

## Research on Development, Utilization and Innovation of Cultural and Creative Products Based on Sun and Immortal Bird

Jing Zeng, Youwen Diao, Zhigang Hong\*

College of Forestry, Sichuan Agricultural University, Wenjiang, 611130, China

\*Corresponding author

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**Abstract:** This paper explores how to innovate Sun and Immortal Bird products by analyzing the development and utilization of it and the difficulties it faces. Using the method of investigation and research, this paper studies the successful cultural and creative products at home and abroad to carry out innovative analysis of the products of Sun and Immortal Bird.

### 1. Introduction

Sun and Immortal Bird Gold Foil was unearthed in 2001 at the Jinsha Site in Chengdu, Sichuan Province. It was a late Shang Dynasty work. In 2005, it was established as a symbol of Chinese cultural heritage. People have been paying attention to the Sun and Immortal Bird since it was unearthed. Various kinds of cultural and creative products derived from the sun god bird pattern have also been moved to the market. With the increase of the variety and quantity of cultural and creative products, problems have gradually emerged: the quality of products is uneven, the products lack of innovation, practicability is not strong, and they are not attractive, etc. These are the problems that are currently faced and urgently to be solved. The following is a study of the problems faced by the development, utilization and innovation of cultural and creative products based on the Sun and Immortal Bird.

### 2. Interpretation of the Patterns of the Sun and Immortal Bird

In the mythological cosmology of the ancients, the daily movement of the sun from the east to the west is based on birds. People therefore regard birds as the essence of the sun. The sun brings light and warmth to the world, and is closely related to agricultural prosperity and sorrow. The essence of bird worship is to worship the sun. In the pattern of the Sun and Immortal Bird, the sun sprays twelve rays of light clockwise around it, showing a strong sense of motion, symbolizing light, life and eternity. The four divine birds flying around the sun embody the moral of freedom and solidarity, and reflect the ancestors' yearning for a better life. The twelve lights in the pattern and the four birds around it reflect the law of nature to a certain extent: "twelve" and "four" are commonly used figures in Chinese culture, such as twelve months, twelve zodiacs, four seasons and four directions. The perfect circle reflects the harmonious character of the nation and reflects the spirit of harmony and tolerance. The concept of circularity also has the concept of protection.

The Sun and Immortal Bird pattern has profound meaning, rigorous composition, simple and smooth lines, and is full of rhythm and beauty. It is the perfect combination of ancient people's deep philosophical and religious thoughts, rich imagination, extraordinary artistic creativity and exquisite craftsmanship. Its shape is simple and refined, and it has excellent emblem characteristics. It is suitable for logo use. It is a logo that does not need to be redesigned. The Sun and Immortal Bird pattern is also a concentrated expression of the Chinese nation's concept of sun worship. It conveys the spiritual temperament of the Chinese national culture and expresses the spiritual meaning of pursuing light, unity and forge ahead and harmony and tolerance.

### **3. Development and Utilization of Cultural and Creative Products of Sun and Immortal Bird**

Cultural and creative products are a kind of artistic derivative products. Through the designer's own understanding of culture, the cultural elements of the original art and the creativity of the product itself are combined to form a new type of cultural creative products. Simply speaking, cultural and creative products are derivatives of culture and art. With certain creativity and design, culture can be disseminated in another way, and certain economic and cultural benefits can be obtained. The museum's cultural and creative products are not just simple products, it carries a culture that the museum wants to express and the cultural value that it wants to convey to people. It is hoped that more people will understand the charm of excellent traditional culture.

#### **3.1 Development and Utilization of Cultural and Creative Products of Sun and Immortal Bird**

Nowadays, the development and utilization of the cultural products of the Sun and Immortal Bird is actually not too high. The related cultural and creative products are roughly the same ordinary products such as necklaces, bookmarks, pendants, stamps, commemorative badges, etc. There is not much creative point. Basically, the pattern of the Sun and Immortal Bird is directly used. Compared with most of the cultural and creative products on the market, it is not very competitive and more attractive. And through the sales volume of Jinsha online shop, it can be seen that there are not many people buying, and there are not many people paying attention to it. The sales volume of many products is very low. Of course, this has a direct and inseparable relationship with the store's attention. On the other hand, online shop of the Palace Museum will find that there is a difference in the degree of attention. The number of online followers of Jinsha is about 4,000, while the number of online followers of the Palace Museum is 2.89 million. In fact, Jinsha has online shops for 5 years. The shop on Palace Museum has only been established for three years, but it has already launched many products and accumulated a lot of resources. This is also related to the influence of museums and this is one of the important reasons for the difference.

