

The Value of IP Shaping of Arts Festival to the Revitalization of Rural Culture

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Abstract:

Under the background of the implementation of the rural revitalization strategy, rural construction in various places is thriving day by day, among which the “Arts Festival” has become a relatively new and indispensable way of rural cultural construction. Therefore, in this paper, the achievements and shortcomings of the Pingnan Martial Arts Culture and Art Festival are analyzed, and improvement methods are put forward, such as shaping the IP of the Art Festival, paying attention to the integration of regional characteristics, combining with the rural industry, improving the liquidity of IP, and boosting the rural culture.

Keywords: Rural revitalization, Art festival, IP; Rural culture, Regional characteristics.

I. INTRODUCTION

With the rapid development of Internet and technology, many people are fed up with urban life and like to feel the local culture, experience the local life and seek the local value in the countryside. Thus, various art festivals have been vigorously developed.

The rise of the art festival has also inspired some domestic and foreign scholars to explore. Among domestic scholars, Professor Qu Yan [1] summarized in *Rural Crisis-What is Art* for that the forms of artistic intervention in villages include village art festival, village visual beauty, etc., which emphasize the demands of villagers as the main body. Professor Guan Huaibin of China Academy of Fine Arts [2] studied the impact of art festival on rural construction from the perspective of public art in *Public Art and Reconstruction of Geo-culture: A Case Study of the Three-year Exhibition of Echigo-Tsumari Art Triennial and Setouchi International Art Festival*. Lin Ran [3] discussed the significance of art festivals to urban cultural construction in *Thinking about the Significance of Art Festivals to Urban Cultural Construction- A Case Study of Wuzhen Drama Festival*. Fan Xiujuan [4] argued in *On the Cultural Value and Function of Nanning International Folk Song Art Festival* that the art festival helps the city to find the artistic tradition and national culture in an artistic way.

However, IP is a hot internet word nowadays, and it is also very popular to study IP which embodies the characteristic culture in foreign countries. For example, Katerina Marazi focused on story content and originality and proposed that the originality of IP content is an important factor to maintain fan loyalty in *Brand Identity, Adaptation, and Media French Culture*. In the case of IP, for example, Kumamon quickly became a "star" in online celebrity with his goofy appearance and unlimited facial expressions. Its fame has also made the once little-known small town of Kumamoto become the world's hottest "adorable capital" in just four years. In terms of art festivals, the "Echigo-Tsumari", which is known as the most beautiful sample of rural revival in the world, designed the "Art Field" according to the local characteristic natural environment of "living by mountains"; the "Lemon Carnival" was set up in order to celebrate the lemon harvest in the small town of Mount, France... all of which expressed the local characteristic culture through art forms.

To sum up, in the "arts festival" aspect, most of these studies in China are from the perspective of recovering urban or rural culture through the arts festival, but less on the revitalization value of rural arts festival IP shaping on rural culture, which will be therefore studied in this paper.

II. METHODOLOGY AND THEORETICAL BASIS

In 2021, the Law of the People's Republic of China on the Promotion of Rural Revitalization, which was voted at the 28th meeting of the Standing Committee of the 13th National People's Congress, clearly emphasized: "People's governments at all levels should take measures to protect agricultural cultural heritage and intangible cultural heritage, tap the profound connotation of excellent agricultural culture, promote red culture and inherit and develop excellent traditional culture [5] This requires that rural excellent culture should be fully tapped and publicized in rural revitalization. It also reminds us of the importance of creating artistic and humanistic environment in rural construction, and puts forward a new task for us. Therefore, promoting rural cultural revitalization with the help of the construction and development of rural art festivals will be one of the forms to realize the characteristics of rural revitalization.

2.1 The Concept of Village Art Festival

"The Village Art Festival is a large-scale and integral complex including various means of communication"[6], which in essence presents the village culture in a visual form, enhances the speed and breadth of the village culture in various ways through various media, spreads the village culture to the audience, and further presents the village style. The village arts festival in a certain region will inevitably exhibit the local related material culture, spiritual culture, social customs and other elements at multiple levels, and convey the local unique information and concepts and other cultures through the

integration and exhibition of these elements. In recent years, the revitalization of rural culture has received more and more attention, and many places begin to regard the rural art development as an index to improve the construction of rural culture.

