

An inquiry into the practice of cultural creativity in libraries of China

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Abstract

The cultural and creative industry is the most dynamic, promising and value-added industry and the Chinese government attaches great importance to it. Libraries at all levels begin to actively explore and try to carry out cultural and creative practice. The practice of cultural creativity in libraries can creatively transform the cultural resources of library collections and expand their cultural functions. There are two modes for libraries to carry out cultural and creative practice : industrial development type and industrial development service. Libraries should start with regional characteristics and collection characteristics, and carry out cultural and creative practice with professional help and modern science and technology.

Key words: public library; University library; Cultural creativity

1. The origin of the library's cultural and creative practice

With the in-depth development of economic globalization and the arrival of the era of big data, the world has entered a new era driven by multiple engines. Resources are no longer the only driving force of social development. Among the numerous engines driving social development, the innovation, creation and creative industries are valued by governments and organizations of many countries for their characteristics of sustainable development and high rate of return. Many countries take industrial innovation, creation and creative industries as national strategies, and some developed countries even developed them into pillar industries of their own. John Hawkins, a famous British economist, pointed out that the creative industry accounted for 7% of global GDP and generated as much as \$22 billion per day [1]. Among various creative and innovative industries, cultural and creative industry is the most dynamic, promising and value-added industry.

The Chinese government has also promoted innovation as a national strategy, and has issued a series of documents and systems to support it. For example, in May 2016, the general office of the state council forwarded the notice of several opinions on promoting the development of cultural and creative products of cultural relics units issued by the ministry of culture and other departments [2]. In January 2017, the ministry of culture and the state administration of cultural heritage confirmed or filed 154 pilot units for the development of cultural and creative products, including 37 public libraries. This provides an opportunity for libraries to carry out the cultural and creative practice, and some libraries begin to actively explore and try. The national library of China, in particular, has become the forerunner and pioneer in the field of cultural and creative practice of domestic libraries. It has designed a complete set of painting opera character maps based on the precious ancient book *qing-shang-shengping*,

which studies the early costumes and masks of Peking Opera in China. Based on this, it has also created cartoon images such as zhuangyuan, princess and nezha, and derived dozens of cultural and creative products such as bus cards and bookmarks [4]. In addition to the national library of China, many other libraries have also begun to make bold attempts to develop cultural and creative products, showing the different features of the library in addition to books.

As the most important knowledge education and accomplishment training institution in universities, university libraries, facing the group of teachers and students with the highest level of social knowledge and the strongest ability of innovative activities, also undertake certain service responsibilities of cultural and creative industry. It has become the trend of the times for them to give full play to their advantages in resources, talents, technology and experience to carry out certain cultural and creative activities and to provide related knowledge consulting services at the same time.

As for the cultural and creative industry services of university libraries, domestic university libraries have already given positive answers with practice. For example, the New Year card produced by the library of Peking University every year, and the personal site “*library, time*” for each of the graduates by Xiamen university library based on the school reading data etc., have become the reference objects for the research and development of cultural and creative products in university libraries.

2. The significance of carrying out cultural and creative practice in library

2.1 creative transformation of the cultural resources collected in library

The cultural resources collected in library are part of the historical relics and cultural accumulation of the Chinese nation, and are extremely valuable spiritual wealth. Relying on collections to develop cultural and creative products and creatively transforming cultural resources through artistic innovation, technological innovation and network communication innovation can endow them with new vitality, make them serve contemporary life better and realize greater social and economic value.

For example, in the early years, the national library mainly developed cultural and creative products in the form of copies of ancient books and publications. After the opening of the national museum of classics in 2014, the museum has incorporated into the cultural and creative product development system a variety of exhibits, such as oracle bones, rubbings of gold and stone, dunhuang relics, rare ancient books, maps, ancient books of ethnic script and famous manuscripts. In recent years, the turnover has exceeded 100 million yuan.

2.2 expanding library cultural function

With the development of the times, libraries not only continue the function of collection, research, display and education, but also play an increasingly prominent role in the field of cultural communication. Relying on the collection of cultural resources, libraries create creative products and related derivatives, and promote their development and operation, which not only meets people's spiritual needs, but also makes cultural and creative products the carrier of library stories and library spirit. In the process of using cultural and creative products as messengers to spread library stories, the best communication between libraries and readers' minds can attract more people to participate in the nationwide reading. These

exquisite library messengers' going to the society is to spread the voice of library to the society. The development of cultural and creative products is very important for the realization of the social function of library and the function of library in cultural communication.

