

# Research and Development of Quanzhou Cultural Creative Products Based on Regional Culture

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**Abstract**—From the viewpoint of regional culture, this article elaborated the regional unique culture, analyzed the current situation of the cultural creative products of Quanzhou. And on this basis, it proposed the important meaning of regional culture for the design and development of cultural creative products, and summarized it into three forms of regional images, special culture and architectural culture so as to spread the unique regional culture of Quanzhou to the world and to create the economy value.

**Keywords**—regional culture; cultural creative products; regional images; unique culture; architectural culture

## I. INTRODUCTION

At present, the construction of cultural creative industry of the whole country is in full swing, and as the material carrier of cultural creative industry, the cultural creative products also have commensurately gotten more and more focus. The design of cultural creative productions should reflect the regional culture, which is the combination of the creation and the culture, also the protection and insistence to the “primary taste” culture. Therefore, it is a difficult problem in dire need of solution about how to integrate the local outstanding regional cultural elements into the design of cultural creation and create the products with rich regional unique features. This article took regional images, special culture, architectural culture as its starting point to analyze its basic features, extract its special elements and refine its design and development idea and further to provide some useful reference for the creation and innovation of cultural creative products of Quanzhou.

## II. REGIONAL CULTURAL FEATURES OF QUANZHOU

“Regional culture is a kind of spiritual force, which represents a national soul, a regional royalty, and the image of a city [1]. The unique feature of a city reflects the regional culture at a certain degree.

Quanzhou, ingratiating the essence of Min and Yue Culture, Central Plains Culture and maritime culture, is the origin of the Maritime Silk Road, and the famous historical and cultural city approved by the State Council at the first batch. It is a unique city with three kinds of “non-material heritage” of U. N., a city with profound history and culture. Quanzhou has a distinctive multicultural view, with Buddhism, Taoism, Islam and

Christianity all gathered in the same place and a lot of precious religious relics remained. For example, the Dongxi tower in Kaiyuan Temple is the existing highest loft with wooden structure; The Laojun Taoist Statues has been taken as a national key protection cultural relics; the Holy Sepulchre is the existing oldest and the best-preserved mystery of Islam in our country; Qingjing temple is the existing oldest Islam temple constructed in China by Arabia Muslim; Mani Hermitage is the existing unique light Buddha and Mani Temple and so on; thus, Quanzhou is known as “the museum of world religions”. Meanwhile, Quanzhou has colorful cultural relics, such as the Quanzhou Nanyin with the name of living fossil, the Luoyang Bridge-of China - “one of the four famous bridges in ancient times”, the muppet - “uniqueness of China”, the Liyuan Opera - “Living fossil of Nanxi Opera of Song and Yuan dynasties” and the Gaojia Opera, the “Huian female” and “Xunpu female” well known at home and abroad due to their special local dress and so on. These cultural resources with strong regional features are an important part of the cultural creative products of Quanzhou and also the key to spreading the influence of culture creative industry of Quanzhou.

## III. CURRENT SITUATION OF CULTURAL CREATIVE PRODUCTS OF QUANZHOU

The “Some opinions on Promoting the Integrated Development of Cultural Creation and Design Service and the Relevant Industry”(GF[2014] No. 10) and the “Notice of Eight Measures on Promoting the Integrated Development of Cultural Creation and Design Services and the Related Industry” (MZ [2014] No.54) announced by the state council, both have proposed that the cultural creative industry plays an important role in promoting the economic transformation and upgrading, improving the lift quality of people and strengthen the soft force of the culture. With Quanzhou city as an example, in 2014, the increasing value in cultural industry was 26.9 billions with 20% year-on-year growth, which was nearly 5% higher than the increasing speed of GDP at the same period, accounting for 5.4% in GDP with a continuous increase ratio, and it has become as the main industry in national economy of Quanzhou city. In recent years, the municipal party committee and the municipal government of Quanzhou city set up the cultural reform and development leading group and office about it, with the mayor as the group leader, and has issued a series of important policies to support

