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Research on Sustainable Development Strategy of Contemporary Inheritance Industry of Chinese Traditional Painting Art

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Abstract: Based on the interpretation of the current situation and significance of the development of the contemporary inheritance industry of Chinese traditional painting art, this paper makes a detailed analysis of the specific problems existing in the development of the contemporary inheritance industry of Chinese traditional painting art, such as the conflict between inheritance and development concepts, the transformation of resources and the improvement of innovation ability, and the formation of industrial chain scale. It also puts forward the principles of inheritance and protection, aesthetic value priority and innovation for the sustainable development of the contemporary inheritance industry of Chinese traditional painting art, and puts forward corresponding countermeasures and suggestions for the future development of the contemporary inheritance industry of Chinese traditional painting art from the perspective of sustainable development.

Keywords: Traditional painting, Contemporary inheritance, Art industry, Development strategy.

1. Introduction

Nowadays, the art industry is gradually becoming the main way to promote the inheritance and development of Traditional Chinese painting art. Vigorously developing the contemporary inheritance industry of traditional Chinese painting art has become one of the important strategic means to enhance China’s cultural soft power and strengthen its international competitiveness and influence. However, the development of contemporary inheritance industry of Chinese traditional painting art in China is still in its initial stage, facing many obstacles and problems in the industrialization practice, which to some extent limits the contemporary inheritance of Chinese traditional painting art and the development of the art industry market. Therefore, in order to promote the sustainable development of the contemporary inheritance industry of Chinese traditional painting art, this paper tries to discuss in detail the existing difficulties, principles and sustainable development strategies of the contemporary inheritance industry of Chinese traditional painting art.

2. Dilemma of the Contemporary Inheritance Industry of Chinese Traditional Painting Art

2.1 The Conflict Between the Inheritance and Protection of Traditional Painting Art and Economic Development Under the Background of Consumerism

Traditional Chinese painting art tradition industry is based on the industrialization of traditional Chinese painting art resources in the development, by providing the painting art of goods or services to satisfy the people spiritual needs the art of economic activity, it not only is the important way to obtain economic benefits, or effective implementation of traditional Chinese painting art practices in the development of contemporary inheritance path. Nowadays, traditional Chinese painting art and the art industry is increasingly interconnected, the economic value of art industry gain needs to be based on the traditional Chinese painting art value of a can be realized, but from the current situation of Chinese traditional painting art heritage industry development, most of the artists, businesses are still painting art commodity economic value as the main purpose. The pursuit of spiritual value of art is even less, and the weak consciousness of the mass consumers of painting art is one of the factors that affect the deterioration of this phenomenon. Just as the development of economy and culture is not independent of each other, the economic value of painting art commodity and its artistic spirit value should complement each other, that is, the higher the artistic spirit value of painting art commodity, its economic value will also increase. In recent years, the painting art industry has just emerged and revealed its bright market prospects and attractive economic benefits. Many painting art enterprises only want to gain more economic benefits through the development of the painting art industry. Launch the marketing strategy of fast fashion to continuously stimulate and stimulate consumers’ blind and unrestrained purchase desire. Consumers only pursue impetuous consumption trend and empty material enjoyment, but have no time to appreciate and evaluate the unique artistic quality and spiritual connotation of traditional Chinese painting art. Whether a carefully created painting art work with unique artistic characteristics can finally get the corresponding value evaluation and economic return in the art market seems to be always affected by the aesthetic level and value scale of painting art consumers. Therefore, many painting art practitioners gradually cannot adhere to their artistic pursuit. Began to turn to cater to the popular and vulgar tastes and needs of the public consumers, resulting in the loss of the unique artistic style and elegant spiritual connotation of painting art works; However, some painting artists who adhere to their own artistic principles disdain to participate in market competition and lack of commercial awareness, resulting in a very small market influence, and their living space is increasingly threatened and squeezed.
In the context of consumerism prevails, traditional Chinese painting art is seen as more stimulus, control and operation of the consumer to buy capital symbol of desire, and the spirit of art value and social benefits to rethink, traditional Chinese painting art of the memo between heritage protection and economic development of conflicting greatly hindered the inheritance of Chinese traditional painting art protection and innovation development. It has become one of the most serious hindrances to the sustainable development of the contemporary inheritance industry of Chinese traditional painting art.

