere, is featured in Li Ziqi's video, which reveals that light and yet never dull life of the Chinese rural culture to the fullest. A simple life, sunrise and sunset. The life cycle of food corresponds to the changing of seasons, coupled with the most natural native language, as if the beauty of the countryside has been blended into a painting. Such rural culture is what Li Ziqi has presented to the world. In the wake of TV stations' contentious coverage, there have been a high number of videos uploaded by Li Ziqi being viewed by the public on all major video platforms. As a result, the number of Li Ziqi's followers on Weibo has reached 27 million. In the meanwhile, she has already had 13 million followers on YouTube, while in contrast to CNN's 11 million and ABC NEWS's 10 million. To a large extent, these statistics indicate the great appeal of rural culture to people. In a world of rapid

changes, such native videos can really bring people back to their memories, while many of overseas friends are obsessed with this kind of life. Perhaps it is because of the pressure from cities, or perhaps it is just the desire for a carefree rural life. In any case, such "IP" in fact proves the great attraction of rural culture, which also confirms that "IP" can revive the cultural memory of villages.

This is the power of culture, and this is the power of rural culture "IP". This type of leading "IPs", which represents the authentic Chinese native culture, has attracted millions of people to long for the yellow earth.

4 Construction of Rural Cultural Branding in the Perspective of "IP"

Native culture is the unique imprint, root and soul of villages. Bringing cultural diversity up to date is the first priority. Adaptation of the rural cultural spirit to the development of rural construction is a key factor in whether villages can develop an "IP". On the other hand, establishing "IP" of rural culture and making cultural memory a brand plays the role of a finishing touch in rural construction. "Building a nest to attract phoenixes, blossoming flowers to bring butterflies." It is also true for the construction of "IP". It is an approach to make cultural memory into an "IP" to root it deeply in people's hearts. To build a nest and to attract a phoenix, if the "nest" is ready, the "phoenix" will naturally be attracted. This "nest" is the "IP", which carries the cultural memory. When the "IP" is developed, the "flower" blooms, the "butterfly" will naturally be attracted to, it is then that villages will be alive. However, the construction of "IP" is never easy, especially with regard to the structure, many tricks may be applied. Take Kumamon Bear, Japan's most successful rural culture "IP", for example. The first step is to establish one (or several) "IP" image as the character, which should meet the basic requirements of the public's taste, in line with the contemporary aesthetic appeal. Therefore, the image should be easy to be remembered, simple and distinctive. Additionally, there should be a style of image that matches the unique characteristics of the local countryside, and the specific design of the image should then be in line with the resources of the countryside. In terms of colors, the red and black color scheme of the Kumamon bear is simplistic but meaningful. The red color represents Mount Aso, which is an active volcano located in Kumamoto Prefecture, while the black color serves as the main color of Kumamoto Town. Once the "IP" image is determined, it is common to increase its storytelling. Simultaneously, a series of books and audio-visual materials can be published with a purpose to enhance the realism of the "IP" image. With realism in place, the next step is the exploration of interactivity. As an "IP" image, it is crucial to interact with the public, which is also an approach to strengthen the vividness of the "IP" image. What blossoms behind the massive interaction is the spark generated by the collision of the public and the cultural memory contained in the "IP" image. With the spark and deep feelings, it is time to value up the "IP" image. Both the design of creative merchandise and the design of image packaging can be options. Certainly, some thematic

amusement activities or recreational facilities related to the "IP" image could be considered as well. In conclusion, vitality lies in development, where it is essential to continuously cultivate the sustainability of the "IP" theme. Against the background of fast-changing era and diverse needs of consumers, it is imperative to constantly incorporate new elements to keep the "IP" alive.

It is better for each village to have its own style than for all villages to be the same. There is a great deal involved in revealing the attractive features of a village with its inherent but untapped cultural heritage. The development of "IP" must incorporate its own characteristics and be oriented towards the construction of a distinctive culture to create a village with unique "IP", which should be the direction of renewal and development of rural culture. If cultural connotations can be injected into rural construction and the spirit of culture can be innovated, it can be transformed into rural cultural "IP" with core competitiveness.

The Pizhou Ginkgo Time Tunnel (Figure 1) in Jiangsu Province attracts crowds of tourists in every November. Based on ginkgo, which is Pizhou's local specialty, the recent popular rural culture "IP" has established a whole set of cultural industry chain. On the 6th China Ginkgo Festival and the 2nd International Ginkgo Summit 2018, Tie Fu Town was awarded as the "Most Beautiful Ginkgo Culture Town in China". "Standards lead development, brands create the future". With the help of the "IP" construction, the originally sleepy town is rejuvenated and moving towards rural revitalization.

