

# The Development of Cultural Industry and the Inheritance and Innovation of Folk Arts and Crafts

## -- Take Zigong Lantern as an Example

Yu Zeng

School of Fine Arts, Sichuan University of Science and Engineering, Zigong, 643000, China

### Abstract

**Any kind of folk art has its own unique appearance, creation method and aesthetic application, and any kind of folk art is inherited from generation to generation in a specific social existence. With the change of production and life style, the cultural environment of folk art inheritance has changed. The development of "Zigong Lantern" cultural industry has its own particularity that cannot be copied. Some seemingly accidental and inevitable figures and events have created the regional cultural environment of Zigong today by chance, which makes Zigong's Lantern technology inheritance unique.**

### Keywords

**Zigong Lantern; Cultural Industry; Folk Arts and Crafts; Inheritance and Innovation.**

## 1. Introduction

Folk arts and crafts is a kind of local art which has been passed down from generation to generation among folk artists. It is also a popular art that exists in a certain natural geographical environment and social and cultural environment for the local people. The formation of a kind of folk arts and crafts is bound to adapt to the local people's conventional cultural aesthetics. It is simple and honest, and exudes strong regional customs. It is also influenced by various external cultural and non-cultural factors. It is a record of the times.

Folk arts and crafts, bearing rich cultural information, are tangible and materialized objects of consumption. They can be reproduced, and they are also dynamic and expressive art media. They have complex spiritual composition and can be shared by different members of society. More importantly, they are rooted in the local area, closely linked with the economic and cultural development of the region, and are an important part of the local people's cultural memory. Because of this, folk arts and crafts can be in various forms and colorful.

## 2. Zigong Lantern Festival

In 1990, "Zigong Lantern Festival" went abroad and exhibited in Singapore for the first time, winning the praise of "the first lamp in the world"; in 2002, "Zigong Lantern Festival" was identified as one of the two major folk activities in China by the National Tourism Administration; in 2004, Zigong China lantern Cultural Development Park was named "national cultural industry demonstration base" by the Ministry of culture; in 2005, "Zigong Lantern Festival" was determined as "going overseas" by the National Tourism Administration In 2008, Zigong Lantern Festival entered the second batch of national intangible cultural heritage list. In May 2018, the Ministry of Commerce issued the notice on publicizing the list of national cultural export bases, and Zigong became one of the first batch of 13 "national cultural export bases". At present, there are more than 800 lantern culture enterprises registered in Zigong, which

undertake hundreds of lantern exhibition projects at home and abroad every year, with a turnover of several billion yuan.

Zigong lantern is the representative of modern inheritance of Chinese Folk Lantern making skills. As of 2010, there are more than 40 items of "lamp" in the first to third batch (including expansion) list of national intangible cultural heritage, many of which have been affected by Zigong Lantern Festival. For example, participating in bidding for Shanghai's "Yu Garden Lantern Festival" and "Qinhuai Lantern Festival" in Nanjing and other well-known Folk Lantern Festival enterprises are mostly Zigong enterprises, and most of the entertainers are from Zigong. How to summarize the cultural industry development of "Zigong Lantern" and the inheritance experience of Zigong lantern art, improve the cultural management concept of Lantern enterprises and the design creative level of Lantern artists, and provide reference for effective inheritance of folk "lamp" culture and "lamp" technology in different regions, which is worthy of in-depth study. According to the research of Huang Li-ya and Guan Ren-kang, the colorful lanterns (lanterns and lanterns) presented by Zigong artists to the world should be called "artistic lanterns". "Art Lantern is a kind of multi-cultural comprehensive art and a wonderful flower in the national culture and art hundred flower garden. Art Lantern reflects the Chinese nation's wisdom and ingenuity. It integrates abstract composition, figurative sculpture, graphic painting and calligraphy, composite decoration and lighting mechanism, and becomes a comprehensive space art with strong national characteristics. "After more than 30 years of continuous development, Zigong lantern has its own production technology, which is far from the traditional lantern in other regions.

"Lofting" is the core skill of Zigong lantern making, which is in the charge of "artists", that is, workers who master art modeling skills. "According to the design drawing of the colored lamp, the hard ground scale is enlarged as needed, and the sample drawing is lofting. The manufacture of large lamp group mostly adopts combined type, which is usually composed of combination. Lofting is based on the parts lofting according to the decomposed figure. There are two types of lofting, one is lamp box lofting, and the other is three-dimensional modeling lofting.