2.2 Low Efficiency in the Exploration and Utilization of Traditional Chinese Painting Art Resources, and Insufficient Innovation of Inheritance Industry

The creative core of the contemporary inheritance industry of Chinese traditional painting art is the real and brilliant Chinese traditional painting art that is rooted in the national soil and closely related to the pulse of The Times. Under the industrial development, the material form of art commodities is only the material bearing of art activities. What can truly meet people’s spiritual needs is the spirit of traditional painting art condensed in the material form. If the spiritual core of painting art is lost, the rest of the value of this painting art commodity will be greatly discounted and difficult to realize.

With the development of the art industry, China is actively trying to explore and utilize traditional Chinese art resources. However, from the perspective of the current development status of the contemporary inheritance industry of Traditional Chinese painting art, China’s rich traditional painting art resources have not been fully explored and effectively utilized, either in terms of quantity or quality. For example, some of the unpopular traditional folk painting art is being impacted by the update and progress of material technology or the decline of realistic functions, and is gradually facing the dilemma of fading and declining, which reflects that China’s existing ability to transform the resources of Traditional Chinese painting art is insufficient. It is difficult to systematically sort out and integrate the inheritance key points of creative transformation and the inheritance path of innovative development of traditional painting art adapted to The Times. But for those traditional painting art which has been developed and applied, there are many ignorant abuse problems which break away from painting art nounemon. For example, some traditional painting art commodities are only superficial and do not have a deep spiritual core of painting art; Others are strongly influenced by western cultural capital and values, blindly drawing on the trend of Western painting art, resulting in blurred national characteristics of inheritance of painting art, and even eventually lose the independent innovation ability of painting art creation. In addition, also reflected the contemporary traditional Chinese painting art heritage industry professional creative talent shortage, some professional art colleges and universities lack of corresponding to the industrial development of professional talent training plan, and lead to proficient in traditional Chinese painting art, art industry, art, economics and management professional knowledge talent output process is slow.

The plight of Chinese traditional painting art resources utilize seriously hindered the contemporary traditional Chinese painting art heritage industry the development and improvement efforts in innovation, the painting art painting art market product homogeneity increasing trend, so that consumers for traditional Chinese painting art painting art charm and connotation in question, the Chinese excellent traditional culture constantly, items on sale, It not only greatly restricts the development of the contemporary inheritance industry of Chinese traditional painting art, but also makes it difficult to continue the contemporary inheritance of Chinese traditional painting art.

2.3 The Lack of A Complete Industrial Chain of Contemporary Inheritance of Traditional Chinese Painting Art Makes it Difficult to Form Scale Effect

Industrial agglomeration is an inevitable trend in the industrial area development today, the art industry cluster can absorb more art resources and promote art industry development of multiple power, break the regional barriers in the development of industry, expand the art industry radiation strength, therefore, has become a national and regional industrial agglomeration development art industry development, the important strategy and the way to promote the market competitiveness.

At present, many stable traditional painting art markets and traditional painting art industrial areas in China are formed by the local long historical background and very profound art accumulation attracted by its rich resource endowment. However, as China’s art industry is still in its infancy, most of the traditional painting art industry is still in the form of small-scale workshops, without showing the trend of agglomeration and large-scale development. Most of the traditional painting art industry is not only simple in art production mode and marketing channel, but also weak in publicity and brand influence. At the same time, it is also faced with regional scale limitation, scattered operation and part of informal operation, resulting in a very narrow audience market of traditional painting art commodities. From the perspective of commercial development, the scale and economic benefits of the traditional painting art industry are difficult to be significantly improved, which is not conducive to the establishment and formation of brands and economies of scale. From the perspective of the contemporary inheritance of traditional painting art, most of the subjects of inheritance are the original residents of the region, and the contents of inheritance are very limited due to the lack of communication with art and culture in other regions. The audiences and methods of inheritance are relatively simple, which is not conducive to the innovation and development of the contemporary inheritance of traditional painting art.

At the same time the development of the traditional painting art industry market mechanism is not yet perfect, develop and implement relevant management usually relatively rough, for some of the traditional painting art goods fraud is hard constraints, interests between the main body of market economy dispute often appear, has led to some consumers and the rights and interests of investors and collectors can’t get the protection and security. The enthusiasm of consumers is not
only severely dampened. This is the key problem that the traditional painting art market and the traditional painting art industry can link and increase the extension industry and additional industry, and form the art industry agglomeration under the convergence of economic, cultural and scientific elements, so as to realize the industrial development.

