

Innovative Design of Lanjiefu Cultural and Creative Products in the Context of Cross-border Integration

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Abstract

By eliminating the boundaries between disciplines, industries and cultural fields, the cross-border integration mode promotes the comprehensive application of knowledge and skills and stimulates innovative thinking. Particularly in the field of packaging design for cultural and creative products, this mode promotes the combination of multiple perspectives and innovative thinking, making the design works both characterised by regional culture and rich in aesthetic value. In terms of expression, cross-border integration combines regional culture, traditional aesthetics and modern concepts, using digital technology to create an immersive experience, reinterpreting classical art elements with modern methods, and focusing on the combination of green and art. This model not only expands the scope of cultural and creative products, but also enhances the market competitiveness and cultural heritage value of cultural and creative design through the synergy effect of "1+1>2". Taking Lanjiefu culture as an example, as a characteristic folklore activity in Wenzhou, its transformation from tradition to modernity reflects the practical value of cross-border integration in cultural and creative design, and becomes a bridge connecting tradition and modernity, and the local and the world, which has a far-reaching impact on promoting cultural exchanges and enhancing cultural self-confidence.

Keywords: Lanjiefu, Cross-Border Integration, Cultural and Creative Design, Cultural Heritage, Innovative Development.

In today's rapidly evolving global marketplace, the concept of cross-border integration in cultural and creative product packaging design stands out as a pivotal approach to innovation. This method emphasizes the merging of diverse disciplines, industries, and cultural elements to create packaging designs that are not only aesthetically appealing but also rich in cultural significance. Its practical importance lies in its ability to address the multifaceted needs of consumers who seek meaningful connections with the products they purchase. By integrating traditional aesthetics with modern design concepts, cross-border integration fosters a deeper

appreciation for local culture while ensuring market competitiveness. Furthermore, its effectiveness is evident in the enhanced cultural heritage value and market appeal of the resulting products. This approach not only revitalizes traditional art forms through modern interpretations but also promotes sustainable practices, thereby addressing the growing consumer demand for environmentally conscious products. In essence, cross-border integration represents a strategic pathway for cultural and creative industries to thrive, bridging the gap between tradition and modernity, and enhancing the dual value of art and commerce.

As an innovative concept in the field of design, cross-border integration emphasises the breaking of traditional boundaries and the integration of knowledge and skills from different disciplines, industries and cultural fields in order to stimulate novel ideas and solutions (Lundquist & Trippel, 2011). The introduction of cross-border integration in cultural and creative product packaging design means that designers need to go beyond the limitations of a single medium and integrate innovative thinking with multiple perspectives to create packaging designs that are rich in both regional cultural characteristics and aesthetic values (Gatto & McCardle, 2019). This way of thinking encourages designers to explore cross-border from multiple dimensions, such as reality and virtual, tradition and modernity, art and environmental protection, etc. Through the combination of cultural expression, aesthetic expression and green environmental protection, it not only enriches the connotation of the cultural and creative products, but also enhances their market competitiveness and cultural heritage value. On the practical level, the application of cross-border integration requires designers to have a deep understanding of the target culture, such as the refinement and re-creation of Cantonese Opera elements, or the innovative interpretation of Lingnan cultural symbols, so as to achieve the in-depth fusion of packaging design and local characteristics, and to satisfy consumers' pursuit of spiritual culture and aesthetic experience. Cross-border integration opens up a new design path for cultural and creative product packaging design, and promotes the common development of the design field and the cultural industry (Halskov & Christensen, 2018; Dong, 2009).

The expression of cross-border integration is reflected in cultural and creative design as crossing the boundaries of traditional disciplines, integrating different art forms, technical means and cultural elements, and creating works with diversified cultural connotations and aesthetic values with innovative design thinking and methods. In the packaging design of cultural and creative products, this way of expression is particularly significant. It combines regional characteristics of culture, traditional aesthetics and modern design concepts to create packaging designs that show local characteristics and meet modern aesthetic trends. Cross-border integration is not only limited to the combination of culture and aesthetics, but also includes the fusion of reality and virtual, such as the use of digital technology to create an immersive experience, as well as the intertwining of traditional and modern culture, such as reinterpretation of classical art elements in a modern design approach to give them new life. The cross-border fusion of green and art is also an important trend, promoting the concept of sustainable development through the integration of green design and ecological concepts, and enhancing the environmental value and social responsibility of cultural and creative product packaging. The expression of cross-border integration aims to break through the traditional framework, stimulate design innovation, meet the diversified needs of consumers for cultural experience and aesthetic pursuit, and promote the high-quality development of the cultural and creative industry (Durand, 2021).

