

# Infiltration and Dissemination of Regional Culture in Urban Exhibition

Zhang Jieli

Yiwu Industrial & Commercial College, Yiwu 322000, Zhejiang Province, China

zhangjieliyw@126.com

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**Abstract:** In recent years, the booming domestic convention and Exhibition industry, which has a close interaction with urban development, has become an important lever to leverage urban development. As a valuable intangible asset of the city, regional culture plays an irreplaceable role in shaping the city's personality and enhancing the city's charm. Infiltrating regional culture into the design of city exhibition can not only greatly improve the influence of the exhibition, but also play an unexpected marketing and publicity effect, and will also play a very positive role in the dissemination and development of regional culture itself. Based on this, this paper analyses the influence of regional culture on urban exhibitions, expounds the necessity of integrating regional culture into urban exhibitions, and takes Hunan Glorious 60-year Achievement Exhibition as an example, explores the penetration and dissemination strategies of regional culture in urban exhibitions in order to promote better development of urban exhibitions.

## 1. Introduction

With the rapid development of social economy and the rapid rise of domestic exhibition industry, it has opened up a new stage and space for city image propaganda, scientific and technological cultural exchanges, international trade negotiations and enterprise brand promotion. Today, the whole people pay attention to the cultural inheritance and construction. More and more city exhibitions are combined with traditional culture, especially with regional culture, in order to enhance the connotation of exhibition brand and highlight the charm of brand culture. In the future, the integration of regional culture into urban exhibition design will become an important trend in the development of the exhibition industry. While promoting the dissemination of exhibition information, it will also better meet the aesthetic needs of contemporary people for regional culture and improve the effectiveness of the promotion of exhibition brands.

## 2. Overview of Regional Culture

### 2.1 Connotation of Regional Culture

Regional culture refers to the cultural pattern with regional characteristics that people in a region develop and establish together in the long-term life process. It belongs to the most essential local culture, which includes different aspects of living environment, lifestyle, living customs and so on. The formation of regional culture is deeply influenced by social and economic development, and is the result of comprehensive effects of geography, population, transportation, administration and other factors.

### 2.2 The Characteristics of Regional Culture

Regional culture has the following characteristics: First, inheritance. The formation of regional culture requires a long period of accumulation and evolution, which has passed through the inheritance and development of generations or even dozens of generations. The second is diversity. The mobility of human society and the permeability and dissemination of culture determine that any

cultural form will not exist in isolation. It is impossible for cultural customs in different regions to inevitably blend, penetrate and influence each other. Therefore, regional culture includes both local original culture and many foreign cultural factors, which makes it possible for the local people to have a better understanding of the local culture. The content of regional culture is richer and more diverse. Third, ideology is dominant. The formation of regional culture will also be influenced by local administrative divisions. Under the influence of regional thought, regional elites will deliberately distinguish local culture from other cultures and give them a unique position. This will not only strengthen regional consciousness and protect regional interests, but also influence the combing and integration of regional cultural factors, thus leading to a certain extent. The formation and trend of regional culture.

### **3. The Impact of Regional Culture on Urban Exhibition**

#### **3.1 The influence of regional characteristic industry culture on exhibition brand marketing**

To some extent, regional culture influences the economic form and consumption concept of a city, and then affects the orientation and type of city exhibition. This is because regional culture and its related economic resources directly determine whether a city will take industrial, agricultural, tourism or other roads. With the passage of time, the choice of urban roads will gradually permeate into industry. And all aspects of life, ultimately affecting people's consumption awareness and habits.

#### **3.2 Regional Spiritual Culture Affects the Personality Building of Convention and Exhibition Brands**

Brand personality is the soul of exhibition, and the shaping of brand personality is deeply influenced by intangible cultural elements, especially spiritual culture in regional culture. Regional spiritual culture dominates the image design of urban convention and exhibition, and influences the direction of brand personality shaping. Regardless of the level of urban convention and exhibition and the type of group, it can not be separated from the needs of regional audiences, because only the image design integrated with regional spiritual culture can meet people's spiritual and cultural needs and gain people's recognition and love. In other words, only if the brand personality suits people's preferences and needs, can the greatest value of the exhibition be brought into play and lay the foundation for further cooperation in the future.

