

The Precious Collections and Cultural Heritage of the Chinese Piano Museum: A Case Study of the Wuhan Qintai Piano Museum

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Abstract: The establishment of the Chinese piano museum can provide strong support for the inheritance and development of the piano culture of our country. Therefore, we should pay attention to the construction and value promotion of the museum, and combine it with education, tourism industry, cultural exchange, etc., to achieve the goal of the maximization of comprehensive value. In this study, Wuhan Qintai Piano Museum is taken as an example to carry out research on its precious collections and cultural induction. Through the research, the current situation of the case museum is understood in detail, the relationship between precious collections and cultural heritage is explored, and suggestions on the inheritance and protection of precious collections and cultural heritage are given. It provides useful reference for the development of piano museum, piano culture inheritance, cultural heritage protection and other aspects.

Keywords: Piano museum; A valuable collection; Cultural heritage

1. INTRODUCTION

The Piano museum is a special museum which mainly collects pianos and inherits and develops the piano culture and cause. The number and scale of piano museums in China are in an increasing trend, which plays a great role in promoting the formation of China's piano culture and the development of related undertakings (Pan, 2023). Among them, Wuhan Qintai Piano Museum, a world-renowned piano museum, is located in Qintai Grand Theater in Wuhan Culture and Art Center. It was founded by Dr. He Lijun in August 2014 and belongs to a non-state-owned museum. It owns the world's largest Steinway Golden Grand piano and has set up a piano experience mode. Moreover, it has made great achievements in publicity and education, tourism, concert holding, cultural exchange and other aspects, providing strong support for the formation of China's music culture and other related work (He, 2021). Therefore, it is necessary to pay attention to the study of its precious collections and cultural heritage, and sum up experience based on this, to provide reference and thrust for the establishment, development and value enhancement of the piano museum in our country.

2. OVERVIEW OF PRECIOUS COLLECTIONS AND CULTURAL HERITAGE

Wuhan Qintai Piano Museum belongs to "outstanding" piano museums in our country. It has outstanding advantages and valuable value in precious collections and cultural heritage, so it should be protected and effectively inherited. The precious collections and cultural heritage of the relevant parties are as follows:

2.1 A valuable collection

Wuhan Qintai Piano Museum collects more than 300 world-famous pianos in total, among which Steinway, known as the "king of pianos" in the world, has more than 70 pianos. The largest one, valued at 10 million yuan and 9 feet in size, belongs to the golden grand piano (Nan, 2021). Therefore, it is called the "Rolls-Royce" of the piano. It can be seen that the museum has strong "strength" in piano collection and high grade. It has a strong influence both in economic value and cultural value, and belongs to the world-renowned piano museum. The specific situation is shown in Table 1.

Table 1: Current situation of Wuhan Qintai Piano Museum

| Serial Number | The Project | Introduction |
|---------------|------------------------|---|
| 1 | The Founder | Dr. He Lijun |
| 2 | Nature of | August 10, 2014 |
| 3 | Time of establishment | Non-state owned museum |
| 4 | Address of | First floor, Qintai Grand Theatre |
| 5 | Total area | 4500m ² |
| 6 | The Collection | There are more than 300 world-famous pianos, including more than 70 Steinway pianos and 1 Steinway 9-foot golden grand piano |
| 7 | Exhibition area layout | European Royal Piano Exhibition Hall, American Piano Exhibition Hall, Steinway Piano Exhibition Hall, Steinway Piano Exhibition Hall, Piano and Art Exhibition Hall, piano and History exhibition hall, antique piano experience area, piano training area, piano restoration area, piano coffee bar, "Piano show", etc |
| 8 | Business activities | Piano art education and training, piano group theme activities, tourism activities, art publicity, cultural exchange, etc |

2.2 Cultural heritage

The collection of Wuhan Qintai Piano Museum and its existing functions and functions are precious cultural heritage, which is specifically reflected in the following two aspects: first, the historical and cultural influence of piano is prominent. Among the piano museums in the world, the museum has a strong influence and popularity, and plays a certain role in promoting the production and maintenance of the piano, the inheritance of piano culture, the history of the piano, the study of the piano, etc., which has attracted much attention (de Souza, 2018). Forming a unique cultural influence with "piano" as the main line is conducive to the formation and development of culture. Second, the comprehensive value of piano culture is greater. The museum actively carries out various social and educational activities, effectively combines cultural undertakings, education undertakings and tourism undertakings together, creates "cultural creative" products, actively carries out art education and training and various activities with piano as the theme, and promotes the development of piano education undertakings and cultural tourism undertakings. More than 100 activities of various kinds were organized on average throughout the year, receiving more than 50,000 tourists (Howard, 2022). It has created greater economic value, cultural value and social value.



