

Research on the Development and Innovation of Digital Industry of Lingnan Theme Paintings

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Keywords: Art copyright; Art licensing digital consumption

Abstract: Under the general trend of digital industry, enhancing the painter's copyright awareness, popularizing art derivatives by art licensing, making art affordable to the public, and bringing artistic elements to life, will help improve the quality of national aesthetic education, better disseminate Lingnan culture in order to maximize its value. In this paper, the use of copyright of Lingnan paintings and the development of art licensing are studied, and the development mode of digital industry of Lingnan theme paintings is explored to solve how to disseminate Lingnan painting art and local culture through the combination of licensing process and product design.

1. Introduction

For a painter, the completion of an original work of art means that he has both the physical object and the copyright of the artwork. In the era of knowledge-based economy, "technological innovation will inevitably affect the way consumers understand and buy products" [1], while copyright has shown great commercial potential and economic value, which can make art more widely integrated into life and art consumption gradually become the mainstream. Digital industry is the main development trend in the future, so reasonable use of art licensing can inject lasting vitality into the dissemination and sale of works of art, in order to reflect on the shortcomings of traditional sales mode.

2. Research objects and methods

2.1 Research objects

In this paper, Lingnan theme paintings were selected as an example, and social research, interviews and other methods were used to explore digital industries related to Lingnan painting themes, such as art derivatives in the cultural and creative industries, in order to break through the "real right" consciousness of paintings, enhance the painters' awareness of copyright, and make rational use of the copyright, so that they will go forward from traditional painting marketing to art licensing.

2.2 Research methods

2.2.1 A case study of copyright of artistic works

What is copyright? "Copyright is a branch of law that protects the works of authors (writers, musicians, artists and other creators). Copyright protection includes granting authors ownership or property rights (or use rights), which involve the author's material interests. According to copyright, authors have the right to be protected against unauthorized use of their works and to enjoy the benefits of public use of their works" [2]. Up to now, artists have gradually strengthened their understanding of copyright. The following two case studies on copyright of works of art will have some enlightening significance for enhancing artists' awareness of copyright and artistic licensing.

The artist Xie Chuyu completed his oil painting Beauty and Pottery in early 1997, and the original work was collected by a Hong Kong businessman. In 1998, Meiyuanchun Oral Liquid infringed its copyright by launching a calendar advertisement without Xie Chuyu's consent.

Subsequently, Xie Chuyu and his attorney began formal negotiations with the representatives of Meiyuanchun. After the first negotiation, Meiyuanchun stopped publishing advertisements containing Beauty and Pottery in newspapers. However, there was a great difference in the amount of compensation between the two sides, so no mediation was formed. Because “Meiyuanchun” advertisements with the same content appeared in newspapers again, and they were printed in color this time, Xie Chuyu formally entrusted lawyers to deal with the matter and sued the court for “Meiyuanchun” infringement of his copyright. The lawyer held that the copyright of Beauty and Pottery belongs to Xie Chuyu and is protected by law. He particularly pointed out that although the original work of Beauty and Pottery had been collected by the Hong Kong businessman and the ownership had been transferred, according to Article 18 of the Copyright Law of China, only ownership was transferred to him instead of the copyright. Therefore, Xie Chuyu still enjoyed the copyright of Beauty and Pottery.

In 2012, the “bacon landscape painting” of the documentary A Bite of China plunged into a wave of suspected infringement. On the poster, it looks as if there is a piece of “bacon” on the chopsticks, but on closer inspection, it is found that “bacon” is actually a landscape painting, which skillfully reflects the profound Chinese flavor. This “bacon landscape painting” originated from the work of Xu Qinsong, Vice-Chairman of China Artists Association, Vice-Chairman of Guangdong Literature and Art Federation and Chairman of Guangdong Artists Association, Mountains, Clouds and Rain. As a result, poster author Zhang Facai was suspected of infringement. Due to the widespread concern over the incident, Xu accepted the apologies of CCTV Documentary Channel and the poster author, and expressed his willingness to grant free licensing without investigation or claim.

As the art investment in Europe and the United States has already taken shape, there are already formed laws and regulations in the 1970s, and China promulgated the Copyright Law in 1991. The art market is in urgent need of standardization, which must be supported by law, thus playing a positive role in protecting the rights and interests of artists.

