

Inheriting Traditional Culture and Building City Memory -- Taking Qingdao City Memory Culture Center as an Example

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Abstract

City culture context is a very important part of city memory. And old goods with regional features and traditional handicraft are the main driver of city cultural development. So Qingdao Library wants to construct Qingdao City Memory Culture Center in order to preserve city memory and innovate city development by exploring and organizing cultural resources, building the platform and carrier and promoting inheritance of intangible cultural heritage.

Keywords

City Memory, Promotion of Intangible Cultural Heritage, Old Goods, Cultural, Creative Product.

1. Introduction

Chinese culture has a long history and it is really splendid. Chinese excellent traditional culture, conceived in the 5000 years civilization, carrying the most deep spiritual pursuit of the Chinese nation, representing the spirit of the Chinese nation unique identity, is the rich nourishment of the Chinese nation, is a fertile cultural ground where socialism with Chinese characteristics takes root, is the outstanding advantage of contemporary China's development, plays an important role in the continuation and development of the Chinese civilization and the progress of human civilization.

2. Project Background

In February 2014, Comrade Xi Jinping has stressed that the cultivation and promotion of core socialist values must be based on the fine traditional Chinese culture. The office of the CPC central committee and the office of the state council issued documents on the implementation of the project to carry forward and develop fine traditional Chinese culture, which promoted it to the climax. Report to the 19th national congress also pointed out that we should fully explore the ideological concepts, humanistic spirit and moral norms contained in fine traditional Chinese culture, carry forward and innovate in line with the requirements of The Times, and enable Chinese culture to display its lasting charm and elegant demeanor of The Times.

Shandong province, with profound traditional culture and influence, is a famous hometown of Confucius and Mencius and a state of courtesy. In order to inherit and carry forward the fine traditional Chinese culture, improve the cultural service capacity of public libraries, and realize the creative transformation and innovative development of the fine traditional culture, as early as 2014, Shandong provincial department of culture proposed a new public cultural service mode of "library + academy" to promote the inheritance and development of traditional culture[1]. Qingdao Library actively responds to the call with the spirit of "time waits for no man, who but myself can do it?". So far, Qingdao Library has established strategic cooperative relations with more than ten organizations, including Qingdao Chinese Classics Association and

Qingdao University, opened more than ten kinds of traditional Chinese culture inheritance activities, such as paper-cutting skills, traditional chanting, etc. By digging traditional cultural resources, sorting out historical context and displaying city culture, Qingdao culture can be better inherited.

3. Project Overview

Culture is the blood of urban development. Without the support of culture, the city will lose its life foundation and historical memory[2]. The most fundamental way to preserve the memory of a city is to not forget its source, root and advantage, respect, inherit and carry forward its fine traditional culture, and explore, protect, utilize, inherit and develop its traditional and regional cultural treasures[3]. Urban characteristics reflect the thickness and breadth of urban culture, this project aims to display the evolution of urban culture by digging and sorting out cultural resources and building platforms and carriers, so as to better inherit and sublimate Qingdao culture.

Qingdao City Memory Culture Center mainly carries out three aspects of work: "old objects" display, promotion of intangible cultural heritage and cultural and creative product development. The exhibition of "old objects" can be divided into permanent exhibition, short-term mobile exhibition and micro exhibition. According to categories and life scenes, the cultural memory of Qingdao city in various periods is displayed in the form of small scenes of real objects combined with modern sound and electricity. The promotion of intangible cultural heritage is mainly realized by holding relevant lectures, salons and more than ten kinds of handicraft experience activities with unique characteristics of Jiaodong Peninsula, including paper-cutting, spinning and weaving, New Year wood-block print, movable-type printing and Luban Lock. At the same time, cultural and creative works are also developed, such as mobile phone case, scarf, pillow, etc. All the cultural and creative products developed pay great attention to the original ecology of commodities.

4. Feasibility Analysis

First of all, the urban history and culture excavation carried out by Qingdao City Memory Culture Center belongs to the category of excellent traditional Chinese culture, and the relevant research work conforms to the national policy guidance.

