

Theory and Method of Cultural Empowerment in Rural Revitalization of China

—— Take Baima Huatian Commune as an example¹

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Abstract:China's rural construction has undergone a century of development, and cultural industries empowering is an innovative path for comprehensive rural revitalisation in the new era, an encounter of the times between cultural industries and rural construction. The cultural industries' ability to revitalize the countryside is conducive to the inheritance of rural farming civilization and the development of the rural economy. By adhering to the ecological concept of "co-creation, construction and sharing" and focusing on the practical principle of combining public welfare and commerce, the cultural industries will continue to activate rural innovation capital and promote the integrated development of primary, secondary and tertiary industries. Focusing on the symbiotic mechanism of space, culture, relationship and product, the project realises the multi-dimensional value drive of rural value intellectualization and empowerment.

Keywords: cultural industries, rural revitalization, creative empowerment, Baima Huatian Commune, symbiosis mechanism

Introduction

The cultural empowerment rural revitalization plan is an important starting point for the State Council, and the Party Central Committee, to promote rural comprehensive revitalization. The social practice of cultural empowerment and rural revitalization has experienced more than ten years of exploration. It started with the Xu village Project, Heshun county, Shanxi Province in 2009 by the team of Professor Qu Yan of Guangdong University of Technology, and developed into the Bishan Project in Yi county, Anhui Province in 2011 by the team of Associate Professor Zuo Jing of Anhui University. It has matured into the Baima Huatian Construction Plan carried out by Professor Xiang Yong of Peking University in 2019 in Baima of Xuanhan, Sichuan, and the Rural Creation Institute Action carried out by Professor Hu Yu of Tsinghua University in Fuliang, Jiangxi in 2020, as well as the rural creation practices carried

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out by various rural construction teams such as Sichuan Fine Arts Institute, China Academy of Art, and Renmin University of China. Finally, in 2022, the Ministry of Culture and Tourism and other six departments jointly issued Opinions on Promoting cultural industries Empowerment and Rural Revitalization to realize nationwide model promotion. Cultural empowerment rural revitalization is a theory and practice of new rural construction. In the past six years, teachers and students of Peking University cultural industries Research Institute have carried out some practical explorations of rural creation in Baima, Xuanhan, and Sichuan accumulated some experience, set up Baima Huatian Commune, and explored the rural creation paradigm of "Baima Huatian". Baima is a remote village, located in the east of Sichuan, a quiet village deep in Daba Mountain. Since October 2016, we have started the local township creation assistance, participated in the local poverty alleviation and rural revitalization work, and summed up the township creation concept of Baima Huatian, which is characterized by cultural connection, creative empowerment and value symbiosis. During the whole practice of rural construction, our team of teachers and students of Peking University, including invited experts, scholars and young volunteers from home and abroad, were immersed, moved and deeply educated. Our journey to build a cultural village is a journey to enlighten the local soul and a journey to soothe the cultural soul. Therefore, rural construction is a beautiful cause that makes each of us a better self.

After years of practice and exploration, Baima Huatian Commune has continuously summarized the theory and refined the experience, published the Baima Manifesto, and published several papers successively. I guided the graduation thesis of students, published two academic books, and published the book Baima in rural revitalization, and summed up the thinking on the development concept, working mechanism and future development of rural revitalization with cultural industries empowerment, to seek advice from the academic circles and practitioners.

1. The development of cultural industries' empowering rural revitalization

In the 14th Five-Year Plan for Culture and Tourism Development issued on 2 June 2021, the Ministry of Culture and Tourism formally proposed to implement the cultural industries-empowered rural revitalization plan, emphasizing that key industrial projects will be used as a carrier to guide cultural industries institutions and workers to reach out to the rural areas to help and invest in them and to vigorously develop cultural industries with rural characteristics. The plan emphasizes using key industrial projects as a carrier, guiding cultural industries institutions and workers to go deeper into the countryside to help and invest, promoting the development of cultural industries into the new urbanization construction, and vigorously developing cultural industries with rural characteristics. This indicates that the rural plan of cultural industries empowerment has changed from folk exploration to national governance, and provides policy support for the practical action of the rural revitalization of cultural industries empowerment.

1.1 The development trends

Rural construction in China has undergone a century of development (see Figure 1) and has been closely linked to the revolutionary cause of the Communist Party of China from the very beginning. The CPC led the land revolution in the 1920s in the base areas and the liberated areas, and intellectuals represented by scholars and industrialists such as Liang Shuming, Yan Yangchu and Lu Zuofu carried out rural construction in the district ruled by Kuomintang. these two forces together promoted rural China. These two forces worked together to promote practical exploration, theoretical thinking and path selection in the early days of Chinese rural construction, and ultimately, the Communist Party of China led the people to complete the cause of the New Democratic Revolution and establish New China. During the period of socialist construction, the Communist Party completed the land reform in the countryside, and in 1958 began the exploration of the People's Commune, which brought certain setbacks to the construction of the countryside in new China. However, the Great People's Commune still played a unique role as an organizational form of mobilization of grassroots forces in the countryside to complete the infrastructure of rural development during difficult times.