2.2.2 Investigation on national copyright trade yuexiu base

The National Copyright Trade Yuexiu Base is the only national-level base for copyright licensing businesses authorized by the State Copyright Administration in South China operated in the mode of base + park + enterprise. With a team of rights protection experts and copyright brokers, it is a comprehensive copyright service platform based on Guangdong, radiating South China, serving the whole country and facing the whole world. In 2018, it undertook the early construction and operation of Guangzhou Cultural IP Library, a key cultural project of Guangzhou and a cultural IP resource sharing management and promotion service platform which integrates agglomeration, classification and matching, professional services, transaction matching and other functions, to promote the construction and the cross-border development of copyright elements resources and the extension of cultural industry chain. At present, it has signed a contract with Guangdong Art Criticism Society and cooperated with Gao Jianfu Memorial Hall to establish “IP Library for Lingnan Painting School” and “IP Library for Painters of Lingnan School”, and successively signed cooperation agreements with celebrities of Lingnan School. The first batch of artists or institutions to be admitted take the form of directional invitation. The mode of cooperation is as follows: as a platform, the National Copyright Trade Yuexiu Base becomes a contracting and cooperation organization with artists, bringing works resources legally enjoying rights and meeting the requirements of the base platform into the IP library. Every year, artists will provide a certain number of works, and ensure that the intellectual property rights of the works introduced into the IP library are clear and without infringement dispute. They also authorize non-exclusively worldwide the base to display and use the works stored in the library in other forms. The two sides cooperate in various commercial activities such as exhibitions, publicity and training, and legitimately specify or publicize their strategic cooperative relations to the outside world.

2.2.3 Investigation on Guangdong southern cultural property exchange

Guangdong South Cultural Equity Exchange (SCEE) (South International Copyright Exchange)

is a comprehensive cultural property rights trading service institution approved by the Guangdong Provincial Government, with two main businesses of cultural property rights trading services and financial innovation services for cultural products. As one of the ten cultural projects in Guangdong, SCEE has established the market function of connecting government, enterprises, capital and culture, and gradually established a three-dimensional marketing system covering the regional service network and professional service center of cultural industry in Guangdong Province. At present, more than 10 regional centers, art shops and urban cultural centers in the fields of culture and creation, stamp & coin, intangible cultural heritage and copyright, such as Eastern Guangdong, Meizhou, Zhongshan, Guangzhou, Foshan and Dongguan, have been built, which will play a positive role for artists to explore the copyright operation mode suitable for Lingnan paintings, innovate the display and marketing of Lingnan paintings by using digital technology, and change the traditional marketing idea of “real right” to the direction of art licensing of Lingnan painters.

2.2.4 Research on the development of cultural creative derivatives of Lingnan paintings

Guangzhou Caitang Culture Development Co., Ltd. has been investigated. While selling original paintings, the company also makes digital prints, that is, digitizing the original paintings through equipment as an intermediary. During the interview, it was learned that the company’s equipment for making printmaking has always strictly adhered to the production standards of foreign printmaking, and the digital printmakings made are very standardized, so that they are close to the original painting. Therefore, a large number of comparisons had been made in the selection of scanning equipment. Because many scanners are platform type, losing the stereo sense such as brush strokes after scanning, vertical scanners were selected since they can solve the above scanning problems and facilitate the lighting arrangement. Because the color input and output of the scanned electronic documents are different, it is necessary to refer to the original work and to be dimmed and toned by a professional reproduction color management engineer. According to the general manager of the company, due to the original works of famous artists are orphans and the price is high, in recent years, a limited edition of digital prints with good quality and affordable prices have emerged, which is more suitable for public collection and consumption. In addition, digital printmaking is also a good way for artists to publicize and promote the sale of their original works. There were also some customers interested in the original works when they chose digital printmaking and wanted to buy after consultation. At present, most of the works chosen by the company are paintings by Lingnan artists, since they are popular and elegant, catering to modern decoration, and recognized and loved by most people, which in turn greatly promotes the sale of digital prints. It also explains that “people buy and use works of art not only because of their intrinsic value or ability to meet material needs, but also because of their rich connotations in a specific cultural environment” [3].

In addition, the author also investigates the Caimotang Life Art Museum, which, in recent years, has cooperated with 289 Art Park of Southern Newspaper Media Group to develop the Guangfu Children creative products of Cen Shengquan, a famous Lingnan figure painter. 289 Art Park is the largest base of craftsmanship experience and platform of original artistic life products in China. It relies on the powerful government and social resources of Southern Newspaper Industry to build the concept of “art is life”. The cooperation is complementary in resources and has broad market prospects, which will help to better promote Lingnan culture. Mo Yang, curator of Caimotang Life Art Museum, said, “Caimotang Life Art Museum has been in operation for three years, and we have been committed to the originality, management and exhibition of works of art. From the cooperation with 289 Art Park in 2017, we have begun to move towards the blue ocean of art derivatives market. We will go hand in hand with the original works of art and art derivatives to a larger field of art”. As a famous comic artist in Lingnan, Cen Shengquan is quite familiar with Lingnan culture, and he first presented it through the words and paintings of a Cantonese nursery rhyme. But the original works are limited, in order to spread and inherit more widely, he decided to introduce art derivatives and apply them to everyday life. His works are full of interesting life. He also hopes that through cooperation he can make the excellent original Lingnan culture and art

life-oriented and product-oriented. Therefore, the series of works of Guangfu Children are integrated into the life of modern people in the form of cultural and creative products, and it has great significance and value to reproduce the rich historical details of Lingnan culture.

