

Reconstructive Analysis of Shenyang Literature-based Products in the Context of Regional Culture

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Abstract: Objectives: The design of regional literature-based products is of great significance to the dissemination and continuation of local culture. By analyzing the reconstruction of literature-based products in Shenyang, this paper assesses the adaptability and sustainability of regional products in the context of local culture, thereby determining the direction and strategy for product improvement. **Methods:** Through market research, regional cultural analysis, the current situation of the study of local literature-based products and the existing issues, it indicates the necessity of reconstructing Shenyang's literature-based products, and puts forward a more comprehensive design strategy and solutions. **Conclusion:** Through in-depth research and analysis of Shenyang's regional culture, the distinctive cultural elements and symbols of Shenyang are extracted, visualized and designed. This creates a unique IP image of Shenyang, which is also applied to the design of literature-based products for reconstruction. Such a design method allows Shenyang's literature-based products to be more systematic and historical, keep pace with the times, highlight regional characteristics, facilitate the sustainable development of local culture, and serve the unique cultural experience of Shenyang.

Keywords: Regional Culture; Literature-based Products; Product Status; Design Reconstruction

1 Introduction

The “harmony and difference” in the saying of Confucius, “Gentlemen are harmonious but different”, is a true portrayal of the generalization of the cultural characteristics of the Liao-Shen region. As an essential city in Northeast China, Shenyang enjoys a long history and extensive cultural heritage due to its unique geomorphological features and diverse humanistic customs. At the present time, with the process of modernization and the influence of globalization, the cultural heritage is also exposed to severe challenges and changes. In its context, reconstructing Shenyang literature-based products has emerged as an essential task and opportunity. By studying the regional history and culture of Shenyang and the development trend, this paper puts forward the ideas and methods of reconstructing Shenyang literature-based products.

First and foremost, this paper combs through the regional culture of Liao-Shen with Shenyang as the core, and clarifies the historical development lineage, cultural core values and elemental symbols of Shenyang. Shenyang is renowned for its wealth of historical sites, revolutionary heritage, industrial heritage, folk culture, such as historical sites Shenyang Imperial Palace,

Commander Zhang's Mansion; military-industrial red culture Shenyang Ligong University Weapons Museum; modern industrial culture Hongmei Cultural and Creative Park; folk culture opera song-and-dance duet and others. These cultural elements have served as significant resources for reconstructing literature-based products. Secondly, this paper puts forward the definition of the necessity of reconstructing Shenyang literature-based products. By analyzing the current situation of Shenyang literature-based products and understanding the issues of the existing local literature-based products, this paper concludes the necessity of reconstructing Shenyang literature-based products. Lastly, this paper presents the methods and strategies for reconstructing Shenyang literature-based products, which is to carry out in-depth research on the traditional culture of Shenyang, including historical documents, archaeological data and oral traditions. In addition, it also suggests to cooperate with local cultural practitioners and artists, and to combine the traditional culture with modern life by combining the innovative concepts and modern technology, thereby creating literature-based products with the characteristics of the local era. Reconstruction of Shenyang literature-based products not only contributes to the inheritance and protection of Shenyang's cultural heritage, but also can facilitate the development of the local economy and the prosperity of the cultural industry. Meanwhile, it can increase people's sense of identity and pride in the local culture, so as to enhance the image of the city and the soft power of culture.

2 Characteristics and Value of Liao-Shen Regional Culture with Shenyang as the Core

Regional culture is an open system flowing through the past, modernity and future of a specific region. Meanwhile, it is also the internal driving force and source of wisdom for the historical development and cultural innovation of the region [1]. The Liao-Shen region with Shenyang as its core boasts a long history and culture, which bears the cultural traditions and historical development of the Liaoning region. It can provide a wealth of design innovation sources for the reconstruction of local literature-based products. Taking this as a breakthrough, the unique cultural elements of Liao-Shen region can be refined and integrated into the design, so as to advance the reconstruction and innovation of local literature-based products in the context of modernity [2].

