

Research on the construction strategy of non-suicide note room under the background of school-city integration

Zhuangzhi Zhang¹, Bing Li²

1. Shandong University of Technology, Zibo 255000, China

2. Zibo Yuanyin Animation Technology Co., LTD., Zibo 255000, China

Abstract: Our country is rich in intangible heritage resources and deep cultural heritage, but there are still many problems in the inheritance and utilization, non-legacy room is the public space established by related departments of education, culture, travel, creative industries and other departments to promote the inheritance and development of intangible heritage projects. It can meet the people's demand for a better life by providing quality cultural services, is an important public cultural space. Non-legacy room has great advantages in culture and tourism, creative industries and so on, but there are also many problems. Through the research on the construction of non-legacy room in China, some problems in the construction of non-legacy room are sorted out, and suggestions on the construction of non-legacy room are put forward, so that the intangible cultural heritage can glow with new vitality and vitality in the new era, and realize the living inheritance and dissemination of intangible cultural heritage.

Key words: intangible cultural heritage; Study; Inheritance; spread

In recent years, the state has successively issued a series of policy documents on the construction of non-suicide note rooms, which provide guarantees in terms of funds, venues and facilities. In February 2020, the General Offices of the Communist Party of China Central Committee and The State Council issued the Opinions on Accelerating the Strategy of Rural Revitalization, which clearly pointed out that the protection and utilization of intangible cultural heritage should be strengthened, and called for "promoting nationwide reading in rural areas". These policy documents point out the direction for the construction of non-legacy houses. At present, all kinds of schools, especially colleges and universities, have rich literature resources and social strength, and have certain advantages in the construction of non-suicide note rooms. In addition, as a product of cooperation between local schools and local intangible cultural heritage organizations, non-legacy rooms can provide cultural and educational services to the public in a larger scope. Therefore, local colleges and vocational schools should take this as an opportunity to actively promote the construction of non-legacy rooms.

As an important platform for the protection and inheritance of intangible cultural heritage, non-suicide note room is a new measure to promote various high-quality development under the guidance of national policies. In recent years, Shandong University of Technology has carried out a series of non-legacy room construction activities relying on the advantages of local intangible cultural heritage resources and characteristic culture in Zibo city. But generally speaking, the construction of non-legacy room is still in the exploratory stage, and there are still some problems in the construction.

1. The construction of non-legacy room is an important measure to inherit and spread intangible cultural heritage

Non-legacy room is the product of the combination of the development of cultural industry and the protection of intangible cultural heritage. It is a theme studio with intangible cultural heritage as its theme, and has functions of public cultural service, intangible cultural heritage education, intangible cultural heritage popularization, cultural creative product display, etc. To a certain extent, it has also become an important part of the public cultural service system in universities and cities. Through the construction and operation of non-legacy room, To create a new type of urban study with public cultural service functions, reflecting local characteristics and having multiple functions.

From the perspective of construction practice, there are three types of non-legacy room: one is the urban study with "intangible cultural heritage" as the theme; Second, urban study with "intangible cultural heritage" as its feature; The third is the urban study with "intangible cultural heritage" as the core. The three types of non-legacy rooms should have the following functions: first, spread the knowledge of intangible cultural heritage and carry out the popularization of intangible cultural heritage; The second is to carry out intangible cultural heritage display and experience activities; The third is to carry out the protection and inheritance of intangible cultural heritage. However, there are also some problems in the construction process, such as lack of unified planning, inadequate renovation of original buildings, and insufficient use of library functions.

The construction of non-legacy room is a brand new work, which is of great significance for the inheritance and dissemination of intangible cultural heritage projects. The construction of non-legacy room can provide a space for inheritors to learn and communicate. It can also help more people understand and learn intangible cultural heritage skills through on-site display and on-site teaching, so as to improve the skill level of non-inherited inheritors. The construction of non-legacy room can also train more talents, enable inheritors to cooperate with universities and enterprises, and realize the living inheritance of traditional skill projects. In addition, the construction of non-suicide note houses can also promote cultural consumption and improve the quality of cities. With the growing demand for a better life, people pay more attention to spiritual and cultural life, and the construction of non-suicide note rooms can just meet this demand.

