

Research on the Innovation Inheritance and Market Expansion Strategy of Xiaogan Paper-cutting under the Perspective of Cultural and Creative Industry Integration

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ABSTRACT

This article delves into the innovative inheritance and market expansion strategies of Xiaogan paper-cutting, viewed through the lens of cultural and creative industry integration. By analyzing the cultural value and current state of inheritance of Xiaogan paper-cutting, and drawing on the theoretical foundations and successful cases of integrating intangible cultural heritage (ICH) with the cultural and creative industry both domestically and internationally, it proposes innovative design concepts for cultural and creative products, as well as strategies for market promotion and brand building. The aim is to promote the revitalization and marketization of Xiaogan paper-cutting, providing practical references for the cultural and creative development of other ICH projects.

KEYWORDS

Xiaogan paper-cutting; Cultural and creative industry integration; Innovation and inheritance; Market expansion; Intangible cultural heritage protection

1 Introduction

1.1 Research Background and Problem Proposal

In the context of rapid globalization and modernization, the protection and inheritance of intangible cultural heritage (hereafter referred to as "ICH") face unprecedented challenges. As industrialization and urbanization accelerate, many traditional handicrafts are losing their foothold, with issues such as a generational gap in practitioners and the loss of skills becoming increasingly prominent. Xiaogan paper-cutting, a treasure of traditional Chinese folk art, is renowned for its unique artistic style and rich cultural heritage, holding a significant place in ICH. However, the current state of Xiaogan paper-cutting's inheritance is concerning, facing challenges such as low market recognition and a lack of commercialization pathways. Originating in the Western Jin Dynasty, Xiaogan paper-cutting has evolved over a thousand years, developing a unique artistic style and cultural significance. Its works feature a wide range of themes, ingenious compositions, smooth lines, and profound meanings, making it highly beloved. However, with the changing times and social development, the environment for inheriting Xiaogan paper-cutting has undergone significant changes. On one hand, the younger generation's interest in traditional handicrafts has waned, and the number of practitioners is dwindling, with most being older. On the other hand, the market's recognition of Xiaogan paper-cutting is low, and there is a lack of effective commercialization pathways, leading to its economic value not being fully realized or utilized. These issues severely constrain the sustainable development and innovative inheritance of Xiaogan paper-cutting. Therefore, how to achieve the inheritance and innovation of Xiaogan paper-cutting through the integration of the cultural and creative industry has become an urgent issue that needs to be addressed. This study aims to put forward practical and feasible strategies for innovative inheritance and market expansion by deeply analyzing the cultural value and inheritance status of Xiaogan paper-cutting, combining the theoretical basis and successful cases of the integration of intangible cultural heritage and cultural and creative industry.

1.2 Research Purpose and Significance

The aim of this study is to explore innovative inheritance paths and market expansion strategies for Xiaogan paper-cutting through the lens of cultural and creative industry integration. Specifically, the study aims to achieve the following objectives: to enrich the theoretical framework of intangible cultural heritage (ICH) and cultural and creative industry integration, providing new perspectives and ideas for related research. By deeply analyzing the cultural value and current state of inheritance of Xiaogan paper-cutting, and by integrating the theoretical foundation of ICH and cultural and creative industry integration, a targeted theoretical framework will be constructed, offering valuable references for future research. The study also aims to promote the revitalization and market-oriented development of Xiaogan paper-cutting, enhancing its cultural influence and economic value. By proposing practical and feasible strategies for innovative inheritance and market expansion, the study seeks to facilitate the inheritance and development of Xiaogan paper-cutting in modern society, while tapping into its economic potential to achieve a win-win situation for both cultural and

economic values. Additionally, the study aims to enhance public awareness and protection of ICH culture, promoting cultural diversity and the preservation of traditional culture. Through market promotion and brand building, the study seeks to make more people aware of and appreciate the charm of Xiaogan paper-cutting, thereby stimulating public interest and awareness of ICH culture, and promoting cultural diversity and the preservation of traditional culture.

