

# *Research on the Development and Design of Cultural and Creative Products of Lingbi Zhongkui Painting under the Strategy of Rural Revitalization*

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**Keywords:** Rural revitalization; Lingbi Zhongkui painting; cultural and creative product design; design strategy

**Abstract:** Under the background of comprehensively promoting the strategy of rural revitalization in China, cultural creative design based on regional cultural characteristics is one of the important innovative ways of rural revitalization. Rural cultural revitalization is an important driving force and effective means to implement the strategy of rural revitalization. This paper summarizes the value of integrating the culture and design of Lingbi Zhongkui painting from the perspective of rural revitalization by investigating and studying the current situation of Lingbi Zhongkui painting cultural and creative products, and explores the development path of Lingbi Zhongkui painting cultural and creative products. It realizes the inheritance and revitalization of the culture of Lingbi Zhong Kui painting, and then promotes the regional economic development, and at the same time provides reference and inspiration for the integration of culture and design in other less developed regions.

## 1. Foreword

Under the background of rural revitalization, the development of new rural construction is in full swing, and on the basis of the gradual realization of cultural self-confidence of the general public, the construction, development and promotion of rural humanism has become more important. The nature of art design determines that it can be integrated with different fields, and the high value-added characteristics of art are very suitable for combining with rural construction, so it is very necessary to actively explore the synergistic development of art design and rural revitalization.<sup>[1]</sup> Therefore, through a more modern way to develop and innovate Lingbi Zhongkui painting, an intangible cultural heritage of cultural and creative products, combining design and culture, and studying the development mode of "rural revitalization + cultural and creative design" is not only a need to develop rural culture, help economic construction and comprehensive revitalization of underdeveloped areas, but also an important significance to explore the value of the countryside and rural revitalization and development. It is also an important significance to explore the value of the countryside and to the revitalization and development of the countryside.

## 2. Lingbi Zhong Kui painting cultural and creative product design status quo.

### 2.1. Historical background of Lingbi Zhong Kui painting

As the first batch of intangible cultural heritage list in Anhui Province, the history of Lingbi Zhong Kui painting can be traced back to the Tang Dynasty. It developed in the Song Dynasty and flourished in the Ming and Qing Dynasties. According to the local records of the Qianlong period, Lingbi had a prosperous weather of "selling tens of thousands of papers every year" and "the painters were clothed and fed there". Lingbi Zhong Kui painting is known as Lingbi Judge in folklore, and is regarded as a symbol of avoiding calamities, dispelling evil spirits, and calming down the house to bestow good fortune. Legend has it that the first Zhong Kui painting in Lingbi was the handwriting of Wu Daozi, a painting saint of the Tang Dynasty. Emperor Xuanzong of the Tang Dynasty dreamed that Zhong Kui was catching ghosts, so he summoned Wu Daozi, a court painter, to paint Zhong Kui. Wu Daozi was ordered to make a painting, "the pen picture finished to enter", and the Xuanzong dream Zhong Kui model is very similar, hanging in the palace to avoid the evil spirits to suppress the demon, and give Zhong Kui "ZhenZhouShengJun", "ten thousand should be God" title, since then, Zhong Kui as the first Zhong Kui as the title of the Tang Dynasty painting saint, the first Zhong Kui. Since then, Zhong Kui's status as a ghost hunter has been gradually established. According to legend, there is a New Year's beast specializing in the night of the infestation of the earth, in order to drive away the New Year's beast, New Year's Eve, from the Tang Dynasty during the Spring Festival, people will be "Zhong Kui" statue affixed to the door to ward off the evil spirits, firecrackers, hanging red lanterns to scare off the New Year's beast<sup>[2]</sup>. The people hung Zhong Kui during the Spring Festival, and believed that Zhong Kui was a symbol of guarding the door and protecting happiness and peace. It was obvious that Zhong Kui had become the belief of the whole society as early as the Tang Dynasty.