3. The Principle of Sustainable Development of the Contemporary Inheritance Industry of Chinese Traditional Painting Art

3.1 Inheritance and Protection

Adhering to the principle of scientific and reasonable inheritance and protection is undoubtedly the prerequisite and fundamental guarantee for the exploitation and utilization of traditional Chinese painting art resources and the development of contemporary inheritance industry. From the perspective of industrial development, the ultimate goal of the development of contemporary inheritance industry of Chinese traditional painting art is not to develop resource-consuming industry in exchange for economic benefits through the unrestrained development and utilization of Chinese traditional painting art. But based on inheriting the protective principles, discusses the contemporary traditional Chinese painting art heritage protection and innovation development way, to promote the vigorous development of the contemporary art of Chinese traditional painting tradition industry, and because the traditional Chinese painting art industrialization risky, compared to other industries as a result, as the kernel spirit of industry innovation development, It is more necessary to strengthen the effective protection of the authenticity of Chinese traditional painting art resources. From a consumer point of view, only god form of both traditional Chinese painting art form and connotation to awaken the public’s sense of national identity and sense of belonging, should with the protection and inheritance of Chinese traditional painting art of excellent kernel, its unique artistic form and make the traditional Chinese painting art heritage protection and innovation development, in order to protect the promoting development, in driving innovation. Finally, the vigorous development of the contemporary inheritance industry of Chinese traditional painting strengthens and enhances the cultural confidence of a generation.

3.2 The Principle of Aesthetic Value Priority

At the beginning, western philosophers, artists and sociologists generally held a negative attitude towards the industrial production of art. They believed that if the traditional production form of art changed and art was combined with economy in the industrial development, economic value would replace aesthetic value as the core of the comprehensive value of artistic works. But with the development of practice proves that the excellent Chinese traditional painting art is art in the industry has a high market value of the painting, traditional Chinese painting art tradition industry is done by people in painting art aesthetic value with consumption of art, is painting art aesthetic value to obtain the economic value of the goods, Thus promoted the vigorous development of Chinese traditional painting art inheritance industry. Therefore, aesthetic value is the primary value of the inheritance industry of Chinese traditional painting art. It is not only an important guarantee for people to meet their spiritual needs through art consumption, but also an economic growth point for the inheritance industry of Chinese traditional painting art to strengthen the commercial value of painting art and vigorously improve the market competitiveness and influence. The spiritual core of Chinese traditional painting art relies on the highlighting of aesthetic value, which is the constant original intention of contemporary inheritance of Chinese traditional painting art and the value of innovative development. Therefore, the principle of aesthetic value priority should be followed in the industrialization production and contemporary inheritance and innovation development of Chinese traditional painting art.

3.3 The Principle of Innovation

Chinese traditional painting art has accumulated incomparable rich and brilliant art forms and artistic achievements in the long historical development of the past several thousand years, which is the concentrated presentation of the wisdom and essence of Chinese traditional painting art. As time changes, however, the traditional Chinese painting art system also change several times, the traditional painting art form, style and connotation and so on various aspects there are some backward factors cannot follow the time development, gradually to limit the contemporary traditional Chinese painting art inheritance, and these backward cultural factors will also cause the contemporary traditional Chinese painting art heritage industry development. Painting take root on the real social environment, the contemporary traditional Chinese painting art heritage industry development is a dynamic development process, always need to learn the art of active factor in the new era, to stimulate and enhance the vitality and the power of the development of painting art to adaptation and eventually make get constantly enrich and perfect the system of traditional Chinese painting art.

At present, innovation has become one of the important development strategies of China’s traditional painting art inheritance industry. However, traditional Chinese painting art itself because of its significant regional and solid national foundations, natural potential conservatives carrying more stubborn, when received the influx of foreign emerging art thoughts and stimulation, the original traditional Chinese painting art system would like foreign art organization hit could circumvent this rejection, The competition between the two forces can stifle innovation to some extent. This indicates that the development of the contemporary inheritance industry of Chinese traditional painting art should expand multiple perspectives, and strive to follow the principle of innovation at the multi-subject level in terms of concept, technology, form and connotation.

