

**Research on Aesthetic Economy of Cultural and Creative Design of
Characteristic Town**

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Abstract: The paper first briefly summarizes the various development stages of aesthetic economy and design, and then analyzes the current situation of the design industry in Yunnan, which specifically involves three aspects: the demand for design output value, the demand for design master and team, and the enhancement of total and competitiveness and cross-regional development, and finally, carries out systematic and in-depth study by taking the aesthetic economy as the core, the actual situation of the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province as the basis, and the target analysis, application strategy and specific measures as the breakthrough point to provide reference for relevant personnel.
Keywords: cultural creativity; characteristic town; aesthetic economy.

1. INTRODUCTION

Cultural and creative industry refers to the industry that is based on cultural accumulation or creativity and built through the formation and use of intellectual wealth, and has employment opportunities and wealth creation, as well as the ability to better the living environment. With the rise of aesthetics, based on the design service industry chain, the government has completed the work of formulating the development plan for cultural and creative industry, and focused on how to achieve the design industry and form the corresponding aesthetic economy through creative value design. We hope the contents discussed in this paper can provide reference to the people who build characteristic towns and study the aesthetic economy in some aspects.

2. DEVELOPMENT OF AESTHETIC ECONOMY AND DESIGN

2.1 Aesthetic economy

Aesthetic economy refers to the industry that achieves its profit by taking creativity and life aesthetic feeling as the basis, providing high-quality aesthetic feeling and deep experience as the core, and meeting the demands of consumers. For aesthetic economy, the most outstanding feature is that commodity exists as an appendage of beauty, that is, aesthetic economy mainly emphasizes the effect of aesthetics on economy. For example, for clothing, artwork, entertainment products and non-material products represented by characteristic towns, the part that occupies its main value is aesthetic value, and the practical value of the commodity itself is gradually ignored [1]. In addition, there is still obvious difference between the aesthetic economy and traditional service industry, from the perspective of traditional service industry, what consumers buy is the non-material products that satisfy their needs; and from the perspective of aesthetic economy, what consumers buy is the experience and feeling of beauty, which shall also be paid attention to.

Aesthetics economy refers to the industry based on creativity and beauty of life, with the aim of providing high-quality aesthetics and in-depth experience as the core and satisfying the demands of consumers to achieve profitability. For the aesthetic economy, the most prominent feature is that commodities exist as accessories for the United States. That is to say, the aesthetic economy emphasizes mainly the role of aesthetics in the economy, with clothing, artworks, entertainment products and specialties. As an example of the intangible product represented by the township, for the above commodities, the part that occupies its main value is the aesthetic value, and the practical value of the commodity itself is gradually diluted [1]. In addition, there are still very obvious differences between the aesthetics economy and the traditional service industry. From the perspective of the traditional service industry, consumers buy non-material activities that meet their needs; from an aesthetic and economic point of view, what consumers buy is the experience and feelings of the United States. This part of the content also needs attention.

2.2 Human-based design

With the development of science and technology, design has also joined the fast developing camp, and so far, design has gone through five stages: the first stage, functional design; the second stage, close-to-human design; the third stage, interesting design; the fourth stage, novel design; and the fifth stage, aesthetic design. No matter in Yunnan or other regions of China, design service industry develops along the track mentioned above, and the reason for such trend is that consumer demand changes from the initial physiological and functional aspect to psychological and aesthetic aspect [2]. Reviewing the development history of design, it is easy to see that the purpose of design is to serve mankind at the beginning of its birth, and due to people's increasing pursuit of beauty, as a part of human-based design, the advent of aesthetic design stage is inevitable, that is to say, society has entered the post-technological age centered on the aesthetics of creative life, and how to combine science & technology, culture and art to form a creative industry with aesthetic economy has naturally become the focus of attention.

