

# *The Analysis of Cultural Creativity in the Theme Design of Chinese Banquet*

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**Abstract:** In the era of consumption upgrading and experience economy, the catering cultural creativity is paid more and more attention. The theme culture and service in Chinese banquets are an important way of expression of the catering cultural creativity. Through the cultural creative design of Chinese banquet theme and the analysis of the key points of banquet table design, the strategy of implementing cultural creative design is presented based on CIS in the cultural creative design of Chinese banquet theme. As the modern consumer consumption level upgrade, consumer demand and consumption tends to be personalized and diversified. In experience the economic era of consumers people will no longer satisfy only in eating, more have the pursuit of culture and taste. Especially in banquets guests more hope to highlight banquet atmosphere, promote them on emotional communication, get rich cultural experience.

## 1. Cultural and Creative Design of the Banquet Theme

The banquet theme idea is the banquet intention of the banquet host, or is designed according to the banquet intention of the banquet host, which is the process of giving or enhancing the cultural and artistic sense of the host's idea.

Table type, layout, ornament, lighting, color and so on all need to be around and foil the theme. Hotels or Chinese restaurants can also plan a variety of theme banquets according to history, culture, current affairs, fashion and other elements. Theme creativity should generally highlight the cultural characteristics, so the creative design of banquet culture can seek inspiration and creativity from multiple cultures. Traditional culture, regional culture, folk culture and modern popular culture are all important sources of creativity. Through the clever use of these cultural elements, we can create a unique, full of cultural connotation and creative banquet design works. It should be noted that as using cultural elements in banquet design, the authenticity and integrity of culture should be respected, and excessive commercialization and distortion of the essence of culture should be

avoided. At the same time, the banquet should be comprehensively considered and flexibly applied according to the theme, audience and venue to ensure the pertinacity and effectiveness of the design.

### **1.1. The application of traditional culture**

Traditional culture is one of the important sources of inspiration for banquet theme creativity. The five thousand years of Chinese civilization has nurtured rich and colorful cultural elements, such as poetry, poetry, calligraphy, painting, ceramic craft, etc which can provide profound cultural heritage and creative inspiration for banquet design. In terms of banquet layout, traditional Chinese elements can be used for decoration, such as using classical furniture, hanging calligraphy works or Chinese paintings, to create a simple and elegant atmosphere. At the same time we can also draw lessons from the design concept of traditional architecture, such as symmetrical layout, spatial division, etc., to make the banquet venue more distinctive and aesthetic feeling. In terms of dish design traditional food culture can be integrated, and dishes with local characteristics can be launched so that guests can feel the charm of traditional Chinese culture while tasting the delicious food.

### **1.2. The application of regional culture**

Regional culture refers to the unique cultural phenomena and characteristics of a specific region which reflects the life style and aesthetic concept of the local people. In the banquet design, integrating regional cultural elements can make the banquet more regional characteristics and ethnic customs. For example, in the banquet design in southern China, the cultural elements of water towns can be used, such as lotus flowers and fishing boats as decorative elements to create a fresh and elegant water towns style. In the banquet design in northern China, ice and snow cultural elements can be used, such as snow and ice sculpture, ice and snow lighting, etc., to show the magnificence and mystery of the northern scenery. In addition, folklore and historical stories in regional culture can also become the creative sources of banquet design. By integrating these elements into the banquet theme, dish design and other aspects, a unique banquet culture can be created.

### **1.3. The application of folk culture**

Folk culture is a cultural phenomenon with distinct regional characteristics and national characteristics formed by the broad masses of the people in the long-term life. In the banquet design, the use of folk culture elements can add a strong folk atmosphere and humanistic atmosphere to the banquet. For example, in the banquet design of ethnic minority areas, local ethnic costumes, singing and dancing performances can be used to add ethnic characteristics and vitality to the banquet. At the same time, we can also combine local traditional festivals or celebration activities to launch dishes and entertainment activities with folk characteristics, so that guests can enjoy the food and feel the unique charm of local folk culture.

### **1.4. The application of modern pop culture**

Modern pop culture is a general concept with rich content and complex composition. It covers many aspects, including fashion, entertainment, consumption, technology and so on. Modern popular culture has been loved by the majority of young people for its diversity, innovation and interactivity. It integrates the traditional and modern, eastern and western elements, and forms a rich

and diverse cultural landscapes through the unique ways of expression and communication channels. The popularity of this culture not only provides people with more spiritual enjoyment, but also provides a new source of inspiration for banquet design. In the future, with the continuous development of society and the progress of science and technology, modern pop culture will continue to have a profound influence on banquet design. Designers need to constantly pay attention to the trends and trends of pop culture, draw inspiration and creativity from it, and inject more vitality and innovative elements into the banquet design.

The application of modern popular culture in banquet design is as follows:

#### **1.4.1. Integration of theme elements.**

Popular elements in modern pop culture, such as music, movies, animation, etc., can become the theme of banquet design. For example, concert banquets with pop songs, film and television theme banquets with popular movies as the theme of the theme, animation theme banquets with animation characters as the theme, etc. The integration of these theme elements makes the banquet more personalized and interesting, and can attract more young people to participate.

