



# Research on the Protection and Inheritance Strategies of Jingdezhen Ceramic Intangible Cultural Heritage From the Perspective of Cultural and Creative Industry

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## Abstract

Intangible cultural heritage is the wisdom of ancient working people and an important part of Chinese civilization. As a thousand-year porcelain capital, Jingdezhen has accumulated a rich and colorful ceramic intangible cultural heritage in the long historical development process, which needs to be protected and inherited. The rise of the cultural and creative industries has given the ancient intangible cultural heritage new vitality, and opens up new ways for the protection and inheritance of ceramic intangible heritage in the new era.

**Key words:** Intangible cultural heritage; Protection; inheritance; Cultural creative industry

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Intangible cultural heritage is an important part of China’s traditional culture and the crystallization of the wisdom of the working people. As the porcelain capital for thousands of years, the ceramic intangible cultural heritage of Jingdezhen condenses science, technology, art, culture and economy, it is a model of ceramic civilization in China and even the world. However, with the development of economy and the changes of social

lifestyle, the inheritance of ceramic intangible cultural heritage is facing a huge crisis. In the new era, protecting and making good use of ceramic intangible resources, transferring the advantage of cultural resources into the advantage of cultural creative industry development, thus to enhance the local cultural soft power of jingdezhen, promote the development of regional culture, finally promoting the economic and social progress of jingdezhen has become an important subject. With creativity as the core and high technological means as the support, cultural and creative industry is an emerging industry. The combination of cultural and creative industry with traditional ceramic intangible cultural heritage resources has become an inevitable trend and a new way to realize the transformation and development of ceramic intangible cultural heritage.

## 1. JINGDEZHEN CERAMIC INTANGIBLE CULTURAL HERITAGE

According to the definition of the *Convention on the Protection of Intangible Cultural Heritage* adopted by the United Nations Congress in 2003, intangible cultural heritage is regarded as various practices, performances, expression forms, knowledge systems and skills of its cultural heritage, as well as related tools, objects, crafts and cultural venues. Intangible cultural heritage is the spiritual vegetation and soul roots of all ethnic groups. Under the leadership and influence of the Chinese government, intangible heritage protection has received extensive attention from all sectors of society and has also become a hot topic in Chinese cultural research. In 2005, the General Office of the State Council issued the *Opinions on Strengthening the Work of Intangible Cultural Heritage*. In June of the same year, the Ministry of Culture launched a large-scale non-legacy census to understand and master the current status of non-legacy in China. In 2006, in order to further increase the public’s

awareness of non-legacy protection, the State Council determined that the second Saturday of June is China's "Cultural Heritage Day" every year. It is particularly important that the "Intangible Cultural Heritage Law of the People's Republic of China" passed in February of 2011 separately stipulates in terms of investigation, inheritance, transmission routes and legal responsibilities of intangible cultural heritage. It provides legal protection for the protection and inheritance of intangible cultural heritage and is of great significance for promoting the protection and inheritance of intangible cultural heritage in China.

According to archaeological research, the history of porcelain making in Jingdezhen began in the late Tang Dynasty, and gradually flourished in the Song and Yuan dynasties. With the establishment of royal kiln factories and the prosperity of porcelain trade in the Ming and Qing Dynasties, Jingdezhen gradually became the center of China's porcelain making industry and gained the reputation of "Porcelain Capital". The ceramics made by the folk in Jingdezhen are of exquisite shape, crystal glaze, unique engraving technology and rich patterns. They are not only widely used, but also have a strong artistic flavor. They are loved by people of all walks of life, creating a brilliant ceramic cultural heritage. The porcelain craftsmanship in Jingdezhen reflects the experience and wisdom of the folk artisans in Jingdezhen, from glaze preparation, blank drawing, blank drawing, glaze application, decoration and firing, etc. The porcelain handicraft is handed down from generation to generation by the potters, and has the characteristics of "intangible cultural heritage". The folk ceramic handicraft is still inherited and continued in oral form, and the extinction of the handicraft often depends on the extinction of the inheritors. The folk handicraft in Jingdezhen, with oral inheritance as the main form, is a precious wealth that has been transmitted from generation to generation and contains the crystallization of the collective wisdom of the Jingdezhen people. Therefore, the inheritance of the traditional folk porcelain handicrafts takes the inheritors as the main body, and the non-materialized and non-static oral inheritance as the main form of intangible cultural heritage.

