



Research on value reconstruction and innovation of non-heritage creative products in Zhuhai Creative Market from the perspective of aesthetic education

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Abstract. This paper discusses the compound value of the creative products under the perspective of aesthetic education. Through literature sorting and field investigation, the paper analyzes the expression form and cultural implication of non-heritage creative products in the creative city. The research results show that these products not only show unique artistic aesthetic value, but also bear profound historical and cultural connotation, and have high commercial value in the market. The composite value of non-heritage cultural and creative products is of great significance for improving the cultural quality and market competitiveness of the creative market, and provides a useful reference for promoting its sustainable development.

Keywords: aesthetic education perspective; intangible heritage creative products; composite value; Zhuhai creative market; cultural heritage.

1 Introduction

With the deepening of globalization, the protection and development of cultural diversity and intangible cultural heritage have attracted people's attention. As an important platform for the display and trading of non-heritage cultural and creative products, Zhuhai Creative Market plays an important role in promoting the inheritance and innovation of intangible cultural heritage. Aesthetic education, as a key way to enhance the public aesthetic quality and promote cultural innovation, is closely related to the composite value research of non-heritage creative products.

2 Value and Characteristics of Non-heritage, Cultural and Creative Products

Approved by The State Council, China has four batches of representative items of national intangible cultural heritage, a total of 1,372 representative projects, involving 3,154 protection units. China has included 40 items on UNESCO's Intangible Cultural Heritage List (List), ranking first in the world. Intangible cultural heritage refers to the

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folk cultural and artistic heritage, which is mainly oral transmission and has national historical accumulation and extensive representation.

2.1 Basic Concepts and Classification of Non-heritage, Cultural and Creative Products

The first is the traditional handicraft skills of intangible creative products. This kind of products take traditional handicraft skills as the core. Through modern design thinking, they combine intangible cultural heritage skills with daily necessities or decorations, so as to revitalize traditional crafts in modern life. For example: embroidery cultural and creative products: combine the traditional embroidery skills, create embroidery Scarves, pillows and hanging paintings with ethnic patterns or modern elements not only retain the exquisite and delicacy of embroidery, but also give modern aesthetic value.^[1] Ceramic cultural and creative products: based on the traditional ceramic technology, modern practical products such as tea sets, tableware and furnishing products are designed. Through the innovation of glaze color, shape and decoration, the unique charm of ceramic art is shown. Wood carving cultural and creative products: using traditional wood carving skills to create ornaments, four treasures of the study, home decoration. Product et al. These products not only have practical functions, but also show the charm of traditional culture through the delicate depiction of wood carving.

The second is the traditional performance art non-heritage creative products. Such products take the traditional performing arts as the inspiration. Through the creative transformation, the elements of the performing arts are integrated into the cultural and creative products, so that people can also feel the artistic charm of the traditional culture in their daily life. For example: opera cultural and creative products: Peking Opera, Kunqu Opera and other opera elements. Inspired, the creation of opera mask accessories, opera clothing derivatives, opera theme stationery, etc., let people in xin Feel the unique charm of opera art in the appreciation and use. Dance cultural and creative products: with the folk dance as the creative material.

The third is the traditional festivals and customs of intangible heritage creation products. These products are designed with traditional festivals and customs, and inherit and carry forward the traditional culture through the form of cultural and creative products. For example, Spring Festival cultural and creative products: With the Spring Festival as the design background, create cultural and creative products with elements such as fu characters, lanterns, firecrackers and others, such as red envelopes, couplets, window decorations, etc., to create a strong festive atmosphere. Mid-Autumn Festival cultural and creative products: Inspired by the Mid-Autumn Festival, we design ornaments in the shape of moon cakes and cultural and creative products with the pattern of Chang'e running to the moon, so that people can feel the warmth and beauty of the festival while tasting the traditional culture.

The classification of these intangible heritage products not only show the rich diversity of traditional culture, but also reflect the modern design. The clever fusion of the meter and the traditional elements. Through these products, people can more intu-

actively feel the charm and vitality of traditional culture, so as to enhance their sense of identity and pride of traditional culture.

