

Blessing Cultural Product Packaging Design: Taking Guanlin Temple in Luoyang as an Example

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Abstract

This paper takes Guanlin Temple in Luoyang as a case study to explore the packaging design of praying for blessings cultural products and to find design solutions suitable for the market. Through qualitative research methods, combined with the historical and cultural background of Guanlin Temple and the technique of packaging design of praying for blessings cultural products, this paper aims to study the praying for blessings culture of Guanlin Temple in different periods to analyze the existing packaging design of praying for blessings cultural creative products of Guanlin Temple and the problems that exist, and to design a new packaging of cultural products and to carry out feasibility analysis. The existing blessing cultural product packaging has issues, such as design similarity, lack of cultural characteristics, being too traditional, etc. At the same time, this paper also reviewed relevant literature to understand the consumer demand for praying for blessings, cultural products, and market trends. After market research, literature review, and expert proof, we summarise the key features that the packaging design of blessed cultural products should have: firstly, to emphasize the connotation and characteristics of blessed culture; secondly, to innovate the design to attract consumers; thirdly, to meet the demand of the actual use of the products and to ensure the practicability and convenience. These research results have practical application value for enhancing the attractiveness and market performance of the packaging design of blessed cultural products.

This study guides the packaging design and sales strategy of Guanlin Temple Prayer for Blessings cultural products. Still, there are limitations, such as a small survey sample and limited scope. Future research can expand the scope and sample size of the survey to gain a deeper understanding of market development and trends. Consumer purchase intentions and needs are explored through experiments and questionnaire surveys, and more accurate guidance for product packaging design and sales strategy is provided.

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Keywords: Blessing Culture, Guanlin Temple, Guan Yu, Blessing Cultural Product Packaging Design, Innovation

Introduction

Located in Guanlin Town, Luolong District, Luoyang City, Guanlin is the burial place of Guan Yu's head during the Three Kingdoms period and enjoys the reputation of being one of the three major Guan temples at home and abroad. As the only ancient architectural complex in China that combines a mound, a temple, and a forest, Guanlin has unique historical and cultural value. In the winter of 219, after Sun Quan's surprise attack on Jingzhou, Guan Yu was defeated in the city of Mecheng, and in the spring of 220, Sun Quan gave the head of Guan Yu to Cao Cao to avoid reprisals from Liu Bei. Cao Cao admired Guan Yu, made him King of Jing, buried him with royal etiquette fifteen miles south of Luoyang, and built a temple to worship him. Guanlin is an ancient architectural complex built in the Wanli period of the Ming Dynasty and expanded in the Qianlong period of the Qing Dynasty. The main building of the Ming Dynasty style is well-preserved, and the overall layout of the palace style and the scale are magnificent. The complex includes the mountain gate, cloister, hall, main hall, second hall, third hall, stone pagoda, Linbei Pavilion tomb, etc. Other similar buildings are symmetrically distributed on both sides of the central axis. Guanlin was once successively called "Guanwangwang Temple," "Guandi Temple," and "Zhonglie Shenwu Emperor's Forest," enjoying different honorable titles through the enthronement of successive emperors. Chen Bozong, the emperor of the Chen Dynasty in the southern part of China, said, "Guan Yu became a god," and established a temple for Guan Yu northwest of the Yuquan Temple in Dangyang and built a tomb for Guan Yu on Yuquan Mountain. By the Sui Dynasty, myths and legends of Guan Yu began to appear, and in Guan Yu's hometown and the place where he lived during his lifetime, the legend of Guan Yu's manifestation to protect the people was widely spread. In the ninth year of the Han Dynasty, the Guan Di Temple was built in Xiezhou, Guan Yu's hometown. Other places also began to build Guan temples. By the Tang Dynasty, the belief in Guan Yu was formed, and many Guan temples appeared all over the country, further expanding the belief in Guan Yu. Danyang held a grand festival on 13 May, the birthday of Guan Yu, and at the same time, it formed the custom of sweeping the tomb of Guan Tomb. Hanging the statue of Guan Gong in the court and the folk became a custom and a trend. Guan Gong's faith culture in the Ming and Qing Dynasties ushered in the heyday, and Guan Lin Guan Gong's faith customs and activities were unique and rich. Guanlin has built temples and shrines for Guan Yu since the Han Dynasty, forming a solid atmosphere of Guan Gong's faith. Guanlin Guan Gong prayer and sacrificial activities are the most

