Research on the development of Ceramic Cultural Creative Industry

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Abstract: Unesco also defines the cultural industry, which depends on the wisdom, ability and talent of the creative people. With the development and application of intellectual property rights, high value-added products are born. The industry with the potential to create wealth and employment is the cultural and creative industry, which consists of three parts, including cultural products and cultural services. And intellectual property.

Keywords: Nature, characteristics, industries.

1. Connotation of ceramic cultural and creative industry
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Combined with the characteristics of ceramic culture and creative industry, the concept of ceramic culture and creative industry is defined as a new industry engaged in ceramic culture and creative products with low energy consumption, high creativity and high added value. Its essence lies in the industrialization of ceramic culture. This concept has the following meanings: (1) in essence, ceramic culture and creative industries are industries that produce and provide ceramic culture and creative products and services to obtain economic benefits. (2) in the industrial process, the operation of ceramic culture creative industry is based on the industrialization of cultivation methods and means, which is used in the production of ceramic culture creative products and ceramic culture management industry. (3) in terms of industrial function, the main function of ceramic culture industry is to meet the spiritual needs of consumers and market. It can be said that ceramic culture and ceramic industrialization are the basis of the development of ceramic cultural and creative industries. Among them, ceramic culture plays a leading role, and ceramic culture is also a basic element of the industrialization of ceramic cultural and creative industries. Industrialization is a structural factor that determines the economic structure of ceramic cultural and creative industries.
2. Classification of ceramic cultural and creative industries

Ceramic culture and creative industries include replicable ceramic cultural products, which include ceramic cultural tourism, ceramic cultural performances, ceramic cultural festivals and other ceramic cultural services. In other words, the scale of ceramic cultural and creative industry has been greatly expanded. According to the industry content, by nature and industry classification, it can be divided into the following industries:

1. Ceramic creative art industry
Ceramics is the precious spiritual wealth created by the craftsmen who participate in the production and practice of ceramics, and is one of the most important forms of ceramic culture. Ceramic creative art industry is the industrialization of ceramic creative art. Ceramic cultural creative industry creates both aesthetic and economic value of ceramic creative art.

2. Ceramic culture tourism industry
According to the knowledge of tourism, we can integrate the concept of ceramic cultural tourism industry: through the development of ceramic cultural tourism industry resources, we can meet people's high standards of spiritual and material needs, provide products and services for tourists to obtain economic benefits, and integrate the social benefits of the industry. Different from the general tourism industry, ceramic culture tourism industry is the core with the characteristics of ceramic culture tourism industry resources. The meaning of ceramic culture is the property right of industrial resources, as well as the foundation and strength of the industry.

3. Ceramic culture festival exhibition industry
Ceramic culture festival exhibition industry covers ceramic culture festival industry and ceramic culture exhibition industry. Through various exhibitions and conferences, the development of ceramic culture and creative industry has been strengthened. Because of high quality and extensive resource support, ceramic culture industry also has high income, no pollution, and driving force for related industries. Therefore, ceramic exhibition industry can also develop at the same time. It can promote the development of many related industries, such as catering, accommodation, transportation, commercial shopping and other industries.

4. Ceramic culture and art industry
Ceramic culture and art industry is dominated by publishing industry and performance industry. In addition, it also covers ceramic art industry, ceramic video industry, ceramic publishing industry, ceramic culture and art industry and other cultural and art industries. Among them, ceramic culture and art reflects cultural and artistic characteristics through aesthetic resources and artistic interest of ceramic culture. The biggest characteristic of ceramic culture and art industry is that creative materials and
inspiration come from ceramic production and life. In short, to enrich ceramic cultural and creative industries, they must have two basic attributes: ceramic culture and industrialization. That is to say, it should not only conform to the principles of industrial production, but also conform to the meaning of ceramic culture and the characteristics of industrial production.

3. Development of overseas ceramic cultural and creative industries

So far, the technology of ceramic production in Europe and Arab countries is relatively backward, mainly due to the poor mastery of kiln temperature and resource drilling skills. Until the 16th century, Chinese ceramic technology was introduced into Europe. However, all these technologies belong to the formula and experience handed down from generation to generation, and the scientific theory has been applied in Europe for more than 50 years. Since then, modern science and technology have been used in Europe to uncover the mysterious veil of ceramic art, and mechanized mass production adapted to the productivity and production level at that time has been carried out, supporting the economic development at that time and later. However, since the 21st century, the internal pattern of industrial production has not adapted to the current industrial structure. Europe takes the initiative to create a new situation in cultural and creative industries.

