

DESIGN EMPOWERS TRADITIONAL CHINESE CULTURAL EXPERIENCE—TAKING GRINDING TEA AS AN EXAMPLE

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1、 Foreword

In 2020, China achieved great historical achievements in building a moderately prosperous society in all respects, and achieved decisive victory in the fight against poverty. People not only hope to meet their daily needs, but also pursue higher levels of spiritual and cultural connotations.

Quannan County is one of the main birthplaces of Hakka culture in Gannan, with a wide variety, rich content, and unique historical and cultural heritage. ¹As of now, the production techniques of Gannan Hakka challenge tea in the county have been included in the national "intangible cultural heritage" representative project. In today's society where material desires are rampant and spiritual space is severely squeezed, inheriting "intangible cultural heritage" is a necessary attitude to respect

the heritage left by national ancestors.

The tea was originated from the "medicine drink" that people in the Central Plains used to beat the green herbs, which was evolved from the Congee tea in the Han and Wei Dynasties and the tea ordered in the Tang and Song Dynasties. It has been handed down as the daily life style of the local people.

In the trend of modern milk tea coffee gradually replacing traditional drinks and becoming the mainstream, the traditional beverage of Leicha is gradually declining. We conducted a survey on this and designed questions such as "Do you know about the tea challenge", "Are you interested in experiencing the tea challenge", and "Would you purchase relevant equipment for drinking the tea challenge". Out of 87 respondents, 79 expressed "willingness to experience tea making", but no one would be willing to purchase cumbersome tea making utensils in their homes for a sip of tea making. For this reason, we have specially designed an experience course project for intangible cultural heritage challenge tea, called "Challenge Tea Record", aiming to improve the dietary structure through the characteristic of "medicine and food are the same" of challenge tea, promote a healthier lifestyle in today's society where high sugar diets are rampant, and also convey the spiritual core of protecting intangible cultural heritage.



2、 The purpose of research

In the "Leicha Ji" project, our team uses multimedia to lead students to understand the local culture of Gannan Hakka, manually grinding raw materials, brewing grinding tea, allowing students to gain knowledge through learning, release pressure through experience, harvest happiness through sharing, and increase attention to China's traditional intangible cultural heritage.

At the same time, "Lei Cha Ji" is also committed to the design of cultural and creative products related to Lei Cha, aiming to convey the charm of traditional Chinese intangible cultural heritage in a more contemporary cultural trend, so as to let more people understand Lei Cha and stimulate their interest in intangible cultural heritage, achieving the goal of inheriting culture. This article will provide a series of detailed explanations for the project process.

3、 Research methods

(1) Investigation and development

Through the collection of data in the early stages of the project, we purchased equipment and ingredients for making challenge tea, combined with the professional skills of industrial design students, retained the operation techniques of

challenge tea, and inherited and innovated in taste. After multiple concentrated discussions, we determined the experience course plan and ingredient ratio. At the same time, the team has also designed and produced cultural and creative products related to the intangible cultural heritage of grinding tea. After improvement and modification, it is planned to search for manufacturers for samples and production in the later stage.



(2) Propaganda methods

Relying on the "Weixunji" studio, "Leicha Ji" has tens of thousands of followers on various platforms, including nearly 20000 fans on WeChat official account alone. With the steady operation of the official account, we have a stable traffic base that can provide the attention required at the initial stage of the project. At the same time, "Leicha Ji" will actively seek opportunities to conduct small-scale experiential classes in the early stages, constantly exploring experiences, until it has the ability to hold larger events and exhibitions.

(3) Profit making methods

There will be a certain fee for the "Tea Challenge" experience class. In addition, the products produced by "Leicha Ji" will be sold on the "Weiluiji"

WeChat mini program mall.

4、 Project ideas

(1)User positioning

The target customers of this survey include official account readers, university town students, faculty, schools, etc.