crucial faith custom carriers. Since the Ming and Qing dynasties, Guanlin Guan Gong's activities are divided into official prayers and folk prayers. Given the bottleneck in the development of blessing cultural and creative products, it is necessary to carry out vertical segmentation research. As one of China's outstanding traditional cultures, praying for blessing culture has the advantage of popularisation and can fit into tourist attractions.

This paper combines the blessing culture of Guanlin Temple with creative cultural products to form cultural products with Chinese characteristics, enhance cultural self-awareness and self-confidence, improve national cultural soft power, and enhance the international influence of Chinese culture. Prayer culture is integral to the excellent traditional Chinese culture, and blessing cultural heritage and development are crucial. Under the support of the current national policy, the "resonance symbiosis" pattern of "tourism culture and creativity + blessing culture" helps the development of cultural and creative industries, enhances the national cultural soft power, and strengthens the international influence of Chinese culture. China is a culturally rich country where people express their wishes for happiness and good fortune through various traditional customs and activities, such as putting up couplets at the Spring Festival, enjoying the moon at the Mid-Autumn Festival, and celebrating the Lantern Festival. These traditional festivals and customs reflect the Chinese people's pursuit of and aspiration for a better life. Activities such as giving gifts, worshipping gods, and praying for blessings on festivals and important occasions are not only the inheritance of traditional culture but also a way for people to seek blessings by placing their wishes. Blessing culture occupies an important position in Chinese culture and is divided into two forms: material blessings and spiritual blessings. Material blessings express wishes through concrete objects, while spiritual blessings are realized through virtual forms. Blessed objects and characters become essential carriers of cultural inheritance.

This topic focuses on the design and practical application of the blessing culture and creative industry, taking Guanlin Temple in Luoyang as an example and discussing the concept of blessing culture and the concept of culture and creative industry in depth. By analyzing the cultural concept and form of praying for blessings, as well as the historical and cultural background of Guanlin Temple, this paper provides new perspectives and innovative paths for designing and creating Guanlin Temple's praying for blessings cultural products. This not only helps to enrich the cultural connotation of Guanlin Temple but also helps to promote the development of a cultural creative industry of praying for blessings and enhances cultural self-confidence and the country's soft power.