Since the 20th century, the UK has put forward the idea of creative industry, with the rapid development of cultural and creative industry, and many cultural and creative industries have become the pillar industries of many countries. There are many creative industries in the UK, including West London, Manchester, Wolverhampton Cultural Park, Sheffield Cultural Industrial Park, etc. London is the world famous art market in Britain. Stoke, a British ceramic producer, owns international famous brands such as Spode, Wedgwood, Minden and Dalton, as well as cultural and creative brands such as housemate and blaze studios.

Before the industrial revolution in Britain, "ceramics" was always a synonym for China. Since then, Britain has overcome many difficulties in ceramic technology through high and new technology and produced many exquisite ceramics. Generally, the high-end porcelain in Britain has a high collection value at the same time, and its added value is self-evident. And many of the British folk ceramics also play a positive role in the dissemination of its ceramic culture. In just a few years, Britain's exports of art and antiques reached billions of pounds. The trade surplus of cultural and creative industries has filled in the awkward situation of goods trade deficit. In order to vigorously develop cultural and creative industries, the government has provided many favorable policies, such as improving the traditional status of art and culture, encouraging people to participate and giving opportunities, providing more financial
support for well-developed enterprises, and allocating the government's cultural funds mainly to cultural units and art exchange centers, so as to further improve the aesthetic level of the public. At present, the supporting policies of cultural and creative industries are the best done by the British government, and also recognized as the most complete industrial structure in the world.

German design is very famous, there are many factors, but in a sense, it is influenced by Bauhaus and the industrial revolution. In design, when the price and output of the product are relatively good, it determines whether the design concept reflected by the product after being used by the audience is good. German ceramics are also famous in the world, so the high-end ceramics market in Europe and North America is still occupied by the UK and Germany. Different from other countries, the decoration style of Germany is mainly simple and modern design concept, clean and fresh modeling, which meets the requirements of ergonomics, making the application beautiful, simple and durable, thus gaining global reputation.

Germany has its own ceramic style. Nuremberg is the origin of German ceramic production. There are many high-end ceramic brands in Germany, such as Mason China, Nuremberg in Munich, Ludwig, Welle and Rosenthal. The style of French ceramics is noble and elegant and famous in the world. French pottery production began in the early 18th century, mainly drawing on the influence of Chinese, Japanese and German pottery. The ancient ceramic town of limorri in France is famous for its high-end ceramic jewelry. France has many famous brands such as Bernardo, gien ceramics. French ceramics itself is divided into tableware series, the most popular products and works of art three series, so that each series can have a consumer group. The modern French ceramic industry has the ability to carry out a series of high-end brands to revitalize the French ceramic industry, such as ceramic jewelry, limited edition ceramic dolls, high-end customized ceramic decorative handbags and other cultural activities. Japan's ceramic industry also has the value of learning. High end ceramic brands such as Zewu and Dachang ceramic garden, Japanese ceramics are mainly various cultural elements absorbed since Meiji Restoration. Combined with European Baroque style and Japan's unique ceramic technology, Japanese art skills are added from the perspective of western aesthetics, as well as through the absorption of the essence of Western dishes and Japanese forms of expression. re create new porcelain works, porcelain has a strong Japanese aesthetic, reflecting a high degree of enjoyment, simple, Japanese style modern food. Japan's ceramic culture and creative industries are developing rapidly. Among them, especially in the field of tea art pottery, this is related to the long history of Japanese culture, the more famous ones are Baishan pottery, etc. Japan pays attention to the cultivation of human resources. For example, Japan's Baishan ceramics chose Mori Zhengyang, a ceramic design master, as a
designer. His design is simple and full of human nature, which is loved by many consumers.

After the introduction of tea ceremony in China, Japan gradually surpassed China and gradually integrated the tea culture of theory and practice. In every historical period of Japan, there are many famous people who like tea ceremony. Tea culture is also related to politics at this time. There are four principles in Japanese tea ceremony: harmony, respect, purity and quietness. These characteristics are well reflected in Japanese tea set. Japan's ceramic imports are much smaller than its exports, and its production volume is usually small. Japan takes cultural tradition and aesthetics as its core. There are famous production areas such as Meinong and Youtian where ceramics are better fired. Japan emphasizes its ceramic culture.

