

## The creative design strategy of Guangzhou Spring Festival products based on multi-expert cooperation

By

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### Abstract

In the context of the global covid19 virus, people must stay at home and stop working, and the economy is in dire straits. When the epidemic is under control, people have a strong desire to travel and let themselves relax. The government also hopes to promote economic recovery and increase employment opportunities by implementing tourism projects. Tourist souvenirs are characteristic products of tourist attractions. It can bring more cultural memory to tourist destinations and drive consumption growth. In this study, the project will design flower-themed tourist souvenirs for Guangzhou. The project organizes Chinese painters, graphic designers, and product designers to work together. The study hopes to meet people's psychological needs through improved tourist souvenirs after the epidemic. Taking Bird of Paradise as an example, the study analyzes how to link the properties of plants to tourist destinations and collaborates with experts in different fields to design new tourist souvenirs based on tourists' psychological needs. In the future, souvenirs from tourism festivals will be used as an essential design strategy to improve the psychological needs of tourists after the epidemic.

**Keywords:** Chinese painting, souvenirs, painting themes, multi-party cooperation, pricing

**Figure 1.1** Our collection-elephant.



**Note.** Postcard cube design

## Introduce

While studying in Bangkok, my friends and I visited the museum and the Chatuchak weekend market. We collect all kinds of novel souvenirs. Like postcards in the style of elephants, these elephants represent health, wealth, courage, and career success. When I send these postcards to friends, they love them. They want to know the stories behind the souvenirs and understand the urban culture of Bangkok.

China, Canton Tower is a landmark of Guangzhou; Canton Tower(Canton Tower, n.d.) has a variety of typical tourist souvenirs, such as key chains, refrigerator

**Figure 1.2** Canton Tower tourism souvenirs, keychains, and refrigerator stickers.



magnets, bookmarks, hats, etc. These items have the architectural shape of the Canton Tower or the name Canton Tower.

However, the covid-19 virus, which began in 2019, has transformed how tourists travel, causing destination closures, travel disruptions, business bankruptcies, and job losses. Governments worldwide are considering how to resolve the conflict between epidemic prevention and control and economic upgrading. If people's movement is too restricted to ensure the safety of the epidemic, people's lives will be in trouble. If tourist attractions are opened, the economy can be boosted, but the flow of tourists will lead to more outbreaks, affecting human life's safety.

**Figure 1.3** Canton Tower tourism souvenirs, bookmarks, and hats.



In this context, will the design of tourist souvenirs change due to the epidemic? Can souvenirs that only feature as tourist destinations satisfy the people affected by the epidemic? This paper argues that the design of tourist souvenirs needs a little change. From the design point of view, we need to consider more humanistic care and the psychological needs of tourists. More people from different fields are needed to participate in the expert team design to increase people's employment opportunities and the variability of products.

### Research Objectives

This study includes three main objectives.

- 1 this project hopes to find a design method for Guangzhou tourist souvenirs with festival flower art as the brand language from three aspects: Guangzhou characteristics, festival culture, and flower connotation.
- 2 the design of this tourist souvenir hopes to work with experts in different fields to inspire more design inspiration for tourist souvenirs so that people can have a deeper understanding of Guangzhou culture.
- 3 it is hoped that the combination of Guangzhou culture can make tourists feel warm and solve the psychological needs of people after the epidemic.

## literature review

### Product themes

#### Features of Guangzhou

Guangzhou is also called "Flower City." The most distinctive feature should be the flower resources. Due to its location, Guangzhou is like spring all year round, with different flowers all year round. Guangzhou people like to plant and enjoy flowers. Guangzhou's flower industry emerged during the Five Dynasties period. In the 1860s, an annual flower folk custom began to form, and now it has become a festival brand event in Guangzhou. In addition to visiting the flower market in Guangzhou during the festival, tourists can also visit Guangzhou's various places. Different tourist routes. "Guangzhou New Year, Flower City Viewing Flowers" is a series of activities sponsored by the Guangzhou Municipal Bureau of Culture, Radio, Television, and Tourism. There are 7 Guangzhou boutique tourist routes, including two routes."

There are many cultural materials with flowers as the theme, traditional materials: such as Chinese paintings with flowers as the theme, bright flowers made with three carvings, Guang embroidery, and Guangcai crafts. Works or utensils, myths and legends, and meanings of flowers in different festivals. Through these materials, new cultural and creative products can be redesigned. For example, the Guangdong Museum produced a series of stationery, silk scarves, jewelry, medals, wine, and other souvenirs based on Luzhi's "Hundred Flowers" collection in the Ming Dynasty. Cantonese flowers also have characteristics, and these souvenirs are very creative.