3. OVERVIEW OF THE DESIGN INDUSTRY IN TENGCHONG CITY ,YUNNAN PROVINCE

3.1 Demand for design output value

The ultimate goal of product design and development is to achieve “commercialization” of products, that is to say, the key to industrial design is to create output value through design, therefore, how to present the value of design completely requires the attention of relevant personnel in the process of building characteristic cultural products represented by the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, and also indirectly explains from the side that the most direct and effective way to impress consumers is to create products that are pleasant to the eyes and satisfy the needs of consumers. In addition, with the development of society and the improvement of people’s cognitive level, “culture” has become an important indicator to evaluate design, it can be said that in the market environment with deepening globalization, even there are cultural differences, product design is still developing in the direction of “seeking common ground while reserving differences”. Based on this, how to give full play to the aesthetic value of the characteristic cultural products is the key problem that the design industry needs to face and solve in the future.

3.2 Demand for design master and team

During a long period, most regions of China, including Yunnan Province, are in OEM stage, the main job of a manufacturer is to be busy in producing goods, the role of design has never attracted the attention of people, the work carried out around the characteristic town naturally can’t get the desired results, and the scarcity of platform makes it difficult for design master and team to be cultivated effectively [3]. In order to achieve the goal of sustainable development, enterprises choose the method of using “design” to get “order” one after another, and because of the effective implementation of this pragmatic method, a large number of high-level design masters and teams have been produced, laying the foundation for the design of following characteristic cultural products.

3.3 Enhancement of total and competitiveness and cross-regional development

In recent years, consumers are increasingly pursuing the products with obvious characteristics of difference or individuation, some consumers even start looking for the products that can show cultural characteristics or have cultural identity, and it is precisely because of these factors that the cultural product “characteristic town” has entered people’s view. For our country, no matter it is the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, or other towns, the purpose at the beginning of construction is to develop the design with national characteristics. Although globalization is the only way which must be passed if enterprises want to achieve sustainable development, it doesn’t mean that enterprises shall abandon regional characteristics, that is to say, only by combining regional characteristics and globalization trend and building cultural characteristics on this basis can pave the way for the development of enterprises. Therefore, no matter regionalization or localization, it belongs to a kind of “seeking common ground while reserving differences”. How to bring design creativity into play on the basis of cultural integration and complete the construction of product

characteristics through the localization of design is the core for all regions, including Yunnan Province, to enhance the competitiveness of industries by building characteristic town.

4. RESEARCH ON AESTHETIC ECONOMY OF CHARACTERISTIC TOWN

4.1 Target analysis

For Yunnan Province, the existence of characteristic town mainly takes “culture” as the breakthrough point and seeks a breakthrough for the construction of urbanization. No matter it is the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, or other characteristic towns in Yunnan Province, the traits, charm, and vitality are closely related to “characteristic”. Therefore, if relevant personnel want to make characteristic town have esthetic economy, they shall emphasize the distinctive characteristics of the town in the process of construction. When building the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, the first thing to do is to maintain regional characteristics. The Black Fish River and Longchuan river system are located in the area where the characteristic town is located, that is to say, the town is rich in water resources, so the natural characteristic of “water village” naturally need to be emphasized; the next thing to do is to maintain ecological characteristics. The existence of low-carbon life, Ginkgo Forest, Gaoligong Mountain, green industry and other factors directly or indirectly emphasizes the ecological characteristics of this town; and the last thing to do is to maintain industrial characteristics. Fertile land determines that there are extremely rich agricultural resources, fishery resources, and forestry resources in Qushi County, so relevant personnel shall make full use of the industrial advantages of Qushi County when constructing the characteristic town, and emphasize the characteristics of the town by vigorously developing pillar industries.

