Study on Urban Cultural Brands in Liaoning Province

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Abstract: Urban brand building helps to promote the dissemination of urban culture and enhance the impact of urban communication. This article aims to conduct in-depth research on the multidimensional cultural resources of Liaoning, sort out the urban context of Liaoning, and provide support for the construction of Liaoning's urban brand. The paper will explore the current situation and cultural resources of urban brand construction in Liaoning Province, as well as the relationship and impact of urban context. At the research level, it not only meets the needs of urban brand building, but also injects new vitality into the development of Liaoning cities, enhances the city's cultural image, promotes cultural dissemination, and brings broader and far-reaching development prospects to the city.

1. Introduction

City is not just a geographical concept, besides it carries political, ideological, regional, and cultural factors. With the rapid development of social economy and the continuous acceleration of urbanization, the shaping of urban brands has gradually become a focus of attention [1]. However, most of China's urban construction gradually emerged during the reform and opening up period, so the construction of urban brands requires long-term practical accumulation. In the process of urban development in Liaoning Province, there is still a situation where the system construction of urban brands is not perfect enough. It is necessary to carry out long-term planning and layout from the perspective of the scientific development concept, to have a global perspective and a foothold in the local area, deeply cultivate regional traditional culture, and build a vibrant industrial chain. From the perspective of the needs of the times and historical evolution, urban context, as a necessary resource for building urban cultural brands, cannot be ignored as its core strength. The rapid development of cultural brands poses new challenges to the structural adjustment and economic development of cities, as well as deeper requirements for shaping the core of urban cultural brands.

2. The Current Situation of Urban Brand Construction in Liaoning Province

The construction of a city brand system aims to effectively convey the connotation and characteristics of the city to the general public [2]. This process not only helps to develop the characteristics of the city brand, promote the dissemination of city culture, but also enhances the comprehensive influence of the city brand. However, although Liaoning Province has started designing promotional slogans and image logos in urban brand image since 2014, the rapid development of the Internet and new media has brought a series of challenges in recent years. The construction of the urban brand image system in Liaoning Province still faces some challenges, including the simplification of the brand image design, similar regional culture design for different cities, deep-rooted image of old industrial bases, and lack of innovation in communication methods.

2.1 The simplification of brand building design

The cities in Liaoning Province do not lack cultural resources, but most cities have not effectively disseminated and applied these resources, resulting in limited visual elements and insufficient characteristics of urban visual image. For example, Xinghai Square in Dalian is the largest urban square in Asia and a major construction project commemorating the return of Hong Kong. There are also many sculptural landscapes inside the square, with rich cultural connotations

and historical stories. However, in most areas or public areas of the city, there is almost no dissemination of such cultural information, and there is a lack of urban products that can interact with citizens, failing to better reflect the cultural characteristics of the urban area. Therefore, the visual image lacks cultural characteristics.

What's more, in transportation hubs, scenic spots, communication media, and city official websites in our province rarely disseminate content related to the city's brand image, or there is almost no visual image promotion. The relevant departments have presented the combination forms and unified standards of city image identification, font, color, etc. in a relatively simple manner, without formulating clear and accurate application regulations, resulting in the lack of systematic standards for the promotion of city brand image. Thus it weakens the effect of our province's brand image.

2.2 The similar regional culture design for different cities

Regional culture is a personalized culture formed in the long river of history based on a specific region, with regional characteristics such as humanistic customs, historical stories, and traditional culture. With the acceleration of people's agglomeration towards cities and the advancement of modernization, many cultural convergence phenomena with rich regional characteristics have also intensified. As a major cultural province, Liaoning has numerous unique cultural resources such as Hongshan culture, industrial culture, and ethnic culture. Although there are numerous cultural resources and rich cultural heritage, a widespread lack of narrative and systematic urban connotations with regional characteristics leads to similar cultural brands design.

