

Feasibility Study of Meishan Paper-Cutting Inheritance and Innovative Model

การศึกษาความเป็นไปได้ของมรดกการตัดกระดาษเหมยซานและแบบจำลองนวัตกรรม

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Abstract

Objectives: Meishan paper-cutting, a significant facet of traditional Chinese paper-cutting art, boasts a rich history and distinctive artistic significance. However, amidst the cultural diversity of modern society, the preservation and evolution of Meishan paper-cutting face novel challenges. This study aims to 1) develop a model for the inheritance and innovation of Meishan paper-cutting, and 2) validate the feasibility of the proposed Meishan paper-cutting inheritance and innovation model.

Methods: A participatory research method was used, and seminars within the community were hosted to enlist project participants. Opinions were obtained from experts to assess the feasibility of the proposed model for preserving the heritage and fostering innovation in Meishan paper-cutting.

Results: The research yielded six innovative Meishan paper-cutting products with considerable commercial potential. The findings underscore the efficacy of the Meishan paper-cutting innovation model in fostering the preservation and evolution of Meishan paper-cutting. Moreover, it substantiates the high feasibility of the proposed model.

Application of this study: This study's model holds significant reference and inspirational value for the preservation and improvement within other similar traditional art forms.

บทคัดย่อ

วัตถุประสงค์: การตัดกระดาษเหมยซาน เป็นส่วนสำคัญของศิลปะการตัดกระดาษแบบดั้งเดิมของจีน มีประวัติศาสตร์ที่ยาวนานและมีความสำคัญทางศิลปะอย่างโดดเด่น ในยุคสมัยที่มีความหลากหลายทางวัฒนธรรมของสังคมร่วมกันทำให้การอนุรักษ์และพัฒนาศิลปะการตัดกระดาษเหมยซานต้องเผชิญกับความท้าทายที่ไม่เคยพบมาก่อน การศึกษานี้มีวัตถุประสงค์เพื่อ: 1) พัฒนาแบบจำลองสำหรับการสืบทอดมรดกการตัดกระดาษและนวัตกรรมของการตัดกระดาษเหมยซาน และ 2) ตรวจสอบความเป็นไปได้ของแบบจำลองที่เสนอสำหรับการสืบทอดมรดกการตัดกระดาษและนวัตกรรมของการตัดกระดาษเหมยซาน

วิธีการศึกษา: ใช้วิธีการวิจัยแบบการมีส่วนร่วมโดยการจัดสัมมนาในพื้นที่เพื่อรับสมัครผู้เข้าร่วมโครงการ นำแบบจำลองไปใช้ และขอความเห็นจากผู้เชี่ยวชาญเพื่อประเมินความเป็นไปได้ของแบบจำลองที่เสนอสำหรับการสืบทอดมรดกการตัดกระดาษและนวัตกรรมของการตัดกระดาษเหมยซาน

ผลการศึกษา: การวิจัยได้ผลิตภัณฑการตัดกระดาษเหมยซานที่เป็นนวัตกรรมใหม่ 6 จำนวนชิ้นที่มีศักยภาพทางการค้าสูง ผลลัพธ์นี้ยืนยันถึงประสิทธิภาพของแบบจำลองที่เสนอสำหรับส่งเสริมการอนุรักษ์และพัฒนาการตัดกระดาษเหมยซาน และยังแสดงให้เห็นถึงความเป็นไปได้สูงของแบบจำลองที่ได้

การประยุกต์ใช้: แบบจำลองการศึกษานี้มีความสำคัญและมีค่าในการให้ข้อมูลและเป็นแรงบันดาลใจสำหรับการอนุรักษ์และพัฒนาศิลปะแบบดั้งเดิมอื่น ๆ ที่มีความคล้ายคลึงกัน

Introduction

Meishan paper-cutting is a traditional handicraft with a long history. Artists often use scissors or knives to cut a piece of paper into various shapes, such as animals or plants, characters, flowers, birds, etc. It is famous for its rich cultural connotations and the exquisite skills it requires (Danhua, 2016). With modern diversification of Chinese society, Meishan paper-cutting faces the dual challenges of protecting traditional craftsmanship and adapting to today's rapidly changing world (Zhang & Wang, 2020).

In response to this potential loss of traditional culture, the Chinese government has promulgated many policies to protect and develop Chinese traditional culture, starting as early as 2016. Many scholars, such as Wanwan & Haris (2023), have also conducted relevant research on Meishan paper-cutting. With respect to the study of Meishan paper-cutting tourism products, the authors combined Meishan paper-cutting and tourism products with the purpose of enhancing the commercial value of Meishan paper-cutting. Wang & Li (2016) studied the aesthetic principles of Chinese paper-cut art and its application in clothing design, combining the elements of Meishan paper-cut with clothing to generate business value. Although many scholars have conducted relevant research on the topic, there is a research gap in the study of Meishan paper-cut Innovation Models.