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Fund Program, Education Scientific Research Project on Young Teachers in Fujian Education Department (JA15834); Science and Technology Project in Quanzhou (2015Z118)

the development of cultural industry and protect the research and development for cultural creative products of Quanzhou. Quanzhou has 802 cultural relics protection units at all levels, including 31 at national level, 83 at the provincial level. 601 intangible cultural heritage at all levels, grade and quantity is at the top three in the nation. These rich cultural resources have provided a broad space for the research and development of cultural creative products. In 2013, at the same time, Quanzhou was elected as the China's first "Cultural capital in east Asia" by its rich cultural history background; in 2015, Quanzhou not only undertook the 14th Asian Art Festival but also became "the east hall" for the CCTV Spring Festival, all of which fully proved that the charm of regional culture in Quanzhou is gradually cognized and accepted and further set up a firm foundation for research and development of cultural creation products of Quanzhou.

At present, the cultural creative products of Quanzhou city are mainly ornamental crafts, of which content and form are relatively old, lack of creativity, and they can't reflect the regional culture and era characteristic of Quanzhou, thus the purchasing desire of consumers are largely reduced.

#### IV. REGIONAL CULTURE APPLICATION OF CULTURAL CREATIVE PRODUCTS IN QUANZHOU

##### A. Regional Images

The regional image of Quanzhou is the interaction of culture and economy. As early as in the Tang dynasty, Quanzhou was surrounded by coral trees and was famous in the world in the name of "coral tree". At Song and Yuan dynasties, Quanzhou is an origin of the maritime Silk Road, and the coral tree port is just equally famous with the Alexandria port, known as the "Oriental first port". Quanzhou, with profound history and culture, is the unique famous city on the Western Coast of the Taiwan Straits in China that has all the three kinds of "non-material heritage" recognized by U.N. At the same time, Quanzhou is one of the 18 typical areas of reform and opening-up, and its economy has ranked the first of Fujian province for continuous 14years. It has remarkable "Quanzhou model" and "Jinjiang experience", and it is "China's top ten brand cities" and the not charming city of China and so on [2]. Quanzhou's regional image can be described as urban landmarks and "seven capitals" for its application.

City landmark refers to the landmark area or location of each city, or the area that is able to fully embody the city (area) style and the construction development, which is closely related to the local regional culture background. The landmarks of Quanzhou city mainly include Dongxi tower of Kaiyuan temple, Mintaiyuan museum of China and the Luoyang Bridge, etc. The Dongxi tower of Kaiyuan temple is the existing highest loft with wooden structure in China, which was constructed in Tang dynasty, and after wind and rain for many years, it is still towering, representing the outstanding achievement in stone structures and sculpture art of Quanzhou, which is the treasure of Chinese ancient stone structure building and a beautiful name card for Quanzhou City. "Fig. 1" is the pattern of "Dongxi Tower" bookcase.



Fig. 1. The pattern of "Dongxi Tower" bookcase

For the "Dongxi Tower" bookshelf, Dongxi tower is taken as the design elements, its silhouette is applied and the meaning of "protecting each other and standing firmly" is merged into the bookshelf design. The bookshelf is made of red brown wood, with novel design and practical feature, the original boring conduction of displaying books is put in a strong cultural atmosphere to improve the interaction between people and products, tightly bonding the people and product by emotion [3], by which it leaves consumers a enduring impression and further deepen their impression of Quanzhou city.

"Seven capital": Dehua porcelain capital, Anxi Tea capital, Jinjiang Shoes capital, Shishi Clothes capital, Huian and Nanan Stone capital, Yongchun Incense capital. With the double influence of the capital of East Asia culture and the "origin of maritime silk road", Quanzhou City has its golden brand. "Fig.2" The "Chenggong (success)" specialty pen with regional culture.