The application of cross-border integration mode in cultural and creative design is not only the intermingling of creativity and technology, but also the deep combination of culture, art, technology and business (Ma, 2017). This mode not only expands the scope of cultural and creative products, but also stimulates unprecedented innovation power. In today's information explosion, one-dimensional creations are no longer able to meet the growing consumer demand for aesthetics and experience. Cross-border integration brings new vitality to cultural and creative design by removing barriers between traditional fields, achieving optimal allocation of resources and multiplying value.

From a theoretical perspective, cross-border integration follows the synergy principle of "1+1>2", which means that knowledge and technology from different fields interact to generate new value beyond the sum of the original fields (Hou, Kinoshita, & Ono, 2005). Under this model, designers can draw on the thinking patterns and expression methods of other fields to create works with both deep cultural heritage and modern technology, meeting the diversified and personalised needs of modern society for cultural and creative products. For example, combining traditional crafts with digital technology not only preserves the essence of culture, but also gives it a new form of life, so that the ancient art is presented to people in a more vivid way.

Practice has proved that cross-border integration is an important driving force to promote the innovative development of the cultural and creative industries. It not only promotes the structural adjustment and upgrading within the cultural industry, but also accelerates the in-depth integration with other industries, such as tourism, education, health and other fields, forming an ecosystem with cultural and creative industries at its core. The construction of this ecosphere not only enhances the market competitiveness of cultural and creative products, but also expands their social functions, making them a bridge connecting the past and the future, the traditional and the modern, and the local and the world, which is of inestimable value for promoting cultural exchanges and enhancing cultural self-confidence.

The application of cross-border integration mode in the field of cultural and creative design marks an era of innovation (Li, 2024). This mode is not only an innovation of traditional design concepts, but also a deep foresight of the future development trend of cultural and creative industries. It greatly enriches the expression of cultural and creative design and enhances the dual value of art and market. More critically, this integration opens a new era of in-depth interaction between the cultural and creative industries and multiple fields of the economy and society, demonstrating the great potential of cultural and creative design in promoting social and cultural progress.

Lanjiefu culture, as a long history and unique folklore activity in Wenzhou, carries deep regional cultural and spiritual connotations, and its evolution witnesses the close connection between folk beliefs and local social changes. Since its inception in the Song Dynasty, Lanjiefu, with its unique ritual structure and rich symbolic meaning, has become an important window for the study of social history, religious beliefs and cultural heritage in the coastal region of southeastern China. In the early Lanjiefu, it was mainly a self-organised prayer for good luck, which expressed people's good wishes for good weather and peace of the country through the construction of pagodas, performances of operas and parades, and also reflected people's

reverence for and worship of the forces of nature in the context of an agricultural society (Ye, 2011; Tao, 2010).

With the evolution of the times and the change of social structure, Lanjiefu culture has also experienced the transition from traditional to modern. After entering the modern era, especially since the reform and opening up, Lanjiefu activities have gradually incorporated more modern elements, such as modern music, lighting effects and multi-media displays, on the basis of retaining the original cultural core, so as to present a more shocking effect in the visual and auditory senses, and to attract a wider range of social groups to participate in them. In this process, Lanjiefu is no longer limited to the traditional praying ceremony, but has developed into a comprehensive cultural activity integrating cultural display, artistic performance and community exchange, and has become an important carrier for promoting local characteristics and enhancing community cohesion. At the same time, with the help of the Internet and social media, the influence of Lanjiefu culture has transcended the geographical limitations and gone to the whole country and even the world, becoming the common cultural memory and emotional ties of Chinese people all over the world.

Throughout the evolution of Lanjiefu culture from the past to the present, its core values have remained unchanged - that is, the aspiration and pursuit of a better life, as well as the emphasis on community harmony and unity. In the face of the challenge of cultural homogenisation in the context of globalisation, Lanjiefu culture, with its unique locality and distinct ethnicity, not only provides identity and a sense of cultural belonging for local residents, but also contributes valuable assets to the world's cultural diversity. In the process of future inheritance and development, how to maintain the traditional essence while further exploring its deeper cultural values and social functions, so that it can better serve the cultural construction of modern society, will be an important topic worthy of in-depth exploration and practice.

In the field of cultural and creative design, cross-disciplinary thinking is turning into a core force to promote innovation and progress. Especially in a cultural activity full of strong regional characteristics like Lanjiefu, the application of cross-disciplinary thinking not only enhances the diversity and depth of cultural creative products, but also strengthens their vitality and importance in contemporary society. From the three dimensions of the fusion of reality and virtual, the intertwining of traditional and contemporary culture, and the combination of environmental protection and art, we will analyse the way of practice of cross-disciplinary thinking in Lanjiefu's cultural and creative design (Cross-disciplinary collaboration and learning, 2008; Enright, 2024; Iraeta & Páez, 2000).