#### **1.4.2. Use of color and light and shadow.**

The color and light and shadow elements in modern popular culture also provide new ideas for the banquet design. Designers can use bright colors and unique light and shadow effects to create a dynamic and dynamic banquet atmosphere. At the same time, the use of modern technology, such as LED projection, laser show, etc., also brings more possibilities for banquet design.

#### **1.4.3. Design of interactive experience.**

Modern popular culture emphasizes the interaction with the audience, and the design of this interactive experience is also introduced into the banquet design. Designers can set up interactive links and games to make participants more integrate into the atmosphere of the banquet and enhance the fun and interaction of the banquet. At the same time, the application of social media also provides more opportunities for participants to share and interact, further expanding the influence of the banquet.

## **2. Chinese Banquet Theme Table Creative Design Points**

The creative design of the banquet theme is to enhance the atmosphere of the table through the shape of the decorative flowers in the middle of the table. By placing some valuable and well-made objects on the table can upgrade the level of the banquet. Through the shape and position of the folded napkin, it can reflect the seating of the host, the guest and the entourage and showing the host's respect for the guest. The overall effect of table items in banquet hall should be a line of table and flower , dining chair and table leg. The cloth and skirt, cloth and tableware, cloth and decorative flowers, tableware and decoration flower color collocation can reflect the designer's artistic style and creativity, and also can reflect the hotel overall management level.

### **2.1. Banquet table design**

The banquet table design should foil the atmosphere of the banquet that can highlight the theme of the banquet, improve the level of the banquet, and reflect the level of the banquet. The table design should be combined shape based on the guests' dining purpose, theme requirements, dishes and dining needs of a variety of tableware and desktop decoration combination modeling. Banquet

table design is to design the overall layout of the banquet table according to the theme of the banquet, the requirements of the host unit, the reception specifications, the number of diners, customary taboos and special needs. It is a kind of table layout art. Banquet table design mainly includes the selection of tablecloth, the selection of tableware, the choice of napkin, napkin and flower modeling design, table centerpiece modeling and menu etc.

## **2.2. Selection and design of tablecloth and napkin**

The choice and design of tablecloth and napkin should attract the eyeball and foil the effect of the theme. The first thing to consider is the color. Color collocation should adhere to the corresponding coordination with the theme and usually the linen color of the whole topic table generally can not exceed three kinds. Secondly, The design should consider the material and pattern of the table cloth and the napkin. The designer can choose the pattern in line with the theme according to the theme of the banquet. The third is the design of the napkin folding flowers. The flower shape of the napkin should be suitable for the nature, theme, scale and season of the banquet, at same time highlighting the host position. In general, if the theme of Chinese banquet is classical and simple we can choose the form of plate or ring flowers. If the theme is classical and distinctive, its napkin can be folded by the traditional more cumbersome cup flowers. From the development process of the current banquet napkin folding, the most banquets are designed in the form of ring flowers and plate flowers.

## **2.3. The Selection of tableware**

The selection of tableware should choose different styles according to the theme. All the tableware design and placement are around the theme to spread out. The selection and arrangement of tableware must be carried out according to the nature and grade of the banquet, the mode and content of the service, the number and color of the dishes. Sometimes the selection of tableware should also choose a few more special tableware according to the theme, such as using natural plant fruits, vegetables or processed ingredients to make tableware according to the theme creativity.

## **2.4. Design of the center decoration**

The center decoration of the theme banquet table is the expression and foil of the banquet theme that plays a very key role in the theme display of the whole table. The design of central adornment should firstly consider the effect on matching with the theme creativity of the banquet from material to modelling. Secondly the color of adornment should be coordinated with whole table face. At the same time, the size and height of the decoration should meet the requirements of the banquet dining. In general, the size of the center decoration should not be too large or too small and the height is appropriate not to hinder the guests' communication line of sight. The selection of materials of the center decoration should avoid choosing the materials that do not meet the catering hygiene requirements or affect the appetite to appear on the banquet table. From the centerpiece of the current Chinese theme banquet, you can choose the traditional Chinese food carving, platter, theme flower and a variety of creative small shapes and bonsai. One of the most widely used center decorations in Chinese banquet design is the theme flower arrangement which plays a very important role in beautifying the table, enhancing the effect and setting off the atmosphere. Flower arrangement on the banquet table generally requires flowers which are adjusted according to the guests' taboos, banquet theme and seasonal changes.

## 2.5. Banquet menu design

Menu design of theme banquet is an important content of theme banquet design. Menu design generally includes two aspects: menu form and menu content. The first is the design of the menu form which should not only be novel, but also be adapted to the theme. In the form of the menu, we should not only consider the material shape, such as paper menu, ceramic menu, bamboo menu carving menu, fan menu, etc., but also fully consider the size, color, shape, pattern effect of the menu. The second is the design of the menu content which is mainly reflected in the selection of the name and dishes that should be consistent with the theme, which should have a moral meaning that should well reflect the theme of the banquet, so that the guests can feel and understand this unique moral meaning. The choice of dishes can be considered the following balance: The raw materials should be reasonable; The dishes should take into account different cooking methods; The shape and color of dishes should be rich; The variety and grade of dishes should be rich; The texture of dishes should be diverse and the nutrition and cost of dishes should be balanced.

