

Research on the Digital Development Strategy of Wenzhou Blue Clamp-Resist Dyeing

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Keywords: Wenzhou Blue Clamp-Resist Dyeing, Industry, Digitalization, Development Strategy

Abstract: Wenzhou Blue Clamp-Resist Dyeing, Industry, Digitalization, Development Strategy. Wenzhou blue clamp-resist dyeing has rich forms of expression and unique cultural space, and plays an irreplaceable role in preserving and displaying Wenzhou regional color, regional culture and folk customs. Based on the analysis of the current situation and development trend of the blue clamp-resist dyeing industry, successful cases of the industrialization development of intangible cultural heritage were studied to learn from successful experience. To explore the digital development path of Wenzhou blue clamp-resist dyeing industry with "one platform, two aspects and five paths", so as to solve the practical difficulties of the current blue clamp-resist dyeing industry, such as insufficient development power, improper development and lack of industrial integration; To optimize the digital support of intangible cultural heritage, expand the digital influence of intangible cultural heritage, promote the protection, inheritance and innovation of Wenzhou blue clamp-resist dyeing, and lead more people to break the circle of "intangible cultural heritage", so as to provide new countermeasures and implementable plans for the digital development of Wenzhou blue clamp-resist dyeing industry.

1. Introduction

In order to create a highland for the protection of intangible cultural heritage in the new era and build a high-level "strong province of intangible cultural heritage", Zhejiang Provincial Department of Culture and Tourism issued the Implementation Opinions on Further Strengthening the Protection of Intangible Cultural Heritage to clearly promote the high-quality development of traditional crafts, support the inheritance and development of historical classic industries, build a more diversified dissemination and popularization system, and promote the construction of facilities for inheritance and experience. Cultivate the brand of communication activities.

In April 2022, at the first meeting of the 14th People's Congress of Wenzhou City, Mayor Zhang Zhenfeng pointed out in the government work report that the cultural construction of "Three hundred Major Projects" should be steadily promoted, and the project of Song Charm and Ou Style culture handed down should be implemented to enhance the influence of Ouyue culture.

On the whole, the government has carried out effective work in the development policy formulation, industrial planning, key support, talent training, factor market construction, enterprise

group incubation and other aspects of the intangible cultural heritage industry. At present, the industrialization of blue clamp-resist dyeing in Wenzhou is in a good time to gain momentum.

Blue clamp-resist dyeing technique is one of the "four valerian" traditional clamp-resist dyeing techniques in China. In 2011, blue clamp-resist dyeing technique was approved by The State Council of the People's Republic of China to be included in the third batch of national intangible cultural heritage list. Wenzhou blue clamp-resist dyeing has rich forms of expression and unique cultural space, and plays an irreplaceable role in preserving and displaying Wenzhou regional color, regional culture and folk customs. Wenzhou blue clamp-resist dyeing has the characteristics of uniqueness, fragility, vitality and inheritance. Appropriate industrialization development can effectively promote the healthy and sustainable development of Wenzhou blue clamp-resist dyeing.

2. Current Situation and Development Trend of Blue Clamp-Resist Dyeing Industry

2.1. Status of the Industry

The industrialization development can provide sufficient resources for the protection and inheritance of Wenzhou blue clamp-resist dyeing. However, the industrialization development of Wenzhou blue clamp-resist dyeing is not for the purpose of profit. It has obvious public property, which determines that the development of Wenzhou blue clamp-resist dyeing industrialization needs the guidance of the government and the active participation of social organizations. However, from the current situation, the government mainly guides from the policy level, the potential of the market has not been effectively stimulated, coupled with the lack of support in talent, capital, technology and other aspects, leading to the lack of stability in the development of blue clamp-resist dyeing industrialization in Wenzhou. The industrialization development of Wenzhou blue clamp-resist dyeing should rely on other industries. At present, the common industrialization path is to integrate Wenzhou blue clamp-resist dyeing with commodities and tourism. The integration with commodity is to attach some elements of Wenzhou blue clamp-resist dyeing to the commodity itself to realize the aesthetic value and economic value of Wenzhou blue clamp-resist dyeing. However, in the process of practice, it is used as a tool to pursue profits. In order to cater to the audience, it arbitrarily recreated and over-developed, which weakened the original cultural connotation of Wenzhou blue clamp-resist dyeing and destroyed the integrity of the inheritance of blue clamp-resist dyeing. Under the guidance and support of national policies, many social organizations have participated in the industrialization development of Wenzhou blue clamp-resist dyeing. However, due to the lack of experience and ability of the development subjects, they will encounter various problems. They only meet some needs of the industrial chain, but do not form a systematic industrialization chain of Wenzhou blue clamp-resist dyeing. Therefore, the industrialization of blue clamp-resist dyeing in Wenzhou is faced with the realistic dilemma of insufficient development power, improper development and lack of industrial integration.

