
Applying Folk Culture in China Jilin Province to ice-snow Cultural Creative Product Design

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Abstract

Introduction: Jilin folk culture is a kind of characteristic folk culture form based on the ethnic group, folk customs, and natural resources of Jilin region, which has unique cultural attributes and social values and is an important part of China's excellent regional traditional culture. The purpose of this paper is to collect the elements of Jilin folk culture and try to improve the current problems of Jilin ice and snow cultural and creative products, such as few types, serious homogenization, low technical content, and relatively lack of creativity.

Methodology: In order to achieve the research goal, the researchers conducted a field survey on the regional characteristics and folk culture of Jilin, summarized and sorted out the survey results, extracted Jilin regional folk elements and applied them to product design and put forward relevant design methods

Result: This article explores the connotation of Jilin regional folk culture, used its specific regional and folk cultural characteristics, extracted the elements of Jilin regional folk culture, explored the methods and applications in the design of ice-snow cultural creative products, and provided some reference for innovation and Development of design Jilin ice-snow cultural creative products.

Conclusion: Jilin's multi-ethnic characteristics, rich ice and snow culture, diverse wild animals and other folk characteristics are valuable creative sources of ice and snow culture. At the same time, Jilin folk culture and ice and snow cultural and creative products should be skillfully combined by means of product semantics, cultural symbols, design element extraction and other methods, through splicing, visualization and other methods, to promote the development of Jilin ice and snow cultural and creative products.

Keywords: Jilin folk custom, ice-snow culture, creative products.

Introduction

Jilin regional folk culture is an important part of the regional culture of Jilin Province. It has important social and cultural values, represents the lifestyle and spiritual values of the people in Jilin region, and is a manifestation of collective consciousness. Under the background that the country vigorously promotes cultural diversity and enhances cultural protection, Jilin provincial government has increased support, Jilin's ice-snow industry has become one of the important development industries in Jilin Province. Jilin's unique folk culture not only promotes the development of ice-snow culture, but also becomes the inspiration source for the design of creative products of ice-snow culture. I will make a detailed analysis of Jilin's regional folk elements, explore the application and value in the design of creative products of ice-snow culture, help the development of Jilin's folk culture industry, and inherit Jilin's ice-snow folk culture, Deeply explore the competitiveness of ice-snow cultural creative products in the design field.

1 Analysis of Jilin ice-snow cultural creative products status analysis

1.1 Ice-snow policy and the commercial value

At present, culture is a kind of soft power, and the development of cultural and creative industries has become an important economic strategy, which plays a vital role in promoting regional economic development and improving the quality of cultural life. According to the China ice-snow Sports Development Plan (2016-2025), China will strive to achieve the market size of more than 1 trillion yuan by 2025. Ice-snow tourism, and so did the snow and ice, and the development of products, the future of ice-snow hit a gap will further expand product, jilin will further expand the ice-snow tourism under the ice-snow, the product quantity and quality, provide travelers with more rich novel tourist souvenirs of science and technology, the spread of jilin local characteristics of ice-snow culture, promote the development of jilin ice-snow tourism economy.If Jilin's regional folk culture wants to be known by the world, it has an internal life force, and its own globalization and cultural industrialization are imperative.

1.2 Existing problems of Jilin ice-snow cultural creative product

Although some important measures have been introduced in this regard, However, due to the negative, conservative and closed social factors in the traditional ice-snow culture, it is difficult for the natural resources in Jilin region to transform into commodity and market advantages, and the traditional historical and cultural resources are also difficult to transform into modern ice-snow cultural advantages. At present, Jilin culture has few varieties of creative products, serious homogeneity, low technical content, and relatively lack of creativity, which cannot fully reflect the characteristics of Jilin regional folk culture, The purchase desire of consumers has been greatly reduced. Therefore, it is necessary to use the ice-snow culture innovation mechanism to promote the transformation of Jilin regional folk culture into a developed ice-snow culture creative industry under the premise of system innovation and concept innovation, organically combine the spiritual and material attributes of Jilin regional folk culture, take the market mechanism as the leading role, increase the scientific and technological content,

develop basic cultural industries, and cooperate with developed regions, Learn from its advanced experience, increase the industrial scale construction of ice-snow folk culture, pay attention to the organic combination of human resources, natural resources and cultural heritage resources, take an intensive road, form a cultural form with the characteristics of the times and spatial regional representative, effectively curb the imbalance and division of Jilin regional folk culture, and achieve the unity of social and economic benefits of ice-snow cultural resources.