Figure 1: Steinway Gold Grand Piano

3. ANALYSIS OF THE RELATIONSHIP BETWEEN PRECIOUS COLLECTIONS AND CULTURAL HERITAGE

There is a close relationship between the precious collections of Wuhan Qintai Piano Museum and the cultural heritage, so it should be deeply studied and effectively applied to practice to enhance its comprehensive

value (Lee & Wong, 2017). After summary and analysis, the relationship between the two is reflected in the following four aspects:

3.1 Precious collections are cultural heritage in their own right

The piano collection of Wuhan Qintai Piano Museum is not only large in number, rich in types, but also prominent in value and history, which has advantages, which is also one of the important reasons for the "attraction" of the museum. In short, each piano in its collection has a certain historical background and greater collection significance. It can be said that each piano is "a story", through which we can understand the political, economic and cultural status of the society at that time. Therefore, the piano collection itself is the most direct "synonym" of cultural heritage. For example, the Steinway 9-foot gold grand piano in the museum is recognized as the "world's largest piano" (Hao & Song, 2020). It was custom-made by the Vanderbilt family of the United States and produced by Steinway Company in 1865 for the purpose of using it as a dowry for the younger daughter of the family. Based on this analysis, it can be concluded that under the social background at that time, the piano was highly respected by the public and had become a kind of high-grade culture. Moreover, in terms of piano making, it was highly skilled and could be customized according to the needs of customers (Lee & Wong, 2017). In addition, you can learn more about European history and culture through the sources, uses, and production units of different piano collections. For example, the European royal piano collected by the museum is relatively luxurious and high-grade, which is mostly used in the royal celebrations. It is relatively good in terms of sound quality, which can provide certain experience for modern piano pretence.

3.2 Strengthen the value of cultural heritage through precious collections

The museum not only focuses on collecting and maintaining pianos, but also carries out related activities based on the existing collection to strengthen the value and influence of its cultural heritage. Specifically manifested in the following four points: first, the dissemination of piano culture. Through the visit and display of piano collections in the museum, not only piano lovers have a strong emotion for it, but also make other personnel have a certain interest in the piano, enhance their enthusiasm for piano learning and related performance listening, which is conducive to the inheritance and development of piano culture. In particular, the 9-foot golden grand piano will form a powerful "shock force" for visitors, causing

them to have a feeling of admiration and awe, and enhancing their love for the piano (Howard, 2016). Second, reflect the value of education. The museum not only carries out product exhibition, but also carries out corresponding education and training activities, so that students can learn piano in a specific cultural atmosphere, which will strengthen their learning effect, improve their internal quality, and achieve both internal and external piano learning; Third, enhance economic value. The museum not only focuses on the exhibition of collections, but also helps to organize related group activities and carry out tourism activities, which promotes the development of local economy to a certain extent and creates greater economic value. Fourth, promote interregional cultural exchanges and cooperation. The museum has a large number of collections, and has the "world's most" collection, so it attracts domestic and foreign piano enterprises, piano performers, piano lovers to visit the museum, which to a certain extent promotes the cultural exchange and cooperation between the regions. Especially in the context of the new era, cultural exchanges will also promote economic exchanges and cooperation to a certain extent, and the value generated is relatively large and cannot be ignored (Wang, 2021).