1.3 Research Methods and Framework

By reviewing relevant literature and materials, we aim to understand the theoretical foundation of integrating intangible cultural heritage (ICH) with the cultural and creative industry, as well as successful cases both domestically and internationally, and the current research status of Xiaogan paper-cutting. We will systematically organize and analyze the collected literature to construct a theoretical framework for the integration of ICH with the cultural and creative industry. We will conduct an in-depth analysis of representative cases of ICH and cultural and creative industry integration from both domestic and international sources, summarizing their successful experiences and insights. By comparing the similarities and differences among these cases, we will extract innovative inheritance and market expansion strategies suitable for Xiaogan paper-cutting. We will also conduct on-site research to understand the current state of Xiaogan paper-cutting's inheritance, including the living conditions of the inheritors, the transmission of skills, and market demand. Data and information will be collected through interviews and questionnaires to provide empirical support for subsequent research.

2 The Cultural Value and Inheritance Status of Xiaogan Paper-cutting

2.1 Historical and Cultural Origin of Xiaogan Paper-cutting

Xiaogan paper-cutting originated in the Western Jin Dynasty and, over a thousand years of development and evolution, has developed into a unique artistic style and cultural significance. As a representative intangible cultural heritage of Xiaogan, Xiaogan paper-cutting not only reflects the local history, culture, and social landscape but also showcases the wisdom and creativity of folk artists. The works feature a wide range of themes, including auspicious patterns, human stories, and natural landscapes, with ingenious compositions, smooth lines, and profound meanings, making them highly beloved. Throughout its historical development, Xiaogan paper-cutting has gradually developed distinct regional characteristics and styles. While there are differences in theme selection, composition, and line expression among paper-cutting works from different regions, they all reflect the aesthetic pursuits and artistic creativity of the people in Xiaogan. These works are not only decorative and practical but also rich in cultural significance and folk meaning, making them an integral part of Xiaogan's culture.

2.2 Artistic Characteristics and Cultural Connotation

Xiaogan paper-cutting is renowned for its unique artistic features and cultural significance. In terms of composition, it emphasizes symmetry and balance, aiming to achieve a harmonious and aesthetically pleasing image. By skillfully using lines and patterns, it creates a distinctive visual effect, allowing viewers to enjoy the beauty as they appreciate the work. In line representation, it employs delicate knife techniques and smooth lines, showcasing a unique artistic charm. These lines are not only decorative but also convey the emotions and atmosphere of the work, resonating with the audience during their appreciation. In terms of pattern symbolism, Xiaogan paper-cutting conveys people's aspirations and pursuits for a better life through auspicious patterns and symbolic elements. For example, patterns like dragons and phoenixes symbolizing good fortune and prosperity, and pine and crane symbolizing longevity and health, convey wishes for happiness and fulfillment. These patterns are not only decorative but also rich in cultural significance and folk customs, making them one of the key characteristics of Xiaogan paper-cutting.

2.3 Inheritance Status and Challenges

Despite its rich cultural heritage and artistic value, the current state of Xiangyang paper-cutting is not optimistic. Currently, the number of Xiangyang paper-cutting inheritors is small and the age of the inheritors is advanced, posing a risk of a generational gap in the tradition. Many elderly artisans are unable to continue their work due to age or health issues, while the younger generation's interest in traditional handicrafts has waned, leading to a lack of successors. Additionally, due to low market recognition and the absence of commercialization strategies, the economic potential of Xiangyang paper-cutting has not been fully realized. Many paper-cutting works are sold only as decorations or gifts, lacking effective market promotion and brand building, which weakens their market competitiveness. Furthermore, with the rapid development of modern technology and changes in people's lifestyles, traditional handicrafts have gradually

lost their foothold, and the environment for the inheritance of Xiangyang paper-cutting faces severe challenges. To address these challenges, practical measures must be taken to promote the inheritance and development of Xiangyang paper-cutting. On one hand, there should be increased support and training for inheritors, encouraging the younger generation to participate in the inheritance of paper-cutting skills; on the other hand, efforts should be made to enhance market promotion and brand building, boosting the market competitiveness and recognition of Xiangyang paper-cutting.