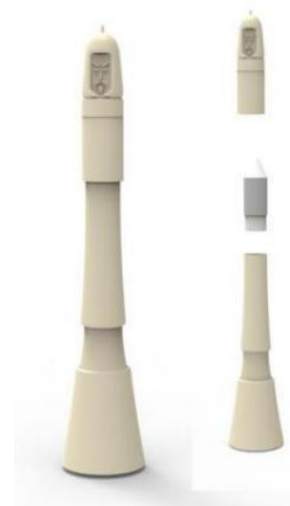


Fig. 2. The pattern of "Chenggong (success)" specialty pen with regional culture

The "Chenggong (success)", with the special pen as the design carrier, is made of plastic, and it extracts the element of the national hero of Nan'an -Zheng Chenggong and makes change, so this kind of pen with both similar image form and

practical function is produced. In speaking of the color, it is yellow which is very popular for Nan'an stone, the top is small and the bottom is large. We can loose its body mainly by pressing its handle, to play a fixed role. It is beautiful and also adds the fun of use, which can strengthen the consumers' impression of Quanzhou City.

### B. Specialty Culture

Quanzhou is known as "religious resorts", with Buddhism, Taoism, Islam, Catholicism, Christianity and other religions all gather together in Quanzhou, in a harmonious coexistence. At the same time, a large number of precious relics religious sites remained in Quanzhou, which is a wonder in both Chinese and western cultural history, thus, Quanzhou is also known as the "museum of world religions", while it has become the world's first designated unit for "world multicultural exhibition center" of UNESCO. As an example, Qingjing temple is modeled on the architectural form of the Islam church built in Damascus, Syria, and is one of Islam's four big ancient temples in China, and also the unique preserved Islam temple in Chinese Song Dynasty, and the national key cultural relics protection unit in first batch released by the state council, and is the witness for the friendship and cultural exchange between China and Arab countries, and one of the important historic relics of overseas communication for Quanzhou. "Fig. 3" The "Qingjing Temple" electronic bookmark.



Fig. 3. The pattern of "Qingjing Temple" electronic bookmark

With the relatively complete representational form of the gatehouse of "Qingjing temple" as the prototype and with the bookmark as the design carrier, the belief of the holy and pure of Islam is blended in the product design to bring readers a view on ancient and modern times of China and foreign countries and a quiet feeling, meanwhile, it also symbolizes the clean atmosphere of library. The "clear at a glance" mode of operation makes readers find the position without checking book code one by one, which achieves the "multi-purpose by one plate", extremely having local characteristics.

There're various kinds of cultural and arts forms. Quanzhou Nanyin, with rich and profound historical background, is one of the oldest existing music of our country,

which has accompanied the people of Quanzhou in the daily life for thousands of years. It is the living fossil of music and had been recorded in the human non-material cultural heritage by UNESCO in 2009. The Liyuan opera and traditional Gaojia opera, named as "living fossil of Nanxi opera of Song and Yuan Dynasties", is the daily entertainment for the people of Quanzhou. Quanzhou Muppet, known as the "uniqueness of China" at the same time, unique hand-puppet, the Breast-Clapping dance and other traditional culture and arts performances are very interesting and exquisite, all of which are also relished by the people of Quanzhou. With Nanyin as an example, Quanzhou Nanyin is also called "Dazzle tube", originated from Qin dynasty and finally formed in Song dynasty, which is the combination of the music culture of the Central Plains and the local folk music and is the existing oldest Han ancient music[4] of China. It keeps the ancient folk singing style before Tang dynasty and adopts the Minnan dialect for singing, which is a kind of cultural expression form with special feature for reflecting the rhythm of ancient music. In 2006, it was recorded in the non-material cultural heritage list in the first batch announced by the state council. In 2009, Nanyin (Quanzhou Dazzle tube) was formally recorded in the list of human non-martial cultural heritage by UNESCO. "Fig.4" - Nanyin "U" disk.