4. The Sustainable Development Strategy of Contemporary Inheritance Industry of Chinese Traditional Painting Art

4.1 Adhere to the Hierarchical Development of Painting Art Resources, Enhance the Innovation and Added Value
of Chinese Traditional Painting Art Commodities

Rational exploration and utilization of Chinese traditional painting art resources is the primary link to enhance the innovation and added value of Chinese traditional painting art commodities and realize the sustainable development of contemporary inheritance industry of Chinese traditional painting art.

In traditional Chinese painting art, excellent painting art forms and painting art techniques with inheritance value are relatively open or conservative. First of all, in traditional Chinese painting, for example, “pen and ink” as its core elements of painting art form, has the nature of a more flexible, can be out of the material carrier of painting art symbols into abstract traditional Chinese painting art, The Times characteristics and to promote the traditional Chinese painting art form of contemporary inheritance and innovation and development. Secondly, the unique painting art techniques of “using brush” and “transporting ink” in Chinese painting need to be inherited. Therefore, it is necessary to first focus on protecting and supporting the inheritors of Traditional Chinese painting art techniques, so that artists can give full play to their leading role and promote the popularization of the public with a small amount of specialization. In addition, it is necessary to use the development of the art industry for productive protection, so that the traditional Chinese painting art techniques can obtain economic value by exerting their production function, so as to attract a large number of practitioners and increase the group of inheritors and recipients, and finally realize the contemporary inheritance of traditional Chinese painting art techniques. In addition, for can’t adapt to era characteristics and functional decline or painting techniques lost some of the traditional Chinese painting, the painting art ontology can be recorded by means of the museum of static protection, and because of the visual arts of painting, still can from these painting composition, theme, color and style to extract a large number of elements of visual art, As its traditional painting art gene into the Chinese traditional painting art contemporary inheritance industry development system.

Therefore, adhere to scientific and reasonable hierarchical art resources development strategy, help to analysis and identify and painting tradition, adapt to the characteristics of the content of the marketization operation model and development way, and direct impact on the market direction, product positioning and industrialization of painting development is to promote the traditional Chinese painting art’s own value and economic value, It is an important guarantee and effective way to promote the sustainable utilization of Chinese traditional painting art resources and the sustainable development of the contemporary inheritance industry of Chinese traditional painting art.

4.2 Promote the Development of Painting Art Inheritance Industrial Cluster to Create A Unique National Painting Art Industry Brand

With the continuous development of economic globalization, industrial agglomeration has become an inevitable trend in the evolution of industrial spatial organization form in the new era. The development goal of the contemporary inheritance industry cluster of Chinese traditional painting art should be to build a characteristic industrial agglomeration space based on the concept of innovative development, covering the innovative generation of Chinese traditional painting art, art production, market circulation, art consumption, as well as some art activities and services derived from the linkage of related industries. It can effectively accelerate the transformation and upgrading of regional industries, create new advantages in economic development and enhance the core competitiveness of the industry, which is an important way to realize the contemporary inheritance and industrial development of traditional Chinese painting art.

First of all, it is necessary to integrate the traditional painting art resources in the region, evaluate and develop the traditional painting art resources based on science, and provide the core elements for the agglomeration development and industrial cluster construction of the painting art industry by centering on the abundant painting art resource endowment and unique advantages of traditional painting art in the region. Secondly, on the extension and improvement and positive, cooperation and benefit sharing between, downstream industries in the painting industry chain, give full play to the artistic factors of production such as capital, technology, talent absorption function, effectively promote the contemporary traditional Chinese painting art heritage industry division of labor efficiency and resource allocation and industrial development art commodity value realization and ascend. Combined with the rational considerations and other cultural resources within the region and the common development pattern, based on the perspective of global planning and overall design release the strong radiation effect, break the regional barriers associated with construction of regional resource sharing platform, become a professional characteristics of Chinese traditional painting art industry incubators, progressively establish regional art pillar industry status; In addition, it is necessary to actively build a new cross-border integration of the inheritance industry of Chinese traditional painting art with other related industries in the surrounding area. For example, vigorously promote the positive transformation and in-depth integration of the advantages of painting art resources into tourism resources, and create a tourism demonstration base for the contemporary inheritance industry of Chinese traditional painting art with unique regional characteristics. Casting a strong brand in the contemporary inheritance industry of Chinese traditional painting art with high-quality Chinese traditional painting art products, and continuously improving the brand attraction and durability of the development of the inheritance industry of Chinese traditional painting art.