3.3 Cultural heritage identification contributes to collection protection

Wuhan Qintai Piano Museum, a non-state-owned museum, was established on August 10, 2014 by Dr. He Lijun, who is a tourist in the United States. In December 2020, it was selected as a "third-level national Museum". It needs a lot of funds to maintain its existing collection protection and museum operation and maintenance. Enhancing the popularity of museums and forming cultural heritage identity will help to obtain greater support and provide strong support for the protection of collections. It is reflected in the following two aspects: first, cultural heritage identification can enjoy corresponding policies. Overall, the piano history of our country is relatively short, and the cultural deposits are not profound. European countries have more advantages in related aspects, and formed a profound piano culture (Fushiki, 2016). If the museum's collection is recognized as a cultural heritage, it can enjoy the corresponding policy and obtain the support of the state and relevant departments, so that it can reduce the pressure on the protection of the collection. Especially under the background of increasing investment in the legal system of cultural heritage protection in our country, it is more conducive to the collection protection and the development of museums; Second, to enhance the awareness of the museum. When the museum is recognized as a cultural heritage, it will enhance its social recognition and

attract more tourists to visit (Li, 2023). At the same time, it will also bring them greater economic income and reduce the economic pressure of their operation and maintenance. For example, visit tickets, performance income, training income, etc.

3.4 The recognition of cultural heritage is conducive to the improvement of the value of collections

Wuhan Qintai Piano Museum does not simply display piano collections. It also carries out relevant businesses and activities in piano experience, restoration, training, "piano show", piano coffee bar and other aspects to enhance the value of collections from multiple perspectives. The analysis based on the perspective of cultural heritage identity is specifically reflected in the following three aspects: first, promoting the integration of Chinese and Western cultures. The establishment and development of this museum can promote the integration of Chinese and Western cultures, so that more Chinese people can understand Western culture through the piano. At the same time, it will also enable more Westerners to learn about Chinese culture through visits and exchanges. Its cultural heritage identity belongs to the cultural identity of western piano and art, which is also the embodiment of the thought that "culture does not respect national boundaries". Second, promote the formation and development of the piano culture of our country. The museum's existing exhibits have been restored for experiential performance (Winzenburg, 2012). This experience mode enables the experier to feel the artistic beauty of music and historical culture through the "harpsichord", so that the experier can integrate into a realm in his heart, produce an emotion, and play under the guidance of the inner, so as to achieve the integration of emotion, environment, heart and behavior, and strengthen his understanding of the piano. To a certain extent, this is conducive to the formation of China's piano culture and the development of related undertakings, producing a "unique" thrust (Chen, News Enthusiast).

4. SUGGESTIONS ON THE INHERITANCE AND PROTECTION OF PRECIOUS COLLECTIONS AND CULTURAL HERITAGE

The precious collections and cultural heritage of Wuhan Qintai Piano Museum need to be inherited and protected, so as to make its value better play. The suggestions for the work in relevant aspects are as follows.

4.1 Take policy support

The inheritance and protection of the precious collections and cultural heritage of the piano museum need the support of relevant policies, which can bring power and guarantee to it. Relevant suggestions are as follows: First, relevant policies should be made based on demand. Relevant government departments should pay attention to the construction of piano museums, increase policy input for precious collections and cultural heritage, and give targeted support based on their needs. For example, in terms of security protection, we can contact relevant government departments, effectively use the regulatory resources of relevant government departments, and establish a quick response mechanism to ensure their safety. In terms of funds, it may, according to specific circumstances, apply for corresponding funds for specific work; Second, policy support should be provided from multiple perspectives. The development and value of the museum needs the support of the government from multiple angles, and reflects the initiative and service consciousness (Yu et al., 2021). For example, according to the current situation of museums, government departments can provide them with corresponding historical materials, scientific research materials, technical services, etc., to ensure the smooth development of the relevant work of museums. In addition, the government can also cooperate with museums to hold corresponding group activities, publicity and education activities, cultural and tourism activities and so on. At the same time, it can also make use of the power of relevant social groups to realize multi-power cooperation and multi-resource use, and provide corresponding support for the piano museum. For example, some music associations, piano production enterprises, cultural enterprises, etc., can become cooperative objects.

4.2 Focus on value enhancement

Cultural prosperity and rejuvenation need to combine with the development of The Times, carry out relevant work, and create and enhance value from multiple perspectives. The specific suggestions are as follows: first, it should be effectively combined with music education to strengthen the educational value. The piano museum should make use of its own advantages, effectively combine with modern education, and strengthen its own educational value. At the same time, it is also developing new publicity channels and revenue sources for the museum. For example, museums can establish a cooperative relationship with schools, provide them with a place for practical teaching, and influence students with the