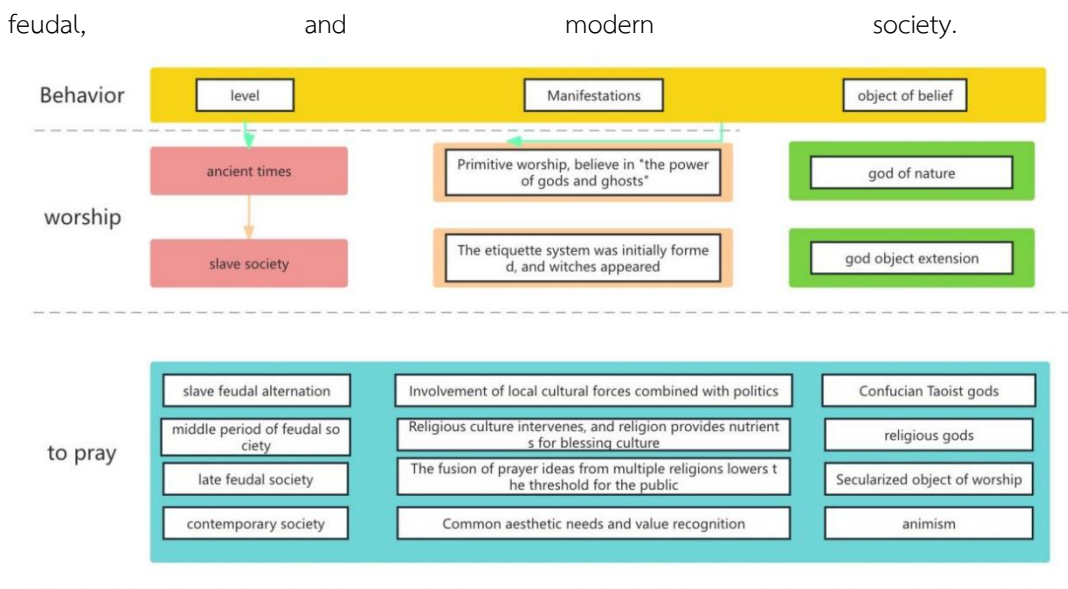
This study focuses on the praying culture of Guanlin Temple in Luoyang as an example of exploring the development of the praying culture and creative industries. The study analyzes the concepts of praying for blessings in culture and the cultural creative industry. From the perspective of the artistic, and innovative industry, firstly, the connotation and form of praying for blessing culture are discussed in depth and combined with the surrounding culture of Guanlin Temple in Luoyang and the historical background of Guan Gong's beliefs, the study is based on the folk cultural characteristics of praying for blessing in Guanlin Temple from the perspective of practice and innovation. Based on the human stories, historical origin, and regional characteristics of Guanlin Temple, it provides new ideas for designing and creating Guanlin Temple praying for blessings cultural products and innovatively develops Guanlin Temple-themed praying for blessings cultural products.



Research Conceptual Framework

Image source: drawn by the author, 2023

The culture of blessing has diversified over time, geography, ethnicity, and beliefs, showing differences between mainstream and non-mainstream cultures. Its connotations have continued to expand, and its development can be divided into the following categories: ancient, slave, slave-feudal transition, mid-feudal, late-



The development of blessing culture

Source: drawn by the author, 2023

The packaging design of Luoyang Prayer Cultural Products can be viewed from traditional, modern, and artistic perspectives. Traditional style packaging often adopts elements such as Guan Yu's image, ancient buildings, dragons, and phoenixes to show historical and cultural characteristics, presenting ancient tones and textures. Packaging that incorporates modern elements combines modern patterns, colors, and design styles to enhance the sense of fashion and attractiveness. Artistic packaging focuses on artistry and sophistication, using high-grade materials and printing technology to create high-quality packaging, highlighting the uniqueness and value of the product.

The packaging design of Luoyang Prayer Cultural Products can be based on regional characteristics and environmental awareness. Regional characteristics of the packaging emphasize the Luoyang cityscape, places of interest, Luoyang dialect, etc., to strengthen the connection between the product and Luoyang culture. Environmentally conscious packaging using recyclable materials and environmentally friendly ink, reducing unnecessary packaging, and focusing on sustainable development. Luoyang blessing cultural products are rich and diverse, including religious beliefs and culture, such as the image of Guan Yu and Buddhist temples.

Guan Yu Prayer Cultural Products include statues, paintings, engravings, and ornaments, closely related to Luoyang's prayer culture. These products are themed

on the image of Guan Yu and the elements of praying for blessings and are offered to believers for worship, wearing, or collection.



Decorative portrait of Guan Yu

Source: <https://image.baidu.com/>, 2023



Decorative portrait of Guan Yu

Source: <https://image.baidu.com/>, 2023

As a blessing product of Luoyang Guanlin Temple, there may be some problems in its current situation:

Outdated packaging: Due to the long history of Luoyang Guanlin Temple blessing products, there may be some old problems in the packaging design. The design and style of packaging may lack modernity, fail to keep up with the needs and aesthetic trends of the times, and make it challenging to attract the attention of young consumers.

