

潮玩文化与中国城市文化新范式 Art Toy Culture and a New Paradigm of Chinese Urban Culture

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在中国，文旅融合的新气象大家都目共睹：更多的文化内容被纳入旅游范畴，更多的旅游资源也在给文化赋能加持。“融合”已经成为文化发展，文化转型的一个关键点。这个关键点的出现，并不是一个偶然的现象，它有着非常强大的文化逻辑和深刻的时代洞见。

今天的很多现象，包括“互联网+”、文化与科技结合、产学研一体、文旅融合、媒体融合，甚至非常接地气的“直播带货”（视频内容与商业融合）、“网红经济”等，都印证了这种指向。

融合，并不是多业态的简单叠加。融合将改变现有技术、产业、市场、内容和受众种种结构与关系。实际上，短时间内如此高频的现象级“融合”，不仅意味着创新和发展，更是指向人类第三次工业革命（信息技术革命）后带来的社会结构急速性变革：人类社会的生产与文化生态正在积极寻求一种划时代的突破性文化新范式。

一、“潮玩文化”兴起： 城市文化新范式

2022年春节，冬奥吉祥物“冰墩墩”引爆全球。与此同时，冰墩墩的周边：服装、鞋帽、饰品等产业，也

In China, an emerging trend toward integration of culture and tourism has been as clear as daylight to us—more cultural elements are incorporated into the tourist industry, and tourist programs empower culture reciprocally. “Integration” has become the linchpin of culture development and transformation. It did not come up accidentally, but with compelling logic behind culture and profound insight into the times.

Nowadays, many phenomena are living proof of the new trend including “the Internet plus”, the combination of culture and technology, the industry-university-research integration, the integration of culture and tourism, media convergence, even the very down-to-earth “live commerce” (the combination of streaming video and e-commerce), and the “Internet celebrity economy.”

Integration is not a simple composition of multiple forms of business. Instead, it will change the structures and relationships among existing technologies, industries, markets, products, and consumers. In fact, such high-frequency phenomenal “integration” not only means innovation and development, but also points to the drastic changes in the social structure brought by The Third Industrial Revolution (The Information Technology Revolution): social production and culture community are actively seeking an epochal breakthrough in a new culture paradigm.

First, The Rise of “Art Toy Culture”: a New Paradigm of Urban Culture

In the Spring Festival of 2022, the winter Olympic mascot “Bing Dwen Dwen” swept across the world. At the same time, a subsequent global shopping spree was celebrated by many spin-off industries such

迎来全球购买热潮。富含中国元素的“冰墩墩”，成为中国冬奥文化输出的媒介载体，世界共识性符号，带动了奥运经济、粉丝经济，也推动了中国玩具、服装等时尚产业，形成“产业多元共生，文化生态融合”的新范式。

从文旅融合、媒体融合，“直播带货”“网红经济”等样貌的“融合”走到下一步，将会是怎样？其实已见端倪。“冰墩墩”的爆燃，正得益于时下年轻人的“潮玩文化”的兴起。我们知道，人类的一切文明与文化都诞生于符号之中，IP 符号更是直接书写了消费社会的商业文明。现在，通过“潮玩文化”（数字 IP+ 艺术 + 科技 + 产品）新模式，链接到的不仅是“90、00 后”的年轻人，更是信息技术革命以来社会生产与文化生态之间的结构性改变，我们找到了城市面向未来的“文化新范式”——潮玩文化。

潮玩文化的几个特点：

（一）完成传统 IP 符号向数字 IP 符号的转型

数字经济时代下，围绕数字 IP 建立起来的潮玩（数字 IP+ 艺术 + 科技 + 产品）文化，能激发出新的集体共情与认同，它是数字时代的 DNA，是中国人新时代下的自我文化塑造，也是传统 IP 文化最终走向数字 IP 文化的宿命。

（二）实现传统新媒体向产品新媒体的跨越

随着物联网时代的来临，继互联网、移动互联网之后，媒体融合将依托潮玩，出现在手办、摆件、奢侈品、玩具等产品媒体上。潮玩通过文化内容 + 艺术产品的模式，完成又一次媒体融合，蜕变成承载与传播的“新媒

as businesses of clothing, shoes and hats, and accessories. Bing Dwen Dwen, an Olympic mascot with rich Chinese elements, has become a globally-recognized symbol, and functioned as the medium to carry forward China's Winter Olympic culture. Not merely did Bing Dwen Dwen boot the Olympic economy and Fan economy, but also promoted the industries from Chinese toys to costumes. Ultimately, a new paradigm of culture emerged in China—"industrial and cultural pluralism, and the integration of culture community".

