

## **Rizhao, Shandong Province, China**

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**Rizhao, Shandong Province, China.** As early as the primitive period, coastal residents actively used offshore geographical advantages to take marine life as their daily diet. Therefore, in coastal areas, people's production life and artistic aesthetics are closely related to the ocean, thus forming a long history of primitive ocean culture. In the change of years, people's understanding of marine life is constantly improving, which has derived a series of marine spiritual cultures. Coastal cultural elements exist in coastal buildings, traditional festivals, handicraft materials, and myths and legends. In the design process of cultural and creative products, we can actively explore the relevant elements in marine culture, apply patterns, materials, colors and so on, combine them with modern cultural product creativity, refine the value connotation and aesthetic taste of marine culture, and form characteristic marine cultural tourism products (as seen above in the Shandong Rizhao Dream Coast).