### 2.2. Regional culture of Lingbi Zhongkui painting

Regional culture is created by human beings in a certain geographical range, on the basis of the first native environment, in the long productive life of human beings, and it is the product of human social practical activities. Zhongkui painting is the most representative regional cultural form in Lingbi area of Anhui Province. It is a folk art wonderful work bred and grown in this place of Chu and Han culture<sup>[3]</sup>. Lingbi is located in the northeastern part of Anhui Province, has one of the world's seven major ancient battlefields of the Chu-Han battlefield site, a thousand years of Bianshui water flow through the land, is a well-known folk art town, and also has a strange stone Yuji Zhong Kui painting of the world's best reputation. The special geographical environment and humanistic history of Lingbi have precipitated a unique art style. Since the Tang Dynasty, Lingbi people began to paint Zhong Kui. After thousands of years of development and precipitation, it has long been deeply rooted in people's lives and sentiments in folk culture. It has been hailed as "a unique state of God" by the world, and has important research value in the fields of history, humanities, Sinology, art and other disciplines.

### 2.3. Current situation of cultural and creative product design of Lingbi Zhongkui painting

At the Panama-Pacific International Exposition in 1915, Zhai Guangyuan's Zhong Kui painting won the gold medal and became famous at home and abroad. Because of this unique Zhong Kui painting art, Lingbi County has been awarded the title of "Hometown of Chinese Folk Art (Zhong Kui Painting)" by the Ministry of Culture of the People's Republic of China, and Lingbi Zhong Kui Painting has been included in the list of the first batch of intangible cultural heritages in Anhui Province. It can be seen that Lingbi Zhong Kui painting is widely valued and gradually penetrated

into the art practice by Chinese artists. However, because Lingbi is still in the unbalanced development of productive forces, the level of science and technology is not yet developed in economically underdeveloped areas, the lack of cultural and creative professionals, compared with the developed areas of cultural and creative product research and development started late and slow and weak foundation, so the Lingbi Zhong Kui painting cultural and creative product design is still in the primary stage. There are many regions and features have not been fully developed and utilized, but also product homogenization, design and styling of the same, no brand, and did not form a systematic design issues. Lingbi Zhong Kui painting cultural and creative products need to deeply excavate the cultural connotation and value of Lingbi Zhong Kui painting, relying on its profound historical precipitation, strengthening creative design, incorporating cultural connotations, so that it is the biggest highlight and selling point of the product, highlighting the charm of cultural products, so as to realize the inheritance of culture, in order to promote the development of local economy.

### **3. The Value of Lingbi Zhong Kui Painting Cultural and Creative Products for Rural Revitalization.**

#### **3.1. Cultural heritage value of Lingbi Zhong Kui painting cultural and creative products**

Cultural and creative products, also known as cultural and creative design products, are high value-added products produced with the help of modern scientific and technological means to create and enhance cultural resources and cultural products<sup>[4]</sup>. Through the product to show culture to consumers is the core of the design of cultural and creative products, Lingbi Zhong Kui painting cultural and creative products as folk culture products, Zhong Kui painting's function has gradually evolved from driving away evil spirits and ghosts to the people's spiritual beliefs in the desire for a better and happier life.

At present, Lingbi cultural propaganda department promotes the image of Lingbi by combining the image of Zhong Kui with Lingbi stones and gifts as the business card of charming Lingbi. In the context of rural revitalization, Lingbi County Government vigorously develops cultural undertakings, Lingbi Zhong Kui painting more need to take advantage of regional cultural characteristics and resources to create high value-added cultural and creative products, to enhance the soft power of cultural and creative industries in Lingbi, and to create a high-quality series of cultural and creative products. Lingbi Zhong Kui painting cultural and creative product design is rooted in regional culture, in promoting rural revitalization at the same time, in-depth excavation of the regional culture of Lingbi, not only to reflect the Zhong Kui culture, but also to be able to reflect the unique geographic environment of Lingbi nurtured by the "three Jie culture", to show the different cultural characteristics, and to promote the inheritance of the regional culture of Lingbi and carry forward. It has a certain positive effect on promoting the development of Zhong Kui culture, stimulating the vitality of Lingbi culture and realizing the transformation of the deep value of culture.

