

The Narrative Expression Practice and Significance of Museum Exhibition Design in the Context of Regional Culture

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Abstract: Regional culture is one of the Chinese cultures created by our country's vast region and long history and culture. As a cultural gathering place, the exhibition design of the museum integrates the cultural symbols extracted from the regional culture to design the exhibition space, and conveys cultural information to the audience through the narrative expression composed of cultural exhibits and language and text, which can not only meet people's cultural needs, but also shoulder the responsibility of cultural dissemination, so it is widely used in museum exhibition design by many cities. This kind of activity of exchanging ideas with the public by combining cultural exhibits with language and text interpretation constitutes the expression space of the museum's "exhibition narrative" and has become an important theme in the museum's exhibition research in the past two years. This paper discusses the practice and significance of narrative expression in regional cultural exhibitions by clarifying the connotation and mode of narrative expression in museum exhibition design, taking the practice of regional cultural exhibitions in different museums in recent years as an example.

1. The Construction of Museum Exhibition Narrative and Exhibition Narrative Context

The theory of "narrative" analysis mainly comes from "narrative science", which has experienced the development from the 60s of the 20th century to the 90s of the 20th century, and "narrative science" has also developed mainly from structuralism to post-structuralism, and the study of "text content" and "discourse" is its main level, emphasizing the attention to the social and cultural context, the interaction between readers and texts, and the interpretation of readers. After the 90s of the 20th century, narrative theory was gradually applied interdisciplinarily.^[1] With the increasing importance of museums in public education and cultural dissemination in recent years, the application of narrative science has also been extended to the field of museology after the 90s, and the communication method of "narrative science" has gradually been applied to the design of museum exhibitions, emphasizing the episodic content, textual characteristics and narrative components, and the concept of "exhibition narrative" has also been gradually emphasized and applied.^[2] After 2000, the theory of museum

narrative in China also began to be discussed, and the connotation and significance of exhibition narrative gradually became clear in practice.

"Exhibition narrative" is considered to have three meanings: one is to use stories to refer to the exhibition framework or content; the second is the narrative in the exhibition, that is, the exhibition tells the story; The third is to use narrative as the construction method of exhibitions, that is, to use stories to drive exhibitions.^[3] This connotation is intertwined in the practice of museum exhibitions, which improves the function of museum exhibitions. With the application of exhibition narrative methods, the content of exhibition narrative and the discourse of exhibition narrative (i.e., formal expression, spatial layout, etc.) have become the main research level of exhibition narrative, and characters are emphasized as narrative themes, which has become the main way of museum exhibition narrative.

At the same time, museum exhibitions use "exhibition" as "text" for narrative research, and emphasize the exchange of ideas between the expressers of the exhibition and the museum audience.^[4] The exhibition narrative context is composed of the participants of the exhibition narrative (including the exhibition expressor and the exhibition recipient), the exhibition narrative scene (physical context, including narrative time, narrative space), and the narrative background of the exhibition (cultural context, including narrative perspective, motivation, and background knowledge). It also provides new ideas and methods for the exhibition of regional culture in recent years

2. The Narrative and Exhibition Concept of Regional Cultural Exhibitions

Regional culture is a long cultural accumulation, and its formation is not only affected by natural environmental conditions, but also closely related to the human environment and social environment.^[5] At the same time, regional culture is the embodiment of the cultural characteristics and uniqueness of a specific region, including geographical environment, historical inheritance, folk customs, artistic expression and other aspects. Regional cultural characteristics are usually a distinctive sign that distinguishes one region from another, a concentrated reflection of the local humanistic spirit, a condensation of local folk customs and folk customs, and a high summary of local material and spiritual culture. As the carrier of the vitality of a city, how to reflect the characteristics of regional culture and give full play to the advantages of regional culture is an important issue in the regional cultural exhibition of museums.^[6]