In the cultural and creative design of Lanjiefu, the fusion of reality and virtual does bring a new immersive cultural experience. Through the use of digital technology and virtual media, such as AR and VR, designers are able to digitise the traditional scenes of Lanjiefu, breaking down the limitations of time and space, so that audiences can experience the glamour of this cultural event first-hand. For example, a mobile phone application based on the theme of Lanjiefu can be developed, allowing users to scan specific physical objects or scenes through the lens of their mobile phones and instantly enter a virtual world of Lanjiefu, watch traditional performances, participate in interactive games, and even design their own virtual Lanjiefu celebrations with their own hands. This kind of innovative design integrating reality and virtual

not only broadens the boundary of cultural and creative products, but also opens up a new path for the inheritance of traditional culture.

The cultural and creative design of Lanjiefu has skilfully realised the fusion of traditional and modern culture. Designers study the historical background and cultural essence of Lanjiefu in depth, combine traditional elements such as patterns, colours and craftsmanship with modern design concepts, and create cultural and creative products that retain the traditional flavour and meet modern aesthetics. For example, designers can apply the auspicious motifs of Lanjiefu to the design of modern clothing and household items, or release Lanjiefu-themed virtual gifts and emoticons on digital platforms. At the same time, the introduction of modern technology and popular trends, such as the use of 3D printing technology to create Lanjiefu souvenirs, or the combination of social media strategies to promote Lanjiefu culture, enables traditional culture to be presented in a way that is closer to modern life, thus stimulating the interest and recognition of the younger generation in traditional culture.

In Lanjiefu's cultural and creative design, the combination of green concepts and artistic creation aims to create products that are both aesthetically pleasing and environmentally friendly. Designers actively use recyclable materials, such as bamboo fibre, recycled paper and biodegradable plastics, in the production of Lanjiefu-themed packaging and handicrafts to reduce the impact on the environment. The incorporation of art not only makes these green products a symbol of environmental protection, but also gives them creative and artistic value. For example, public art installations inspired by Lanjiefu can be created in collaboration with local artists, or "green workshops" can be set up in cultural and creative bazaars to guide the public to make environmentally friendly artefacts with their own hands, so as to raise the public's awareness of environmental protection and cultural literacy.

The revitalization of Lanjiefu, a culturally significant and historically rooted folk activity indigenous to Wenzhou, presents a compelling case study for the adaptation and evolution of traditional folklore within contemporary society. As we navigate through the dynamic landscape of societal advancement and temporal shifts, the imperative question arises: How might we breathe new life into these venerable traditions? This quandary has catalyzed the emergence of the concept of cross-border integration—a strategic approach that harnesses the synergistic power of multidisciplinary knowledge, cutting-edge technology, and creative innovation to infuse traditional practices with renewed vigor.

In the context of Lanjiefu, this innovative strategy manifests itself through the fusion of modern technologies, such as Augmented Reality (AR) and Virtual Reality (VR), with traditional cultural expressions. This amalgamation creates a transformative and immersive cultural experience space, where participants are not merely passive observers but active participants in the unfolding narrative of Lanjiefu's historical and cultural richness. By immersing audiences in meticulously reconstructed historical scenarios and cultural contexts, this approach facilitates a deeper, more nuanced understanding and appreciation of traditional cultural legacies.

Moreover, cross-border integration extends beyond mere technological incorporation; it encompasses a broader reimagining of traditional cultural practices through the lens of contemporary relevance. This includes the exploration of new mediums for artistic expression, the adaptation of traditional narratives to resonate with modern sensibilities, and the fostering

of intergenerational dialogue to ensure the preservation and transmission of cultural knowledge. The application of data analytics and digital platforms can enhance the dissemination and accessibility of Lanjiefu's cultural heritage, reaching wider and more diverse audiences globally. Through virtual exhibitions, interactive online forums, and digital archives, the essence of Lanjiefu can be preserved and celebrated, transcending geographical boundaries and linguistic barriers.

The concept of cross-border integration, when applied to the revitalization of Lanjiefu, is not merely confined to cultural innovation; it extends to the realm of economic development, fostering a symbiotic relationship between cultural enrichment and economic growth. This multifaceted approach catalyzes the interconnected evolution of diverse sectors within the industrial chain, thereby amplifying both cultural significance and economic benefits. By weaving together threads from varied disciplines such as art, design, tourism, and gastronomy, a tapestry of multifaceted cultural products and services emerges, enriching the tapestry of Lanjiefu's cultural and creative design.

A prime illustration of this interconnectedness is evident in the collaboration between local artisans and designers to craft a panoply of Lanjiefu-themed handicrafts and mementos. These collaborative efforts not only elevate the market value of artisanal goods but also serve as tangible conduits through which the cultural allure of Lanjiefu is disseminated to a broader audience. Each item becomes a narrative artifact, a silent storyteller of tradition and craftsmanship, inviting individuals to engage with and appreciate the intricate layers of cultural heritage encapsulated within.