2.2. Development Trend

In the past 20 years, more and more Chinese people have learned about the important position of intangible cultural heritage in our cultural resources and its unique charm. However, China's intangible cultural heritage is still facing great challenges, how to make "intangible cultural heritage" out of the dilemma, China has issued relevant policy opinions, In August 2014, in the "New Article" on the protection and inheritance of intangible cultural heritage issued by the Ministry of Culture, a series of guiding opinions such as "Encouraging the development of intangible cultural heritage derivatives, expanding and enriching the theme and expression form of intangible cultural heritage" were put forward for the first time at the national level[1]. On

December 22, 2015, Several Opinions of The State Council on Accelerating the Construction of a powerful country with intellectual Property Rights under the New Situation proposed: "Strengthen the development and utilization of intangible cultural heritage, folk art and traditional knowledge, and promote the integrated development of cultural creativity, design services and related industries." In 2017, two important national guiding documents, Opinions on Implementing the Project of Inheriting and Developing Chinese Excellent Traditional Culture and Revitalization Plan of Chinese Traditional Crafts, were released, providing programmatic guiding opinions for the introduction of traditional crafts into modern life. Second, improve the protection and inheritance system of intangible cultural heritage; Third, steadily improve the protection and inheritance of intangible cultural heritage; Fifth, continuously increase the dissemination and popularization of intangible cultural heritage.

More and more consensus is that only when intangible cultural heritage realizes the modern transformation of its form and function, integrates into the modern civilization system and becomes an indispensable part of people's modern life, can it obtain the blood supply and support for production and life [2]. Only by taking non-legacy works as a kind of cultural resources, maintaining their core authenticity and carrying out scientific and sustainable development and utilization, integrating them into modern industrial development and realizing their transformation from "cultural resources" to "cultural capital", can they be fundamentally protected and developed . Cultural and creative industry is the most suitable industry category for intangible cultural heritage because it is a kind of integrated emerging industry with creativity as the guide and culture and art as the core, breaking the boundary between the primary, secondary and tertiary industries[3]. Therefore, relying on digital technology, the integration and development of Wenzhou blue clamp-resist dyeing industry is the inevitable requirement of historical development stage and survival.

Under the new era and historical conditions, Wenzhou blue clamp-resist dyeing needs to combine the resource advantages of various social forces, conform to the concept of cultural power, and rely on the unique cultural atmosphere of blue clamp-resist dyeing to promote the effective integration of Wenzhou blue clamp-resist dyeing with the real society, so as to achieve a new atmosphere in the inheritance and protection of excellent traditional Chinese culture. As digital technology has been widely infiltrated into various fields of the current society, to achieve innovative development of Wenzhou blue clamp-resist dyeing, it is necessary to keep up with the current tide of digital information, creatively transform the form of cultural expression, fully tap the excellent traditional cultural value, use digital technology to realize the innovation and transformation of Wenzhou blue clamp-resist dyeing, optimize the inheritance channels of blue clamp-resist dyeing, always pay attention to the market demand, and promote the digitalization of the blue clamp-resist dyeing industry. Then realize its inheritance, protection and development.

3. Typical Cases of Digital Development of Intangible Cultural Heritage Industry

There are many typical cases of digital development of intangible cultural heritage industry at home and abroad, such as embroidery in Suzhou, Dunhuang murals, puppet show in Meizhou, etc. Through sorting out the successful cases, it provides valuable experience and enlightenment for the industrialization development of blue clamp-resist dyeing in Wenzhou.

3.1. Suzhou Embroidery

Suzhou embroidery is a traditional Chinese handicraft, which has successfully realized the industrialization of intangible cultural heritage. Suzhou embroidery is famous for its exquisite skills and unique style. Through brand building, marketing and innovative design, Suzhou Embroidery has gradually entered the international market and become a representative of high-end gifts and

fashionable home decorations.

3.2. Dunhuang Frescoes

Dunhuang murals are the treasures in the treasure house of ancient Chinese art, which has successfully realized the industrialization of intangible cultural heritage. Dunhuang murals are world-renowned for their unique artistic style, rich theme content and exquisite painting skills. Through cultural heritage protection, digital technology application, tourism development and art exhibitions, Dunhuang murals have become an important window for cultural exchanges at home and abroad, bringing considerable benefits to the local economy.

