

# The Application of Traditional Chinese Culture in the Cultural and Creative Industry: A Case Study of "The New Forbidden City."

Hai-ting Wang

Warwick secondary school, Ontario, Canada

**Abstract.** The cultural and creative industry has become a critical driving force for China's economic growth, with traditional Chinese culture serving as an essential element in this emerging industry. This paper focuses on the popular television show "New Forbidden City" and examines the application of traditional Chinese culture in the cultural and creative industry. By analyzing the characteristics of the show, its messages, and its impact on the industry, this paper concludes that the application of traditional Chinese culture in the cultural and creative industry is significant for both preserving cultural heritage and promoting economic development.

**Keywords:** cultural and creative industry, traditional Chinese culture, New Forbidden City.

## 1. Introduction

"The New Forbidden City" has revolutionized the way traditional Chinese culture is presented to the public by combining innovative production techniques with traditional cultural elements. The show offers a unique and comprehensive view of the Forbidden City, which has been the heart of China's cultural heritage for centuries. Its cutting-edge visual and audio technologies, coupled with the professional and engaging performances of guest actors, make "The New Forbidden City" stand out in the cultural and creative industry[1].

The success of "The New Forbidden City" has fully demonstrated the value of traditional Chinese culture in the cultural and creative industry. The application of traditional culture in the show has made it appealing to audiences, both domestically and abroad, leading to economic gains and cultural exchange. Traditional culture is a reflection of a nation's history, values, aesthetics, and belief systems, and its incorporation in the cultural and creative industry offers many benefits.

One of the critical benefits of applying traditional Chinese culture in the cultural and creative industry is the promotion and preservation of cultural heritage. The incorporation of traditional Chinese culture in the industry offers opportunities for artists and designers to reinterpret traditional culture in modern ways, creating new cultural products, and keeping traditional culture alive. This helps to ensure that future generations can appreciate China's traditional culture and heritage.

Another advantage of applying traditional Chinese culture in the cultural and creative industry is economic growth. With the continuous development of the industry, many new job opportunities have been created. For example, the design, production, and distribution of cultural products incorporating traditional Chinese culture have created new job opportunities in the fields of art, design, performance, and publishing. This has led to substantial contributions to economic development[2].

Finally, applying traditional Chinese culture in the cultural and creative industry offers an opportunity for cultural exchange. The promotion of traditional Chinese culture, such as through "The New Forbidden City" has led to increased interest, not only domestically but also internationally. Audiences worldwide were impressed by the show's creative and innovative approach, which has led to greater appreciation of Chinese culture, further enhancing cultural cohesion and understanding between nations.

In conclusion, the application of traditional Chinese culture in the cultural and creative industry offers many advantages in terms of cultural preservation, economic growth, and cultural exchange. The success of "The New Forbidden City" demonstrated how the integration of traditional culture and modern technologies can be achieved, and it can provide inspiration for future explorations of traditional culture in the cultural and creative industry[3].

## **2. Application of Traditional Chinese Culture in the Cultural and Creative Industry**

### **2.1 The Cultural and Creative Industry**

The cultural and creative industry is a burgeoning sector in which creative products and services are provided through the use of artistic and cultural knowledge. This industry generates economic income and offers a diverse range of cultural experiences.

The cultural and creative industries refer to a range of activities that involve the creation, production, and distribution of cultural and creative goods and services. It encompasses sectors such as music, film, television, video games, publishing, visual arts, fashion, and design. The industry has become increasingly important in recent years as it has proven to be a significant contributor to economic growth and employment, as well as being crucial to the preservation and promotion of cultural heritage.

One of the primary reasons why the cultural and creative industry has become essential is due to its economic impact. According to statistics, the industry generates billions of dollars in revenue and provides millions of jobs globally. For instance, in the United States alone, the industry contributes over \$700 billion to the economy, representing about 4.2% of the country's GDP. This impact is driven by factors such as the growth of new technologies, increased globalization, and the power of creative talent. As such, countries have recognized the potential of the industry and have developed policies and initiatives to support it.

Furthermore, the industry plays a significant role in the promotion and preservation of cultural heritage. Cultural goods such as music, literature, and traditional crafts are essential elements of a country's cultural identity. The creative industry helps to safeguard and promote these cultural goods by making them accessible to diverse audiences globally. Moreover, the industry provides a platform for cultural exchange between different communities, promoting mutual understanding and respect.

In addition to economic and cultural benefits, the creative and cultural industry has also impacted mental health positively. Research shows that engaging in creative activities such as writing, music, and visual arts can have therapeutic benefits. It has been known to improve attention, alleviate anxiety, boost the mood, and reduce stress levels.

However, the industry is not without its challenges. One of the significant challenges faced by the industry is piracy and copyright infringement. This issue undermines the profitability of artists and creative organizations, eating into their potential profits. Another challenge is the lack of diversity in the industry. Despite the progress made in recent years, the creative industry remains predominantly white and male-dominated. As a result, there have been calls for the industry to embrace diversity and inclusion.

In conclusion, the cultural and creative industry plays a significant role in economic growth, cultural heritage, and mental health. It has tremendous potential and has proven to be a significant contributor to global economies. However, the industry must address the challenges it faces to continue its growth and success in the future.

### **2.2 Significance of Traditional Chinese Culture in the Cultural and Creative Industry.**

The significance of traditional Chinese culture is evident in various industries such as film, fashion, arts, and crafts. The Chinese film industry has produced several classic movies revolving around traditional Chinese culture. These films showcase traditional Chinese customs and values, making them increasingly popular globally. For instance, the film *Crouching Tiger, Hidden Dragon*, won the Academy Award for best foreign-language film in 2000, highlighting the influence of traditional Chinese culture on the film industry.