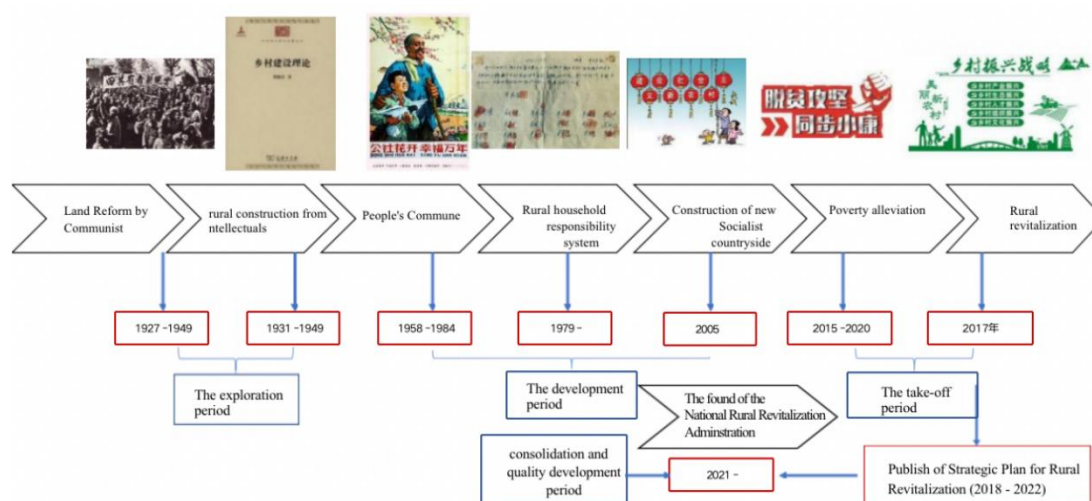


Figure. 1 The history of rural development in China

The innovative beginnings of China's reform and opening up also came from the countryside, thanks to the great creation of the household joint production contract responsibility system in Xiaogang Village, Fengli Commune, Fengyang County, Anhui Province, in 1978. China's socialist revolution, construction and reform are all closely related to China's countryside, China's farmers and China's agriculture. 2005 saw the Party Central Committee propose the construction of new socialist countryside, 2015 saw a comprehensive poverty eradication plan, 2019 saw the revitalization of the countryside strategy, 2020 saw the full realization of poverty eradication and the full building of a moderately prosperous society, and 2021 saw the consolidation of the achievements of poverty eradication and revitalization. and the

period of high-quality development of rural revitalization. Since then, China's rural revitalization has entered a brand-new development journey. It can be said that once the peasants' enthusiasm is mobilized and the peasants' main consciousness is brought into play, our revolutionary, construction and reform undertakings will be successful. Therefore, in our great journey to promote the construction of a modern socialist country with Chinese characteristics, we still need to mobilize the enthusiasm of China's peasants, solve the deep-rooted problems in China's countryside and promote the high-quality development of China's agricultural modernization.

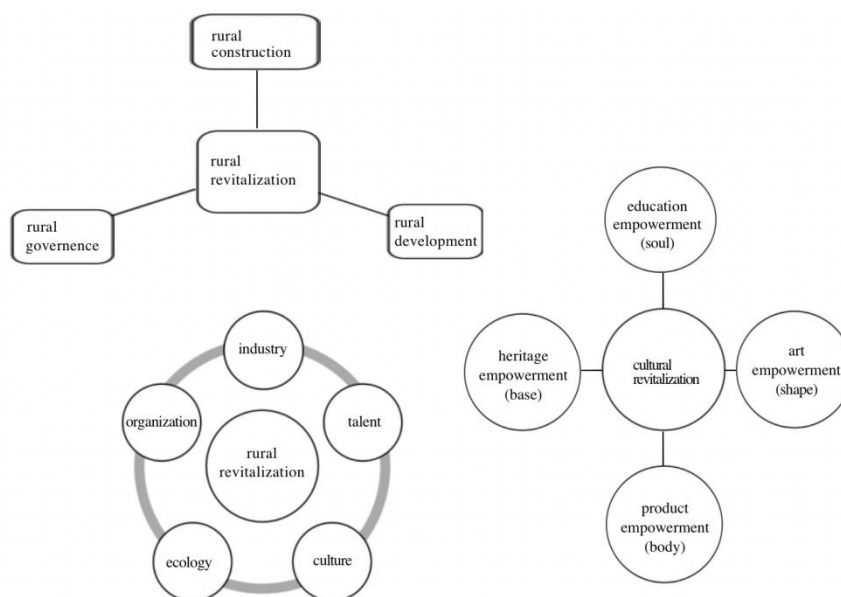


Figure. 2 Main forms of rural revitalization in the new era

The No. 1 Document of the Central Committee in 2022 puts forward the key areas and special work of rural revitalization from rural construction, rural development and rural governance. According to the deployment of the Central Committee, rural revitalization includes revitalization in industry, talents, culture, ecology and organization, which is a comprehensive revitalization of the countryside. We believe that cultural revitalization plays an important role in the construction of the countryside. Cultural revitalization in the countryside can be called "rural cultural revitalization", which includes four kinds of situations (see Figure 2): firstly, cultural heritage rural revitalization, which plays the role of cultivating the foundation of cultural rural revitalization, by guarding nostalgia, preserving local civilization and protecting rural cultural heritage, and promoting the protection, development and utilization of rural tangible and intangible cultural heritage. Since the reform and opening up, many knowledgeable people have devoted themselves to the protection of rural cultural heritage, which has helped with the transmission of rural cultural traditions. Many rural educators have launched various forms of rural education to enlighten the minds of children left behind in the countryside, to provide rural women and land practitioners with new knowledge, and to enhance the local self-confidence of rural indigenous people. The third is cultural and artistic rural construction, which

plays a role in shaping cultural rural construction. A group of artists have moved into the countryside to engage in artistic rural construction, beautifying the natural environment of the countryside through various artistic means. The fourth is cultural and creative rural construction, which strengthens the impact by using cultural and creative means and market-based resource allocation mechanisms to promote the creative transformation and innovative development of rural cultural resources and realize the development of a rural cultural economy with features.



Figure. 3 Representative cases of cultural villages in the new era

During the great exploration of cultural rural construction in the new era, some classic cases of cultural rural construction have emerged (see Figure 3). As we mentioned, 2007 is the first year of China's art village construction, when Professor Qu Yan's team started the Xu Village Project in Heshun county, Shanxi Province, organizing artists to sketch, collect, live and create in Xu Village. The team eventually developed a whole industrial chain of art industries in Xu Village, creating the nationally renowned "Xu Village Model". Later on, in Qingtian village, Shunde, Guangdong, he explored a more complete path for the revival of Chinese rural civilization through the operation model of 'government + university + foundation + villagers', including nine major veins of rural history, economy, nature, environment, farming and customs, and concluded a more systematic In 2011, Professor Zuo Jing's team started the Bishan Project in Qian county, Anhui province, and has since spread it to Yunnan, Guizhou, Henan and other places to promote the Bishan supply and marketing cooperative. In 2016, with the help of clansmen, friends and fellow members of the community, students and teachers from Peking University started to explore the "Baima Huatian" in Sichuan. In 2019, Associate Professor Cong Zhiqiang from the Department of Art of Renmin University of China started the Gejia Village Art Experiment in Ninghai, Zhejiang. The Gejia Village Art Experiment has changed the fate of a village.

