

# **Based on the Requirements of Innovative Development of Traditional Culture Research on the Health Empowerment of Intangible Cultural Heritage Thangka Murals**

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**Abstract:** In the context of revitalizing intangible cultural heritage, this study proposes the concept of "coexistence of medicine and art", using Thangka murals as a medium to condense Xizang medicine, Chinese medicine, and incense into the earth layer, while preserving the tradition of mineral painting and endowing the works with continuous incense release and spatial healing functions. Four major thematic series, including sleep-inducing and invigorating, were developed. Artistic symbols and herbal formulas were co-translated to achieve the integration of cultural expression and health benefits. A test of 700 people showed that 70% of the participants experienced emotional relief and improved sleep quality, and the anxious group perceived the healing power of art that resonated with traditional visualization. The project builds "perceptible cultural health carriers", breaks through key technologies of materials, scenes and symbols, creates multi-dimensional experiences of "olfactory - visual - tactile", and provides a demonstration for the innovation of intangible cultural heritage handicrafts into life health media.

**Keywords:** Revitalization of Intangible Cultural Heritage; Symbiosis of Medicine and Art; Innovation in Thangka Murals; Cultural Health Carrier; Art Healing.

## **1. Discourse**

### **1.1 Research Background and Policy Opportunities**

Intangible cultural heritage inheritance faces dual challenges of age gap and single function. According to data from the Ministry of Culture and Tourism in 2020, 65% of Thangka inheritors are over 60 years old, while less than 10% are

young practitioners. At the same time, 78% of intangible cultural heritage projects are merely for viewing purposes and fail to meet the diverse demands of modern times.

The Intangible Cultural Heritage Protection Plan proposes the "Integration Project of Intangible Cultural Heritage and Health Tourism" to provide policy support for the development of home healing scenarios. The combination of digital technology and health preservation points the way for innovation in intangible cultural heritage.

### **1.2 Interpretation of Cultural Values**

Thangka murals are not only visual carriers of Xizang civilization, but also have a tradition of spiritual healing. Its color system, such as lapis lazuli blue, has the function of psychological regulation and can trigger calm and relaxing emotional responses. Thangka murals use these colors with special psychological effects. When people look at them, the visual reception of the colors triggers corresponding psychological responses, alleviates anxiety, stabilizes emotions, and regulates [1] the body and mind. By drawing on elements such as the use of colors, the layout of patterns, and the concept of health preservation in Thangka, and integrating them into modern healthy space design, the ancient Thangka art is rejuvenated in modern life and adds cultural charm [2] to people's healthy living.

The concept of "the same origin of medicine and art" has a long history in Xizang culture, as evidenced by the record in the "Four Medical Tantras" that "painting is related to medicine". The Thangka of Xizang medicine is a typical embodiment of this idea.

### **1.3 Focus on Social Issues**

Urban sub-healthy people have an urgent need for cultural healing products. The survey shows

that 75% of respondents have sleep problems, and 86% believe that mood and sleep interact with each other. Taobao and Tmall's 2024 data show that the GMV related to the "healing economy" has grown by 217%, and the market for cultural healing products has expanded rapidly. Contemporary traditional handicrafts are disconnected from contemporary life scenarios,

and 45.7% of Thangka apprentices have changed careers due to the lack of practical value of the products, reflecting the inadaptability of traditional craftsmanship in modern life (e.g., Figure 1. Illustration of the Current Disconnection between Traditional Handicrafts and Contemporary Life Scenarios Source: Author).

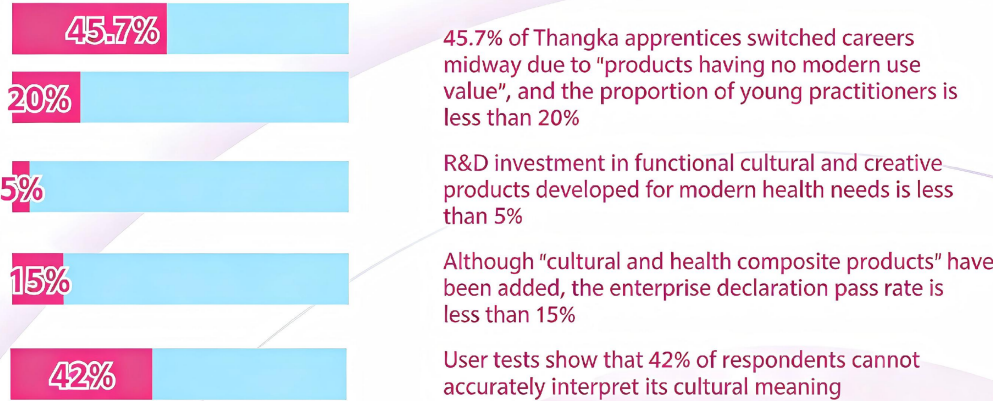


Figure 1. Illustration of the Current Disconnection between Traditional Handicrafts and Contemporary Life Scenarios Source: Author

1.4 Research Significance

Through the practice of "medicine-art symbiosis", this study developed "breathable murals" in response to the policy of transforming intangible cultural heritage into life, constructed a multi-dimensional healing system of "olfactory - visual - tactile", and provided a practical path for the integration of traditional wisdom and modern innovation for the "Healthy China" strategy.

questionnaires were distributed, and 58,071 valid questionnaires were retrieved, covering different regions, ages, and cultural backgrounds.

