

# Research on the Development and Design of Huanggang Red Cultural and Creative Products

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## ABSTRACT

Under the vigorous promotion of national policies, Huanggang red tourism economy is developing very rapidly, but the development of local red cultural and creative products is relatively slow, which restricts the healthy development of Huanggang Dabie Mountain red tourism industry. This paper systematically analyzes the main problems in the market of red cultural and creative products in Huanggang Dabie Mountain, and proposes the development ideas and design strategies of red cultural and creative products from the government's policy support, research and development, sales model to the design of products, functional requirements and modeling materials, seeking to provide some reference and guidance to the development of red tourism-related industries in Huanggang Dabie Mountain.

**Keywords:** *Huanggang, Red culture and creativity, Product, Design.*

## 1. INTRODUCTION: OVERVIEW OF RED CULTURAL AND CREATIVE PRODUCTS

In recent years, with the development of tourism economy, various kinds of cultural and creative products with creative characteristics and local elements have developed and emerged rapidly. As a kind of creative products with special historical significance, red cultural and creative products have strong creative connotation and cultural value as ordinary cultural and creative products in terms of essential features. Because of the specific political background and distinctive political and local characteristics, most of the red cultural and creative products appear based on the relics of revolutionary sites, monumental implements and the revolutionary spirit they carry as the objects of communication, which are a combination of creative thinking, symbolic meaning and aesthetic function, with typical regionality, manufacturability and playfulness.

With the strong support of the Party and national policies, China's red culture and red tourism industry are developing very rapidly, but the design and development of red cultural and creative products carrying cultural values and spiritual concepts are relatively slow. At present, a

small number of red revolutionary scenic spots in China have started a series of innovative design attempts in terms of cultural symbol, market demand, user experience and regional culture of red cultural and creative products according to their own characteristics and advantages. For example, in 2019, the Memorial Hall for the Site of the First National Congress of CPC, together with the Eastday, developed a series of red cultural and creative products with the theme of the 70th anniversary of the liberation of Shanghai, closely combining the red resources of Shanghai and the local residential architecture and other cultural elements, which were very popular. Using the images of the people's army and revolutionary soldiers as design elements, the August 1st Uprising Anniversary Memorial Hall in Nanchang, Jiangxi Province, has designed and promoted a number of cultural and creative products containing the history of Nanchang's red culture and distinctive regional characteristics, which are well received by consumers.

## **2. THE DEVELOPMENT STATUS OF HUANGGANG RED CULTURAL AND CREATIVE PRODUCTS**

Huanggang is the core area of Dabie Mountain Red Tourism Zone, one of the 12 major red tourism theme areas in China, and has a magnificent red revolutionary history, rich red sites, beautiful and exotic natural resources and abundant local specialties, etc. At present, Huanggang red tourism economy is developing rapidly, but the development of red cultural and creative products fails to match the current tourism market and tourism resources, and there are several problems as follows.

### ***2.1 Government Departments Pay Insufficient Attention and the Development of Red Cultural and Creative Products Lags Behind***

Government departments don't know enough about red cultural and creative products, fail to have a complete planning policy for the development of red cultural and creative products, lack a guidance system for the development and sale of red cultural and creative products, and provide less support to red cultural and creative R&D enterprises.

Through field research on the red revolutionary scenic spots in Huanggang, it's found that the sales market of red cultural and creative products is very depressed, most of the revolutionary scenic spots don't have specialty stores for red cultural and creative products, and most of the red cultural and creative products sold in individual scenic spots are plaster statues of leaders, enamelled cups, etc. In Macheng Martyrs Cemetery and the attached Macheng Museum scenic area, the number of stores and vendors selling red cultural and creative products is very small.

