

Research on Creative Derivative Creation and Brand Operation Strategy of Terracotta Army Cultural Heritage from the Perspective of Cultural Renaissance

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Abstract. The Qin Terracotta Army Culture is one of the “rich ores” of Shaanxi culture, which is a symbolic visiting card for Shaanxi's historical tourism resources, and it is a world-famous landmark in the Chinese cultural heritages, its cultural derivative market is mainly based on imitation for a long time, and lack innovative product development, under the times background that China proposes cultural renaissance, the Shaanxi provincial government proposes to contribute to “Shaanxi Power” for the development of the Belt and Road, under this historical node, the status of the Qin Terracotta Army culture and its surrounding art derivative product format is studied, the experience is summarized, and creative elements and shapes are extracted, the application level and innovative creation level of the cultural symbols of the Terracotta Army are enhanced, the availability of historical, cultural, artistic resources in various cultural and creative products is improved, the nationality and originality of design are raised, explore how to use the new path of brand operation, the innovative design as an breakthrough, through project design and tentative marketing, promote the format adjustment of the Terracotta Army and its surrounding cultural and artistic derivatives, moreover, the theory and empirical basis are explored for commercial operation of derivatives related to traditional cultural resources in the future, and brand development research.

Keywords: derivative; Terracotta Army; cultural heritage.

1. Introduction

The Terracotta Army is a part of a massive burial tomb built for Emperor Qin Shi Huang, the first emperor of China. There are over 8,000 life size statues of soldiers buried along with the emperor. The Terracotta Army has been included in the World Cultural Heritage List, which is known as “the eighth wonder of the world” and “one of the great discoveries in the archaeological history of the twentieth century”. In recent years, the development of cultural heritage and the innovation of cultural relic value have become the mainstream trend of social development. Cultural relics condense the essence of Chinese civilization and are important carriers of national spirit and traditional culture. In the new era, museums should make them more open; make the spirit of cultural relics affects more people. The derivative creation of the Terracotta Army combines cultural relic prototypes to create cultural and creative derivatives that are easily accepted and appreciated by modern people, enrich cultural content and promote cultural consumption.

2. Focus on the Creation of Great Cultural Brands in Shaanxi Province, carry out Innovative Development Research on Historical and Cultural Resources and Support the Growth of “Shaanxi Power”.

Shanxi is a province with rich tourism resource in China; its cultural tourism resources are richly endowed by nature, which are the mainstay of tourism resources in Shaanxi. There are many cultural tourism resources in Shaanxi Province, including three national parks of China, six national historical and cultural cities, fifty-one national key cultural relics protection units, five national natural reserves, eleven national forest parks, one world heritage. Shaanxi's cultural tourism resources almost cover all categories of humanistic tourism resources, for example, Qin Shi Huang Terracotta Army, The Wild

Goose Pagoda, the Mausoleum of Yellow Emperor and other historical sites, as well as Xi'an ancient city, characteristic blocks folk customs and food culture and so on.

The historical and cultural industries in Shaanxi Province have obvious development advantages over the years. In the long run, there are broad development prospects and strong vitality for Shaanxi's historical and cultural industries. The Shaanxi Province can be regarded as the most advantageous and promising province to develop historical and cultural industries in the Northwest. The country also supports the development of Shaanxi's historical and cultural industries, and particularly tends to invest the construction of historical and cultural industrial institutions. On the one hand, we must strengthen the construction of public cultural undertakings; on the other hand, we should strengthen the development of the business culture industries as well, make greater progress in the development of historical and cultural industries, turn the advantages of historical and cultural resources into cultural industry advantages, and change potential cultural advantages into real cultural advantages. The historical and cultural industries not only contribute to the economic development and industrial structural adjustment of Shaanxi Province, meet the entertainment and leisure needs of the masses. The good development of historical and cultural industries in Shaanxi Province not only create considerable economic benefits, but also achieve good social benefits and become a new growth point for Shaanxi's economic and social development.