#### **3.3 Regional Material Culture Influences the Foundation of Brand Communication of Exhibition**

Material culture is an important basis for the spread of exhibition brand. Material culture of a region can reflect the level of productivity of the region, and reflect the strength of human, material and financial resources of the region. The more advanced the material culture is, the more alternative channels for convention and exhibition brand dissemination will be, and the better the final dissemination effect will be. For example, by inviting local celebrities to participate in the promotion of exhibition brand, we can attract more people's attention and achieve better marketing and communication results.

#### **3.4 Regional Institutional Culture Affects Exhibition Brand Management**

Regional institutional culture is composed of economic norms, behavior habits, cultural patterns and so on. These factors have a high influence on the brand management of city exhibitions. The undertaking of city exhibition involves many links, such as examination and approval, planning, organization and so on. Each link is deeply influenced by the system and norms of regional characteristics. If a regional exhibition industry has formed a unified, standardized and mature behavior standard and mode, it can be directly used for reference in the management of exhibition brand.

## **4. The Necessity of Integrating Regional Culture into Urban Exhibition**

### **4.1 Demand of visual marketing**

In recent years, as a new industry, city exhibition is flourishing day by day, and has gradually become an important carrier of "visual marketing" for enterprises. In order to stand out from all kinds of exhibits, win people's attention smoothly, and fully realize the marketing and propaganda value of city exhibitions, we must learn to use the magic weapon of "regional culture". In the design of convention and Exhibition products, all designers try to achieve the smooth transmission of "image consciousness language" in a unique way, but they encounter great difficulties in expressing this image consciousness. Regional culture provides designers with a new way of thinking and makes them stand out in the uniform Western-style design. Regional culture contains the emotional sustenance of a region and a nation for thousands of years, which can naturally give people a sense of intimacy and belonging. The application of regional culture in urban exhibition design, especially the use of some iconic graphics, colours and symbolic elements, provides a brand-new design language, design aesthetics and cultural connotation. Such urban exhibition will inevitably have a strong appeal to the audience, can firmly lock the eyes of modern people, and leave people with interesting memories, so as to achieve unexpected results. Visual marketing effect.

### **4.2 The Needs of Regional Cultural Protection**

The development of industrial revolution has brought earth-shaking changes to human society and promoted the great leap of human civilization. At the same time, many precious regional cultures have gradually collapsed and disappeared in the roar of industrial machinery, which has led to the indifference of human nature and the loss of spiritual civilization. For this reason, human society urgently needs a retro-style to regain the warmth and charm of traditional culture and meet people's emotional and aesthetic needs. At present, the protection of regional culture has been strengthened all over the world. Many countries are competing to apply for the world intangible cultural heritage. Some enterprises also integrate the regional culture into the packaging design of products in order to give the products a stronger cultural identity and make them unique in the market competition. Under the general trend of regional cultural protection, as an important platform for displaying local culture and promoting economic and technological exchanges, urban exhibition design has naturally become a new field of regional cultural infiltration. The integration of regional culture in urban exhibitions not only realizes the protection and dissemination of regional culture through the influence of exhibitions, but also meets the aesthetic performance needs of exhibition design itself, and better realizes the transmission of visual theme in the rendering of regional cultural atmosphere.

## **5. Infiltration and Dissemination Strategies of Regional Culture in Urban Exhibitions: A Case Study of Hunan's Glorious 60-Year Achievement Exhibition**

### **5.1 Space Scene**

#### **5.1.1 Exhibition of props**

Projects such as exhibition racks, exhibition boards, screens and so on are the most basic elements of the exhibition, and play an important role in shaping a good display space image. The way of props Exhibition directly affects the overall style of the exhibition. Therefore, reasonable props Exhibition is an important way to reflect the regional culture of the exhibition. However, at present, many commercial exhibitions only consider the basic needs of exhibition and protection, which leads to the mismatch between props and the whole space scene, leaving a very bad impression on the audience. In fact, each nationality and region has its own unique culture, which can be reflected by props'shape, material, color and craft, thus providing support for the construction of exhibition scenes with regional cultural characteristics. In the exhibition of props, we can take some local landmark

buildings, patterns, decorations as reference, and integrate their styles into the props exhibition, so that the audience can feel the strong influence of regional culture, and at a glance can see which region these props represent.