2.1 Overview of the History and Culture of Liao-Shen Region

Since the beginning of history, Shenyang has been a place of great beauty. It gave birth to the early culture of the Liaohe River Basin, making it one of the birthplaces of the Chinese nation. In 1986, Shenyang was approved by the State Council as a national historical and cultural city, the first one in the northeast region and the only one in Liaoning Province. On the basis of the examination of the Houshan site of Shenyang Agricultural University, human beings flourished in Shenyang during the Paleolithic Age, 110,000 years ago. Shenyang holds a history of more than 2300 years (Figure 1). Especially in the 300 years since the Qing Dynasty, Shenyang has always been the political, economic and cultural center of the Northeast, but also a major military stronghold of the Qing Dynasty and the opening gateway to the outside world. It has turned into one of the brightest pearls on the Liaohe Plain. Following the Sino-Japanese War in 1895, Shenyang started the anti-fascist war, which is of unique significance in the history of China's anti-Japanese war and the world's anti-fascist war. After

the founding of People's Republic of China in 1949, Shenyang turned into an influential industrial-cultural city in China. Since the reform and opening up, Shenyang has accelerated the pace of urban construction and economic development. Significant projects such as the Shenyang Golden Corridor Project, the Olympic Sports Center and the Qipanshan Expo Park have been built, thereby realizing the leapfrog development of urban construction. Moreover, Shenyang has also developed numerous high-tech industries, such as automobile, aviation, electronics, optoelectronics, intelligent robotics, etc., making it an essential economic center and hub in northeastern China.

In the modern Shenyang, the late Qing Dynasty and the early Republic of China before the establishment of the People's Republic of China, Shenyang was formed near the shape of a coin in the center of the plate (Shengjing), the Japanese control of the Manchurian Railway Fengtian subsidiary land, Shengjing and Manchurian Railway Fengtian subsidiary land between the Fengtian merchant land of the three plates, and the Dadong Industrial Zone, Tiexi Industrial Zone, five parts of a total area of about 80 square kilometers (including Shengjing, Manchurian Railway subsidiary land area of about 19.1 square kilometers). Shenyang is taking active steps to advance urban modernization and industrial restructuring, in an effort to become a leading city in the northeast in terms of economic development. Meanwhile, Shenyang is also reinforcing its cultural construction and tourism development in an effort to showcase its historical and cultural heritage.

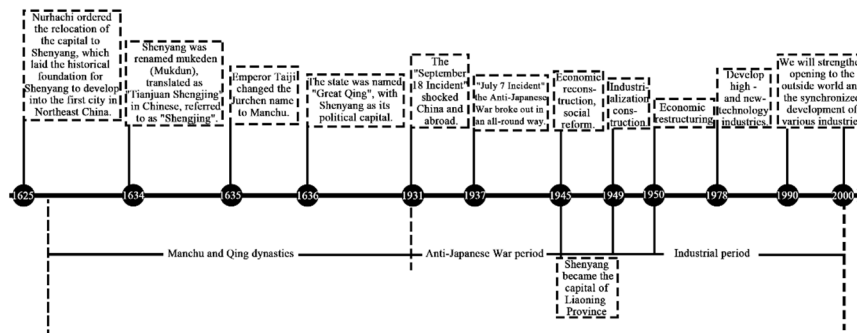


Figure 1 Historical and Cultural Chart of Liao-Shen Region

2.2 Core Value and Symbolic Elements of Liao-Shen Regional Culture with Shenyang as the Core

2.2.1 Core Value of Regional Culture

Liao-Shen regional culture is characterized by abundant history, geography, folklore and humanities. As the core capital city of Liaoning Province, Shenyang has been strongly influenced by Liao-Shen regional culture, which has formed unique core values and elemental symbols. First and foremost, Shenyang is blessed with a superior geographic location and a wealth of historical and cultural heritage. According to the statistics of Shenyang Municipal Bureau of Culture and Tourism, there are 266 local cultural relics protection units, and 221 representative intangible cultural heritage projects at the municipal level or above, of which 10 are at the national level, and 40 are at the provincial level. For instance, the Imperial Palace in