After seeing the different forms of "integration" including the integration of culture and tourism, media convergence, "live commerce", and the "Internet celebrity economy", we may wonder what is the next stage. In fact, further development has already loomed out of the mists. That Bing Dwen Dwen went viral is generally attributed to the rise of "Art Toy Culture" among young people today. As all human civilizations and cultures are known to be born out of symbols, the IP (Intellectual Property) symbols seem to feature prominently in commercial civilization. Now, by following the new pattern of "Art Toy Culture" (Digital IP + Art + Technology + Products), not only have we attracted the millennial and the post-millennial consumers, but also brought significant changes in social production and culture community since the Information Technology Revolution. Eventually, we found a "new culture paradigm" for future cities -- Art Toy Culture.

The Features of Art Toy Culture.

1. Transform Traditional IP Symbols Into Digital IP Symbols

In the era of the digital economy, the digital-centered "Art Toy Culture" (Digital IP + Art + Technology + Products) can develop new collective empathy and identity. As the DNA of the digital era, Art Toy Culture makes up the modern culture of Chinese people in the new era, and it is the logical consequence of transforming traditional IP culture into digital forms.

2. Upgrade the Traditional New Media to a Product New Media

Following the Internet, and the mobile Internet, the Internet of Things ushered in a new era. In the Art Toy Culture, media integration can be found in many medium products including garage kits, ornaments, luxury goods, and toys. In the pattern of "culture contents plus art products", Art toys have achieved another round of media integration and turned into a "new media" (medium) that

体”(媒介)。

(三)“产业多元共生”与“文化生态融合”

“潮玩”不仅是年轻人的文化标签,它更具备产业品牌传播、粉丝经济、认知构建、影响力扩张等一系列因素。在未来,这种新时代的“青年文化”会不断和艺术、影视、时装等泛娱乐产业碰撞,与制造、餐饮、家居、电子、宠物等产业进行交织融合,对数字IP内容生产进行再分配,激发出产业的跨界活力;与此同时,传统产业改变媒体单一传播方式,从互联网新媒体,到“潮玩”数字IP、产品媒体(媒介)传播,形成产业与文化的生态圈融合,实现赛道转化。

“潮玩文化”的兴起带来了“产业多元共生,文化生态融合”的文化新范式,让我们看到了文化、媒体、产业的未来形态。文化与产业的多元共生,文化生态与产业生态的融合已经逐渐从尝试走向范式:一场新的文化运动开启。

二、武汉潮玩设计研究院:文化新范式的大脑中枢

行业的壁垒被打破,学科的边界被打开,作为“有内容的科技产品”“出圈的数字文玩”“数字时代的新媒体”,潮玩文化亟需引进全新的交叉学科内容。武汉潮玩设计研究院,从顶层设计、产业规划、生态搭建,构建“研究院式”的大脑中枢,确立中国潮玩在国际视域中学术、文化、产业及城市转型研究的优先级。

武汉潮玩设计研究院下设“潮玩学院”和“潮玩产业运营中心”。“潮玩学院”,主要从事潮玩艺术设计前沿理论研究,文化新范式研究,潮玩科技研发与应用等,包括美学、符号

serves the purpose of carrying and spreading culture.