We must give full play to resource advantages the Shanxi Province, accelerate the transformation of cultural resources to cultural capital, and gradually cultivate the cultural industry into new economic growth point, and it is the best choice for the western provinces to achieve economic leapfrog development. Concentrating on building a strong cultural brand and improving the influence of western culture in the domestic and international, and they are important ways to promote the cultural industry to become bigger and stronger.

Historical and cultural resources are the outstanding advantages of Xi'an, protecting and developing the historical and cultural resources of Xi'an are important supports for cultural development. We must strengthen the protection of historical and cultural resources in the cultural construction, and further inherit and innovate the historical and cultural resources of Xi'an. In order to develop historical and cultural industries, we must innovate and develop modern cultural forms that are rich in times atmosphere, and actively explore the outstanding elements of historical and cultural resources. In the process of inheriting and innovating history and culture, we need to adopt "absorb the quintessence and discard the dreg" principle, retain the positive contents in the historical culture that meets the requirements of social development, and transform or eliminate backward contents that do not meet the requirements of social development.

In the economic and social construction of Xi'an, we should fully tap the excellent historical and cultural resources, make ancient things serve the present, not only innovate and develop splendid history and culture, but also produce significant economic value. The cultural industry has strong penetrating power, influence and radiation, the historical and cultural resources development and cultural construction are brought into the overall layout of economic and social development of Xi'an, which can fuel economic growth, industrial upgrading, technological innovation, and talent training, and provide support for "Shanxi Power".

3. The Innovative Design as the Breakthrough Point, Explore the Road of Innovation and Development, Lever Self-Innovation Industry, and Adjust Format

Terracotta Army has a unique history, culture and art value, and they have attracted the attention of the world since the day of discovery. Although the derivatives of Terracotta army are rich, they have been old-fashioned and rarely updated for many years. How to use local resources, let designers participate, inject fresh blood into the derivatives of Terracotta Army, make it more accord with the aesthetics of the times, and more commemorative is a problem worth exploring.

In order to design creative terracotta derivatives, we must first understand the needs of the market; the key is doing market research. Many people visit the Terracotta Army to buy souvenirs, but except

the traditional tourist souvenirs such as Terracotta Army furnishing articles, shadows, clay sculptures, horse spoons, and paper-cut, almost no symbolic tourist derivatives with local cultural characteristics can be found, on the contrary, all kinds of crudely made wooden combs, scarves, bracelets and jade have flooded the entire tourism market. Except the Terracotta Army furnishing articles, there are few tourist souvenirs with special features of Terracotta Army.

At present, the designs of derivatives of Terracotta Army are generally homogeneous and low-side. If you want to design creative derivatives, we must study the culture of Terracotta Army deeply, combine design of derivatives with modern concepts, and use different processes to make the derivatives of the Terracotta Army generate different styles. Moreover, we should also focus on strengthening the geographical characteristics of the derivatives of Terracotta Army and avoiding derivatives similar to other tourist attractions. The cultural resources of Terracotta Army are collaborated with the designers to analyze the plasticity of the Terracotta Army in tourism derivatives. Injecting new elements into tourism derivatives, promoting the popularization of Terracotta Army culture, popularizing Terracotta Army culture, and studying the development of derivatives of Terracotta Army, for example, costumes, sculptures and ornaments with elements of Terracotta Army.

The research and development work of derivatives of Terracotta Army needs to introduce more modern design thinking, systematically sort out and tap the cultural value and commercial potential of Terracotta Army, and thoroughly comb the elements with development value, explore more efficient research and development ways, form more dimensional derivatives series and derivative system with a strong brand image and a stronger modernity, fully propagate unique creative cultural characteristics of Terracotta Army, and promote independent innovation in the derivatives industry of Terracotta Army.

4. Combine the Multiple Perspectives of Industrial Personnel and Brand Marketing Plan Agencies, Investigate and Analyze the Experience and Current Situation of Industrial Development, and Provide Reference for Subsequent Development

As an important window for people to understand Shaanxi culture, Terracotta Army is based on tourism resources; therefore, understanding the specific cultural symbolic meaning of Terracotta Army has a positive promoting effect on the further development of the derivatives of Terracotta Army.