From the urban environment to the people's psychological needs, flowers have formed an urban symbol with both image and cultural connotations. According to the needs of consumers, in-depth research and the innovative design of flower culture can choose a variety of different thinking paths and perspectives. This is a cultural treasure waiting to be exploited by researchers.

### **Festival culture**

Festivals are the best time to sell tourist souvenirs and are closely related to tourists' travel time. China's holiday travel time is concentrated on significant traditional festivals, such as the Spring Festival, Dragon Boat Festival, Mid-Autumn Festival, and other major festivals. The Spring Festival is one of the most important festivals for the Chinese people, celebrations are held all over the country, and the demand for related holiday souvenirs is also high. There are also many tourist souvenirs related to the festival. For example, the Forbidden City launched the "God to the Clouds" series of tourist souvenirs in the New Year. With the theme of traditional door gods, a series of travel bags, passport holders, and hats were designed for travel supplies and gifts for their use. However, the current problem is the regional characteristics are not prominent, and the products with Guangzhou characteristics are still to be developed. The products of the youth personalized annual meeting jointly developed with the artists will have obvious appeal.

Guangzhou festivals: mainly refer to 11 statutory national festivals: such as New Year's Day, Spring Festival, Qingming Festival, Labor Day, Dragon Boat Festival, Mid-Autumn Festival, and National Day. People all over the country will have holidays and have time to go out to these festivals. Spring Festival, Lantern Festival, Dragon Boat Festival, Mid-Autumn Festival, Chongyang, Winter Solstice.

There are many types of festivals in Guangzhou. The festivals range from traditional to arts festivals held by regional culture and tourism departments, effectively promoting economic and cultural exchanges. Guangzhou is a metropolis of commerce and culture. Different traditional festivals are located in the region. There are different degrees of difference.

The Spring Festival in Guangzhou has local characteristics. The older adults keep their age, the young people walk on the flower street, and the children are lazy. The New Year's Eve Flower Market in Guangzhou is a unique holiday folk custom during the Spring Festival in Guangzhou. Guangzhou Spring Festival has profound cultural ceremonies, symbolizing people's longing for life and new hopes. (Liu Bo;Zhu Hong;Yuan Zhenjie;, 2012)

Lantern Festival: The Lantern Festival is integral to the traditional Chinese Spring Festival. It is the last day of the Spring Festival. The custom of viewing lanterns, guessing lantern riddles, and eating Lantern Festival has been preserved to this day. The Lantern Festival



in Yuexiu Park has continued to this day. Also open.

### **Flowers**

Flowers are the object of this research, and each flower has its representative meaning and is also a suitable medium for communicating with different people. Flowers are one of the characteristics of Guangzhou. There is a flower city in Guangzhou. The four seasons are related to flowers. Flowers are the professional direction of Chinese painting majors. Festival culture is related to flowers. The tourism culture of Guangzhou is displayed through flower elements, giving tourists a unique sense of tourism.

There are various flowers in the leading festivals in Guangzhou, such as peach blossoms, phalaenopsis, cockscombs, and other flowers that imply good luck, good health, and a successful career. Flowers and fruits play an essential role in Cantonese folklore, such as year-old customs: the Spring Festival flower market in the Spring Festival, the flower dais on the day of the people, and the Qixi Festival wearing frangipani flowers to worship the Seventh Sister; Christmas, April Golden Flower Festival, etc.

The annual flowers during the New Year have different prayer meanings. The meaning of the New Year flower is related to traditional Chinese culture. The meaning of New Year flower has become a kind of holiday symbol. The definition of the New Year flower symbol is mainly related to the Chinese pronunciation of the flower or its shape and characteristics that symbolize a certain excellent quality in the human body. The symbols commonly used in the Spring Festival are blessing, luck, longevity, wealth, and luck. The symbols commonly used in the Spring Festival are blessing, luck, longevity, wealth, and luck. Peony flowers represent wealth, Ganoderma lucidum represents longevity, Lucky Bamboo represents good luck, peach blossom represents good luck, and citron represents Yuanyuan. The meaning of kumquat in Guangzhou is good luck and good fortune. Every Chinese New Year, kumquat is favored by every family, especially merchants. In commercial and small family spaces, kumquat trees will be bought, entrusting everyone's prayers. During the Spring Festival in Guangzhou, the peach blossom tree expresses the meaning of "great exhibition" and "peach blossom luck"; Phalaenopsis expresses the meaning of good luck, and different colors represent different meanings.