In conclusion, by implementing more areas, multi-field, multi-level and comprehensive new construction of the contemporary traditional Chinese painting art heritage of industry cluster, can not only rely on the traditional Chinese painting art industry to develop further enhance the charisma and influence of Chinese excellent traditional painting art, more can realize the contemporary traditional Chinese painting art inheritance and innovation and development, To enhance the country’s cultural soft power, the construction of a strong socialist cultural contribution.

4.3 Improve the Policies and Regulations Related to the
Painting Art Inheritance Industry to Vigorously Promote the Development of Socialist Cultural Construction

The contemporary traditional Chinese painting art heritage industry development cannot leave the central and local government policy support, scientific guidance and system guarantee, when the government industry management, need to adapt to the uniqueness of art and industry policy laws and regulations, in the economic attribute and at the same time pay more attention to art industry contains cannot ignore its artistic properties, Only by properly participating in and standardizing the development process of the art industry on the basis of guaranteeing and maintaining the innovative vitality of the art industry can we provide a strong external guarantee and point out the correct practical direction for the development of the contemporary inheritance industry of Chinese traditional painting art.

First of all, the government should constantly improve and optimize the policies related to the development of the art industry, timely adjust and remedy the problems and defects under the effect of market regulation and spontaneous regulation of the law of value, and promote the advanced and rational construction of the industrial structure of painting art inheritance at the macro level. And through attaches great importance to and strengthen the relevant policy, in order to enhance the art enterprise intellectual property rights and the good faith service consciousness, strengthening the healthy consumption and consciousness of consumers and stimulate the painting art practitioners of their own culture and innovation skills upgrading, for the traditional Chinese painting art heritage industry the healthy development of the market environment of order. Second, government need to detailed system painting art industry policy, unique art for each area provides moderate protection and resource advantage of childish industry support measures, adjust measures to local conditions for its planning their own art industry development strategic target, to form and unique regional characteristics of painting art industry brand comparative advantage forward-looking industry policy support is put forward. In addition, scientific, fair and reasonable laws and regulations on the painting art industry should be issued to deal with the disputes over the ownership of art resources, the infringement of art intellectual property rights, and the endless lack of integrity in the production, circulation, consumption and international trade of the art industry. For frequently occurring in the traditional painting art market some market turmoil should adhere to the daily supervision and rectification of combining, and in accordance with the law to crack down on illegal counterfeiting counterfeiting and copying fraud serious breach of painting art enterprise and industry, to promote our country’s art industry to speed up the legislative process, to promote the art industry in our country legal system constantly improved.

At present, the art industry has become an important part of socialist cultural construction, not only has the function of economic and industrial development, but also undertakes the national development strategy function of realizing the contemporary inheritance of Traditional Chinese painting art. Therefore, the policies and regulations related to the inheritance industry of painting art not only provide strong protection and scientific guidance for the development of the contemporary inheritance industry of Chinese traditional painting art, but also provide solid and powerful support and guarantee for the construction and development of Socialist culture in China in essence.

As the contemporary traditional Chinese painting art heritage industry development trend analysis, under the current tensions in the international market competition, there exist in traditional Chinese painting art industry heritage protection and economic development of the conflict, utilize the resources and lack of innovation and the contemporary traditional Chinese painting art heritage, it is necessary to reform the industry chain To promote the contemporary inheritance of Chinese traditional painting art and industrial development caused certain obstacles. Therefore, only based on inheriting the protective and aesthetic value preference and innovative principle, adhere to the painting art resources and moderate development of hierarchical transformation, to improve the traditional Chinese painting art innovation and value-added goods, and promote the Chinese traditional painting art heritage of industrial cluster development, to create unique national characteristics of Chinese traditional painting art industry brand, Finally, relevant policies and regulations should be improved to realize the contemporary inheritance of Chinese traditional painting art by protecting and supporting its industrial development. Only in this way can the sustainable development of the contemporary inheritance industry of Chinese traditional painting art be finally realized, and power and contribution should be provided to promote the development of socialist cultural construction.

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