Fig. 4. The pattern of "Nanyin" U disk

"Nanyin" U disk takes the "Pipa" as its design elements, while Pipa is the main musical instrument of Nanyin performance, and as its main feature, Nanyin Pipa has the big belly and short neck in structure as that in Tang dynasty and adopts the playing style of embracing the Pipa in a horizontal way. The designer takes advantage of the form of this instrument to make the U disk that is rich in Nanyin flavor. The design combines the music instrument to give the U disk a new appearance. The product takes red and black as its main colors, and adopts the transparent acrylic material to make it full with story and moral, and just like the music lingering in the air, brings the totally new emotional experience to the customers.

### C. Architectural Culture

As the carrier of history and culture, the architecture not only shows the local customs, but also reflects the local artistic achievement, which is under the influence of the local culture. Quanzhou buildings has both Chinese traditional timber frame

roof, clear central axis of symmetry, and because of the southeast coastal environment and foreign trade transportation port, it forms the unique architectural style. It absorbs the Chinese traditional culture, Marine culture, and essence of the Minyue culture and has become an important carrier of Minnan culture.

Different from the traditional Chinese architecture, which is given priority to ash brick to brick wall, Minnan region is used to build houses with red brick, which has become as the main characteristics of Minnan architecture, famous in the world for its elegant shape and extremely regional feature. The red brick building of Quanzhou is a typical representative of the "red brick area" culture [5]. With the red brick house as an example, "cuo" represents the meaning of the house in Minnan dialect, red brick "cuo" means that the house built with red bricks, which is the distinctive traditional dwellings or residents in Minnan region and is the most representative of traditional architectures in Minnan area. Its elegant carving not only shows the Minnan mature sculpture art, but also can make people feel the impact of Islam, India Buddhism and Southeast Asian culture and western architectural art, and it is known as "A grand view garden of Minnan architecture". "Fig.5" "Dovetail ridge" pen rack.



Fig. 5. The pattern of "Dovetail ridge" pen rack

The design of "Dovetail ridge" pen rack takes its main modeling element based on the dovetail ridge modeling of red brick, and extends its concise but not exaggerated features, takes the red color of red brick house as its main color, blends the cheerful, open-minded, strengthening character of Minnan people for the culture of red brick house and their good wish to life so as to express the deep and unique background of the red brick house in the form of the brush and pen rack.

"There're many raining days in the South, and the overhang can be taken as shelter." The so-called overhang is the structure that the ground floor of a building is set back along the street to leave space for public pedestrians. Quanzhou has the only and completely protected commerce street with the architectural type of townhouse overhang in the whole China. Quanzhou's overhang systematically combines the traditional dwellings features of Quanzhou and the culture of coast-building essence, and becomes the successful example for the combination of Chinese and Western styles. It is rich of architectural culture and has very high art and academic

value. And more, in 2010, it was chosen as one of China's top ten famous historical and cultural streets. "Fig.6" "overhang" type water dispenser.



Fig. 6. The pattern of "overhang" type water dispenser

"Overhang" type water dispenser takes the Quanzhou's overhang image as its designing basis, adopts concept composition to extract its simple and practical features, and combines the opening-up consciousness in overhang culture, the creative thinking of Chinese application for foreign products as well as the aesthetic taste of modern consumers. For the color, it uses the special way of "brick out & stone in arrangement for Minnan architecture to make the water dispenser have both practical value and regional features so as to attract more consumers.

## V. CONCLUSION

Cultural creative product is a special commerce product. It should not only meet the product use function but also has rich cultural connotation, distinctive regional features. It can satisfy the consumer's unique emotional experience, and is the communication bridge between the consumers and the special regional culture. Therefore, the research and development of cultural creative products should be the systemic combination of design art and regional culture, making its originality, modeling and color in a unique style. When consumers use the culture creative products, they can deepen their comprehension of the local cultural tradition, folk customs, so as to achieve the emotional resonance and then make the two complement and promote each other.

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