

Research on Cultural and Creative Product Design of Bengbu Museum Based on Bronze Artifacts

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Abstract

By analyzing the historical background and cultural value of Bengbu bronzes, combining with modern design concepts and market demand, we excavate the connotation of bronze culture, combine it with contemporary lifestyle, and create cultural and creative products with regional characteristics and the spirit of the times, in order to promote the innovation and inheritance of traditional culture, and to enrich the people's aesthetic experience and way of life.

Keywords

Bengbu Museum, bronze, cultural and creative product design.

1. Historical background and cultural value of Bengbu bronzes

Located in the center of Anhui Province in China, Bengbu is one of the important birthplaces of Chinese bronze culture. Bengbu bronzes are famous in China and abroad for their unique artistic style and rich cultural connotation. From the Shang Dynasty to the Spring and Autumn Period and the Warring States Period, Bengbu bronzes have occupied an important position in the history of Chinese bronzes because of their exquisite craftsmanship and unique modeling style. Bronzes are not only the carrier of ancient ceremonial culture, but also the crystallization of ancient art craft and aesthetic taste, carrying the production, life and spiritual culture of the ancient society, reflecting the political, economic, religious and artistic characteristics of the society at that time. These bronzes not only reflect the casting technology of ancient craftsmen, but also an important physical material for the study of ancient social systems, religious beliefs, aesthetic concepts and other aspects. Therefore, Bengbu bronzes are of great significance to the study of ancient Chinese social history and culture.

Overall, the historical origins of Bengbu bronzes can be traced back to the late Neolithic to the Bronze Age, with a rich and diversified cultural background, which is of great value for the study of ancient Chinese social history and culture.

2. The importance of cultural and creative products for the protection and inheritance of traditional culture

The conservation and inheritance of Bengbu bronzes is an important topic today. In modern society, bronzes have received more and more attention as cultural relics, however, due to the erosion of age and man-made destruction, the conservation of Bengbu bronzes has a long way to go. With the process of modernization, traditional culture gradually fades out of people's view. As an extension and innovation of traditional culture, cultural and creative products are of great significance for the protection and inheritance of traditional culture.

Through the study of cultural and creative products based on Bengbu bronzes, we can not only excavate the connotation of traditional culture, but also pass on and carry forward this cultural heritage through innovative ways, so that it can be integrated into the modern life. The design of the cultural and creative products can be innovated on the basis of the traditional culture, so that the traditional culture can be revitalized with new vitality and vigor. By combining

traditional culture with modern design, it can attract more people to pay attention to, understand and love traditional culture, promote cultural inheritance and development, and then let more people understand, love and inherit traditional Chinese culture.

Cultural and creative products play an indispensable role in the protection and inheritance of traditional culture, and at the same time, through reasonable inheritance and utilization, it can make the cultural value of Bengbu Bronzes to be further inherited and carried forward, and provide more chances and ways for the contemporary people to understand and attach importance to the ancient civilization.

Therefore, Bengbu cultural and creative products, as carriers and expressions of traditional culture, have an important role and value in protecting and inheriting traditional culture and promoting cultural innovation and development.

3. Analysis of the artistic characteristics and design elements of Bengbu bronzes

3.1. Artistic features of bronze vessels such as shape, decoration and material

Bengbu bronzes come in a variety of shapes, including tripods, pots, earthenware jars and so on. In terms of craft performance, bronze wares have a wide range of decorations, including animal, geometric, and human figures, etc., with smooth lines and exquisite decorations. In terms of material, bronzes are mainly made of copper, tin, lead and other alloys, which have solid texture, bright color and durability.

3.2. Cultural connotations and design elements contained in bronzes

Bronzes are the crystallization of the wisdom of ancient Chinese working people and carry rich cultural connotations. In terms of design elements, the decoration of bronzes is mostly based on religious beliefs, ritual culture, decorative patterns, vessel shapes and craftsmanship. The first one is religious beliefs: bronzes played an important role in religious ceremonies and rituals in ancient societies, and their patterns and shapes often reflected the religious beliefs at that time. These patterns and shapes can be used as a source of inspiration for creative product design, conveying religious beliefs and mystical themes. The second one is ritual culture: Bronzes are mostly used for rituals, and therefore contain deep cultural connotations of rituals. Designers can draw inspiration from them about etiquette, respect and traditional values, and incorporate these cultural connotations into cultural and creative products. The third type is decorative patterns: Bronze vessels are decorated with various patterns, such as phoenix and dragon patterns, etc. These patterns represent ancient aesthetic concepts and artistic styles, and can be used as design elements for cultural and creative product design, reflecting unique local aesthetic characteristics. The fourth type is the vessel type and craft: the vessel type and production process of bronze ware are the crystallization of ancient wisdom and skills, from which designers can get inspiration and combine with modern craft technology to create cultural and creative products with traditional characteristics and modern flavor.