Furthermore, the orchestration of themed cultural festivals and celebratory events acts as a magnet, drawing domestic and international visitors alike, thereby stimulating the local tourism sector. This influx of tourism not only bolsters the economy through increased spending on accommodations, dining, and entertainment but also establishes a new epicenter for cultural consumption. As a result, the local economy receives a significant boost, and Lanjiefu transforms into a vibrant node of cultural exchange and economic activity, invigorating the region with renewed dynamism.

Beyond immediate economic gains, the industrial linkage fostered by cross-border integration facilitates a broader dissemination and deeper exploration of cultural narratives. This holistic approach ensures that the economic benefits derived from cultural endeavors are reciprocally invested in the preservation and propagation of cultural heritage. Thus, the virtuous cycle of cultural enrichment and economic prosperity is perpetuated, laying the groundwork for sustainable development and the enduring legacy of Lanjiefu within the contemporary socio-economic landscape. This dual focus on cultural and economic vitality underscores the potential of cross-border integration to serve as a catalyst for comprehensive regional development, positioning Lanjiefu as a beacon of cultural resilience and economic vibrancy in the face of global challenges.

The social value and educational impact of cross-border integration within the context of Lanjiefu's cultural and creative design are profound and multifaceted. By forging alliances with educational institutions, media outlets, and community organizations, a robust framework for cultural dissemination and pedagogy is established. This network serves as a conduit for a

plethora of Lanjiefu-themed initiatives, encompassing interactive workshops, enlightening lectures, and engaging exhibitions. These activities are meticulously designed to nurture an appreciation for traditional culture amongst the populace, with a particular emphasis on the youth, who represent the custodians of tomorrow's cultural heritage. Through immersive experiences and hands-on learning, young minds are imbued with a sense of reverence for their ancestral legacies, cultivating a generation that is not only culturally aware but also actively engaged in the preservation and evolution of their traditions.

Moreover, cross-border integration fosters an environment conducive to cross-cultural dialogue and exchange, transcending geographical boundaries to forge a global tapestry of shared human experience. Initiatives such as international artist residency programs and overseas cultural expositions position Lanjiefu on the international stage, showcasing its unique cultural narrative to a global audience. This exposure not only amplifies the visibility of local traditions but also facilitates reciprocal understanding and respect among diverse cultural communities. The spirit of openness and inclusivity that underpins these endeavors enriches the creative lexicon of cultural and creative design, infusing it with a multitude of perspectives and inspirations. Consequently, a global milieu characterized by multicultural coexistence and mutual appreciation begins to take shape, where the rich tapestry of human diversity is celebrated and cherished. This collective endeavor not only bolsters the resilience of cultural identities in the face of globalization but also paves the way for a more harmonious and interconnected world community. The synergy between cultural preservation, education, and international outreach exemplified by Lanjiefu's cross-border integration initiatives embodies a model for sustainable cultural development, one that honors the past while embracing the future with open arms.

The application of cross-border integration mode in the field of cultural and creative design marks the arrival of an innovative era, which not only revolutionises the traditional design concept, but also foretells the future development trend of cultural and creative industry. This mode not only promotes the intermingling of creativity and technology, and realises the in-depth combination of culture, art, science and technology and business, but also stimulates unprecedented innovation power, and meets the diversified and personalized needs of modern society for cultural and creative products. The cross-border integration mode has injected new vitality into the cultural and creative design through the optimal allocation of resources and multi-fold growth of value, promoted the structural adjustment and upgrading of the cultural industry, and accelerated the deep integration with tourism, education, health and other industries, formed an ecosystem centred on culture and creativity, and enhanced the market competitiveness and social functions of cultural and creative products. The application of cross-border thinking in Lanjiefu's cultural and creative design, such as the cross-border combination of reality and virtual, tradition and modernity, environmental protection and art, has not only enriched the diversity of cultural and creative products and enhanced their vitality and importance in contemporary society, but also promoted the inheritance and innovation of traditional culture. In the face of cultural challenges in the context of globalisation, Lanjiefu culture, with its unique regional and national characteristics, provides local residents with a sense of cultural belonging and contributes to the world's cultural diversity. In the future, how to maintain the traditional essence while further exploring its deeper cultural value and social function, so that it can better serve the cultural construction of modern society, will be an important topic worthy of in-depth exploration and practice. In conclusion, the application of

cross-border integration mode in cultural and creative design shows its great potential in promoting social and cultural progress, and heralds the opening of a new era of in-depth interaction between cultural and creative industries and multiple fields of economy and society.

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