

Inheritance and Development of Guangfu Culture Against the Background of Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: Guangdong-Hong Kong-Macao Greater Bay Area is one of the most dynamic economic and cultural development regions in China. As one of the essential components of Lingnan culture, Guangfu Culture has a long tradition because of its profound cultural heritage. The unique design of Guangfu clothing, which is rich in Guangfu culture, awakens the cultural awareness of Guangfu people, enhances the sense of national identity and cultural self-confidence, enhances the cultural soft power of Guangfu area, and promotes Guangfu culture to the world stage. However, in the process of inheritance and development, Guangfu culture has suffered from the infiltration of Western culture, the destruction of unreasonable urban planning, and the impact of the information trend of the times. Based on the needs of the inheritance and development of Guangfu culture, it is suggested to innovate its clothing design, adhere to the combination with people-oriented and enhance the enthusiasm for Guangfu people in cultural heritage; adhere to the combination with the new era and enhance the fashion sense of cultural innovation of Guangfu artists; adhere to the combination with foreign culture and strengthen the communication channels of cultural expression in Guangfu.

1. Introduction

Greater Bay Area includes Hong Kong, Macao Special Administrative Region and Guangzhou, Zhuhai, Shenzhen, Dongguan, Zhaoqing, Zhongshan, Jiangmen, Foshan, Huizhou (here in after referred to as nine cities in the Pearl River Delta).^[1] It is one of the most open and dynamic regions in China, and has an important strategic position for China's overall development. The Great Bay Area is not a new word, which is put forward as early as 2017. In the second half of 2018, the CPC Central Committee and the State Council explicitly requested that four cities, including Macao, Hong Kong, Hong Kong and Macau, be the core of leading the development of the Great Bay Area and the Pearl River, and using green innovation to promote the development of the Xijiang Economic Belt.

The Guangfu civil culture of Lingnan area is commonly known as Guangfu culture. It is unique in China's great traditional civilization, with its unique characteristics of openness, diversity and compatibility, and plays an important role in the economic and social development of Guangdong, Hong Kong, Macao and the whole country. It is one of the most local characteristics and most active traditional cultures in the splendid civilization of the Chinese nation. In addition, the traditional culture and art here has been spread to this day, including Cantonese cuisine, Cantonese opera, Cantonese music, Cantonese folk art, painting and other cultural areas with a long history and unique local characteristics.

Guangzhou is the center of Guangfu culture, which has been the economic, political and cultural center of Lingnan since ancient times. Guangzhou handicrafts are important categories of "Kwon-glazed porcelain", "Guangzhou embroidery" and "Guangzhou carving", and Guangfu clothing is one of the "representative works" of wide embroidery. Guangzhou embroidery workers exquisite production, rich colors, embroidery methods can be varied, embroidery smooth and flat.

Therefore, it is usually made into clothing and ornaments, such as Guangzhou mahogany furniture, jade, sunflower fans and so on. As one of the leading clothing industry in Guangdong Province, clothing plays a very important role in the development of Guangfu culture.

2. The Significance of Guangfu Clothing to Cultural Heritage and Development

2.1 Waking Up the Cultural Consciousness of the People of Guangfu and Enhancing the Sense of National Identity and Cultural Self-Confidence

At the International Forum on Cultural Construction in the Greater Bay Area of Guangdong, Hong Kong and Macao, the Chief Executive of the Macao Special Administrative Region, Cui Shi'an, stressed the importance of cultural construction to bridge the differences between systems and promote the exchange of cultural values. In other words, culture and economy have always been mutually reinforcing. The economic development of Greater Bay Area can not be separated from the support of Guangfu culture, at the same time, the stable development of Guangfu culture and national identity need the sustainable development of Greater Bay Area. Guangfu clothing as a major feature of Guangfu culture, with its simultaneous development, has a long history. Han Tang's previous clothes were called "thin as wings" because of their thinness. The 1911 Revolution brought about earth-shaking changes in the costumes of the Guangfu area, and cheongsam, Zhongshan and suits became popular. After the reform and opening up, the development of clothing culture in Guangfu area has entered the fast lane, and the form has also shown diversity and diversification. Therefore, the inheritance of Guangfu culture, the inheritance of traditional excellent genes, the revival of Han clothing, Tang clothing and other high-quality clothing, the people of Guangfu to restore true national self-confidence and cultural confidence plays a key role.^[2]