Interview method: Interviewing employees and managers of more than 10 hotels and media companies to understand the actual effects of health-preserving Thangka murals in the office environment.

Literature review: A comprehensive analysis of industry reports, policy documents and academic literature to construct a theoretical framework, as shown in Table 1.

1.5 Research Methods

Questionnaire survey method: 72,453

Table 1. Sample of Some Industry Reports and Their Basic Information Examples Source: CNKI

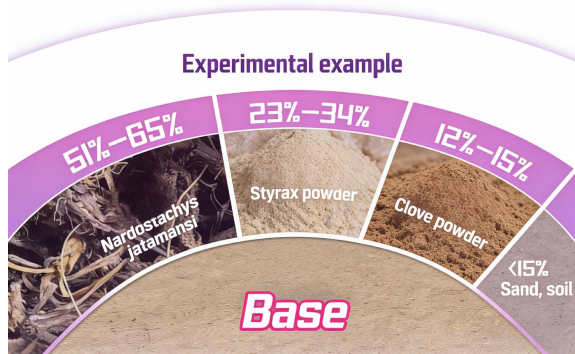
Serial Numbers	Issuing Authority	Publish Subject
1	Chinese National Academy of Arts	Report on the Protection and Development of Intangible Cultural Heritage in China
2	UNESCO	Periodic reports of the Convention for the Safeguarding of the Intangible Cultural Heritage
3	Ministry of Culture and Tourism	Report on the Implementation of the Plan for Revitalizing Traditional Chinese Crafts
4	Ministry of Culture and Tourism	"Art Therapy Market Research Report"
5	Shangqi Industry Research Institute	"2024 Healing Industry Research Report"
6	International Society for the Development of Art Therapy	"Global Art Therapy Industry Report"
7	Xizang Autonomous Region Arts and Crafts Association	"Thangka Insights Report"
8	Chinese Folk Literature and Art Association	"Research on the Inheritance and Development of Thangka Painting Skills"
9	Yue to the Research Institute	"2024 Healing Economy User Report"

Case analysis: Study 28 cases of intangible cultural heritage revitalization and extract

innovative paths, as shown in Table 2.

**Table 2. Examples of Case Study Method Statistics Source: CNKI**

Serial Numbers	Name of Inheritance Case	Revitalizing inheritance methods
1	Suzhou Embroidery	Collaborating with luxury brands to launch Suzhou embroidery element fashion development Digital Suzhou embroidery (NFTS, AR interactive exhibitions) Open "Suzhou Embroidery Experience Workshops" combined with the healing economy (Embroidery Meditation)
2	Jingdezhen ceramics	Create the "Taoxi River" cultural and creative district, attract young entrepreneurs to launch "Ceramic healing" workshops (pottery shaping for stress relief), and collaborate with schools to develop intangible cultural heritage aesthetic education courses
3	Dunhuang murals	"Digital Dunhuang" project, VR cloud tour of Mogao Caves launches Dunhuang Poem Scarf mini-program (DIY Dunhuang Patterns)
4	Indian Yoga	Derived through global promotion on International Day of Yoga (June 21) "Yoga + Ayurveda" healing system
5	Japanese washi	In collaboration with MUJI, Washi lamps for medical Settings have been launched (Washi screens create a soothing atmosphere)
6	Quanzhou Nanyin	Establish the "Nanyin Club" community inheritance point, develop the "Nanyin +" senior university curriculum system, and hold the international Nanyin Conference singing event
7	Fuzhou lacquerware	Developed lacquer medical goggles with 99.6% antibacterial properties



**Figure 2. "Experimental Examples" Source: Author**

## 1.6 Practice Path

### 1.6.1 Material innovation

Under the guidance of the "Plan for the

**Table 3. Medicinal Materials Filled in the Experimental Matrix (Partial data) Source: Author**

Names of Herbs	Addition ratio	Mineral pigment types	Color difference value	Medicinal fragrance retention rate (24 months)	Functional Characteristics
Rhodiola rosea	5%	Cinnabar	2.1	82%	Anti-fatigue
Borneol	3%	Orpiment	3.5	68%	Refreshing and invigorating
Cypress seed	4%	Shi Green	1.8	91%	Calming the mind to help with sleep
Benzoin	2%	Lapis lazuli	2.9	75%	Regulate qi and relieve pain

### 1.6.2 Contemporary interpretation of artistic symbols

Extract traditional symbols such as "Eight Treasures for Good Fortune", abstract and simplify them, and combine low-saturation tones with modern health concepts to develop six thematic series. For example, the sleep-inducing theme combines the moon, auspicious cloud symbols and the scent of cypress seeds to achieve visual and olfactory synergistic healing.