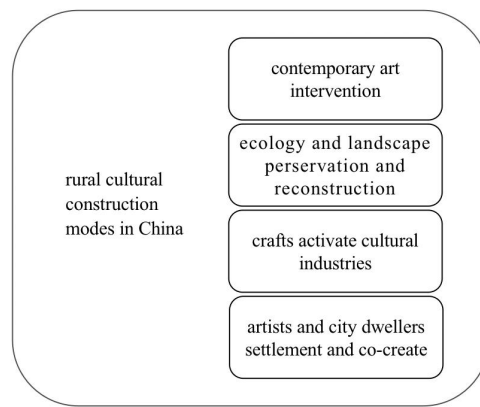


Figure. 4 Four types of rural cultural construction

Art anthropologist Fang Lijiang has divided the models of cultural rural construction into four types (see Figure 4): contemporary art in the countryside, such as the Xu Village Project in Quyan and the Shijiezi Art Museum in Jinle, Qin'an County, Gansu; restoring the countryside and cultural ecology as a whole and reconstructing the rural landscape, such as the Qingtian Project in Quyan and the Bishan Project by Zuojing; introducing new villagers through art rural construction, attracting artists and urbanites to settle in the countryside and build a new village together. For example, the public-spirited art teaching in Linzhenglu Jixia Village in Pingnan, Fujian, and the new villagers' project in Mingyue Village in Chengdu, Sichuan; and the use of traditional crafts to attract artists to activate local cultural industries, such as the 'First Village of Chinese Silverware' in Xinhua Village, Heguing, Yunnan, and the Sanbao Pottery Village in Jingdezhen, Jiangxi. The different models of cultural village building are not separate from each other but are inclusive and symbiotic. In Fuliang County, Jiangxi, Ms Sun Qian's team studied and learned from the experience of the curator of the Echigo Tsumago Earth Art Festival in Japan, Tomiro Kitagawa, and carried out the Art in Fuliang art project, overcoming the inconvenience caused by the epidemic to carry out a public art project in Hanxi Village in Fuliang in 2021, successfully transforming a place lacking in tourism resources and sparsely visited by tourists into a popular destination. The project has transformed a place lacking in tourism resources and scarce tourists into a Netflix destination. In Rongjiang County, Guizhou. Wang Sha's team from the China Academy of Art carried out the Book of the Earth is More than Blue public art project, incorporating the folklore and cultural ecology of the Dong Village in Rongjiang, which has also been a success.

In addition, the scope of rural cultural revitalization goes far beyond the practical exploration within a village, and can also include the entire county economy. In Xiuwu County, Jiaozuo City, Henan, the county government has been attempting to promote the development of the county's aesthetic economy since 2016, leading aesthetic governance in various fields such as ecology, environment, industry and agriculture through party building. Led by teams of high-level talents, local engagement and diversified capital investment, the county has realized five aspects of rural natural appearance, rural architecture, rural lodging, rural industry and the rural

lifestyle, etc. It has achieved the comprehensive objectives of retaining nostalgia, passing on cultural heritage, engaging indigenous people's enthusiasm, cultivating aesthetic education for all, and achieving a relative balance between input and output. At the time, the Xiuwu County government attached great importance to the empowering function of aesthetic education and set up a special office of aesthetics in the county office to promote the development of the county's aesthetic economy. Songyang County in Lishui, Zhejiang Province, has also conducted successful explorations. Lishui is one of the pilot cities of the national ecological product value realization mechanism, and the ancient villages in Songyang County are very well protected. Teachers, students and alumni from the School of Architecture of Tsinghua University have actively intervened in the protection of the ancient villages, re-optimizing the industrial space through architectural space design and industrial business design, realizing urban-rural linkages, implanting new functions and new businesses while protecting the ancient buildings, fully mobilizing the participation of villagers, and promoting Songyang The sustainable development of cultural tourism.

2. The basic idea of rural revitalization with cultural industries empowerment

Based on the practical exploration of these folk cultural villages, the Ministry of Culture and Tourism and other national ministries and commissions have made a top-level design for launching and implementing the rural revitalization plan for cultural industries' empowerment. The documents of six departments, including the Ministry of Culture and Tourism, focus on eight key areas of rural revitalization with cultural industries, including rural revitalization with creative design, rural revitalization with performance industries, rural revitalization with music industries, rural revitalization with art industries, rural revitalization with handicrafts, rural revitalization with digital culture, rural revitalization with other cultural industries and rural revitalization with cultural tourism integration. The key to cultural empowerment and rural revitalization is the organization and utilization of rural creative elements such as talents, projects, funds and markets. Cultural empowerment and rural revitalization play a connecting role (see Figure 5). The so-called "inheriting the past" refers to the role of cultural industries empowering rural revitalization to promote the inheritance of a rural farming civilization, and to promote local attention to the protection of rural cultural heritage and the reconstruction of local cultural life; The so-called "enlightenment" means that the cultural industries empower the rural revitalization meeting to promote the creation of rural characteristic economy, which is conducive to local development of rural research and study tours, boutique B&B, creative agriculture, leisure agricultural products, and promotes the integration and development of rural primary, secondary and tertiary industries.

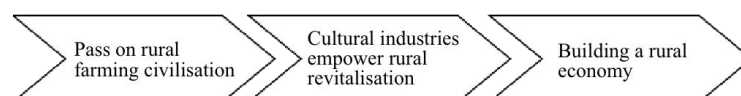


Figure 5 Connecting role of cultural industries

The cultural industries should adhere to the ecological concept of "co-creation, construction and sharing" to enable rural revitalization. "Set up the divine reasoning to scenery and customs, and apply culture to softness and distance." It is necessary to guard cultural heritage, promote rural aesthetics, cultivate a beautiful countryside and develop industries with a sense of place, to promote the cultural confidence and sense of belonging of the people of this village and promote the overall revival of the culture and economy of the village community. Focusing on the innovative development of cultural, artistic and creative resources in the village, the project promotes cooperation and mutual assistance among villagers and stimulates a sense of ownership. This will create a synergy mechanism between rural landscape, intangible cultural heritage conservation, artistic creation, cultural and creative development and industrial empowerment to achieve a bottom-up and top-down integration. We should make reasonable use of digital infrastructure and actively create social and public academic platforms, communication media and promotion channels to enhance the influence and attractiveness of rural businesses and lifestyles to talented people.

