Gansu Linxia Brick Carving Culture Problems in Digital Protection and Inheritance

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ABSTRACT

Traditional culture the digital protection has become a social issue in the global. Gansu Linxia brick carving is traditional culture with strong ethnic characteristics of national art, is geographical environment in Gansu minority diligence and wisdom crystallization. From the aspects of digital media technology, this paper discusses Linxia brick carving in digital media environment problems of traditional culture, Gansu Linxia brick carving is put forward the thinking of traditional culture the digital development.

Key words: Traditional culture; Brick carving; Brick carvings craft.

INTRODUCTIONS

In computer technology, digital technology in the achievement of the information age, network technology, digital media technology as an important means of traditional cultural heritage, has widely used in all kinds of protection of non-material culture. Digital media technology development so far in a variety of forms, protection is also increasing, from the traditional digital development to the virtual interactive roaming, roaming from traditional passive to interactive interpretation of augmented reality. In this paper, Linxia brick carving culture digital information age as the theme, through carding analysis, tries to present the present Linxia brick carving culture the present situation of the digital information age and the existing problems, combining with the status Gansu Linxia brick carving digital development train of thought.

THE DIGITAL PROTECTION PRESENT SITUATION OF THE TRADITIONAL CULTURE OF CHINA

Digital protection of traditional culture is the set of digital collection, digital storage, digital processing, digital display, digital transmission technology into an organic whole, will be transformed cultural heritage, reproduce, recovery, and can be Shared and renewable digital form, and interpreted in a new perspective, in a new way to store, in a new demand to use.

The digitized theory research

Digital protection work needs to be solid digital theory as the basis. At present, the domestic digital theory research ways mainly have the following several aspects:

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includes the study on the theory of digital media technology, information resources management and use of the technical theory research, information resources management and use of the technical theory research, the theoretical research of information transmission technology.

According to the construction of information resource database as the main content, exploration and research in the theory of database construction, the research needed to fit the development of all kinds of traditional cultural heritage resource database construction theory.

To the traditional culture from the perspective of information digitization theory to explore, research technical problems of the traditional culture information transmission, the semantic and the effectiveness of the communication problems and solutions.

**Digital technology research**

Based on the theory of the traditional culture the digital construction, Scholars have made a lot of practice on digital protection technology.

Digital protection is the premise of the original resource of information collection and sorting. A large number of scholars have carried out research on the digitization of cultural resources information, including the original digital image acquisition technology, 2d and 3d digital image information generation technique, virtual interactive data generation technology, etc.

Traditional cultural information and resources database construction is a very important in the process of digital protection technology, scholars through how to store, manage and use digital information resource, the author explores the technology of database to build a large number of research.

The digital protection of traditional culture is not only how to collection and preservation, more important is how to spread. At present many scholars from Internet technology based on Web, studied the traditional culture protection and display platform to build digital technology[2].

**LINXIA BRICK CARVING THE EXISTING PROBLEMS IN THE DEVELOPMENT OF DIGITAL**

**Brick carvings art tradition personnel lack of digital technology**

For a long time, brick carvings production mode mainly manual labor, poor working environment, conditions and skills inheritance has been brick carvings facing an important issue. With the development of the digital engraving and 3d printing technology, the traditional brick carvings art can be integrated with the digital technology, need skill inheritance people not only have good art creation ability, knowledge of modern digital technology. However, most current skill inheritance people still making brick carvings products, mainly through the traditional handwork method, there is no combined with modern digital technology, lack of computer aided design.

**Digital technology not into the brick culture protection and production**

Modern Linxia brick carving production not integrated into the modern digital technology. First, the computer aided design and patterns the digital level is not high, Failed to establish a set of suitable for Gansu Linxia brick carving culture heritage and development of information database, is used to patterns information design and processing; Second, the modern brick
production process failed to combine with digital system, brick production with advanced 3d scanning combined with printing technology\[3\].