Lack of design sense: The design sense of packaging is an essential factor in attracting consumers. If the packaging of Luoyang Guanlin Temple blessing products lacks innovation and aesthetics in design, it may affect product sales and market competitiveness.

Lack of brand recognition: Brand recognition is essential for consumers when purchasing a product. Suppose the packaging design of Luoyang Guanlin Temple blessing products lacks brand characteristics and recognition. In that case, it will be difficult to form a differentiated competitive advantage in the market, which is not conducive to establishing and promoting brand image.

Insufficient environmental awareness: Environmental awareness is receiving increasing attention in modern society. If the packaging materials and design of Luoyang Guanlin Temple blessing products do not consider environmental protection factors, it may affect the product's image and market recognition.

In terms of disseminating traditional culture, Luoyang Guanlin Temple blessing cultural products convey the value and significance of conventional culture through their packaging design and the cultural connotation they carry. These products have received attention and love in the market and are conducive to the inheritance and promotion of traditional culture.

Pattern is an essential part of the visual communication design of commodity packaging and is the main form of non-literal communication. It can cooperate with people's behavior and thoughts and convey ideas without specific expressions, so it is more attractive than words. When consumers buy Taishan specialty products, they are not just ordinary visual acceptance behaviors but, more importantly, judgments generated by visual perception, which cause psychological effects.

The visual design of the packaging image requires the accuracy of its visual language to be persuasive, and the pattern should be selected according to the content of the message. The packaging design pattern of Luoyang Guanlin Temple blessing cultural products is inseparable from the profound cultural background of blessing in the Luoyang area. Designers mostly choose folk traditional auspicious patterns with blessing cultural connotations when selecting patterns. These auspicious patterns are born of the long-standing blessing culture in the people's lives, expressing the most straightforward desire for a better life, and are symbolic art with a unique concept of life.

The packaging design for the Luoyang Guanlin Temple Prayer for Blessing's cultural product relies on traditional Chinese cultural elements to convey the theme of praying for blessings and wishes. The key visual elements include:

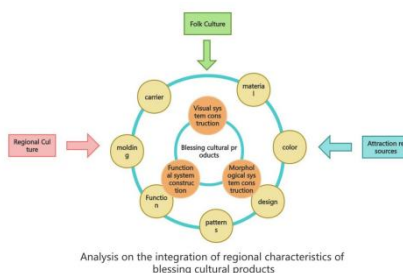
1. Dragon and phoenix motifs: As symbols of good fortune, nobility, and harmony, dragon and phoenix motifs are often used in packaging design to create an auspicious atmosphere.

2. Peony pattern: The peony is known as the "king of flowers," and its pattern represents wealth, glory, and good luck, so it is widely used in packaging design.

3. Xiangyun pattern: The Xiangyun pattern is used to express good luck and good wishes. It is often combined with other patterns, such as dragons, phoenixes, and peonies, to enhance the atmosphere of praying for good luck.

4. Shou character pattern: Shou character pattern implies longevity, health, and happiness and is often used to express the meaning of "longevity than South Mountain."

The application of these elements makes the packaging design of Luoyang Guanlin Temple praying for blessings not only rich in traditional cultural flavour, but also accurately conveys the theme of praying for blessings and wishes.



drawn by the author, 2023

Guan Yu's demeanor usually shows his solemnity and majesty. Guan Yu's demeanor in the packaging design can be depicted to show his might and solemnity. Guan Yu's eyes generally show his intelligence and wit. Guan Yu's eyes can be depicted in the packaging design to show his intelligence and wit. Guan Yu's beard is also one of his signs, which can show his maturity and stability. In the packaging design, the image of Guan Yu with a fluttering beard can be depicted, showing his maturity and stability. In the above, Guan Yu was selected as the main character of Guanlin Temple's blessing product packaging design through expert argumentation. Combined with a modern graphic design style, three-character schemes were designed. The design process of Scheme 1 is as follows:

Option 1 selects Guan Yu wearing armor with a flat style as the main body of the character - character design:

Design concept: Firstly, Guan Yu's standing posture is used as the character image design, highlighting Guan Yu's brave and mighty image. Then, we chose classic green

as the theme color for the characters, which was in line with the historical image of Guan Yu and the blessing culture of Guanlin Temple in Luoyang.

