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SHANDONG HAND-MADE NEW CULTURAL SPACE CONSTRUCTION

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The paper underscores the construction of a novel cultural space for Shandong Handicrafts, encompassing sales, R&D, exhibitions, incubation, and academic pursuits. Its innovative, experiential, and immersive design establishes it as a social fashion hub, driving cultural innovation and boosting the creative industries. Additionally, the center introduces handicrafts to universities, fostering cultural inheritance and outcome transformation. By embodying the essence of "Qilu" and "Handicrafts" cultures, it promotes the creative development of traditional Chinese culture, transforming into a popular attraction for discovery, engagement, and exploration.

Key words: *Shandong handicrafts, cultural space, innovative practice, cultural inheritance, creative transformation, innovative development.*

INTRODUCTION

In recent years, Shandong has deeply cultivated the fertile soil of Qilu culture, innovating and exploring the path of cultural "two innovation"—a combination of innovation and inheritance. This initiative has set a new benchmark for the spatial display of cultural innovation and established a supportive framework for cultural inheritance and development. By focusing on regional cultural "two innovation" and the high-quality development of cultural tourism, Shandong has crafted a new pattern of cultural preservation and economic growth.

Shandong has emphasized strong industry, strong creativity, and strong display in its cultural strategy. The province has thoroughly implemented the "Shandong Hand Made" promotion project, aiming to build key industrial clusters that enhance traditional handicrafts. This initiative integrates these crafts into modern life, making them more accessible and appealing to contemporary audiences. As a result, traditional handicrafts are not only preserved but also revitalized, ensuring their transmission to future generations.

By fostering a supportive environment for artisans and creators, Shandong has enabled traditional crafts to flourish. The "hand-made in Shandong" products have gained increasing appreciation both domestically and internationally. The province has successfully showcased these unique crafts on the global stage,



highlighting their cultural richness and craftsmanship. This international exposure has not only boosted the cultural significance of Shandong's hand-made products but also served as a new driving force for industrial development.

Shandong's deep commitment to Qilu culture and cultural "two innovation" has positioned the province as a leader in cultural heritage preservation and innovation. By integrating traditional handicrafts into modern life and promoting cultural tourism, Shandong ensures that its rich traditions continue to thrive and contribute to the local and global economy.

PURPOSE

In today's era, "hand-made" products usually have the following characteristics. First, "hand-made" products are handmade or handmade, not produced entirely by machine processing. Second, "hand-making" combines "manufacturing" and "creation". On the one hand, "hand" is a practice of combining wisdom and material production; on the other hand, "hand" is a cultural phenomenon with Chinese aesthetic paradigm, is a unique and creative "hand" is usually used to describe handicrafts or arts and crafts in the contemporary context. The embodiment of dimension. Third, "Shandong Handmade" refers to products made or created by hand based on Shandong regional culture Shandong hand-made display experience center is provinces level 3 set "Shandong hand-made" sales, research and development, exhibition, incubation, studies of hand-made industrial park, innovative development" important indicator spirit of important practice [1].

Have an important mission, Shandong Hand-made Exhibition and experience Center, As shown in Figure 1, firmly grasp the core connotation of "Qilu culture" hand-made culture ", In the design, the traditional Chinese butterfly pattern origami and paper-cut elements that fit the concept of hand-made design, "If you bloom, The beautiful meaning of butterfly " and the fighting spirit of integrity and innovation and moving forward: in the project introduction, the excellent traditional cultural resources of Shandong Province with cultural creation, intangible cultural heritage, clothing and other hand-made related industries, Innovative parts to build the first social fashion commercial complex in Shandong, Fully present a new experiential, leisure and immersive business space model for consumers, It is committed to becoming a bridgehead leading the innovative development of Shandong hand-made industry and a never-ending hand-made expo [2].

RESULTS AND DISCUSSION

"Shandong hand-made" talent inheritance and innovation. Polish "Shandong hand-made" gold signboard, cannot leave a group of excellent industrial talent team. By building the brand of "Shandong Hand-made", it is gradually building a "pyramid" talent structure of "leading talents, backbone and reserve team of" Shandong hand-made " industry, forming a new pattern of inheritance and development with the leading geese leading and the wild geese flying together. For the industry from generation to generation, long-term development has laid a solid talent foundation.