1.3 The importance of Jilin ice-snow cultural creation

The design of creative products of ice-snow culture is the re-extension of Jilin's regional folk culture, and also a major carrier to show regional culture. It can promote the spread of ice-snow culture, create a good atmosphere for the development of regional culture. It integrates ice-snow culture and tourism industry, shows cultural creative products that meet people's needs, cultivates Jilin's regional characteristic cultural brands, and improves the utilization rate of Jilin's regional cultural resources, Promote the high-quality development of Jilin regional culture.

2 The characteristics of folk elements in Jilin region

2.1 Diversity of Nationalities

Jilin Province is one of the cradles of Chinese culture, among which the representative ethnic groups are Korean, Manchu, Mongolian, etc. All ethnic groups have distinctive characteristics and rich cultural heritage. Taking folk crafts as an example, such as Manchu paper-cut, Manchu embroidery, Dongfeng farmer's paintings, Ma puppet, etc., the bright and strong multi-ethnic culture provides cultural support for the development of the ice-snow industry. The birthplace of the Manchu is Changbai Mountain, and the Manchu people once established the Qing Dynasty in Chinese history. Therefore, the Manchu pattern not only has the characteristics of the Manchu people, but also contains the cultural color after the integration of Manchu and Han. The pillow of the Manchu nationality in Changbai Mountain is a hexahedral cloth pillow, and the embroidery on the top of the pillow is the embroidery on both sides of the pillow. The main source of its color foundation is the color on the eight banners of the Manchu nationality. The representative colors of the eight banners are white, blue, red, yellow and black, as well as the colors found in life practice and natural observation. The following graph showed the Manchu embroidery pattern of Jilin region and color extraction.

Figure 1:Color extraction of Manchu embroidery



Source: Collected by the author.

Four representative embroidery works of the pillowhead of the Manchu people are selected in the Manual Embroidery of the pillowhead of the Manchu People. The embroidery of the pillowhead of the Manchu people is usually not colored according to the type, but with different colors. Therefore, the embroidery of the Manchu people is very colorful and colorful. Blue, yellow, white and red are the most important colors in the hearts of the Manchu people. The Manchu people said that they depended on the sky to eat, farming, water and the sun to survive and develop. The sky, earth, water and sun correspond to blue, yellow, white and red. Red represents the sun, which brings warmth to the Manchus in cold winter. White represents the natural colors of the sun, moon and stars. The ancestors of the Manchu people lived by hunting and animal husbandry. It was safer to wear white when hunting in the snow and ice in winter. Yellow represents the land, yellow is also the head flag color of the Manchu eight banners; Blue represents sky. Due to the developed technology of indigo dyeing, large quantities of indigo are used in cloth. It can be seen that the Manchu people in Changbai Mountain of Jilin often use red, blue, yellow and white with high saturation as the basic colors to show the local characteristics of Jilin region's original ecology with warm color contrast. The colors of Jilin regional folk customs are bright. The color arrangement of high brightness and high purity is full of emotional vigor, romantic beauty, simple and natural emotion, producing a dynamic feeling and conveying the natural bright and vigorous spiritual outlook of Jilin region.

2.2 Rich ice-snow culture

Jilin Province has natural geographical advantages and rich ice-snow resources, folk culture and ice-snow culture have a long history. With a long history and a strong mass base, its unique cultural heritage provides power for the development of the ice-snow industry. With Jilin's regional folk custom cultural activities to drive the ice-snow featured cultural and creative products, and with its rich connotation to nourish cultural and creative products, cultural and creative products not only become folk commemorative symbols, but also become representative symbols of the city image. In winter, The unique snow and ice activities (such as snowball fights, snowman making, pear climbing, monkey skating, skiing and skating) that are close to the life of people in Jilin region are all important components of Jilin's snow and ice cultural activities. The following graph showed the analysis of Jilin Ice-snow culture characteristic.

Table 1: Jilin ice-snow culture characteristic analysis.

| Jilin Ice-snow Culture | Characteristics |
|-------------------------------|---|
| Ecological culture | Snowflake Rime Tree icicles Ice window frieze |
| Folk culture | Snow festival Ice mining Winter catch Hang red light Snowball |
| Ice-snow equip | Skate blades Skateboard Sledge Sled |
| Ice-snow clothing | Hooded cotton-padded coat Roe deer fur hat |
| Architectural culture | Snow house Cellar Heated kang |

| | |
|------------------|--|
| Cooking Culture | Frozen food materials Sticky bean curd Sugar-coated haws Pickle |
| Tourism Culture | Snow festival Ski Festival Hot spring |
| Sports culture | Ice-skating Ski Winter outdoor swimming |
| Artistic culture | Ice sculpture Snow sculpture Ice-snow story Ice-snow painting |

Source:Collected by the author.

