

On Modern Aesthetic Diversion of Luoshan Shadow Play Cultural and Creative Products

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Abstract: Luoshan shadow play is unique with its rich shape and colorful characteristics. As the times developing, Luoshan shadow play has been constantly revitalized in the cultural inheritance and creatively transformed into various cultural and creative products. Based on the integrated development of cultural tourism industry, this paper attempts to explore the starting point and foothold of the design of Luoshan shadow cultural and creative products. It also explores the significance of the corresponding transformation of aesthetic taste and paradigm of Luoshan shadow play cultural and creative products.

Keywords: Luoshan Shadow Play; Cultural and Creative Products; Modern Aesthetic

Introduction

Since the new century, cultural and creative products have gradually developed into a worldwide art trend as an important field supporting industrial development. Therefore, the design of Luoshan shadow play cultural and creative products combines the development of cultural tourism in South Henan to constantly strive for change and innovation with the times, so that it can be accepted, purchased and recognized by more audiences. Moreover, it can be integrated into people's modern life. On the one hand, the deep integration of culture and tourism provides space for the development of Luoshan shadow cultural and creative products. On the other hand, the aesthetic characteristics of Luoshan shadow cultural and creative products are gradually integrated into the main stream of cultural and tourism integration development, which creates an opportunity for its dissemination.

1. Modern Aesthetic Presentation of Cultural and Creative Products of Luoshan Shadow Play

From the perspective of artistic aesthetics, the cross domain mutual mapping of cultural and creative products of Luoshan shadow play is particularly evident in the construction of cultural and creative system in the new era. Obviously, it is found that the production and development of Luoshan shadow cultural and creative products are synchronized with the trend of the times. The design and development of cultural and creative products in today's world are no longer spontaneous. But the creative characteristics of cultural and creative products are brought into full play by practitioners on the basis of focusing on the original ecological protection of shadow play art. The variety of cultural and creative products has developed from the practical daily necessities with decoration shaped as shadow play to the combination of the two and even digitalization, which is largely caused by changes in aesthetics and technology. This change of Luoshan shadow play cultural and creative products shows a personalized and digital way, highlighting the development and maturity of the form.

Today is an iterative and upgraded digital age, surrounded by fast, rich and colorful digits that impress the public,

like a deep interactive ocean of digital differences. A strong change in people's mentality is carried out with the new era, and the development of rational ability and abstract thinking has become an important feature of modern times. The aesthetic phenomenon of individuation and digital rhythm is the direct product, as high technology penetrating into all fields of modern daily life, which is the result of the continuous internalization of modern art in daily life generated by modern economy itself. The constant innovation of Luoshan shadow cultural and creative products has strengthened the aesthetics and interactivity.

Cultural and creative products of Luoshan shadow play have built a bridge between the folk art -- Luoshan shadow play and the audience, keeping the main line of individual emotional experience. It will not only affect the lifestyle of modern people, but also shape the emotional and aesthetic characteristics. In short, contemporary aesthetic philosophy is the starting point and foothold of cultural and creative product design of Luoshan shadow play. People who design that should go deep into the key point of modernity, capturing the symbols of Luoshan shadow art, and reappearing it aesthetically. The cultural and creative product design belt of Luoshan shadow play presents a strong aesthetic dimension, which also means that the designers can see through its living conditions and prospects with their understanding and investigation of cultural and creative products.

2. Generation of Modern Aesthetic Field of Cultural and Creative Products of Luoshan Shadow

The life experience with a sense of distance that modern people are pursuing really brings out an aesthetic spiritual framework. The aesthetics of modern life is the internal driving force for the development of Luoshan shadow cultural and creative products, which is mainly reflected in the communication and interaction between designers and users. The designers recreate their perception of Luoshan shadow art with the modern technology, presenting to users through various product styles. While, the audiences can constantly understand the theme of the designer when using, breaking the boundary between the two in the traditional cultural and creative products, which makes Luoshan shadow cultural and creative products get a broader aesthetic idea^[4]. The close relationship between the cultural and creative products of Luoshan shadow and the modern daily life, digital technology as well as social trends makes it continuously extend on the basis of traditional cultural and creative products, breaking the specific form of things. It is committed to breaking through the original technical norms and inheriting the classic aesthetic taste of traditional art, so as to develop the cultural and creative products from rules to freedom, imagination and personalization.