The promotion of "IP" is also an area worth paying attention to. In the information society, it is efficient and effortless to make use of social media platforms for online promotion, though this requires public relations and marketing. In addition, government support should be provided to encourage and drive young generations to develop rural "IP", which in turn will lead to the integration of agritourism and multi-industry development. There is another aspect, which is to provide a bridge between urban and rural culture, "bringing in" from cities and "going out" from villages.

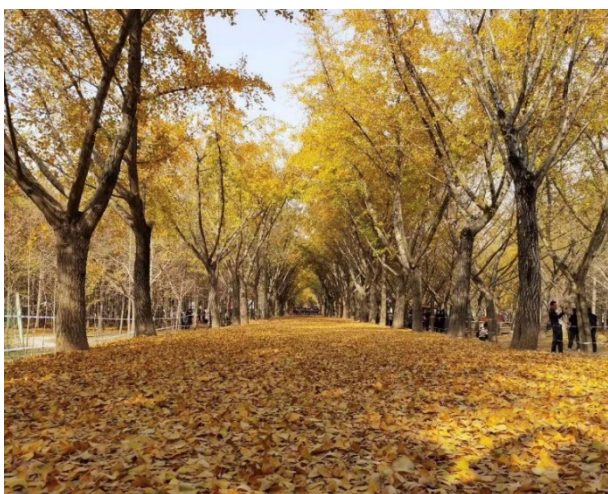


Fig. 1: Pizhou Time Tunnel

5 Prospects for Rural Cultural "IP"

With the global trend of "IP" construction, foreign countries have started early in the rural culture construction. For example, Sweethaven, a small town in Malta, was the setting for the 1929 live-action movie *Popeye*. Upon completion of the film, the local villagers kept the buildings built for the film, which should have been demolished, with a series of renovations and reforms. Apart from preserving the scenes from the cartoon, entertainment facilities related to *Popeye* were also added. In the meantime, with the aim of following the original work, spinach has become the most common vegetable in the town, with each scene seeming to put visitors in the cartoon, and there is a stage play of *Popeye* in the village. By utilizing the remaining heat of this "IP", the village has developed into a very unique cultural tourism town.

Three years later, the Echigo Tsumari Earth Arts Festival, known as the world's most beautiful sample of rural revival, opened its seventh season in the summer of 2018 in Niigata, Japan. It is the world's largest international outdoor arts festival. While Echigo Tsumari was in decline, Fram Kitagawa saved him with his art. The original intention of the Earth Arts Festival is to bring back happy memories to the elderly people in villages, even if only for a moment. In 1994, in response to the request of the Shinyarisu Project, which was a policy for regional revitalization proposed by the governor of Niigata Prefecture, this world-renowned cultural "IP" was established to revitalize traditional villages through artistic intervention. The objective was to draw out the charm of the region through art, to pursue the expansion of the exchange population, and to revive villages through the development of rural culture.

In the domestic aspect, there have been many attempts to construct rural culture "IP". It is to create canal culture "IP" and to facilitate rural revitalization. The construction of rural canal culture "IP" has been carried out successively in towns and cities along the Grand Canal, with a view to recapturing the ancient culture of the canal and initiating today's new chapter. The 2019 LOHAS (lifestyles of health and sustainability) Shunde, which was the Community-Village Creative Culture Festival, was launched at Qinghui Garden in Shunde District, Foshan. There were more than 20 villages from various towns and streets presented at the creative culture fair, showcasing cultural and creative products, traditional folk culture, unique handicrafts and so on. Through interactive experiences and cultural performances, many citizens and visitors enjoyed an in-depth experience of the creation of Shunde's village communities. The unique products from the village residences have been developed into jewelry, mouse pads, specialty drinks, USB drives, eco-friendly bags, handicrafts and other cultural and creative products, which are very creative and have provided each village with a unique cultural "IP".^[iv]

Table 1. Comparison of the Scale of the Previous Echigo Tsumari Earth Arts Festival (as of the 6th Festival)^[v]

