

Development and Marketing on Cultural Art Derivatives Based on Regional Cultural Symbols

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Abstract: While exhibiting the aesthetic value of art, cultural art derivatives bear the function of inheriting regional culture, which can not only maximize economic benefits, but also play a good propaganda role. This paper analyzes the influence of regional culture on cultural art derivatives, and proposes the development and sales strategy of cultural art derivatives based on regional cultural symbols. The development strategy includes: diversification of the development methods of cultural art derivatives, focusing on the development and innovation of cultural art derivatives, focusing on the extraction and integration of regional cultural symbols, and the establishment of specialized teams engaged in the development of cultural art derivatives. The sales strategy includes: establishing a customer relationship management system, using new media to enhance the value of cultural art derivatives, strengthening the brand building of cultural art derivatives, and optimizing the sales channels of cultural art derivatives.

1. Introduction

Cultural art derivatives include cultural and creative products and art derivatives. Art derivatives are a combination of art and goods derived from art works, with certain artistic added value. Including the autographed by the artist, and limited edition of the prints for collection and appreciation; stationery, daily necessities and costumes printed with the representative works of the artist, as well as collectible products combined with artistic elements. Cultural and creative products, using the symbolic meaning, aesthetic characteristics, humanistic spirit and cultural elements of the original artwork, through the designer's interpretation and reconstruction of the original artwork, combine the cultural elements of the original artwork with the creativity of the product itself to form a new type of cultural and creative products.

As an external manifestation of regional cultural connotation, regional cultural symbols cannot simply apply regional symbols, but basically analyze and inherit regional symbols to basically re-innovate and adapt to the aesthetic habits of contemporary people. Economic and social development, income levels continue to increase, material life is constantly enriched, and people have a higher pursuit of quality of life, especially aesthetic and cultural needs. Pure art is far away from ordinary consumers. "Affordable art" is more and more accepted by people. The threshold of art for life is gradually reduced. Cultural art derivatives integrate culture and art into life and satisfy ordinary the spiritual pursuit of the public has enriched the art knowledge, improved the aesthetic level, and played a positive role in promoting the development of the cultural and art derivatives market. China is a cultural country with rich regional culture. It integrates regional cultural symbols into cultural art derivatives, highlights cultural connotations, and realizes the inheritance and innovation of regional culture. It can also resonate with consumers and promote the development of cultural and art derivatives markets.

2. Regional Cultural and Regional Cultural Symbols

Regional culture is the sum of material wealth and spiritual wealth that people in different

geographical regions constantly create, summarize and accumulate in the living environment and social historical development. Regional culture is a concrete reflection of human life. It is a record of human survival activities and a historical continuation. It is the bearing of people's needs, ideals and good wishes for life. Regional culture includes both cultural commonalities and unique characteristics due to different regions. Regional culture is not a national culture, but its foundation is national culture. Only on this basis, regional culture has substantial connotations. Regional culture has the following characteristics: uniqueness is the basic feature of regional culture, uniqueness is a unique cultural identity in various fields; identity is another feature of regional culture, and regional culture is created by groups living in the same region. The cultural system that all members highly agree with has a sense of belonging to it. Inheritance is the premise of the continuation of regional culture. Culture is self-innovated and developed in a dynamic way, including folk customs and living habits. Influence and mutual integration are the foundation of regional cultural development, so the culture of each region also has the commonality of traditional culture.

Symbols are the carrier of people's ideology, the bridge between consciousness and material, and the product of culture. Symbols can be graphics or words, can be buildings or facilities, or they can be a culture of ideas. Symbols have two functions of conveying information and expressing thoughts, linking people to the symbolic world. Therefore, symbols are a way of human communication. As long as people have consciousness, they can symbolize things in the world. Symbols are not only the basis for inheriting civilization, but also an important medium for information dissemination. Cultural symbols are often considered to be culturally significant graphics or images. The meaning of things needs to be expressed by symbols, explaining the intrinsic cultural significance of things. The symbol based on regional culture carries the local culture, humanistic consciousness and spiritual connotation. The regional culture not only represents the image of the region, but also constitutes the material part of the discourse. Human beings transform regional cultural phenomena, including ruins, graphics, colors, art and folk customs, into symbols to convey information, which is called regional cultural symbols. The regional cultural symbols show not only the simple natural environment and the things themselves, but also reveal the connotation and culture behind the symbols. Different cultures have their own style and unique connotations.