2. The positioning and function of non-suicide note room

Non-suicide note room is a kind of cultural space, which can be understood as the “museum” and “exhibition hall” of intangible cultural heritage, but it is not a museum in a pure sense, nor a simple exhibition hall. It belongs to the public cultural space and serves the broad masses of the people. In the non-legacy room, you can see a large number of intangible cultural heritage works, objects and materials, such as handicraft, folk activities, traditional art and other project display and experience areas. It allows non-inheritors and enthusiasts to display their skills through various forms, and also allows people to experience the fun brought by traditional crafts. The non-suicide room is a place for inheritors to learn, communicate and study, as well as an important place for public leisure and entertainment. Non-suicide note room can give full play to its public cultural service function and become a platform and place for inheritors to learn and communicate. At the same time, it can further improve its social visibility and reputation through various activities, and promote the spread of intangible cultural heritage. In this process, the non-legacy room not only has the traditional cultural value, but also has the economic value, the social value and the ecological value.

3. The construction strategy of non-suicide note room

1. Adhere to the concept of “building for shared benefits”

It is necessary to raise funds through various channels through government procurement, enterprise naming, social donation and other forms through government leadership, and make full use of existing cultural facilities and site resources to build non-suicide note rooms. It is necessary to adhere to the concept of “co-construction and sharing”, actively win the support of higher departments, and widely mobilize all sectors of society to participate in the construction of non-suicide note house. It is necessary to adhere to the principle of government leadership, take local governments as the main body, give full play to the leading role of the government, and mobilize enterprises, social organizations, individuals, etc., to participate in the construction of non-suicide note houses. It is necessary to adhere to the principle of enterprise naming, and encourage large cultural enterprises and well-known commercial brands to participate in the construction of non-suicide note houses. It is necessary to adhere to the principle of social donation and encourage individuals and social organizations to donate money to support the construction of non-suicide note houses. It is necessary to adhere to the principle of joint construction and sharing, and encourage state-owned cultural enterprises to cooperate with private enterprises, intangible cultural heritage inheritors and relevant institutions to build non-legacy houses. It is necessary to adhere to the principle of combining government leadership with social participation, and encourage social forces to participate in the construction of non-suicide note houses through various means. In the construction process, we should adhere to the principle of planning first and building later, and make reasonable planning and orderly construction.

2. Implement the strategy of “one museum with multiple functions”

Non-suicide note room to achieve “one multi-purpose”, is to further expand its functions on the basis of non-body examination library, while giving it more functions and roles. To display intangible cultural heritage or cultural heritage, the protection and inheritance of intangible cultural heritage should be combined with the cultural service and education functions of the study, so that it can become a platform for cultural display, inheritance and promotion. In addition, the “multi-purpose of one library” also needs to be combined with local cultural and creative industries.

3. Strengthen service functions

The construction of non-suicide note room should be guided by the inheritance, protection and publicity of intangible cultural heritage knowledge, and strengthen the service function. On the one hand, the non-legacy room should be equipped with full-time management personnel and professional service teams, and regular training on intangible cultural heritage-related knowledge should be carried out to improve the knowledge level and skill level of the non-inheritor. On the other hand, it is necessary to carry out universal education and publicity and promotion activities for different groups of people. For young people, Internet technology and new media platforms such as Douyin and Kuaishou can be used to popularize intangible cultural heritage knowledge. For adults, various exhibitions, experience activities and lectures on intangible cultural heritage can be held in non-legacy rooms.