Shenyang reflects the characteristics of Manchu and Mongolia in its architectural style separately from the Forbidden City in Beijing. Shenyang has a reputation as “the eldest son of the Republic” and “the Oriental Ruhr”, which is the largest industrial center in China and even in Northeast Asia. Therefore, the Museum of Chinese Industry is located here. “9-18” History Museum is the only museum at home and abroad so far to comprehensively reflect the history of the “9-18” Incident. Located in the northeastern part of Shenyang, it was officially inaugurated on September 18, 1999 to open the museum. These are all significant representatives of Shenyang traditional culture (Shenyang Manchu culture and Qing culture, Shenyang industrial culture, Shenyang revolutionary culture, Shenyang Northeast regional culture). The unique architectural forms and decorative elements they possess, as well as the true portrayal of Shenyang’s unique history and culture, demonstrate the core value of the local culture. They provide a distinctive historical vein, as well as cultural elements, for the design of literature-based products. Secondly, Liao-Shen is located in a superior geographic location and natural environment. Located in the hinterland of Northeast Asia, Liao-Shen is an essential gateway and transportation hub in Northeast China. Through the alternation of history and the continuous migration of human beings, it has a diversified culture, which provides unique cultural embellishments for the design of literature-based products. Moreover, the region is also characterized by unique folk customs and folk traditions, such as Liaodong folk songs, Liaoxi folk songs, Jinzhou dragon boat, and so forth. These folk cultures and folk arts mirror the lifestyles, values and aesthetic interests of the people in the region, which provide certain cultural references for the design of literature-based products.

2.2.2 Geographical Symbol Elements

Regional symbolic elements are the essence of regional culture precipitated over a long period of time. They are the media that have the consensus of regional groups, which can convey regional information. Moreover, they are also the significant forms and carriers that manifest the connotations of regional culture [3]. Liao-Shen regional culture features a long history. After a long period of development, unique symbolic elements have been formed, which are primarily embodied in historical cultural heritage, industrial cultural heritage, revolutionary cultural heritage and cultural heritage of regional specialties (Figure 2). Shenyang is characterized by a strong tradition of Manchu culture and Qing culture, which demonstrates a dense historical and cultural atmosphere. For example, the Shenyang Imperial Palace, which was built in 1636, is not only one of the two major remaining royal palace complexes in China, but also the only royal complex outside the Guanwai region of China. In addition, Commander Zhang’s Mansion, Beiling Park, Liaoning Provincial Museum and Xinle Ruins Museum are all distinctive architectural symbols in the history and culture of Shenyang, which have witnessed the development of Shenyang. Industrial culture is an integral part of Shenyang’s history and culture. Located in Tiexi District of Shenyang, China Industrial Museum demonstrates the development of China’s industry as a carrier to countless generations of China. The former industrial base of Shenyang, 1905 Cultural and Creative Park (former Shenyang Heavy Machinery Factory), Fengtian Memory Tiexi Impression (former Flywheel Factory’s old factory building and Baishan Brand Bicycle), and Hongmei Cultural and Creative Park (former Hongmei Monosodium Glutamate Factory) have now been quietly transformed into open and inclusive cultural and creative parks, making them the unique industrial symbols in the history of Shenyang’s industrial history. After the 9.18 Incident in 1931, China’s anti-fascist war began. The Shenyang “9.18” History Museum, the Memorial Museum of the

Former Site of the CPC Manchurian Provincial Committee, and the Memorial Museum of the Former Site of Zhou Enlai's Boyhood Study are the best testimonies to Shenyang's revolutionary culture. Shenyang also boasts a wealth of regional cultural heritages, such as Shengjing embroidery, Northeastern drums and Guan's shadows, etc., which have carried on the wisdom and creativity of the local people. These regional elements symbols have significantly inherited the history and culture of the Shenyang region, making them the best material for design. Through the continuous research and transformation of designers, the unique symbols and elements of the Liao-Shen region are integrated into the design, in an effort to create unique and characteristic literature-based products. Therefore, the local culture can be further promoted, and regional prosperity and development can be facilitated.

