

Take the cultural and creative products of the Forbidden City as an example to explore the role of China's cultural and creative industries in promoting traditional culture

Luxiao Liu

Art management, KyungHee University, Suwon, Republic of Korea

a13290328165@gmail.com

Abstract. Since the dawn of the Internet era, as China's economy has grown, so too have the spiritual and cultural demands of its people. This has led to a sharp rise in the demand for high-quality cultural products and a corresponding boom in the cultural and creative sectors. A growingly significant component of China's sector of cultural communication is the cultural innovation industry. The discourse surrounding the economic advantages derived from the cultural and creative industries has intensified as these sectors have gradually grown in size. Still, there is a dearth of knowledge on the contribution and function of the creative and cultural industries in the propagation of traditional culture analysis and its process of cultural dissemination. This study describes the amazing product of the Forbidden City Cultural and Creative Series in order to better understand the value other than the economic value brought by the cultural and creative industries, to make more efficient use of cultural and creative products, and to make traditional culture more deeply rooted in the hearts of the people. In order to better preserve, promote, and make use of China's spiritual and cultural legacy, talk about the beneficial effects of the creative and cultural industries on the country's traditional culture in the context of the mobile Internet era.

Keywords: New media, Cultural communication, Spiritual Civilization, Cultural Creation, Traditional Culture.

1. Introduction

Over the past few years, China's economic development level has increased steadily as a result of the country's continued reform and opening up. The demand for cultural items is rising daily in tandem with this, leading to the establishment and growth of the cultural and creative sector of the economy. The market has been favoring more and more cultural and creative products in recent years because of their ability to evoke strong emotions in people, their own societal themes, and their high cultural added value. One of a number of cultural and creative items with an emphasis on traditional culture is the Forbidden City's artistic and cultural offerings.

This study will conduct a literature review on how the cultural products of the Forbidden City endow traditional culture with use value, introduce the feasibility and historical significance of the innovative development of cultural and creative products of the Forbidden City on the basis of promoting traditional culture, and finally analyze the current development status of the cultural and creative products of the Forbidden City analyze and summarize, discuss the new ideas of China's cultural and creative industries for the dissemination of traditional culture, and regard it as the direction of cultural dissemination efforts.

Scholar Hao Ninghui proposed that in the current era of extremely abundant materials and information overload, consumers are more interested in products that "form follows emotion" and carry certain cultural symbols and connotations[1]. The Forbidden City's cultural and creative earnings surpassed 1.5 billion yuan in 2017, surpassing the 1500 A-share listed companies that year and more than double its revenue in 2013. This is the report card of the Forbidden City's cultural and creative industries in the past five years since they entered a new stage of development[2]. In the process of promoting traditional culture, what role traditional cultural and creative products represented by the Forbidden City Cultural and Creative Industries should play has gradually become the focus of discussion.

2. The collision between cultural and creative products and traditional culture in the Forbidden City

2.1 Characteristics of cultural and creative products and industry development

Cultural and creative products, also known as cultural creative products, refer to relying on the wisdom, skills and skills of creative people to use modern scientific and technological means to creat and enhance cultural resources and cultural supplies, and generate a large amount of wealth through the development and application of intellectual property rights. High value-added products take the concept of cultural innovation as the core and are the materialized expression of human knowledge, wisdom and inspiration in specific fields. The industrial talents and technologies of cultural and creative products form the cornerstone of the development of cultural and creative products. Research and development is the high-end stage of the industrial value chain. The high value-added nature of cultural and creative products is reflected in the fact that once they are recognized by the market, they can be disseminated on a large scale at a lower cost, achieving a large scale increase in market revenue and also conducive to development derivatives market. Cultural and creative products are products that intergrate development at multiple levels such as economy, culture, and technology. They have broad radiation capabilities, are permeable, and are highly integrated. In addition to stimulating associated companies and advancing regional economic growth, they can also quietly affect people's cultural literacy by influencing many facets of society.

