

Research on Sustainable Development Model of Traditional Sculpture in Hubei Province

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Abstract: There are still many problems in the "productive protection" of traditional sculptures in Hubei Province. Based on the classification study and the characteristics of the times, this paper puts forward the development strategies of product positioning, talents, industrial clusters, integration development and cultural ecology. It shows that the key to solve the problem lies in studying the modern market and seeking integration and development.

1. Introduction

It is an unavoidable fact that many traditional artists have long lived in the situation of "antinomy". On the one hand, inheritors adhere to the tradition and stick to the "bottom line" of "handmade characteristics" in the core skills and key technological processes; on the other hand, because they stick to tradition and stay away from the market, their living conditions are difficult to improve. In March 2017, the National Level promulgated the Revitalization Plan of Chinese Traditional Crafts, which proposed that we should follow the principles of respecting excellent traditional culture, adhering to the spirit of craftsmen, stimulating creativity, promoting employment, increasing income and adhering to green development, so that traditional crafts can be widely used in contemporary life, improving the inheritance and recreation ability of traditional crafts, increasing the income of practitioners and promoting the development of traditional crafts. Employment in urban and rural areas." From protection to revitalization, the protection and development of traditional crafts has entered a new historical period.

2. Current situation and problems

According to the survey data, the inheritance population of traditional sculpture in Hubei province has some problems, such as the imbalance of sex ratio among practitioners, the aging of inheritors, the low level of education and the lack of understanding of the modern market, which make many handicraft products difficult to perform well in the market. Among them, the most prominent problem is the lack of understanding of the contemporary market, the inaccurate positioning, the failure to find a good development model, and the difficulty in realizing the transformation from "works" to "products". This is also the general perplexity of the inheritance crowd.

3. Dialectical relationship between innovation and perseverance

When it comes to perseverance and innovation, it often leads to controversy. On the one hand, it advocates retaining the original flavor; on the other hand, it advocates innovating with the characteristics of the times and promoting marketization and industrialization. If it can be based on objective review, classification research can find a balance point. The protection and inheritance of traditional sculptures in Hubei should be carried out at different levels.

First, the pure blood of traditional sculpture needs the strong support of the government to the

inheritors, so that they can "be intentional and powerful" and always uphold the tradition, adhere to the "bottom line" of core skills and key process, and leave "living" substance and skills for future generations. Second, we should integrate traditional sculpture into the times and into public life. Innovating the application of traditional sculpture techniques, combining with the needs of mass consumption, opening up the application field. There is no contradiction between "fixing the foundation and cultivating the yuan" and "innovative development".

4. Sustainable Development Strategy

4.1 Product positioning strategy

According to the characteristics of traditional sculpture and its integration with other industries, it can be subdivided into categories to determine the direction and objectives of development, and choose appropriate promotion and marketing means to ensure the accuracy of audience goals. At the same time, based on classification research, carrying out classification promotion and differentiation support strategy is the premise of traditional sculpture "productive protection".

According to the actual situation of the cultural ecosystem in which the traditional sculpture technology of Hubei is located, the ways to promote the integration of traditional sculpture and modern decoration, architecture, tourism and other industries in Hubei are summarized as follows:

Tab.1 Integration of Traditional Sculpture and Other Industries

Serial number	Employment category	Market characteristics	Product development Type location	Inheritor Classified protection	Protection path
1	Plaster carving, wood carving, root carving, Ceramic Sculpture (Small Decoration)	The original ecological technology still needs in real life	Primitive type	Market type	Workshop Style: Company + Farmer
2	Clay sculpture, dough sculpture and sugar sculpture	Loss of native soil and use value	Innovative Entertainment	Supportive type	Festival+Tourism+ Literary Creation
3	Wood sculpture, stone sculpture, clay sculpture, ceramic sculpture	Closely related to current daily life	Application popularization type	Market type	Multi-industry Integration + City Image
4	Jade carving, wood carving (wood carving boat, miniature wood carving), inkstone carving, paste carving, tooth carving, shellfish carving, bamboo carving	Meet the high-end crowd to enjoy	Art Collection	Development type	Master + Brand