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## **2. THE RELATIONSHIP BETWEEN CULTURAL AND CREATIVE INDUSTRIES AND THE PROTECTION OF JINGDEZHEN CERAMIC INTANGIBLE CULTURAL HERITAGE**

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Intangible cultural heritage pays attention to protection and inheritance, and represents the Chinese nation's cultural genes, folk characteristics, and values. Although China has a long history and rich non-heritage resources,

there is still great development space in the promotion of culture in the form of industry. Cultural and creative industries refers to the extraction of cultural elements and the generation of cultural products through repeated high-tech and high-intelligence methods such as conceptual creativity, design reorganization, production and processing. Cultural and creative industries are endowed with intellectual property rights to form a scale production with market potential, thus to realize the industrial form of high value-added culture. With the development of the economy, people who are increasingly rich in material life pay more attention to the experience and feelings on the spiritual level. Under this background, the cultural and creative industry emerges at the historic moment. It can be said that the cultural and creative industry is the performance of the cultural level after the economic development reaches a certain stage. The birth and development of cultural and creative industries have brought new inspiration to traditional culture, people gradually began to combine traditional culture with creative industries. The integration of cultural and creative industries with intangible cultural heritage has not only injected new ideas into traditional culture, promoted the sustainable development and lively inheritance of ancient Chinese civilization, and also made the emerging cultural and creative industries a stronger traditional cultural heritage.

### **2.1 Intangible Cultural Heritage Is the Basic Element For the Development of Ceramic Cultural Creative Industry**

Ceramic intangible cultural heritage can inject strong vitality into the cultural and creative industry. Cultural and creative industry is an industry based on cultural resources, which takes painting, design, animation and performance as output methods, innovatively develops traditional historical and cultural resources through information technology and creative design, and finally produces cultural and creative products or services that meet people's spiritual needs. Intangible cultural heritage, on the other hand, is a historical and cultural resource that can bring spiritual enjoyment to people through traditional processing, production, performance and other folk customs and handicrafts. Therefore, both intangible cultural heritage and cultural and creative industries exist and develop in order to meet people's spiritual needs and have internal commonality. Intangible cultural heritage is the foundation and the material for the development of cultural and creative industries, and it is the important support for enhancing the cultural and economic value of cultural and creative products. In turn, the development of cultural and creative industries can promote the protection of intangible cultural heritage. By integrating modern ideas and inspiration, adopting innovative forms and means, precious intangible cultural heritage can be newly developed, thus traditional national culture can

be promoted. The intangible cultural heritage resources in Jingdezhen are extensive and profound, rich and colorful. The cultural and creative industry can make full use of the intangible cultural heritage materials in Jingdezhen to create cultural and creative products with cultural connotation and market competitiveness, which makes the ancient culture full of new vitality, and also gives the millennium porcelain capital new inspiration and vitality.

## **2.2 Cultural and Creative Industries Can Strengthen the Live Protection of Ceramic Intangible Cultural Heritage**

Compared with cultural and creative industries, intangible cultural heritage focuses on inheritance and protection, while cultural and creative industries focus on innovation and development. However, there is no contradiction between the two. On the contrary, the integration of ceramic intangible cultural heritage and ceramic cultural industry is the best way to protect intangible cultural heritage. Under the premise of rescue and protection, cultural and creative industries can make rational use of intangible cultural heritage resources and transform intangible manual skills into tangible material carriers, so as to retain the cultural essence of intangible cultural heritage to the greatest extent and expand the reputation and popularity of intangible cultural heritage. Therefore, to a certain extent, the cultural and creative industry chain extension brings new inspiration for the protection of intangible cultural heritage. The combination of culture and creativity not only can join the traditional and modern local culture, at the same time, it can also inherit the developing and changing national wisdom, psychological demands and values.

## **2.3 The Cultural and Creative Industry Has Broadened the Way of Inheriting the Ceramic Intangible Cultural Heritage**

The fusion of cultural creative industry and ceramic intangible cultural heritage can provide a new path for the protection and inheritance of intangible cultural heritage in the new era. The significant difference between intangible cultural heritage and material cultural heritage is its viability. Therefore, it is far from enough to adopt methods such as site preservation and museum collection, just like the protection of static material cultural heritage. Intangible cultural heritage should be integrated into modern life and shine brightly in the modern life of the public. However, its viability also determines the complexity and challenge of conservation. Due to the great change of modern life style, intangible cultural heritages such as folk etiquette, operation techniques and traditional skills in traditional ceramic culture have encountered unprecedented impact, facing many difficulties and challenges in conservation and inheritance. The integration of intangible cultural heritage with cultural and creative industry is the new trace to realize

the sustainable development of the intangible cultural heritage. Intangible resources can participate in the culture production and market circulation through the creative design, information technology and other means, thus to transform them into consumer favorite mass culture art goods. With the help of modern production mode and the network flow method, cultural creative industry can be promoted to form a cultural industry chain, which can satisfy people's cultural consumption demand as well as create economic value.

Through the integration of cultural and creative products into the details of modern life, the original unfamiliar and abstract intangible heritage resources have also become within reach, thus getting better publicity and inheritance.