3. Result analysis

Through the above analysis of copyright cases and the investigation of relevant enterprises and departments, it is known that the digital cultural industry is based on cultural creative content, relying on digital technology to create, produce, disseminate and serve, presenting the characteristics of rapid technological change, digitalization of production, networking of communication and individualization of consumption, which is conducive to fostering new supply and promoting new consumption. In the field of Lingnan theme paintings, the development of copyright of paintings to produce related art derivatives can innovate their display and marketing methods, better disseminate Lingnan culture, promote the development of digital industry to open up new markets.

4. Discussions

4.1 The impact of the development of digital culture industry on the traditional marketing market of Chinese art works

Art business is a very old industry, but its history in contemporary China is not long. On October 3, 1992, the auction industry of cultural relics and artworks in China opened in Shenzhen, and then developed rapidly. With the rapid development of China's economy, the auction and collection of art has become hot pursuit of fashion. Art has become the three investment hotspots juxtaposed with stocks and real estate, and the Chinese market has become increasingly active. However, the demand structure of Chinese art market is undergoing profound changes. Among art consumption, art collection and art investment, the latter two are generally in a downturn. In the long future, art consumption may support the future transformation and structure of China's art market and change the past situation of dominated collecting market or investment market, to enable the Chinese art market to enter a popular market with wide participation. At present, China's digital culture industry has become a key area of cultural industry development and an important part of the digital economy, and has promoted the cultivation of new energy and new consumption. In recent years, the development of cultural industry has become increasingly strong with the development of new cultural formats with "Internet +" as its main form and characteristics. Besides, with the introduction of relevant documents at the national level, the digital culture industry has ushered in an unprecedented policy dividend period. At the end of 2016, digital creative industries were included in the National Strategic Emerging Industries Development Plan for the 13th Five-Year Plan for the first time. According to the Plan, the output value of digital creative industry will reach 8 trillion yuan by 2020, and the specific embodiment of digital creative industry in the field of culture is the digital cultural industry. Therefore, to promote the development of digital industry through the copyright development of works of art can increase the dissemination of works of art and update the traditional concept of consumption, which will bring new opportunities for art to better integrate into public life and make art consumption gradually become the mainstream.

4.2 The impact of cultural and creative industries on Lingnan area

Taking Guangzhou as an example, Guangzhou Academy of Social Sciences and Social Sciences Literature Publishing House co-sponsored the conference of Guangzhou Blue Book: Guangzhou Cultural and Creative Industries Development Report (2017). In the blue book, it points out that the rapid development of cultural and creative industries in Guangzhou has become the main driving force of Guangzhou's economic growth. The report points out that in 2016, the added value of cultural and creative industries exceeded 261.4 billion yuan, accounting for 13% of GDP, second only to Beijing and Shanghai, and the status of cultural industries as pillars was further strengthened. The Report also summarizes that the development of cultural and creative industries in 2017 in

Guangzhou has shown several characteristics, including the continuous expansion of industrial scale, the continuous optimization of industrial structure, the sound development of cultural science and technology, the enhancement of the strength of cultural and creative enterprises, the landing of major cultural and creative projects, the sufficient development momentum, the increasing ability of cultural and financial integration, and the rapid development of cultural and creative industry parks. Traditional culture in Lingnan area is an important strategic resource, among which art works are the means of dissemination. Creative transformation and innovative development with new technologies is a good development direction, which will play an important role in regional construction and competitiveness.

5. Conclusions

“Taking the scientific and technological support of cultural industry as an example, many new and high technologies with copyright and patent as the carrier are very important for the development of cultural industry, and can effectively enhance the creativity, dissemination and influence of cultural and cultural industries, hence these new and high technologies are the embodiment of creativity” [4]. With cultural creative content as the core and relying on digital technology to create, produce, disseminate and serve, the digital cultural industry has the characteristics of rapid technological change, digitalization of production, networking of dissemination and individualization of consumption, which is conducive to fostering new supply and promoting new consumption. In this paper, within the framework of “the development of copying and dissemination technology and modern copyright” stipulated in the Copyright Law, it is discussed how to develop the cultural creative market of Lingnan paintings through licensing of works of art, and how to further explore and utilize the copyright of works of art, so as to enhance the derivative value and dissemination scope of works of art through the development of digital industry, which needs to be integrated from the perspective of cultural industry especially in the current situation that the traditional marketing market of art works in China is relatively depressed.

Acknowledgement

This paper is supported by Research Centre for Culture-Technology Integration Innovation, Key Research Base of Humanities and Social Sciences of Hubei Province.

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