2.2 The Concept of IP Shaping

IP refers to Intellectual Property, and IP shaping is a reproduction process in which relevant resources are regarded as productivity. "Pingnan Martial Arts Culture and Art Festival" IP is mainly based on Gan Guobao Martial Arts Culture, a large IP with unique historical and cultural value. On the one hand, IP modeling of this kind of cultural heritage should fully tap the cultural value, discover its unique regional attributes, historical characteristics and national characteristics, etc., and apply it to various propaganda to boost rural culture. On the other hand, innovative development should be carried out, thinking about the new carrier, new form and new method of "Pingnan Martial Arts Culture" transmission, and pushing out and spreading "Pingnan Martial Arts Culture" IP better through distinctive IP shaping.

III. CURRENT SITUATION OF PINGNAN MARTIAL ARTS CULTURE AND ART FESTIVAL

3.1 Origin and Development

In order to further promote the higher development of eastern Fujian and the overall tourism in Pingnan, promote the new model of cultural innovation and boost the rural revitalization, and create a rural revitalization with the characteristics of eastern Fujian, the relevant departments of Ningde City jointly hosted the creative activity of rural cultural tourism in Pingnan themed "The Light in Eastern Fujian" and "Four Seasons in Pingnan Village". In addition, the "Martial Arts and Culture Week" was solemnly held in Gantang Village, the hometown of Gan Guobao, the general commander of Taiwan Province in the Qing Dynasty, with profound cultural heritage, including Xiaoliyang Village, a provincial traditional village, Jixia Village, a famous Chinese historical and cultural village, and Badi Village, a minority she nationality in Pingnan. The sub-venue was located in Xiaoliyang Village, the former residence of Gan Guobao where martial arts practice is particularly popular and has been retained since Gan Guobao. All the children in the village have been practicing martial arts since childhood, and the whole region has a long and strong martial arts culture. At present, Pingnan Martial Arts Culture and Art Festival has been held for two consecutive sessions.

3.2 Achievements and Shortcomings

The art festival is not only a national leisure and entertainment activity, but also a display window of

rural culture in Pingnan. It is a rural cultural carnival with art as the medium and culture as the core, which provides support for rural revitalization and injects vitality. However, there are still some shortcomings and many aspects for further improvement. During the field investigation, the author interviewed Mr. Xiao Jilong, the head of the first batch of Jingxuan Tea House and Siping Hotel in Longtan Village, Pingnan County. He said: "As the first batch of new villagers, they have been actively participating in the relevant matters of the festival with Mr. Lin Zhenglu, the general planner of cultural and creative industries in traditional villages in Pingnan County, and have a deep practical understanding of the festival. The holding of the Arts Festival in these two years has attracted many tourists to a certain extent, and promoted the increase of turnover. However, the number and sustainability of tourists still need to be improved, and the publicity efforts and forms of the festival should keep pace with the times. Especially in the era of we-media, fast-paced publicity is everywhere. IP-based shaping and dissemination is a good way to enhance the popularity of the festival and spread the rural characteristic culture in depth and breadth by digging deep into the local characteristic culture and using the media skillfully, so as to promote more tourists from surrounding cities and even all over the country not only to come once during the festival, but also to stay and feel at other times, to promote the spread of the art festival and the rural culture through their spontaneous we-media publicity".

To sum up, there are three main shortcomings: first, the popularity of the festival is not high enough, and the familiarity of IP stories among the audience is insufficient, which directly leads to the problem of insufficient flow of people in these two festivals; second, the publicity image of the festival is not novel enough, the core IP image features of martial art culture are not highlighted, and the related advertising in screen design is relatively old and lacks novelty. For example, the background advertisement of the martial arts culture and art festive has a traditional design concept but does not carry out innovative design on the cultural image of martial arts. Third, there is a lack of interesting IP interactive activities, which makes it impossible for the audience to pay a continuous return visit.