### ***2.2 Red Cultural and Creative Products Are Single in Type and Simple in Form***

Most of the merchandise operators in some of the red attractions adopt the business method of small stalls. Their scale is small and weak, the types of cultural and creative products they operate are simple, and the cultural and creative products they sell are mainly petty commodities wholesaled from Wuhan and commodity markets in other places. For example, they sell various toys, plastic keychains, leaders' portraits, commemorative badges, plaster head portraits, etc., which are monotonous in

content and rough in workmanship, lacking Huanggang's own characteristics.

### ***2.3 Red Spirit and Cultural Heritage Is Not Enough***

The indomitable revolutionary spirit of Dabie Mountain is the valuable ideological wealth of Huanggang people and the valuable cultural resources of the old revolutionary area. However, the red cultural heritage of the existing Huanggang red cultural and creative products is not enough, for example, in a small store at the gate of the scenic spot of the Huangma Uprising and the Revolutionary Martyrs Cemetery of the Hubei-Henan-Anhui Soviet Area, almost all the cultural and creative products sold are wooden Guan Gong knives and other small objects, which don't have the individual charm and characteristics given by the red culture of Huanggang.

### ***2.4 The Regional Characteristics of Huanggang in Cultural and Creative Products Are Not Obvious***

In Huanggang Dabie Mountain red tourism scenic spots, in addition to some souvenirs of specialties rich in "local flavor", most of the other don't well highlight the regional characteristics. Huanggang thousands of years of humanity history, architecture and folklore, handicraft and other elements are rarely reflected in the design of the products, which also wastes the platform for spreading Huanggang cultural characteristics.

### ***2.5 The Packaging of Cultural and Creative Products Is Cheap and Lacks Attraction***

In the field research, it's found that some wooden toy knives, small sculpture souvenirs of revolution, etc., either have no outer packaging or have simple and low packaging. In addition, some local specialties sold by some specialty stores have simple packaging without class. For example, there is a kind of Hong'an fish noodle only with a thin plastic bag packaging, and its printing patterns are not exquisite and lack design aesthetics, which is not conducive to the storage and sale of goods.

### **3. DEVELOPMENT STRATEGIES OF HUANGGANG RED CULTURAL AND CREATIVE PRODUCTS**

From the results of market research, the development of Huanggang red cultural and creative industry is lagging behind; if this situation is to be changed, government departments need to pay attention to industrial economy and policy support, and explore effective development and marketing paths in terms of brand building, R&D mode and sales mode of red cultural and creative products.

#### ***3.1 Government Guidance to Develop the Development Path of Integrating Red Culture and Creativity with the Market***

In China, red scenic spots are generally managed by government departments or subordinate units, and most of their operating funds originate from government appropriations, so government departments have a large influence factor. Although red cultural and creative products have special political attributes, they belong to a component of modern market economy and have common characteristics of general commodities. Whether red cultural and creative products can be recognized by consumers also needs to be tested by the market. In order to integrate Huanggang red cultural and creative products into the modern market economy, government departments should take the lead in combining red cultural and creative industries with rural revitalization and industrial poverty alleviation, introducing and formulating relevant preferential support policies, introducing social capital and technology, supporting brand enterprises to participate in the development of red cultural and creative products, and establishing the road of red cultural and creative products development in the old Huanggang Dabie Mountain area.

#### ***3.2 Establishing a Research and Development Platform with Multi-cooperation Among Red Scenic Spots, Universities and Enterprises***

At present, the development progress of red cultural and creative products in most old revolutionary areas and red scenic spots in China is slow, and most scenic spots purchase directly from the commodity wholesale market, lacking professional internal design R&D and market

development teams of their own. Therefore, red scenic spots can join universities and enterprises to establish a school-enterprise cooperation model, make full use of red cultural resources, conduct in-depth market research, and devote to the design, R&D, production and sales of red cultural and creative products to improve the competitiveness of Huanggang red cultural and creative products.