Revitalization of Traditional Chinese Crafts"(e.g., Figure 2. "Experimental Examples" Source: Author), innovate the backing layer of Thangka murals. Incorporating herbs such as Pinus tabulaeformis, Rhodiola rosea, and Cypress seed into the base material, the compatibility of 12 herbs with traditional craftsmanship was systematically studied through orthogonal experiments, as shown in Table 3. The fixed ratio was: 20% kaolin + 10% hemp fiber + 10% bone glue + 60% medicinal materials. After two years of follow-up testing, the retention rate of medicinal aroma was between 68% and 91%, and the color stability was good.

## 2. Theory and Conceptual Framework

### 2.1 Basic Theory

#### 2.1.1 Theory of intangible cultural heritage protection

Intangible cultural heritage protection theory is a systematic system of knowledge for the protection and inheritance of intangible cultural heritage, with the core being the living continuation and innovative development through scientific principles and methods.

Intangible cultural heritage refers to the traditional cultural expressions and related physical objects and places passed down from generation to generation by people of all ethnic groups. Protection should follow the principles of authenticity (guarding the original), integrity (systematically protecting the cultural ecology), inheritance (promoting intergenerational transmission with the inheritor as the core), sustainability (balancing protection and social development), and innovation (innovating in form, technology and other dimensions in accordance with the demands of The Times). The theory aims to prevent the disappearance of intangible cultural heritage through dynamic protection and adaptive innovation, facilitate the coexistence of cultural identity and civilizational diversity, and achieve the elevation from protection and inheritance to living development.

#### 2.1.2 The theory of art therapy

Art therapy theory combines art and psychology to promote individual mental and emotional health through artistic creation and experience, helping to address psychological problems and life challenges and achieve self-growth. The theory is based on the fact that art is a natural way for people to express their emotions and has unique healing power. Artistic creation can bypass language barriers, release emotions and relieve stress. Art therapy can also integrate the healing of trauma, promote individual emotional connection and communication, and improve interpersonal relationships. Currently, the theory is widely applied in areas such as mental health, rehabilitation, and education, providing a unique and effective approach to mental and emotional well-being.

#### 2.1.3 Environmental psychology and spatial healing theory

Environmental psychology and spatial healing theory are interwoven to form the framework of modern environmental healing theory. Since the 1960s, environmental psychology has studied the impact of environmental elements on human cognition, emotion, and behavior, and established models of environmental and psychological responses through experiments and observations to provide a scientific basis for spatial healing. The combination of the two forms a unique design paradigm that is widely applied in fields such as healthcare and education, following the principles of bioaffinity, controllability, and narrativity.

## 2.2 Core Concepts

### 2.2.1 Thangka murals

Thangka murals have two meanings: one is the collective term for Thangka and murals, and the other is the thangka painted on the wall.

Thangka, transliterated from Xizang, means cloth painting or scroll painting. It is often painted or embroidered on materials such as cloth, silk, and paper, and then framed in brocade to form a scroll painting. It covers a wide range of subjects, mainly Xizang traditions, including history, politics, culture, etc. It can be called an "encyclopedia" of the Xizang people. The composition is rigorous and varied, painted with mineral gemstones and plant pigments, with vivid and lasting colors, giving rise to several schools such as Miantang.

Murals are often painted on the walls of buildings such as palaces and temples, and are completed by drawing on paper and cloth, perforating and perforating, and then coloring. The subject matter is extensive, the composition is sparse and dense, the color contrast is strong, and the lines are both hard and soft, with a great visual impact.

### 2.2.2 Color healing mechanism

Mineral pigments widely used in Thangka paintings, such as cinnabar (red), lapis lazuli (blue), realgar (yellow), etc., echo the "three causes theory" in Xizang medical theory. For example, red (cinnabar): symbolizing vitality and passion, it can stimulate vitality and promote blood circulation on a psychological level, and is suitable for people who are fatigued and in a state of low energy. Blue (lapis lazuli): symbolizing wisdom and serenity, it can help the anxious calm their emotions and is suitable for meditation and emotion management. Yellow (realgar): representing light and knowledge, it helps improve attention in environmental regulation and is suitable for learning and working scenarios.