Tourism derivatives are not just simple goods; they represent the national customs and cultural characteristics of a place, at present, the research on regional cultural characteristics of tourism derivatives design started late in China, most of them pay more attention to the sales of tourist souvenirs, the related industry personnel and brand institutions adopt similar design and propaganda for tourism derivatives. It can be seen from the outer packaging of the souvenirs that the souvenir packaging of different places of interest is almost the same, lack local characteristics and cannot reflect the regional cultural characteristics. At present, in China's derivatives market, except the packaging work of some expensive high-end souvenirs can reach exquisite, most of the souvenirs have the phenomenon of rough packaging and poor quality, and result in poor sales of tourist derivatives. For the time being, most of the derivative types are mainly clay figurines, although the tourism resources of Terracotta Army have undergone many years of development, many attractive tourism products have been formed, but the products generally show a dull, old-fashioned, changeless face. The fundamental problem is that the development of the spiritual and cultural attributes of derivatives is not enough, leading to narrow ideas in the development process.

The tourism derivative is a business card of tourist attractions, which plays an irreplaceable role in promoting the tourist attractions. In the process of developing derivatives, there are some issues to be considered. Tourism derivatives should highlight obvious regionalism, tourism derivatives are the embodiment of the material that integrates the cultural and historical characteristics of a region; it is a window for consumers to understand the local culture, the most important essential feature of the local characteristics of tourism derivatives is to make a tourist attraction is effectively distinguished

from other tourist attractions. When a tourist sees a derivative with local characteristics, it encourages tourists to consume. Tourism derivatives should be artistic. The tourism derivatives of Terracotta Army are similar to those of most tourist attractions in the country; there are factors such as the lack of regional cultural characteristics and the lack of integration of modern design concepts. Nowadays, we still have to keep up with the trend, without losing the artistic attributes of the original products, pay more attention to new materials, new processes, and constantly innovate and develop new tourism derivatives styles, enrich our tourism derivative kinds. With the development of the economy, the design of derivatives has become more and more global, in order to keep up with the development trend of the derivatives industry, the development of the derivatives market must also keep pace with the times, constantly adjust the design ideas and develop more interesting and popular derivative kinds, stimulates consumers' desire to buy, thus achieving better sales. By analyzing the current status of Terracotta Army, we can sort out the existing problems of tourism derivatives, enrich the categories of tourism derivatives, avoid tourism derivatives similar to other different regions, and better present regional culture to people, present history and culture to consumers, enhance the cultural taste of derivatives and achieve combination of functionality and artistry.

From the perspective of brand marketing, there is currently no well-known derivative brand on Terracotta Army; this is related to the current creativity level in the local area. In the new era of the Internet, we can promote the derivative brand of the Terracotta Army through the network, the prototypes of historical relics can be designed derivatives readily accepted and appreciated by modern people, for example, animation, documentary or other propaganda are used to publicize Terracotta Army culture and derivatives brands, make people no longer think that the derivatives of Terracotta Army are simply simple clay dolls, and recognize the profound cultural of Terracotta Army, and provide reference for the subsequent development of derivative industry of the Terracotta Army.

5. Analyze Development Experience of Outstanding Domestic and International Cases, Study Objective Law of Development of Historical and Cultural Industry Derivatives Market, and Explore Development Path of Extension of Shaanxi's Historical and Cultural Resources

In recent years, the scale of China's historical and cultural creative derivatives industry has been expanding and developed well. However, compared with developed countries, there is still a clear gap in China's current development level. The relevant cultural institutions and enterprises of the country should base on the Chinese culture, accurately aim at the consumer groups, and meet the growing spiritual and cultural needs of the people through novel creative design, and realize the innovative development of historical and cultural creative derivatives.

Historical and cultural creative industry derivatives were born in the 1980s. At that time, the development of British cultural and creative economy led to the development of historical and cultural creative industry, and the development of historical and cultural promoted the integration of British business behavior into the field of culture and art. This "art up of goods" form produces the later historical and cultural creative derivatives industry. In 1998, in order to accelerate economic transformation, the British government proposed the concept of cultural and creative industries in the "British Creative Industries Path Document ". It refers to dynamics of business development from creativity, skills and talents, as well as activities that create potential wealth and employment opportunities through the development of intellectual property.

