

# The Design and Development of Cultural and Creative Products from the Perspective of Intangible Cultural Heritage

## -- Taking Mud-gugu in Xun County as an Example

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### Abstract

The Mud-gugu in Xun County was listed in the first batch of national intangible cultural heritage list by the State Council in 2006. Nowadays, as one of the traditional Chinese folk art expressions, the Mud-gugu in Xun County is gradually withdrawing from the vision of people's life due to the rapid development and progress of the productivity level of modern society and many other reasons. On the basis of the investigation of the intangible cultural heritage Mud-gugu in Xun County, this paper deeply studies the cultural connotation, modeling characteristics and color use skills of the mud goo, extracts its image characteristic elements, and explores how to apply the characteristic elements of the Mud-gugu's image to modern times. In the design of cultural and creative products, a strategic system for the development of cultural and creative products is created, which opens up a new path for the inheritance and development of Mud-gugu.

### Keywords

Mud-gugu; The Combination of Intangible Cultural Heritage and Cultural Creative Design; Modern Design.

## 1. The Historical and Cultural Origin of Nigugu

Xun County mud play is commonly known as "mud goo". Because there are holes in the body parts of the Mud-gugu, it can make a sound similar to "goo goo". Mud-gugu was born in Xun County, Hebi City, Henan Province, an ancient capital known as the "hometown of art and culture" among Chinese folk. In the early days, mud Gugu was found in a Han tomb unearthed in Yangyutun, Junxian County. And according to "Zizhi Tongjian" records, during the Sui Dynasty, Wagang army fought against Sui army in Xun County (Guliyang). According to historical records, the war was very tragic, and many soldiers and horses lost their lives here. After the war, some soldiers settled here to reproduce. Some soldiers with clay kneading skills used local yellow clay to shape turtledove birds, clay figurines and clay horses in memory of the fallen soldiers and war horses. Some soldiers with clay kneading skills used local yellow clay to shape turtledove birds, clay figurines and clay horses in memory of the fallen soldiers and war horses. This craftsmanship has been handed down in the folk of Xun County to this day.[1] The development of Mud-gugu was later used by the people to entrust their beautiful vision to life.

## 2. Analysis of the Status Quo of Mud Gugu

Nowadays, my country attaches great importance to the protection of intangible cultural heritage. On May 20, 2006, "Mud-gugu" was included in the first batch of intangible cultural heritage in my country. With its profound cultural and artistic heritage, it is known as the living fossil of the folk culture and art of the Central Plains. However, the Mud-gugu is no longer able to adapt to the development of the current society. In modern society, Mud-gugu has encountered a series of problems that affect its inheritance and protection, such as the decline

in the number of inheritors, the low income level, the older age of the inheritors, and the relatively weak ability to receive external information. Not only that, the changes in the consumption habits of the public and the sales channels and models of "Mud-gugu" have a direct negative impact on the production and sales of Mud-gugu.

### **2.1. The Protection Method of Non-legacy Mud-gugu is Single**

At present, my country pays special attention to the protection of intangible cultural heritage, but the existing methods of protecting intangible cultural products such as Mud-gugu are relatively simple. Mainly through the government to organize clay sculpture production, inheritance of production skills, exhibition and exchange and other activities for the representative inheritors of Mud-gugu. However, this method is too restrictive and difficult to be familiar with the younger generation.

### **2.2. The Spread of Mud-gugu Culture is Small**

Xun County Temple Fair has always enjoyed the reputation of "the first ancient temple fair in North China". [2] At the same time, as the largest gathering in Xun County, it is also the main sales channel of Mud-gugu. As the most distinctive living fossil of folk customs, all kinds of Mud-gugu will be exhibited on site at the temple fair. The *Xun County* Temple Fair attracts tens of thousands of tourists every year. Mud-Gugu as a traditional regional culture with a strong local flavor, it has been spread in this traditional and single way of communication. The characteristics of its folk culture are difficult to really spread in this way.