Figure 2. Symbols of Regional Elements in Shenyang

Name	Representative quantity	Element symbol
Historical and cultural heritage	5	Shenyang Imperial Palace Zhang Shuai's office Beiling Park Liaoning Provincial Museum Xinle Site Museum
Industrial cultural heritage	4	China Industrial Museum (formerly Shenyang Foundry) 1905 Cultural and Creative Park (formerly Shenyang Heavy Machinery Factory) Fengtian memory Tiexi impression (the old factory of the original flywheel factory and White Mountain bicycle) Hongmei Wenchuang Park (former Hongmei Monosodium glutamate Factory)
Revolutionary cultural heritage	5	"September 18" History Museum Memorial Hall of the former site of the Manchurian Provincial Committee of the Communist Party of China Zhou Enlai youth reading site memorial Hall Northeast Liberation Monument Martyrs' cemetery to resist America and aid Korea
Regional characteristic cultural heritage	5	Shengjing full embroidery Shenyang plank New Year picture Guan's shadow play Northeast drum Liao cuisine

3 Definition and Current Situation of Regional Literature-based Products

3.1 Definition and Design Principles of Literature-based Products

Literature-based products are a type of product that can manifest the connotation and characteristics of a specific culture. It refers to the history, culture, social background, and human lifestyle of the region in which it is located through the product to be portrayed through the design, which expands the object of research with the changes of the times [4]. Meanwhile, literature-based products are also the process of emotional isomorphism. The designer produces emotional resonance of different perspectives and depths in the process of extracting cultural elements. With the help of analyzing and reconstructing the differences at different visual levels, the creative product design of literature-based products presents a high degree of differentiation and diversity.

Literature-based products are characterized by regionality, ethnicity, contemporaneity, creativity and cultural identity. The design of literature-based products should not only be reflective of the unique natural, humanistic and social characteristics of the region, but also incorporate its distinctive history, culture, religion, traditions and other elements. Moreover, a literature-based products should be harmonized with the distinctive political, economic, social and technological aspects of the era. In the design, the distinctive cultural symbols and elements of the region are extracted and visualized to be integrated into the product design, thereby creating unique and attractive products. For instance, Zhu Honghong et al. [5] proposed the method of cultural and creative product design with local characteristics with respect to the stripping and reconstruction of regional elements, the interpretation and application of cultural connotations, and the integration of cultural and creative brands. The innovative design of literature-based products inheriting the excellent local culture can evoke people's memory and emotional resonance for the specific culture. This enables consumers to experience their connection and identification with the culture when they purchase and utilize these products. In this regard, it contributes to the enhancement of consumers' loyalty and trust in the brand.

3.2 Current Situation of Regional Literature-based Products in Shenyang

Shenyang enjoys the historical reputation of "the birthplace of a dynasty and the capital of two emperors", which is also an influential old industrial base in northeastern China [6]. Its regional history can be categorized into four aspects: historical culture, industrial culture, red culture and folk culture. Field research on the cultural heritage or relics represented by these four aspects revealed that most of the cultural and creative products are in the form of a single, without the design of fashion elements and innovation, such as the collection of chapter books, refrigerator stickers and so on. For instance, the "seasonal" creative products launched by the Shenyang Palace Museum in the winter released more than ten "ice and snow" theme creative. Although the design is based on cultural relics, the ice and snow is a link, while taking into account the local characteristics of folklore to create a new hotspot of "ice and snow + creative". Nevertheless, the products still suffer from the issues of weak design, inconsistent quality and messy color. The regional literature-based products have been seriously diluted in the design, and the fast-food culture has prevailed, with serious homogenization. There is no