### **5.1.2 Scene display**

Scene is an organic combination of exhibits, props and people in the scene. Good scene design plays an important role in creating cultural artistic conception with regional characteristics. In the Yongzhou exhibition area of Hunan's glorious 60-year achievement exhibition, the designers take "bamboo" as an important symbol of regional culture according to Yongzhou's reputation as "bamboo city". At the same time, they extract design inspiration from the brushwork modeling of Yongjiang Nvshu and design the exhibition wall on both sides of the exhibition hall as a reddish overlapping model. While showing the bamboo leaf's agility, they embody the tenderness and beauty of Nvshu and fully convey it. The charm of Yongzhou's regional culture is also implied by the following implications: Yongzhou not only has the rich cultural connotation as an ancient city, but also has the vitality needed as a modern city. In addition to the general scene display, dynamic scenes and restoration scenes are also important means of reflecting regional culture, especially for some things which can not be well displayed by static way or which are still incomplete.

### **5.2 Decoration**

Decoration is one of the most common artistic activities in human society, which extensively permeates all fields of life and art. In urban exhibition design, not only can the display space be rendered and the theme be revealed by decoration, but also the regional culture can be conveyed by decoration. Taking Hengyang exhibition area of Hunan's glorious 60-year achievement exhibition as an example, as soon as we enter the exhibition hall, we first see a circular light box with strong regional style, on which not only the geese pattern is printed, but also the hanging decorations around it are lifelike geese shapes. At the same time, under the light box, a group of flying geese are produced by projection, which accurately shows the balance. The image of Yangyan City. It should be noted that in urban exhibition design, the use of decorative techniques must grasp a reasonable degree, can not blindly render the regional characteristics and conceal the most important exhibit information, the ideal decorative effect should be based on improving the exhibition space, highlighting the display information.

### **5.3 Color**

The ancient labouring people, through long-term life practice accumulation, organically combined the natural view of color with the view of Humanities and society, and gradually created a "five-color view" with the characteristics of traditional Chinese culture. The concept of colorlessness endows different colors with different symbolic meanings, linking natural colors with Yin and yang, five elements of status, superiority and inferiority, moral feelings and so on. At the same time, it also has a close connection with regional culture. For example, in ancient mythology, the words "Eastern Qingdi, Southern Red Emperor, Central Yellow Emperor, Western White Emperor, Northern Black Emperor" have certain regional symbolic meanings. Up to now, people of different regions and nationalities have further blended traditional color with nature, ethics and Folklore on the basis of the concept of five colors. They have developed a unique regional cultural system, endowed with different spiritual and emotional sustenance of natural color.

### **5.4 Character Symbols**

In addition to space scene, decoration, color and other basic elements, text, graphic symbols are also important factors affecting the construction of the visual environment on the exhibition site, and they also play an important role in the infiltration and dissemination of regional culture. Among the 56 ethnic groups in our country, not only the Han nationality has its own characters, but also some other ethnic minorities have created their own characters. These characters can be said to be the embodiment of the ideology and culture of all ethnic groups. Whether they are the shape of the

characters themselves or the wisdom connotation conveyed therein, they are the important embodiment of regional culture. Taking Chinese characters as an example, Chinese character calligraphy has always been a broad and profound art. It pays attention to the style and charm of its writing. Different literati and poets in history splash their pens and ink, which adds a lot of poetic and picturesque flavor to the ancient city and becomes a beautiful landscape line in regional culture. In urban exhibitions, these calligraphy arts can be fully used to highlight the charm of regional culture and convey the artistic conception of regional culture.

Graphic symbols are also an important aspect of the expression of regional culture. In urban exhibitions, some typical line symbols in regional culture can be directly quoted, or some artistic treatment can be given to the local symbolic characters and scenes, and then applied to the symbols and signs of the exhibitions, so as to point out the theme of the exhibition.

## **6. Conclusion**

In recent years, with the increasing frequency of international cultural exchanges and the constant erosion of traditional culture by Western culture, many domestic design fields, including urban exhibition design, have been affected by Westernization to varying degrees. Although such design can satisfy people's curiosity and respect for Western culture for a while, it is not a sustainable development path. In the future, we should strengthen the excavation, refining, generalization and processing of regional culture, try to infiltrate and spread regional culture from the aspects of space scene, decoration, color, character symbols, and so on, use regional culture to enhance the brand charm of exhibitions, and gradually explore a mutually beneficial and win-win road of regional cultural inheritance and urban exhibition development.

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