	1 st Festival (2000)	2 nd Festival (2003)
Number of in-session works (group)	146	224
Number of attendees (person)	162,800	205,100
Number of volunteers registered	800	771
Number of volunteers involved in activities	4,770	2,000
Economic spillover effects (1 million yen)	12,785	14,036
Amount of construction investment effect	10,054	12,810
Amount of consumption expenditure effect	2,704	1,225
Business income (1 million yen)	546.9 (100%)	426.6(100%)
Ticketing revenue	41.9(7.7%)	43.0 (10.1%)
Donation revenue	13.0 (2.4%)	2.4 (0.6%)
National and provincial support	280.3 (61.3%)	220.5 (51.7%)
Municipal and township support	186.9 (34.2%)	147.0 (34.5%)

The development of "IP" requires a multi-channel, multi-level and multi-dimensional approach. It is necessary for each region to establish a rural cultural "IP" resource pool, which can consolidate design resources and cooperate to develop valuable rural cultural "IP".

2020 China Rural Leisure Tourism TED Talk - Changing Villages with Excellent Ideas was successfully organized. It has been remarked in the lecture titled "The Path of Art to Revitalize Villages" that for villages, art is a subtle influence and a means of communication. In particular, four points have been highlighted in the creation of rural "IP": refining the spirit of rural culture, creating a geo-humanistic charm index, designing a model of aesthetically diverse venues, and fulfilling humanistic concerns and emotional aspirations. With regard to the ways of arts revitalization in rural areas, five approaches have been adopted: village arts markets, village branding strategies, village arts festivals, the construction of village academies, as well as village family and community culture.^[vi]

Supplement to Table 1

3 rd Festival (2006)	4 th Festival (2009)	5 th Festival (2012)	6 th Festival (2015)
329	365	367	378

348,977	375,311	488,848	510,690
930 2,500	350 3,244	1,246 3,991	2,270 3,424
5,681	3,560	4,650	5,089
1,327	190	380	571
4,354	3,370	4,268	4,518
670.4(100%)	581.1(100%)	489.0(100%)	624.2(100%)
143.1 (21.3%) 213.5 (31.8%) 106.4 (15.9%) 169.3 (25.3%)	89.9 (15.5%) 241.3 (41.5%) — 78.3 (13.5%)	161.3 (33.0%) 99.4 (20.3%) 108.0 (22.1%) 100.0 (20.5%)	145.5 (23.3%) 129.6 (20.8%) 228.0 (36.5%) 100.0 (16.0%)

Table 2. The Awards Situation for Earth Arts Festival - Echigo Tsumari Art Triennial:

Year	Awards
2001	Hometown Campaign Competition (Commendation by the Minister of General Affairs)
2002	Art Scene Creation Award of Tokyo Creativity Awards
2007	Commendation by the Minister of General Affairs for Regional Construction
2007	Award of Excellence in the Second JTB Cultural Exchange Awards
2009	Top Award of the Japanese Grand Prix (Prime Minister's Award)
2009	New Tourism Development Sector Award and Special Judge's Award (Japan Tourism Association)
2010	Region Construction Recognition, Minister of Land and Transportation Award
2015	Special Award of the 10th Ecotourism Awards (Japan Ecotourism Association)
2018	NIKS Regional Activation Award
2018	Good Design Gold Award (Minister of Economy, Trade and Industry Award)

The uniqueness of villages lies in their individual characteristics. It is precisely because of this individuality by which it is possible to transform resources into cultural "IP". The success of "IP" construction enables villages truly vibrant, making production and life more ecological. Therefore, it is necessary to vigorously promote the construction of rural cultural "IP".

REFERENCES

1. Walking the Path of Socialist Rural Revitalization

- with Chinese Characteristics (December 28, 2017), On Adhering to Comprehensively Deepening Reform, Central Party Literature Press, 2018 Edition.
2. "Research and Communication of Rural Culture Revitalization" laboratory was selected as the provincial key laboratory of cultural science and technology [N] by Gao Ziming. Shandong Youth University of Political Science Journey, 2018-7-11.
 3. Idem.
 4. Southern Express, Trendy Rural Cultural Creation
- "IP"! Shunde Holds Community-Village Creative Culture Festival.
 5. Survey and Research on the Revitalization Strategy of Asama Mountain in Japan - A Case Study of the Echigo Tsumari Arts Festival [J] by Ren Yapeng, Cui Shijin and Wang Jiangping. Landscape Architecture, 2018,25(12):41-46.
 6. Study on Approaches to Arts Revitalization in Rural Areas by Chen Jiong.