

The Brand Construction and Development of Zhejiang Traditional Industry

-- Taking Hangzhou Fan Industry as an Example

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Abstract

Driven by tourism, traditional industries have developed rapidly. As one of the brand products of hangzhou traditional industry, hangzhou fan has a long history of development. Nowadays, with the continuous development and expansion of Hangzhou tourism industry, Hangzhou fan has shown its unique development advantages. This paper briefly analyzes the urgency of the development of traditional industries in Zhejiang, the necessity of the transformation and upgrading of traditional industries, and focuses on hangfan as an example to analyze the ideas and countermeasures of the development and construction of traditional industries, which provides a certain reference for the positioning and development of traditional industries.

Keywords

Hangfan; Craft; Art; Fan.

1. Development Status of Traditional Industry in Zhejiang

In the 1990s, the traditional industries in Zhejiang were in a depressed period of development. In the fierce market competition, many traditional industries were shrinking in operation, aging in technical team, and some enterprises went bankrupt or even closed down and changed. In 2002, some enterprises led by Hangzhou carried out economic system reform and industrial structure adjustment. Through restructuring, enterprises quickly adapt to the structure of the new situation, so that the existing human and material resources of enterprises in the new environment to play a full role, hangzhou also emerged a number of flexible mechanism, can quickly adapt to market changes of individual traditional handicraft enterprises, so that the traditional craft industry with new vitality.

Since the reform and opening up, The economy of Zhejiang has developed rapidly. The per capita GDP of zhejiang increased from 381 yuan in 1978 to 44,335 yuan in 2009, which has reached 6490 DOLLARS according to the average annual exchange rate. In the industrial development of Zhejiang, traditional industries occupy a quite high proportion. Among the 20 pilot industries of industrial clusters determined in the Guidance of General Office of Zhejiang People's Government on Accelerating the Transformation and Upgrading of Massive Economy to modern Industrial Clusters (Zhejiang Administration Office [2009] No. 72), 12 belong to traditional industries. At present, Zhejiang has formed a group in the country.

There is a strong competitiveness and influence of traditional industries, and these traditional industries have a high visibility and market share in the country, there is no doubt that the transformation and upgrading of Zhejiang traditional industry brand construction has become a key to the new stage of economic development. In the past 30 years of reform and opening up, the development of traditional industries in Zhejiang has contributed to the rapid development of private enterprises and the prosperity of national economy.

For the development of traditional industries, Zhejiang Province has formulated strict protection measures. The provincial government has set up a special fund to increase support for traditional industries, allocating 2 million yuan per year to support the protection and development of traditional craft industries. Vigorously promote the publicity of traditional products, encourage traditional enterprises to participate in various exhibitions at home and abroad, and the government invests to hold art festivals, expositions, symposiums, seminars and other forms to increase the market promotion of traditional industries, so that enterprises can open up multi-level and diversified product markets.[1] The implementation of these measures make traditional industries have a source of living water, and new business opportunities for development. Hangzhou fan industry is one of the more successful enterprises in the development of traditional industries in Zhejiang. It is a traditional industry with brand characteristics in Zhejiang. The following is an example of Hangzhou fan industry for analysis.[2]

2. History and Present Situation of Hang Fan

Hangzhou fan is a famous traditional handicraft in Zhejiang province. It has a long history of production, good quality, a wide variety of fans and rich contents. It has been called "Hangzhou Elegant fan" since ancient times. Hangzhou's fans are colorful and diverse. There are bamboo plaited fan, Plantain leaf fan, silk fan, feather fan, paper folding fan, sandalwood fan, straw fan and so on for ordinary people. Different fans have different styles and characteristics. Sunflower fan is simple and natural, bamboo fan is light and convenient, silk fan is elegant and light, sandalwood fan is luxurious and fragrant, folding fan is natural and natural, feather fan is carefree and elegant. In short. There are so many names of fans in Hangzhou that it can be called the world of fans. Among all these fans, the Hangzhou fan made by Wang Xingji (founded in 1875) in Hangzhou is the best in the industry. The black paper fan produced by Wang Xingji enjoys a good reputation for its quality--remain its color and appearance from the rain and the sun. It is both practical and artistic. During the Ming and Qing dynasties, the development of Hangfan was more prosperous. At that time, Hangfan was known as the "three unique products of Hangzhou", along with silk and tea.

