

Analysis of the International Development of Zigong Colorful Lantern Culture Enterprises II

Chuan Liang

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

Abstract

Zigong colorful lantern culture industry is formed in Zigong. More than 30 years' continuous "Zigong Colorful Lantern Festival" has created a unique regional social and cultural environment in Zigong. Going out of Zigong and going to the world to participate in the festival cultural and artistic activities related to colorful lanterns is the basic form of production and service of colorful lantern enterprises. The profit model formed by holding "Zigong Colorful Lantern Festival" is an important prerequisite for the industry to be maintained and popularized.

Keywords

Zigong colorful lantern; Cultural industry; Internationalization.

1. The present situation of Zigong colorful colorful lantern industry

The cultural industry of Zigong colorful lantern festival is flourishing because of the modern folk festival activities of Zigong colorful lantern festival, but the social and cultural soil that nourishes its rapid development is not limited to Zigong. After more than 30 years' hard exploration, going out of Zigong to participate in all kind of colorful lantern festivals during the Spring Festival and folk culture activities of Lantern Festival and contracting the colorful lantern fabrication project became the main way of production and operation of hundreds of colorful lantern culture enterprises of Zigong. However, so far, there are not many enterprises with the ability and conditions to undertake the operation management, decision planning, market expansion and other upstream and downstream industrial chain specific work for colorful lantern festival in other areas. Although the number of Zigong colorful lantern enterprises has formed an absolute advantage and the industrial operation mode and management mode have typical characteristics of Zigong, the hosting right (including naming right) and the actual undertaking rights of the local annual Zigong colorful lantern festival are not in the hands of these hundreds of colorful lantern culture enterprises. When going out of Zigong to participate in the cultural activities of the colorful lantern festival, the main purpose of the colorful lantern culture enterprises is to be responsible for the design and production of the colorful lantern, so it is difficult to for them to participate in the planning of the festival activities, regional market operation, product development and promotion and other more "in site" commercial activities. Most of the time, they exist only as a group of craftsmen who can undertake the task of making colorful lanterns. The guerrilla-like team with "three or five people and seven or eight guns" is the living state of Zigong's most colorful lantern cultural enterprises. This relatively free industrial state has a special advantage of low risk and high efficiency. On the one hand, it retains the technical attributes of folk, traditional, and manual production, which makes Zigong colorful lantern production hold a good artistic level, on the other hand, it reduces the industry access standard and restricts the upgrading and development of Zigong colorful lantern culture industry.

2. The concept of cultural industry of Zigong colorful lantern festival

As a more and more important part of promoting the sustainable growth of China's social economy, the concept of "cultural industry" and its specific reference are very complex. Relatively speaking, the production and service of cultural products is only a key link in its industrial chain. Without this link, cultural products will not exist and industries will not form. However, this key link can not exist independently, it must first exist in a complete industrial chain to show its pivotal central position. Under the general conditions, a complete industrial chain can not exist independently, it must be woven into the huge network of regional social and economic development and cultural industry prosperity, which support each other, to highlight its irreplaceable independent value. Only when many industrial chains extend together, help each other, and make profit together can different cultural industries achieve real common prosperity. According to the general concept of academic circles, "the cultural industry refers to an industrial group, including books, magazines, newspapers, radio, movies, television, music, games, exhibitions, gambling, news and entertainment in the Internet and mobile phones, theme parks, historical and cultural tourism, art performances, advertising, art design, antique art trading, pop star brokerage, entertainment competitive sports, toys, arts and crafts and cultural undertakings and other industries related to culture and art, information and cultural entertainment."^[1]

By comparing the actual production and service status of Zigong colorful lantern cultural enterprises with the framework defined above, it can be seen that Zigong colorful lantern cultural industry mainly involves four fields: exhibition industry, theme park, art design and arts and crafts. Zigong colorful lantern is a modern one made according to the creative design drawing. It still has a common handicraft production mode in arts and crafts industry. As far as the special kind of folk art—colorful lantern is concerned, the cultural industry of Zigong colorful lantern has become the leader of the country in the fields of "art design" and "arts and crafts". However, as far as "theme park" and "exhibition industry" are concerned, the depth and breadth of the integration of Zigong colorful lantern culture enterprises into these two industries are relatively shallow. In addition, the ownership and leading power of the "Zigong Colorful Lantern Festival" cultural brand is in the hands of the local government, and the contract relationship between the enterprises and the government is often only for the production of colorful lanterns. Therefore, although the "Zigong Colorful Lantern Festival" has the nature of theme park, it is difficult for the Zigong colorful lantern cultural enterprises to intervene in its substantive development. To analyze the successful experience of the past development of the industry, under the existing conditions, the integration of all kinds of exhibition industry all over the country and even all over the world is the first problem that Zigong colorful lantern culture enterprises must solve.