2.2 Multiple Values of Non-heritage Creative Products

As a combination of traditional culture and modern design, non-heritage creative products not only carry rich history. The cultural connotation also reflects the aesthetic pursuit and creative concept of modern society. Their multiple values lie in that they can not only inherit and carry forward the traditional culture, but also promote the innovative development of the cultural industry, and also meet the modern elimination. The spiritual needs of the traveler. Its multiple values include the following content:

First of all, non-heritage creative products have profound historical and cultural value. These products often take traditional handicraft skills, performing arts or traditional festivals and customs as the source of creation, and incorporate intangible cultural heritage elements through clever design. They are not only the carriers of traditional culture, but also the inheritors and disseminators of historical culture.

Secondly, non-heritage creative products have the value of innovation and development. In the process of design and production, the non-heritage creative products pay attention to the combination of creativity and practicality, and strive to transform the modern design on the basis of maintaining the traditional cultural characteristics. This innovation is not only reflected in the appearance and function of the product, but also reflected in the deep excavation and reinterpretation of traditional culture.

To sum up, non-heritage cultural and creative products have multiple values. They are not only the inheritors and disseminators of traditional culture, but also an important driver for the innovation and development of the cultural industry, and an important carrier to meet the spiritual needs and cultural pursuit of modern consumers. Therefore, we should pay attention to the development and promotion of non-heritage cultural and creative products, so that more people can understand and appreciate the traditional culture, and feel the unique charm and profound heritage of the traditional culture.

3 Research on Non-heritage Creative Products from the Perspective of Aesthetic Education

Aesthetic education aims to improve the public's aesthetic literacy and creativity, and non-heritage creative products are important carriers of aesthetic education. Through appreciating and experiencing the intangible cultural heritage and creative products, people can feel the unique charm of the intangible cultural heritage, so as to improve their aesthetic ability and cultural literacy. At the same time, the creation process of non-heritage cultural creation products is also a kind of creation and expression of beauty, which can stimulate people's creativity and imagination.

3.1 The Internal Connection Between Aesthetic Education and Non-Heritage and Creative Products

Aesthetic education, as an important part of the education system, aims to cultivate people's aesthetic emotion and aesthetic ability through artistic aesthetic activities, so as to promote their comprehensive and harmonious development. As the crystallization of traditional culture and modern creativity, the non-heritage creative products not only carry rich historical and cultural information, but also reflect the aesthetic pursuit and creative concept of modern society. There is a close internal connection between aesthetic education and non-heritage creative products, which promote each other and develop together.

Aesthetic education provides profound cultural heritage and artistic inspiration for non-heritage creative products, and provides opportunities for aesthetic education for people of different ages, different identities and different consumption stages. First of all, in the school environment, aesthetic education should be popularized for students. For example, Zhuhai Institute of Science and Technology of Guangdong intangible cultural heritage regularly holds experience courses on intangible cultural heritage.

The cultivation of this aesthetic ability enables students to have a deeper understanding of the cultural connotation and artistic value behind the intangible cultural and creative products. At the same time, aesthetic education also provides students with inspiration for the creation of non-heritage creative products. By learning and drawing on traditional art elements and techniques, students can integrate their creativity and imagination into the design of non-heritage creative products, making them more innovative and artistic. Similarly, aesthetic education can also be applied in most industries of the society.

3.2 The Role of Non-Heritage Cultural and Creative Products in Aesthetic Education

In recent years, through creative transformation and innovative development, "intangible cultural Heritage +" has realized the traditional culture and modern life^[2], Living multi-directional connection, has attracted the attention of a large number of young people, deeply integrated into their lives. Intangible cultural heritage has been inseparable from the life of young people. In order to continuously integrate into the new "blood", ^[3]the education of intangible cultural heritage creation is particularly important in the aesthetic education. With their unique artistic charm and cultural connotation, non-heritage creative products play an important role in aesthetic education. They can not only provide people with rich practical materials and creative inspiration, and promote people to enhance their aesthetic ability and creativity in practice. At the same time, intangible cultural heritage creative products can also guide people to pay attention to and understand the intangible cultural heritage, and enhance cultural confidence and national pride. The role of non-heritage creative products in aesthetic education is mainly reflected in the following aspects:

First of all, non-heritage creative products provide rich teaching resources for aesthetic education. These products often integrate traditional cultural elements such as

traditional crafts, folklore, historical stories and so on, providing vivid and specific teaching materials for aesthetic education. By guiding people to appreciate and analyze non-heritage creative products, it can help people understand the connotation and value of traditional culture more intuitively, and improve their aesthetic ability and cultural literacy.

