Information Exhibition and Dissemination Exploration of Haihun Phoenix Culture

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Abstract: This project in nanchang Haihun tombs unearthed artifacts 'bird' image as the starting point, explore the intangible cultural heritage in the era of Internet + information, digital display and dissemination, analyze digital technology on the history of unearthed cultural relics, technology, and the contemporary environmental space design under the integration of technology and art application inheritance, promote the live spread of regional intangible heritage.

1. Introduction

The tomb of Marquis Haihun is the largest, best preserved and most rich tomb of the HanDynasty found in China, and belongs to an important national historical and cultural heritage.

In December 2019, it was awarded the 'World Major Field Archaeological Discovery'. The number of many, old and precious cultural relics unearthed in the tomb are rare in the world, which provides important material and documentary evidence for studying the historical area and the economic and cultural life of the Western Han Dynasty.At the same ime, in November 2018, the General Office of the CPC Central Committee and the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which put forward an important role in strengthening the protection, utilization and inheritance of cultural heritage, improving the inheritance vitality, enhancing international influence, and promoting economic and social development.Therefore, through the protection and inheritance, the digital information of the information display and culture, is the gradual and continuous development of cultural heritage information; is the efficient sharing and utilization of historical and cultural resources [1].

2. Haihunhou Tomb Appliances Phoenix Culture Digital Display Necessity

As one of the four ancient civilizations in China, we have a large number of excellent cultural customs retained, and with the development of human society and life, there is a certain demand for cultural heritage information.

To explore problems to better inherit the civilization and history and culture carried by cultural relics, we need to make good use of the opportunity of digital China to solve the problem of inheritance.Bird totem culture is the north and south of the Yangtze river and the Yellow river basin the oldest system, geographical cultural signs and the origin of the history of Chinese civilization, is the phoenix bird culture system, is established in the ancient region, culture, population changes and expansion, promote the north and south water system of the regional bird totem culture influence each other and form common cognitive [5].From the early tomb unearthed western Han bird totem art, can see the north and south Yangtze river around the bird pattern flow, also analysis and interpretation of the western Han dynasty regional appliance bird symbol pattern, local art aesthetic interpretation, social folk culture phenomenon entry point, its profound historical connotation shows the external form of ancient creation art spirit, is also the precious heritage of ancient traditional culture [6]. Single from lacquer, jade, metal utensils are phoenix patterns, but the ancient phoenix bird patterns are not the same, it includes phoenix dermato glyphic pattern, owl dermato glyphic pattern, luandermato glyphic pattern, and groups of wild geese and so on.as

illustrated in Fig 1.It can be seen that the image of phoenix, as explained in Origin of Chinese Characters, is formed with the advantages of various auspicious birds.As a text schema shape of morality, ritual, literature, benevolence, letter, it forms folk belief and social doctrine, and has become a relatively broad model of knowledge, belief, morality and customs in the ancient regional culture in the Yangtze River Basin, and the representative schema symbol of transcendence and artistic value [10].The auspicious decoration of phoenix birds in the tomb of Haihunhou shows the diversity of ancient life and is full of a strong national complex.It records the tortuous development process of the society and the colorful folk customs, and integrates the profound history and culture.In the era of Internet +, it is necessary to take advantage of the opportunity of all-media development, and the beneficial combination of diversified cultural inheritance and digital technology is the direction of modern innovation and innovative inheritance.It is also the protection of traditional culture and the transformation of cultural relics display and modern innovation in cultural education.

Figure 1 Bronze DangLu.

3. Haihun Phoenix Decoration of Cultural Information Digital Exploration and Dissemination Status Analysis of Transmission

Digital dissemination of cultural heritage has become the mainstream of the modern era.

At present, the cultural display and communication methods mainly show the following two categories, Mainly in traditional communication and new media communication, The former audience group is mostly local residents, The crowd focuses on the older generation, Presented in periodicals, newspapers, television, media and other advertising, The spread of this cultural display has certain limitations, In the timeliness of communication, universality, interactivity are lacking; The latter is the mainstream of communication today, The spread of the new media, Efficient and timely, Strong interactive, But the cognition and utilization of the Internet only stay in the accumulation of quantity, Both have its own advantages and disadvantages, This requires the two to learn from each other, Build new communication modes for design and transformation.Phoenix bird patterns unearthed from Haihunhou Tomb should be highly symbolic and easy to refine, and can make full use of the digital communication advantages in the Internet era.