#### **3.2. Socio-economic value of Lingbi Zhong Kui painting cultural and creative products**

The design of cultural and creative products of lingbi zhongkui painting under the background of rural revitalization is designed and marketed according to the current consumption direction of the audience. The visual elements of lingbi zhongkui painting are restructured, and derivatives are designed to excavate and refine the unique regional culture of lingbi, design practical cultural and creative products with regional characteristics of lingbi, and formulate corresponding market strategies and promotion methods. The development and integration of cultural and creative industries will accelerate the development and integration of Lingbi Zhong Kui painting and cultural and creative industries, realize the new path of accurate poverty alleviation, and inject power for rural

revitalization. Taking the cultural creation of the Forbidden City as an example, the Forbidden City, as an explosive museum IP, endows the elements of the Forbidden City with cultural and creative products, and the collections become commodities, which have the value of commerce, use and appreciation. According to statistics, the sales revenue of the Forbidden City's cultural creation was as high as 1.5 billion yuan in 2017, greatly promoting the development of the Forbidden City's cultural tourism economy. Lingbi Zhongkui painting cultural and creative products can be integrated with the museum industry, so that the cultural and creative products have practical, creative and cultural forms, providing the spiritual wealth and cultural atmosphere needed for social development.

### **3.3. Sustainable design value of Lingbi Zhongkui painting cultural and creative products**

Sustainable design aims to promote the industry to be able to develop in the long term, while taking into account the interests of many aspects, to meet the needs of consumers at the same time to realize the sustainable development of nature and society, and to realize a comprehensive innovative development strategy for people, economy, society and economy on multiple levels <sup>[5]</sup>.

"Culture" is fundamental, "creation" is life. Lingbi Zhong Kui painting cultural and creative products is a carrier, the cultural elements behind it is the foundation, the ultimate goal is to spread Zhong Kui culture, inheritance of Zhong Kui culture. The purchase of Zhongkui painting cultural and creative products by consumers is also the realization of the dissemination and inheritance of Zhongkui culture. A good Zhong Kui painting cultural and creative products should not only have creativity and depth, but also run through the concept of sustainable design value. Designers should stand in the height of the development and protection of Zhong Kui painting culture, the creative development of Lingbi Zhong Kui painting creative products, only rationally applying the culture of Lingbi Zhong Kui painting to different product carriers, with innovative visual expression of the culture of Lingbi Zhong Kui painting and practical integration of cultural and creative forms, the implementation of the "go out" strategy, the promotion of Lingbi Zhong Kui painting to a larger market stage. We will implement the strategy of "going out", promote Lingbi Zhong Kui painting to a larger market stage, fully guarantee the sustainable development of the resources of Lingbi Zhong Kui painting, and utilize the design to empower the revitalization of rural industries.

## **4. Design method of cultural and creative products of Lingbi Zhongkui painting based on rural revitalization**

Unlike the woodblock prints of Yangjiabu and Yangliuqing, and different from the paintings of Shentian and Yubi, Lingbi Zhong Kui Painting is hand-painted with a special folk flavor, emphasizing more on the expression of inner spiritual temperament. The style of Zhong Kui painting is "folk, brushwork, writing" and so on, and there are unique features in form and content. Under the strategic background of rural revitalization, the cultural and creative product design of Lingbi Zhong Kui Painting should be based on Lingbi's understanding of the characteristic folklore resources and history and humanity as an important cultural resource, and then refine the functional and cultural elements in both material and spiritual aspects, integrate them into the construction of rural revitalization, and combine them with the current mainstream consumer-friendly design forms to create "cultural relics", which will become a tool to assist the local community in the revitalization of the countryside. "It has become an important force for local industrial revitalization and rapid economic growth. While inheriting and protecting the cultural heritage of Lingbi Zhongkui painting, it realizes the development path of local cultural and creative design specialization and branding. Based on rural revitalization, the cultural and creative design of Lingbi Zhong Kui painting promotes the development of cultural and creative industry in Lingbi while promoting Zhong Kui culture. Lingbi Zhong Kui painting cultural and creative product design is mainly conceived in the following three

design methods.