Besides, the economic and cultural benefits brought by the cultural products related to Sun and Immortal Bird. The Jinsha Site Museum has a lot of passenger traffic when it is a holiday, but in order to maintain the order and safety of the museum, there will be a limit flow. Visitors will enter the exhibition hall in batches to visit. There are five exhibition halls in the exhibition hall. The shops selling products are in the connection between the exhibition hall and the exhibition hall, which is good for attracting people. However, after observation, it will be found that the sales volume of products is not very large. Most people will stop to watch, but not many people will really buy, which is also related to the design of cultural and creative products, indicating that the goods are not very attractive. And the price of Sun and Immortal Bird related products is not very high, and the economic benefits are not very high. Due to the sales volume, the cultural benefits brought by the related cultural and creative products of Sun and Immortal Bird are not very high, and the promotion and dissemination of Sun and Immortal Bird Culture has not played a significant role.

#### **3.2 The Dilemma Faced by Sun and Immortal Bird Products**

Through a general analysis of the sales of Sun and Immortal Bird products and the economic and cultural benefits, the limitations and difficulties faced by Sun and Immortal Bird products can be found. The first one is the practical problem. Most of the products designed with the inspiration of Sun and Immortal Bird are designed with small things such as bookmarks and keychains. They have certain practicability but are more common. Some improvements in the use and function can be applied to a variety of uses, which may increase the attractiveness. The second is the attraction and interest of Sun and Immortal Bird's products. Nowadays, the market for cultural and creative products is gradually expanding. Although the market is full of various cultural and creative products, the creativity is basically the same. It is nothing more than creative on mobile phone shells, bookmarks, books, cups and other common items, and most of them lack interest. Speaking of fun, the "Mystery Palace - Ruyi Linzhao Atlas" of the Palace Museum is a good example. The book is very interesting, so the sales volume is also very high, although not cheap. The whole book

is in the form of puzzles. People can solve puzzles on books through mobile phones. At the same time, they also let people understand certain historical things and events to a certain extent. Therefore, the book “Mystery Palace” is a very successful cultural and creative product, whether it is from economic or cultural benefits. The third problem faced by Sun and Immortal Bird's products is that people's attention to Jinsha products is not high, which is also the main problem. The Palace Museum is far more famous than the Jinsha site, so the advertising of the Jinsha Site Museum is extremely important. The attention paid by a good push on Weibo, WeChat and other online platforms is very impressive, so it is necessary to publicize and push on the network platform. While increasing some of the publicity on the network platform, it can also add some interesting topics, enhance interaction with people, and gain attention. In terms of attraction, Sun and Immortal Bird's cultural and creative products can be designed in a more fashionable and trendy way, such as joint design, which combines the design of Sun and Immortal Bird with certain brands to increase the attractiveness.

#### **4. Innovative Research of Cultural and Creative Products of Sun and Immortal Bird**

The design of products isn't merely the appearance and shape. In the infancy of cultural and creative products designing, what should be taken into consideration includes the expectant function, serialization of the followings, combination between museum culture and the products etc. Nowadays, flooding with numerous cultural and creative products, creativity becomes the essence of successful cultural products, and only creativity can raise the products above the ruck. Therefore, how to create a novel product is important, instead of optionally doing some changes.

##### **4.1 Innovation for Practicability and Function**

For a cultural and creative product, practicability and function are the most important factors. Today, too much attention has been paid to the beautiful looks, rather than the practical purpose. Among the multitudinous cultural and creative products, good looks without pragmatic function or pragmatic function without good looks are two common problems, while we are supposed to fix it. After the observation to Jinsha Ruins Museum online store, it is obvious that within practicability and function, the culture and creative products which inspired by the Sun and Immortal Bird pattern, such as bookmarks, key rings, necklaces, coasters, all have been bought before. However, simply commemorative furnishings have no purchase record. Although price is a related factor, the practicability of commodity is the main reason. Most people will concern about the functions when they are buying cultural and creative products, so unpractical products always have low sales volume. Therefore, focusing on the practicability and function when we create something new to Sun and Immortal Bird products is crucial. By analyzing the sales volume of the British Museum and the Palace Museum online stores, we can find out that the practical canvas bag enjoys good sales. With low prime cost, reasonable price, and attractive appearance, canvas bag can be called successful cultural and creative products. Accordingly, it is feasible to design canvas bag within Sun and Immortal Bird pattern, and do some further decoration, such as promoting its material to add the waterproof function etc. At present, there is no bag decorated with Sun and Immortal Bird pattern, so we can try to design a bag based on Sun and Immortal Bird.