For example, Dalian, as a coastal city in our province, has a superior geographical location surrounded by the sea on three sides and unique high-quality tourism resources. However, in the display of regional cultural characteristics, it is rare to integrate the city's brand characteristics into daily life. In urban public transportation, there are exclusive colors that have a certain degree of recognition but lack the characteristics of urban regional culture, and the visual image of most car body advertisements and station billboard advertisements is not unified. Just printing photos of city attractions for simple textual explanations may seem to have the cultural characteristics of the city, but its display format is too single, lacking urban memory points, and innovative creative meanings.

2.3 The deep-rooted image of old industrial bases

For a long time, the "old industrial base" has become the city name card of Liaoning Province, and its image is deeply rooted and difficult to change in a short period of time. Therefore, Liaoning Province needs to conduct exploratory pilot studies in multiple representative cities, analyzing the cultural connotations, urban construction, and other contents of each city to create and disseminate new urban brands.

3. Cultural resources reserved in Liaoning Province

Liaoning Province has a profound cultural heritage and a large amount of cultural heritage. After years of protection and development, a relatively mature human ecological environment has been formed. The content of cultural resources includes measurable cultural values such as historical culture and handicrafts, as well as immeasurable cultural values such as folk customs and stories [3].

3.1 Historical and cultural resources

Liaoning has a long history of traditional culture, such as the early emergence of human labor, life and social activities, which have high research value. From the Paleolithic to the New Age, there are many historical and cultural sites in Liaoning region, as well as a rich culture of production tools and artifacts. Among the important cultural relics such as painted pottery and altars unearthed in Liaoning, it is known that Liaoning is the birthplace of primitive civilization.

3.2 Natural Landform Resources

Although the natural geomorphic resources in Liaoning are not as beautiful as the scenery in Jiangnan, the cultural resources that can be developed are also extremely abundant from the perspective of the magnificence and uniqueness of the cultural landscape. Liaoning's natural landform resources also have a major advantage, which is that they can be well combined with other cultural resources in the sharing system, such as religious culture, historical culture, and other cultural resources, to create composite cultural and creative product development.

3.3 Ethnic cultural resources

Liaoning is a region with a large number of ethnic minorities in the north, with a total of 51 ethnic minorities, including 8 ethnic minority autonomous counties and multiple autonomous townships. Such complex and diverse ethnic cultural resources have driven more specific ethnic handicraft culture, regional dialect culture, ethnic characteristic clothing and accessories culture, architectural symbols and residential culture, etc. These are excellent cultural materials formed in the development process of ethnic minorities, forming the regional cultural characteristics of Liaoning

3.4 Industrial cultural resources

Liaoning has a wide range of industrial categories, with multiple technologically advanced heavy industry bases. It was once a base for the development of modern manufacturing in the country. Industrial and cultural resources are concentrated in fields such as steel and coal, as well as industrial resources such as robot development, shipyard manufacturing, automotive internal combustion engines, and nuclear powered submarines. These are all new ways for Liaoning to develop industrial, cultural, and creative industries, as well as cultural and museum parks.

4. Classifying the urban context of Liaoning

The urban context is the core. By analyzing the internal logical relationship between the mutual influence of urban context in content organization, image positioning, visual language, and other aspects, we can interpret the connection between external visual representation and internal cultural representation, explore the construction needs of Liaoning's urban cultural connotation, and establish a relationship with cultural innovation [4].

4.1 Sorting out the context and connotation of urban culture

It is necessary to classify and sort out the urban context, classify and archive urban culture from cultural perspectives such as history, folk customs, architecture, ethnic minorities, catering, old industrial bases, colonization, etc., analyze the cultural value of the city, find the differentiation of urban culture, and derive unique cultural elements with historical and cultural value that are unique to the city.

Using cultural projects as carriers, it needs to organize from a spatial perspective, from "points" to "lines" and then to "surfaces": sort out the "points" of landmark culture, such as cultural sites, former residences of celebrities, landmark buildings, etc; Cultural characteristic streets, architectural complexes, and historical and cultural "lines" connected by several cultural attractions; Then it goes to the sorting of cultural blocks, urban historical areas, and other "areas" on a larger scale.