Therefore, the bronzes in Bengbu City contain rich cultural connotations and design elements, which can become valuable resources for cultural and creative product design and help designers create products with local characteristics and cultural heritage. It fully demonstrates the aesthetic orientation and ideology of the ancient society. At the same time, the form, ornamentation and other elements of bronzes also provide rich inspiration for the artistic creation of later generations.

4. Design concept and creative expression of cultural and creative products

4.1. The significance of integrating traditional culture into modern design

Cultural and creative product design integrates the traditional culture of Bengbu City into modern design, which can help to inherit and protect the rich local historical and cultural heritage. Integrating traditional culture and modern design concepts is conducive to stimulating creativity and promoting cultural innovation. Combining traditional cultural elements in design can break the traditional constraints, develop thinking and create works with a modern flavor. First, local characteristics are displayed. Integrating Bengbu City's traditional culture into modern design can show the unique local regional cultural characteristics and enhance the soft power and popularity of local culture. This helps to enhance cultural self-confidence and promote the development and dissemination of local culture. Secondly, it increases the added value of products. Integrating traditional cultural elements into modern design products can give products higher cultural connotation and artistic value, and enhance the added value and competitiveness of products. This also helps to attract consumers, expand the market and promote product sales. Third, promote cultural exchange. The integration of traditional culture of Bengbu City into modern design can not only be promoted domestically, but also promote cultural exchanges and foreign cultural output, and enhance cultural interaction and sharing between regions.

Therefore, it is of great significance to integrate the traditional culture of Bengbu City into modern design, which not only helps to inherit and protect the traditional culture, but also promotes cultural innovation and development, and enhances the soft power of local culture and the added value of products.

4.2. Principles of cultural and creative product design with reference to Bengbu Bronze

First, respect for tradition. In the design process, we should respect the historical and cultural value of Bengbu bronzes, keep the reverence and love for tradition, and keep digging deeper and deeper to understand the cultural connotation of bronzes.

Second, innovation and integration. On the basis of respecting the tradition, we should focus on integrating modern elements into the design, innovating the expression of traditional culture, and making the cultural and creative products more in line with contemporary aesthetics and life needs. Third, reflecting regional characteristics. Through the design of cultural and creative products, it is necessary to fully demonstrate the regional characteristics and cultural spirit contained in Bengbu Bronze, so that the products have strong local characteristics and sense of identity. Fourth, emphasize practicality. Cultural and creative product design should focus on practicality and functionality, so that the products can really meet people's daily needs, not only art, but also practical life products. Fifth, highlight the aesthetic value. Under the premise of ensuring practicality, we should focus on the aesthetic value of the product, and strive to reflect the artistic beauty in the design to attract the attention and love of consumers.

Sixth, sustainable development. In the design and production process, the concept of sustainable development should be taken into account, environmentally friendly materials and processes should be selected, and emphasis should be placed on the long-lasting durability of the products and on reducing the waste of resources.

Therefore, the design of cultural and creative products using Bengbu bronze as a reference should respect and carry forward the artistic characteristics and cultural connotation of bronze, try to maintain the original content, while combining modern aesthetic and practical needs for innovation and design. In terms of materials, shapes and decorations, it should focus on

grasping the essence of bronzes and give it a modernized expression, so as to integrate tradition and modernity and reflect the vitality and charm of traditional culture.

4.3. Bronze Cultural Creative Expressions Embodied in Different Cultural and Creative Products

In the design of cultural and creative products, elements such as the shapes and patterns of bronzes can be extracted and applied to all kinds of practical products, handicrafts or artworks. For example, the patterns of bronze ware can be applied to the design of clothing and household goods, or artistic creation with bronze ware as the theme, giving the works a deeper cultural connotation. Through these creative expressions, the ancient bronze culture can be revitalized and better integrated into contemporary life, spreading its unique value and charm.

5. Development and production technology of cultural and creative products

5.1. Material selection and process technology

In the development of cultural and creative products, the choice of materials and the application of process technology are crucial. For the cultural and creative products using Bengbu bronze as a reference, high-quality alloy materials can be selected and combined with modern processing technology for processing and production. For details such as ornamentation, precision engraving and other process technologies can be used to ensure the texture and delicacy of the products, so as to better reflect the unique charm of the bronze culture.

5.2. Integration of design concepts and technological tools

First, traditional craft restoration and modern design: combining the research of traditional craft and style of bronze, integrating the ancient bronze ornamentation, modeling and other elements into modern design, realizing the perfect combination of traditional culture and modern aesthetics. Second, digital modeling and manufacturing. Use computer-aided design (CAD) technology to carry out digital modeling of bronzes to achieve precise design effects, and combine with CNC machining and other modern technical means to achieve customized production. Third, material innovation and process improvement. Introducing new materials and process technologies, such as 3D printing, laser cutting and other advanced technologies, to give more possibilities to the design of bronzes, and improve product quality and production efficiency.