Similarly, the Chinese fashion industry has evolved to showcase ancient traditional Chinese clothing styles. These designs emphasize the unique Chinese clothing styles' beauty and intricacies, providing a new level of creativity to the global fashion industry. Traditional Chinese music, such as

the guzheng and erhu, has also been introduced into contemporary music forms, creating fusion elements that are globally appreciated.

Moreover, traditional Chinese art and crafts have been utilized to produce a wide variety of unique and globally recognized products. For example, Chinese porcelain is famous worldwide for its intricate designs and intricate craftsmanship. Traditional Chinese paper-cutting techniques have been used to create various paper products like calendars, posters, and even clothes. All this has been possible because of the use of traditional Chinese culture in the creative industry.

The significance of traditional Chinese culture can also be seen in the development of tourism in China. The rich cultural heritage encourages tourism to different parts of China, from the Great Wall to the Terracotta Warriors. National and international tourists are drawn to China because of its unique cultural offerings, providing a boost to the country's tourism industry.

Furthermore, traditional Chinese culture has played a significant role in promoting international cultural exchange, contributing to cultural diplomacy. Through China's cultural exchanges with other countries, traditional Chinese culture has been made more widely known and appreciated globally. This has improved cross-cultural awareness and created mutual understanding between different countries and their cultures.

In conclusion, traditional Chinese culture plays a significant role in the development of the cultural and creative industry in China. The use of traditional Chinese customs, arts, music, and literature can be found in various creative forms, including film, fashion, and arts and crafts. The significance of traditional Chinese culture is also evident in the tourism industry and cultural exchanges, contributing to China's cultural diplomacy. Overall, traditional Chinese culture has become a source of inspiration and creative energy in the cultural and creative industry in China, and its influence is expected to continue to increase in the future.

### **3. Case Study: "New Forbidden City"**

#### **3.1 Case presentation**

In the program "New Forbidden City", the Forbidden City cultural and creative product development staff, along with mysterious guests, follow the Forbidden City experts to discover the precious treasures and profound historical and cultural heritage of the Forbidden City. Together with designers and college design majors, they brainstorm to create a cultural and creative derivative product every episode, creating a new connection between the audience and the Forbidden City culture and allowing more young people to "bring home" the Forbidden City culture[4].

#### **3.2 Analysis of the Application of Traditional Chinese Culture in "New Forbidden City"**

##### **2.2.1 Characteristics**

"New Forbidden City" captures the cultural essence of the traditional Chinese culture through its use of various elements. These include the architecture, the design of the artifacts, the dialogues, music, the costumes of the staff members, and the utilization of ancient artifacts and facilities. The show has a strong focus on historical accuracy and attention to detail, giving viewers a glimpse of traditional Chinese culture[5].

##### **2.2.2 Messages**

The show portrays an accurate reflection of China's traditional culture and emphasizes the importance of preserving this cultural heritage. It demonstrates how traditional culture and modern technology can be combined to offer an interactive and immersive experience for tourists. The show also communicates cultural values such as respect for elders, humility, and strives to cultivate national pride[6].

#### **3.3 Impact on the Industry**

"New Forbidden City" illustrates how the use of traditional Chinese culture can drive the cultural and creative industry. The show has become an inspiration and a trendsetter in the industry, providing

a model for other creative projects to incorporate the traditional cultural elements into their products. This has resulted in a greater appreciation of traditional Chinese culture, an increased demand for cultural products, and increased tourism.

One of the major impacts of "New Forbidden City" on the cultural and creative industry is the creation of a new type of cultural experience. By combining traditional cultural elements with modern technology, the show has created an immersive and interactive environment that has captured the attention of audiences. This innovative approach has paved the way for other creative projects to follow suit, leading to the incorporation of traditional Chinese culture into various creative products and services.

Furthermore, "New Forbidden City" has fostered the development of cultural tourism in China. The show has attracted both domestic and international tourists to visit the Forbidden City, boosting the industry's development and driving the growth of the tourism market. This has not only helped to promote cultural heritage but has also resulted in substantial economic benefits for the country.

The show's impact on the cultural and creative industry extends beyond tourism. By increasing the popularity and appreciation of traditional Chinese culture, the show has helped to increase the demand for cultural and creative products while promoting the preservation of cultural heritage. Moreover, it has facilitated the development of cultural and creative industries in China by creating new business opportunities and improving the industry's overall competitiveness.

Overall, "New Forbidden City" has had a substantial impact on the cultural and creative industry, paving the way for the integration of traditional Chinese culture into the creative sector. The show has successfully created an engaging and immersive experience that has captured the attention of audiences worldwide, triggering a new wave of cultural and creative development. Through this innovative approach, the show has successfully achieved a synergistic effect between culture, aesthetics, and consumption, leading to higher quality development for the industry as a whole.

#### 4. Conclusion

"New Forbidden City" serves as an excellent example of the application of traditional Chinese culture in the cultural and creative industry. It successfully combines traditional Chinese culture with modern technology, creating a captivating and inspiring experience for tourists while promoting the preservation of cultural heritage. The integration of traditional culture in the cultural and creative industry not only helps to preserve cultural heritage but also strengthens China's international competitiveness in the global market. It is through the application of traditional Chinese culture that China's unique cultural heritage can be showcased to the world, and the cultural and creative industry can continue to grow and prosper.

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