Common cultural and creative products are divided into tourist souvenirs, entertainment and art derivatives, life aesthetic products, event cultural and creative product. Since the 1990s, as China;s reform and openning up has further deepened , while the people’s living standards have gradually improved, they are no longer satisfied with single tourism activities, and their demand for the cultural tourism industry has also further increased. Some humanities scenic spots or museums are increasingly sought after by the pubilc. This pursuit of traditional culture has also given birth to the earliest batch of cultural and creative products. Some museums or historical monuments tourist attractions have taken this opportunity to vigorously promote and sell cultural relics such as cultural relics. The emergence of cultural and creative consumer goods such as replicas and tourist souvenirs conforms to the needs of the development of the times. Therefore, cultural and creative products have achieved great success in the market im recent years.

After more than two decades of growth, China's cultural and related industries have seen an increase in added value, from 2723.5 billion yuan to 4494.5 billion yuan between 2015 and 2021. Their share of the GDP has also increased, rising from 4.1% to 4.43%, which has fueled the growth of related cultural and creative industries. China’s cultural and related industries saw an increase in operating income from 8031.4 billion yuan to 11906.4 billion yuan between 2016 and 2021. Additionally, the operating income of cultural and creative design above designated size increased from 985.4 billion yuan to 1956.5 billion yuan, representing a percentage increase from 12.9% to 16.4% [3]. It can be seen from the increase in the market scale of cultural and creative products that the people are paying great products, and the use of traditional culture has also become an inportant part of the development of cultural and creative products.

2.2 Susscess of cultural and creative products in the Forbidden City.

Wang Xudong, director of the Palace Museum, proposed in 2019 that the experience of cultural and creative work in the Palace Musuem cannot be replicated across the countru, but the spirit and experience of the Palace Meseum’s exploration can be learned. The Palace Meseum has launched a wide variety of cultural and creative products, and peripheral products are mostly made od classic patterns extracted from historcal culture, which has led many demestic museums to begin to attach importance to and creat their own IP image, and enrich the types of cultural and creative products through management operations, brand cooperation, and carry out innovative designs from a new

perspective constantly discovering the characteristic elements of cultural relics. Combine with modern products to spread Chinese traditional culture [3].

The cultural and creative products of Forbidden City are mainly user-centered, with enterprises and culture as the radius, and are marketed online through websites, WeChat, Weibo and other platforms. While marketing cultural and creative products online, the Palace Museum through the publication of books, film and television works, increasing the compatibility of the Palace Museum with the times and the frequency of its appearance in the public eye. As of 2020, the Palace Museum's cultural and creative products have a total of 27 series and nearly 12000 varieties. There relevant departments and units are fully engaged in research and development and promotion, with more than 150 full-time employees distributed in planning, design, production, sales and other aspects. In addition to the physical stores are operated by different teams in a differentiated manner. The broadening of sales channels and the great enrichment of sales categories have made the cultural and creative products of the Forbidden City extremely attractive to the public. In terms of marketing, in addition to the marketing of cultural derivatives and souvenirs, also enhance customers' consumption experience through modern technologies such as 5D technology, 3D printing, and AI. Taking multiple measures simultaneously brand culture and establish a good reputation in the minds of consumers. In order to enhance the awareness of the Forbidden City culture among consumers, the Forbidden City has launched a digital museum and created app such as "Daily Forbidden City" and "The Emperor's Day" to spread the Forbidden City culture to all parts of the world.

2.3 The cultural dissemination role of cultural creation in the Forbidden City.

Regardless of the shape, function or promotional copy, the cultural and creative products of the Forbidden City make traditional historical relics cute and youthful. The cultural and creative team of the Forbidden City has developed cultural and creative products for children, teenagers, youth and other groups based on consumer groups of different age groups. School supplies such as pens, notebooks, and bags can not only subtly educate the user group, but also achieve the spread of traditional culture. Design products containing traditional culture not only have practical functions, but their interesting and cute shapes can also bring them closer to the public, touch people's hearts with easy-to-understand expressions, achieve the function of educating the public and popularizing knowledge, and form a new publicity, education and promotion methods.

Many historic cultural characteristics of the Forbidden City are employed in the design of the Forbidden City Cultural and Creative Industries design. One example is the lipstick series, which features many colors and design series. The look makes it clear that the numerous designs of patterns are influenced by the Qing Dynasty concubines' attire, and their patterns are advancements and sublimations of apparel patterns. It is the combination of modern beauty and ancient art that makes these treasures clearly visible behind the glass. People can learn about traditional culture through the Forbidden City lipstick's design, which goes beyond just reading authentic books and records.