#### ***3.3 Creating the Brand Image and Cultural IP of Huanggang Red Cultural and Creative Products***

In the condition of serious homogenization of red cultural and creative products around the country, to stand out among many products, it is necessary to establish the brand image of Huanggang red cultural and creative products and insist on brand leading. Brand is a kind of distinguishing mark and an information symbol. Consumers will form a good consumption experience for the brand when they obtain a good feeling through the use of the brand products. Establishing a cultural brand and IP image can increase tourism consumers' identification with the brand and the market positioning and cultural connotation of the brand products. Red cultural and creative products are rooted in red tourism. The integration of red tourism culture and brand culture to form red products with unique nature and enterprise cultural image can both enhance the image of cultural and creative products and help expand the spread of red culture in scenic spots. [1]

#### ***3.4 Using Modern Digital Technology Such as the Internet to Broaden the Product Development and Sales Model***

It is needed to explore the organic fit between red cultural and creative products and the Internet, use modern interactive communication media, and launch online and offline synchronized marketing channels. It can also create a digital marketing platform, design a participatory communication APP, and use modern large database technology to analyze sales dynamics in real time to create modern and efficient marketing.

What's more, the crowdfunding model of the product provides a new idea for the R&D and sales of Huanggang red culture and creativity. Product crowdfunding is an emerging online financing model. Its features such as low policy risk and investment risk, low entry threshold, diverse path forms and novelty of product creativity make it

possible for product projects to raise certain R&D funds in a short period of time and accelerate the transformation of the results of a certain creative R&D. The online participation of crowdfunding is very convenient and the participant is both an investor and a real-time experience and consumer of a red cultural and creative product. The number of participants and the feedback from the experience can be a timely test of the product's recognition in the market.

### ***3.5 Integrated Development of Local Specialties Combined with the Red Cultural and Creative Market***

According to the needs of the market, combined with the local specialty resources of Huanggang Dabie Mountain, modern production technology can be used to develop red series of food, clothing and other daily necessities. For example, red rice, pumpkin soup, etc. can be developed into flavorful cuisine based on local agricultural products such as Huangmei fish noodles, Bahe lotus root, etc., to be planned and packaged and marketed. This is featured by red tourism and green environmental protection concept, which will be an organic fusion of the red culture of Huanggang Dabie Mountain and the green cuisine of local specialties. The combination of agricultural and sideline products with red local characteristics and new era craftsmanship to develop fashionable and educational souvenirs can make it not only inspire the old generation but also have a greater appeal to the young generation.

## **4. DESIGN PRINCIPLES OF HUANGGANG RED CULTURAL AND CREATIVE PRODUCTS**

An excellent red cultural and creative product should be an organic whole of ideological education, cultural dissemination, function and utility, artistic decoration, and fashion trends, to withstand the test of the market. The following principles need to be followed in the design and development.

### ***4.1 The Design of Red Cultural and Creative Products Should Focus on Ideological Education***

One of the main features of red cultural and creative products is the red cultural genes in the products. Red cultural and creative products with various red characters, revolutionary deeds and red

implements are vivid teaching materials for the advanced education of the Party, for the people to receive spiritual baptism, and for cultivating the spirit of hardship, simplicity and tenacity. The design content and quality characteristics of Huanggang red cultural and creative products should highlight the revolutionary spirit of the old Dabie Mountain area, so that people can feel the charm of Dabie Mountain red culture and get ideological inculcation in the process of using the products. [2]

### ***4.2 The Development and Design of Red Cultural and Creative Products Should Follow the Utility Function***

Utility refers to the red cultural and creative products as commodities to have use value and practical use in people's life and work. In the past, most of the red cultural and creative products were used as decorative ornaments, playing a role of embellishment decoration and commemoration in home life. Nowadays, thanks to the use of modern digital technology and information media, the purchase and sale of red cultural and creative products are very convenient, and their use value and function in life have been greatly expanded. The design of cultural and creative products should follow the principle of functional use, and try to expand their practicality in various fields such as home life, travel, and cell phones and cars. The designed products should conform to ergonomics and be convenient and easy to use. [3]For example, the vacuum travelling cup decorated with a red-themed pattern is greatly praised for its good insulation and convenient use ("Figure 1", designer: Zeng Ziwei and Liu Ying); the colorful decorative lamp with the Dabie Mountain red tourism brand image, which combines practicality and commemoration, is also relatively popular ("Figure 2", designer: Liu Ying).