unique IP symbols to connect the products. Moreover, Shenyang literature-based products lack of innovative consciousness in the market competition, with repeated production of some traditional products, which fail to make a good combination with the development and changes of the times and the public aesthetics. This leads to poor historical liaison between products and products, weak product systematic, failure to carry out effective inheritance of regional cultural characteristics (Figure 3), making it difficult for consumers to experience their unique cultural characteristics and connotations in the local literature-based products. Therefore, the current Shenyang literature-based products urgently need to re-examine and excavation, to build a suitable sustainable development. Meanwhile, the full representation of each place has its own way of supporting its own inhabitants of the local literature-based products design reconstruction is imminent.

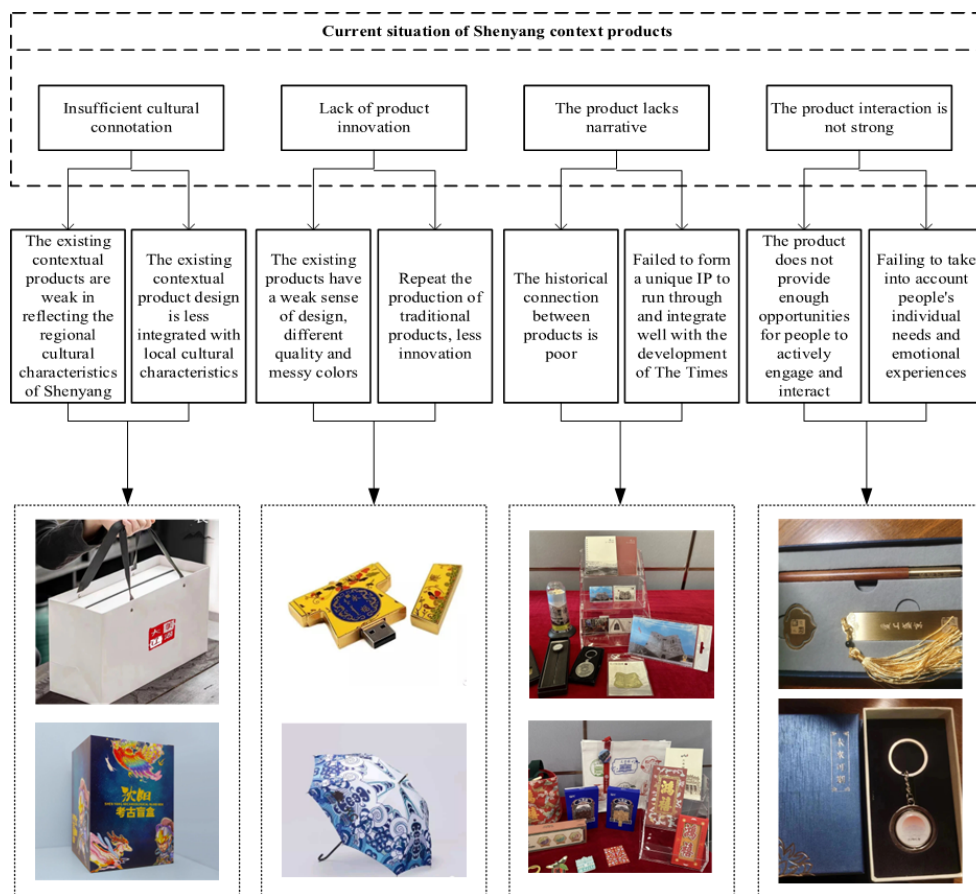


Figure 3. Analysis of the Current Situation of Literature-based Products in Shenyang

