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STRATEGIES FOR USING INTANGIBLE CULTURAL HERITAGE (ICH) IN CONTEMPORARY DESIGN

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This paper explores the application of Intangible Cultural Heritage (ICH) art in the realm of commerce. Through a comprehensive analysis of the current situation, identification of challenges, and proposal of practical solutions, the study aims to promote the inheritance and development of ICH art. The research finds that by collaborating with modern design and branding, ICH art can be revitalized and play a significant role in contemporary life.

Keywords: *Intangible Cultural Heritage (ICH) Art, Commerce, Application, Brand Collaboration, Cultural Identity, Consumer Engagement.*

INTRODUCTION

Intangible Cultural Heritage (ICH) art represents a rich tapestry of human creativity and cultural expression, encapsulating the essence of diverse traditions and historical narratives. These art forms, passed down through generations, are not merely relics of the past but dynamic elements that continue to shape cultural identities and artistic practices. In the realm of commerce, ICH art holds immense potential as a unique and culturally rich resource. It can be transformed into distinctive products that cater to the growing consumer demand for authenticity, heritage, and meaningful connections with cultural roots.

In recent years, there has been a resurgence of interest in traditional crafts and cultural heritage, driven by a global trend towards sustainability, cultural preservation, and the search for unique, high-value products. Consumers are increasingly seeking items that tell a story, reflect a sense of place, and embody the skill and dedication of artisans. This shift presents a significant opportunity for the commercial application of ICH art, allowing it to move beyond the confines of museums and historical records into the everyday lives of people. By integrating ICH art with modern commercial strategies, we can create products that are not only economically viable but also culturally resonant, ensuring that these art forms continue to thrive in contemporary society.

PURPOSE

The aim of this study is to explore and identify effective strategies for applying Intangible Cultural Heritage (ICH) art in the realm of commerce. This



research seeks to bridge the gap between traditional art forms and modern business practices by examining how ICH can be revitalized and adapted to meet the needs of contemporary consumers. By doing so, we can boost the economic value of ICH art, enhance its market competitiveness, and promote its sustainable inheritance and development.

RESULTS AND DISCUSSION

Integration of Intangible Cultural Heritage and Modern Design. The integration of intangible cultural heritage (ICH) with modern design and branding has been shown to be a powerful strategy for revitalizing traditional art forms and enhancing their relevance in contemporary life. This study highlights how ICH elements can be effectively incorporated into commercial and educational contexts, thereby bridging the gap between traditional practices and modern consumer needs.

Revitalizing ICH through Brand Collaboration:

The collaboration between enterprises and ICH inheritors has proven to be an effective approach for developing innovative products that resonate with contemporary consumers. For example, Burberry's partnership with bamboo weaving artist Qian Lihuai resulted in the creation of the "Us" series of bamboo weaving art installations. This collaboration not only showcased the traditional craftsmanship but also reinterpreted it through a modern lens, making it more accessible to a broader audience (fig. 1).

Similarly, Louis Vuitton's collaboration with Chinese paper-cutting artists for the Mid-Autumn Festival demonstrated how traditional art forms can be revitalized through modern marketing and design strategies (fig. 2). These examples illustrate that ICH elements, when integrated with modern design, can become dynamic and engaging, moving beyond their traditional roles as museum exhibits or historical records.

Enhancing Cultural Identity through Commercial Applications:

From the perspective of brand design, the incorporation of ICH elements endows brands with profound cultural connotations and unique competitive advantages. In a market characterized by severe homogenization, brands that leverage ICH can differentiate themselves by offering products with rich cultural narratives and unique aesthetic values. For instance, the study by Wang and Wang (2021) emphasized the importance of combining computer graphic design with cultural heritage to enhance cultural identity and self-confidence. This approach not only increases the cultural added value of products but also shapes a brand image that resonates emotionally with consumers, thereby strengthening brand loyalty and expanding market reach [1].

Consumer Engagement through ICH Advertising:

Research on the psychological effects of ICH advertising has shown that both rational and emotional advertisements play distinct roles in consumer engagement. Rational advertisements are effective in prompting consumers to consider the actual attributes of ICH products, leading to more positive purchasing attitudes. In contrast, emotional advertisements elicit stronger positive emotions and



enhance brand memory. The study by Kuang et al. (2024) further highlighted that situational involvement, such as purchasing gifts for others, amplifies the effectiveness of emotional advertisements. These findings suggest that optimizing ICH advertising strategies based on situational contexts can significantly enhance market development and consumer engagement [2].

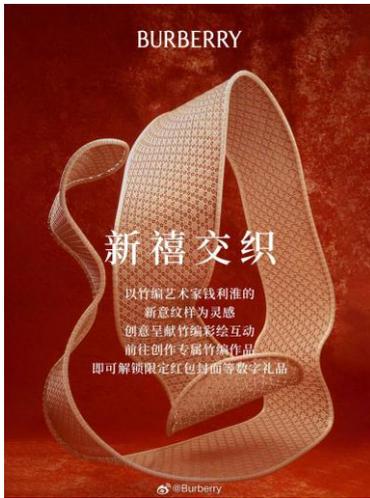


Fig.1. The interactive experience of Burberry and bamboo weaving artist Qian Lihuai in the mini-program. The pictures are from Burberry's Weibo.
<https://mbd.baidu.com/ma/s/nFUuAzOa/2025>



Fig. 2. The corporate advertisement of Louis Vuitton collaborating with China's intangible cultural heritage paper-cutting culture comes from Louis Vuitton's Weibo.
<https://weibo.com/1836003984/Oxemyixq2/024>

Challenges and Future Directions:

Despite the potential benefits, the application of ICH in commercial and educational contexts faces several challenges. These include the need for skilled artisans to adapt traditional techniques to modern demands, the development of sustainable business models that support ICH practitioners, and the creation of educational programs that effectively integrate ICH into the curriculum. Future research should focus on addressing these challenges through interdisciplinary approaches, leveraging technology to support ICH preservation and innovation, and exploring scalable solutions that can enhance the long-term viability of ICH in a globalized market.



CONCLUSION

The integration of modern design technology, psychological insights, and strategic branding has demonstrated significant potential in enhancing the sustainability of Intangible Cultural Heritage (ICH) products. By addressing the challenges of labor division, consumer engagement, and market development, these studies collectively provide a comprehensive framework for the preservation and innovation of ICH. The successful application of digital tools in design and customization, as well as the strategic use of advertising and branding, underscores the importance of interdisciplinary approaches in ICH sustainability. Future research should focus on further exploring the intersection of technology, psychology, and cultural heritage, with an emphasis on scalable solutions that can support the long-term viability of ICH products in a globalized market. Ultimately, the sustainability of ICH products is closely tied to the ability to adapt and innovate while preserving their unique cultural identity.

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СТРАТЕГІЯ ВИКОРИСТАННЯ НЕМАТЕРІАЛЬНОЇ КУЛЬТУРНОЇ СПАДЩИНИ У СУЧАСНОМУ ДИЗАЙНІ

Досліджено застосування мистецтва нематеріальної культурної спадщини (ІСН) у сфері комерції. Шляхом комплексного аналізу сучасного стану, визначення викликів та пропозицій практичних рішень, дослідження ставить метою сприяти успадкуванню та розвитку мистецтва нематеріальної культурної спадщини. Дослідження виявило, що за допомогою співпраці з сучасними брендами мистецтво ІСН може бути оновлене та відігравати значну роль у сучасному житті.

Ключові слова: мистецтво нематеріальної культурної спадщини (ІСН), комерція, застосування, співпраця брендів, культурна ідентичність, залучення споживачів