This study will develop a Meishan paper-cut Innovation Model and recruit students through on-site workshops to verify the feasibility of the Meishan paper-cut Innovation Model. This research can promote the legacy and innovation of Meishan paper-cutting, help lead more scholars and young people to learn about Meishan paper-cutting, and provide reference value for other scholars' research.

Objectives

1. To develop the Meishan paper-cut heritage innovation model
2. To verify the feasibility of the Meishan paper-cut heritage innovation model

Conceptual Framework

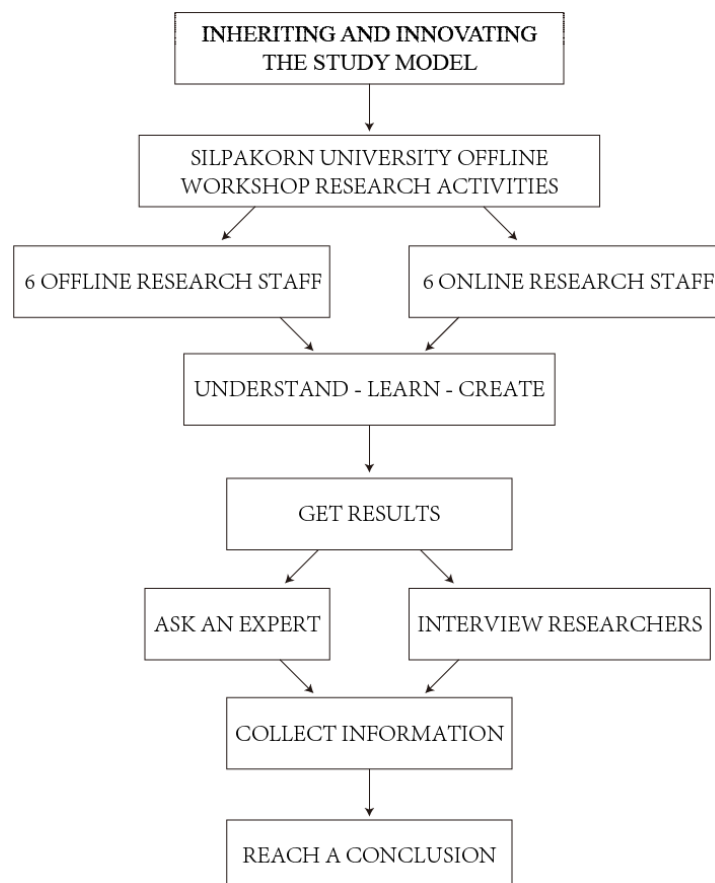


Figure 1 A conceptual research framework based on inquiry
(Source: Su, 2023a)

Firstly, an on-site workshop was held on the heritage and innovation model, and six online and six on-site researchers were then recruited to participate in the activity. The research participants were encouraged to understand and learn about the heritage and innovation model and create an innovative Meishan paper-cut according to this model. The innovative products created were then analyzed by interviewing the participants and asking experts, and the workshop concluded.

Research Sample

The subjects recruited for this study consisted of 12 members of research teams, both online and on-site. The online members comprised two first-year undergraduates, two second-year undergraduate committee members, and two third-year undergraduates from universities in Hunan, China. They participated through online ZOOM meetings. On-Site members consisted of four first-year master's degree students from Srinakharinwirot University in Thailand, and two Italian students -- one Italian doctoral student studying at Silpakorn University, and one Italian master's degree graduate enrolled at Srinakharinwirot University. In an effort to gain compelling research data, the participants were selected from diverse fields and geographical regions.

Research Methods

Methods for Obtaining Models

The innovative model of Meishan paper-cutting was developed by the author during his doctoral studies, through his tutor and other practitioners of Meishan paper-cutting.

Research Data Collection

The researchers collected data using the following methods:

1. Implementing the model.
2. Interviewing research subjects and asking for their opinions.
3. Interviewing experts and using their suggestions.

Implementing a model is a direct and effective way to evaluate its feasibility and test the theoretical assumptions through the actual operation of the model (Kane, 2001). Interviewing students is a method of first-hand collection of information, which allows feelings and opinions of the students to be understood during the implementation of the model, and for subsequent qualitative analysis to be conducted. Expert interviews can provide the researchers with professional advice, improve the quality of research conclusions and models, and comprise an important supplement to feasibility analysis (O' Cathain et al., 2015).

