

Analysis of the Characteristics of Intangible Cultural Heritage of Traditional Handicrafts and Its Value of Exhibition Space Design

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Abstract: As an important part of the intangible cultural heritage, traditional handicrafts are closely related to People's Daily life, with typical regional characteristics, and contain human wisdom and cultural value. The research status of the exhibition space of intangible cultural heritage of traditional handicrafts is listed. By analyzing the characteristics of traditional handicrafts, three aspects of the value of exhibition space of traditional handicrafts are proposed, including carrying forward the spirit of craftsman, guiding the regional cultural heritage, and carrying out the transmission of traditional handicrafts.

1. Introduction

In 2011, China officially promulgated the "Intangible Cultural Heritage Law of the People's Republic of China". It is closely related to people's daily life, has regional characteristics, contains human wisdom and cultural value, and is an important part of intangible cultural heritage. As an important place to display, inherit and revitalize the intangible cultural heritage of traditional handicrafts to the public, the construction and development of the intangible cultural heritage of traditional handicrafts has received extensive attention.

2. Research status of intangible cultural heritage exhibition space of traditional handicrafts

In 2021, the Ministry of Culture and Tourism issued the "14th Five-Year Plan for the Protection of Intangible Cultural Heritage", which made it clear that efforts should be made to increase the dissemination and popularization of intangible cultural heritage. In the future, 20 national intangible cultural heritage museums will be built. traditional handicrafts intangible cultural heritage display space is the theme of traditional handicrafts intangible cultural heritage display space. The existing exhibition space of traditional handicrafts can be divided into six types.

2.1. Comprehensive categories

With large museums or intangible cultural heritage sites as a platform to display a variety of traditional handicrafts within the region show space. For example, the intangible cultural heritage

museum of Nanjing Museum focuses on the projects selected by Jiangsu Province in the national intangible cultural heritage list, including multiple categories of intangible cultural heritage projects with traditional music, folk customs, traditional handicrafts, etc.

2.2. Multi-theme categories

The comprehensive exhibition hall covering multiple categories of traditional crafts and their works of art has the functions of collection, protection, research, display, education and inheritance of cultural heritage and intangible cultural heritage. For example, China Intangible Cultural Heritage Museum focuses on embroidery, sculpture, metal crafts, traditional musical instruments, and many other categories of techniques and intangible works.

2.3. Thematic categories

An exhibition hall to display individual traditional handicrafts and folk customs in the area. For example, the Chinese umbrella museum is a museum with the theme of umbrella, which mainly displays Chinese traditional umbrella making skills, umbrella culture, umbrella history and umbrella art.

2.4. Ecological categories

Based on local cultural characteristics, the exhibition hall gathers surrounding communities and highlights the connection between the exhibition hall and the original place. For example, Anji Eco-Museum is a group of museums composed of central museums, multiple thematic eco-museums and village cultural exhibition halls, which are distributed in various towns of the county. It systematically shows Anji's folk customs, folk customs, traditional handicrafts, history, natural ecology and other cultural heritage with local characteristics.

2.5. Theme park categories

It includes tourist attractions with regional culture as the theme, such as folk customs, traditional handicrafts and sites. For example, the intangible cultural museum of Guizhou Province is located in the colorful scenic spots of Guizhou Landscape Eye Cultural Park, which integrates the protection, research, display, experience, inheritance, entertainment and leisure of intangible cultural heritage.

3. The characteristics of traditional handicrafts

Traditional handicrafts mainly refer to traditional manual craftsmanship, that is, craftsmanship made by manual labor and using natural materials with a unique artistic style, which can convey cultural connotations and is rich in decoration, functionality and tradition. Up to now, a total of 629 traditional handicrafts in five batches, including weaving and embroidery techniques, porcelain making techniques, and metal forging techniques, have been included in the national intangible cultural heritage list. The intangible cultural heritage of traditional handicrafts has the following characteristics.

3.1. Working by hand

Traditional handicrafts are the production techniques using manual labor, which are creative manual labor and personalized production based on materials, and are irreplaceable in mechanized

production. Traditional craftsmen are both designers and producers of utensils. At the same time, they have mastered technological techniques. They are able to combine environmental conditions and actual needs, adapt measures to local conditions, keep improving, and put their ideas into practice.

3.2. The liveness

The intangible cultural heritage of traditional handicrafts reflects the value of people. It not only shows the exquisite techniques of artists, but also reflects people's wisdom, temperament and spirit in the process of performing skills. The performance and inheritance of intangible cultural heritage require language and behavior, which are dynamic processes. For example, the production technology of ceramics is displayed in a dynamic process, and once the practice and inheritance activities that people participate in are terminated, the intangible cultural heritage information of this traditional technology will be interrupted or even disappear.