3. Achieve“Industrial Pluralism” And “Integration of Culture Community”

“Art Toy” is not merely a culture label we see from young people, but also serves many other functions such as the industrial brand marketing, fan economy, cognition construction, and influence expansion. In the future, the “youth culture” in this new era will continue to interact with the pan-entertainment industries of art, film and television, and fashion. Art Toy Culture will also intertwine with industries of manufacturing, catering, furniture, electronics, and pets, and redistribute the production of the digital IP content, with a view to stimulating the crossover vitality of industries; at the same time, the traditional industries can change the single marketing mode and integrate industries with culture community to achieve a better development pattern, by making the best use of the new Internet media, the “Art Toy” digital IP, and the product media (medium) marketing.

The rise of “Art Toy Culture” has brought us a new culture paradigm of “Industrial Pluralism and Integration of culture community”, which allows us to see the future forms of culture, media, and industry. Industrial Pluralism and Integration of culture community are no longer an attempt, but have turned into a paradigm. Namely, a new culture movement has kicked off.

Second, Wuhan Art Toy Design and Research Institute: The Hub of a New Paradigm of Culture

Art Toy Culture has broken down the barriers between industries and cut across the divisions of disciplines. As “scientific and technological products”, “the popular digital articles for amusement”, and “the new media in the digital age”, Art toys need to introduce new interdisciplinary content. Wuhan Art Toy Design and Research Institute is built into an “academy” hub, based on top-level design, industry development plan, and community construction. With a global outlook, It prioritizes Chinese art toys in the academy, culture, industry, and urban transformation research.

Wuhan Art Toy Design and Research Institute has an “Art Toy School” and an “Art Toy Industry Operation Center”. The “Art Toy School” is mainly engaged in the frontier theoretical research on Art Toy Design, the scientific research and application, and the new culture paradigm study. It covers many interdisciplinary subjects such

学、文化学、设计、服装、电子、计算机机器视觉、人工智能等多学科交叉；进行适配型高级人才培养，包括人才适配标准制定、学科标准制定；建立专项课程体系，纳入百所高校课程；同时开展国际学术交流、项目课题研究成果发布等。

“潮玩产业运营中心”，则从产品设计、产业融合、产业拓展三个方面进行协同式运营。在产品设计方面，依托国内一流高级人才优势，通过工作室孵化渠道，实现潮玩与诸如电子产品、工艺饰品、服装、家居装饰、玩具等产业的多产业设计协同。

在产业融合方面，围绕数字IP符号打造，与传统产业深度融合，改变传统产业的推广路径，帮助传统产业进驻潮玩文化粉丝圈，形成潮玩数字IP新媒体品牌推广模式，全面提升传统产业赛道新生力。

在产业拓展方面，扩大潮玩应用外延，发展数字收藏、商业展览、专业赛事等新兴领域。以艺术节、嘉年华形式打开“青年文化”潮玩世界，形成辐射华中，涌动中国、玩转世界的潮玩文化现象，办成享誉全球的盛会。

武汉潮玩设计研究院首次在全国调动高校资源，从学术、产业、文化、科技等方面，全方位介入“文化新范式”的大脑中枢。

三、发挥武汉潮玩设计研究院的城市功能

作为学界首个提出“潮玩”城市文化新范式的武汉潮玩设计研究院，将致力于这个文化新范式的预见性成果在中国城市文化发展与转型上的应用，它将体现出前所未有的前瞻性与开拓性。

as aesthetics, semiotics, cultural studies, design, clothing, electronics, computer machine vision, and artificial intelligence. Art Toy School aims to cultivate advanced talent who can meet the social demands, including making the standards of job-matching for talent and setting the criteria of disciplines. Besides, the school is devoted to developing many special curricula to be introduced into hundreds of colleges and universities. Moreover, the institute is actively engaged in international academic exchanges and the publication of the research findings.

“Art Toy Industry Operation Center” carries out collaborative operations among three sections: product design, industrial integration, and industrial expansion. In terms of product design, this industry center takes full advantage of domestic talent and the studio incubation channels to realize the Multi-industry design cooperation between Art Toy and other industries of electronic products, handicrafts, clothing, home decorations, and toys.

With respect to industrial integration, this center is focusing on digital IP symbols to blaze a trail that is different from the traditional marketing pattern and deeply integrated with traditional industries. With these efforts, industrial integration will help traditional industries move in the fan circle of Art Toy Culture, form a brand promotion model of an Art Toy Digital IP, and boost the vitality of the traditional industries in an all-around way.