Therefore, it is possible to sort out its unique cultural context based on regional characteristics, in order to promote the construction of urban cultural system. It is necessary to integrate and sort out the cultural resources of Liaoning Province, construct the cultural context of Liaoning Province with points as lines, and create a representative cultural circle with lines as surfaces, comprehensively building the overall pattern of "one product, four lines, and multiple points".

4.2 Analyzing the Regional Characteristics of Urban Context

Regional characteristics are the result of the comprehensive construction of urban construction,

which includes methods such as content planning, visual positioning, language expression, and technical means to establish the cultural image of contemporary cities [5]. Together, they present the language of cultural expression in the context of contemporary urban development.

Liaoning Province has abundant "industrial and cultural resources" and "characteristic ethnic and folk cultural resources". The construction of its urban brand needs to be based on this to create a cultural and creative industry with regional characteristics, adapt to local conditions, and use its resource advantages to survive and develop, thus forming a city brand with lasting competitiveness and vitality.

5. Conclusion

In the interaction and practice between urban context and urban brand building, the underlying factors are the basis for forming cultural uniqueness. The construction of urban brands is an inevitable result of a clear urban context, and its inherent correlation is of great significance in promoting the coordination between traditional culture and modern society.

5.1 Accurate characteristic positioning and development guidance

For a city, its cultural heritage is accumulated, and delving deeper into its cultural heritage can provide direction, basis, and path for the development of a region. The study of urban context aims to help the cultural positioning of the cultural and creative industry, promote mutual promotion between the two, guide the development of the cultural and creative industry to adhere to regional cultural attributes, and gain a deeper understanding of the urban landscape in the process of cultural innovation, all of which contribute to the formation of sustainable industrial structure adjustment and overall development mechanisms.

The construction of urban brands is an inevitable result of the balanced development of "art" and "society". In the process of urban development, it creates cultural and regional characteristics, improves the urban cultural environment, and promotes the development of cultural tourism. From a macro perspective, urban context promotes the development of urban cultural spirit, which undoubtedly provides accurate characteristic positioning and development guidance for urban cultural innovation.

5.2 Promoting diversity and vitality in cultural innovation

The structure and symbolization of urban context jointly create the cultural brand image system of the city. The sorting and construction of urban context is not only about solving the problem of beauty, but also about truly using design to solve problems, driving cultural innovation from the root, and having higher value significance. The new cultural and creative era examines the new trend of urban development from the perspective of the decline of traditional cultural forms and the diffusion of functions. Breaking through past cultural traditions and functional categories, the construction and development of cities are closely connected with cultural values and socio-economic fields.

The branding of modern cities emphasizes the interconnection between each element and the harmony with the surrounding environment, which requires a core mainline to connect each element in the design and construction process. The construction of urban brand is based on the soil of urban regional culture to express urban culture and innovation mechanisms, condensed into a physical form with its own attractiveness, thereby reflecting the creativity and era connotation of a city.

5.3 Enhancing the internal mechanism of urban brand construction and development

In recent years, the cultural industry has flourished, and the urban context has influenced and constrained the speed of brand construction and development. Urban context is an internal mechanism that promotes the renewal of urban brand construction and solves the development problem of external visual representation.

To enhance the internal mechanism of urban brand construction and development, it is necessary to continuously explore the value and connotation of urban context. The cognition and concept of

urban context should be presented through cultural innovation forms. The urban context is a complex structure that contains the continuation of historical context in the process of brand building [6]. In the process of development, the accumulation of cultural essence is increasingly formed. There is an inseparable inheritance connection between urban brands and the development of urban culture. In the process of urban modernization, protecting and inheriting the historical and cultural heritage of the city provides the possibility of shaping the city's cultural and creative industries.

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