2.2 Enhancing the Cultural Soft Power of the Guangfu Region and Promoting the Culture of Guangfu to the World Stage

The Governor of Guangdong Province, Ma Xingrui, said that in the process of introducing and going out, the central city of Greater Bay Area should give full play to the comprehensive advantages of the integration and coexistence of Chinese and Western cultures in Guangfu region, and deeply excavate China's outstanding traditional cultural heritage. And enhance their own cultural soft power.^[3] In recent years, people have paid more and more attention to the inheritance and development of Guangfu culture, and there have been many widely acclaimed examples. For example, through the I repair cultural relics in the Forbidden City^[4] this documentary on the experts of the artistry of the visual record and interpretation, it can be clearly seen that The Guangzhou clothing using a wide range of embroidery technology made of clothing is very Lingnan style characteristics. In addition, let the drama into the campus, so that more and more teachers and students through contact with the performance of Guangfu opera to feel the charm of culture.^[5] These new contents not only arouse the interest of people in Guangfu culture under the new era, but also make Guangfu culture constantly rejuvenate and go to the world.

3. Analysis on the Present Situation of the Inheritance and Development of Guangfu Culture

With the rapid development of information technology, more and more new things have emerged. However, the inheritance and development of Guangfu culture has not been plain sailing, during which time it has been constantly affected by foreign culture.

3.1 Infiltration by Western Culture

After the serious international economic crisis broke out, the financial capital power of the West has been expanding outwards. Since the 21st century, economic globalization has been developing gradually. Despite China's improving economic situation, Western countries have also used the Internet to gain access to the country's cultural market, with new social media such as Twitter, Facebook and Facebook continuing to permeate the culture. If we do not vigorously promote the culture of Guangfu, inherit the spirit of Guangfu, and combine the trend of the new era to develop

Guangfu culture, it is difficult to resist the cultural infiltration or assimilation of Western countries by the previous cultural characteristics.

3.2 Suffering from the Destruction of the City's Unreasonable Planning

With the rapid development of urbanization, Guangzhou's economic development, urban construction and environmental protection between the lack of reasonable planning and co-ordination, more and more high-rise buildings, commercial buildings and department stores continue to rise from the Guangfu area, and those traditional theaters, temple fairs and so on gradually demolished, which makes the culture of the opera, folk life, Handicrafts, etiquette, food culture, etc. have suffered a certain degree of damage, affecting the heritage and development of Guangfu culture, so that these cultures gradually fade out of people's sight.

3.3 Suffering the Impact of the Information Trend of the Times

In today's information age, a new generation of young people is faced with a high frequency of the pace of life, their living standards are increasingly demanding, everything is high efficiency, pay attention to high quality. Some young people think that with the improvement of living conditions, Guangfu culture has no meaning and development of the need. Influenced by the "Internet plus", some young Guangfu people blindly follow the trend, foreign film and television, festivals and costumes and other enthusiasm, and forget the root of the people of Guangfu's inner local cultural connotation. Then, finally in the impact of the information trend of the times, there are fewer and fewer people to understand Guangfu culture, familiar is very few.