2.3 Abundant wildlife

At present, Jilin province has a total of more than 4900 kinds of wild animals, Jilin Hunchun and surrounding areas are our country's most important northeast habitat of tigers and leopards. Changbai Mountain Scenic Spot, one of the eight scenic spots of Jilin Province, is located in the southeast of Jilin Province, with a complete mountain forest ecosystem and rich plant resources and wildlife species. There are more than 4,000 kinds of wild plants in Jilin Province, and the number of wild plants under national key protection, such as Longwhite pine and *Taxus cuspidus*, is constantly increasing. The province has more than 170 natural protected areas, with a total area of 3.2 million hectares. The Siberian tiger is a national first-class protected animal. The black pattern on its forehead is very similar to the character "king", and it is also known as the "King of the jungle". Chinese people like the image of the tiger very much, with idioms such as "tiger head, tiger brain" and "vigorous tiger" praising the tiger. Most of the brown bears distributed in Jilin belong to the Wusuli brown bear, which is the second-class national protected animal. Bears have round heads, round brains, round ears, and arms and legs covered by a furry mane that make people feel naive. When the animal pattern is extracted, the brown bear's hairy, stubby and chubby shape can be displayed. Roe deer timid temperament, is one of the common wild animals, when frightened buttocks will be fried into a white heart pattern, because of the unique silly cute by people's love, very intimate feeling. People in Jilin depend on mountains and rivers to live. A special product (e.g. Hooded cotton-padded coat, Roe deer fur hat and so on) relating to local animals and plants can be found in local folk customs. It can be seen that abundant animals and plants are also an important part of Jilin folk elements.

3 Creative product design method of ice-snow culture

The creative products of ice-snow culture refer to the new products with the regional cultural characteristics of Jilin, which take the regional folk custom elements of Jilin as the innovation concept and basis, and take human wisdom and knowledge as the inspiration for creation. By refining the regional folk custom elements of Jilin, we can find the cultural brand image, create and improve the folk culture and ice-snow cultural resources by means of creative design concepts, thinking, methods and technologies, It can be a new interpretation of the existing characteristic culture, or an old trend of new playing methods, to realize the extension of the attraction and communication of the creative products of ice-snow culture.

3.1 Product semantics

Product semantics is the carrier and cultural connotation of Jilin folk custom elements and creative product design of ice-snow culture, By establishing the product shape and aesthetic value, we can better and more accurately map the culture, make the product achieve the effect of both shape and spirit, and create ice-snow cultural creative products that meet people's needs, so that people can more comprehensively and deeply understand the ice-snow cultural creative products.

3.2 Cultural Symbols

As the representative cultural symbol of Jilin region, Jilin regional folk custom elements are the cultural carrier of ice-snow creative product design. They directly represent the cultural value of the product, symbolize the environment and function of Jilin regional folk culture represented by the product, and have distinctive local cultural characteristics. To externalize the connotation of Jilin regional folk custom elements and attach importance to the external expression of creativity can improve the quality and status of ice-snow cultural creative products, Therefore, it is widely used in design and development. For example, the ice-snow in Changbai Mountain, the rime scene in Jilin City, the tree hanging in Changchun City, the ice sculpture in Changchun Jingyue Lake and Sculpture Park, the snow sculpture art, and the winter fishing in Chagan Lake are all representatives of the ice-snow folk culture in Jilin Province.

3.3 Extraction of design elements

The extraction of Jilin regional folk custom elements refers to the extraction of the unique cultural symbols and elements in Jilin regional folk custom culture, using the combination method, pasting method, or directly transforming the function of the material carrier of Jilin regional folk custom culture, using some or all of them as the design carrier to endow the creative products of ice-snow culture with cultural connotation.

4 Applying Jilin folk culture into creative products of ice-snow culture

With the development of economy and the improvement of people's aesthetics, more attention has been paid to the quality and connotation of basic clothing, food, housing, transportation, use, and higher cultural and entertainment needs, which brings new opportunities for the development and marketing of various characteristic cultural and creative products. The development of Jilin ice-snow folk cultural and creative products first lies in the design link, and the design based on innovative technology and creative thinking connects culture and products, Communicating tradition and modernity, maintaining appearance and connotation.

4.1 Theoretical method

Splicing, Generally speaking, the application form of splicing is mostly used in traditional Chinese color patterns and materials. Jilin regional traditional folk culture elements are added to the creative products of ice-snow culture to improve the modern value of the creative products of ice-snow culture through the form of cultural splicing.