Secondly, as early as in 2015, the city brand culture institute of Qingdao University has a positive response to the state bureau of cultural relics in Beijing, Shandong and other five provinces and cities to carry out the economic and social development change material evidence collection pilot and to collect old objects of 1949 years ago. Many experts have made special collections and collations of "old goods" in Shandong province and Qingdao. In the past three years, the achievements have been especially rich, with more than 20,000 items of various categories collected. Qingdao Library has dug deep into the site resources and vacated the exhibition space of nearly 1000 square meters. All kinds of hardware conditions are ready.

Thirdly, Qingdao City Memory Culture Center is a cooperation between Qingdao Library, Qingdao University Intangible Cultural Heritage Research Center and Qingdao University Urban Brand Culture Institute. The structure of participants is very reasonable, 9 people with senior titles and more than 20 graduate students have invested in this project.

Fourthly, Qingdao Library has rich experience in holding traditional cultural activities. From 2015 to 2018, it has held more than 600 activities, established the brand of traditional Chinese culture heritage "Zhizheng School", and established a publicity network for traditional cultural activities, which has won a large number of loyal fans.

5. Project Features and Implementation

5.1. Features and Innovation

The characteristics and innovations of Qingdao City Memory Culture Center are mainly reflected in three aspects: first, the centralized and comprehensive display of "Old Goods". These old objects show various aspects of social economy and life in different historical periods. Old objects mean a lot, dusty history, old story and etc. Second, to promote the inheritance of intangible cultural heritage and to establish "craftsmen workshop". Through the cooperation with the professional team, the combination of teaching, learning and research, the excavation of the excellent folk resources of Jiaodong folk art and the hosting of all kinds of experience activities, culture center wants to attract inheritors of intangible cultural heritage, constantly improve the academic level and activity level, and finally establish their own "craftsman workshop". Third, the diversification of service mode: the combination of bringing in and going out, the combination of single experience and periodic training and the combination of reservation and free participation.

5.2. Implementation

5.2.1. Display and Demonstration

At present, Qingdao City Memory Culture Center has built two permanent exhibition halls of folk art, covering a total area of more than 300 square meters, displaying more than 3,500 pieces of exhibits. These two exhibition halls mainly display daily necessities and labor tools of different historical periods.

A number of mobile exhibitions have been held, among which the most representative one is "story of time" -- physical evidence exhibition of urban development changes, which was held on the eighth day of the first lunar month in 2018. The exhibition is divided into two themes: time and memory. The time-themed exhibition is divided into four sections according to the time sequence, which reflects the scenes of real life, including the republic of China period, the socialist construction period, the "Cultural Revolution" period and the reform and opening up period. The memory-themed exhibition selected four categories of items for special display, including tickets and certificates, daily necessities, household appliances and entertainment. The exhibition has attracted the attention of many citizens, and everyone can find their own memories here. Among them, there are some well-known folk experts, all of whom are shocked by the complete categories of exhibition, believing that the exhibition has high social value and cultural significance. In addition, a series of mobile exhibitions such as Hanfu exhibition, development and changes exhibition of local well-known enterprises in Qingdao and handicraft experience exhibition have also achieved good social effects.

5.2.2. Handicraft Experience Activities

Qingdao City Memory Culture Center has carried out manual tie-dye activities, which are basically held once a week. This project has been funded by the national social science fund project 《Research on Chinese Traditional Printing and Dyeing Culture》, and the related achievements have won the first prize in scientific research achievements of colleges and universities in Shandong province.

Paper-cutting activities are carried out every month. Paper-cutting competition and works exchange meeting are held on the 15th day of the first lunar month every year. Till this year, 16 consecutive sessions have been held, tie-dye, dough sculpture and New Year wood-block print have been added. Through this activity, we have attracted 2 inheritors of intangible cultural heritage Li Cuimin and Li Wenling to join us. Li Cuimin has been engaged in the paper-cutting for more than 50 years. She is the deputy director of the paper-cut art committee of Chinese folk writers and artists association, one of the top ten folk art masters in Shandong province,

and the president of Shandong handicraft association. Her work was selected by UNESCO. Li Wenling was awarded the title of "master of paper-cut art" by China folklore society. She has participated in world expo for many times. She has performed and presented works for state leaders such as General Secretary Xi Jinping, Chairman Wu Bangguo and Minister Li Zhaoxing. In addition, Qingdao City Memory Culture Center also offers traditional handicraft activities such as movable-type printing, dough sculpture, New Year wood-block print, etc. Readers are highly engaged in these activities.