3. Impacts of Regional Culture on Cultural Art Derivatives

To deeply understand the influence of regional culture on cultural art derivatives, we must first understand the influence of traditional culture on art design. Traditional culture is a culture that reflects the national traits and styles brought about by the evolution of civilization. It is the overall expression of various ideological cultures and conceptual forms in history. Art design is to use the form beauty of art in the design of closely related daily life, so that it not only has aesthetic functions, but also has practical functions. With the progress of the times, art design continues to highlight the expression and connotation of traditional culture. First, traditional culture is the source of art design. Culture is the foundation of art design, and there is no soul from the design of traditional culture. The art design concept is rooted in traditional culture, and in the aesthetic system and cultural background, the deeper cultural connotation is realized and expressed. Second, traditional culture is the basis for innovation in art design. Art design is the product of the times and requires constant innovation to conform to the changing times. Unique creativity and profound cultural heritage, as well as precise positioning, contribute to the innovation of art design. Third, art design can reflect and inherit traditional culture. People should actively learn the essence of traditional culture and inherit and develop in a critical spirit. Traditional culture has an impact on art and is reflected in art form, playing its due value and influence.

Cultural art derivatives are products based on specific regional cultures, and regional culture directly influences the innovation of cultural art derivatives. While exhibiting the aesthetic value of art, cultural art derivatives bear the function of inheriting regional culture, which can not only maximize economic benefits, but also play a good propaganda role. The influence of regional

culture on cultural art derivatives is mainly reflected in three aspects: First, guiding. Artwork represents a culture, cultural art derivatives represent specific regional cultural symbols, and development and design are culturally oriented creative activities. The initial motivation and ultimate purpose are to convey the cultural connotation of regional characteristics. Second, restrictive. Regional culture has the characteristics of attributes, designing cultural art derivatives, and is restricted by regional cultural symbols. It is not an activity that is freely chosen in the cultural field. Concept extraction must be based on the culture of a specific region, and the advantages should be exerted under the premise of being restricted by the cultural scope. The third one is irritating. The stimulating nature of regional culture on cultural art derivatives is reflected in both advanced and lags. The advanced nature of regional culture is the focus of the exploration of modern cultural industry, effectively enhancing the cultural added value of art. However, if blindly moving hard, it may be counterproductive, showing negative and traditional characteristics, design lacking spirituality and losing competitiveness.

4. Development on Cultural Art Derivatives Based on Regional Cultural Symbols

In view of the influence of regional culture on cultural art derivatives, the development strategies of cultural art derivatives based on regional cultural symbols are as follows:

(1) The development of cultural art derivatives is diversified. Cultural art derivatives should not be simply copied, and the development methods should be diversified: First, copying derivatives. The reproduction does not achieve the precise restoration of the original work, but it has a price advantage, which makes up for the high price of the original work, and is easily accepted by the art lover, which makes the art have more propaganda channels. Second, publish derivatives. It is mainly based on the original printed albums or postcards. It has a strong reproduction and reproduction of the original content and elements of the art. The production process is relatively simple, and the appeal of the works of art can be extended to more people. The third one is creative derivatives. The perfect combination of art and creative products, these creative products cover a wide range of areas, can fill every corner of life, and maximize the added value of art.

(2) Focus on the development and innovation of cultural art derivatives. With the economic and social development, people's aesthetic needs are raised, and developers need to spend more energy, maximize the regional and uniqueness of cultural art derivatives, and satisfy consumers' new and curious psychology. First, focus on conceptual innovation and integrate internationalization with localization. Localization is the foundation of cultural art derivatives. At the same time, it is integrated into the international style and presents features such as lines, colors and shapes that conform to international aesthetics. Second, focus on method innovation and combine tradition with modernity. Drawing on traditional cultural elements and combining with modern life to create a new form that is in sync with the times can meet the requirements of the times. Third, focus on content innovation and enrich the industrial form. It is necessary to establish a regional cultural industrial chain, improve the speed of development and transformation of regional cultural resources to cultural and artistic derivatives, and bring new value to the cultural and creative industries.

(3) Focus on the extraction and integration of regional cultural symbols. In the development of cultural art derivatives, it is necessary to conduct in-depth research and effective expansion of regional culture. Only by understanding the deep cultural connotations can the products be consistent with the regional culture and rationally integrated into the regional culture. The style of products developed in the past copied the original cultural connotations. The extraction of regional cultural symbols cannot be directly used. It is necessary to deeply understand the meaning of the entire historical background or the entire culture, and finally extract reasonable regional cultural symbols. Incorporating regional cultural symbols requires innovation, including independent innovation and imitative innovation. The core technologies needed to imitate innovation are not independent intellectual property rights, but some technological breakthroughs have joined the subjective consciousness of designers, and independent innovation is regional culture. The core competitiveness depends on the innovations achieved by its own capabilities.