Data Analysis Methods and Statistical Means

The researchers analyzed the data in the following ways:

1. Conducting model feasibility analysis in the form of expert interviews.
2. Assessing model feasibility by analyzing the research results.

Conducting model feasibility analysis in the form of expert interviews offers the opportunity to pool the wisdom of experts in multiple fields to conduct a comprehensive and authoritative evaluation (Bogner, Littig, & Menz, 2009). Analyzing the research results can verify the implementation effect of the model from the data level, and improve the persuasiveness of the conclusion.

Introduction to the Heritage and Innovation Model

This paper proposes an ingenious model for promoting the practice and innovation of Meishan paper-cutting. The model encompasses three interconnected steps:

1. Establishing a Meishan paper-cutting workshop.
2. Commercializing Products.
3. Organizing research activities regarding intangible cultural heritage.

The objective of this comprehensive approach is to create and demonstrate a practical model that harmoniously blends the preservation of tradition in Meishan paper-cutting with adaptation to contemporary contexts. Each step within the model serves a distinct purpose, contributing to the overarching goal of safeguarding the art form's legacy while facilitating its integration into present-day settings (Hong, H., Xu, D., Wang, G. A., & Fan, W. 2017).

Step 1: Setting up a Meishan Paper-cutting Workshop



Figure 2 Meishan paper-cutting workshop. Photo taken at the Hunan University of Arts and Sciences, China

(Source: Su, 2023b)

Integrating Meishan paper-cutting into the education system and setting up workshops in colleges and universities is intended to create a nurturing environment where students can learn and practice their craft under the guidance of experienced artisans and teachers. By incorporating Meishan Inheritor into the curriculum, students can deepen their understanding of this art form, acquire essential skills, and develop a passion for its conservation (Liu & Xue, 2020).

Atlas



Figure 3 Atlas, the Front Contains the Extraction and Classification of Meishan Paper-Cut Elements

(Source: Su, 2023c)

This atlas was produced at a Meishan paper-cutting workshop. The front shows the collection and arrangement of elements in the Meishan paper-cutting patterns.

Step 2: Product Commercialization



Figure 4 Back of the atlas showing the innovative design steps involved in the elements of Meishan paper-cutting patterns

(Source: Su, 2023d)

The product innovative process consists of the following steps:

1. Select a pattern from the atlas and create it according to the instructions.
2. Choose the correct form, color and style.
3. Select an appropriate form and pattern combination.
4. Select the appropriate carrier.

This design process has a wide range of applications, is simple to use, and combines graphics and text, making it easy for readers to understand. The innovative process should focus on product commercialization, increasing market share, and the economic vitality of Meishan Inheritor since the designs can be transformed into commercially viable products such as home decoration, fashion accessories, and souvenirs. By combining traditional skills with contemporary aesthetics and integrating them into modern products, Meishan paper-cutting can attract a broader range of domestic and foreign consumer groups. Commercialization can create economic opportunities for local artisans, increase the visibility of Meishan Inheritor as a unique cultural heritage, and raise awareness and appreciation of the art form (Li & Zhang, 2018).

Step 3: Intangible Cultural Heritage Research Activities



Figure 5 Preparation Tools for the Third Part of the Pattern

(Source: Su, 2023e)

This activity provides research conditions for people who are interested in Meishan paper-cutting, allowing more people to get in touch with Meishan paper-cutting and experience intangible cultural heritage. This kind of similar activities

can better promote cultural heritage into the public eye and is conducive to the promotion of cultural heritage. Protection and inheritance (Zhu & Li, 2019). Figure 5 shows the materials prepared in advance when participating in the event.

The proposed Meishan paper-cut heritage and innovation model is of great significance to the preservation and development of this ancient art form. Meishan paper-cut workshops in colleges and universities should be established to ensure that related knowledge and skills are passed on to others. By cultivating a new group of passionate practitioners, the model addresses the potential loss of expertise and ensures that Meishan paper-cutting can be passed on to future generations (Li & Zhang, 2019). Through product commercialization, this model not only improves the economic prospects of local artisans but also introduces Meishan paper-cutting to a broader audience (Wang, & Zhang, 2021). By transforming traditional designs into modern products, Meishan paper-cutting is becoming more popular with the average consumer, thus increasing market demand and its commercial vitality (Zhu & Li, 2019).