In the past, the shift of "narrative" in museum exhibitions was mostly limited to the content text, rather than the entire exhibition. However, in regional cultural exhibitions, "exhibition", as a narrative whole, needs to take into account the content and form, whole and part, attributes and degree of the exhibition. In the design process of regional cultural exhibitions, it is not only necessary to fully consider the symbols that can represent regional culture, such as landmark buildings, traditional costumes, food, handicrafts, etc. in a specific region, but also skillfully use these symbols to construct exhibition narratives, through which they convey the history, traditions, values and cultural characteristics of a specific region, so its narrative expression must be in line with the cultural background of the region, and can deeply excavate and display these cultural elements.^[7] In this way, the museum's unique cultural narrative method is used to present the history and traditions of regional culture, and stimulate the audience's emotions and thinking. Through the narrative display method of regional cultural exhibitions, the audience can be more deeply integrated into the cultural world and have a stronger resonance.

The narrative constructed by the museum space also needs to be utilized, especially in regional cultural exhibitions, museums should highlight the advantages of the field, give full play to the spatial function, and provide the audience with a good spatial experience.^[8] Therefore, in the design of regional cultural exhibitions, according to the narrative participants of the exhibition, the narrative

scene of the exhibition and the narrative background of the exhibition are intertwined according to the emphasis of the narrative exhibition, the exhibition space is also used as the object of narrative to a certain extent, and the interaction between regional cultural symbols and the crowd in the exhibition space is also more emphasized. Through the intertwined narratives of the above three, in regional cultural exhibitions, the audience is no longer a passive spectator, but also an active participant in the process of spatial value generation.^[9]

3. The practice of regional cultural exhibitions in other countries

Regional culture has always been the top priority of museum expression, especially for local museums, regional culture is an important characteristic of its internalization in the heart and externalization in the form. In recent years, with the increasing exchanges between museums, how to practice regional cultural exhibitions in other places has become an important part of the current museum exhibitions. The following will analyze how regional cultural exhibitions in different museums in recent years are practiced.^[10]

When designing regional cultural exhibitions, regional characteristics should first be fully considered. When the regional cultural elements of a certain place are displayed in places that have little to do with it, how to use venues in other places to display foreign cultures and place foreign cultures into the local cultural situation as much as possible is an important part of the exhibition.^[11] This requires the exhibition to be unique in regional culture, including the natural environment, humanistic history, folk customs, etc. of the region. The layout, color, decoration and other elements of the exhibition should be in line with the local cultural characteristics to strengthen the regional character. The "Splendid memory of the Chinese nation" held by the Capital Museum in February 2025 is a practice that not only retains the regional nature but also integrates other environments.^[12]

The selection and design of regional cultural exhibitions should not only pay attention to the history and culture of big cities, but also counties and villages are also important contents of regional cultural exhibitions. As the basic unit of our country's economic development and social governance and an important entry point for urban-rural integrated development, the county will be conducive to further demonstrating the rich connotation and strategic significance of "rural revitalization" and enhancing cultural self-confidence. The "Fengming in the Creek - Anxi History and Culture Exhibition" displayed at the National Museum in June 2023 consists of four units: "Long Stream", "Tea Rhyme and Fragrance", "Vine Iron Art" and "Folk Nostalgia", which systematically display the history and culture, artistic creation and folk customs of Anxi through narrative, and show the spiritual outlook of the people of Anxi for a better life.^[13] The selection and display of this development achievement in other contexts will also promote the sharing of the results of coordinated regional development and enhance cultural exchanges and achievement sharing between regions.

In addition, the combination of regional cultural exhibitions in other contexts and narrative exhibition methods uses the spatial structure of museums to construct storylines and promote the interweaving and interaction of exhibits, spaces, and tourists, which is conducive to promoting the practice of regional cultural exhibitions. The National Museum's "Remembering Nostalgia - Shandong Folk Art Exhibition" in July 2020 started from the theme of people's skills, from the four themes of "agricultural tools", "recreation people", "splendid clothes" and "amusement and rural style", with the use of "folk art" and cultural context as the main narrative method, breaking the category of crafts, comprehensively and systematically reflecting the production and life of traditional rural society in Shandong, shortening the distance between tourists and exhibits, and further placing tourists in the original environment of the exhibits, and strengthening the promotion of cultural content to foster a deeper connection with the audience.^[14]