## 2.6. The banquet table design also includes the theme card, toothpick set, chopstick cover and chair cover.

The color and pattern effect of chopstick cover and chair cover should echo the theme creativity of the banquet, as far as possible to be consistent with the pattern of the table cloth and napkin. Banquet theme brand is the introduction of the banquet theme, which is a wide selection of materials, the forms emerge in endlessly, a personality and attractive to be impressive, but it need to pay attention to the material and form to be coordinated with the theme.

## 3. Chinese Banquet Theme Creative Presentation

The core concept of the theme banquet table design lies in the design and creativity of the theme. Theme design is the starting point of Chinese theme banquet design and the theme is the core of the cultural concept of Chinese banquet. When we find them through various creative sources, such as traditional culture, regional culture, folk culture and modern pop culture it will be showed through various elements on the banquet table. How to present the theme culture? Therefore we introduced CIS corporate image identification system. Based on the concept of corporate image communication we spread the creative theme as the image of the banquet, and the theme to the guests in the banquet through MI; BI; VI. In this way, the theme banquet culture and the guests can communicate with each other.

Table 1. Application of CIS corporate Image Identification system in theme banquets

Enterprise CIS	Enterprise CIS implementation	Theme banquet CIS implementation
MI (Concept Identification System)	Business management philosophy, cultural spirit	Banquet theme creativity and connotation
BI (behavioral recognition system)	Enterprise behavior system, operation and management activities	Banquet reservation and sales, banquet service management, banquet quality management, etc
VI (Visual Recognition System)	Visual corporate culture presentation, such as: corporate name, brand logo, standard word, standard color, corporate modeling, corporate symbol pattern, corporate slogan, slogan, mascot	Banquet environment design; banquet table design (menu design, wine list design, theme plate design, chopsticks cover, toothpick cover, chair cover, table cloth, napkin, centerpiece, etc.).

#### 4. Banquet Theme Cultural and Creative Design Trend

In the future creative design of banquet culture, we foresee that several obvious trends will gradually emerge. The first is the deep integration of technology and art. With the continuous progress of science and technology, cutting-edge technologies such as augmented reality (AR), virtual reality (VR) and artificial intelligence (AI) will be more used in banquet design. For example, through AR technology, guests can experience an immersive banquet scene, as if they are in a new cultural world; AI technology can be used to intelligently control the banquet atmosphere and adjust the music and lighting, so as to make the banquet more interactive and personalized. Second, personalization will become the mainstream. With the diversification of consumer needs, personalized banquet design will be more popular. Designers can customize unique banquet plans for guests according to their personal preferences, cultural background and special needs. From the venue layout, dish selection to the activity arrangement, they are full of personality and creativity. In addition, the green, environmental protection design concept will also get more attention. With the improvement of global environmental awareness, green, low-carbon and recyclable banquet design will become the future development direction. Designers will pay more attention to the environmental protection of materials, energy conservation and waste recycling, in order to realize the sustainable development of banquet design. Finally, cross-cultural exchanges and cooperation will be further strengthened. In the context of globalization, the communication and integration between different cultures will become an important trend of banquet design. Designers will have the opportunity to work with their peers from around the world to explore and innovate together to create banquet designs with a more international vision and cultural inclusiveness.

With the continuous development of the society and the improvement of people's aesthetic level, the creative design of banquet culture will pay more attention to the integration of cultural connotation and creativity. At the same time, with the continuous emergence and application of new technologies, the banquet design will also pay more attention to the improvement of the sense of science and technology and interaction. Therefore, designers should constantly update their ideas, expand their horizons, and improve their skills to cope with the new challenges and opportunities in the field of future banquet design. On the road of the creative design of banquet culture, we should not only dig deep into the essence and characteristics of various cultures, but also pay attention to the cross-cultural communication and integration. By absorbing the advantages and characteristics of different cultures, we can break down cultural barriers and enhance cultural understanding, thus creating more inclusive and diverse banquet design works. In addition, we should also pay attention to the changes in market demand and consumer psychology. With the continuous development of the society and the constant change of consumer demand, the banquet design also needs to be constantly innovated and updated. Designers should pay close attention to the market dynamics and consumer needs, and timely adjust their design concepts and strategies to meet the market demands and expectations. Finally, we should realize that the creative design of banquet culture is not only a commercial behavior, but also a way of cultural inheritance and innovation. Through the design, we can pass on the charm and value of culture to more people, so that more people can understand and feel the power and beauty of culture. In short, banquet culture creative design is a field full of challenges and opportunities. Through digging deeper into the essence of various culture and characteristics, paying attention to cross-cultural communication and integration, forcing on the change of market demand and consumer psychology, and shouldering the responsibility of cultural inheritance and innovation, we can create more cultural connotation, creativity and market value of banquet design and add more color for people's life and charm.

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