"Shandong hand-made" diversified income increase innovation. With the rapid development of industrialization, many excellent traditional handicrafts are in decline. Some people may think that "hand-made" has fallen behind The Times, but



in fact, it is the need of this era to cultivate "Shandong hand-made" survival fertile soil, build "Shandong hand-made" characteristic brand of "Shandong hand-made", and give "Shandong hand-made" more highlight moments. "Hand-made" is by no means a synonym of low added value, "hand-made" can completely "make" a big brand, big industry.



Fig. 1. Shandong Hand-made Exhibition and experience Center

"Shandong hand-made" audience crowd innovation. Shandong hand-made enterprises will expand new positions for cultural inheritance and research education, realize the deep and accurate docking of the demand of hand-made enterprises and the supply of hand-made talents, and deliver cultural and tourism applied talents who can meet the development needs for the hand-made industry. At the same time, it will promote the market-oriented transformation of research and development results of universities, and promote the integrated development model of "industry-university-research" that turns creativity into works, works into products and products into commodities.

"Shandong hand-made" and "two innovation" map innovation. Innovative will 16 city hand-made products, Shandong hand-made cultural experience corridor, promote the development of the brigade fusion high quality deployment, innovative will Shandong 16 city characteristic hand-made set joint exhibition, will focus on building along the yellow Bohai Sea, along the Yellow River culture experience corridor hand-made display, highlight the "Shandong hand-made" regional characteristics, build culture "two gen" global benchmarking. "Four corridors and one line" has become a new window for Qilu land cultural display and experience, and a new engine for economic and social development.

"Made in Shandong by hand" experience mode innovation. "Made by hand" is the reverence for nature, the dedication to craftsmanship, and the certainty of passing on from generation to generation. It is the unique spiritual feelings of the Chinese people produced in the embrace of Chinese civilization for thousands of years. To carry forward the "Shandong handmade" bright art, inheritance "hand culture" originality, let more people know in experience hand, love the hand, to join



the inheritance handmade culture, set up "Shandong handmade skill experience area", experience area with "Shandong handmade fingertips sharing" as the theme, dig deep handmade charm.

"Shandong hand-made" digital industry innovation. To further implement the national culture digital strategy, the implementation of Shandong handmade digital fu project deployment arrangement, promote "Shandong handmade" "smart in Shandong province" coordinated development, carefully set up the digital achievements show experience area, promote the development of digital economy in the new era new journey power comprehensive construction of modern socialist country, with Chinese modernization promoting the great rejuvenation of the Chinese nation, is also active service and into the new development pattern, can assign the traditional arts and crafts digital transformation of important responsibility.

CONCLUSIONS

The exploration of "the construction of new cultural space made by Shandong by hand" is not only the inheritance and innovation of traditional handicraft culture, but also the enrichment and expansion of the construction of modern cultural space. By creating a cultural platform integrating display, communication and experience, we can fully display the charm of Shandong hand-made products, so that tradition and modernity can blend and coexist in the new cultural space, blooming into a more brilliant brilliance. Looking into the future, we will continue to deepen this construction, and make the new cultural space hand-made by Shandong become an important window and platform to show the charm of Shandong culture and promote the development of cultural industry.

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БУДІВЛЯ НОВОГО КУЛЬТУРНОГО ПРОСТОРУ РЕМЕСЕЛ ШАНЬДУН

У роботі розглядається будівля нового культурного простору для Shandong Handicrafts, що охоплює продажі, дослідження та розробки, виставки, інкубацію та наукові заняття. Його інноваційний, досвідчений та захоплюючий дизайн робить його центром соціальної моди, що стимулює культурні інновації та стимулює творчі індустрії. Крім того, центр знайомить університети з ремеслами, сприяючи культурній спадщині та трансформації результатів. Втілюючи суть культур «Qilu» та «Handicrafts», він сприяє творчому розвитку традиційної китайської культури, перетворюючись на популярну привабливість для відкриттів, залучення та досліджень.

Ключові слова: Шаньдунське ремесло, культурний простір, інноваційна практика, культурна спадщина, творча трансформація, інноваційний розвиток.