Figure 1 Heroic Hong'an travelling cup.



Figure 2 Dabie Mountain red star decorative atmosphere lamp.

#### ***4.3 Red Cultural and Creative Products Need to Highlight Cultural Charm***

Culture is the vitality of cultural and creative products. The products with more distinctive cultural characteristics and more innovative cultural ideas have higher commercial character charm. Red cultural and creative products blend red and culture as one, especially the red cultural genes on their bodies is the primary starting point for the development and design of red cultural and creative products. [4] Huanggang has rich red resources, and the red scenic spots have gradually become large-scale but also have different red qualities. In development, they should be differently developed. For example, Hong'an and Macheng mainly highlight the war history of the arduous and outstanding revolutionary base of Hubei-Henan-Anhui, as well as the revolutionary pride of the general's hometown and the thousand-li leap forward. Xishui and Wen Yiduo Memorial Hall mainly highlight the red candle spirit of Mr. Wen Yiduo who is not afraid of sacrifice and selfless dedication. In addition, red cultural and creative products should also focus on the depth of regional historical culture and folk culture elements, and constantly develop and absorb high-quality creativity to inject inexhaustible power into the red cultural and creative market.

#### ***4.4 Red Cultural and Creative Products Should Conform to the Artistic Beauty of the New Era***

As a kind of commodity, if a red cultural and creative product can attract consumers' eyes and arouse consumers' desire to buy in the first time, the product is halfway to the successful market. The design and development of red cultural and creative

products should be based on the market positioning of the products, on the basis of grasping the red main theme and the spirit of traditional art, using modern design concepts, technology and techniques, combining the basic principles of the law of formal beauty and the aesthetics of the times, and making breakthroughs in the shape, color, material, technology and packaging of the products to give people a beautiful artistic and emotional enjoyment and enhance the artistic taste and commercial value of the cultural and creative products.

### **5. DESIGN IDEAS OF HUANGGANG RED CULTURAL AND CREATIVE PRODUCTS**

In view of the current status quo of Huanggang red cultural and creative products, such as single form, not obvious regional characteristics, not strong cultural heritage, and not strong brand awareness, it is possible to start from the principle of combining cultural connotation, regionality and artistry, dig deep into the background and spiritual temperament of the old revolutionary area in Dabie Mountain, rely on the existing red cultural resources of Huanggang, and design and develop a series of red cultural and creative products with the brand of Huanggang Dabie Mountain, which are rooted in the red culture of Dabie Mountain and characterized by the regional traditional culture.

#### ***5.1 Refinement and Application of the Spirit of Huanggang Dabie Mountain Red Culture***

One of the main functions of red cultural and creative products is ideological education, namely, spreading the red spirit. Through red cultural and creative products, people can learn about the heroic deeds and revolutionary stories of revolutionary ancestors, thus giving spiritual purification and education. The red spirit of Huanggang Dabie Mountain is the revolutionary spirit of the old region, which was gradually formed by the people of Huanggang during the decades of revolutionary struggle, with the main content of "all people of one mind, following the Party, simplicity, honesty, bravery, perseverance, and will not rest until victory". It is the ideological character and moral code formed by the people of Huanggang during the long and arduous revolutionary struggle for national independence and people's liberation, and is the spiritual pillar that sustains the economic and social development of the old area[5] ("Figure 3",

Red Army Spirit multifunctional ruler, designer: Liu Ying).



Figure 3 Red Army Spirit multifunctional ruler.