Visualization, Jilin regional folk culture has formed many concrete images in the development. These concrete images can be expressed through traditional symbols, and can also form conditional reflection of culture, reflecting the cultural meaning of cultural and creative products, making products more innovative.











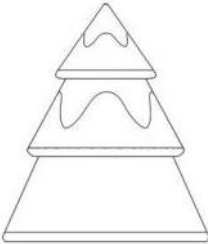

Transfer, The design and color of Jilin's regional folk custom elements are transferred to the design of creative products of ice-snow culture, which is both functional, practical, commemorative and aesthetic, so that people can have a regional and substantive connection with the creative products of ice-snow culture.

Combination, The design of creative products of ice-snow culture should reasonably use Jilin's regional folk custom elements. With the help of the Internet, holographic images, virtual bionics, somatosensory interaction and other technologies, they are combined with history, culture and creativity. They have both commonness and individuality, and are unique to Jilin's regional characteristics. Designers can also integrate their intended meaning into the design to form a mutually connected medium, It further conveys the unique connotation of creative products of ice-snow culture.

4.2 Applying Jilin folk pattern into product design

Chose the Siberian tigers, brown bear, deer in jilin abundant wildlife, and rich ice-snow culture of cedar, extract their elements, at the same time adhere to have market oriented product design concept, to the market demand as the starting point. the Chinese are affected by the virtues of thrift good education since childhood, attach great importance to the practicability of the product, Therefore, cultural and creative products with practical uses such as meal cups, storm glasses, ice trays and humidifiers were designed. The following graph showed the Jilin folk culture patterns utilize in products.

Table 2: Jilin folk culture pattern utilize in products

| Jilin folk culture | Item | Original picture | Main element | Product name | Design picture |
|-----------------------|-----------------|---|---|--------------|---|
| Abundant wildlife | Siberian tigers |  |  | Meal cup |  |
| | Brown bear |  |  | Storm Glass |  |
| | Roe deer |  |  | Ice tray |  |
| Rich ice-snow culture | Cedar |  |  | Humidifier |  |

Source: Created by the author.

Meal cap,the elements of Siberian tiger and Changbai Mountain Tianchi were extracted. The Siberian tiger has a large and round head and is the king of the jungle. Tianchi Lake of Changbai Mountain is the highest volcanic lake in the southeast of Jilin Province. The glass is used to represent ice-snow, and the grooves on the lid double as a straw socket and a phone holder.

Storm Glass,the famous scenic spot of Changbai Mountain Tianchi in Jilin Province and the characteristic animal brown bear are used as prototypes. The triangle nose of brown bear is decorated with bow tie. The uplift at the bottom of the storm bottle mimics Changbai Mountain, and the depression mimics Changbai Mountain Tianchi. The liquid in the storm bottle changes its state with the change of temperature, which can simulate the beautiful scenery of Changbai Mountain covered by snow in reality.

Ice tray,the interior model of the ice tray uses the Jilin regional characteristic animal roe deer, the color is full of vigor orange, and the material is silicone rubber. When using, pull out the plug on the top of the ice lattice first, pour in water or drink, plug the lid, and then put in refrigerator to freeze, rotate to open when using, squeeze the silicone rubber at the bottom, the roe deer shaped ice successfully demoulded.

Humidifier,the simple cone is combined into a cedar shape. In the process of humidification, delicate water mist is emitted, which seems to bring people back to the snow and ice world with snowflakes. The humidifier is also equipped with lights and can be used as a small night light on its own.

5 Conclusion

Under the guidance of the ice-snow policy, the ice-snow tourism industry has developed rapidly,so the development of Jilin ice-snow cultural and creative industry is extremely urgent. The future of ice-snow cultural and creative industry has high commercial value. At this stage, Jilin Ice-snow Cultural Creativity has the problems of few product types, serious homogeneity, low technology content and relatively lack of creativity. Designers should consider integrating Jilin regional folk customs into ice-snow products. Jilin's multi-ethnic characteristics, rich ice-snow culture, diverse wildlife and other folk characteristics are valuable creative sources of ice-snow culture. With the help of product semantics, cultural symbols, extraction of design elements and other methods, we re-examine Jilin folk elements, and skillfully connect Jilin folk culture with ice-snow cultural and creative products by means of splicing, visualization, transfer and combination.The exploration of the application of Jilin regional folk custom elements in the creative product design of ice-snow culture is not only a potential, but also an advantage. Designers need to consider the value of creative design, regard Jilin regional folk custom culture as a springboard for resource and design innovation, better preserve the regional characteristics of Jilin folk culture, and carry forward the unique charm of Jilin regional folk culture and ice-snow culture.

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