Cultural industries empowering rural revitalization should focus on the practical principle of combining public welfare and commerce. With the combined mode of cultural creativity and industrial innovation, a balanced interaction mode of both social benefit productivity and commercial competitiveness should be constructed. A value distribution mechanism conducive to the interests of villagers should be adhered to, to realize a sustainable development path in which the cultural economy and the nature of the countryside complement each other. Through the diversified means of creative design and technological innovation, resources such as folk memories, myths and legends, handmade artefacts, songs and dances, and local festivals are developed into products and items with local characteristics. Cultural industries empowering rural revitalization is an exploration model for sustainable rural development based on value symbiosis. It is necessary to build an interactive model that balances the productivity of social benefits and commercial competitiveness of the market and to adhere to a value distribution mechanism that is conducive to the interests of villagers, to finally achieve the enhancement of the overall value of the countryside. To promote the integrated development of primary, secondary and tertiary industries, to develop rural agricultural products and rural handicraft processing into local brands, and to form a "1+2+3" "six-level industry" system of integrated development and synergy: primary industry (raw material use), secondary industry (technical processing), and tertiary industry (services). The six levels of industries are primary industry (raw material utilization), secondary industry (technological processing), tertiary industry (value-added services), fourth industry (brand building), fifth industry (interactive experience) and sixth industry (cross-border integration). The cultural industries can help revitalize the countryside from inheriting and developing farming civilization to activating the vitality of local culture. This will promote the transformation of static rural cultural resources into dynamic rural creative capital, and finally realize the value of rural cultural industries.

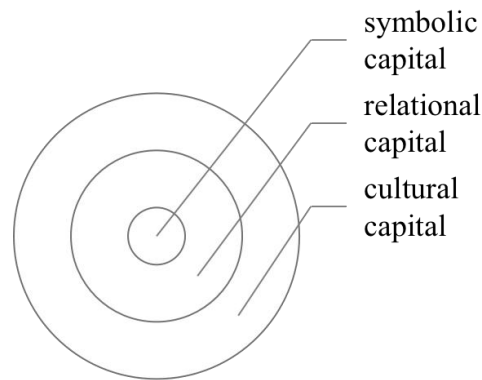


Figure. 6 Value connotation of rural creative capital

Professor Li Boyi from the LSE and I together put forward a theoretical framework of creative capital to analyze the capital transformation of peasant cultural resources. Similarly, rural creative capital can also be analyzed from the three content dimensions of creative capital (see Figure 6). First, from the dimension of cultural capital, it emphasizes the refinement of local cultural genes. The gene comes from the collective unconsciousness of the Chinese nation. Each of us lives in a specific historical tradition, geographical environment and natural climate, and will continue the community gene imagined by a nation. According to the theory of human evolution, cultural capital is the intrinsic value symbol with cultural sharing, cultural identity and cultural prototype. The fairy tales, historical legends and fables that we have passed down from generation to generation all contain the cultural genes that each of us has passed down. Gene is the sacred and profound recognition power of the Chinese nation. To extract local cultural capital, local cultural resources should be evaluated in a specific vertical time and horizontal space framework, to seek the cultural identity that local values pursue together. Secondly, from the dimension of relational capital, it emphasizes the value consensus among people, unites villagers' local identity with empathy, and reaches an agreement of action among indigenous people, new villagers and various stakeholders of rural construction, thus establishing a specific interactive way among different rural construction subjects. Local relationship capital is a set of hidden but firm interaction mechanisms that people construct in their daily production and life. Finally, symbolic capital, emphasizes the extraction of visual symbolic elements and the creation of cultural and creative IP, realizes cross-border innovation through IP authorization, and promotes the innovative development of rural cultural industries. Therefore, the cultural industries' empowerment of rural revitalization is not the infrastructure of large-scale construction, nor the upgrading of facilities for demolishing land and building houses, but more the operation of intangible assets, which is a "light operation" mode based on the development of rural creative capital. Cultural empowerment rural revitalization should adhere to the principles of agriculture-oriented, people-oriented, and land-oriented, pay attention to the construction of each village's unique aesthetic

atmosphere of life, and carry out rural creation construction in a systematic, dynamic and local way.

2. The mechanism of cultural industries' empowering rural revitalization

The Ministry of Culture and Tourism and other six departments pointed out in the Opinions on Promoting Cultural Industries to Empower Rural Revitalization that they should adhere to the working mechanisms of culture-led, industry-driven, farmers' leading, multi-participation, government-led, market-operated, scientific planning, characteristic development and other working mechanisms. The cultural industry can help revitalize the countryside by creating space, culture, relationships and products. In the context of Peking University's practice of rural creation in the Baima Huatian, we discuss in detail the mechanisms for carrying out these different creation efforts and their effects.

2.1 Space Making

Space-making is the primary task of cultural industries to empower rural revitalization, as rural space is the tangible carrier. In each village, we should adopt a customized approach according to the actual situation and build a rural public cultural and creative space, considering the speed, time, results and cost. The rural public space can become a spatial form that connects the inner mechanisms of rural creative capital.



Figure. 7 The scene of the maker camp in Baima Huatian Commune, Sichuan.