When it comes to industrial expansion, this operation center aims to achieve the wider application of Art Toy Culture and explore emerging fields such as digital collections, commercial exhibitions, and professional events. Through art festivals and carnivals, the Art Toy Industry operation Center can help us open the door into the Art Toy world to enjoy the “youth culture”. By then, China will successfully hold this world-renowned event with the Art Toy Culture rocking all over the world.

For the first time, Wuhan Art Toy Design and Research Institute mobilized university resources across the country to construct the “new culture paradigm” hub, drawing on resources from sectors of academics, industry, culture, science, and technology.

Third, Give Full Play to The Urban Function of Wuhan Art Toy Design and Research Institute

As the first institute that proposed the new paradigm of “Art Toy” urban culture, Wuhan Art Toy Design and Research Institute will be committed to applying the foreseeable achievements of the new culture paradigm to developing and transforming Chinese urban culture. By then, Wuhan Art Toy Design and Research Institute will become extraordinarily forward-looking and innovative.

（一）搭建城市的数字 IP 平台，助力数字经济发展

潮玩，通过数字 IP+ 艺术 + 科技 + 产品模式，完成数字 IP 符号在产品上的承载，数字 IP 始终是它的核心内容。武汉潮玩设计研究院通过建立多产业设计协同，为全国电子产品、工艺饰品、服装、家居装饰、玩具等产业进行数字 IP 设计服务，形成面向全国多个产业的潮玩数字 IP 设计资源平台和交易平台，助力城市数字经济发展。

（二）布局“新媒体”融合，占领文化新高地

众所周知，IP 符号对人类自我认知的塑造，在今天，它出现在了数字媒体的环境中。潮玩数字 IP 更迭了传统 IP，形成自己的话语场。而它的载体，比如手办、雕塑、玩具等，又都成为新的媒介。伴随潮玩产品的海量交易，粉圈经济流动，媒体再次发生了新的融合。在武汉潮玩设计研究院，具备实用功能的潮玩“新媒体”将成为城市文化传播与输出的战略新高地。

（三）率先“文化新范式”，提升城市产业更新力

武汉潮玩设计研究院所带来的“产业多元共生，文化生态融合”文化新范式，给传统产业提供了新的赛道。在未来，产业的“多元共生”“文化生态加持”将成为常态。传统的文旅、餐饮、时装、展会、玩具等都将发生改变。随着潮玩 IP 的植入，各产业间可形成粉丝交互、圈层叠加、互为媒体的联动与融合效应。传统产业的边界被打破，产业的自我更新力和自我重塑有了平台和窗口，城市的产业创新魅力和活力也随之大幅提升。

（四）汇聚潮玩人才与产业链，打造一批“双创”团队

武汉潮玩设计研究院聚集了上游

1. Build Digital IP Platforms for Cities to Boost the Digital Economy

The digital IP is always the core value of art toys. In the model that integrates digital IP, art, technology and product, Art toys perfectly specify how digital IP symbols are integrated into products. Through the coordination of multi-industry designs, Wuhan Art Toy Design and Research Institute provides services of digital IP design for industries of electronic products, handicrafts, clothing, home decorations, and toys. As a result, the nationwide design platforms and trading channels for multiple industries come into being to boost the urban digital economy.

2. Orchestrate the Integration of the“New Media” to Seize the New Plateau of Culture

It is universally acknowledged that the IP symbols can shape human self-cognition, and it now appears in digital media. The digital IP of art toys has replaced the traditional IP and formed its own discourse field. Meanwhile, the IP carriers have become the new medium such as garage kits, sculptures, and toys. With the massive trading of art toys and the economic flow of the fan circles, a new integration of the media came to us again. In Wuhan Art Toy Design and Research Institute, the “new media” with practical functions will be the new strategic plateau for urban cultural transmission and output.