Line draft drawing: To start the line draft, first draw the outline and basic posture of Guan Yu. Pay attention to grasping the proportion of Guan Yu's body and the coordination of movements. At the same time, details such as Guan Yu's facial expressions and hair were refined and depicted.

The design mainly uses a combination of bright and dark tones to highlight the sense of history and solemnity of Guanlin Temple. The main building, Guanlin Hall, adopts bright colors to highlight its essential status and unique charm. The Jieyi Pavilion and its Qianqiu Jian use dark colors to create a quiet and mysterious atmosphere. In terms of line processing, concise and clear lines are used to outline the outline and details of the building. The outline of Guanlin Hall adopts thick and powerful lines to highlight its majestic features. The outline of the Bell and Drum Tower adopts soft curves to show its elegant and classical atmosphere. In terms of flattening, attention is paid to processing architectural details. The doors and windows of Guanlin Hall adopt simple rectangles and circles to highlight its simplicity and grandeur. Intricate geometric shapes and patterns show its refined and classic atmosphere.

Product packaging application design:

This plan adopts a flat style design. After the characters and scenes are designed, they are applied to the packaging of blessing products for design. It is combined with Guan Yu in a flat style. The picture is dominated by yellow, green, and red tones, with koi, Chinese elements such as lotus, peony, and lanterns, plus Chinese characters as the finishing touch apply the design of characters and scenes to the design of pastry packaging boxes, calendars, portable paper boxes, umbrellas, blessing gift boxes, and packaging bags for blessing supplies. The packaging design of Linmiao blessing cultural products has been innovated and redesigned, which has played a vital role in promoting the blessing culture.



(Guanlin Temple Blessing Culture Product Plan 1 Design - Blessing Product Packaging Design Application 1)

Source: drawn by the author, 2023



Figure 5.9(Guanlin Temple Blessing Culture Product Plan 1 Design - Blessing Product Packaging Design Application2)

Source: drawn by the author, 2023



(Guanlin Temple Blessing Culture Product Plan 1 Design - Blessing Product
Packaging Design Application3)

Source: drawn by the author, 2023

The following is the design process based on the image above, starting from the line draft to the coloring process:

Line draft drawing: First, select the image of Guan Yu standing mighty and mighty, holding the Qinglong Yanyue knife, and start to draw the line draft. At the stage of the online draft, we should pay attention to the coordination of Guan Yu's posture and movements, and at the same time, pay attention to the description of details, such as Guan Yu's clothing, helmet, belt, knife handle, etc. When drawing the line draft, we should also pay attention to the smoothness and strength of the lines to show Guan Yu's heroism and sense of strength.

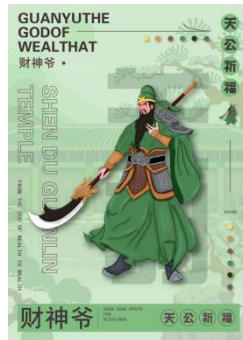
Base color filling: After finishing the line draft, fill in the base color. According to the design's color scheme, green fills Guan Yu's clothing, helmet, belt, and other parts. When filling the base color, pay attention to the coordination and layering of the color to facilitate the subsequent coloring work.

Detail painting: After completing the base color filling, paint the details. According to the design needs and color scheme, choose the appropriate color to add details and texture to Guan Yu's clothing, helmet, belt, and other parts. When coloring details, techniques such as gradients, shadows, and highlights can be used to show the three-dimensionality and texture of objects.