#### **4.1. Zhong Kui Painting Cultural and Creative Products with Inheritance as the Core**

The cultural heritage connotation of Lingbi Zhong Kui painting cultural and creative products is full of people's most ardent desire and longing for a better life, which can live in the high temple hall as well as in the far reaches of the rivers and lakes, and gain the unique status of being known by everyone. In the current epidemic situation, Lingbi Zhong Kui painting cultural and creative products not only have the symbol of fighting ghosts and driving away evil spirits and epidemics and disasters, but also protect the user's blessings and accumulate wealth, and add wealth and life expectancy. Lingbi Zhong Kui painting cultural and creative products should take the inheritance culture as the core, pay attention to the application of Zhong Kui cultural elements, and pay more attention to expressing the spiritual connotation of Zhong Kui culture. For example, the kindling lamp that appeared in the opening ceremony of the 2022 Beijing Winter Olympic Games is full of Chinese aesthetic heritage flavor, and the Chinese style modeling is stunning. Winter Olympics kindling lamp creative source for more than 2000 years ago, the world's first lamp - Western Han Changxin Palace Lantern, the ancient design wisdom ideas and modern design integration, romantic Chinese culture hope to take the meaning of "Changxin", a symbol of the pursuit of the pursuit of light to guard the Olympic flame, highlighting the inheritance of traditional culture and the Olympic spirit of the perfect match. The Changxin Palace Lamp of the Western Han Dynasty is a perfect fit between the inherited traditional culture and the Olympic spirit. The promotion and production of Zhongkui painting cultural and creative products with inherited cultural elements and high added value can promote the long-term development of Lingbi Zhongkui painting cultural and creative design and promote the integration of culture and tourism in economically underdeveloped areas.

#### **4.2. Zhong Kui Painting Cultural and Creative Products Focusing on Practicality**

Practicality-focused Zhong Kui painting cultural and creative products is to pursue user-centered design thinking, give the cultural and creative products aesthetic value and practical value as a whole, and position the connotation and functional form of the Lingbi Zhong Kui painting cultural and creative products by the characteristics of the consumer group, so as to create the Zhong Kui painting cultural and creative products that conform to the user's physiological and psychological characteristics. Zhong Kui painting cultural and creative products should show the applicability and structural rationality, catering to the consumer's purchasing psychology. For example, the Guilin ancient village printmaking cultural and creative products, the shape of the residential buildings of Jiangtou Village with great regional characteristics and culture can be made into school supplies and daily necessities through redesign, including pen holders, pen holders, etc., and the Ailian elements in them can also be made into cultural garments and other supplies through the printing factory. Drawing on the successful experience of this case, the Lingbi Zhongkui Painting can be designed to be used for common practical items in life, such as covered bowls, calendars, purses, pendants, folding fans and so on. Through the creative conception of the designer's modern thinking, the creative Zhongkui image is used to increase the consumer's attention to Zhongkui culture, so that Zhongkui painting is no longer a single folk appreciation painting, but a fusion product that includes various attributes such as aesthetics, culture and practicality. Zhong Kui painting cultural and creative products with practicality as the focus, focusing on the communication experience between users and Zhong Kui culture with creative application, not only realize the inheritance and value transformation of Zhong Kui culture, but also have positive significance for improving the living income of people engaged in cultural and creative production.