Concept and Relationship Between Heritage and innovation

Heritage and innovation are two core concepts in the field of culture, and they play essential roles in the development of traditional art and culture (Wang & Zhang, 2021). Heritage emphasizes the protection of history, culture, traditions, and roots, while innovation focuses on the creation and introduction of new ideas, methods, and elements (Wu & Wang, 2018). There is a close relationship and mutual influence between heritage and innovation (Zhang & Wang, 2020). Heritage is represented by respect and homage to the past -- an acknowledgement and response to history and roots (Xiong & Liu, 2021). innovation refers to transformation and creation based on tradition and the introduction of new ideas, methods, and elements to adapt to the needs of contemporary individuals or social group and changing times (Huang & Zhang, 2020). In traditional art, innovation is reflected in the reinterpretation and creation of formal elements, and the introduction of new artistic languages and expressions. Innovation keeps classical art alive, connecting it with modern society and audiences while giving unique expressiveness and a sense of time to traditional art.

In the development of traditional art, heritage and innovation need to be balanced and coordinated. Excessive emphasis on tradition may lead to a sense of rigidity and lack of innovation, while the excessive pursuit of creation may lead to the loss of practice and the rupture of traditional culture (Li & Li, 2019). Therefore, heritage and innovation should promote and complement each other with a balance between tradition and modernity, and maintain traditional characteristics and core values while simultaneously introducing new ideas and expressions.

Design and Implementation of a Meishan Paper-Cut Heritage Innovation Model Workshop

1. Pre-event Preparation

1.1 Printed Materials

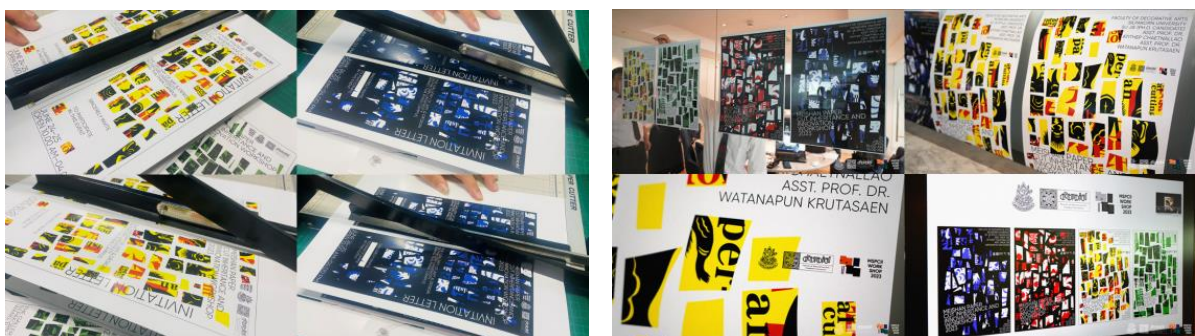


Figure 6 Materials prepared before the event

(Source: Su, 2023f)

This event required preliminary preparations to be undertaken, such as the creation of invitations, main visual posters, atlases, stamps, postcards, certificates, offline printing, cutting, and photographing records. The preparations also included inviting the participants, who included tutors Asst. Prof. Dr. Atitthep Chaetnalao and Asst. Prof. Dr. Watanapun Krutasaen. The event date, time, and process also needed to be discussed to ensure the workshop ran smoothly.

1.2 Creating an Event Schedule

In developing the schedule, the main considerations were the key links and controlling the length of time for each activity to avoid boredom or problems with activities running too long. Therefore, it was necessary to create a detailed schedule.

1.3 Inviting professors and on-site & online researchers



Figure 7 Inviting professors and students to participate in the research, at Silpakorn University

(Source: Assistant Team, 2023a)

A key step in the process was to invite professors and online & on-site researchers, and clearly explain the activity process to everyone. A photographer was also hired to record the event, as was a computer operator to ensure the smooth playback of the PPT.

2. Activities Carried Out

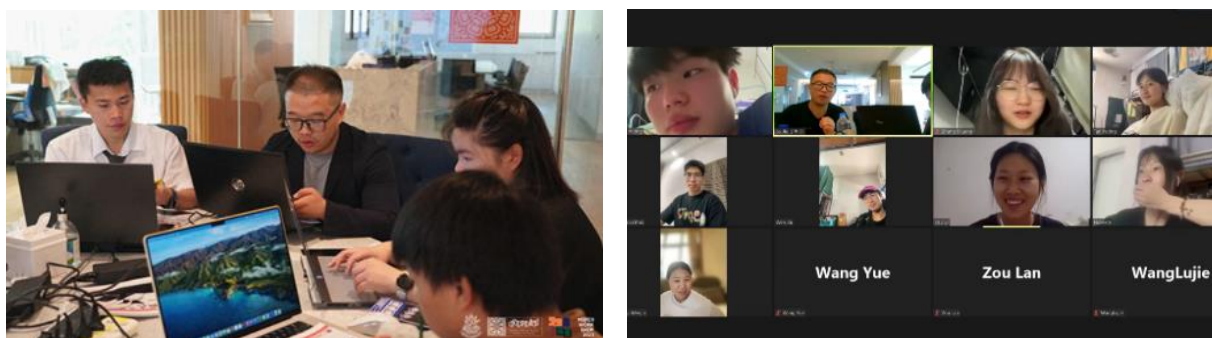


Figure 8 Day 1: 24 June 2023 of the event. Photos Taken at Silpakorn University

(Source: Assistant Team, 2023b)