We have renovated the old houses of the Xiang family courtyard in the village of Bicheng in Baima, Sichuan, and revitalized the old houses by "adaptive regeneration", preserving some of the old houses with a strong sense of age and traditional building materials and creating new spaces, exploring a way to preserve the historical characteristics and diversity of the countryside in terms of architectural renovation. The building has been renovated to explore a way of preserving the historical character and diversity of the village, turning the Xiang family courtyard into a public cultural space in the area, and transforming its function to become a workstation of the Baima Huatian Commune. The space is divided into three main spatial functions

(see Figure 7): a public cultural and creative space to stimulate the cultural identity and enthusiasm of villagers and creators, to mobilize the participation of society and the public, to stimulate the creative energy of different village-based creators, and to make this space a place for rural creators who share common interests to meet, collaborate, engage in activities and create, a lab, studio and incubator for sharing knowledge and creating new things. The space is a laboratory, studio and incubator for sharing knowledge and creating new things; the space for creation and production, which integrates architectural emotions, spatial imagery and atmospheric aesthetics into the space of the Village Creators' Camp, with diverse study and training and artistic creation as practical considerations, and uses the space to create a deep experience of knowledge, education, entertainment and aesthetics, thus promoting creativity, production, education, communication and sharing of village creators' works. The space for living adopts the traditional Chinese style through elegant ornaments and furnishing aesthetics, combining the twelve traditional Chinese seasonal flower gods, giving the space the warmth and atmosphere of home, depicting the ideal living scene of the village creators, and revealing the aesthetic marks etched by art and time in the details of each room. Through the mix and match of Chinese paintings, accessories and furniture, the furnishings focus on the display of humanistic qualities, adding strong visual symbols to the space and focusing on the spiritual satisfaction of the village creators when they live there.

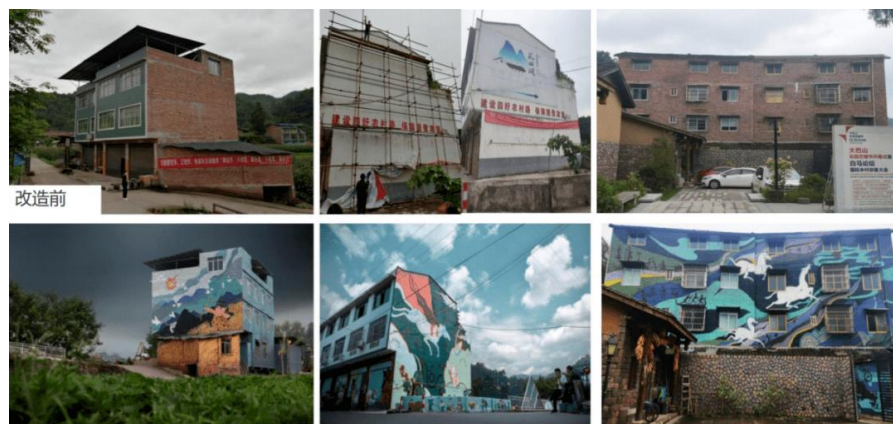


Figure 8 The wall painting of the cultural village in Huatian

Through various flower field art painting projects, the Baima Huatian Commue has been organizing volunteers for years to enhance and creatively transform the overall environment of Bicheng Village, turning it into a well-known cultural and creative village. Artistic wall painting, micro-landscape creation, curtain graffiti and public installation art have been used to combine artistic beautification with local education. The art wall paintings (see Figure 8) are more than a single art painting. The paintings are a way of telling local historical stories and myths and legends and based on the creative presentation of these wall paintings, works such as the Huatian picture book and the Huatian rural musical will be developed one after another. Many mini-public

spaces will be created to provide a space for the village's elderly to chat and exercise, and for the village's children to play.

2.2 Cultural development

Culture development is a long-term task for the cultural industry to empower rural revitalization. The goal is to maximize rural cultural power, which is divided into four aspects (see Figure 9), including rural cultural originality, rural cultural productivity, rural cultural innovation and rural cultural soft power. The cultural creation of the countryside is based on the creation of culture, creativity, ecology and values in each of these four areas, ultimately achieving a comprehensive creation of rural cultural power. The Baima Huatian Commune implements the Huatian Creation X Project, by organizing artists in the village, filming a documentary on the Huatian, organizing a Huatian festival, and carrying out local education in the Huatian classroom, to extract local cultural prototypes, evaluating rural cultural resources and transform rural cultural values, and continuously promote the Baima Huatian's cultural branding.

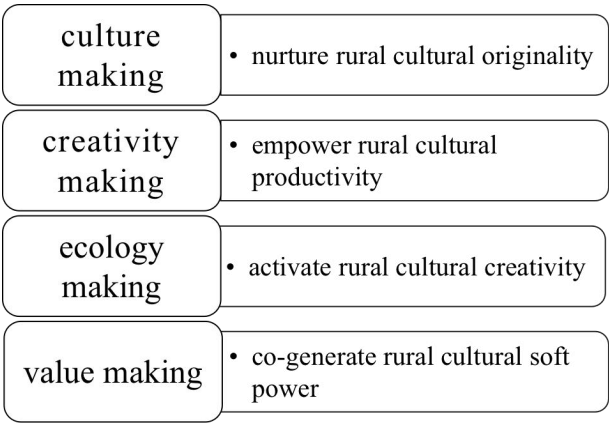


Figure. 9 The content structure of rural cultural construction

Organize a festival: Daba Mountain Fringe Festival

The Fringe Festival, which originated in Edinburgh, UK, is a creative arts event outside the mainstream arts festivals, with a cultural connotation of new, creative, grassroots and pioneering, as well as diverse, free, interactive and everyday expressions. We combine the history and culture of the Ba culture, the natural scenery of the karst landscape and the folk traditions of the Tujia ethnic group in the eastern Sichuan region. Through the symbiotic creation of artists and local villagers, we activate local folk culture, stories and legends, handicrafts and festivals and other cultural tourism resources with cultural creativity, to achieve a win-win situation in terms of social and economic benefits from the development of local cultural resources. The Daba Mountain Fringe Festival has been successfully held for three consecutive years and has played an important role in driving the development of local cultural resources, the promotion of agricultural specialities and the development of rural cultural tourism. We have organized several sub-brand activities around the Daba Mountain Fringe Festival, such as the Huatian Spring Herder

Festival, the Spring Umbrella Festival, the Flower Field Music Festival and the Flower Field Countryside Creative Market. The village of Baima Bicheng is an ordinary valley village, with no famous mountains or renowned celebrities nearby, no world cultural heritage sites or national 5A tourist sites, so it can not rely on the inherent local branding resources to attract visitors from far and wide. We then create branded events with an attraction effect, increasing the attractiveness of the destination by organizing a large event in the first and second half of the year, various workshops. These cultural activities, all of which are villager-oriented, are closely linked to the villagers' daily production life and festive folklore, with the necessary creative enhancements and fashion transformations, of course.