3. Integration into local culture and local life of Zigong colorful lantern festival

According to the classification principle of cultural industry, all kind of festival cultural and artistic activities held in modern cities can be classified as exhibition industry. In these various festival activities, although many of them have historical tradition and cultural origin, in general, the commercial characteristics of satisfying the demands of local people's holiday life and cultural consumption are very obvious. Moreover, all kind of festival activities at all levels objectively provide opportunities for the transaction of various kind of local products, and also become an important link in the circulation and transaction of other kinds and forms of cultural product, which is the artistic space for the free dissemination of local society and culture. In this process, the traditional culture continues to enter the contemporary life and becomes an organic part of the contemporary culture. In order to meet the aesthetic needs of the general public, cultural products are allowed to bring forth new ideas and promote the sustainable development of cultural industry. "Festival culture is closely related to festival industry, on the one hand, festival industry provides a solid material basis for the continuation of festival culture; on the other hand, festival culture also provides a platform for festival industry, so that the two closely combined."^[2] Based on the fact that

"Zigong Colorful Lantern Festival" has become the symbol of Zigong city culture for 40 years, it can be seen that festival cultural activities are of special and important significance to the shaping of regional culture. It is the "Zigong Colorful Lantern Festival", a modern festival in the name of colorful lantern, which makes the name of Zigong city famous all over the world, and also makes the city form a colorful lantern culture industry with absolute advantages in China and even in the world. Its cultural resource is the traditional Chinese festivals with a history of more than two thousand years--Lantern Festival. As far as the actual achievements of the overseas projects of Zigong colorful lantern culture enterprises are concerned, the planting of the local existing folk festivals and traditional customs is the main way for Zigong colorful lantern to go overseas. Or Zigong colorful lantern festival integrates into the local festival cultural activities and add the new content of the colorful lantern show for the presentation of them. Or by making use of some major political, economic, or cultural activity, Zigong colorful lantern show adds the new content to it. These are the basic way used by Zigong colorful lantern enterprises to spread the traditional Chinese culture and obtain economic benefits in the world. There have been few cases of success without taking advantage of existing local cultural traditions, without major social activities, or without reason or foundation. Obviously, under this condition, further active integration into the local festival cultural activities and adding "colorful lantern" to the art media should be the issue that Zigong colorful lantern cultural enterprises must deal with to further develop in the world.

4. Theme park--ideal space for Zigong colorful lantern festival

Taking the art form of "colorful lantern" as the carrier, looking for and mastering the time node of Chinese characteristic culture to intervene in the local area, and striving to become the art media to tell the local story are the first step for Zigong colorful lantern culture enterprises to go to the world. After experiencing the contact, communication and collision between different cultures, finding suitable time points for festivals or holidays and getting involved smoothly, site selection becomes the key factor for the success of Zigong colorful lantern festival. At this time, "Zigong Colorful Lantern Festival", as a "theme park" nature of the local cultural brand, once again shows its unique business attribute. With the experience of holding the "Zigong Colorful Lantern Festival" in Zigong "colorful lantern festival park" and finding suitable environment space for the colorful lantern festival, cultural sites that already have the nature of the theme park become the first choice. "The theme park is a kind of man-made tourist resource, also known as 'themed cultural park'. It creates a unique environment and atmosphere with distinctive cultural theme through special conception, and gathers many elements of leisure, entertainment and service with modern scientific and technological means and multi-level activities to create a project with clear theme and rich cultural connotation to attract tourists ".^[3] It can be seen, from the analysis of the reasons why Zigong colorful lantern festival has maintained its high reputation for the art of "the first lantern festival in the world" for 30 years, that holding the colorful lantern festival in Zigong "colorful lantern park" has made the organizers of the "Zigong Colorful Lantern Festival" and the leaders of the colorful lantern companies develop a sense of innovation to promote their development, thus, the "Zigong colorful lantern" is always novel year after year and time after time. When entering the overseas market, those theme parks that already have great cultural influence and market accumulation are the source of tourists. Entering the theme park to hold a colorful lantern festival and adding new cultural content to the old cultural theme often will not cause tourists' boring but can promote and enrich the old cultural theme. The injection of new culture can not only increase the number of tourists so that local parks and enterprises from foreign countries can obtain economic benefits, but also make the excellent Chinese culture with colorful lantern as the carrier to obtain broad and stable channels of communication. Under this condition, Zigong colorful lantern culture enterprises initially have formed its own mode of going to the world.

