



The Innovative Development of Bashu Folk Papermaking Art from the Perspective of Chengdu-Chongqing Economic Circle

Sijia Deng

College of Fine Arts and Design, Chengdu University, Chengdu 610106, Sichuan, China.

How to cite this paper: Sijia Deng. (2024) The Innovative Development of Bashu Folk Papermaking Art from the Perspective of Chengdu-Chongqing Economic Circle. *Economic Perspectives and Trends*, 1(1), 14-17. DOI: 10.26855/ept.2024.12.004

Received: October 7, 2024

Accepted: October 28, 2024

Published: November 18, 2024

***Corresponding author:** Sijia Deng, College of Fine Arts and Design, Chengdu University, Chengdu 610106, Sichuan, China.

Abstract

In recent years, with the rapid development of Chengdu-Chongqing area, the living standard is gradually improving, and Bashu folk art is getting more and more attention. Both folk groups and cultural departments are actively promoting the development of Bashu folk art. This paper briefly analyzes the cultural connotation and contemporary value of folk papermaking art, the development dilemma of Bashu folk papermaking art, and other topics, and explores the possibility of innovative development of Bashu folk papermaking art from the perspective of Chengdu-Chongqing Twin Cities Economic Circle, which is of great significance to the development of cultural industry under the national policy of Chengdu-Chongqing Twin Cities Economic Circle.

Keywords

Chengdu-Chongqing economic circle; Bashu art; ancient papermaking

The "Outline of the Plan for the Construction of the Chengdu-Chongqing Twin Cities Economic Circle" issued by the CPC Central Committee and the State Council was released on October 20, 2021. The outline of the plan proposes to strengthen the leading role of Chongqing and Chengdu as central cities. There are many ancient Bashu folk papermaking art bases in the circle, especially in Jiajiang County, Leshan City, Sichuan Province, which is an important carrier of Bashu civilization. Paper is an important carrier of traditional Chinese art forms such as calligraphy, painting, and New Year paintings. While focusing deeply on the innovative path of ancient Bashu folk papermaking art, it also accelerates the inheritance of Bashu folk culture, which plays an important role in building the Chengdu-Chongqing Twin Cities Economic Circle into a high-quality livable place.

1. Cultural connotation and contemporary value of folk papermaking art

Folk art is the main carrier of traditional culture and collective memory. It is of great significance to cultural inheritance, innovation and even national image construction and cultural identity. Folk art can be roughly divided into dyeing and weaving embroidery, sculpture and painting, cutting and carving art, weaving and pasting, folk toys, performing arts and other categories. Its modeling techniques are diverse, including both dynamic art forms and static art works. The same category of folk art also has different schools in different regions, and its artistic style is also unique. Papermaking is one of the four great inventions of ancient China. Although papermaking has developed by leaps and bounds today, the most simple and primitive ancient papermaking is still circulated among the people. Silk lasts for 800 years, paper lasts for 1,000 years, and handmade paper can be stored for 1,000 years without decay. It is a good product for calligraphy and painting. For the contemporary value of folk papermaking art culture, based on the development core of socialist cultural construction with Chinese characteristics proposed by the 19th National

Congress of the Communist Party of China, we should focus on the construction of the current folk art function system, clarify the needs of economic system development, and provide effective inheritance and protection conditions to provide a perfect folk art development platform. The release of the "Planning Outline for the Construction of Chengdu-Chongqing Twin Cities Economic Circle" has promoted the development of folk papermaking art in the direction of science and technology and inheritance.

2. The development and dilemma of Bashu folk papermaking art

Bashu folk art is an important part of Chinese civilization. For Bashu folk papermaking art, the most famous folk papermaking area is Jiajiang County, Leshan City, Sichuan Province. Jiajiang is located in the southwest of Sichuan. It has a humid subtropical climate, which is suitable for the growth of bamboo and wood. The raw materials for papermaking are extremely abundant. The ancestors used local materials. The papermaking technology has a long history, which can be traced back to the Tang Dynasty and even the Jin Dynasty. Paper products were produced in the Qing Dynasty, Kangxi and Qianlong. During that time, "Changlian Wenjuan" and "Fangxi Tulian" were the most famous, and were exported to the northwest, southwest, Hong Kong, Macao, Myanmar, Southeast Asia and other places. In June 2006, Jiajiang's "Bamboo Paper Making Technique" was included in the first batch of national intangible cultural heritage lists announced by the State Council. However, with the development of industrialization, globalization, and modernization, the survival situation of traditional handicrafts is not optimistic due to its complicated and detailed processes, tedious and heavy labor, and difficulty in maintaining livelihood benefits. At the same time, the process of urbanization has also destroyed the original social pattern, causing changes in cultural and ecological space. A large number of rural people have moved into cities, and the countryside has become "hollowed out." The rapid development of industrial culture has led to a significant improvement in papermaking efficiency and quality in line with market standards, which has greatly affected the development of the traditional handmade papermaking industry. Jiajiang's traditional handmade paper has the characteristics of being delicate, soft, tough and smooth, soaking in ink and retaining it, and easy to store for a long time. The creations on Jiajiang bamboo paper are also praised as "the poem has a hazy atmosphere, and the book has the posture of a dragon and a tiger". Precisely because of the excellent quality of Jiajiang bamboo paper, handmade paper has uniqueness that cannot be replaced by machine paper, both in terms of quality and cultural value. Therefore, it is particularly important to seek a broader communication path, expand its popularity, and rejuvenate its cultural value and production value.