(4) Establish a professional team engaged in the development of cultural art derivatives. To enhance the market development potential of cultural art derivatives, and fully release the consumer's demand for purchasing cultural art derivatives, we must improve the cultural, artistic and aesthetic values of cultural art derivatives, enhance the development level of cultural art derivatives, and solve the problem about the lower development capabilities. We must integrate relevant development resources such as the cultural and cultural circles, the art world, the industrial and industrial circles, the industrial, cultural, media, advertising and science and technology sectors, and integrate a development resource platform with business flexibility, thought integration and complete chain. At the same time, realize the rational allocation and optimization of resources in the internal and external sectors of the cultural and art derivatives industry and all links in the industrial chain. Finally, a regular, long-term and professional talent team engaged in the development of cultural and artistic derivatives was established to enhance the overall development level of the cultural and art derivatives industry.

5. Marketing on Cultural Art Derivatives Based on Regional Cultural Symbols

Sales is an important foundation for the development of cultural art derivatives. In view of the problems in marketing and the sales environment in the era of network information, the sales strategies of cultural art derivatives based on regional cultural symbols are as follows:

(1) Establish a customer relationship management system. Based on software, hardware and network technologies, an information system for collecting, managing, analyzing and utilizing customer information is established. Taking customer data management as the core, it records the various interactions with customers in the marketing process, as well as the status of various related activities, and provides various data models to support later analysis and decision-making. Since most of the customers of cultural art derivatives belong to middle and high-end people, the customer base is stable, loyal and consumes a lot. Collect customer's physical information, hobbies, personality, work and family data, understand the customer's psychological positioning of cultural art derivatives, fully understand the customer's needs, provide personalized and humanized services to customers, and cultural art derivatives. Development and sales play an active role in providing a wealth of data support for understanding the development of the cultural and art derivatives market.

(2) Use new media to enhance the value of cultural art derivatives. With the improvement of people's living standards and social development, the power of the media cannot be ignored, especially the reproduction of new media. Compared with traditional media, new media uses digital technology, network technology and mobile technology to provide users with information and entertainment forms and media forms through channels such as the Internet, wireless communication networks and cable networks. The new media is characterized by interactivity and immediacy, mass and sharing, multimedia and hypertext, personalization and community. Artwork is the object of consumption, its function is to meet people's aesthetic needs and consumer demand, and new media provides the possibility for art consumer goods to expand market space. New media is involved in the sale of cultural art derivatives, raising people's interest in cultural art derivatives and attracting a large number of consumers.

(3) Strengthen the brand building of cultural art derivatives. Brand is the consumer's awareness of the product and product line. It is an intangible asset with economic value and carries people's recognition of products and services. Strengthening brand building is conducive to the dissemination and promotion of cultural art derivatives, enhancing the competitiveness and economic benefits of enterprises, extending the product life cycle and achieving sustainable development. In brand building, we accurately locate cultural art derivatives, explore unique connotations, enhance recognition, strengthen awareness of protection, and strengthen market supervision and construction of laws and regulations. The brand building of cultural art derivatives is a complex process, integrating the core values, business ideas and artistic features of cultural art derivatives into the brand, taking overall plans from the overall perspective, strengthening publicity, increasing market share and enhancing the core competitiveness of enterprises.

(4) Optimize sales channels for cultural art derivatives. The sales channel refers to all the commercial organizations and individuals who have obtained ownership during the process of transferring products from producers to consumers or users, that is, the channels through which various links are connected. The sale of cultural and artistic derivatives requires a variety of channels to work together: for example, the establishment of offline stores, inhaling consumers through specific display methods, especially middle-aged and elderly consumers. You can also use the exhibition to sell and increase the market awareness of your products by communicating with customers or peers. Don't neglect to strengthen online sales and use the power of online sales platforms to provide consumers with more convenient ways to buy. Membership services can also be promoted. Different memberships have different privileges, giving consumers a sense of belonging and building brand loyalty. It is necessary to pay attention to the optimization of logistics and distribution services, and improve the brand image of the company through logistics and distribution services.

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