3.3. Guangdong Hakka Meizhou Puppet Show

Meizhou puppet show is a traditional puppet performing art in Hakka area of Guangdong Province, which has successfully realized the industrialization of intangible cultural heritage. Puppetry is popular with audiences for its exquisite puppetry and vivid performance. Through inheriting skills, promoting puppet culture, marketing and cultural exchanges, Meizhou puppet show has demonstrated the charm of Guangdong folk art on domestic and international stages, making positive contributions to local economic development and cultural inheritance.

These successful cases fully reflect the diversity and innovation of China's industrialization of intangible cultural heritage. Through the organic combination of innovation, digital technology, marketing and cultural tourism, these intangible cultural heritage projects have transformed from traditional handicrafts to cultural industries, providing new impetus for local economic development, while also promoting the inheritance and protection of intangible cultural heritage.

4. The "One Platform, Two Aspects, Five Paths" Industrial Digital Development Path of Wenzhou Blue Clamp-Resist Dyeing

Based on the unique cultural atmosphere of blue clamp-resist dyeing, new media, new technology and new carriers are used to explore the digital development path of Wenzhou blue clamp-resist dyeing industry, which is "one platform, two aspects and five paths". Combined with the resource advantages of various social forces, relying on the unique cultural atmosphere of blue clamp-resist dyeing, fully excavate the cultural value of blue clamp-resist dyeing, use digital technology to realize the innovation and transformation of Wenzhou blue clamp-resist dyeing, optimize the inheritance channels, always pay attention to the market demand, promote the digital blue clamp-resist dyeing industry, so as to realize its inheritance, protection and development[4].

"One Platform" is a comprehensive service platform for the development of Wenzhou blue clamp-resist dyeing industry. Based on remote mobile network, new media, AR, VR and other new technologies, it integrates remote classroom, online training, offline experience, remote cultural service, product and skill experience, live interaction, product marketing, product sales, industrial chain integration, industrial poverty alleviation and other functions. The business ideas of IP, digitalization, technology, online and offline integration of blue clamp-resist dyeing industry are fully implemented through Wenzhou blue clamp-resist dyeing platform.

"Two aspects" means that at present, the protection and innovation of Wenzhou blue clamp-resist dyeing and its industry are the focus; In the process of inheritance and development, the work of sorting, mining, discovery, use and transformation of Wenzhou blue clamp-resist dyeing and its industrial resources is the core.

The "Five Paths" include the following five aspects:

4.1. Internal Remodeling to Create "Wenzhou Aesthetics"

Internal remodeling is the process of combining traditional intangible cultural heritage elements with contemporary needs. By injecting innovative elements and modern design concepts, intangible cultural heritage projects are revitalized and charming [5]. First of all, we should pay attention to the research and excavation of Wenzhou blue clamp-resist dyeing culture, and deeply understand its historical background and cultural connotation. Secondly, starting from the product, the orientation of consumer groups of Wenzhou blue clamp-resist dyeing products is analyzed, and the internal digital remodeling of Wenzhou blue clamp-resist dyeing products is carried out from four perspectives of color matching, structure pattern, process making and product application by relying on modern design language, aesthetic methods and 3D digital technology of fashion. Finally, we pay attention to the improvement of product quality and technology, so that the blue clamp-resist dyeing products meet the high quality standard, and create the "Wenzhou aesthetics".

4.2. Brand Orientation, Product Marketing Integration Innovation

Brand orientation is one of the key elements in the development of intangible cultural heritage industrialization. Through brand building, the intangible heritage industry can transform traditional intangible heritage projects into products with brand value and market influence [6]. Product and marketing integration innovation is a strategy that combines brand building and marketing. The implementation of product and marketing integration strategy can better meet the needs of consumers and improve the added value of products and user experience.

The industrialization development of Wenzhou blue clamp-resist dyeing needs to pay attention to brand construction, and transform blue clamp-resist dyeing into a product with brand value and market influence by means of brand planning, brand promotion and brand authorization. First of all, relying on the advantages of the industry and blue clamp-resist dyeing itself, create Wenzhou blue clamp-resist dyeing brand. Can also through the brand co-creation, to achieve resource sharing, win-win benefits. Secondly, through the combination of online and offline sales channels, the intangible cultural heritage products will be introduced to the market, the "Wenzhou story" will be well told through the form of network broadcast, and the consumers will have in-depth interaction, improve the added value of products and user experience, build Chinese national cultural brands, and help the overseas integration and commercial cooperation of Wenzhou traditional culture and handmade skills.