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## **3. CERAMIC INTANGIBLE CULTURAL HERITAGE PROTECTION STRATEGIES BASED ON CULTURAL AND CREATIVE INDUSTRIES**

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The integration of intangible cultural heritage and cultural and creative industry enables the transformation and development of intangible cultural heritage. Based on cultural and creative industry, ceramic intangible cultural heritage can be better protected and inherited through the following ways.

### **3.1 The Overall Development Mode Should Be Guided by the Government**

In order to better promote the protection and inheritance of intangible cultural heritage, the government needs to focus on the overall situation, coordinate the planning and design of intangible cultural heritage resources, and integrate the resources into the development of cultural and creative industries. In order to achieve this goal, the government should do a good job in the following aspects. First of all, build a ceramic cultural and creative industry cluster with well-known enterprises as the core. Based on the brand influence of the well-known enterprises, the government can integrate ceramic materials, ceramic machinery, ceramic design and related industries such as ceramic manufacturing to form a corporate settlement of cultural and creative industries. In this way, enterprises can cooperate with each other in order to achieve mutual benefits and win-win results. Secondly, improve the system for the development of cultural and creative industries. The institutional environment is an important external factor affecting the development of the cultural and creative industry. The government should take appropriate measures to guide and standardize the cultural and creative industry and introduce supporting policies to ensure the healthy development of the ceramic cultural and creative industry. At the same time, the government

should increase financial support for cultural and creative industries. The government should provide cultural and creative enterprises with more financial guarantees and preferential policies. With the financial support, the integrated development of intangible cultural heritage and cultural and creative industries will have a better prospect. Therefore, the government's overall planning and guidance of the development mode of cultural and creative industry can accelerate the development of enterprises, which has the advantages of strong strength and good security.

### 3.2 The Cultural Expression Forms of Traditional Skills Should Be Enriched

Over the vast land of our country, every city has a representative cultural symbol. As the ceramic capital of more than one thousand years, the unique ceramic culture is the business card of Jingdezhen. The long history has precipitated rich ceramic art, smooth and elegant blue and white porcelain, elegant and soft pastel porcelain, crystal clear and exquisite porcelain and bright, colorful color glaze have become Jingdezhen's famous cultural symbol at home and abroad, leaving Jingdezhen with rich ceramic intangible cultural heritage.

It is precisely because of the uniqueness and representativeness of the ceramic culture that the ceramic culture has become the core element for the establishment and development of the creative industry. Among them, the handicraft of porcelain making is the representative of the ceramic culture of Jingdezhen. Without superb craftsmanship, the ceramics of Jingdezhen could not be "as thin as paper, as bright as a mirror, as white as jade and as loud as water". In this sense, the craft of porcelain making is the basic element for the development of the ceramic cultural and creative industry. It takes part in the production process of creative products and gives the creative industry with culture, artistry and uniqueness. With the rapid development of society, it is difficult for traditional porcelain making and decoration techniques to meet the aesthetic concept of modern young people. Therefore, based on the traditional innovation craft technique, such as the innovative craftsmanship, the shape, glaze color and decoration pattern elements, artistic products that combine creativity and design not only contain popular elements, but also embody traditional culture and enrich the cultural expression of traditional skills.

### 3.3 The Resource Development Mode Should Be Integrated

The development of ceramic cultural and creative industry in Jingdezhen should be based on traditional ceramic cultural deposits, centered on well-known enterprises and supported by local universities. Jingdezhen should allocate all available resources, integrate various advantages, and cultivate talents and teams with strong professional abilities. Only high-quality talents can grasp the core elements of the integrated development of intangible cultural heritage and cultural creative entrepreneurship, and bring better development to intangible cultural heritage. Therefore, it is necessary to make full use of the resource advantages of colleges and universities in Jingdezhen and strengthen the training of talents. Young students in colleges and universities are familiar with the operation procedure of traditional porcelain making technology and have the ability of innovative thinking and creative design. They can keenly perceive the trend of modern life and the trend of aesthetics, and they are also good at integrating and utilizing the traditional porcelain craft to produce creative products. They become the backbone of the development of Jingdezhen's ceramic cultural and creative industry, laying a solid foundation for Jingdezhen to build a system of ceramic cultural and creative industry.

To sum up, ceramic intangible cultural heritage not only has traditional cultural value, but also has innovative potential and economic value. The integrated development of ceramic intangible cultural heritage and cultural creative industries can allow ceramic intangible cultural heritage to be innovative in a new way, as a result, it can be more vital and get a better development. Exploring the integration of ceramic intangible cultural heritage and cultural creative industries in the context of the new era is significant both for the inheritance and development of ceramic culture.

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