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## DESIGN OF TOURISM SOUVENIRS BASED ON SHADOW PUPPETRY ART

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*As a treasure of traditional Chinese culture, shadow puppet theater has rich cultural connotations. However, as a component of cultural heritage, shadow puppet theater originates from agricultural civilization and has cultural differences compared to today's industrial and information society. When developing tourist souvenirs, designers analyze the possibilities of integrating elements of cultural heritage into the design of modern tourist souvenirs, as well as offer innovative strategies that reflect cultural connotations. It has been established that products based on the shadow puppet theater on the market include the following categories: bookmarks for books, interior decorations, children's shadow puppet theater, toy puppet.*

**Key words:** *cultural heritage, shadow play puppet, design of tourist souvenirs, Chinese culture, toy.*

### INTRODUCTION

Shadow puppetry is a general term for shadow puppetry and shadow puppet products. It is one of the earliest forms of drama in China and has an extremely important historical position in the thousands of years of national cultural heritage. The cultural creative products on shadow puppetry and are mainly divided into two categories. One is the exquisite art of shadow play, handmade by skilled shadow play masters. Because the production process requires a lot of time and energy, and the production cycle is long, the output is low, so the number of these artworks is rare, the price is relatively high, and the artistic value and market value are high. The principles and guidelines for the design of intangible cultural heritage tourism products based on Chinese theatrical art are considered in [1].

### PURPOSE

Taking the design of shadow puppetry tourism souvenirs as an example, the paper explores the integration of cultural heritage and modern design concepts, and proposes innovative design strategies through in-depth analysis of the artistic characteristics and cultural connotations of cultural heritage, so as to design tourism souvenirs with both cultural connotations and modern aesthetics, so as to promote the protection and inheritance of cultural heritage.

### RESULTS AND DISCUSSION

The artefact of Shadow Puppet Art is shown on Fig. 1. At present, the derivative products of shadow play sold on the market mainly include these



categories: shadow play bookmarks (Fig. 2), shadow play decoration (Fig. 3), children's handmade shadow puppetry (Fig. 4), play toys (Fig. 5).



**Fig. 1.** Ming and Qing Dynasties Shadow Puppet Art: General goes to war



**Fig. 2.** Shadow puppet bookmark –Four Great Beauties Hairpins



**Fig. 3.** Shadow puppet decoration



**Fig. 4.** Shadow play toys for children



**Fig. 5.** Modern panda shadow play



Analyzing and refining the visual elements of "cultural heritage" resources from the perspectives of form, color, characteristic materials and craftsmanship, and emotional connotation, exploring the application of "cultural heritage" in tourism souvenir design through visual symbols highlighting regional cultural connotations, transforming product forms into contemporary contexts, and innovating design carriers for consumers, providing reference ideas and methods for the development of tourism souvenirs [2].

Shadow play has the following distinctive features that are important for design. 1) Personalized extraction and application of role modeling. The characters in shadow play have unique images, bright colors and great artistic appeal. These characters can be combined with the modern aesthetic trend, and the traditional cultural elements can be modernized, so that the souvenirs not only have traditional cultural connotation, but also meet the modern aesthetic needs, and the most important is to create a certain association between users and them through personalized customization and other ways. 2) The creative transformation of the story plot. The story plot in shadow play is often profound and imaginative. These stories can be creatively transformed and integrated into the design of souvenirs, such as a series of comic books, puzzles, pop-up books, etc., so that tourists can enjoy the souvenirs at the same time, but also learn and understand the story of shadow puppetry. 3) Innovative expression of performance form. The performance form of shadow play is unique. The shadow play generates images by shining lights on the shadow play, bringing unique visual experience to the audience. We can learn from this form of performance and integrate it into the design of souvenirs, such as using modern technology to design interactive light and shadow souvenirs, so that tourists can feel the charm of traditional culture in the interaction (Fig. 4).

Secondly, explore the combination of shadow play and modern life. Try to integrate the elements of shadow play into all aspects of modern life, such as home decoration, fashion accessories, daily necessities, etc., broaden the usual product carriers, so that cultural heritage can breathe new life in modern life (Fig.5) .

Finally, explore different types of regional development strategies. The utilization potential of cultural resources in different regions and the spatial differentiation of different dimensions were analyzed, and the types of integrated development areas of cultural heritage resources and tourism with similar advantages were identified. In order to put forward specific development strategies for the integrated development of intangible cultural heritage resources and tourism in different types of areas [4].

## **CONCLUSIONS**

The integration of cultural heritage elements with contemporary tourism souvenir design not only helps to enhance the cultural connotation and market competitiveness of souvenirs, but also provides new ideas for the protection and inheritance of cultural heritage. It has been established that the derivative products of shadow play sold on the market mainly include these categories: shadow play bookmarks, shadow play decoration, children's handmade DIY shadow, play toys. By digging deeply into the connotation and value of cultural heritage, combined with modern design concepts and scientific and technological means, we can create



more tourist souvenirs with unique charm and market potential, so that cultural heritage can be revitalized and invigorated in modern society.

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## **ДИЗАЙН ТУРИСТИЧНОЇ СУВЕНІРНОЇ ПРОДУКЦІЇ НА ОСНОВІ МИСТЕЦТВА ТІНЬОВОГО ТЕАТРУ ЛЯЛЬОК**

*Як скарб традиційної китайської культури, тіньовий театр ляльок має багаті культурні конотації. Однак, як складова культурної спадщини, тіньовий театр ляльок походить з землеробської цивілізації і має культурні відмінності порівняно з сучасним індустріальним та інформаційним суспільством. При розробці туристичних сувенірів дизайнери аналізують можливості інтеграції елементів культурної спадщини в дизайн сучасних туристичних сувенірів, а також пропонують інноваційні стратегії відображення культурних конотацій. Встановлено, що продукція на основі тіньового театру ляльок, представлена на ринку, включає такі категорії: закладки для книжок, інтер'єрні прикраси, дитячі лялькові театри тіней, іграшкові ляльки.*

**Ключові слова:** культурна спадщина, тіньовий театр ляльок, дизайн туристичних сувенірів, китайська культура, іграшка.