3 Theoretical Basis and Mode of the Integration of Intangible Cultural Heritage and Cultural and Creative Industries

3.1 Theoretical Basis

The integration of intangible cultural heritage (ICH) and the cultural and creative industry is grounded in several theoretical foundations, including the theory of cultural capital, the experience economy, and the brand ecology. These theories provide both theoretical support and practical guidance for the integration of ICH and the cultural and creative industry. The theory of cultural capital highlights the intrinsic connection between the cultural and economic values of ICH. As a unique cultural resource, ICH possesses deep cultural heritage and artistic value. By developing and utilizing ICH through the cultural and creative industry, its cultural value can be transformed into economic value, achieving a win-win situation for both cultural and economic value. The theory of the experience economy focuses on the feelings and needs of consumers during the experience process. In the integration of ICH and the cultural and creative industry, unique experience activities and products can be designed to meet consumer needs, enhancing their participation and satisfaction. For example, paper-cutting skill experience activities and exhibitions can be organized, allowing consumers to personally experience the charm of paper-cutting. The theory of brand ecology emphasizes the interactive relationship between brands and the market environment. In the integration of ICH and the cultural and creative industry, brands with unique appeal and market influence can be created to enhance the market competitiveness and recognition of ICH. For example, a brand image and logo system with the characteristics of Xiaogan carved paper-cutting can be designed, and promoted through integrated online and offline marketing strategies.

3.2 Analysis of Domestic and Foreign Cases of Intangible Cultural Heritage and Cultural Innovation Integration

There are many successful cases of intangible cultural heritage and cultural innovation integration at home and abroad, which are worth learning from. The following are selected as representative cases for analysis:

The Palace Museum's Cultural and Creative Products: By deeply exploring the cultural elements of the Palace Museum and integrating modern design concepts and technological methods, the museum has developed a range of culturally distinctive products. These products not only enhance the cultural influence of the Palace Museum but also generate significant economic benefits. The success of the Palace Museum's cultural and creative products is attributed to its focus on extracting and creatively transforming cultural elements, as well as enhancing user experience and emotional connections.

The Yunnan Baiyao and Yi ethnic embroidery collaboration project combines traditional embroidery techniques with modern pharmaceutical packaging, preserving the cultural value of embroidery while enhancing the market competitiveness of the products. This partnership between Yunnan Baiyao and Yi ethnic embroidery offers new ideas and directions for the integration of intangible cultural heritage (ICH) and the cultural and creative industry (CCI). **Japanese ukiyo-e (a form of traditional Japanese art) CCI products:** As a unique ICH resource, Japanese ukiyo-e has been successfully integrated into modern daily items through the development and utilization of the CCI industry. For example, ukiyo-e patterns are printed on clothing, stationery, home decorations, and other products, which not only preserves the cultural value of ukiyo-e but also enhances the artistic value and market competitiveness of these products.

These successful cases offer us valuable insights and lessons. In the integration of intangible cultural heritage (ICH) with the cultural and creative industries, it is crucial to focus on extracting and creatively transforming cultural elements, enhancing user experience and emotional connections. Additionally, efforts should be intensified in market promotion and brand building to boost the market competitiveness and recognition of ICH.

4 Innovative Design Strategies of Xiaogan Paper-cut Cultural and Creative Products

4.1 Extraction of Cultural Elements and Creative Transformation

The core cultural elements of Xiaogan paper-cutting include its distinctive composition, line representation, and

symbolic patterns. In the innovative design of cultural and creative products, it is essential to deeply explore these cultural elements and creatively transform them by integrating modern design concepts and technical methods. Specifically, the following strategies can be adopted:

Creative transformation of composition form: While preserving the symmetrical and balanced composition characteristics of Xiaogan paper-cutting, incorporate modern design concepts for innovation. For example, combining traditional composition forms with modern geometric shapes can create cultural and creative products that are both modern and fashionable; or abstracting traditional composition forms to create unique pattern symbols for product design.

Innovative expression of creativity through line work: While preserving the delicate knife techniques and smooth lines of Xiaogan paper-cutting, innovations can be made. For instance, traditional lines can be combined with a modern minimalist style to create sleek and vibrant cultural and creative products; or traditional lines can be exaggerated or transformed to create unique visual effects for product design.

The pattern symbolizes the transformation of creative ideas: by deeply exploring the cultural significance and connotations of Xiaogan paper-cutting patterns, and innovating them to meet modern aesthetic demands. For example, combining auspicious patterns with contemporary elements can lead to the creation of culturally significant products that reflect the times; or simplifying or reorganizing traditional patterns to create unique symbols for product design. By implementing these creative strategies, the core cultural elements of Xiaogan paper-cutting can be integrated into modern cultural and creative products, resulting in items that are both uniquely appealing and marketable.