4. Digital Technology Display and Application

In order to better spread the decorative culture of sea faint phoenix bird, it is necessary to use the current information technology to collect the phoenix bird patterns of unearthed utensils from Haihunhou tomb, image data collation, comparison, processing and analysis, transmission, etc. to find the north and south sex of phoenix patterns, so as to form a real and effective database.Secondly, the evolution of the device pattern, the new modern language communication of the object interpretation and the meaning of the text story theme, dynamic video and digital products.Moreover, through virtual reality technology, it can realize scene reproduction of cultural relics appliances, immersive interactive drill of experience and process technology.People can well

participate in the information display of digital technology, feel the multi-dimensional information space, experience the process process and so on.For example, the combination of the restoration object itself, VR process display and holographic historical scene display promote the new experience.Therefore, it is necessary and feasible to complete the development of digital informatization.Such as: the technical application of utensils, architecture, clothing and other fields.The combination of the display of various information means and new digital industries can improve the popularity of Haihun culture, provide a broader platform for their protection and inheritance from the dimensions of form, speed, breadth and other communication, and provide a richer sense of giving [3].On the one hand, it realizes the digital hun culture display, on the other hand, it also realizes the new transmission of intangible cultural heritage.Digital display has become one of the ways to spread and display traditional cultural skills in the Internet +Times.

5. The Application of Digital Technology

The development of digital technology in the field of education is also very critical, especially the spatial design of environmental design can assist the implementation of the scheme, and present the scheme effect more accurately and efficiently, so as to meet the actual needs.

Therefore, through the combination of modern software technology and the auspicious decorative application of Haihunhou bronzes, and with the help of big data technology, the graphic cultural resources of Haihunfeng birds were searched, sorted and integrated, giving full play to the intangible cultural heritage transmission of the combination of science and technical culture.Such as in the environmental design of colleges and universities, students to sea faint culture as the starting point of creative design to express the province local characteristic culture, tomb on the shape and meaning derivative fusion, to innovate the reasonable space planning and design, in figure 1, figure 2 landscape space design in the sea faint lu pattern combined software SketchUp modeling, material mapping and final rendering.In the later stage, images, sound and some interactive designs were conducted to build the digitization of cultural heritage.The application of drum stone and door style divides the phoenix image into two design forms: concrete and abstract action.Realistic phoenix bird is reflected in sculpture in landscape design language. Whether it is abstract or concrete phoenix bird patterns and modern design, it can derive more creative space and produce more fresh creative inspiration for the inheritance of Chinese phoenix totem culture.The practical application in colleges and universities is a successful exploration of combining theoretical knowledge, realistic culture and software technology, which is conducive to the inheritance and innovation of [3] of China's traditional culture.In the design, it can not only consider the environmental landscape that meets modern production and life, but also inherit the spatial design that inherits the historical context. To a certain extent, it can promote the construction of Chinese characteristics and cultural confidence, promote the integration of culture and education, and promote the economy and tourism industry of Jiangxi Province.
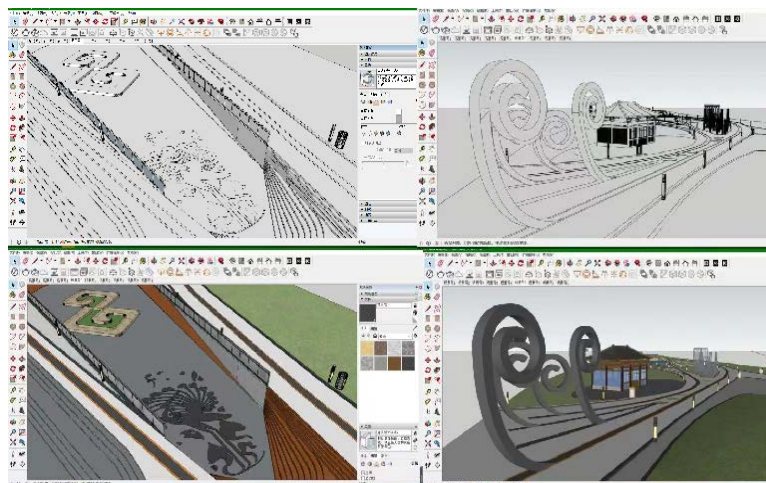

Figure 2 Application of the modeling techniques in the design.

6. The Development Trend of Cultural Heritage Transmission

First of all, the spread of digital cultural heritage is easy to spread in shape, sound and touch. On the one hand, this way of communication and display has upgraded the group level in the hands, quickly forming a comprehensive experience and service of culture to spread all dimensions and elements.Secondly, the digital display of cultural heritage broadens the core culture of the heritage, and makes the culture more targeted to deeply dismantle and display individual cases.Moreover, in the face of the current network social mode, information culture and value expression.Let culture and values grow in overall effectiveness,performance and numbers[2].

Figure 3 Application of phoenix pattern in Space.

7. Conclusion

Through the multi-perspective exploration of high-tech and art, the pictorial art modeling of Haihunhou Tomb is analyzed by the inheritance of painting culture, aesthetic ethics and its social spiritual and cultural core value under the background of information technology.At the same time, the modern application of historical materials and the professional environmental space design of colleges and universities will make full use of software technology, expand the external communication channels of traditional culture, and realize and promote the inheritance and dissemination of the historical and culture of Haihunhou. Internet communication with data to make cultural communication more intuitive and reliable is the information protection and inheritance of traditional modeling patterns in the new era. The development trend of communication in the information era will become more diversified,which is also the inevitable phenomenon [9] for the promotion of The Times.

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