help of museum's unique resources and cultural atmosphere, so as to cultivate their interest in learning piano. Second, we should strengthen cooperation with the tourism industry and strengthen the value of cultural tourism. Wuhan Qintai Piano Museum has a great benefit in tourism, which plays a certain role in promoting the local tourism industry. However, the overall layout and further development are still lacking. Therefore, it is suggested that the museum cooperate with the local cultural and tourism management department to develop targeted products and hold targeted activities based on their needs for mutual benefit. For example, local government departments can set up "piano culture tourism Festival" based on this, or hold "piano culture seminar" and corresponding piano competition, and set up related tourism projects and activities in this process to promote the development of local tourism industry; Third, we should strengthen scientific research investment in related aspects (Kuo-Huang & Gray, 1979). The development of the piano museum must pay attention to innovation, especially the investment in scientific research, should continue to increase. Wuhan Qintai Piano Museum has a strong influence and representativeness, but it should also strengthen investment in scientific research, such as research and development of piano production technology, research of piano development history, research of piano restoration technology, research of piano performance, research of piano value and so on, and cooperate with some scientific research institutes, social organizations, educational institutions and so on to conduct joint research. Forming a good situation of "scientific research invigorating education, scientific research invigorating museum, scientific research invigorating literature".

4.3 Innovate related products

Under the background of market-oriented economy, the development of piano museums needs to pay attention to the improvement of self-ability and minimize the "dependence" on relevant government departments. Specific suggestions are as follows: first, the construction of "piano maintenance service center". Wuhan Qintai Piano Museum has in-depth research on piano restoration and maintenance, and has strong skills. Both individuals and relevant departments have needs in the maintenance and repair of pianos. Therefore, they should inherit and develop relevant technologies to provide services for more demanders. Second, set up a clavichord performance group. At present, most of the piano playing teams are using the piano produced in the new period. Although the quality is high and the sound quality is good, it lacks a certain "ancient rhyme wind

and clear". Museums can make use of their own advantages to set up "clavichord performance groups", all of which use "clavichord" to carry out corresponding performance activities, which not only reflects certain innovation, but also enhances the interest of participants, and can bring certain economic income. At the same time, it can also make participants feel and think through the clavichord performance (Zhang, 2020), which is conducive to the learning of relevant skills and the improvement of cultural literacy compared with the piano in the new era. However, it is necessary to pay attention to the protection of the clavichord to avoid its damage. In order to achieve this goal, the corresponding piano can be produced by imitating the clavichord, and it can be "properly aged" to enhance its similarity with the clavichord. At the same time, in terms of the performance environment, it is also necessary to strengthen investment, imitate the performance environment of the time when the piano is in, and realize the integration of situations (Li, 2017).

4.4 Strengthen publicity and education

The piano museum must strengthen publicity and education, and enhance its popularity through this mode, so that more people can understand and support it, and help the development of the piano museum. Specific suggestions are as follows: First, organize regular piano literature and art lectures. Based on SOR "stimulation-individual physiology, psycho-reaction" theory analysis, in the process of development, piano museums should not simply focus on economic interests, but also pay attention to their own social responsibility, so as to improve their image and public recognition. Therefore, with the help of its own resources, it should regularly organize relevant literature and art lectures, explain the history of the piano, piano playing skills, etc., to provide free educational services for students and other enthusiasts, enhance the popularity; Second, the effective use of new media for publicity and education. Under the background of network information age, the power of new media is constantly strengthening. In order to strengthen the protection of collections and the inheritance and development of cultural heritage, piano museums must carry out relevant work with the help of new media. For example, the "piano museum database" should be established, and corresponding materials and videos should be uploaded for the public and learners to consult, so that they can understand the piano museum and related knowledge. In addition, "Weibo" and "Douyin" can also be established to carry out publicity and exchanges in related aspects and strengthen contacts (Bai, 2021).

CONCLUDING REMARKS

Through the research of the precious collection and cultural heritage of Wuhan Qintai Piano Museum, we can provide effective experience for the construction and development of other piano museums in our country to clarify the importance of the construction of the piano museum, understand the construction and operation status of the museum in detail, and clarify its value and function. In addition, the paper puts forward some suggestions on the inheritance and protection of the precious collections and cultural heritage of the piano museum, which are specifically reflected in adopting policy support, focusing on value enhancement, innovating related products, strengthening publicity and education, etc., to provide reference and support for the development of Wuhan Qintai Piano Museum and other piano museums.

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