##### **4.2 Innovation for Entertainment**

With the development of the society, people have higher and higher demands toward cultural and creative products, and normal products cannot meet people's requirements any more. Designers also started to think about the utility, interest and interaction with the public of these products. The interest of cultural and creative products attracts much attention, while the interaction between the products and people is also indispensable. The interesting three-ordered Rubik's of core socialist values, designed by China National Museum, is a good example. This cultural and creative product is not only merely adding creative ideas to the common Rubik's, but also being more innovative than other cultural products. This Rubik's adopts the elements of 24 seal characters of core socialist values and the linear profiles of more than ten valuable cultural relics in China National Museum.

These two elements covered the whole Rubik's, so people can receive the culture which the museum wants to pass on, which can teach people through lively activities. Such cultural and creative product can give people positive experience both in appearance, function, and entertainment. Thus, for the innovation of Sun and Immortal Bird, entertainment is as same important as others. How could the cultural and creative products give people interesting experience and how to establish more interaction to consumers are worthy to think about. Many cultural and creative products present the pattern by jigsaw, which is also a good way to entertain the public. However, the pattern of Sun and Immortal Bird was extremely succinct, which is not suitable to make jigsaw. So some other forms can be adopted to add the interest, such as designing within various features of Sun and Immortal Bird pattern.

#### **4.3 Innovation for Cultural Uniqueness**

Besides the appearance and function, innovation should also be carried based on delivering culture and emotion. Sun and Immortal Bird is not only the symbol of Chinese cultural heritage, but also the sign of Chengdu. People can find the pattern of Sun and Immortal Bird everywhere, so it's a good idea to add some distinctive elements of Chengdu culture to the cultural and creative products of Sun and Immortal Bird, which can make the innovation more inimitable. Sichuan embroidery, one of the four most famous Chinese embroideries, within its unique cultural and artistic value, can become parts of cultural and creative products designing. In addition, combining the Sichuan embroidery with Sun and Immortal Bird, the cultural and creative products can be a good way to present Bashu culture. Integrating into local distinctive culture, the products can demonstrate its cultural uniqueness better, and will be relatively more popular in consumers. Actually, the combination between Bashu culture and Sun and Immortal Bird products can benefit not only sales volume but also culture communication. With the trend of pursuing cultural variation, giving more cultural connotation to cultural and creative products and furnishing its distinctive features can attract more consumers. Also, it can bring better cultural benefits, which can spread both Sun and Immortal Bird culture and Bushu culture.

#### **4.4 Innovation of Production Methods**

Thanks to the publicity of craftsman spirits on many network platforms, more and more people start to know and focus on the craftsman spirits. What's more, the mechanized production brings about many problems, such as unsatisfactory looks and uncertain qualities, making people more like cultural and creative products that can directly show the craftsman spirits. Therefore, creating new methods for Sun and Immortal products is also a good way, because people can feel the culture better by touching handmade cultural products. Compared with mechanized products, handmade products and craftsman spirits tend to touch people deeper. Meanwhile, the biggest difference between mechanized products and handmade products is that each handmade product is unique, which make the product more collectible for consumers.

#### **4.5 Innovation of Marketing and Advertising**

Nowadays, in order to get better sale volume, jointly selling is a common which adopted by many brands. In many cases, the brand- joint selling products can be sold out very quickly, even the demands exceeds supply. For example, the sale volume of a customized lipstick--a brand-joint product by the British Museum and Zeesea can reach as high as 50,000. Similarly, a powdery cake got a brilliant sale volume of 240,000. Before that, the best seller among cultural and creative products in the British Museum can only be sold as much as 2,100 items. Besides, limited sale is also a good way to stimulate consumption. As for a thing is valued if it is rare, the limited sales make customers feel like these products are more valuable, which is also a creative way of sale. Of course, before selling, expanding the brand awareness is the same important. Like the Palace Museum and the British Museum within much reputation, Jinsha Ruins Museum should enhance its visibility to the public. To publicize itself on the Internet is an efficient way, which the micro-blog, Wechat, websites are all impactful methods to promote the brand awareness. However, because various information emerges in an endless stream, it is difficult to attract the public's attention on

the internet platforms. On the one hand, the way of publicizing should be creative, in order to get attention. On the other hand, it's a long way to go to publicize for real reputation, rather than accomplishing at one stroke.

## **5. Conclusion**

Museum is a significant place to preserve culture, while the cultural and creative products in it are not only simple commodities, but also a carrier for spreading cultures. It's a channel of the museum to deliver culture. The Sun and Immortal Bird is the symbol of Chinese cultural heritage, as well as a sign of Chengdu. Within profound culture, we are supposed to understand it. However, there are rare cultural and creative products inspired by the Sun and Immortal Bird, and the current products cannot get many positive feedbacks in the market. Thus, creation and improvement is much important. Helping increasing number of people to know the Sun and Immortal Bird and its culture, each of us should get involved in the activity of spreading excellent traditional culture.

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