Coloring of the Qinglong Yanyue Knife: Next is the coloring of the Qinglong Yanyue Knife. According to the design requirements and color scheme, choose appropriate colors to add details and textures to the blade, handle, and back of the Qinglong Yanyue Dao. In the coloring process of the Qinglong Yanyue Knife, the metallic texture expression technique is used to highlight the hardness and luster of the knife.

Coloring of the face and hair: Finally, the coloring of Guan Yu's face and hair. According to the design requirements and color scheme, choose appropriate, realistic colors to add details and texture to Guan Yu's face and hair. In coloring the face and hair, attention should be paid to showing Guan Yu's mature and stable temperament and his brave and courageous spirit.

Complete coloring: After completing the above coloring steps, examine and adjust the entire picture to ensure the coordination and unity of colors. At the same time, pay attention to the brightness and saturation of the color to provide the visual effect and attractiveness of the picture.



(Coloring of Guan Yu Blessing Figure Poster Design of Guanlin Temple Blessing Cultural Product Scheme 2 Design)

Source: drawn by the author, 2023

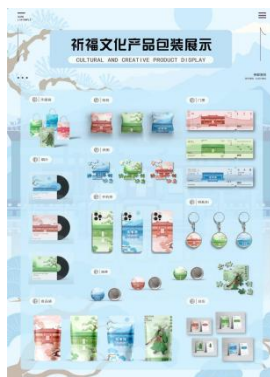
Scene design:

This plan adopts the style of realistic illustrations to represent Guanlin Temple, a scenic spot in Luoyang. It reproduces the architectural scenes of Guanlin Temple's Temple of Wealth, Spring and Autumn Hall, Qisheng Temple and Pines and Cypresses realistically, corresponding to the first chapter of Guanlin Temple in the second chapter. The year has three primary blessing and sacrificial activities: Spring Festival, Chen Festival, and Autumn Festival, corresponding to blue. For the Chen Festival, green corresponds to the Spring Festival, and red corresponds to the Autumn Festival. The traditional blessing activities of Guanlin Temple are combined with the design to better provide real feelings for the people who come to Guanlin Temple to pray.



(Applied Design Figure 1 of Guanlin Temple Plan 2 Product Packaging Design)

Source: drawn by the author, 2023

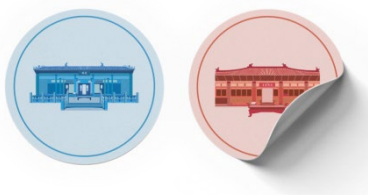


(Applied Design Figure 2 of Guanlin Temple Plan 2 Product Packaging Design)



(Guanlin Temple Plan 2 Product Packaging Design Application Ticket Design Drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 product packaging design application coaster design drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 Product Packaging Design Application Blessing Food Packaging Design Drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 Product Packaging Design Application Blessing Pendant Design Drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 Product Packaging Design Application Prayer Pastry Packaging Box Design Drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 Product Packaging Design Application Blessing Canvas Bag Design Drawing)

Source: drawn by the author, 2023



(Guanlin Temple Plan 2 Product Packaging Design Application Blessing Gift Bag Design Drawing)

Source: drawn by the author, 2023

Through the above designs, we have made a comprehensive plan and idea for the packaging application of Guanlinmiao products. Based on the realistic illustration style, it highlights the historical and cultural heritage and regional characteristics of Guanlin Temple while paying attention to the functionality and environmental sustainability of the packaging. In the specific design process, we will pay attention to contrast and unity, using gradient techniques and creative typography design to enhance the visual effect and brand value of product packaging. At the same time, we will also pay attention to the safety, user experience, and commercial norms of packaging to ensure the design's legality, reliability, and feasibility. Through these efforts, we hope to create a product packaging application with unique charm and

value for the Guanlinmiao brand to promote the brand's development and enhance the consumers' purchasing experience.