4 Reconstructive Definition of Regional Literature-based Products

4.1 Influence of Liao-Shen Culture on Literature-based Products Design with Focus on Shenyang

Local ethnic culture is the “folk” carrier of local literature-based products [7]. Shenyang boasts a rich history and cultural heritage, making it an integral part of Liao-Shen culture. Its diversified and integrated characteristics provide a broad space for the selection of themes for literature-based products. It covers history, art, architecture, literature and other fields, which enriches the content and expression of the products, and exerts far-reaching influences on the design of the local literature-based products. Liao-Shen culture provides a wealth of materials and inspirations for literature-based products in Shenyang. Moreover, its unique choice of subject matter, design elements and storytelling methods can enhance the unique charm and attraction of the products. Therefore, when designing literature-based products, the characteristics and connotations of Liao-Shen culture can be fully explored and combined with innovative design thinking. In this way, the cultural and creative products can be widely infiltrated into the social life and production of the times [8]. It can enhance the inheritance effect of the products and the user experience, and further facilitate the dissemination and promotion of the Liao-Shen culture.

4.2 Solutions for Reconstructing the Shenyang Literature-based Products

In the wake of modernization and urban construction, traditional culture has been progressively destroyed and forgotten. To preserve and inherit the cultural heritage and satisfy people’s demand for traditional culture, restructuring of regional literature-based products is a key solution. Visualizing and designing local cultural elements and integrating them into cultural and creative industries play an extremely crucial role in the development and cultural dissemination of the region. For instance, the town of Huesca in Spain has become the world’s first and only officially authorized “Smurf Village” through characteristic thematic transformation. Based on the theme of the Smurfs, the town has ingeniously applied cultural IP to accommodation, sightseeing, and experiential activities, thereby transforming the advantages of local tourism resources into advantages for economic development. Moreover, it is also capable of combining cultural IP with local natural resources (most famously fungi), which develops the economy and enables people to learn about local specialties. China’s Wuzhen and the transformation of Huska town have similarities and differences. There are numerous ancient towns in the south of the Yangtze River, the more renowned Tongli, Zhouzhuang, Xitang, Nanxun, Yongzhi and Wuzhen. Among them, Wuzhen took the lead in innovatively transforming itself from an ancient town in the water town into a cultural town. It has become a collection of leisure and vacation, health care and pension, and culture and creativity in one of the international leisure and culture towns. A series of brand-new cultural and creative products for ancient town tourism have also been formed while completing the IP remodeling. It has developed into one of the best protected ancient towns in the south of the Yangtze River and one of the fastest growing in terms of tourism.

With a history of more than 2,300 years since the founding of the city, Shenyang is embedded with abundant cultural heritage. At present, the market is in need of a series of high-quality literature-based products to fulfill people’s demand for aesthetics and experience through the

medium of trends. Consequently, it has taken on particular importance to reconfigure the local literature-based products. For the purpose of achieving this goal, it is essential to sort out Shenyang's historical and cultural lineage, categorize its unique culture and architecture, extract its distinctive elements and symbols, and transform them into visualized designs. Through such design, IP images suitable for Shenyang and capable of reflecting its unique cultural connotations can be created. These distinctive IP elements can be widely applied to the reconstruction of regional products, so as to display the history and culture of Shenyang in an innovative way, integrate them into modern trends, and satisfy people's pursuit of aesthetics and experience. By combining unique cultural elements with contemporary design, a series of fascinating products can be created to enable people to gain a better understanding and experience of Shenyang's charms. The products will organically connect the cultural lineage of Shenyang with the public, so that they can gain an in-depth understanding of and experience the unique culture of Shenyang. The products will be constantly innovated and iterated to meet the changes of the times and meet the needs of the public. This will make it more contemporary and attractive and create a series of thematic products of Shenyang cultural lineage, which will genuinely show the cultural representativeness of Shenyang (as shown in Figure 4). Furthermore, the reconstruction of literature-based products cannot be separated from the support of the government, cultural institutions, enterprises and social organizations. Only with the concerted efforts of the designers and the local government can the reconstruction of the products be realized.

