
DESIGN EMPOWERS RURAL CULTURAL DEVELOPMENT - TAKING YUDUN VILLAGE AS EXAMPLE

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1、 Foreword

The "14th Five-Year Plan" should get off to a good start, and the construction of "five new cities" is Shanghai's top priority. In the next five years, Shanghai should accelerate the construction of a new spatial pattern of "central radiation, two wings flying together, new city strength, and north-south transformation", and cultivate the five new cities of Jiading, Qingpu, Songjiang, Fengxian and Nanhui into comprehensive node cities with radiation and driving effect in the Yangtze River Delta city cluster. Among them, Fengxian New City, which launched the "Oriental Beauty Valley" brand, is among them.

Yudun Village is located in the east of Situan Town, Fengxian District, Shanghai, bordered by Yuyang Village in the south, Shicun Village in the east, Pudong New

Area in the north, and Xinqiao Village in the west. It covers an area of 3.5 square kilometers and has a total population of 4,856. Among them, there are 1275 households in the village and a population of 3782.

Since the implementation of the five new city construction plans, Yudun Village has grasped the integration of three industries on the one hand and rural construction with the other, and gradually formed a strategic development plan of "three industries, two highs and one goal". Through the intensive demolition of land violations, Yudun Village deepened the reform of three rural plots, explored innovative economic growth models such as the introduction of excellent enterprises in the three major industrial parks + entrepreneurial support + service upgrading, and successfully created a series of brands such as Yudun color rice and four tuan figs through a series of services such as accurately introducing leading enterprises in the industry to settle in and supporting the establishment of outstanding small and medium-sized enterprises in the village. In addition, relying on the convenient transportation advantages of the village, the strategic development layout of "one piece and two points" in Situan Town is used to develop and innovate the "pastoral +" model. However, due to the small population base of Yudun Village and the loss of young and middle-aged labor to Pudong New Area, the effect is not significant. And the output of related industries is low, the shelf life of agricultural products is short, the publicity and promotion methods are relatively backward, the publicity is weak, and the product packaging is relatively simple, resulting in slow rise in product sales and low visibility. The related industries are not closely integrated with the unique rural characteristic culture and intangible cultural heritage of Yudun Village, and they do not

have an advantage in competing with other enterprises in today's information age.

2、 The practical application value and practical guiding significance

Since the 14th Five-Year Plan period, the construction of five new cities has become the top priority of Shanghai, and Yudun Village is adjacent to Fengxian New City, and the construction of Yudun Village also drives the development of Fengxian New City, which can complete the construction of five new cities efficiently and with high quality. Yudun Village's handmade boat skills were successfully applied for Shanghai Intangible Cultural Heritage in 2019, at the same time, Yudun Village is committed to building agricultural brands, skillfully using its rich intangible cultural heritage advantages to create agricultural product brands, such as characteristic agricultural products figs, has successfully applied for "Oriental Meiguo" and "Xiumei Yudun" two agricultural product brands, at the same time, Yudun Village actively introduced the experimental planting of Tianmu Mountain small sweet potatoes and large mushrooms, further opening up a new situation in agricultural development. Promote rural development and progress, and further help the construction of five new cities.

However, since the epidemic, the number of tourists has dropped significantly, and the number of people who can come to Yudun Village to see the excellent agricultural products here has fallen off a cliff, while the "online" economy has become a rapid upward trend. However, the local villagers do not know much about how to package, how to package, and how to design the packaging of agricultural products, which also greatly restricts the pace of agricultural products in Yudun Village out of the village, out of Fengxian, and out of Shanghai. This has also caused thousands of

Chinese to lose the opportunity to taste the characteristic agricultural products of Yudun Village.

Now is the early summer, and in July, Yudun Village will have a large number of agricultural products harvested, including cabbage, vegetable melon, sweet white melon, etc., these agricultural products have the characteristics of short growth period, fast maturity and high economic benefits, but once these agricultural products are unsold, the rate of decay is also extremely fast, once they cannot be sold in time, farmers will receive extremely painful losses. In order to help farmers sell these agricultural products and prevent slow sales, we must open the online market and stabilize the offline market, which requires us to design beautiful packaging to escort the simultaneous sales of agricultural products online and offline.