Innovative scientific research activities were launched on June 24, 2023. The design of the seminar allowed participants to fully focus on optimizing their own potential, jointly explore the heritage and innovation of Meishan paper-cutting, actively participate, and fully contribute to the future development of Meishan paper-cutting. After intense discussions, grouping, and sharing, everyone had a comprehensive and clear understanding of the day's activities and were fully prepared for the next day's activities. At the end of the first day's activities, six groups of 12 scientific researchers proposed six innovative Meishan paper-cutting plans for creation on the second day. The conclusions and the high levels of enthusiasm among the participants provided a preliminary indication of the feasibility of the model.

Feedback from participants about the program was varied. After listening to the explanation, some participants thought Meishan paper-cutting was very mysterious; some thought it was particularly interesting, while others said they felt the charm of traditional culture. Feedback collected from study participants demonstrated the model's remarkable feasibility.

3. Knowledge Transfer



Figure 9 Day 2: 25 June 2023. Event photos were taken at Silpakorn University

(Source: Assistant Team, 2023c)

On the second day of the event, six research groups held discussions, formulated implementation plans, and innovatively explored the heritage and development of Meishan paper-cutting. Each group showed a positive attitude and participated fully. They developed a strong interest in the artistic expression and cultural connotation of Meishan paper-cutting, and made full use of teamwork to share and exchange ideas and opinions.

This was a dynamic and innovative process. Each group of students conducted in-depth discussions around the traditional elements and modern design concepts of Meishan paper-cutting, and proposed unique and exciting product ideas. They flexibly used different paper-cutting techniques, combinations, material selections, and colors to combine Meishan paper-cutting with contemporary art to create a series of unique and innovative works.

Coming to Fruition

This section displays the work of six groups of extension subjects:

1. Innovative Products Clipping Timer



Figure 10 Innovative clipping timer

(Source: Fan, 2023)

The clipping timer is an innovative product inspired by a unicorn pattern, which is a standard and symbolic pattern in Meishan paper-cutting. A timepiece has been designed to combine this ancient motif innovatively. This timer is not just a functional tool but also a work of art, demonstrating the perfect fusion of tradition and modernity through a combination of exquisite paper-cutting of a unicorn pattern and a clock function. The timer implies the preciousness of time during cutting. Whenever the timer is started, it reminds the creator to cherish every passing moment. With exquisite paper-cut art as the carrier, and through the flow of time, it calls people to pay attention to and protect traditional culture. The work aims to positively trigger people's perceptions of time and arouse their interest in conventional art.

2. Innovative Shoe Products



Figure 11 Innovative shoe product

(Source: Sichen, 2023)

The tiger pattern is a good design choice for Meishan paper-cut shoes. The tiger symbolizes bravery, strength, and majesty in Chinese culture and is regarded as a symbol of auspiciousness purity (Tian & Xiang, 2012). The tiger graphic was chosen to convey the messages of power and blessing with its incorporation into the design of a contemporary shoe.

The innovation of Meishan paper-cut shoes lies in combining traditional art and modern fashion. Through the delicate paper-cutting process, the tiger pattern is presented on the surface of the shoes, adding a unique artistic element. This shoe offers a comfortable wearing experience and stylish appearance, demonstrating the exquisite craftsmanship of Meishan paper-cutting and the value of traditional culture. The work aims to attract people's attention and help protect traditional culture through the design and production of innovative products, integrating the ancient art of Meishan paper-cutting with modern fashion.