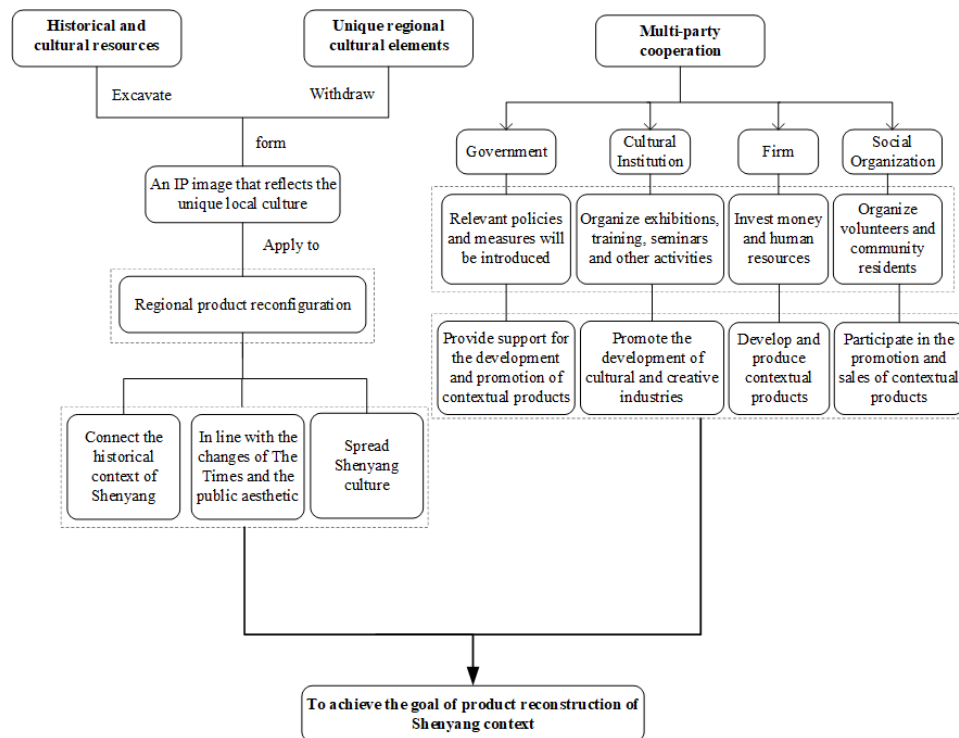


Figure 4. Design Strategy of Shenyang Literature-based Products

5 Conclusions

Shenyang has comprehensively implemented the spirit of the 20th CPC National Congress. In accordance with the requirements of the provincial party committee and the provincial government for comprehensive revitalization of the new breakthrough in three-year action deployment, the city is accelerating the development of culture and tourism integration by closely focusing on the goal of building a strong culture and tourism province. Culture is the root of creation, while creation is the source of design. Product reconstruction should be carried out with a three-dimensional perspective to increase the connotation of the product, and the creative product design oriented to regional culture should be integrated into the life of modern people. Shenyang enjoys a long history and cultural heritage, while literature-based products are an essential carrier for the external dissemination of the local culture. Through an in-depth study of the influence of Liao-Shen regional culture on Shenyang, we have identified some opportunities and challenges regarding the design of local literature-based products. As the core city of Liaoning Province, Shenyang has experienced the evolution of Manchu and Qing cultures, industrial culture and revolutionary culture in its history. These extensive cultural heritage and unique elemental symbols provide rich resources for the design of local literature-based products. As a consequence, we need to design and reconstruct Shenyang literature-based products to inherit and display this unique cultural heritage. By thoroughly experiencing the charm of regional flavor, we can not only facilitate the development of regional economy and tourism industry, but also realize the multi-win situation of cultural heritage, product innovation and economic development. Such designed products can not only enable people to experience the charm of traditional culture, but also attract more people to participate in the activities of the regional economy and tourism industry. The reconstruction of the design of Shenyang regional literature-based products is not only of great significance for the dissemination of Shenyang regional culture, but also a beneficial reference for the reconstruction of other similar regional cultural products. In this way, it can make a greater contribution to the cultural heritage and innovation.

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