4.2 User Experience and Emotional Connection

In the design process of cultural and creative products, we need to pay attention to user experience and emotional connection.

Through user testing and emotional design strategies, we can understand the needs and preferences of target users and design cultural and creative products that meet their psychological expectations. Specifically, the following strategies can be adopted:

User testing: User testing is carried out in the process of cultural and creative product design to understand users' satisfaction with products and suggestions for improvement. User feedback and data information are collected through questionnaires, interviews and other methods to provide basis and support for subsequent design optimization.

Emotional design: In the design of cultural and creative products, we should pay attention to the application of emotional design strategies. For example, we can stimulate users' emotional resonance by designing cultural and creative products with stories and cultural connotations; or enhance users' participation and satisfaction by designing interactive and interesting cultural and creative products.

Personalized customization: Offering personalized customization services to meet users' unique needs. For example, designing cultural and creative products with distinctive patterns and meanings based on user preferences; or providing DIY (Do It Yourself) services that allow users to participate in the creation of these products. By implementing these strategies for enhancing user experience and emotional connection, we can boost the market competitiveness and customer satisfaction of cultural and creative products, thereby promoting the inheritance and development of Xiaogan paper-cutting.

5 Marketing and Brand Building Strategies

Differentiating positioning for different target markets is the key to marketing and brand building. The following are the segmentation and positioning strategies for different target markets:

Young consumer group: Considering the young consumer group's emphasis on fashion and personalization, design modern and fashionable cultural and creative products. For example, combining the pattern elements of Xiaogan paper-cutting with a modern minimalist style to create simple and lively cultural and creative products; or launching interactive and engaging digital cultural and creative products to attract the attention of young consumers.

Cultural Enthusiasts: Considering the cultural enthusiasts' focus on cultural depth and artistic value, design cultural and creative products that are both collectible and artistically appealing. For example, limited-edition or collector's editions of Xianggan carved paper-cutting cultural and creative products can be introduced; or organize intangible cultural heritage craft experience activities and cultural lectures to attract the participation and attention of cultural enthusiasts.

Tourism Market: Considering the tourism market's emphasis on commemorative value and local characteristics, design cultural and creative products that reflect these values. For example, integrate the patterns from Xiaogan carved paper-cutting with local tourist attractions to create unique souvenirs; or introduce themed tours centered around Xiaogan

carved paper-cutting to attract visitors for visits and experiences.

Through the implementation of these target market segmentation and positioning strategies, the target user groups can be accurately positioned to improve the market competitiveness and user satisfaction of cultural and creative products.

6 Conclusion and Prospect

This study analyzes the cultural value and current state of inheritance of Xiaogan carved paper-cutting, drawing on the theoretical foundations and successful cases of the integration of intangible cultural heritage (ICH) with the cultural and creative industry (CCI). It proposes innovative design strategies for CCI products and plans for market promotion and brand building. Despite its rich cultural heritage and artistic value, the current state of inheritance of Xiaogan carved paper-cutting is not optimistic. Practical measures are needed to promote its inheritance and development. The integration of ICH with the CCI is based on several theoretical foundations, including cultural capital theory, experiential economy theory, and brand ecology theory. During the integration process, it is essential to continuously explore and innovate integration models, such as 'ICH + digital technology' and 'ICH + lifestyle aesthetics.' In the innovative design of CCI products, it is necessary to deeply explore the core cultural elements of Xiaogan carved paper-cutting and creatively transform them using modern design concepts and technical means. Additionally, it is crucial to focus on user experience and emotional connection strategies to enhance the market competitiveness and user satisfaction of CCI products. Differentiating positioning for different target markets is key to market promotion and brand building. It is also necessary to adopt integrated online and offline marketing strategies and cross-border cooperation marketing strategies to expand brand influence and market share. By deeply exploring the cultural value of ICH, combining modern design concepts and market channels, and focusing on user experience and emotional connection, the revitalization and commercial development of ICH can be achieved. In the future, further exploration of the integration model and innovative paths of ICH with the CCI is needed, along with increased policy support and social participation, to promote the innovative inheritance and sustainable development of ICH culture.

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