3. Innovative Beaming Products

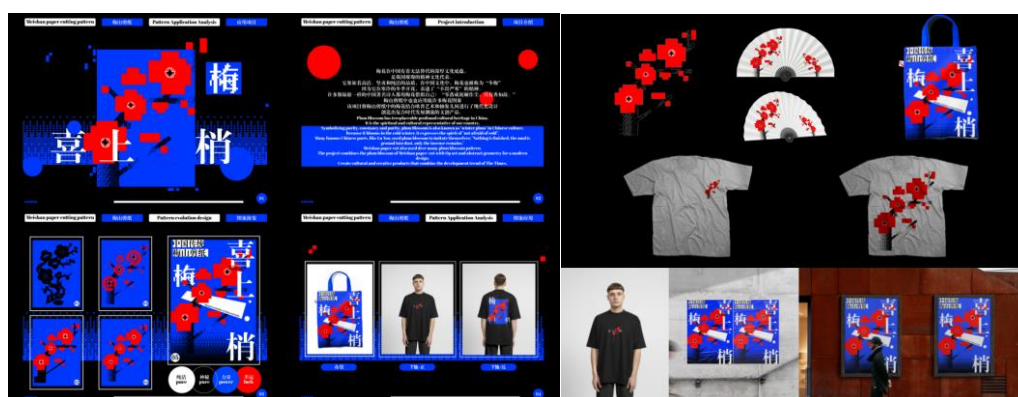


Figure 12 Innovative beaming product

(Source: Qi, 2023)

The plum blossom pattern is used as a design element of a Meishan paper-cut pixel-style poster. Plum blossoms have a special symbolic meaning in Chinese culture, representing the qualities of perseverance and purity (Tian & Xiang, 2012). The plum blossom pattern was chosen to convey this beauty and meaning while being presented in a pixel style on the poster.

The innovation of a Meishan paper-cut pixel-style poster lies in combining traditional art and modern design. Using the pixel style of expression, the plum blossom pattern is presented abstractly and concisely, showing the unique charm and artistic appeal of the Meishan paper-cut. The beautiful poster represents a new interpretation and innovation of the traditional Meishan paper-cut craft.

In terms of innovation, the work adopts a pixel-style design, combining traditional and modern elements. It breaks through the conventional graphic representation of Meishan paper-cutting, displaying the patterns and textures of Meishan paper-cutting through abstract pixelation, and aligning it with modern aesthetics and communication methods. This innovative model has injected new vitality into traditional art, allowing more people to appreciate and understand the charm of Meishan paper-cutting from a new perspective.

4. Innovative CD Products

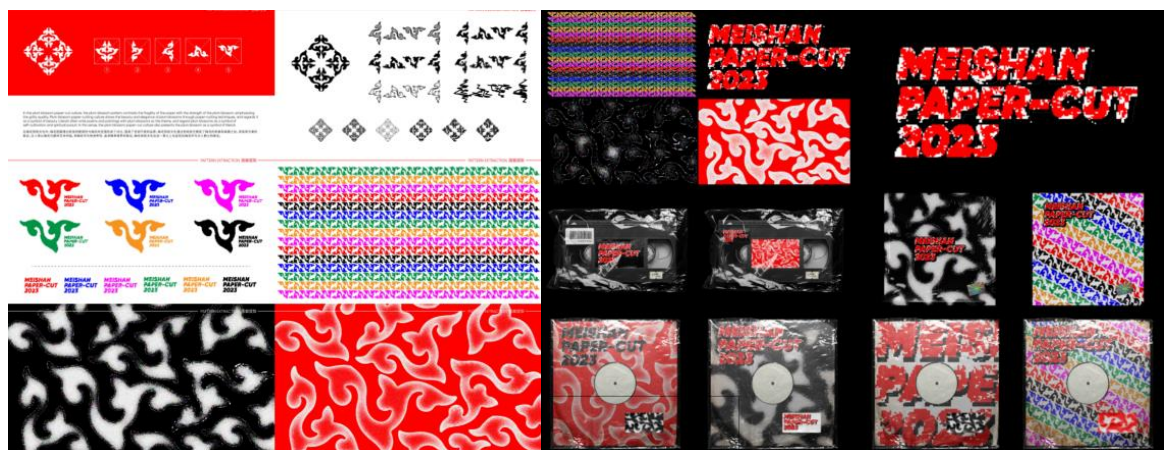


Figure 13 Innovative CD products

(Source: Fanghong, 2023)

In Chinese culture, clouds symbolize freedom, boundless space, and unpredictable weather (Tian & Xiang, 2012). They are dynamic elements of nature, representing people's longing for and pursuit of happiness (Tian & Xiang, 2012). We chose the cloud pattern to convey a vast musical world and unlimited artistic imagination in CD packages.

In terms of innovative models, using Meishan's paper-cutting skills and creative thinking, the cloud pattern is accurately created on CD packages. It endows each CD package with a unique sense of art and visual effects. This innovative model combines traditional handicrafts with modern design and presents the charm of Meishan paper-cutting through special techniques, bringing a new artistic experience to CD package design.