4. Build a bookstore with the theme of intangible cultural heritage

The non-legacy room should reflect the characteristics of intangible cultural heritage, and highlight the theme of “intangible cultural heritage” by building a themed bookstore. This kind of bookstore should have the following characteristics: First, display, disseminate and carry forward traditional culture through display, experience, exhibition and other ways; Second, by creating a reading space with intangible cultural heritage theme, carry out activities related to intangible cultural heritage, so that readers can understand the intangible cultural heritage knowledge; Third, through the sale of non-heritage creative products and cultural creative products, readers can have consumption experience and promote the development of local industries. This type of bookstore mainly includes: first, the bookstore with intangible cultural heritage as the theme, such as the Cultural and Creative Museum of the Palace Museum in Beijing and the Cultural and Creative Park of Yuyuan Road in Shanghai; Second, bookstores featuring intangible cultural heritage, such as Eslite Bookstore in Suzhou and Nanshan Road Cultural Heritage Museum in Hangzhou; The third is the urban study with intangible heritage as the core, such as Tianjin Hexi Joy City Store, Hangzhou Mixheng Store, Jinan Kuanhouli intangible Heritage Library, etc. Such non-legacy rooms should also become an important support for the development of local cultural industries.

5. Building a space with “intangible cultural heritage” characteristics

The construction of non-legacy room should be an open space, breaking the traditional sense of study, and emphasizing the integration of non-legacy room with public libraries and other intangible cultural heritage inheritance institutions. On the one hand, the layout design of the study can be carried out with the theme of “intangible cultural heritage”, and the urban study can be used as an exhibition space to display the characteristics of intangible cultural heritage in different places. On the other hand, local cultural elements can be combined for planning and layout, and local culture can be displayed in the form of non-legacy room. For example, the decoration of the non-legacy room can highlight local characteristics, folk culture, etc.; In the purchase of books can be based on traditional intangible cultural heritage books. At the same time, the museum layout design can also be carried out with the theme of “intangible cultural heritage”. For example, an intangible cultural heritage exhibition hall can be set up inside the study to display intangible cultural heritage masterpieces, special products and masterpieces from various places.

6. Explore the mode of “intangible cultural heritage + cultural travel”

In April 2019, the Beijing Tourism Regulation was officially implemented, which stipulates that Beijing will encourage and support cultural relics units, museums, art galleries, libraries, cultural centers and other public cultural facilities to provide free or preferential services to the public through various means. At the same time, it encourages and supports the use of public cultural facilities such as parks, scenic spots, museums and exhibition halls to hold various intangible cultural heritage display activities. The Xi'an Tourism Regulations also clearly stipulate that “the Municipal Culture and Tourism Administration shall formulate the city’s intangible cultural heritage publicity and education plan, and incorporate the protection of intangible cultural heritage into the national education system and lifelong education system”. The “intangible cultural heritage + tourism” model refers to integrating intangible cultural heritage resources into the development of the tourism industry and promoting the protection of intangible cultural heritage through the development of tourism resources. Specifically, it is to let intangible cultural heritage into tourist attractions and villages, so that tourists can feel the charm of intangible cultural heritage in the visiting experience. For example, on April 19, 2019, Beijing’s first “intangible cultural heritage + tourism” model of non-legacy letter shop -- “Beijing Study · Traditional Chinese Arts and Crafts Museum” officially opened.

Epilogue

Non-legacy room is a public cultural space integrating intangible cultural heritage education, display, inheritance, experience and exchange for the purpose of protecting intangible cultural heritage, providing a new platform for the display and dissemination of intangible cultural heritage projects. In the process of construction, it is necessary to clarify the positioning and function of the intangible cultural heritage room, pay attention to spatial planning and design, and strengthen regional cooperation and exchanges, so as to better protect and develop the intangible cultural heritage project. In addition, attention should be paid to improving the management system and operation mechanism to ensure its sustainable development. Taking the construction of non-legacy rooms as an opportunity to realize the living inheritance and dissemination of intangible cultural heritage can not only better protect and inherit intangible cultural heritage projects, but also enhance their brand value and influence. In addition, non-legacy room is also an indispensable part of the cultural life of the local people, providing people with places of leisure and entertainment, which can further enrich the cultural life of the local people.

Non-legacy room should take “intangible cultural heritage” as the core, adhere to the idea of integrated development of “intangible cultural heritage education + public service + industrial development”, take urban study room as the carrier, integrate all resources, and closely combine intangible cultural heritage culture with urban development. By creating a new urban study with public cultural service function, reflecting local characteristics and having multiple functions, Better meet the needs of the general public for a better life.

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