The most prominent feature of aesthetic age is the increasingly close relationship between culture and industry. From the perspective of culture, the role of industry is to promote the development of culture, and for industry, the core value of products is closely related to culture, the integration of these two can form corresponding cultural industry, and then influence people’s daily life, and if the concept of “culture” can be incorporated into the process of product design, the goal of bringing art into life and making art a part of life can be achieved [4]. Through the above analysis, it is easy to see that the foundation of creative life industry is the integration of culture and aesthetic economy, and the specific way to accelerate the integration of science & technology and cultural art through the development of life industry is to stimulate the across-field industrial innovation by using aesthetic economy, and then achieve the goal of promoting the development of emerging industries. Combined with the characteristics of the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, the following vision is put forward: form the unique style of Qushi Town in Tengchong City, and build aesthetic economy on this basis to promote the development of creative design and regional economy. Arouse people’s aesthetic consciousness in combination with the new life advocacy to lay a good foundation for the construction of following creative town or other creative life industries, and finally achieve the following goals: firstly, take

design innovation as the main direction of industrial development; secondly, shape the brand image of the region, and give full play to the positive role of design in aesthetic economy; thirdly, promote industrial cooperation, and give full play to the advantages of creative cooperation in industrial competition; fourthly, maximize the added value of industry experience service by supporting technical service; and fifthly, strengthen marketing pulling force and optimize the investment in entrepreneurial life industry to expand the scale of industry to a certain extent.

4.2 Application strategy

In order to efficiently construct the framework of aesthetic economy mentioned above, relevant personnel shall integrate human technology and perceptual design on the basis of integrating the values of cultural creativity and design, and then combine marketing to form the complete industry chain of aesthetic economy, that is to say, the construction of the framework of aesthetic economy shall pass through the stage of digital collection, creative value, R&D and design, and product commercialization to enrich the connotation of cultural and creative products represented by creative town. In addition, they shall cooperate with relevant industries, and improve the feasibility of characteristic town in operation through market analysis, benefit evaluation, and building business model, only in this way can they maximize the contribution of cultural and creative products to aesthetic economy [5]. It is can be found through the analysis of the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province that the following three stages are necessary if relevant personnel want to combine cultural and creative products with aesthetic economy effectively: firstly, clear the cultural style and characteristics; secondly, clear the design concept and model; and finally, complete the design of cultural and creative products. In the process of building characteristic town, relevant personnel shall pay full attention to the strategies mentioned below: firstly, culture is the driving force, style is the pulling force, and creativity is the specific index, to be specific, combine the culture that exists as foundation with life creativity to form the corresponding life form; rely on the unique characteristics of cultural industry of Qushi Town in Tengchong City to carry out investigation on the trend of living consumption, and take “culture” as the breakthrough point to complete the activities that deeply understand the overall trend of life style and consumption, and lay foundation for the further development of industrial culture and industrial environment. Secondly, technology is the driving force, creativity is the pulling force, and design is the specific index, to be specific, maximize the role of technology that exists as basis in strengthening the creativity of life to achieve the ultimate goal of the added value of design. Build creative town on the principle of “adjusting measures to local conditions”, and use technology to enhance the comprehensive competitiveness of creative town. Next, economy is the driving force, form is the pulling force, and the overall construction is the specific index, to be specific, strengthen the form of life by using economy to achieve the goal of overall construction and universal concern. Use the aesthetic and cultural elements of life industry to build and perfect the characteristic town, and make it has strong competitiveness and growth power, so life aesthetics has naturally become the advantage of

Yunnan Province in the field of industrial innovation. Finally, aesthetics is the driving force, taste is the pulling force, and universal aesthetics is the specific index, to be specific, strengthen the taste of life on the basis of aesthetics to achieve the goal of “universal aesthetics”. Use the cooperative plan with the function of promoting aesthetic design, apply the preferential measures represented by tax reliefs, and guide and encourage enterprises to invest a certain cost in aesthetic design, because only in this way can relevant personnel improve the quality of aesthetics and experience service on the basis of strengthening product characteristics and human capital advantages.

4.3 Specific measures

The overall orientation of the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province is as follows: firstly, the sub-regional center of Tengchong whose core of the sub-region is ecological industry; secondly, the ecotourism town developed through multi-industry linkage for the purpose of travel; the next is about the trend of the development of characteristic town, the town built in this region shall rely on the ecological advantages of Qushi Town in Tengchong, combine with Agile Property Project, and build sub-regional center of Tengchong around eco-tourism to achieve the ultimate goal of promoting the development of regional tourism [6]. In the process of building the sub-regional center, relevant personnel shall combine the construction of tourist distributing center, Agile Property holiday products, and tourism products according to the actual situation of the local area, build Qushi County into the sub-regional center of Tengbei, and improve the traffic system and maximize the role of transportation hub of Qushi County on this basis.