### 4.3. Branding-oriented Zhong Kui painting cultural and creative products

The carrier of culture is the brand, which reflects the concept of cultural and creative product design. Zhong Kui painting cultural and creative product design led by brand building is not only reflected in the visual innovation, in the context of cultural and creative economy, Zhong Kui painting cultural and creative products also need to be based on accurate market positioning and consumer demand to create an exclusive brand culture, digging the real connotation behind the product, grasping the integration of design and innovation thinking, optimizing the brand elements from the design to the promotion of communication and marketing to form a big idea, changing the consumer's perception of the brand of Zhong Kui painting. Taking the deep mountain market as an example, the deep mountain market is the first platform for Chinese handicrafts to go to the world and enter the market; it is a distribution center for the scene-based sale of national tide cultural and creative products, national handicrafts products, and local famous and special commodities. To make the ancient traditional handicraft culture out of the mountains, it can be explored through the model of data, branding, marketization and industrialization, so that the value of national handicraftsmen can gradually form industrial value. Consumers can savor the magical attainments of traditional techniques, and designers and deep-mountain inherited artists work together to empower China's rural industry and drive the economic development of the area.

Located in an economically underdeveloped area, Lingbi Zhongkui Painting should strengthen brand awareness, create aesthetics in line with modernization, and actively publicize it with the help of the new media platform online and offline marketing model. Digging deep into the unique inner aesthetic consciousness and life consciousness of the northern Anhui region, relying on the innovative expression of modern art design, feeling the originality of national culture, letting the tradition and fashion in line, and really pushing the Zhong Kui painting characteristics of cultural and creative products to the market.

## 5. Conclusion

In the context of the country's profound advocacy of rural revitalization, the clever integration of regional culture into cultural creative product design has been established as a key way to realize "rural revitalization + cultural creative design". In this context, this study takes the cultural characteristics of Lingbi Zhong Kui painting as a case study, and systematically discusses how to integrate it into cultural creative product design to effectively solve the many problems facing the current market of Lingbi Zhong Kui painting, including the lack of brand recognition, single product form, lack of human resources and other bottlenecks. In the process of designing and practicing the cultural creative products of Lingbi Zhong Kui painting, this study focuses on the use of key design strategies such as inheritance, practicality and brand building. First, in terms of inheritance, this study aims to inherit and promote this important cultural heritage by deeply excavating the roots of Zhong Kui painting culture and skillfully integrating its elements into product design. Secondly, in terms of practicality, this study takes into full consideration the market demand for cultural and creative products to ensure that they not only have cultural connotations, but also meet the practical needs of modern society, thus improving the market competitiveness of the products. Finally, in terms of brand building, this study has successfully established the brand image of Lingbi Zhongkui Painting cultural creative products through careful planning and promotion, which enhances its cultural value and economic value.

In summary, the results of this study not only made remarkable achievements in the inheritance and protection of Zhong Kui painting culture, but also provided effective paths and strategies for the cultural and economic development of Lingbi area. In addition, the results of this study also provide strong support for the country's rural revitalization strategy, improving the quality of life of rural

residents through the design and practice of cultural and creative products, and making positive contributions to the cause of China's rural revitalization.

## Acknowledgments

Anhui University of Finance and Economics 2022 Graduate Student Research and Innovation Fund Project "Research on the Development and Design of Cultural and Creative Products of Lingbi Zhongkui Painting under the Strategy of Rural Revitalization", Project No.: ACYC2022334. Key Research Project of Humanities and Social Sciences in Universities of Anhui Province, "Study on the Interaction and Media Integration of Huizhou Rituals and Customs under the Perspective of Rural Culture Revitalization", Project No. 2022AH050544. Key Research Project of Humanities and Social Sciences in Universities of Anhui Province, "Research on the Digital Inheritance Path of Huizhou Lacquerware in the Context of Media Integration Development", Project No. 2023AH050222.

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