4. Development of China's ceramic cultural and creative industry

As a developing country, China's cultural and creative industries started late. The International Research Report on the development of cultural and Creative Industry Park puts forward that "the development time of cultural and creative industry in China is relatively short, and it faces the problems of late start and low start. Compared with other industries, cultural and creative industries not only have difficulties in capital investment, financing and production in other industries, but also have problems in industrial scale, management level, business model and economic benefits... " People are accustomed to using the concept of cultural industry in daily life communication. The key development direction of ceramic industry is still on the production, rather than the production of cultural and creative products. The historical background of China also hinders and interrupts the development of Chinese traditional culture, but in recent years, the heated research on Confucius and Zhuangzi shows that people's desire for service and consumption of "cultural and creative products", social progress and cultural renaissance provide a good environment for the development of ceramic cultural and creative industries.

France's "ceramic industry" pointed out that the United States is the main consumer of ceramic products, its own production can not meet 5% of the demand, the demand for porcelain is basically dependent on imports. The United States imports a large number of daily ceramics every year, of which design ceramics account for about half of the total imports. The supply market of high-end porcelain still belongs to European countries, and Chinese porcelain is listed as medium and low-grade porcelain. In fact, China's ceramic raw materials and production history are much better than those of European countries, leading to this problem, which is not only a technical problem, but also a lack of design and innovation, lack of cultural thinking and other issues. As a country with low labor value and rich raw materials, China has always been a
major exporter of ceramics. In recent years, the state has promulgated a series of policies and measures for energy conservation and environmental protection, which have an impact on people's lives. At the same time, China has increased export efforts and reduced tax rates. In addition, the devaluation of RMB and the coordination of ceramic export strategies also play a role in this regard. China is one of the largest manufacturing exporters in the world, but there is a huge trade deficit in cultural creativity, design and services, and the "trade deficit" is also obvious. So far, China is still exhibiting to the world in the image of a world factory. Considering the cost and a large number of OEM, "madeinchina" has even become a synonym for bad products. Of course, there are many factors. But generally speaking, there are still problems in China's industrial structure.

Learning from foreign experience, it can provide an important development mode for China's cultural and creative industries. China's important ceramic industrial zones are also actively exploring the path of combining with cultural and creative industries. In addition to Jingdezhen, other ceramic producing areas are also exploring, such as Yixing, Tangshan, Handan, Fengxi, Foshan, Dehua, Jinjiang, Chaozhou, Liling, Rongchang, Zibo, etc.

During the 12th Five Year Plan period, new rural construction and urbanization provided favorable conditions for the ceramic industry. Commercial housing, public buildings, infrastructure, etc. provided convenient conditions for promoting the development of ceramic culture and creative industries. The current domestic cultural and creative industries, such as Hong Kong, Taiwan, Shanghai, Beijing, Shenzhen, Chengdu, Changsha, have a good momentum of development. The ceramic cultural and creative industries in Taiwan and Shanghai are inseparable from the spread of cultural influence, including well-known brands such as rotary textile, pottery workshop, and gourmet.

Shanghai Zhuowei 700 Creative Park, Hebei Tangshan Ceramic Cultural Park, Shenzhen yongfengyuan Village Cultural Creative Industrial Park, Shenzhen Cultural Creative Park, Foshan Creative Park, Hangzhou Yuhuang Mountain International Design Creative Industrial Park, Jingdezhen Jianguo ceramic creative park, Shantou International Design Creative Industrial Park, Jingdezhen ceramic creative park, sculpture ceramic creative park and other parks have great strategic planning and development. Development and potential.

5. Conclusion

As early as Han Dynasty, Jingdezhen began to burn pottery, which reached its peak in song and Yuan Dynasties. Ceramics have become the landmark intangible cultural heritage of Jingdezhen. In recent years, Jingdezhen's emphasis on cultural and
creative industries is gradually increasing, which is the efforts of the municipal government. The gradual increase of relevant personnel is inseparable from the strong support of people from all walks of life. The development of sculpture porcelain factory and the establishment of Jianguo cultural and creative park have taken shape. Some college graduates also set up studios and shops in Jingdezhen. Ancient kilns, ancient county yams, Jingdezhen Ceramic Museum and other cultural tourism facilities and publicity are also constantly improved and strengthened.

References