IV. IP SHAPING OF PINGNAN MARTIAL ARTS CULTURE AND ART FESTIVAL

Under the present situation that consumers' aesthetics and communication methods are constantly changing and improving, one of the innovative ways to develop martial arts culture in Pingnan is to create IP images with unique local cultural characteristics. "The essence of shaping IP is actually a kind of cultural consumption, and the excavation and cultivation of high-quality IP content resources is the foundation of the entire IP industry ecosystem" [7]. To cultivate more audiences' recognition of the value of IP, we can start from the following four aspects: first, "focus on visualizing IP stories" by "re-excavating and redesigning" the core culture of Pingnan martial arts culture and art, and deepening the content of IP with the image of IP vision; second, "focus on the application of IP images and scenes", by combining IP images with popular life events and scenes to grasp the core demands of audiences, to

create an attractive unique image; third, “focus on IP multi-communication”, by taking the story as the link, image as the basis, and combining new technology and new technology to realize the IP internal and external transformation of martial arts culture in Pingnan; and fourth, “focus on the local experience of IP activities”, by increasing the interactivity of the audience and optimizing the local tourism experience.

4.1 Focus on Visualizing IP Stories

A good story always makes people remember deeply. Therefore, the creation of Super IP must have a certain story, whose content is novel and unique and can arouse the curiosity of the audience, which can be judged from three aspects: whether it can resonate, whether it has new hardness and whether it is innovative. The story about the martial arts culture in Pingnan has a long history, which can be re-created to adapt to modern life. Therefore, the research team conducted literature review and field investigation on the most representative elements of Gan Guobao in Pingnan martial arts culture, excavated the core story element of "Gan Guobao founded Tiger Sect Boxing (Huzongquan) and designed IP visual image transformation with this element as the core. Taking the martial arts movement of "Tiger Sect Boxing as the basic modeling, the creative design of IP image is carried out by combining the lovely and silly image of “Tiger” with the word “Gan” which symbolizes “Gan Guobao”. It is not a simple accumulation of visual elements, but the creative design of cultural elements with regional characteristics to show the story of Gan Guobao Tiger Sect Boxing. At that time, different expressions were designed in a “goofy” style, which changed the majestic image of the tiger in the hearts of the public. Through color matching, image movements and expression design, they were combined together in a way that everyone liked, with round shape and bright colors, so that the information contained in the IP image could be loved by the audience in the fastest way.



Fig 1: creative design guided by the author

4.2 Focus on the Application of IP Images and Scenes

Under the new cultural economy, it is becoming more and more important to construct and apply the IP image and scene, whose core is to carry out the joint application of IP image derivatives and other related industries, such as entertainment, games, escort ceremony and other industries. The intrinsic properties of cultural resources mainly include display value, worship value and experience value. The products that people contact with are mainly divided into: daily necessities, fashion goods, luxury goods and art collections. Therefore, the IP image of martial art culture in Pingnan can be applied to suitable peripheral derivatives categories, such as daily necessities, which can make the audience feel the culture repeatedly after purchasing, and also can be applied to popular products, which are aimed at young groups and make young groups fall in love with the IP, thus promoting the inheritance of rural culture in the new generation. In this way, different IP sub-products can be created according to the characteristics of different ages and groups, so that the IP image can be applied in different scenes.

4.3 Focus on IP Multi-Communication

In today's society, new media occupy an increasing proportion in the communication channels. IP communication cannot be solidified by thinking. Innovative ideas are needed in communication ideas and marketing ideas. Emphasis should be placed on the promotion on WeChat, Weibo, Tik Tok and other carriers, so as to carry out integrated marketing communication of IP stories, IP images and IP scenes through new media means, including the sale of derivatives through new media. Good stories, good content and good ability to create topics are all good ways to gain favor with social media. Moreover, relying on consumers' spontaneous evaluation and forwarding on the media, and the media's positive evaluation, can also greatly help IP communication. Therefore, in IP multi-media communication, we must pay attention to the current media communication trend, constantly update our strategies and keep up with the pace, so as to maximize the communication effect.