Customer group positioning characteristics: there are three sources of customers. One is more from the official account. Most of them are users who actively love life, pursue quality of life, are interested in new things, and love traditional Chinese culture, so they will be interested in "tea" and manual experience. Secondly, through the influence of course organizers - students themselves, it can attract the attention of classmates, friends, and teachers around them, generate interest, and participate in the experience. Young people quickly accept new things, are more likely to develop interest in unique and creative activities, and are more likely to accept recommendations from others, thereby expanding their influence at the student level. The third is schools, which use their influence to inherit and promote "intangible cultural heritage", spread non genetic heritage on campus, and even go out of campus and face society. Launch a series of peripheral products with the element of "Leicha", which can be used in festivals, conferences, and other occasions. Schools and colleges will actively support and encourage them.

(2)Combining online and offline

On-line:

Fully utilize network information platforms. In our independently operated

official account platform "Weixunji", we will update the experience class project from time to time, launch new tea competition ratio and surrounding products, and introduce tea competition, cultural background, traditional steps, cultural connotation, etc. through micro video. Provide convenient course appointment channels, allowing for direct appointment, registration, and completion of post class feedback services.

Offline:

a. Collaborate with school departments or colleges. In situations such as sending gifts during holidays and meeting usage, we can directly provide customized tea challenge gift boxes. When users receive our products, they may develop an interest in grinding tea and further attract more consumers.

b. Utilize the designer's own influence to encourage friends and classmates around to participate in the course, or make appointments directly.

(3)Project timeline

Phase 1: March May 2021

The design of experience courses (including the design of course process, the board design and content planning of course promotion posters and WeChat official account, the design and layout of the PPT of tea competition culture introduction, etc.) and the brainstorming of cultural products around tea competition.

Phase 2: June September 2021

Utilize intelligent manufacturing technology and design software to conduct finished product trial production of the designed product shape, create product models, identify problems during implementation, propose solutions, establish

optimal solutions, optimize the external shape again, and produce samples. At the same time, contact enterprises that are interested in introducing the "Tea Challenge" experience course to enhance brand influence.

Phase 3: October November 2021

Contact the seller, form a cooperation intention, and establish a cooperative relationship. For example, we are considering collaborating with dozens of self-study rooms on Wenhui Road to pilot sell the "Leicha Ji" cultural and creative products at designated locations, and promote the "Leicha Ji" experience course project at designated locations.

Phase 4: November 2021 to May 2022

Synchronize online and offline promotion, conduct trial sales at cooperation points, collect feedback on trial sales, and continue to improve the product.

Phase 5: June December 2022

Collect sales results, optimize and adjust again based on feedback, and contact manufacturers for mass production and sales.

Phase 6: January February 2023

Summarize experience, analyze feedback, continue to explore life needs, and prepare for the next generation of product design.

5、 Research conclusion

The overall strategy relies on the national intangible cultural heritage "Leicha" to create offline experience courses, and with "Leicha Ji" as the brand, to create a business model that integrates offline experience and online sales. We continue to output products and expand publicity, aiming to convey the charm of

traditional Chinese intangible cultural heritage in a way that is more in line with contemporary cultural trends. At the same time, utilizing existing promotion platforms, gradually improving product after-sales services, forming a cultural design industry chain based on "intangible cultural heritage challenge tea", integrating cultural output, design innovation, production promotion, and experience services.

Future development plan

Short term: create a complete "Tea Challenge" experience course system, produce original cultural and creative products, increase product categories and improve the service quality of experience courses based on the existing official account. We will coordinate and arrange food design, cultural and creative products, and daily life services, and create "Leicha Ji" as a well-known cultural, food, and experiential brand on campus.

In the medium to long term: Develop "Leicha Ji" into a sustainable brand that can survive on campus and also participate in large-scale experiential class activities organized by the company. Utilize the design resources of the Industrial Design Department of Donghua University to re polish the produced cultural and creative products. Follow up on customer feedback, make corresponding adjustments in a timely manner, make differentiation and stylization, make slight changes based on the age composition or relevant preferences of each participant, and strive to give every participant a good sense of experience, truly allowing "intangible cultural heritage" to enter the homes of ordinary people.

Reference

¹ News on Online Government Affairs of Quannan County People's Government 2022-08-17