The activities planned and organized by the Baima Huatian Commune also include the Baima Mountain Forest Concert, in which young performing artists, musicians and producers live in the Baima Huatian and use the cultural resources of the Daba Mountains to carry out local performance creation; of the Baima Forum International Rural Creators Conference, which invites experts, scholars, artists and planners in the fields of cultural creativity, regional tourism and rural construction to conduct cutting-edge discussions and practical sharing on topics related to rural revitalization in the form of both forum and dialogue. The Huatian Market is a rural creation fair with the theme of Ba culture, symbols of Ba, Ba Mountain Grand Canyon, bamboo art and grass weaving, etc., highlighting the beauty of the natural ecology in Ba Mountain and the flower field.

Implement a set of practices: Huatian Maker Action

Huatian Maker Action is a series of Huatian creative construction plans. With Huatian International Village Maker Camp as its main workstation, Baima Huatian Commune systematically combed the local cultural resources and cultural context, and from the perspective of global vision, national needs and local development, extracted the cultural gene official piety and benevolence, farming and reading Families. Through artists' residence in villages, new local images, Huatian art painting, Huatian drama club and other modes, artistic intervention means such as theme wall painting, colorful graffiti, and artistic installations are carried out so that these ancient and long-standing historical cultures and statically stopped natural scenery come alive, re-enter people's daily life, and rebuild the modern value and life connection of traditional culture and folklife.

The Huatian Creators initiative aims to intervene in the practice of rural creation through art, activating the systemic local resources of "people, culture, place, landscape and production" of rural place creation. To realize the overall benefits of rural value development through art creation, in July this year, the Baima Huatian Commune participated in a special event commissioned by the Zijin Award - Third Annual China (Nanjing) Student Design Exhibition, organizing and planning the Rural Space and Society Design Work Camp. More than 30 student designers from 11 universities across China were invited to go deep into the village of Baima to carry out a fieldwork study, integrate with the local villagers and uncover the stories that

move their lives. The work camp lasted ten days, with three days of online curriculum learning and a week of offline field research. The campers were put to the ultimate test by capturing story elements such as words, actions, images and scenes that moved them within two to three days, then combining these story elements with cultural genes, refining the cultural themes and conceptualizing and designing cultural and creative projects, and finally completing the implementation of the landing with the help of the villagers, achieving very good results.

2.3 Relationship building

Relationship building is a fundamental task for cultural industries to empower rural revitalization. Relationship creation means working with local villagers and adopting various means to stimulate their intrinsic motivation and participation. Rural creators are a combination of cultural companions, creative enablers and value co-producers, but first and foremost, they are cultural companions. They must integrate into local life, interact with local villagers in-depth and learn from the villagers. Benefit Points are registered by Baima Huatian Commune, and the Bicheng Village Party Committee and Village Committee conduct audit and supervision. Beneficial points come from the villagers' practice of public good deeds agreed upon in the Villagers' Convention. Points can be used for their children to receive welfare education in Huatian classrooms, participate in Huatian study tour projects, and receive free services such as house renovation design, business incubation and product cultivation provided by Baima Huatian Commune.

Baima Huatian Commune set up a WeChat official account and video channel, and the sharing column of Huatian Talk as an independent cultural column was updated twice a month. By screening global rural revitalization cases, it has face-to-face communication with front-line workers and researchers in rural revitalization. Listening to rural creation stories all over the world, the platform shares the individual experiences of rural entrepreneurs. A consensus with interviewees on rural revitalization cooperation has been reached, the theoretical achievements and practical paradigms of rural innovation development in the new era are summed up, and rural innovation models in various places in a wider scope are promoted. The talk show also provides academic guidance and experience for participants in rural revitalization empowered by cultural industries.

2.4 Product creation

Product creation is an important task for cultural industries to empower rural revitalization. Baima Huatian Commune initiated the Huatian Farmer Project and Huatian Research Project, organized and planned the immersion experience of local aesthetic life and seasonal experience of local farming with different durations, such as three days, five days and seven days of Huatian, and carried out Huatian study camps, parent-child experience workshops and other projects. Schools and social people from all over the country and Dazhou come to Baima Bicheng Village through the WeChat official account to experience local farming activities and research

projects, explore the aesthetics of local slow life, feel the charm of Daba Mountain, and boost the development of local rural cultural tourism economy. At present, resources are being further integrated, and with the support of the local government, Baima BiCheng is being built into a tourist destination of "Huatian Cultural Product Village, a slow and lively place" in eastern Sichuan.

Baima Huatian's cultural tourism product is creative. The essence of this creative tourism is reflected in the daily life, farming work, daily gestures and folk festivals of Baima villagers. It is a natural, living, real and simple way of tourism. In this kind of tourism situation, tourists and local villagers coexist in real-life situations and interact with each other sincerely. Creative tourism in Baima Huatian takes the daily life of local villagers as a sustainable experience object objectively stimulates the motivation of villagers to improve their living environment and optimize production technology, and consciously integrates traditional culture and folk culture into their daily life, which is conducive to the organic reshaping of the local lifestyle.

Baima Huatian Construction Co., Ltd. carried out the research and development of Huatian intelligent products and launched a series of digital Huatian products. Through cooperation with the intelligent robot team of Hangzhou Xiangshang Digital Intelligence Group, Baima Huatian Commune is developing an emotionally intelligent robot that displays the aesthetics of oriental life and realizes companion healing. We also developed the Baima Huatian series of township products, including symbol products of Ba culture, natural creations of Daba Mountain, folk creations of Tujia nationality, handmade creations of Baima local area, and local historical-brand cultural products, including symbols of Ba country, Bashan Grand Canyon, Ba embroidery weaving, handmade works of Ba craftsmen, and drunken wine of Huatian. Baima Huatian Township adopts the unified brand authorization mode of "Baima Huatian" to create products, formulates product standards, adopts the mode of "commune+company+farmers", runs Huatian entity experience stores and creative experience exhibitions away from the village, and develops the online sales form of Huatian Township Creative Market.