4.4 Focus on the Local Experience of IP Activities

Nowadays, great importance is attached to the sense of experience. In the surrounding of a large number of characteristic rural advertisements, simple image propaganda is far from enough. Therefore, IP image should be used to actively create cultural activities and environment with a sense of experience and interaction at the martial arts culture and art festival, so as to enhance consumers' sense of local experience, which not only promotes the dissemination of local culture, but also ensures the sustainable development of rural tourism, thus promoting the sustainability of rural cultural heritage.

V. INSPIRATION FROM IP-BASED SHAPING OF PINGNAN MARTIAL ARTS CULTURE AND ART FESTIVAL

Nowadays, there is a constant emphasis under the implementation of village revitalization strategies to focus on the mining of local culture in village construction. The same is true of the arts Festival. Through the IP shaping of the arts Festival, there are some enlightenment on how to promote the development of the Arts Festival towards the direction of locality, innovation and uniqueness, and how to realize some value brought to the rural culture through the IP shaping of the Arts Festival.

5.1 Paying Attention to Regional Characteristics to Boost Rural Culture

As a direction of rural modernization, art festivals need to establish the consciousness of refining regional characteristics, take local culture as the benchmark, develop in protection and protect in development, and creatively design and develop according to rural cultural characteristics. Relying on the rural cultural characteristics, the festival will be harmonious and unified with the local characteristics in terms of content and image. Due to geographical and historical factors, different places have different historical pulse, cultural customs and local characteristics. The local culture and local customs carried by the villages are included in their unique local culture. Therefore, the shaping of the Arts Festival IP needs to respect the traditional context, customs and habits of the villages. Above all, it needs to establish the regional consciousness, based on the local characteristic culture, and revitalize the rural culture through a series of artistic practices designed to blend into the local creativity, to create a "regional sense" of the Arts Festival IP, and to enhance the local identity and local attachment of the villagers and foreign tourists.

5.2 Integrating Rural Industries to Enhance Industrial Liquidity

The integration of rural industry with the IP shaping of the arts Festival is an important factor to ensure the sustainable development of rural creativity. The author interviewed Mr. Gan, the owner of Huajian Restaurant in Jixia Village. During the conversation, he said: "As the first group of people who returned to hometown to start a business, I took a fancy to the potential of rural development. However, the number of tourists has not increased in the past two years, only slightly more during festivals and holidays. Local industries such as cultural creativity and agriculture still have a lot of room for development and promotion" For local villagers, they are more concerned about the economic benefits brought by the arts festival's involvement in local areas. Therefore, when IP shaping is involved in local creation, it is necessary to consider the realization of industry and the direct economic demands of local villagers, and promote the industrial revitalization of rural areas by means of IP molding, such as artistic display of rural culture, folk display and industrialization of art and culture. For example, the integration

of IP shaping with distinctive geographical features, customs, technology and other resources can enhance the experience value of rural characteristic culture and open up new markets for rural cultural tourism. At the same time, creative design can also be sold as a gift for tourism, or IP shaping can be integrated with local characteristic agriculture to design the image of agricultural products related brands and packaging, so that the IP image of the festival can be connected in series with local industries for bundling publicity, greatly expanding the industrial chain, stimulating secondary consumption and repeated consumption, realizing the deep integration of the festival with tourism integration, agricultural products and other industrial chains, and enhancing the sense of acquisition of villagers, which makes them more consciously join the construction and promotion of rural culture.

VI. CONCLUSIONS

As one of the forms of rural modernization, the Cultural Arts Festival has many advantages in promoting rural cultural revitalization. However, how to shape the festival through IP, continuously strengthen the popularity of the festival, increase the number of tourists in the festival, boost the culture of the festival location and generate economic income, etc. need to be deeply thought and practiced. IP shaping of Pingnan Martial Arts Culture and Art Festival is a preliminary exploration of the excavation and exploration of rural culture, aiming to create a story image with local characteristics, and to display rural characteristic culture through multiple scenes, applying multiple IP activities and interacting with multiple media, so as to help revitalize rural culture.

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