Build Luoyang Guanlin Temple's blessing brand and drive industry development. To establish the brand strategy of Luoyang Guanlin Temple praying for blessing cultural products, the focus should be placed on the following:

1. Brand positioning: Ensure that the brand is closely linked to Guanlin Temple's historical value, cultural depth, and social influence and shape a brand image with rich historical and cultural heritage and regional characteristics.

2. Brand building and promotion: Enhance brand awareness, cultivate brand operation talents, establish systematic and centralized brand management, enhance visibility through marketing activities and social media, and strengthen brand value dissemination.

3. product innovation: diversified blessing cultural and creative product design, avoid homogenization, integrate and strengthen the blessing elements, and develop products with unique cultural characteristics.

Market expansion: strengthen market promotion, develop an effective marketing strategy, increase product exposure and sales, cooperate with scenic spots to launch co-branded products, and expand brand influence and market share.

Brand image design: To enhance brand recognition and influence, an image must be designed in accordance with brand positioning. The representative architectural elements of Guanlin Temple can be used to establish the brand, and the components of the blessing culture, such as blessing characters and auspicious patterns, can be combined to carry out packaging design and brand image building.

Brand cooperation and co-creation: Cooperate with other related brands or institutions to jointly promote the blessing culture of Guanlin Temple, achieving resource sharing and mutual benefit. Joint promotion, co-branded products, etc., can expand the brand's influence and popularity.

Brand management and maintenance: Establish a brand management and maintenance mechanism to ensure the stability and reliability of brand image and reputation. In management and maintenance, attention must be paid to controlling product and service quality, consumer feedback and needs, and continuously optimizing brand experience and value.

By implementing the above strategies, we can gradually establish the blessing cultural products of Luoyang Guanlin Temple.

The brand image and value of packaging design can enhance the brand's competitiveness in the market. At the same time, attention must be paid to the

interaction and communication with consumers, the brand management and maintenance mechanism must be constantly optimized, and the brand must be ensured long-term and sustainable development.

Spreading blessing culture

From the industry's perspective, it is necessary not only to build a blessing brand but also to spread new concepts of blessing to tourists. Traditional blessing behaviors mainly take place in religious places, but today's blessing culture is gradually breaking away from religious soil and developing into the tourism field. There is an urgent need for a new prayer concept. The latest blessing behavior in tourism must be daily, localized, and widespread to eliminate the cumbersome traditional blessing process. However, many tourist attractions' new blessing cultural system has not yet been fully established, and tourists have not yet formed a complete concept of blessing. To the point that tourists cannot obtain an immersive blessing experience.

On the one hand, it is necessary to excavate the local cultural heritage of Luoyang Guanlin Temple itself, summarize the content with the concept of blessing, auspiciousness, and blessing culture, transform the intangible cultural connotation into tangible cultural symbols, and sell cultural products of the blessing series. For example, in the above scheme 2, the image of Guan Yu in Guanlin Temple is redesigned. The building of Guanlin Temple itself is designed and created and applied to the packaging design, which contains the culture of blessing, which can be deeply excavated, and carry out the design and development of blessing culture and creation; on the other hand, it is possible to hold relevant blessing interactions regularly to form a regional influence and combine blessing culture with festival activities. For example, Luoyang Guanlin Temple holds three times a year The Great Temple Fair, and Chengdu Jinsha Site Museum also has the Jinsha Sun Festival in the New Year; in addition, the concept of blessing can be output through the multi-dimensional communication channels of new digital media and through various design platforms that young people like, such as Douyin, Toutiao, and Weibo Spread the word and form social influence. All in all, through the above methods, the new concept of blessing has been spread, and the role of brand promotion has also been achieved, injecting multiple vitality into the industry.

Driving the Development of the Industry.