Research to find common characteristics from the above three to keep the character of the final souvenir.

### **Research on the design of tourist souvenirs jointly designed by multiple experts Different subjects dominate the design**

The degree of innovation of tourist souvenirs when designed by multiple experts is influenced by the identity of the dominant work (Hsieh & Guan, nd). For example, tourist souvenirs are more artistic when the artist is the leader. When designers are leaders, artwork innovation increases, and traditional artworks become more fashionable (Prihutomo & Paramita, 2020). Artisan and design discussions can also innovate products, and the artisan's individuality can affect the craftsmanship of the souvenir (Zulaikha, Zulaikha, Brereton, & Brereton, 2012). Visitors' experiences can sometimes help product innovation (Zulaikha & Brereton, 2011). Tourists' participation in the development process can increase their love for tourist souvenirs and even facilitate intergenerational communication (Rodgers, Egan, McDonald, & Gilliland, 2022).

### **Multi-professional experts jointly conduct brainstorming**

The thought storm method was first proposed by Osborn (1953) to solve the problem of designer design, which has been proven effective by many researchers (Putman & Paulus, 2009; Rossiter & Lilien, 1994). The creative team needs an experienced moderator to guide the mind. The storm's development (Oxley, Dzindolet, & Paulus, nd), group cooperation allows individuals to generate more ideas, shortening the time for creative generation and stimulating more good ideas. In recent years, some researchers have also proposed using network (Ari, 2022) and electronic (Maaravi, Heller, Shoham, Mohar, & Deutsch, 2021) methods for brainstorming to improve creative performance. The above research provides a good reference for the creative cooperation of multi-expert groups.

Designers, artists, and artisans work in different ways. The types of tourist souvenirs include both handicrafts and fast-moving consumer goods, and the prices of commodities vary. For different consumer groups, the design strategy needs to be changed according to the different objects. For example, when facing the needs of market users, it will focus on market acceptance, process cost, marketing, and other issues; when facing technological innovation, it will focus more on artistic value, Craft skills, material texture expression, etc. Therefore, when co-designing, experts need to carry out thinking storms under different target directions, consistent with Bonnardel & Didier's (2020) improvement direction for thinking storms.

### **Product Requirements**

From 2019 to 2021, China invested a lot of workforce and material resources in the fight against the Covid-19 virus. From the aspects of vaccine development and vaccination, timely treatment of patients, control of the virus transmission chain, disclosure of epidemic information, and citizens' conscious cooperation with epidemic prevention measures, the spread of the epidemic has been more effectively curbed. The reopening of tourist destinations significantly impacts tourists' willingness to travel (Yang, Ruan, Huang, Lan, & Wang, 2021). Yang et al. (2021) emphasize the importance of allowing tourists to enjoy the tourism experience safely, creating additional sensory experiences through virtual experiences, interactive performances, etc., and offsetting the negative impact of the covid19 virus on tourists through compensation strategies such as discounts or exclusive souvenirs. Researchers (Sung, Kim, & Kwon, 2020) found changes in tourists' travel behavior. Tourists tend to travel conservatively and prefer short trips, ranging from group trips to solo or single-family self-drive trips (Sung, Kim, & Kwon, 2020), opting for outdoor excursions to natural landscapes or ecotourism destinations. How to repair the trauma of the epidemic is an important research direction in the future. (Miao, Im, Fu, Kim, & Zhang, 2021)

Therefore, the design strategy of tourist souvenirs is based on the above content. We hope to provide single or family tourists with a personalized, nostalgic feeling, which can inspire tourists' moods and bring a sense of security to tourists' souvenirs.

### **Summary**

Guangzhou festivals are very local characteristics. The special festival activities and unique items of people's festivals are beautiful to foreigners. The flower and bird painting creations and festival tourist souvenirs are used to promote the Guangzhou festival culture and seek a balance between elegant art and daily tourist souvenirs. More people pay attention to and inherit the festival culture of Guangzhou. Let tourist souvenirs have artistic and practical value and effectively integrate into people's lives.