3、 Hands-on approach

We will conduct field investigation of Yudun Village, through the investigation and research of various agricultural products around Fengxian New City, Yudun Village, and within Yudun Village, investigate and analyze their business conditions at this stage when the epidemic has not completely ended, explore the characteristics of Yudun Village, and then create practical and beautiful agricultural product packaging suitable for Yudun Village through its own characteristics, explore new models of agricultural product packaging, seek upgrading and transformation, and organically integrate the product packaging of Yudun Village with its own characteristics. It can not only solve the reality of unmarketable agricultural products, open up the network market, but also integrate more elements of Yudun Village into the packaging under the premise of achieving full sales of commodities and 0 unmarketable, so

that more people can understand the excellent culture of Yudun Village while enjoying high-quality agricultural products, further promote the development of tourism in Yudun Village, and help the future prosperity and continuous development of agricultural products in Yudun Village. At the same time as the development of Yudun Village, the surrounding Fengxian New Town area has been developed at the same time, improving the development level and quality of Fengxian New City, and further contributing to the construction of the five new cities.

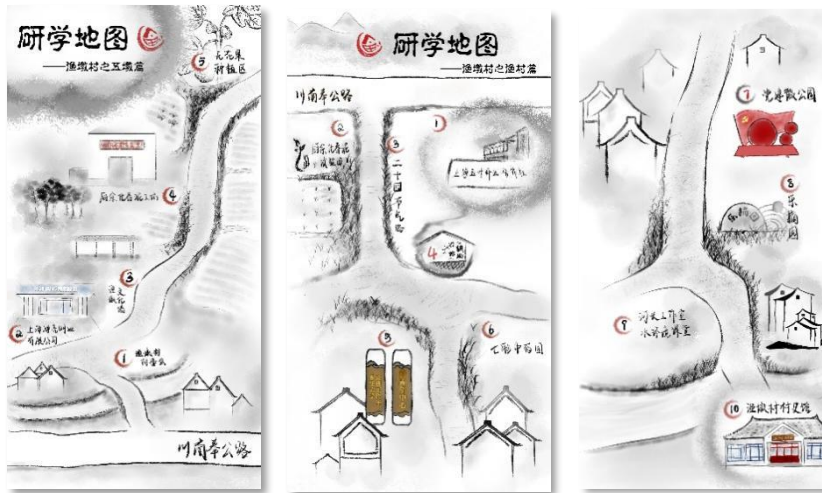
4、 Specific practical results

(1) Yudun Village promotional video

The practice group produced a promotional video of Yudun Village Cultural Tourism, focusing on local specialties and the environment, so that the public can have a clearer understanding of the multicultural connotation of Yudun Village, promote the development of local tourism, and improve the popularity of villages and towns around the new city as a whole. At the same time, the intangible cultural heritage promotional film "Boat Inheritance" of Yudun Village was produced to understand the unique charm of Yudun boating technology and inherit the intangible cultural heritage culture as a contemporary youth.

(2) Research map of Yudun Village

Through field research and visiting various landscapes, design research routes suitable for college, middle school and primary school students to carry out labor education, make research maps and study notebooks of Yudun Village, and further build a labor education base for Yudun.



(3) Yudun Village Cultural Wall

During the inspection, we found that there were deficiencies in the construction of the ecological environment in Yudun Village, and after discussing with the village committee, the design of 8 new rural cultural walls was completed on the current available resources in Yudun Village, so as to help the beautiful rural construction of Yudun.



(4) Fig product packaging in Yudun Village

In the docking process, we deeply understand the needs of Yudun Village, use PS, AI and other software to package figs, the characteristic agricultural products of Yudun Village, complete the design of paper packaging based on practicality and wooden packaging with quality value, solve the sales problem of agricultural products in Yudun Village, and promote local economic development.



(5) Around Yudun Village

We focus on building the brand effect of Yudun culture, designing and producing cultural and creative products with Yudun elements, so that the public can obtain a tangible and intuitive feeling of Yudun culture, pay attention to building a labor education base, and also strive to attract the eyes of modern young people, a total of 23 drawings, 17 categories of cultural and creative 64 products. In the future, we will connect with the Nine Trees Art Center in Fengxian New City to select the best in the above cultural creativity to produce physical delivery.