2.1. Historical Origin of Hangfan

The fan culture of Hangzhou has a long history and a long history. During the Spring and Autumn Period, Hangzhou was under the state of Yue. During the Jin Dynasty, paper fans prevailed among the people. The anecdote of Wang Xizhi, a great calligrapher in the Eastern Jin Dynasty, making an apology for fans shows that Zhejiang is the place where paper fans were first used in historical records. In the Song Dynasty, many artists of painting fans and fan-making craftsmen gathered in Hangzhou with their journey to the south of the Song Dynasty. At this time, there were various kinds of fans, such as fine silk fans, fine paper fans, shadow fans, incense fans, dust fans..." According to the record of Dream Liang Lu by Zimu Wu (Song Dynasty), the famous firms are "Maozhi Xu", "Qingmi", "Zhou Jia", "Chen Jia" and so on. East of Qinghefang in Hangzhou, there is a lane called Fan Lane, which is more than 1 km long. It was where fan-making workshops were concentrated at that time. The name of Fan Lane has not changed yet, indicating the prosperity of the fan industry in Hangzhou at that time. During the Ming and Qing dynasties, the development of Hangzhou fans reached its peak. There were more than 50 workshops with more than 5,000 workers all over Hangzhou. Lin Fangge, Zhang Ziyuan, Shu Lianji and Wang Xingji were all famous stores at that time, which adopted the production and operation mode of front store and back factory. They were distributed in the commercial centers of Fan Lane, Taiping Square, Blessing Square, Sanyuan Square, Guan Xiangkou and Yangshi Street at that time. Many fans were also used as tribute or exported abroad. Among the folk, there are people who make grass fans, cloth fans and bamboo woven fans, but most of them make and operate paper fans. The biggest one is Zhangziyuan Fan Village in Fanzi Lane.

According to the inscriptions in the hall, 462 old artists were enshrined in the hall. According to the Annals of Chinese Industry published in the early republic of China, in the middle of qing Dynasty, there were more than 50 paper fans operating in Hangzhou, with 4,000 or 5,000 workers. It can be seen that the scale of the fan industry in Hangzhou was huge at that time.

2.2. Current Situation of Hang Fan Industry

Hangzhou fan industry development up to now, no matter in art, technology, materials and other aspects have new innovation and development. In recent years, Hangzhou has continuously increased support, and actively adopted measures to protect and develop the hangzhou fan industry, especially since the "Hangzhou Traditional Arts and Crafts Protection Regulations" was formulated in November 2004, hangzhou fan industry has been listed in the first list of the development of traditional arts and crafts, and a special fan museum has been established.

3. Hangzhou Fan Industry Development New Strategy

As one of the traditional crafts in Hangzhou, Hangzhou fan has promoted the development of handicraft industry in history. Now it is based in Hangzhou with a new attitude, to the development of hangzhou traditional enterprises play a model role. In particular, the development of "Wang Xing Ji" fan industry has not only been included in the old brand enterprises in Hangzhou, but also gradually pushed to the international market. For the traditional enterprise can get such a great development, it must reform the old customs and technology, inject new blood for the enterprise to adapt to the new aesthetic culture and market demand. Therefore, generally speaking, the main reason for the breakthrough and development of Entrepreneurship in Hangzhou fan is to adapt to the development of modern social economy through enterprise transformation, make full use of modern scientific and technological means, develop new materials, cater to the aesthetic needs of modern new culture, and coordinate the development with the help of other related industries. Hangzhou Fan this "gold medal time-honored" enterprises continue to innovate and develop.

3.1. Carry on the Tradition and Cultivate Talents

In order to carry on the tradition, Hangfan has adopted many ways to cultivate talents, such as providing training opportunities for the college, improving the quality creation and evaluation system of calligraphy and painting staff, and fully exploiting the potential of creative staff. Especially for enterprise restructuring, "Wang Xingji" fan industry realize the importance of talent, after adjusting mechanism, encourage the innovation of the talent, and actively encourage the new and old students to participate in all kinds of competition. Therefore, Wang Xingji fan factory have sprung up a number of provincial and municipal arts and crafts masters in 2000. They have been awarded 68 medals in national and provincial crafts comparisons. In 2001, it was rated as one of the first protected varieties of traditional arts and crafts in the province. In 2007, two of them were recognized as arts and crafts masters. On this basis, "Wang Xingji" actively recommended 4 masters of Arts and crafts in Hangzhou. In 2008, the system fan technique was included in the first batch of national intangible cultural heritage expansion project list.