Therefore, it is necessary to protect, rescue and explore the intangible cultural heritage of Jiajiang bamboo paper making. The manual value of papermaking condensed in manual labor and the passage of time is the starting point for the superposition of cultural information after completion, but this value is often overlooked. Moreover, its process is complicated. In the course of historical development, due to changes in the raw material system and the transformation of usage functions, it has been constantly faced with the problem of technical improvement. There is a lack of scientific understanding of the characteristics of this product, and it is difficult to evaluate the impact of improvements on the value of traditional handmade papermaking technology.

3. Bashu folk papermaking art from the perspective of Chengdu-Chongqing twin cities economic circle

In China's current economic regions, the Yangtze River Delta urban agglomeration centered on Shanghai, the Pearl River Delta urban agglomeration centered on Guangzhou and Shenzhen, and the Beijing-Tianjin-Hebei Bohai Bay urban agglomeration centered on Beijing and Tianjin, with 4% of the country's area, produced one-third of my country's GDP. However, with the gradual development of my country and the constraints of various factors, the development speed has declined significantly. The Chengdu-Chongqing Twin Cities Economic Circle is located at the intersection of the "Belt and Road" and the Yangtze River Economic Belt. It is the starting point of the Western Land-Sea New Corridor and has a unique and important strategic position in the overall national development. Its urban scale, economic strength, and talent level are not inferior to those of coastal cities. The 2021 "14th Five-Year Plan" cultural industry development plan emphasizes "adhering to innovation-driven cultural industry development and implementing the digitalization strategy of cultural industries." The innovative development of Bashu folk papermaking art from the perspective of the Chengdu-Chongqing Twin Cities Economic Circle is of great significance. As an indispensable part of it, the cultural industry is an important support for social development. How to innovate and develop Bashu folk papermaking art from the perspective of the Chengdu-Chongqing Twin Cities Economic Circle is imminent.

4. Innovation and development of Bashu folk papermaking art from the perspective of Chengdu-Chongqing economic circle

The productive protection of traditional folk papermaking art has long existed, but the difficulties encountered in productive protection are not only how to overcome the contradiction between excessive commercialization and protecting the authenticity of cultural heritage, but also how to protect its cultural function. The key to solving the problem is to clarify the subject of productive protection of traditional papermaking folk art, strengthen community education on the protection of intangible cultural heritage, awaken the cultural consciousness of cultural subjects, make heritage protection an endogenous demand of cultural subjects, and thus form a benign mechanism for productive protection of folk art.

4.1 Government guidance and positive communication

The governments of Chengdu and Chongqing have the obligation to take the lead in the protection of traditional skills and culture. Therefore, they should also play their own role in the dissemination of intangible cultural heritage, widely integrate local culture, talents, technology and financial resources, and take positive measures to let the government authority and the aggregation of media play a leading role. The protection principle of intangible cultural heritage in China is "government guidance and social participation". In the current situation of intangible cultural heritage dissemination, the main body of intangible cultural heritage dissemination is generally the government, government-certified intangible cultural heritage inheritors and a small number of recipients to participate, shouldering the important task of inheriting intangible cultural heritage. The government's single rescue force and relying entirely on the spontaneous dissemination of the people are difficult to achieve the revival and development of the folk papermaking art of Jiajiang, Bashu, and it is difficult to activate the prosperity of the handmade paper market. A variety of media are effective means for the government to convey information. One of the important responsibilities of the government is to control the media. The government's means of promoting the folk papermaking art of Jiajiang, Bashu, and promoting the value of handmade bamboo paper and promoting traditional culture are single, and the display is outdated and lacks modern communication technology. Therefore, the governments of Chengdu and Chongqing should do the following three things: First, establish mobile intangible cultural heritage applications that meet the aesthetics of modern people and develop application software with more Jiajiang characteristics. Second, promote the traditional handmade papermaking skills of Jiajiang through new media platforms, or directly cooperate with MCM institutions, multi-channel networks, equivalent to self-media alliances, to help weak content creators integrate resources, ensure the continuous output of content and the institutions that realize stable commercial realization, and realize precise, refined and professional communication and promotion. Third, improve the paper industry standards, plan the overall handmade paper brand, enter people's daily life with brand power, and improve the public's psychological acceptance of traditional bamboo paper.