Secondly, non-heritage products help enhance people's cultural identity and pride. In the aesthetic education, by allowing people to make the intangible heritage cultural and creative products by themselves, they can deeply experience the charm of traditional culture and feel the uniqueness and exquisite skills of traditional crafts. This personal experience can not only help to cultivate Chinese people's cultural confidence, but also stimulate their love and respect for traditional culture, and promote the inheritance and development of culture.

Finally, non-heritage cultural creation products can also play a role in connecting tradition and modernity, inheritance and innovation in aesthetic education. By learning and making non-heritage creative products, students can better understand the essence and price of traditional culture Value, but also can feel the charm and innovation of modern design. ^[4]This cross-generational connection helps to nurture people. Historical awareness and cultural vision, enable them to better adapt to and promote social cultural progress and development.

4 Analysis of the Status Quo of Concentrated Non-Heritage Creative Products in Zhuhai Creative City

As an important platform for the display and trading of non-heritage creative products, the creative market has developed rapidly in recent years, attracting the participation of many non-genetic inheritors and designers. In recent years, with the rapid development of street economy, various kinds of cultural tourism markets have been frequently held around the country, which has become an important part of the cultural tourism consumption market. The emergence of creative markets also represents a steady rise in the development of national cultural and related industries.

4.1 Rich Variety of Non-Heritage Cultural and Creative Products

The overall environment data analysis, it is not hard to see, in Zhuhai cultural creative market, the heritage and products is according to the expansion of the size of the market will also present a rising trend, as of December 2022, according to the national data database statistics of Zhuhai municipal intangible representative project 54, including 4 national, provincial 14, municipal 36, jinwan is currently a total of 11, as shown in the Table 1.^[5] of Zhuhai Jinwan District Intangible Cultural Heritage Project 1.

Table 1. Zhuhai Jinwan District Intangible Cultural Heritage Project^[5]

order number	project name	rank	Project category	In the area
1	Three stove crane dance	national level	Traditional dance	Golden bay area
2	Sanzao folk songs	provincial level	Traditional music	Golden bay area
3	Sanzao bamboo and grass weaving skills	provincial level	traditional skill	Golden bay area
4	Three foci eight castle song	city level	Traditional music	Golden bay area
5	Flower sleeve	city level	traditional skill	Golden bay area
6	name-child	city level	folk custom	Golden bay area
7	Tangjiawan tea fruit, Dingjiawan tea fruit	city level	folk custom	High-tech Zone, Jinwan District
8	Sanzao sea dragon boat	city level	folk custom	Golden bay area
9	Three kitchen lion dance	city level	Traditional sports, entertainment and acrobatics	Golden bay area
10	Three kitchen paper-cut	city level	Traditional art	Golden bay area
11	Sanzao oyster sauce making techniques	city level	traditional skill	Golden bay area

(Table 1 Drawing by the chart author himself)

It can be seen from the above chart that there are a wide variety of intangible cultural creation products in Jinwan District of Zhuhai, covering traditional crafts, folk arts, performing arts and other fields. These products not only retain the essence of traditional culture, but also integrate modern design elements, making the perfect combination of tradition and modernity in non-heritage creative products. Of course, there are also traditional delicacies, such as Tangjiawan tea fruit and Hengshan duck bag, which show new vitality through modern packaging and marketing methods; while traditional crafts, such as Jinwan tooth carving and Doumen bacon zongzi, have become popular products in the market through innovative design. According to the market questionnaire survey, in addition to the popularity of non-heritage products in Jinwan by the consumer group, there are five items, paper-cutting and dragon boat at sea. As shown in Figure 1:

The popularity of the intangible cultural heritage projects in Jinwan District of Zhuhai

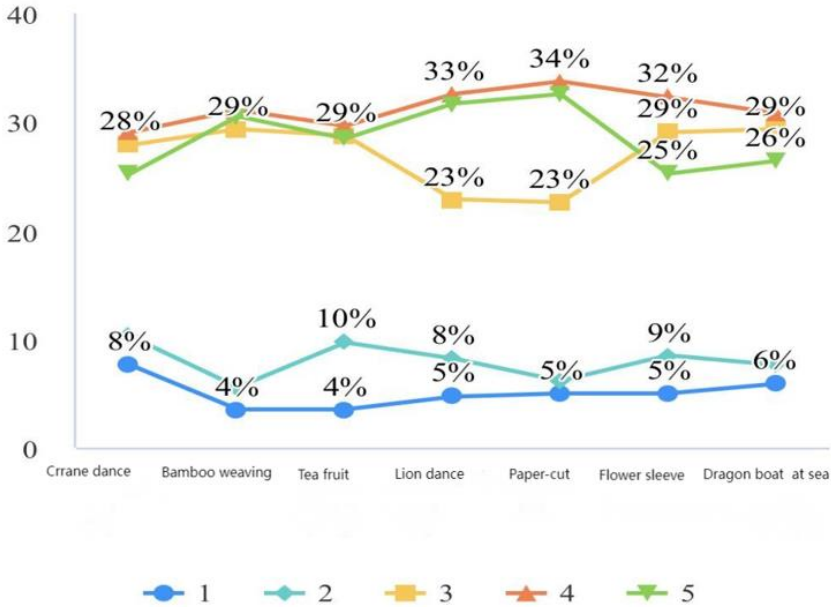


Fig. 1. Consumer groups like intangible cultural heritage projects. Data source: self-drawing

From the charts and data, Zhuhai creative concentration of products, including traditional crafts and folk beauty already in the market circulation, the rest of the intangible project is known, this shows in the heritage and product development and promotion, Zhuhai has formed a relatively perfect industry chain and market system.

4.2 The Promotion of Intangible Cultural Creation Products Has Been Intensified

With the increasing promotion of non-heritage cultural and creative products, more and more people begin to pay attention to these products full of cultural connotation. In the promotion process of non-heritage creative products, the role of the government and relevant departments cannot be ignored. Such as Zhuhai government they through exhibitions, performances, lectures and other activities, to show the public the heritage and product unique charm and cultural connotation of many intangible activities are displayed in golden bay district arts cultural center, at the same time, they also use the Internet and social media and other modern science and technology, let more people know and buy the heritage and products. [6]These measures have not only improved the popularity and reputation of non-heritage creative products, but also stimulated consumers' interest in and love for traditional culture.

In addition, the promotion of non-heritage cultural and creative products has also been widely supported by all sectors of society. Many enterprises and individuals have participated in the design and production of non-heritage cultural creation products, which have injected new vitality into the rapid development of the industry. At the same time, universities and research institutions also actively participate in the research and development, and even the promotion of non-heritage cultural and creative products, which provides a strong guarantee for the quality improvement and creativity of the products.

However, the promotion of non-heritage creative products still faces some challenges and difficulties. According to the above market research questionnaire, it is not difficult to conclude that, on the one hand, due to the distance between traditional culture and modern life, it is still difficult for some people to recognize and understand the non-cultural heritage and creative products. On the other hand, the quality of non-heritage creative products in the market is uneven, and some products lack creativity and practicality, making it difficult to attract the attention of consumers.

Therefore, in order to promote the better development of non-heritage creative products, we need to further strengthen the publicity and promotion work. On the one hand, the government and all sectors of society should increase the publicity of non-heritage cultural and creative products to improve the public's understanding and understanding of traditional culture. On the other hand, enterprises and individuals should also pay attention to the quality and innovation of products to meet the needs and expectations of consumers. In the future development, we need to continue to strengthen the publicity and promotion work, promote the rapid development of the non-heritage cultural and creative industry, and contribute our strength to the inheritance and promotion of traditional culture.