In developed countries, the market development of historical and cultural creative industry derivatives mainly sells derivatives through the relevant authorization. Historical and cultural creative derivatives play a role in enhancing the artistic accomplishment of the people. In these countries and regions where the art and culture market are relatively developed, the market for historical and cultural creative derivatives is very developed, in Paris, New York, London and other places, there are even special art fairs to exchange historical and cultural creative derivatives. Cases of successful historical and cultural creative derivatives development, for example, the Metropolitan Museum of Art in New York have developed a large number of derivatives; such as jewelry and necklaces worn

by people in world-renowned paintings. The museum's annual historical and cultural derivatives sales are 400-500 million dollars, account for 80% of the museum's total revenue. In addition, it has eight distribution stores in areas with many tourists New York.

Historical and cultural creative derivatives in China originally mainly refer to derivatives and souvenirs related to ancient works of art introduced by museums and scenic spots in various places. Among them, the derivatives of the Palace Museum are well-known brands in China; the Imperial Palace is Beijing's cultural landmark. But today's visitors' deep impression of the Imperial Palace comes not only from visiting historical sites, but also from more than 7,000 unique derivatives, such as the Imperial Palace notebook series and the imperial painting series and so on. In 2015, its derivatives sales reached nearly 1 billion Yuan, the sales figures of derivatives of the Imperial Palace shocked all walks of life, and they also have many kinds and high standards, these derivatives can be regarded as first-class in the world, make people break the understanding of traditional tourism products.

In the development of historical and cultural creative derivatives industry, on the one hand it reflects the advantages of high knowledge and low pollution; on the other hand, it has strong integration, penetration and expansion, it is deeply integrated into the design, development, manufacturing, and circulation of related industries, and it has an important role in promoting the quality of production and service in various fields and enhancing market competitiveness. The development of historical and cultural creative derivatives is highly correlated with the overall development of society, and it is one of the important forces in the development of cultural and artistic undertakings. In the past, the development method of "print trademark" in the development of historical and cultural creative derivatives has obviously failed to adapt to people's growing demand and fierce market competition. So, the development model of historical and cultural creative derivatives in China urgently needs to be innovated. Shaanxi has rich historical and cultural resources, and the development of historical and cultural creative derivatives is the "innate advantage" of Shaanxi. Culture is the core of products and innovation is the essence of development in historical and cultural creative derivatives. We should tap the connotation of Chinese culture, rely on legendary stories, poetry quatrains, places of interest and other historical resources, and use innovative design ideas to create high-quality derivatives with Chinese cultural connotations.

6. Explore "Traditional Cultural Renaissance–Cultural Self-confidence-Art Reconstruction-Market Operation-Branded Development" Relationship from Art, Management, Market Economy Perspective.

Traditional culture is an inexhaustible motive force for the development of the Chinese nation, which is the creative power of the Chinese civilization. Only by rooting in the fine traditional culture can we ensure the sustainable and healthy growth of the Chinese nation. The revival of excellent traditional culture is to strengthen our understanding of our own history, and find the essence and wisdom it contains, and it is the basis for realizing cultural self-confidence. The revival of excellent traditional culture requires cultural self-confidence mentality, and cultural self-confidence can promote the revival of excellent traditional culture. China has 5,000 years of history and culture, and has rich and colorful works of art. We must combine the content of these works of art with modern society to re-construct works that conform to the trend of social development. Through market-oriented operation, we can absorb excellent management experience and technology at home and abroad, create high-quality derivatives with Chinese characteristics, on this basis, form a well-known brand effect, get rid of the low-side operation mode.

7. Conclusion

Historical and cultural derivatives. The development of tourism derivatives in Shaanxi must be based on the reality, market-oriented, human-oriented spirit as connotation. With the development of the times, the aesthetic needs of people's lives are constantly improving. The development of

Terracotta Army derivatives should not be separated from the changes of the times, it should be closely integrated with the trend of the times, and further enhance the brand image of Terracotta Army, and create more value for Shaanxi's society and economy.

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