**Brick carving materials failed to merge with modern digital technology**

3D printing as a kind of rapid prototyping technology, it is a kind of based on the digital model file, using the powder metal or plastic adhesive materials, such as to construct the object by means of step by step a print technology. At present, the commonly used 3d printing materials, such as nylon glass fiber, durable nylon material, gypsum, ceramics, aluminum, titanium, stainless steel, silver plated, gold plated, rubber, etc., these materials can't show effect of the traditional brick material\[4\], so 3d digital printing technology not combined with Linxia brick carving production. Modern digital technology and the combination of Linxia brick carving production key is brick carving 3D printing materials.

**Linxia brick carving culture digital derivative product development lags behind**

In recent years, some powerful museum culture elements into the order of goods, design to produce a product, but the most museum does not have its own products. The focus of the culture creative product in innovation, traditional culture and the combination of digital creative endogenous power comes from the "innovation" to protect. Linxia brick carving culture about the domain of digital products has not been involved in and how to develop brick digital derivatives are what we think in the future.

**LINXIA BRICK CARVING SUGGESTIONS FOR THE DEVELOPMENT OF DIGITAL CULTURE**

To strengthen the digital development path, Linxia brick carving of modern digital technology into the traditional process

Along with the digital technology into the industrial system, linxia brick carving is faced with the existing mode of production to change. Using advanced VR virtual reality technology to digitize linxia brick carving cultural heritage and protection. Establishing database of brick carving designs, development and design by using digital means brick carving designs, development is suitable for the industrial materials, brick carving digital 3D scanning and 3D printing technology applied in the process of brick carving production, can greatly accelerate the brick carving production cycle, save the labor cost, improve the working environment and improve the quality of the brick carving products.

Digital development of derivative products, develop linxia brick carving tradition culture

With the progress of science and technology and the development of economy, the traditional cultural resources of "alive" has been more and more inseparable from the "digital" and "creative" the two key words, whether the inheritance of cultural heritage, or the development of related derivatives. Make the brick carving culture combined with digital products, make the brick carving culture with the aid of digital technology really "alive". Make the brick carving culture into all kinds of digital products, such as mobile phone, games
and anime based in areas such as digital products. Make the brick culture heritage, in the true sense rather than stay in the forms of protection of cultural "locked ".

**University-enterprise cooperation, take advantage of the university scientific research development brick production material, make up the insufficient research present situation of the enterprise**

For companies, with strong scientific research strength means enhance market competitiveness. Linxia brick carving enterprise in the aspect of scientific research and development, however, due to objective reasons such as funds, human resources and research environment of scientific research is still in the backward state. Through the university-enterprise cooperation, giving full play to the advantages of scientific research in colleges and universities, brick enterprises can save product research and development costs. At the same time, for the colleges and universities, also can cooperation through practice exercise scientific research team, promote scientific research team of scientific research ability to achieve a win-win situation. University-enterprise cooperation, the scientific research team to make up for the enterprise to lack the status quo of scientific research in colleges and universities, enterprise product research and development can make the university scientific research ability get promoted\(^5\).

**Improve the ability of digital innovation, and constantly strengthen the product function and form**

Because of its material and size, traditional brick carving products currently most as building components used in construction field. Linxia brick carving art in terms of its industrial development, art heritage and cultural connotation of the show is the soul of its development. First of all, on the skill of the brick carving art of theoretical, Become an author, break the old Oral teaching mode; Secondly, in terms of the cultivation of the talent, to raise the basic attainment of artists and cultural level, make the product creator to master the advanced digital technology, on the basis of the traditional production innovation. Actively carry out technical innovation, and constantly promote the innovation in digital.

**CONCLUSIONS**

Brick carvings craft as ancient decorative arts in Chinese cultural history, has the very high artistic charm, and Linxia brick carving by its elements and the northwest ethnic characteristics, become the most important representatives of the Yellow River culture. In order to solve the problems of Linxia brick carving digital development, modern digital technology into the brick production process, strengthen the scientific research ability, cultivating modern brick development for talents, only in this way can brick industry development from quantitative change to qualitative change of leap.

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