3. Take the Lead in the “New Culture Paradigm” to Enhance the Ability to Renew Itself

Wuhan Art Toy Design and Research Institute has brought the new culture paradigm of “industrial pluralism, and the integration of culture community”, and provided a new development pattern for traditional industries. In the future, it will be common to see the “industrial pluralism” and the “integration of culture community”. At that time, great changes will be embraced by industries of cultural tourism, catering, fashion, exhibitions, and toys. With the introduction of Art Toy IP, various industries will see the interconnected development and integration effects including fan interaction, and integration of different communities. This new culture paradigm has broken down traditional industry boundaries, and provided many platforms and channels for industries to upgrade and reshape. Today, the cities that follow the new paradigm are bursting with greater vitality and attraction.

4. Gather Art Toy Talent and Industrial Chains to Build “Dual Creation”(mass entrepreneurship and innovation) Teams

Wuhan Art Toy Design and Research Institute gathers upstream

的设计,中游的应用,比如服装、城市公共空间、玩具、旅游,甚至文创、极限运动、涂鸦等潮流产业,以及下游的商业和互联网销售。完整的产业集散、产业链条让城市获得巨大的创业、就业机会。武汉潮玩设计研究院产业协同工作室,将参与孵化高校师生双创团队,激发年轻人的创新活力,缓解城市大学生就业压力,吸引更多产业汇聚。

(五) 推进东亚文化之都建设,开展城市协作与城市对话

武汉潮玩设计研究院同时搭建具有影响力的国际潮玩平台,进一步丰富城市文化品牌。潮玩文化与东亚文化中的日漫文化有着天然联系,但又有更鲜明的独创性:它更科技、更艺术、更向未来。打造城市潮玩文化地标,主办潮玩会展、潮玩嘉年华,将全面活化城市年轻时尚形象。

武汉潮玩设计研究院同时致力于改变目前高校学科建设长期滞后新兴行业市场的弊端,聚焦“文化新范式”理论探索、交叉学科、前沿科技的融合研究,将开启新的研究视域。面对第三次工业革命(信息技术革命)所带来的社会生产结构与文化生态变革,以学术为引领,通过国际学术交流、国际学术论坛,带动城市对话,引领城市协作,协同产业运营,打开城市与城市间的对话,城市与城市间的协同发展,有效完成国际城市与城市间的链接,在战略、资源、策略、规划、执行等方面推动它的进程。

design, and midstream applications, which involve the industries of clothing, urban public space, toys, tourism, cultural creativity, extreme sports, graffiti, and other fashion businesses. Meanwhile, the institute covers downstream businesses including commercial and Internet sales. With the complete industrial distribution system and industrial chains, cities can seize great opportunities for employment and business start-ups. Furthermore, this industrial cooperation studio will devote itself to incubating the “dual creation” teams joined by teachers and students to further stimulate the innovation capability of young people, alleviate the employment pressure of college students in cities, and attract more industries.

5. Carry Out Collaboration and Dialogues Among Cities

Meanwhile, Wuhan Art Toy Design and Research Institute builds international fashion platforms to further enrich the urban culture. Although Art Toy Culture has an inherent connection with the Japanese comic culture that is also one of the East Asian cultures, it possesses more distinctive originality: it is more technological, artistic, and future-oriented. We can fully revitalize a young and fashionable image of cities and construct the culture capital of East Asia by hosting exhibitions and carnivals of art toys

Wuhan Art Toy Design and Research Institute is committed to narrowing the long-lasting gap with the emerging industry market in the construction of university disciplines. The institute is focusing on the integration research in aspects of theoretical exploration of “new culture paradigm”, the interdisciplinary subjects, and frontier technologies, so as to bring us a new research perspective. The Third Industrial Revolution (The Information Technology Revolution) has brought great changes in the social production structure and culture community. Under such a background, Wuhan Art Toy Design and Research Institute takes academy research as a top priority, conducts international academic exchanges, and holds international academic forums, to engage cities in the conversation and cooperation, coordinate industrial operations, spark up dialogues and coordinate development between cities, and effectively connect international metropolises with domestic cities. In order to achieve these goals, joint efforts should be made to facilitate this process in strategy and tactic making, planning and implementation, and resource integration.

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