5 Strategy of Exerting the Compound Value of Non-Heritage Cultural and Creative Products

As an important carrier of non-genetic inheritance and innovation, non-heritage cultural and creative products are particularly important to play their compound value. The following will discuss the strategy to play the compound value of non-heritage creative products from many aspects.

The first aspect is to deeply explore the cultural connotation of the intangible cultural heritage. The core of non-heritage cultural creation products lies in the intangible cultural heritage, so deeply excavating the cultural connotation of intangible cultural heritage is the basis to play the compound value. It is necessary to conduct in-depth research on the intangible cultural heritage project, and understand its historical origin, inheritance context, and technical characteristics, so as to accurately grasp its cultural essence. At the same time, we should pay attention to the inheritance and innovation of intangible cultural heritage, combine traditional elements with modern design, and create cultural and creative products with both traditional charm and in line with modern aesthetic needs.

The second aspect is to improve the design quality of cultural and creative products. Design is an important part of non-heritage cultural and creative products. Excellent design can enhance the added value of products and attract more consumers. In the design process, we should pay attention to the integration of the practicality, aesthetics and cultural connotation of the product. At the same time, we should pay attention to the market demand and consumer preferences, and design cultural and creative products in line with the market demand. In addition, modern technology, such as 3D printing and virtual reality, can also be used to provide more possibilities for product design.

The third aspect is to strengthen the brand building and market promotion. Brand is an important asset of non-heritage cultural and creative products, which helps to enhance the popularity and reputation of the products. We should strengthen brand construction and pay attention to the shaping of brand image and the dissemination of brand culture. At the same time, we should actively carry out marketing activities, such as holding exhibitions and participating in expositions, to expand the popularity and influence of products. In addition, the network platform can also be used to publicize and promote, to attract the attention of more young consumers.^[7]

To sum up, the compound value of non-heritage cultural and creative products needs to be started from many aspects. Through deep digging, Explore the connotation of intangible cultural heritage, improve the design quality, strengthen the brand building and market promotion, expand the industrial chain and cross-border Cooperation, focus on the cultivation and protection of non-genetic inheritors, and the implementation of measures to strengthen consumer education and guidance, can further enhance the compound value of non-heritage cultural and creative products, and promote the inheritance and development of intangible cultural heritage.

6 Conclusion

The Creative Market in Zhuhai is a vivid example of the combination of non-heritage creative products and creative industries in modern society. Here, a wide range of intangible heritage products are like the marks of history. They appear in front of us with a new look, telling ancient stories and showing the unique charm of intangible heritage culture.^[7] These products are not only simple commodities, but also a bridge between tradition and modernity, and between history and the future. They bring the ancient intangible cultural heritage into the modern society, so that more people can contact, understand and appreciate it.

However, in order to make full use of the compound value of intangible cultural creation products, we need to make efforts at multiple levels. First of all, we need to dig deep into the connotation of the intangible cultural heritage and understand the historical, cultural and spiritual values behind it. Only in this way can we better combine the intangible cultural heritage with the modern society, and create cultural and creative products with both traditional flavor and rich modern flavor. Secondly, we also need to strengthen the publicity and promotion of non-heritage and creative products. Through the media, network and other channels, let more people know

about the non-heritage creative products, improve their popularity and influence. At the same time, we can also hold exhibitions, lectures and other activities to let more people personally feel the charm of intangible cultural heritage, so as to enhance their interest in and recognition of non-cultural heritage and creative products.

In addition, with the continuous progress and innovation of science and technology, we can also explore the combination of non-heritage creative products with advanced technologies such as virtual reality and augmented reality. Through these technologies, we can create a more vivid, three-dimensional and immersive cultural experience, so that people can personally feel the unique charm of the intangible cultural heritage in the virtual space. This combination can not only bring new ways of displaying non-heritage creative products, but also attract the attention and participation of more young people, so as to promote the inheritance and development of intangible cultural heritage.

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