All of these achievements are closely related to the cultivation of talents.

3.2. Applying Scientific and Technological Innovation to Promoting Industrial Innovation

With the development of modern high technology, hangzhou fan industry has expanded varieties on the basis of original fan varieties. Now "Wang Xingji" has 15 categories of black paper fans, sandalwood fans, white paper fans, ivory fans, silk fans, dance fans, bone fans,

fragrant wood fans, hanging fans more than 3,000 varieties. At the same time, the design of fan bone and fan surface is updated boldly to improve the quality and artistic value of fans. From 2007 to 2008, dozens of wang xingji's new products won gold, silver and bronze awards in the China Arts and Crafts Exhibition and Hangzhou Excellent Tourism Commodities Exhibition.

For these award-winning works, Hangzhou fan enterprises make full use of modern high technology for industrial production, such as "Paradise new West Lake" fan in 2004; In 2005, the fan "Two Birds and another Day" based on the ivory carving of Mdu in 7000 years won the gold medal; In 2006, he participated in the Chinese People's Olympic Design Competition and won the first gold medal for the most creative fan "World Sports Festival". In 2008, It participated in the west China Fair art exhibition and won the gold award for "Lei Feng Sunset" fan.[3] These award-winning works in the provincial government to support the fund start, the use of modern high-tech, the use of computer color separation, color screen printing, high simulation to show the original picture, the whole process of bold use of new technology mass production. In 2007, the Olympic fan exhibited in the special garden was jointly developed by Huatai Silk's general manager Xiangzhong, and made by the printing and dyeing process of silk surface computer, which completed the industrialization of silk male fan in a real sense. During the period, the utility model patent fan frame is divided into two materials for mass production of more than 500 pieces, nearly 90% of sales. In 2008, the Olympic fans were made as "World Sports Grand Event", "Paradise New West Lake" and "Double birds different Days". Under the support of the municipal government, the fans were printed with compound silk surface and Heidelberg four-color printing machine. The Olympic fans were male fans with a size of 33CM. Familiar with all aspects of fan material, screen printing, printing and dyeing, printing, fan making and other processing technology, formed a cross-industry resource community, for the future large-scale industrial production of Hangzhou fan laid a foundation.

3.3. Take the Initiative to Promote and Seek the Market

Today, hangzhou fan industry is rapidly developed in modern science and technology, so many varieties of fans, fan decorative flowers bloom today, how to grasp the opportunities and challenges, occupy the domestic and international market? Hangzhou fan industry, especially "Wang Xing Ji" fan industry, constantly develops alternately with inheritance and innovation, removing the dregs and taking the essence, and naturally transferring the traditional hangzhou fan industry from the traditional to the modern. The fans made not only meet the aesthetic standards of modern people, but also lose the traditional charm.

"Xing Ji Wang" fan industry takes the initiative to promote its marketing strategy, such as vigorously promoting its products with the help of Hangzhou tourism industry and actively participating in world Expo and large-scale cultural exhibitions. "Wang Xingji" receives many groups of domestic and foreign tourist groups and student groups to visit every month. With the help of domestic and foreign TV stations and other media, wang Xingji produces special publicity videos and Olympic programs, and uses newspapers and magazines to promote them widely. After vigorously declared through these ways, product sales are rising steadily. In 2007, product sales revenue reached 10.8019 million yuan, and in 2008, product sales revenue reached 15.6773 million yuan, an increase of 44.9% over the same period last year, creating the highest output value in the past years and becoming the leader of the national fan industry. Now the annual output of "Wang Xingji" fans is more than 10 million, not only for the domestic market, but also exported to more than 50 countries and regions.

4. Summary

The traditional industry is the long-term goal of zhejiang's economic and industrial development, and the transformation and upgrading of the traditional industry is the main strategy of zhejiang's traditional industry development. The transformation and upgrading of

traditional industries not only promotes the development and upgrading of their own industries, but also promotes the development of tourism and other industries. Therefore, the development of traditional industries should be open and innovative, so as to let more people know about traditional industries and promote Traditional Chinese culture.

Acknowledgments

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