4.3. Physical Layout, Experience-Driven Growth

Physical layout and experience are important strategies to drive the development of intangible cultural heritage industrialization, which can attract consumers and tourists and promote the development and cultural inheritance of intangible cultural heritage industry by creating places with cultural charm and experience value [7].

By building places with unique charm and cultural connotation, the intangible cultural heritage industry can provide experiences and services related to intangible cultural heritage culture to attract consumers and tourists. For example, the "experiential new retail mode" of the blue clamp-resist dyeing life museum, the "museum new cultural and creative mode" of the blue clamp-resist dyeing life museum, the "cultural and tourism integration mode" of the blue clamp-resist dyeing life museum, etc. It also carries out Wenzhou Blue Clip resist dyeing online teaching courses and offline DIY experience activities, which cover all aspects of daily life, including clothing, food, housing, transportation, tourism, entertainment, and shopping, and creates venues that offer unique atmospheres and cultural experiences that can attract consumers to visit, interact and participate,

thereby increasing their understanding and recognition of intangible cultural heritage. Through these experience-driven initiatives, the growth of the Wenzhou Blue Clip resist dyeing can be nurtured.

4.4. Joint Cooperation to Broaden Industrial Prospects

Wenzhou blue clamp-resist dyeing industry should pay attention to the exchange of professional knowledge and experience, promote the innovation and renewal of traditional blue clamp-resist dyeing, improve product quality and market competitiveness. Through resource integration and collaborative development among partners, we can expand the coverage of the value chain of the valerian industry, provide more products and services, and meet diversified market demands. Joint publicity and marketing to enhance the popularity and reputation of the blue clamp-resist dyeing brand and expand market share and customer groups [8]. It is mainly combined with cultural and tourism projects, cross-border cooperation and the use of emerging innovation and entrepreneurship to carry out intelligent integration of blue clamp-resist dyeing resources, promote the integration of culture, creativity, technology, new media and consumption, promote entrepreneurs to realize resource docking through the platform, improve innovation and entrepreneurship efficiency, realize resource sharing and complementary advantages, so as to expand the industrial chain of Wenzhou blue clamp-resist dyeing.

4.5. Public Welfare and Charity to Boost Rural Revitalization

The industrialization of intangible cultural heritage aims at protecting and inheriting traditional cultural heritage and promoting economic development and social progress. As an important part of the development of the industrialization of intangible cultural heritage, charity injects social responsibility and public values into the intangible cultural heritage industry by giving back to the society, paying attention to the vulnerable groups and promoting social equity [9].

By formulating clear public welfare and charity strategies, and by innovating in the form of "combining production and training" and "both ends and outside", we set up targeted training, entrepreneurship guidance, employment and entrepreneurship skills, etc., to strengthen internal and external cooperation and communication, so as to promote Wenzhou blue clamp-resist dyeing industry to better play the role of public welfare and charity, and provide strong support for rural revitalization [10]. It improves the quality of life of local residents, promotes the development of rural economy and the inheritance of blue clamp-resist dyeing culture, and promotes rural revitalization and cultural poverty alleviation.

5. Conclusions

Based on the unique cultural atmosphere of blue clamp-resist dyeing, new media, new technology and new carriers are used to explore the digital development path of "one platform, two aspects and five paths" for Wenzhou blue clamp-resist dyeing industry, so as to solve the current practical difficulties faced by Wenzhou blue clamp-resist dyeing industry, which is of great significance for protecting and inheriting the culture of blue clamp-resist dyeing, promoting economic development and promoting cultural exchanges. As for Wenzhou blue sandwich valerian itself, it is helpful to guarantee the diachronic continuation of Wenzhou blue sandwich valerian and the digital support of traditional culture. Help to promote the internal remodeling of Wenzhou blue clamp-resist dyeing products. For the government itself: to provide the governments, enterprises and institutions at all levels with the multi-integrated industrial (group) brand building, industrial innovation, integrated marketing communication, as well as the theme scenic area cultural

innovation IP industrialization innovation and other construction ideas. Enterprises in Wenzhou should integrate research results with enterprises, integrate high-end R&D technologies and resources in the current industry, give full play to the industrialization value of key digital technologies of blue clamp-resist dyeing, promote the inheritance and innovation of blue clamp-resist dyeing culture through the transformation of fashion industry data wisdom, and bring more social and economic benefits.

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2) 2022 Key Project of Wenzhou Philosophy and Social Sciences Planning: Intervention and Reshaping—Research on Wenzhou Blue Clamp-Resist Dyeing Innovative Cultural Ecological Path (Project No. : 22wsk369).

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