4.2 Talent strategy

The market expansion of traditional sculpture does not depend solely on the individual inheritors. Considering the system of creativity, design, production, circulation and sales, it is a key factor to improve the talent reserve in the industrial chain to ensure the smooth progress of the marketization of traditional sculpture. Whatever the product orientation and production mode, the systematic talent combination mode or knowledge reserve of "successor + elite talent + education research team + volunteer" is the necessary support. For a long time, the market circulation of traditional sculpture products almost relies on the promotion and sale of inheritors or family members as the main channel. Specialized market service system has not yet been established. Creativity, design, production, promotion, sales and other links are still in their respective positions in various fields, without forming a joint force. We appeal to more people with lofty ideals to participate in the development of traditional sculpture, to set up traditional craft brand design and promotion

companies (or departments), to intensify research and development and product transformation efforts, and truly let the traditional excellent culture "close to the times, into life".

4.3 Industrial Cluster Strategy

Marketization of traditional sculpture is the inevitable way of protection work. Establishing the cluster model of "product R&D base + product exhibition base + product production base + talent training base" is also based on systematic thinking to ensure the smooth development of production, circulation and sales. At present, product research and development are mainly concentrated in Colleges and universities; the government is the leading force in exhibition and marketing, and planning and curatorial organizations are also involved; few local production enterprises in Hubei province are engaged in creative product transformation and mass production, mainly by entrusting coastal and Jiangsu-Zhejiang production enterprises to process; the training of talents is not systematic; creative design, production, promotion and marketing talents are isolated. There are still some vacancies. Suggestions: To serve the "Great Non-Heritage" as the goal, government functional departments act as the leader, gather R&D, production, marketing, personnel training and other links, establish an effective linkage mechanism to ensure that all links of the traditional sculpture market are closely linked and the channels are smooth.

4.4 Integration development strategy

With creative design as the guide, product as the core, cultural tourism as the main channel, and integration into urban life. Research and development on household decorations, gifts and apparel, extracting typical artistic elements of traditional sculpture, and integrating creative design into contemporary daily necessities are the preferred way to disseminate the essence of traditional sculpture culture and expand the audience. "Promote the connotation and quality of tourism by culture, expand cultural communication and consumption by tourism, promote the transformation of cultural resources into tourism products, support the development of Tourism Performing Arts and tourism commodities with regional characteristics and national customs", "Improve the level of creativity and design in the field of agriculture, promote the integration of agriculture and culture, science and technology, ecology and tourism, and strengthen leisure agriculture and rural tourism" Creativity and design of tourist business places, emphasizing the excavation of rural cultural resources, constantly enriching the creativity and design of agricultural products, agricultural landscapes, environmental protection packaging and local culture, actively cultivating sports fitness market, guiding mass sports consumption, enriching traditional festival activities, supporting local sports activities in accordance with the characteristics of local natural and human resources, and promoting sports derivation The government's requirements such as "Creativity and Design and Development of Raw Products" provide ideas for promoting the integration of traditional sculpture products and related industries.

4.5 Cultural and ecological strategies

Traditional sculpture originally came into being and developed in the farming society. It has a natural and inseparable relationship with folklore. They promote each other and develop together. Folklore promotes the development of traditional sculpture, while traditional sculpture enriches the content of folklore etiquette. Under the background of the great rejuvenation of the Chinese nation and the great strategy of culture, traditional festivals and folk activities are returning day by day, creating a good cultural ecological environment and interactive space in communities, traditional villages, historical blocks, theme parks and tourist attractions, which can provide a more suitable living environment for traditional sculptures from the aspects of production, display and sales.

5. Conclusion

The market environment is changing rapidly. Recognize the new opportunities and challenges faced by traditional sculpture in the new situation, promote the transformation of traditional sculpture products from traditional crafts as the core to modern design, from product management

concept to brand marketing concept, from single mode of production to cross-border integration; accelerate the use of information and communication technology and Internet platform for traditional sculpture products, so that the Internet and traditional industries can enter. It is of great practical significance to create a new development ecology through deep integration. The transformation and upgrading of the traditional market is not only the inherent demand of the inheritor's individual development, but also the inevitable requirement of the development of traditional sculpture.

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