Finally, the exhibition of regional culture in the new era is not only conducive to the protection

and inheritance of diverse cultures in different regions, but also conducive to cultural exchange and understanding in different contexts. However, at the same time, in the process of practicing regional culture, it is also necessary to have an in-depth understanding of the regional culture displayed when narrating, and to treat and respect the displayed culture with caution to ensure that the cultural elements are properly presented, promote the sustainable existence and display of cultural exhibitions as much as possible, and lay a good foundation for enhancing and strengthening cultural self-confidence.

4. The Significance of Narrative Expression in Regional Cultural Exhibitions

The narrative expression of museum exhibition design is an important practice in the field of museums, and it has far-reaching significance. Firstly, narrative expression helps us convey culture and history. By displaying cultural relics, pictures, text, and multimedia elements, museums can tell stories to the audience, convey information about specific cultural and historical events, enable people to better understand and experience the past, and deepen their understanding of cultural heritage. Secondly, narrative expression has the function of education and inspiration. Museum exhibitions are not just for display, but also to educate and inspire audiences. Through narrative, exhibitions can stimulate the audience's curiosity and thinking ability, guide them to explore the topics on display, and then help the audience gain knowledge and experience, and cultivate their interest in learning. Finally, narrative expression also has the function of cultural inheritance and dissemination. As a cultural institution, museums assume the responsibility of inheriting and promoting culture. Through narrative expression, museums can convey cultural traditions and values to the audience, promote the inheritance and development of culture, and can also help the audience have a deeper understanding of the stories and meanings behind the culture, thereby deepening their sense of identity and emotional connection with culture.^[15]

Regional cultures represent a rich and colorful cultural diversity, each with its own unique history, traditions, values, and lifestyles. Regional culture is a treasure unique to each region, reflecting the history, traditions, and way of life of the region. However, with the development of modernization, regional cultures are often in danger of disappearing and being forgotten. By excavating regional culture and using museum exhibition design to help protect and inherit precious regional culture, cultural homogenization and cultural loss can be prevented. Regional culture is also closely related to regional economic and social development. By excavating regional culture and promoting tourism development, we can attract visitors for experiences, thereby driving regional economic prosperity. At the same time, Chinese culture is a cultural system with a long history and rich traditions, and regional culture is an organic part of the long-standing Chinese culture and an important part of the national spirit. In the context of globalization, by displaying and conveying regional culture, we can stimulate people's sense of national pride and identity, carry forward the excellent traditional culture of the Chinese nation, and promote the inheritance and development of the national spirit. In the context of regional culture, museum exhibition design can promote the spirit and cultural self-confidence of the Chinese nation through narrative expression. For example, the construction of rural museums in the hometown of Confucius and Mencius in Shandong can stimulate the audience's sense of national pride and identity and promote the inheritance of the essence of Chinese culture by promoting Confucianism, moral concepts, traditional art, etc.

5. Conclusion

In summary, the narrative expression of museum exhibition design in the context of regional culture and the excavation of excellent traditional Chinese culture have profound significance, and the narrative expression of museum exhibition design is not only a display method, but also a cultural

communication and educational tool with far-reaching significance. As a cultural gathering place, the museum's exhibition design integrates the cultural symbols extracted from the regional culture to design the display space, and conveys cultural information to the audience through the narrative expression composed of cultural exhibits and language and words, which can not only meet people's cultural needs, but also shoulder the responsibility of cultural communication. Through the exhibition design of cultural narratives, we can realize the protection and inheritance of regional culture, carry forward the national spirit, promote cultural exchanges and dialogue, provide education and inspiration, promote tourism and regional development, and contribute to the construction of national cultural soft power. Therefore, narrative expression is of irreplaceable importance in museums, especially for the design of regional cultural exhibitions, and should receive full attention and attention.

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