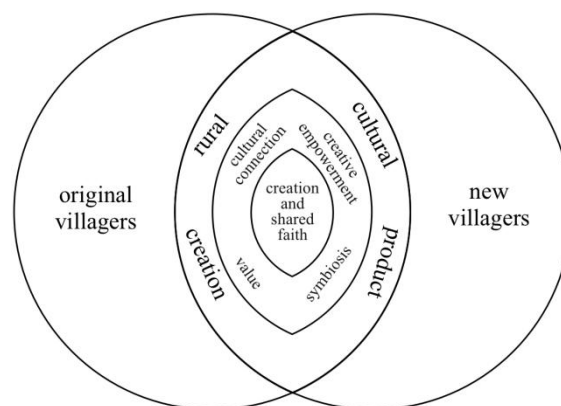


Figure. 10 The structure of Baima Huatian

In short, Baima Huatian Township Innovation Model is a systematic and complex township innovation system, and its effectiveness needs to be further tested by practice. Peng Yingqian, a master's degree graduate of Peking University Art Institute, has participated in the music public welfare activities of Baima Huatian for a long time and has also constantly summarized the theoretical paradigm of Baima Huatian. In a recent paper, she systematically combed the symbiotic relationship of Baimahua Field International Village Maker Camp (see Figure 10), summed up the interaction mechanism between Baima Huatian in creating different relationships, such as public welfare incubation and commercial operation, endogenous empowerment and outward inquiry, indigenous people and new villagers, and refined the details of different empowerment means, such as artistic empowerment, research empowerment, technological empowerment, festival empowerment, cultural tourism empowerment, public welfare empowerment and value empowerment.

3. Key areas in rural cultural revitalization

The historic cause of rural revitalization has just begun, and more people with nostalgia and abilities need to be involved. To speed up the implementation of rural revitalization with cultural industries empowerment, we need to pay attention to the following key tasks.

3.1 Design rural creation plan and activate rural creative capital

It is suggested that local governments should take districts and counties as the main body of responsibility, and introduce action plans to guide local cultural industries to empower rural revitalization. The action plan to promote rural revitalization through cultural industries empowerment should be pragmatic and effective, focus on key areas, carry out key tasks, and implement the strategy of major projects through cultural industries empowerment. Weave the workshop manual and construction guide for rural revitalization through cultural industries empowerment, carry out systematic projects such as protection of local cultural heritage, construction of local cultural gene bank, shaping of new rural sages, reconstruction of traditional festivals and ceremonies, adoption system of rural creative projects, cultivation of intellectual talents and rural creative development fund, etc., and increase the construction of public service platform for rural revitalization through cultural industries empowerment. Integrate relevant institutions to develop rural creative empowerment service platforms such as WeChat and app software. Local government should develop information management systems integrating information technologies such as the Internet, cloud computing and big data, to provide digital and intelligent solutions for the recruitment of rural creative volunteers, the maintenance of rural creative communities, the governance of rural creative communities, the operation of rural creative platforms, the application of rural creative projects, rural creative e-commerce services, rural creative consultation and publicity, etc. Through the information and data processing of rural creative platforms, rural industries can be digitized.

3.2 Establish rural creator college and train professionals

Rural talents are the top priority of rural revitalization. The documents of six departments, including the Ministry of Culture and Tourism, specifically mentioned that an effective mechanism for gathering talent from all sides should be established. Cultural and tourism administrative departments at all levels should formulate policies and measures, mechanisms, and guide cultural industries practitioners, entrepreneurs, cultural workers, cultural volunteers, teachers and students of colleges and universities offering art majors, etc. People from different backgrounds can go deep into rural areas for assistance and investment, to drive culture, capital and industry to the countryside. We should encourage all localities to explore and implement the system of cultural industries commissioners in light of the actual situation. The essence is to solve the lack of talent, and we should pay attention to the implementation of the system of cultural industries commissioners. In a broad sense, rural innovation includes not only cultural innovation (rural revitalization enabled by cultural industries) but also agricultural innovation (rural revitalization enabled by agricultural science and technology) and science and technology innovation (rural revitalization enabled by digital technology). We will integrate the training and use of cultural industries commissioners, agricultural science and technology commissioners and digital technology commissioners. The training and use of cultural industry specialists, agricultural science and technology specialists and digital technology specialists are all integrated. According to the relationship between people and the land, people can be divided into “away from soil and hometown”, “away from soil, still at hometown”, “leave the home town, but still work with soil”, and “stick to the soil and hometown”. No matter what kind of situation they are in, they all have their unique connection with the countryside, and the enthusiasm of different people should be gathered to participate in rural revitalization. Innovative mechanisms and systems are needed to mobilize the rural responsibilities of different groups of people, integrate resources from different fields of rural creation, build working platforms, organize rural creators to devote themselves to the construction of the countryside and carry out various actions.

Cultural commissioners play three roles:

First, cultural accompanists, who enter the countryside with respect, gratitude, equality or even admiration, to integrate, understand and perceive the living culture of the countryside, enhance friendship with the villagers and win their trust; second, creative enablers, who have one or more specific skills in the key areas of cultural industry enablers for rural revitalization, and can realize the creative transformation and innovative development of local cultural resources. Thirdly, a value co-creator should have the concept of both public welfare and commercial stakeholders, put the interests of local villagers first, and establish a fair and effective distribution mechanism to achieve value co-creation and sharing and sustainable development of the countryside.

As specialists in cultural industries empowering rural revitalization, cultural

commissioners should promote the national talent pool of cultural industries empowering rural revitalization. We should give full play to the development responsibilities of different subjects of cultural industries commissioners. From the perspective of personal development, it is necessary to build a smooth channel and an effective mechanism for volunteers, interns, sojourners, entrepreneurs and other individuals to participate in rural entrepreneurship; From the perspective of organizational development, different organizations such as village committees, social enterprises, universities and public welfare organizations should fully respect the professional skills, values and public welfare spirit of third-party rural creative organizations, and create a social environment conducive to the participation of organizations in rural revitalization. From the level of government development, it is necessary to integrate the public resources of governments at all levels, such as townships, counties and cities, provinces and municipalities, and central ministries, establish a coordination mechanism and form a policy combination to enhance the identity, professional skills and social honors of cultural industries-empowered rural revitalization talents.