The idea of this innovative CD package product is to integrate traditional Meishan paper-cut art with modern packaging needs through innovative design techniques and models, injecting a unique artistic charm. This work offers matching packaging for musical works and injects new vitality and a sense of the times into the traditional Meishan paper-cut.

5. Innovative Products Longyue Yunjin



Figure 14 Innovative Products Longyue Yunjin

(Source: Jiawen, 2023)

In Chinese culture, the dragon symbolizes auspiciousness and authority and is widely regarded as an essential totem in Chinese traditional culture (Tian & Xiang, 2012). It also symbolizes strength, dignity, and hope (Tian & Xiang, 2012). The dragon pattern was chosen for the poster to convey the mystery and nobility of Meishan paper-cutting. At the same time, the dragon image is intended to stimulate people's interest and love for traditional Chinese culture. The image of the dragon is presented in the poster by adopting Meishan paper-cutting skills and innovative thinking. Through the clever use of paper-cutting techniques and modern design tools, a unique dragon-shaped pattern was created, combining the exquisite abilities of Meishan paper-cutting and the creativity of contemporary art. This innovation model incorporates traditional craftsmanship with modern design and endows the poster with unique beauty and visual impact through special techniques. The idea of the poster is to combine traditional Meishan paper-cutting art with modern visual communication needs through innovative design techniques and models, injecting a unique artistic charm. This work aims to show the beauty and magic of Meishan paper-cutting, attracting the audience's attention through innovative methods, and triggering exploration of and research into Meishan paper-cutting.

6. Innovative Warbler T-shirt Product



Figure 15 Innovative Warbler T-shirt product

(Source: Lihao, 2023)

Swallows symbolize auspiciousness, happiness, and freedom in Chinese culture (Tian & Xiang, 2012). These beautiful migratory birds also symbolize good luck and family harmony (Tian & Xiang, 2012). By displaying the swallow pattern, the cultural shirt conveys the blessing and lucky meaning of Meishan paper-cutting and, at the same time, it is

intended to inspire people's yearning for nature and harmony. The unique and vivid swallow pattern combines the essence of Meishan paper-cutting with elements of modern culture, creating an innovation model that combines traditional handicrafts with modern design and endows cultural shirts with a unique artistic sense and fashion style through special techniques.

7. Summary

The six innovative works comprise alarm clocks, shoes, clothes, CDs, canvas bags and mobile phone cases. The creators extracted and used representative graphic elements of Meishan paper-cutting, such as plum blossoms, birds, cacti, etc., to give the products strong cultural connotations.

The alarm clock is decorated with paper-cut plum blossoms on the dial, and traditional art embellishes modern daily necessities. The shoes add paper-cut patterns to the uppers and soles, integrating Meishan elements into popular products. The clothes use paper-cutting techniques to create embroidery patterns, which are novel in form. The CD is directly packaged and decorated with paper cutting, reflecting the cultural and creative design concept. The canvas bag is printed with paper-cut bird and animal patterns, making it both practical and full of charm. The mobile phone case is decorated with paper-cut flower patterns, adding a sense of cultural identity to this modern popular product.

The above-mentioned works realize the innovation heritage of Meishan paper-cutting by applying paper-cutting elements to different carriers. On the basis of retaining the traditional artistic characteristics, they endow paper-cutting with new practical functions and cultural added value. These works provide useful exploration for the transformation of Meishan paper-cutting from handicrafts to creative products, prove the feasibility of the innovative model of Meishan paper-cutting, and will also provide references for promoting the sustainable development of paper-cutting art.

Analysis of the Results of Workshops on Heritage and Innovation Models

1. Interviews with Research Participants



Figure 16 Participant interviews and workshop summary

(Source: Assistant Team, 2023d)

At the end of the event, an interview conducted with each research participant to enable that individual to share his or her feelings, experiences, and to discuss the benefits gained from the two-day event. When asked about the feasibility of the model, every participant agreed that it was highly feasible. This model helped them to be creative and improve their teamwork skills. Furthermore, many research participants expressed that they were looking forward to the next event.

2. Ask an Expert



Figure 17 Photo of Business Specialist (left) and Graphic Design Specialist (right)

(Source: Business Specialist and Graphic Design Specialist, 2023)

Business expert: Yuan Jian is one of the founders of Creative Planet, a large-scale third-party sales platform in China serving more than 500 Chinese brand companies. Creative Planet is currently listed on the Chinese stock exchange.

Graphic Design Experts: As one of the first design enterprises in China, with the most extensive working group of design experts in the industry, they have held over 100 visual poster exhibitions and are members of the China Artists Association, the Japan Designers Association, and other professional organizations. They also founded the company Word Magic Software.