At present, the entire blessing cultural product industry is developing rapidly. However, in terms of scale and total volume, there are still significant differences with other traditional industries, and the intervention of blessing cultural and creative products can become a new economic growth point and expand the tourism cultural and creative industry chain. Taking the blessing culture in Southwest China as an

example, Southwest China has rich cultural resources, significant regional characteristics, many unique cultural resources, and many ethnic minorities. The blessing culture is rich and has obvious advantages. Blessing culture as a design resource can produce excellent cultural and creative products. However, the blessing cultural and creative industry must still solve its problems. First, the blurring of industry standards has led to uneven quality of blessing cultural and creative products in the entire industry, low level and quality, and failure to form a representative blessing cultural and creative association; secondly, there has been no Pray that the leading enterprises in the cultural and creative industry cannot achieve the industry effect of bringing "surface" with "points," resulting in a low industry ceiling.

From the perspective of the entire industry, multiple blessing brands can interact with each other to expand the industry's influence. For example, by joining with brands in the same industry to expand their influence, the Sanxingdui Museum and Chengdu Jinsha Site Museum belong to the ancient Shu cultural system and cultural and museum units. Their mutual linkage can achieve the effect of "1+1>2". At the same time, cross-border cooperation and co-branding can also be used to superimpose brand effects. The cross-border cooperation of the blessing brand will break through the cognition of a single field and have a certain degree of comprehensiveness and originality. The steady development of the blessing cultural and creative industry will surely expand the scale of the entire blessing cultural product packaging design industry and break through the current phased limitations of industry development.

Luoyang Guanlin Temple's blessing of cultural product packaging design holds great potential for development, as there's a growing emphasis on traditional culture and quality packaging design. Realistic illustration schemes can vividly showcase Guanlin Temple's scenery and cultural figures, emphasizing blessing culture's appeal and historical significance. Innovative designs and a unique brand image can propagate the value of Guanlin Temple's blessing culture to a broader audience, boosting the local cultural and tourism industries.

For future growth, Luoyang Guanlin Temple's blessing of cultural product packaging design can delve deeper into innovation, focusing on the following:

1. Refining realistic illustration styles: Enhance the quality and detail of illustrations in packaging design to create a more lifelike and engaging visual experience, thus highlighting the unique historical and cultural charm of Guanlin Temple.

2. Brand image strengthening: Shape the brand image of Luoyang Guanlin Temple's blessing cultural products through packaging design, emphasizing brand distinctiveness and core values. Memorable brand logos and slogans can improve market recognition and competitiveness.

3. Promotion of diversified media: Based on traditional media, new media channels and platforms, such as the Internet, social media, virtual reality, etc., should be actively expanded. The packaging design works will be promoted to a wider audience through diversified communication methods, enhancing brand awareness and influence.

4. Increased consumer interaction: Increase the interaction with consumers in the packaging design, such as adding QR codes or social media links, so that consumers can directly participate in brand activities or share with friends by scanning the packaging. By increasing the interaction links, the stickiness and loyalty between consumers and the brand will be enhanced, and the brand value will be promoted and enhanced.

Prioritize eco-friendly materials and designs to reduce packaging waste and promote resource reuse and recycling. This approach aligns with the trend of environmental protection and can enhance the brand's image. By focusing on innovative packaging design, Luoyang Guanlin Temple's blessing of cultural products can effectively promote brand value and cultural heritage. Staying market-oriented and consumer-focused will ensure ongoing innovation and optimization while maintaining competitive appeal. Collaborate with other brands and institutions to further promote the inheritance and development of blessing culture, contributing to the growth of the cultural industry and tourism. Merge traditional culture with modern aesthetics in blessing cultural product packaging to revitalize the culture's appeal. Highlight cultural features, integrate traditional and contemporary elements, and enhance brand recognition. Utilize diverse promotional channels and stress sustainability to create unique, cultural, functional, and environmentally friendly packaging that fosters the inheritance and development of blessing culture.

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