3.3. The regionality

Generally speaking, in different regions, different natural geographical environment, different ways of production and life, as well as different religious beliefs, cultural practices, the intangible cultural heritage created by people will inevitably be different. For example, Dehua porcelain firing technology and Cizhou kiln firing technology are roughly the same in the ceramic production process, but in the glaze formula, production tools, decorative techniques, main themes, artistic characteristics are different. Cizhou kiln is located in Handan City, Hebei Province. The local raw materials are selected. The matrix is mainly gray and yellow. The decoration is free and bold, and the main feature is 'white and black flowers'. Dehua porcelain is mainly white porcelain produced in Dehua County, Fujian Province. The local porcelain stone raw materials are used. Because the iron content in the porcelain stone is low, the potassium content is high and the potassium content is close to that in the porcelain body and glaze. After firing, it is crystal like jade, and has the reputation of 'lard white'. It can be seen that regionality is one of the important characteristics of traditional intangible cultural heritage.

3.4. The dependency

The protection and inheritance of intangible cultural heritage cannot be separated from tangible 'material' as the carrier of cultural heritage information. As a kind of intangible cultural heritage, the display of traditional handicrafts is mainly dependent on people's practical activities, but also includes the production of raw materials, tools, place environment and works. These elements have become the carrier of the intangible cultural heritage of traditional handicrafts. Only together can the intangible cultural heritage of traditional handicrafts be fully displayed.

3.5. The inheritance

Inheritance as an important feature of intangible cultural heritage is determined by the nature of heritage. The intangible cultural heritage of traditional craftsmanship that has survived in history cannot be formed and survived inseparable from the generations of people of all ethnic groups. This kind of inheritance relies on family members, teachers and apprentices, and hands-on demonstrations. It can be said that people It plays a vital role in the inheritance of cultural heritage. In 2005, the General Office of the State Council proposed in the "Opinions on Strengthening the Protection of my country's Intangible Cultural Heritage" that a scientific and effective intangible

cultural heritage inheritance mechanism should be established, so that the inheritance of intangible cultural heritage can be inherited by others. In 2017, the General Office of the State Council emphasized the need to cultivate more teams of inheritors of intangible cultural heritage in the "Notice on Forwarding the Ministry of Culture and other departments' revitalization plan for Chinese traditional craftsmanship" to enhance the ability to inherit traditional crafts.

4. The value of intangible cultural heritage exhibition space design of traditional handicraft

The intangible cultural heritage display space of traditional handicrafts is different from museums or cultural centers in the traditional sense. The core value function of the intangible cultural heritage display space of traditional handicrafts is to display the value of traditional handicrafts and the spirit and wisdom contained in traditional craftsmanship rooted in regional culture. It should also have three value functions.

4.1. To promote the spirit of craftsmanship

Traditional handicrafts are created by Chinese people of all ethnic groups in long-term social life practice. They are closely related to daily life, contain national spiritual characteristics, and influence people's life attitude and social behavior. For example, in Jingdezhen's handmade porcelain making technique, a ceramic product needs to go through nearly 100 processes and be completed by the cooperation of multiple craftsmen. Many ceramic artisans only work in one process for a lifetime, highlighting the craftsman spirit. For example, the billet process, the billet master needs to cut the surface of the billet, the technical requirements are high, all by hand, strength and experience, a little careless, easy to lead to the product burned into deformation and waste. Therefore, master craftsmen must be strict with themselves in their work and constantly innovate. They are not only responsible for themselves, but also responsible for the previous process and the next process. Today, the craftsman spirit of focus, persistence, excellence and quality first advocated by traditional handicrafts is worthy of vigorous promotion.

4.2. To guide regional cultural heritage

The generation and development of traditional handicrafts are closely related to the daily production and life of local people, and have also spawned many industries, forming cultural heritage related to traditional handicrafts such as industry customs, industry terms, industry rules, relics, and workshops. Therefore, the traditional handicrafts intangible cultural heritage display space should not only display the exquisite traditional handicrafts themselves, but also integrate the regional cultural heritage related to traditional handicrafts, or connect the cultural heritage distributed in different places in the region to guide the audience. Exhibit the value function of local cultural heritage.

4.3. To conduct of traditional handicrafts

The exhibition space of traditional handicrafts is not only the exhibition place of traditional handicrafts, but also the activity space for the inheritance of traditional handicrafts. With the globalization of the world economy, the change of industrial structure and the death of the old generation of craftsmen, traditional handicrafts are facing the crisis of gradual extinction. We need to strengthen the inheritance of traditional handicrafts. The traditional handicrafts exhibition space should shoulder the burden of inheritance, actively carry out the traditional handicraft's inheritance, and build a good platform for the inheritors and inheritees of traditional handicrafts.

5. Conclusions

Traditional handicrafts is an important part of Chinese excellent traditional culture. It is necessary to deepen the understanding of the characteristics of traditional craftsmanship intangible cultural heritage, clarify the value function of traditional craftsmanship intangible cultural heritage display space, and provide some ideas for the design of such intangible cultural heritage display space.

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