Figure 18 Organizing the research results and asking experts

(Source: Organizing Seminar on-site and online students, 2023)

The research findings are collated and linked to consulting experts with the purpose of evaluating the feasibility of the model from multiple aspects and identifying any flaws (Huang & Zhang, 2020). To this end, the researcher consulted Zhang Xuwei, a graphic design expert, and Yuan Jian, a business expert, and explained the purpose and process of the event along with the results. The enterprise experts expressed that the innovative results fully demonstrated the success and practicality of this research model in promoting the commercialization of traditional art, while the development of six groups of innovative products proved the effectiveness of this research model. The products retain the conventional features of Meishan paper-cut art and incorporate modern design concepts to make them more attractive and marketable. This commercial transformation not only injects new vitality into Meishan paper-cut art but also provides a valuable example for the heritage and development of traditional art. Secondly, creating products with high commercial value is crucial to the sustainable development of traditional skills. The commercial potential of this product will bring new business

opportunities and market space for Meishan paper-cut art, which is conducive to attracting more investment and support, thereby promoting the broader spread of Meishan paper-cut art in the commercial field.

Finally, the development of these six groups of innovative products also has also provided valuable experience and references for commercializing other similar traditional art forms. The research results have been verified in practice, an essential consideration for the innovation of other traditional art forms while promoting the integration and development of traditional culture in modern society.

The evaluation of business experts adds to the potential commercial value of the product. According to these graphics experts, six groups of innovative products were created, endowed with modern design elements while maintaining the traditional charm of Meishan paper-cut art. This ingenious fusion makes traditional art glow with new vigor and vitality and brings a unique visual and aesthetic experience to the development of Meishan paper-cut art. Furthermore, innovative products reflect a deep understanding of Meishan paper-cut art and integrate superb graphic design skills. The creative patterns, colors, and compositions of the products demonstrate the participants' unique interpretation of traditional elements, injecting new-era connotations into conventional art and aligning it with the aesthetic needs and preferences of modern people.

These achievements are significant to the international dissemination and promotion of Meishan paper-cutting art. Through innovative design, products can attract domestic audiences and have the potential to show the country's unique cultural charm on the international stage. This international perspective can contribute to new ideas and methods involved in the global dissemination of traditional art. The experts agreed that the research results were excellent, and the produced works have excellent commercial value in terms of graphic innovation and overall visual style. The excellent results verify a high-quality heritage and innovation model.

Conclusion

After two days of intense discussion, production, and creation, the Meishan Paper-cut Innovation Workshop ended successfully with the creation of six unique Meishan paper-cut works. Based on the research results, it is clear that the success of integrating Meishan paper-cutting elements into popular commercial products proves the feasibility of the Meishan paper-cutting heritage and innovation model. Graphic design and business experts were invited to evaluate these six groups. The two experts said that the Meishan paper-cut innovation model is highly feasible and the works created will attract people's attention. To this end, the conclusions of this study are that

- 1) the Meishan paper-cut innovation model is of great help to the heritage and innovation of Meishan paper-cut culture, and
- 2) the Meishan paper-cut innovation model has very high feasibility.

Through such activities, researchers will continue to explore and promote the heritage and innovation of Meishan paper-cutting and inject new vitality and charm into the art form of Meishan paper-cutting.

Recommendations

1. Continuous tracking and evaluation: The establishment of a long-term pursuit and evaluation mechanism is recommended to understand the actual effect and impact of the activity model. The activity model can be continuously

improved optimized and by collecting feedback, participant perception, and outcome evaluation to ensure its effectiveness and sustainability (Creusen & Schoormans, 2005).

2. Strengthening cooperation and resource integration: More academic institutions, cultural and artistic organizations, enterprises, and communities should be encouraged to participate in Meishan paper-cut heritage and innovative activities. Greater support and resources for workshop events would strengthen resource integration and cooperation, thereby enriching the content and expanding the space for innovation (Norman, 2004).

3. Establishing a database for heritage and innovation: A database of Meishan paper-cut heritage and innovation activities should be established to collect, organize, and share the experience, achievements, and information gained from the activities. The database would provide a reference for subsequent research and practice and promote the continuous development of Meishan paper-cut heritage and innovation (Bloch, 1995).

4. Strengthening publicity and promotion: In the future, the promotion of Meishan paper-cut heritage and innovation activities should be strengthened to enhance its popularity and influence. Through media reports, exhibitions, social media, etc., the value and results of the event can be disseminated to more people, attracting greater attention and participation (Veryzer & Hutchinson, 1998).

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