5.2.3. Cultural and Creative Product Development

In addition to exhibitions and handicraft experience activities, Qingdao City Memory Cultural Center is also committed to developing "original ecological" cultural and creative products, including scarves, bags, pillows, mobile phone cases, bed sheets, T-shirts and handkerchiefs. The patterns of products are basically traditional Shandong brocade patterns, mobile phone cases and bags because of high practicality are most popular with readers.

6. Outlook

6.1. Near-term Target

Qingdao City Memory Culture Center is trying to innovation service mode. Promotion of intangible cultural heritage used to be held by publishing activities to attract readers walk into the library. Now, mode of combining "bringing in" and "going out" is practiced. This new service mode has entered 4 primary school in Qingdao. We plan to visit 20 more schools this year. This activity is in line with the requirements of cultivating people with socialist core values and has won unanimous praise from teachers and students.

At the same time, we continue to enrich the experience project. Luban lock display and experience has been added. Luban lock, also known as Kongming lock, is an intangible cultural heritage technique in Tengzhou, Shandong province. It embodies the extraordinary wisdom of ancient working people and symbolizes the spirit of craftsmen that our country is advocating. The symbol of the Shandong pavilion at the 2010 Shanghai World Expo is just the Luban lock, which was also presented to Chancellor Angela Merkel as a gift by Premier Li Keqiang at the 7th China-Germany economic cooperation conference. The cooperation expert of this section is a professor from School of Engineering, Ocean University of China. He has been engaged in the algorithm optimization research of Luban lock for a long time, and has a profound insight into the teaching promotion of Luban lock. We also plan to hold some small open exhibitions that visitors can pick up and play with.

The experience of wrapping flowers and ancient paper-making is also in preparation. Papermaking is one of the four great inventions, and paper has a natural connection with libraries. It would be very meaningful for public library readers to make a piece of flower-and-flower paper by traditional methods such as beating. In addition, the patterns, techniques and colors of manual tie-dye are also being further improved to highlight Shandong characteristics.

6.2. Medium-term Target

Qingdao City Memory Cultural Center plans to open two more permanent exhibition halls of folk art within the year to display large-scale exhibits such as spinning and weaving machines. At that time, the total number of exhibits will exceed 10,000, and the traditional textile experience will also be held. To select spinning and weaving experience as medium-term goal is because Qingdao was the most important textile town in history. The traditional textile culture is also the most important memory of Qingdao memories, and the predecessor of Qingdao University is Qingdao Textile Institute. Several of the partners' professors are specialists in this field. Lu brocade weaving technique was included in Shandong's list of the first batch of national traditional craft revitalization list released in May 2018. Therefore, the

implement of the spinning and weaving experience can certainly preserve urban culture to the greatest extent.

The project is also integrated innovation of work. At present, Qingdao Library has carried out more than ten traditional culture sections, among which Hanfu is one of the more popular sections, including the display and try-on of Hanfu, adult ceremony, writing ceremony and other traditional etiquette promotion. The implement of the spinning and weaving experience can also be organic combination of the two plates, through material object to introduce the knowledge of textile, such as the origin, development, design of traditional clothing, clothing pattern of different dynasties, distinguish of different fabric, printing and dyeing technique and so on, so we can have a more intuitive impression of textile culture, at the same time we can let the two sections of the audience better integration.

6.3. Ultimate Target

Eventually, this project will have 4-5 permanent exhibition halls, hold no less than 50 mobile exhibitions and no less than 500 traditional handicraft experience activities, attract at least 5 Inheritors of intangible cultural heritage to enter, develop a series of cultural and creative products, and form the first City Memory Cultural Center with urban culture as the main line in China.

Qingdao City Memory Cultural Center will continue to dig into the cultural memory with urban characteristics, and use this platform to display and promote, at the same time, strengthen the development of cultural and creative products, highlight the oceanic features of Qingdao, and add more cultural highlights for the international fashion city.

7. Conclusion

Qingdao City Memory Culture Center will build a platform for cultural exchange between cities, inherit the spirit of originality and display traditional skills so as to revive traditional Chinese culture, protect cultural relics and preserve urban memory.

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