At present, the implementation of the "Chinese Colorful Lantern World" project in Zigong has entered a substantive stage. In the near future, it will replace the "colorful lantern park" located in the core of the old urban area, become a new venue for the "Zigong Colorful Lantern Festival", and become the

venue for the “never-ending Zigong colorful lantern festival” in the ideal of Zigong colorful lantern people. There is no doubt that "Chinese Colorful Lantern World" is a theme park with "Chinese colorful lantern" as its cultural symbol. The main reference of "the never-ending Zigong colorful lantern festival" is the "Disneyland" in the United States. This is the cultural theme park that Chinese people reflect and create after accepting the western "cultural theme park" industrial model. Although its concrete effect is still to be judged in the coming days, the industrial model and the industrial foundation have actually appeared. The regret is that the actual operation of the "Chinese Colorful Lantern World" may not be fully in the hands of the government. On the other hand, it is gratifying, on the road of international development, some representative colorful lantern culture enterprises have achieved many successful experiences. Based on the involvement of the local cultural theme park, it has been transformed into a regular or timely holding of the colorful lantern festival in "colorful lantern park". The theme park of Chinese colorful lantern culture created by Zigong colorful lantern festival has been successfully replicated in different cultural places all over the world. On the road of hard development, the enterprise of colorful lantern culture has gradually formed its own unique cultural brand consciousness. Mastering independent cultural brands with independent legal personality can enable enterprises to form cultural influence while obtaining commercial benefits. With the help of colorful lanterns' warm and gorgeous appearance and auspicious and happy moral, it can effectively promote the artistic dissemination and industrialization expansion of Chinese culture all over the world. Festival or festival culture has always been the most inclusive culture for the public to share the culture. "Whether it is a traditional festival due to sacrifice, ceremony or farming solar term, or a new festival due to politics, business or tourism, they all have an unavoidable, irreplaceable purpose. People pursue a relaxed, idle, comfortable state of life and pleasant, wild, and happy spirit catharsis through the festival." [4]

5. Conclusion

For thousands of years, although the state, ethnic groups and other social belonging are different, the cultural psychological demands of vast number of people's spread of festival are highly similar. Happy spirit catharsis and relaxed living conditions make everyone can not give up the holiday expectations. The happy and festive implication of the Chinese colorful lantern culture, bearing the good reunion blessing, undoubtedly makes Zigong colorful lantern festival have condition and reason to integrate into the culture of other countries. In this process, the holding of one's own cultural brand is fully in line with the international practice of multi-directional circulation of cultural products and services trade.

In any case, seeking economic benefits must be the first appeal of Zigong colorful lantern culture enterprises. At the time when the country puts forward the "Belt and Road" initiative and comprehensively constructs a new historical relationship of win-win cooperation between China and all countries in the world, it has become an extremely important part to continuously and deeply integrate into the world economic system and effectively promote cultural exchanges among different nationalities in different countries along the Belt and Road. The unique value of Chinese folk art has been demonstrated. In the process of "internationalization", the multi-dimensional communication and cooperation with culture as the medium of Zigong colorful lantern culture enterprises will meet continuous challenge.

References

- [1] Chen Shaofeng, Zhang Libo. Business model of cultural industry [M]. Beijing: Peking University Press, 2011:34.
- [2] Fan Jianhua, Zheng Yu, Du Xingmei. Festival culture and festival industry [M]. Kunming: Yunnan University Press, 2014:207.
- [3] Yao Kunyu. Theme parks: name rectification and building [A]. Lou Jiajun, Xiao Dezhong. Theme parks and urban tourism [C]. Shanghai: Shanghai Jiaotong University Press, 2012:6.

- [4] Chen Shenglai. Art festival and urban culture [M]. Shanghai: Shanghai Academy of Social Sciences Press, 2014:1.

Author's Introduction:

LIANG Chuan: born in Zigong, Sichuan Province in 1974. Vice President, Associate Professor, arts postgraduate tutor, School of Fine Arts, Sichuan University of Science and Engineering.

The main research direction: art theory and intangible cultural heritage (traditional art); presided over 2 provincial and ministerial level scientific research programs; has published more than 10 related papers in such academic journals as Decoration, Chinese Culture Forum, Art Education and Art Exploration; currently is senior consultant to the art professional committee of the Chinese Folk Artists Association, a member of the Chinese Academy of Art Anthropology, a member of the theoretical committee of the Sichuan Artists Association, a member of the Sichuan Art Critics Association, and vice chairman of the Zigong Artists Association.

Over the years, he has devoted himself to the inheritance and innovation of Zigong colorful lantern cultural heritage, and has written a series of articles, such as Zigong colorful lantern Fair and the Construction of New Folklore in the City, On the protection of intangible cultural heritage under the background of regional art--taking Zigong colorful lantern as an example, Study on the living inheritance of colorful lantern binding techniques —taking "Zigong colorful lantern Fair" as an example, On the cultural identity characteristics of Yuanxiao colorful lantern Folklore and so on.