3. Problems existing in cultural and creative products in the process of cultural communication.

There are some issues with the development of these items, even if the recent growth of traditional culture has led to the creation and growth of the cultural and creative goods represented by the Forbidden City Cultural and Creative Industries. These issues impede the growth of the cultural and creative industries as well as their ability to fulfill their mandate of advancing traditional culture via the production of cultural and creative goods.

First of all, there is still a lot of space for improvement among digital developers of cultural and creative products. For a long time in the past, related industries did not have enough understanding and research on market factors, resulting in low-quality, repetitive products that could not satisfy the

increasing demands of consumers. The taste for collecting cultural products [4]. Taking the cultural and creative products of the Forbidden City as an example, their degree of digitization is mainly reflected in the use of ecommerce websites for sales and promotion. In the use of emerging technologies such as VR and AI to promote traditional culture, there are still problems such as insufficient technical capabilities, low enthusiasm for promotion, and narrow utilization.

Secondly, there is also a trend of pan-entertainment in the process of publicity and promotion of cultural and creative products. For example, the Forbidden City Cultural and Creative Industries Corporation has responded to the craze of the internet celebrity economy and launched a series of cartoon figures of emperors, queens, princesses and other dolls. These products are in line with the upsurge of the fan economy and the broadcast of costume films and TV dramas. However, in the process of promoting traditional culture, products created solely by relying on the "Internet celebrity economy" will lead to entertainment-oriented narratives, empty historical connotations, and single traditional images.

Finally, brand strategy is not given enough consideration in the traditional cultural and creative industries. The low brand effect and low awareness significantly impede the industrial chain's advancement and transformation. Traditionally, artistic and cultural businesses worked under the traditional business model, with management and marketing staff handling brand design while artisans or designers created the works. From the standpoint of cultural promotion, this "hand-made workshop" manufacturing model impedes the dissemination of traditional cultural connotations inherent in cultural and creative items by impeding the mass manufacture of such things.

4. Recommendations

In the era of digital economy, cultural productivity has become one of the important elements of comprehensive national strength, and the integration of digital technology and traditional culture has become a development trend. The expansion of cultural industry chains and new business formats has created comprehensive cultural tourism blocks and cultural and creative industry clusters, which not only drive the upsurge of traditional culture, but also promote economic development and improvement of social welfare. The government should provide policy support for the integration of the digital economy and cultural and creative industry mechanisms, promptly introduce relevant industry regulations to protect the intellectual property rights of cultural and creative talents, integrate elements of the cultural and creative industry value chain, and promote the extension of value-added links; universities and scientific research Institutions should strengthen the research and focus on traditional cultural education resources, pay attention to the cultivation of creative talents, and combine on-campus teaching and scientific research resources with off-campus market resources; cultural and creative enterprises should increase investment in digital technology research and development, and actively enter the internal and external dual-circulation cultural market, attach great importance to the deployment and integration of market resources, and achieve global leadership in digital technology innovation capabilities. Developers, publishers, distributors, retailers, and all other participants will raise the value of cultural products at every step of the industry chain, based on the full process penetration of traditional art, and eventually make consumers willing to pay for cultural products. The added value of goods can therefore actualize the innovation of the traditional culture's industrial value chain and take on the duty of disseminating traditional culture with a fresh perspective.

5. Conclusion

The Palace Museum has many cultural relics in its collection, covering thousands of years of Chinese culture and containing the spirit and soul of the Chinese nation. The cultural and creative products of the Forbidden City embody traditional Chinese culture and traditional spirit with their rich types, diverse sources of inspiration, and diverse forms of expression. In the context of the

modern era, the cultural and creative products embodied by the Forbidden City Cultural and Creative Industries recognize emerging market trends, incorporate the key components of the industry's value chain, enhance knowledge of traditional culture, and fuse traditional cultural values with modern values. . It serves as a good place to promote traditional culture and inherit the social value of fine cultural heritage, and further confirms the positive role of the cultural and creative industry in the dissemination of Chinese traditional culture.

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