3.3 Enlarge social organizations and build a public service platform

The construction of different forms of platforms for cultural industries-empowered rural revitalization should be opened, including building a platform for bases, camps, communities, parks and workstations in villages and towns with mature conditions; setting up a platform for rural creation academies, training commissioners, planners, builders and other specialists. The need to formulate standards for managers' talents in rural cultural industries is urgent. A mature platform for rural creation activities may organize national rural creation conferences, rural festivals and rural creation bazaars, actively promote typical experiences, and expand the brand publicity of various talents, projects, organizations and platforms. Rural creation organizations may form a think tank, an association and a fund to promote rural creation. Universities and research institutes with mature conditions should gather to establish national rural cultural and creative research bases and practice bases licensed by the Ministry of Culture and Tourism and the National Rural Revitalization Bureau.

In May 2022, the Institute for Cultural Industries at Peking University and the Cultural and Creative Development Research Institute at Tsinghua University, together with more than 20 universities, research institutes, enterprises and institutions such as the Chinese Academy of Social Sciences, Beijing Normal University, Renmin University of China, Sichuan University, Xiamen University, jointly established the Village Cultural and Creative Branch of China Cultural Industry Association, which was the first social organization in China to promote the rural revitalization and development of cultural industries. The association was established in June 2013 and it is a national social organization approved by the State Council, registered by the Ministry of Civil Affairs, headed by the Ministry of Culture and with an independent legal person. It is a national first-level association in the field of cultural industries. The Village Creative Committee aims to become a national consulting think tank, a

talent college, a project base and an enterprise home. It takes "focus on rural cultural creativity, drives the gathering of township creative talents, helps rural cultural prosperity and promote rural industrial revitalization" as its core purpose and mission.

3.4 Improve geographical indications, and cultivate the IP brand system

The cultural industries' empowering rural revitalization lies in the integrated development of the first, second and third industries. The inner logic of the leapfrog innovation of rural creation is closely related to the value extension of creative IP with stories, brands and symbols of villages. According to the China Culture Industry Association, the total output value of geographical indications nationwide has exceeded RMB 1 trillion (excluding data on related industries), and geographical indications' precise poverty alleviation has become an important force in winning the battle against poverty. The Ningde model of geographical indication precision poverty alleviation has received national attention and has been widely promoted. Since the registration of Gutian Tremella as a geographical indication in Gutian County, Fujian Province, the brand value has increased by an average of more than 15% per year, benefiting 340,000 people and increasing the county's per capita income by RMB 7,000. 2021, the State Intellectual Property Office established a list of national demonstration zones for the protection of geographical indication products 2021.

We should implement the peasant geographical indication revival plan to create a geographical indication of origin products with geographical perception, regional signs and local imprints. We should implement the rural creation IP support plan to realize the value symbiosis effect of rural creation IP with prototype-driven, trendy market and cross-border innovation characteristics. We should vigorously implement the geographical indication revival plan, select some geographical indications with a strong sense of local trust, significant source marks and distinctive characteristics of origin, classify and grade them for protection and promotion, and establish a strict supervision system and technical platform for the production process and channel control. Besides, we should implement the village-creative IP support plan, and cultivate new trendy IPs with prototype-driven, trendy market and cross-border innovation characteristics. We should pay attention to farmers' harvest season to hold evening activities, local cultural festivals and lifestyle festivals. With live e-commerce and short video promotion channels, we could build rural creative brands, and improve the operation and management ability of rural creative IP licensing.

Conclusion

Cultural industries' empowerment in rural revitalization is to realize the multi-dimensional drive of rural values, including four types of value drives (see Figure 11): Firstly, intelligence, that is, through various personalized and systematic rural education, to achieve value recognition and rural self-confidence of rural creation stakeholders. Secondly, capability, that is, through the empowerment toolkit of cultural industry-empowered rural revitalization, to provide a series of talents, technologies and funds for rural creation development. Thirdly, power, that is, to

allow cultural industry-empowered rural revitalization talents to have the right to know and participate in rural creation work in villages. Fourthly, value, that is, to deeply develop the cultural value and commercial value, social value and economic value, short-term value and long-term value, individual value and collective value, and villager value and government value, to realize the comprehensive effect of the value of rural creation.

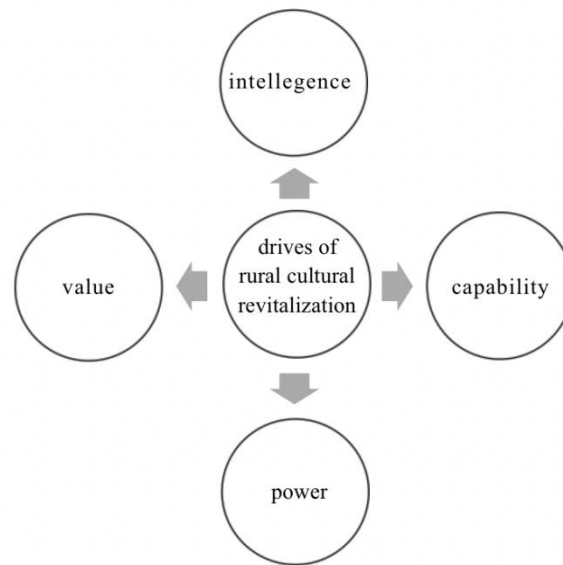


Figure. 11 Types of cultural industries' empowering rural revitalization

The Party Report to the 20th CPC pointed out, to comprehensively promote the revitalization of the countryside, adhere to the priority development of agriculture and rural areas, insist on the integrated development of urban and rural areas, and smooth the flow of urban and rural elements, we will promote the revitalization of rural industries, talents, culture, ecology and organization. The revitalization of the countryside is an important part of comprehensively promoting the great rejuvenation of the Chinese nation with Chinese modernization. The ultimate goal is to illuminate everyone's nostalgia and reshape the physical, living and spiritual spaces of the countryside. By vigorously developing rural cultural resources, transforming rural creative capital, beautifying the natural environment of the countryside and improving rural public cultural services, the integration and development of rural cultural resources and rural characteristic cultural industries are an important means to promote rural development, rural construction and rural governance in China in the new era.