### **2.3. Mud-gugu Production Lacks Systematic Scale**

Nowadays, under the background of the continuous progress of production activities and the continuous development of science and technology in human society, the development of this folk culture industry, which is only passed down from generation to generation, has gradually derailed from the times. In today's society, the traditional way of producing Mud-gugu in a small family workshop in *Xun County* makes the development and sales of Mud-gugu face some problems in the new era. This is an unavoidable practical problem. In addition, Xunxian Mud-gugu lacks a complete, systematic and overall standardized marketing strategy, which limits the development of Xunxian Mud-gugu to a large extent.

## **3. Give Mud-gugu New Vitality from the Perspective of Intangible Cultural Heritage Creative Design**

### **3.1. Design from the Perspective of Mud-gugu**

Mud-gugu's active and cheerful appearance provides a good basis for the expansion design of its cultural creativity. Mud-gugu has many images, and these images are roughly divided into three types of themes, namely character category, animal category and bird category. In the design, we can start from the shapes of different themes of Mud-gugu, and redesign, so that the shape of Mud-gugu is more in line with the current consumer aesthetic. Its shape can be applied to many fields such as sculpture, fabric, home decoration film, animation IP design, etc., to provide more development ideas for Mud-gugu in the new era, and to promote the protection and inheritance of Mud-gugu in modern society.

### **3.2. Design from the Perspective of Mud-gugu Decorative Patterns**

The decorative patterns of Mud-gugu are mainly taken from the flowers and animals in life scenes, which vividly interprets "art comes from life". Generally speaking, the decorative patterns of Mud-gugu are roughly divided into two types, one is flower and grass decoration, and the other is animal decoration. Most of the patterns of Mud-gugu are lively, simple and expressive, and it is more convenient to extract elements. We can use modern design to abstract

and flatten them, and carry out graphic poster design, illustration design, etc. for Mud-gugu in modern society development provides more ideas.[3]

### **3.3. Design from the Perspective of Mud-gugu Color Characteristics**

In terms of color, Mud-gugu does not use too many similar colors, but boldly combines various high-purity and high-brightness colors, This very rhythmic color matching makes the Mud-gugu look full of rich folk and rural charm. From the perspective of cultural and creative design, the bright and witty colors of Mud-gugu are very similar to the now popular "national trend style". We can use the high-saturation color of Mud-gugu as its feature, extract the color and combine it with the modeling characteristics of Mugu, to create a brand design of "Mud-gugu" + "New Country Trend", Through the branding of Mud-gugu, the benign development of intangible cultural and creative products in Xun County will be promoted, so as to realize the "live" inheritance of Mud-gugu.

### **3.4. Design from the Perspective of the Cultural Connotation of Mud-gugu**

Most of the folk toys in China exist as a kind of cultural container, and they often carry specific cultural customs and beliefs. As a kind of folk art, Mud-gugu not only embodies the working people's beautiful vision of life, but also has a more important folk etiquette function. With the development of modern society and economy, people's income has generally increased, and the public has long been not satisfied with food and clothing, and began to pursue higher-level spiritual pursuits. Mud-gugu, an intangible cultural heritage with rich cultural connotations, is meeting the spiritual pursuit of modern consumers. It can be used as the highlight of its cultural creativity to design unique art collections, cultural and creative products, and home furnishings Wait for the series of derivatives of Mud-gugu.

## **4. Summary**

As a product of the era of agricultural civilization, the non-legacy Mud-gugu has reappeared in the public eye, but it is difficult to integrate into modern society in terms of culture and inheritance. The development and inheritance of Mud-gugu are in this highly digitalized The era encountered many obstacles. The intangible cultural heritage of Mud-gugu not only needs to be protected and inherited, but also needs to have a greater influence in the Internet society. Combining modern culture with intangible cultural heritage through creative art design, in a more popular form, such as DIY creation, pottery crafts, personalized customization services, Mud-gugu decorative paintings, Mud-gugu interior furnishings, Mud-gugu fabric products, etc, to promote the formation of a relatively complete development of intangible cultural heritage Mud-gugu system to realize the organic combination of traditional intangible cultural heritage and modern design, Through these methods, the benign development of the intangible cultural and creative products in Xun County will be promoted, and a new way of protection and inheritance of the intangible cultural heritage of Xun County, "Mud-gugu", will be opened up.

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