The concept of "lofting" and its literal expression mean that all the lantern artists in Zigong understand its connotation. However, for the lantern artists outside Zigong, most of them are confused because they master the local skills and use the materials they are familiar with. At the end of "lofting", the art engineer guides the fitter to "set the sample", and weld the steel bar, iron wire and other parts formed by the set sample to form an all metal colored lamp framework, which is then handed over to the electrician to complete the installation of power supply and lamps, and then handed over to the paper for pasting. Make wire frame according to the drawing and finish the follow-up work on the wire frame. In terms of modeling essence, Zigong lantern making technology is similar to that of other regions. However, it follows the design principle of "one scene for one time, one shape for one place", uses modern light source, metal materials and welding technology, and integrates mechanical and electronic engineering integration technology, thus creating a new face and promoting the traditional lamp making technology to a new level with modern "high-tech" meaning. "The organic combination of traditional crafts and modern science and technology is the most prominent artistic feature of Zigong Lantern Festival. It has achieved the unity of shape, color, sound, light and movement, and has become the representative of modern colored lights. "

The inheritance of skills sometimes shows the continuation of the application of technical means and materials as they are, but the history of the Yangtze River's back waves pushing the front waves inevitably determines that the change may be taking place quietly. This kind of change sometimes shows that the craftsman actively improves the skills, sometimes shows passive reference, and its purpose is nothing more than to improve the economic and artistic effects of labor to meet the needs of market consumption. Therefore, the primary condition to

realize the effective inheritance of skills lies in whether the society can provide opportunities for the existence and development of the skills.

With the change of time, the fast changing life has forced many folk art forms out of the people's daily cultural vision. Therefore, it is of great significance to create a lively cultural space to accommodate the normal survival of folk art. From the successful experience of Zigong lantern cultural industry, it is Zigong government that seized the historical opportunity of the rapid growth of mass cultural consumption demand after the reform and opening up, and rapidly restored and developed the Lantern Festival (Lantern Festival), a folk cultural activity of "universal celebration", which laid the foundation for today's "Zigong Lantern Festival" prosperous situation. Actively adapt to the people's aesthetic needs of innovation and change will inevitably lead to changes in skills. Light is the soul of lamp. As a work of art, the function and form of "light" are preserved, and the artistry is publicized. With the disappearance of practicability, various technologies and materials can be used creatively. In the process of digital lamp, the shape is constantly innovative and the color is blurred, so it is called "lantern". As long as there is "light", it can be included in the scope of "lantern color" no matter how its skill and shape are changed. Due to the government's leading role, the selection of theme and content must be carried out in parallel with inheritance and development. Therefore, the annual Zigong Lantern Festival is always exploring the tradition and breaking through the formula. While advocating the theme and truth, goodness and beauty, the festival does not forget the auspicious themes of wealth and peace, longevity and many children, which have been loved by the general public since ancient times, thus forming the cultural temperament of melting the past and casting the present and advancing with the times. Pay attention to the production skills, innovation and change, that is to say, as soon as possible. Today, "Zigong Lantern Festival" has become an indispensable art feast of Zigong people in the Spring Festival, just as the "Spring Festival Gala" has become a feast for Chinese people all over the world, gathering people's popularity to the maximum extent.

Consciously establishing the modern design concept and striving for innovation and creativity have built an infinite broad platform for the development of Zigong Lantern technology. In the face of the tradition, Zigong Lantern artists will never stick to the existing technology stereotype. They can always skillfully enlarge some small modeling elements of folk art into the "Zigong lantern fair" exhibition hall, create dazzling shapes that attract modern people's cultural consumption, and give the core of traditional culture a new opportunity to take root. Zigong was established as a city due to salt, and its natural resources are brine. Salt is a necessity of life, and salt making technology occupies a core position in traditional social and economic production. In the process of the prosperity of modern salt industry, Zigong gradually gathered and trained a large number of handicraft craftsmen, and invented the ultra-kilometer deep well drilling technology which is still outstanding today. This kind of sensitivity to technology has been combined by a new generation of Zigong craftsmen into the production of folk colored lanterns to create the "Zigong Lantern Festival" brand in the world. Natural resources are tangible material resources. They will be exhausted, while spiritual cultural resources may obtain immortality and Immortality in the hands of creators. In this sense, traditional culture is the spirit and soul of Zigong lantern, and modern technology is the source of its vitality. The traditional cultural resources are deeply explored and trended in such a specific way.

### 3. Conclusion

Any kind of folk art has its own unique appearance, creation method and aesthetic application, and any kind of folk art is inherited from generation to generation in a specific social existence. With the change of production and life style, the cultural environment of folk art inheritance has changed. The development of "Zigong Lantern" cultural industry has its own particularity

that cannot be copied. Some seemingly accidental and inevitable figures and events have created the regional cultural environment of Zigong today by chance, which makes Zigong's Lantern technology inheritance unique. Its successful experience shows that it should be one of the effective ways to inherit the traditional folk art.

## References

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