People's desire for new things has promoted the aesthetic transformation of the cultural and creative products of modern Luoshan shadow play which are increasingly connected with modern daily life and cultural trends. Somehow, it is the product created in a specific period of environment, with full of distinct regional. Moreover, it is also the reproduction of traditional shadow play art. At present, the design of Luoshan shadow play cultural and creative products get rid of the "imitation" or "taking doctrine". The cultural and creative products with modern aesthetic taste can be light, be heavy, or be interactive, with different shapes and styles.

As an art category, cultural and creative products of Luoshan shadow are no longer limited to the function of praying for blessings and disasters, which can also make typical shadow play symbols more common and rich in daily life. The morphological features and aesthetic spirit of the cultural and creative products are diversified and dynamic, which can not only be used for decoration, but also highlight the taste in practice. Its development is the ecological prosperity of shadow play art itself, carrying the spiritual and cultural functions beyond aesthetics. Unlike the traditional Luoshan shadow play art, which emphasizes decoration and spiritual power, the cultural and creative products derived through the new pay more attention to the integration of the practical functions as well as the spiritual and cultural functions, focusing on the relationship with daily life.

3. Mutual Reflection between Cultural and Creative Products of Luoshan Shadow and Life Aesthetics

From many examples of cultural and creative products, it is not difficult for us to find that many products often seek inspiration from the representative folk auspicious symbols, which symbolize the beauty of life. For example, a creative metal

antique bookmark stationery in the Valentine's Day gift has both classical charm and modern beauty with the hollowed-out peony and lotus for the shaping. It integrates faith, hope and blessing, which is a wish for a better modern life. In addition, it combines modern materials and advanced technology to the greatest extent, so as to integrate the connotation of traditional culture into the artifacts in people's daily life, and transmit the essence and connotation of traditional culture in an interesting way. Similarly, the rapid development of Luoshan shadow play cultural and creative products is inseparable from the needs of new life. The cultural and creative products of Luoshan shadow with trendy characteristics enable people from different cultural backgrounds to understand Luoshan shadow play art through unique design, so that it can realize the communication and resonance between the latter and the public. The designer injects this "memory" and "context" into the product to arouse people's memory of past life from the material level. The charm of the cultural and creative products lies in the emphasis on the inheritance of culture, as well as the care and understanding of life, then the audience can get the best experiential psychological feeling.

"Beauty is the visual design power", which is also the reflection of the trend of life aesthetic fashion. Thus, it requires Luoshan shadow cultural and creative products to have the characteristics of high recognition. According to inheritance of the classical emotional symbols, modern designers are more in pursuit of the freedom in shaping. So, in terms of color, they are looking for a kind of random coloring based on visual effects and emotional expression. It makes the profound connotation and beautiful implication of traditional shadow art continue to be inherited in the social transformation. Such cultural and creative products is also the image carrier of cultural concepts in local folk, reflecting people's thoughts, emotions and folk culture, which is also the display of history and the accumulation of folk culture. Compared with the original Luoshan shadow art, the cultural and creative products derived from that have a broader purpose of entertainment and tend to have perfect functions in the current era of rich information exchange.

4. Conclusion

The cultural and creative products of Luoshan shadow are the direct narration of today's daily life. While, the design development is restricted by the changing life and cultural mode. On the other hand, the values and aesthetic fashion it shows also affect a certain way of social life and cultural style. The development of modern cultural and creative products of Luoshan shadow is comprehensively reflected in the aesthetic and spiritual aspects of the audience in the development of social transformation, which is closely related to the current social and cultural background. Besides, it can organically penetrate into the cultural system of the modern social context. The changes in the modern society context have led to corresponding changes in the aesthetic taste and paradigm of cultural and creative products of Luoshan shadow. It is the shift from the traditional purport of emphasizing "literature" over "quality" to the promotion of "making the best use", which also has the aesthetic attribute of modern significance.

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