4.3.1 Remote measures

As life style, culture needs to be promoted by much creativity, and the specific measures are as follows: carry out research activities related to “future life trends” around culture, provide platform for the operation of culture and the construction of life style, provide scientific and systematic research resources for design creativity, and lay a good foundation for the following design and development of characteristic towns or other cultural entrepreneurial products. With the directory site corresponding to digital collection as platform, provide creative resources by means of authorization, complete the corresponding promotion work in combination with creative life style, and deepen our understanding of the creative industry of life while developing corresponding cooperation and communication mechanism to achieve the goal of creating creative environment [7].

As life taste, the promotion of aesthetics requires the participation of the masses, and the specific measures are as follows: select the outstanding characteristic towns or creative life cases, which will not only promote the creative life community, but also speed up the development of industrial value chain. Build network service platform and joint marketing platform to facilitate the expansion and communication of industrial information. Promote the market cooperation project related to characteristic towns and set up a good international image for the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, only in this way can the industry be guided to experience and upgrade services and obtain more

objective investment benefits. Moreover, it is necessary to combine with media communication channels at home and abroad, and the purpose is to spread the characteristics of the town through media, and promote the issue effect, and make the characteristic town can have a more perfect image both at home and in the country.

As life creativity, the development of science and technology needs to be supported by design, and the specific measures are as follows: help relevant personnel to enhance the added value of characteristic town in aesthetic economy through design and technology on the basis of culture. Firstly, help technology industry to focus on the development trend of design market in the coming period; secondly, provide cultural and technological consultation that needs to be applied in the process of building characteristic town, and ensure the improvement of investment in the industry and the improvement of management energy; and finally, complete the relevant design workers in combination with life creativity, and carry out the scientific combination of cultural creativity and product market.

As form of life, the development of science needs to be supported by life concept, and the specific measures are as follows: participate in industrial promotion activities represented by exhibition exchange and observation learning to achieve the purpose of enhancing the exchange energy of the industry. Strengthen cooperation and competition advantage and improve the management effectiveness of the industry on the basis of the cooperation with creative life industry; cultivate the talents in design and marketing to promote the development ability of products; cultivate the talents in international design, and really achieve “go out of the country and go to the world”; and carry out creative achievement activities related to the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province, and improve the value of industrial image [8].

4.3.2 Short-range measures

Integrate international design talents, strengthen the ability of design talents in marketing, and facilitate the following development of design market; carry out corresponding talent training activities around international design and design management, and ensure that designers have broader international vision and stronger ability to master market, which can improve the internationalization level of the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province from practice results. Help design service industry to develop the market, study the market development and consumption of Qushi Town, and develop the market according to the characteristics and needs of the region where the town is located; strengthen the capabilities related to the design service output, guide and encourage manufacturers to enter the world, fully present the power of design, and expand the application field of design service industry in the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province and make it have higher service industry value on this basis. Enhance the added value of the design of traditional industries, improve the comprehensive competitiveness of the characteristic town through innovative technology and the promotion of design and application, and build a platform for designers to promote the design ability; maximize the design efficiency of design counseling, speed up the development of design, and promote the added

value of design. Innovate and apply design research, integrate existing design and research resources on the design research platform, study the development trend of design industry, and develop the products with obvious differentiation based on the development strategy.

5. CONCLUSION

It can be seen through the analysis of the contents mentioned above that the emergence of characteristic towns represented by the ecological characteristic town in Qushi Town, Tengchong City, Yunnan Province is the inevitable result of social development, so the research on the aesthetic economy around the characteristic towns naturally plays a very important role. The paper also focuses on the direction of “research on aesthetic economy of characteristic towns” and mainly discusses from target analysis, application strategy and specific measures respectively, hoping to promote the construction and development of related industries in other regions and enhance the comprehensive competitiveness of our country in the international market.

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