4. Promoting the Heritage and Development of Guangfu Culture with Costume Innovation

In September 2019, Guangdong Province formulated a three-year action plan (2019-2021) for Guangdong Province to promote the construction of the Great Bay Area Cultural Circle in Guangdong, Hong Kong and Macao. The plan advocates the implementation of "building the humanity bay area" and proposes to implement the key construction projects of the "Guangdong, Hong Kong and Macao Great Bay Area Cultural Circle" and to take Lingnan culture as the link, so that the excellent traditional culture of Greater Bay Area can be inherited and developed. However, at present, the new generation of young people's willingness and motivation to inherit the culture is not strong, lack of active learning awareness, resulting in the slow development of Guangfu culture. How to use clothing, innovative design, to the clothing attached to the elements and colors of Guangfu culture, so that the people of Guangfu from the heart to contact and inherit the local traditional culture, so that Guangfu culture in the development of the city is not neglected and forgotten, and in the new era, and ultimately promote the prosperity and development of the economy of the Greater Bay Area. It is an urgent problem to be solved by the current inheritance and development of Guangfu culture.

4.1 The Combination of Clothing and People-Oriented to Improve the Enthusiasm of the Cultural Heritage of the People in Guangfu

"Through high-quality cultural supply, people's access and well-being can be enhanced," Xi said at the 2018 National Conference on Propaganda and Thought.^[6] On February 18, 2019, the Central Committee of the Communist Party of China and the State Council issued the Outline of the Development Plan for the Greater Bay Area of Guangdong, Hong Kong and Macao, referring to the coordinated development and construction of the Great Bay Area. Therefore, Guangfu clothing should be based on the concept of people-oriented, according to the characteristics and preferences of individuals, improve the cultural connotation and quality of clothing. Secondly, with the help of the development opportunity of Guangdong, Hong Kong and Macao, to show the culture and art of Guangfu clothing to the masses, to deepen the understanding of the local culture of Guangfu people, enhance their own cultural identity and self-confidence, so as to enhance their participation.

4.2 The Combination of Costumes and the New Era Enhances the Fashion Sense of the Artist's Cultural innovation in Guangfu

Since the development of "Internet Plus", many artists in Guangfu use advanced modern technology to design a variety of creative products; these products not only combine the market demand of the new era, but also reflect the elements of traditional culture, the garment industry and economic development in the Greater Bay Area play an irreplaceable role in promoting. Therefore, the current costume innovation is the principle that cultural heritage and development must follow. As an important part of Guangfu culture, costume design bears the historical responsibility of cultural communication. As the inheritor and promoter of culture, Guangfu's costume designers should put Guangfu's traditional crafts "three carvings and one color and one embroidery", as well as Guangzhou Tower, Opera House and other new landmarks in Guangzhou into the modern dress design art, so that ancient wisdom and modern culture in the costumes collision, integration, so as to continue the vitality of traditional culture.

4.3 The Combination of Clothing and Foreign Culture to Strengthen the Communication Channels of Guangfu's Cultural Expression

General Secretary Xi Jinping stressed that foreign theories, concepts and discourses should be analyzed and determined, and if they are adapted, they should be used. If not, it is not required. Therefore, in the context of globalization, in order to show the cultural style of the Great Bay Area, we need to learn from the absorption of foreign clothing culture of advanced experience, improve the innovation ability of clothing in Guangfu area. Second, give full play to the advantages of cultural construction in Guangdong, Hong Kong and Macao, attract outstanding costume design talents and enthusiasts at home and abroad, promote urban economic construction and form a good cultural learning atmosphere, and finally, provide good communication channels, such as film and television, exhibitions, the Internet, newspapers, etc., to strengthen cultural exchanges in Guangzhou, Let Guangzhou's culture and art go to the world.

5. Conclusion

The inheritance and development problems encountered by Guangfu culture at this stage are only temporary, and the introduction of the Outline of the Development Planning Of Guangdong, Hong Kong and Macao Greater Bay Area provides new opportunities and challenges for the revitalization of Guangfu culture. With the passage of time, people in the new period will have different feelings and understandings of traditional cultural works. Governments at all levels in Guangfu region and the older generation of artists should take full advantage of the opportunity of cultural construction in the Greater Bay Area of Guangdong, Hong Kong and Macao, take the initiative to assume the role of the inheritor and promoter of Guangfu culture, guide the new generation to actively explore the charm of Guangfu cultural works, redefine their understanding of culture, in order to promote the better inheritance and development of Guangfu culture in today's society.

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