The series of flower and bird paintings will start with the related meaning of flowers

and the festival culture of Guangzhou, emphasize the different characteristics of different flowers, and deliberately convey the positive meaning of flowers and the characteristics of Guangzhou festivals. With the theme of "quiet and interesting," the audience can experience a feeling of contemplation, comfort, and pleasure. Based on Song Dynasty sketches and chrysanthemums and lotus bird paintings, it tries to integrate more different painting elements to make the painting more in line with the aesthetic concept of modern people.

Touristic souvenirs for the flower and bird painting festival must subdivide user groups and design corresponding products according to buyers' needs to effectively spread the culture.

In the design of tourist souvenirs, painters, product designers, and graphic designers put forward their opinions from different professional perspectives, communicate and integrate, and reflect the most distinctive Guangzhou festival culture. Through warm design, it advocates people's love for life, harmony with neighbors, and social harmony and improves people's sense of happiness.

## **Research Methodology**

### **Research case**

Take the bird of paradise as an example. The bird of paradise is a plant in Guangzhou. It looks like a bird, and its shape and characteristics align with the Guangzhou people's tenacious and hard-working temperament. Research becomes the focus of the tripartite collaboration.

### **Data collection techniques**

This project invites painters, graphic designers, and product designers to work together. Painters use brushes, Chinese painting pigments, and silk as painting tools. Graphic designers use Adobe Illustrator as a drawing tool. Product designers use Rhino modeling software and the Keyshot renderer as tools.

## **Research Results**

### **Painters**

**Figure 4.1** Chinese meticulous painting of a bird of paradise. Jie Ling painted.

A painter's painting will have a series of working procedures, including observation, sketching, summarizing drafts, drawing lines with a brush, creating small drafts, finalizing drafts, and coloring creation. There is a particular subjectivity in the artist's creation. The artist will paint according to his personal experience, and different painters will have a particular personal style when painting. This can bring great attraction to creative souvenirs, and different painting styles can bring more freshness and attraction to tourists. This is a painting drawn by the author based on plants. Based on traditional flower and bird painting, the painting adds a certain freehand and innovativeness. The painting attempts to find common ground between the form of plants and the fighting spirit of human beings, expressing emotions that are not afraid of difficulties through shapes and colors.

### **Graphic Designer**

The main job of a graphic designer is to deal with planes and design new graphics. There are also specific steps, extracting elements, reorganizing shapes, designing colors, and secondary creation. The processing of graphics is the most critical task of graphic design. The characteristics of electronic works will be more likely to produce a strong sense of form, and

the details of electronic works will be more general than painting works. The reconstructed graph in Fig. 3 expresses the emotion that people are not afraid of difficulties. Repeat the flower



head part of the flower with different rules, and you will find that the graphics will have a sense of order with different rhythms. Graphics designers can create more different imagery. For



example, multiple lines of soldiers go to battle together, the relationship between people, and the dialogue between people. This brings more creativity to the picture.

**Product Designer**

**Figure 4.2** The process of image conversion. Jie Ling designed.

**Note.** Use software to extract lines and colors according to the painting.

**Figure 4.3** Graphic design of bird of paradise. Jie Ling designed them.

Product designers who can give graphic work to new product shapes. For example, in conjunction with Chinese New Year, designers can choose festive items and apply graphics on red packets. Designers can also choose nostalgic Chinese cups from the 1980s according to the nostalgic needs of tourists. The redesigned picture is in line with the heroic and unyielding characteristics of revolutionary soldiers in the old era and continues the characteristics of Guangzhou's revolutionary city. It can also be applied to coin purses, travel equipment, medals, and epidemic prevention supplies.



**Figure 4.4** Red envelopes. Designed by Jie Ling.



**Figure 4.5** Chinese nostalgic cups. Designed by Jie Ling.

**Figure 4.6** Coin purse. Designed by Jie Ling.

**Figure 4.7** Metal enamel medal. Designed by Jie Ling.

**Figure 4.8** Mask. Designed by Jie Ling.



## Conclusion and Suggestion

In the future, the design strategy of tourist souvenirs should pay more attention to the psychological needs of people after the epidemic. Improve tourist souvenirs from the aspects of experience, interaction, daily life, etc. The collaborative design method of multiple experts can provide more employment opportunities in an unemployed environment and more possibilities for designing tourist souvenirs. Such a design strategy will effectively allow people to rebuild their confidence in life after the epidemic.

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