Fourth, intelligent display and experience. Through virtual reality (VR) technology and other means, intelligent display and experience environment is provided for bronze design, so that consumers can feel the charm of bronze culture immersively.

By combining the design concept of bronze with modern technical means, it realizes the inheritance and innovation of bronze culture, and brings works with more contemporary characteristics and artistic value to the contemporary society. In the development process of cultural and creative products, the design concept should be organically combined with advanced technical means. Computer-aided design software is used to refine the design and simulation of the structure and shape of the product to ensure that the product meets the aesthetic requirements and practical use needs. At the same time, modern technical means such as 3D printing and CNC machining can also be utilized to transform the design concept into actual product prototypes, thus improving the production efficiency and quality of the products.

5.3. The process of prototype development and production of cultural and creative products

The prototype development and production of cultural and creative products is a systematic project. First, product design, structural optimization and material selection are required, and

then CAD and other software are used for 3D modeling and simulation analysis to determine the design scheme of the product. Next, prototype samples of the product are made using 3D printing technology or making handmade samples. Finally, mass production is carried out through mold making, injection molding and other processes to ensure product quality and stable supply. Through the above process, the complete presentation of cultural and creative products from concept to entity can be realized, while ensuring that the production process and quality of the products meet the requirements and satisfy the market demand.

6. Marketing and promotion strategies for cultural and creative products

6.1. Brand Positioning Based on Bengbu Bronze Culture

The brand can be based on the long history of bronze culture in Bengbu City, emphasizing the inheritance and development of traditional culture, so that consumers can feel the brand's respect and love for traditional culture. At the same time, it can highlight the regional characteristics of Bengbu City as the hometown of bronzes, and show the rich local cultural heritage and historical origins through product design, publicity and promotion. The brand can innovate on the basis of traditional culture, combined with modern design concepts and technical methods, to create products that not only inherit the tradition, but also meet contemporary aesthetics and lifestyles, so that the brand always maintains its vitality.

The brand positioning of cultural and creative products should be centered on the bronze culture of Bengbu City, emphasizing the value and charm of traditional culture. By digging into the historical origin and artistic characteristics of the bronze culture, it creates a product image with cultural heritage and artistic taste, and spreads it as the core value of the brand. At the same time, the brand positioning should also focus on the fit with the contemporary life scene, so that the products not only carry traditional culture, but also meet the modern aesthetic and consumer demand, so as to win wider market recognition.

6.2. Marketing Strategies for the Integration of Tradition and Modernity

Combining the traditional bronze cultural elements of Bengbu City, it develops cultural and creative products with novel designs and modern sensibilities, and promotes them through various online and offline channels to attract target audiences. First, cross-border cooperation with contemporary artists and designers, etc., integrating traditional cultural elements into contemporary artworks or designs, and organizing joint exhibitions and activities to expand brand influence. The second is to utilize social media, e-commerce platforms and other digital channels to spread Bengbu City's traditional culture through content marketing and social interaction to attract young consumer groups. Third, it organizes publicity and promotional activities in combination with local traditional festivals in Bengbu City, such as the Bronze Cultural Festival and the Handicrafts Bazaar, to increase brand exposure and popularity. Fourth, cultural experience activities, such as bronze production workshops, cultural lectures, etc., so that consumers can personally participate in the experience of traditional culture, to stimulate emotional resonance.

In order to promote cultural and creative products, local cultural and tourism resources can be fully utilized. It can cooperate with cultural institutions and museums to organize thematic exhibitions or relevant lectures to disseminate the value and charm of bronze culture to the public, and at the same time display the unique charm of the cultural and creative products. In addition, cultural and creative products can also be integrated into the local tourism and cultural industries through cultural and tourism routes and special derivatives linkage, so as to enhance the recognition and attractiveness of the products and improve their market competitiveness.

7. Conclusion

Through the study of cultural and creative products with Bengbu bronzes as reference, we deeply realize the rich connotation and unique charm of Bengbu bronze culture, as well as the importance of traditional culture in modern cultural and creative products. In the process of product design and production, we pay attention to the integration of traditional cultural elements and modern design, and fully excavate the artistic characteristics and cultural connotations of bronzes, so that they can be revitalized with new vitality and vigor. At the same time, the combination of traditional craftsmanship and the application of modern technology provides feasible technical support for the development and production of cultural and creative products.

Cultural and creative products based on Bengbu bronze culture will play an important role in the protection and inheritance of traditional culture, the fulfillment of modern aesthetic needs and the development of creative industries. With the continuous growth of the cultural and creative industry and consumers' enthusiastic investment in cultural products, cultural and creative products represented by bronzes will usher in a broader space for development. In the future, we can further expand our product lines and combine more diversified cultural resources to create a more diversified and creative series of cultural and creative products to meet the needs of different consumer groups, as well as to better disseminate and promote the unique charms of traditional Chinese culture, and to make a greater contribution to the prosperity of cultural and creative industries.

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