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CULTURAL AND ARTISTIC FACTORS IN THE DESIGN OF MUSEUM CULTURAL AND CREATIVE PRODUCT

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The objective of this study is to examine the visual manifestation of customary art and cultural factors in the development of cultural and creative products for museums. The findings suggest that varied cultural and artistic factors encompass distinct visual language. When incorporated into innovative design of product color, material, and finishing (CMF) and modeling, these factors can demonstrate the unique cultural characteristics and dispositions of museums. Furthermore, comprehending the cultural context and aesthetic domain of cultural artifacts is crucial, and it is imperative to stimulate consumers' five sensory organs - sight, smell, taste, hearing, and touch – to heighten their cultural perception and emotional experience.

Key words: museum souvenirs, art and cultural factors, cultural and creative product design, emotional design, sensory experience

INTRODUCTION

With the burgeoning creative economy and national museum science education program, there has been a growing interest among designers in integrating museum culture and art elements into modern product design, thus giving rise to museum cultural and creative products in China. As a storehouse of cultural heritage and artistic treasures, museums offer a wealth of cultural connotations and aesthetic meanings that can inspire product designers to create innovative designs. Consequently, research efforts have focused on exploring effective methods for unearthing the spiritual and cultural elements of museums, transforming museum cultural heritage into cultural and creative products, and promoting sustainable development of cultural and creative industries.

PURPOSE

This paper aims to examine the visual manifestation of cultural and artistic factors in the development of museum cultural and creative products.

RESULTS AND DISCUSSION

Museum cultural creative products, as a means of cultural communication, cultural experience, and popular science education, have gained prominence alongside the growth of the cultural tourism industry. These products, derived from the extensive cultural heritage of human society, showcase unique national and



regional cultural connotations and aesthetic features, offering a rich source of inspiration and creative materials for modern product designers.

Museum cultural and creative products are distinctive from conventional handicrafts as they result from the integration of traditional cultural and artistic elements with contemporary product design through innovative approaches. Such products should align with the lifestyle of the general public while also reflecting the aesthetic qualities of traditional culture.

Cultural and artistic factors play a vital role in the creation of museum cultural and creative products. As per research [1], such souvenirs can attract consumers' attention and enhance their cultural identity. An increasing number of researchers are exploring the fusion of museum artifacts with modern product design. For instance, in the study of [2], authors converted the cultural characteristics of museum artifacts into products that are relevant to contemporary consumers. This approach confirmed the viability of using museum elements in modern cultural creative products. In [3], the focus is on optimizing product development through museum culture and reconfiguring thinking and methods. As the experience economy grows, more scholars concentrate on understanding the deeper cultural significance to satisfy consumers' emotional needs.

In contemporary times, museum cultural and creative products have surpassed the boundaries of conventional merchandise, such as postcards, refrigerator stickers, and bookmarks. There have been numerous endeavors to incorporate museum culture and artistic elements into contemporary product design. For instance, Fig. 1, b, demonstrates a tea set from the Sanxingdui Museum. The museum is situated in Sichuan Province, China, which was the nucleus of the ancient Tea Horse Road. The tea set is a modern and portable product, while the design mimics the contour of the museum's cultural artifact, the "Bronze Man Mask" (Fig. 1, a). The color of the product emulates the blue-green of the patina, providing a glimpse into the ancient bronze culture and tea culture during the process of tea tasting.



a b
Fig. 1. Design of portable tea set in Sanxingdui Museum: a – museum artifact "Bronze Man Mask"; b – modern portable tea cups designed in the shape of museum relics



The development of the aromatherapy product for the Suzhou Museum, as illustrated in Fig. 2, b, was influenced by the museum's painting and calligraphy collection, "The Spring Rituals of the Year" (Fig. 2, a). The designer creatively transformed daffodil elements from the artwork into a product design that is suited for modern lifestyles. Natural ores and Suzhou ceramics were used to craft the flower pots, enhancing the tactile sensation. The fragrance of daffodils was also incorporated to improve the olfactory perception. This product allows consumers to experience the elegant way of life of traditional Chinese literati through a combination of visual, olfactory, and tactile perceptions. The packaging design was inspired by the ancient Chinese aesthetic work "Superfluous Things" showcasing the aesthetic ideal and interest of Chinese literati.



a

b

Fig. 2. Aromatherapy products designed by the Suzhou Museum: a – the painting and calligraphy collection of the Suzhou Museum titled "The Spring Rui Scroll of the Year" (partial); b – aromatherapy products and packaging designed in the image of daffodils



Fig. 3. The mystery box designed by the Henan Museum, which can experience the restoration of cultural relics

As societal living standards continue to rise, individuals are increasingly focused on the fulfillment of their spiritual and cultural desires during visits to



museums. In response to this demand, museums have begun implementing various strategies to provide unique and interactive experiences, such as archaeological activities and mystery boxes. One such example is the restoration of the cultural relics mystery box offered by the Henan Museum, which includes the "White Pattern Pottery Bowl" and other artifacts from the Neolithic (fig. 3). The designer has meticulously simulated the entirety of the excavation, cleaning, and restoration process conducted by archaeologists, thereby fostering an immersive and engaging experience. Notably, this approach goes beyond mere color and pattern application, as it emphasizes innovative design and product interaction that contributes to a heightened cultural and scientific understanding.

In summary, the use of diverse cultural and artistic elements can convey distinct visual languages that reflect the unique cultural traits and temperament of museums. When applied to the innovative design of product color, material, and form, these elements can enhance the overall aesthetic appeal of the product. To achieve this, product designers should possess a profound comprehension of the cultural context and aesthetic realm of the relics. They should strive to mobilize consumers' five senses – vision, smell, taste, hearing, and touch – to promote cultural perception and emotional experience.

CONCLUSIONS

China is a culturally diverse country, and each regional museum possesses distinct cultural and artistic resources. These resources can be communicated to consumers through modern cultural creative product design, reflecting the unique cultural characteristics and temperament of each museum. The analysis above suggests that color extraction, imitation of forms, innovative materials, and function extension are the primary methods of integrating museum cultural and artistic elements in product design. To satisfy consumer emotional needs, designers should possess a comprehensive understanding of the cultural significance of museums, and expertly utilize consumers' sensory faculties.

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