4.2 Technological innovation brings new opportunities

Chengdu-Chongqing region should give full play to the advantages of integrated media and improve the level of interactivity in the protection and inheritance of intangible cultural heritage. In today's era of economic globalization, cultural homogeneity and social networking, we should fully explore new media channels to achieve popularization and youth transformation. Mass media such as television news, documentaries and other image-based communication methods can achieve better communication effects, but websites, as ideal media for the collection and popularization of digital resources, are missing audio-visual materials and digital museums. Today, technologies such as 3D, 5D, HTML5, and virtual reality have been maturely applied to Bashu culture, and Jiajiang's traditional handmade papermaking craft can also fully rely on the power of media to revitalize and rejuvenate. For example, the construction of the Bashu Jiajiang Folk Papermaking Art Digital Museum. HTML5 technology has become a favorable candidate for building a traditional handmade papermaking museum because of its strong cross-platform compatibility, low CPU resource usage and high running fluency. The digital museum can present a variety of applications and can be operated on PC and mobile devices to meet the needs of different users. The integration of various communication forms such as short videos, documentaries, electronic archives, animations, and games is conducive to enhancing the fun of the website, the intuitiveness of traditional skills and the participation of the audience. Secondly, the folk papermaking art of Bashu and Jiajiang has obvious regional characteristics. Adding environmental simulation to the museum can enhance the audience's real experience and even inspire online audiences to go on a real-life tour to

experience it, creating income for papermakers. On the one hand, it will drive the development of Bashu folk papermaking art, and on the other hand, it will form a unique technological advantage in the Chengdu-Chongqing economic circle. After the pilot is successful, the model can be replicated nationwide.

4.3 Talent cultivation and succession

Chengdu and Chongqing can strengthen "school-enterprise cooperation and industry-university integration development" and apply digital teaching models to achieve the combination of "teaching, learning, doing" and "production, learning, research", which is conducive to cultivating modern practical folk art professionals and promoting education to keep pace with the times and develop healthily. The inheritance of Bashu folk papermaking culture in Chengdu and Chongqing is mainly through the inheritance of father's business or master's apprenticeship, which cannot meet the needs of the new era. This method limits the vision of papermaking knowledge dissemination, the teaching form is relatively single, and the scope of inheritance of Bashu folk papermaking culture and crafts is also relatively single. At the same time, establish the industrial awareness of folk art development, improve the breadth and depth of the comprehensive application of folk art resources, strengthen the integration of traditional art and modern industry, create folk art product brands, and realize the digital inheritance, protection, revitalization and regeneration of folk art; help enterprises cultivate folk art industry professionals, develop innovative folk art products, and provide guidance and training in production, design, process, technology, etc., to help enterprises achieve long-term and stable development of Bashu folk papermaking cultural industry, thereby helping local economic development, promoting rural revitalization, attracting more talents to employment, and contributing to national economic and social development. In addition, by attaching importance to the guidance of masters and advocating expert lectures, students, colleges and enterprises can all achieve win-win development, contribute to the promotion and development of Bashu folk art, and promote the development of the economic and cultural industries in the Chengdu-Chongqing region.

4.4 E-commerce operation and brand building

Chengdu-Chongqing region should establish a mature official e-commerce handicraft brand operation of Bashu folk papermaking culture. The scope of services involved includes the protection and management of Bashu folk papermaking cultural intellectual property rights, papermaking content output and online fan operation, opening up product sales channels, signing Bashu folk papermaking handicraft inheritors, and image packaging by professionals. Promote the incubation of craftsmen brands, create handicraft brands for inheritors, establish handicraft schools and handicraft experience centers, and form the official brand of Bashu folk papermaking culture in Chengdu-Chongqing region. Building the official brand of Bashu folk papermaking culture in Chengdu-Chongqing region is conducive to facing Sichuan and Chongqing, China, and the world.

5. Conclusion

To sum up, George Bernard Shaw once said, "Although some people complain that paper brings countless troubles, don't forget that only on paper can human beings create glory, beauty, truth, knowledge, virtue and eternal love." Paper is the symbol of Chinese civilization, the most important carrier of cultural heritage, and the tool for the extension of culture, art, politics, economy, science and technology. The words written on it are powerful materials for historical verification, and an important medium for social development, inheritance of civilization, scientific and technological innovation, trade exchanges, and cultural circulation. The innovative development of Bashu folk papermaking art from the perspective of the Chengdu-Chongqing Twin Cities Economic Circle has once again given Bashu folk papermaking art a new lease of life, which is conducive to promoting the dissemination of traditional Chinese culture, enhancing the national cultural image, and enhancing the cultural confidence of the whole nation.

References

- [1] Sichuan Daily Omnimedia Commentator. Deeply grasp the major strategic significance of the construction of the Chengdu-Chongqing Twin Cities Economic Circle[N]. Sichuan Daily, 2021-10-21(001). DOI:10.28672/n.cnki.nscrb.2021.006868.
- [2] Xie Yaping. Research on the sustainable development of handmade papermaking techniques in Jiajiang, Sichuan[D]. China Academy of Arts, 2012.
- [3] Ji Zhongyang, Hu Yan. Models, problems and strategies for productive protection of traditional folk art[J]. Learning and Practice, 2016(01):127-133. DOI:10.19624/j.cnki.cn42-1005/c.2016.01.015.