The library's carrying out cultural and creative practice is another form of carrying forward traditional culture and it makes the traditional library full of vitality and creativity. It is of great significance to further narrow the distance between the library and readers, promote the benign operation of the library and the scholarly atmosphere of the whole society.

3. The mode of cultural and creative practice in library

3.1 Type of cultural and creative industry development in library

3.1.1 development of cultural and creative industry products based on collection resources

The development of collection resources, especially precious collection resources, is the most easily realized product development mode in university libraries. For example, miniature, duplicate, reprint and digital products of rare collections are all such creative products.

3.1.2 cultural and creative products derived from user services

The most representative products of this kind are publishing products, such as celebrity hand notes, catalogues and coauthors. In addition, derivative souvenirs based on reader service records and experiences, such as graduation envelopes, holiday cards, electronic photo albums and personal websites, also belong to this category.

3.1.3 industrial products with cross-border integration

University libraries' opening to the outside world and the integration service for teachers and students, enterprises and institutions provide infinite possibilities for the research and development of this kind of products. The construction of maker space and the provision of creative conditions such as 3D printers have injected the development power to this kind of products of university libraries. For example, the "maker camp" presented at the mid-winter conference of American library association in 2013 is a virtual social network service website launched by Google based on the ideas of university library makers.

3.2 cultural and creative industry development service mode in library

3.2. 1. Quality education

University library is the second classroom for teachers and students in universities. It not only influences the moral sentiment and reading horizon of teachers and students through imperceptible reading guidance and activities, but also plays an important role in user literacy education and other fields through certain skills competitions, vocational training and other means. Creative literacy education based on these rich experiences will certainly be one of the main creative services provided by university libraries.

3.2. 2 knowledge consultation

The final industrial realization of creative thinking requires a process from thinking to dialectics and a scientific demonstration of thinking. This process needs not only constant improvement, but also certain knowledge support and drive. The knowledge consulting service provided by the library provides the possibility for the convenient realization of this process.

3.2. 3 creative experience

The generation of creative thinking needs the drive of information and knowledge, as well as the collision and communication between creative groups and teams. More importantly, specific space and product experience are needed to inspire people. The exhibitions and lectures, user shared space and maker space set up by the library provide the software and hardware conditions for the service of these cultural creativity, so that cultural creativity can not only generate inspiration in the traditional information service of the library, but also generate resonance in the links of user communication, maker practice and so on, thus driving the industrialization and marketization development of creative thinking products.

4. Research on strategies of cultural and creative practice in library

4.1 starting from regional characteristics and collection characteristics

The library's collection is mainly books. Compared with museums and art galleries, libraries have fewer kinds of collection, so it is more difficult to develop cultural and creative products. However, the development of cultural and creative products can be imaginative. The creative elements should not be limited to books. The more important is the contents that fully combine the characteristics of collections and even local characteristics with cultural and creative products in books. With infinite imagination of creativity, we can find highlights and develop creative products that are both interesting and cultural. For example, "Du Fu and panda" in sichuan library is a good example of combining collection characteristics with regional characteristics.

4.2 With professional help

It is a good wish for libraries to make cultural and creative products. However, the library staff lacks relevant experience of cultural and creative products, and their energy and ability are limited. Therefore, in the development and promotion of cultural and creative products, we need professional people to do professional things.

For example, the advantages of national library in the development of cultural and creative products are the excavation and analysis of the cultural and creative elements of the collection of ancient books. In order to fully display this advantage, the national library of China and Jingdezhen university discussed cooperation in the development of porcelain cultural and creative products. Libraries undertake a large number of cultural activities and services such as exhibitions and lectures. In addition to selling cultural and creative products and derivatives, these cultural services and activities can also serve as the entry point for the development of cultural and creative products.

4.3 with the help of the power of modern science and technology

Zhang yiwu, professor of Chinese literature at Peking University, has emphasized the application of high technology in the development of cultural and creative products.

"Cultural industries should be combined with emerging industries to open up a new path. Take the internet and VR technology for example, now some museums have begun to apply VR technology to create a new visiting mode, which is a new cultural experience and truly realizes the people's desire to bring museums and culture home.

The national library of China, in collaboration with Aliabad group's artificial intelligence lab, has won the first prize in Haidian district of the "gift of Beijing" tourism commodities competition after launching a portable calligraphy writing case named "calligraphy in calligraphy", which is very popular. This cultural and creative product is equivalent to an intelligent education platform of traditional culture.

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