The red spirit is an invisible spiritual food, which needs to be applied by combining specific objects such as "red graphics and red words" with a carrier of certain characteristics. A more direct way is to refine the elements of red cultural symbols, red figures, red sites, red stories, etc., and convert them into representative symbols for creation and expression. However, it can't be simply used directly, but should be combined with current hotspots and popular art forms, and creative recreation should be carried out based on formal beauty using artistic techniques such as deformation, abstraction, exaggeration, decomposition and reconstruction to give it a sense of fashion and enhance its popularity. [6]

### ***5.2 Red Culture Should Combine with Regional Culture to Enrich the Artistic Expression of Huanggang Red Cultural and Creative Products***

Each culture has a specific composition and its distinctive performance characteristics, so the more regional characteristics of the product, the more vitality it will have. For example, although Huanggang famous intangible cultural heritage "Huangmei Cross-stitch", "Hong'an Embroidery" and "Yingshan Flower-wrapping" are all folk cloth arts, they have different characteristics and artistic charms in terms of shape, pattern, color, material, craft, packaging, etc. In the design, designers need to follow the design principles of ideological

education and functional practicality, start from the red cultural themes and character elements, and look for the entry point of the combination of regional culture and Huanggang red culture in terms of modeling techniques, composition forms and color characteristics. In terms of materials, they need to try to use local unique raw materials to highlight local characteristics and differences. In terms of craftsmanship, appropriate innovation should be carried out on the basis of traditional craftsmanship, so that the traditional culture takes on a new vitality again. Red culture's combining with regional culture can break the previous rigid form of single appearance of red implements and graphics conformity, so that the red cultural and creative products of Huanggang are imprinted with a strong regional cultural style. This characteristic is also the soul of creativity, which can effectively enhance the artistic charm and commercial value of cultural and creative products.

### ***5.3 Diversification of Design Expressions to Enhance the Fashionability and Creativity of Red Cultural and Creative Products***

Red culture has strong political relevance and seriousness, but in the design of red cultural and creative products, trend and history, fashion and education should not be opposing and conflicting, but can be organically unified. On the basis of respecting history and ideological and political correctness, advanced design concepts can be borrowed and absorbed, combining traditional red themes with modern expressions and using a variety of design techniques and expressions to appropriately apply red cultural elements to red cultural and creative products, and modernize and fashion the design of red cultural and creative products, so that the youth group can feel the beauty and enjoyment while deeply experiencing the memory of revolutionary tradition and cultural diversity. For example, national trendy style and retro style can be combined with red culture innovation to give the products a new look. In addition, it can also draw on modern animation design concepts and use modern scientific and technological means to organize and refine the image characteristics of revolutionary fighters, design combat life scenes, and develop a series of cartoons of revolutionary fighters. For example, the Hong'an IP series of cartoons designed according to the historical theme of the Huangma Uprising in Huanggang have 3D cartoon animation images of Red Army soldiers, armed farmers, and female



meal delivery senders, which are fashionable and cute and very popular among young people ("Figure 4", designer: Yang Ying, directed by Liu Ying).



Figure 4 Hong'an IP series of cartoons: Red Army soldiers, female meal delivery senders, armed farmers, designer: Yang Ying.

## 6. CONCLUSION

Red cultural and creative products are an important way to develop red tourism, as well as a powerful carrier to inherit red culture and national culture and enhance national self-confidence. In the development and design of Huanggang red cultural and creative products, it needs the support of government departments and policies and systems, the high-efficiency and multi-party participation of scenic spots and enterprises, as well as the designers' making full use of their ingenuity to integrate red culture with local culture and the trendy culture of the times, to promote the optimal development of red cultural and creative products and to enhance the charm of red cultural and creative products. Accelerating the development of Huanggang red cultural and creative industry has an important socio-economic significance in helping to revitalize the countryside and to overcome poverty and achieve prosperity in the old revolutionary area of Dabie Mountain.

## AUTHORS' CONTRIBUTIONS

Ying Liu designed the experiment and wrote the paper, while Tao Xie revised and edited the paper.

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