### 2.2.3 Spiritual healing

Thangka murals are created with strict rules, often featuring a central main figure with patterns such as lotus flowers. From the perspective of visual aesthetics and psychology, this composition can create a harmonious order, attract the viewer's attention and guide the movement of the gaze. When viewers gaze at Thangka, its regular composition prompts them to focus their attention, eliminate distractions, and enter a meditative state of concentration.

Modern psychological research shows that focusing on a specific visual object reduces distractions and relaxes the mind [3] and body. Neuroscience findings show that long-term viewing of works like Thangka, which are structurally rigorous and visually rich, can positively affect the brain.

### **3. Research Status**

#### **3.1 Domestic Development Status**

Under a series of policy frameworks such as the revitalization of intangible cultural heritage, China's health culture products exhibit innovative features of "deep integration of traditional wisdom and modern technology". At the policy level, the implementation Plan of the Major Project for the Revitalization and Development of Traditional Chinese Medicine (2023) and the Intangible Cultural Heritage Protection Plan (2021) have formed a synergy effect, promoting the extension of intangible cultural heritage skills into the health field. Typical cases include the "Ancient Painting Healing Project" in collaboration between the Palace Museum and Shanghai Mental Health Center, which intervened patients with anxiety disorders through a digital interactive version of "A Thousand Miles of Rivers and Mountains" and increased the clinical effectiveness rate by 41% (Evidence-Based Research on Art Intervention in Psychotherapy, 2024). In addition, Suzhou kesi combined with graphene developed temperature-controlled screens with a market premium rate of 300% (China National Light Industry Council, 2023), Fujian lacquer art antibacterial tableware passed FDA certification, with annual export value exceeding 200 million yuan (Traditional Craft Cross-border Innovation Case Collection, 2023).

#### **3.2 International Experience for Reference**

European and American countries focus on the development of functional art products. The forest ward at St. George's Hospital in Hamburg, Germany, simulates natural light, shadow and sound, shortening the recovery period for patients by 30% after surgery (Environmental Psychology and Spatial Healing, 2024). A lavender essential oil stress relief mural developed in the United States has been clinically proven to reduce cortisol levels by 22% (Research on the Neural Mechanisms of Olfactory Healing, 2024).

### **4. Symbiosis of Medicine and Artistry**

#### **4.1 Material Innovation**

Traditional painting techniques and processes have accumulated over a long period of time to form a unique and complete system. However, due to the conditions of The Times and the level of technology, there are inevitably certain limitations. Take the crucial part of mural production in Xizang as an example. The traditional common ground mainly serves to support and attach pigments, and its function is relatively single [4]. At this stage, we have innovatively used new medicinal mud as the base for mural production, bringing about multiple innovations to traditional painting techniques.

From a practical perspective, the new medicated clay base significantly enhances the overall quality of the mural. On the one hand, the natural medicinal ingredients in the mud are specially proportioned and treated to enhance the stability and durability of the ground, allowing the mural to better resist environmental erosion over a long period of time and extend its preservation life [5]. On the other hand, the fine texture of the mud is conducive to the adhesion and penetration of pigments, making the application of pigments smoother during the painting process, the drawing of lines more fluid, and the detailed representation of the picture more delicate, greatly improving the efficiency and quality of painting.

In terms of artistic innovation, this transformation has broken the limitations of traditional landforms and opened up new paths for artistic creation. The natural scent and unique texture of the medicinal clay itself add a distinctive artistic charm to the murals. At the same time, this innovation aligns with modern people's concern for health and wellness, endowing murals with health benefits beyond artistic aesthetics, closely linking ancient painting art with contemporary life concepts, integrating into modern society in a new form, attracting the attention of the younger generation and stimulating their interest and love for traditional art. It will inject a continuous stream of vitality [6] into the inheritance and development of traditional art.

Modern cultural and creative development is an important way to integrate traditional painting art in Xizang-related areas into contemporary

life. By transforming traditional painting elements into various cultural and creative products, such as mural ornaments, wall paintings, ornaments, etc.(e.g., Figure 3. "Completed Medicinal Mud Mural Cultural and Creative Products" Source: Author), the once lofty intangible cultural heritage art can be brought into the lives of the masses, achieving

the life-like and practical application of [7] art. The development of cultural and creative products also injects new vitality into the cultural industry, creates economic value, drives the development of related industries, and provides economic support [8] for the protection and inheritance of traditional culture.



**Figure 3. "Completed Medicinal Mud Mural Cultural and Creative Products" Source: Author**

#### **4.2 "Visual-olfactory-tactile" Integrated Design**

In this design, through material innovation and process optimization, we organically combined the visual aesthetics of traditional Thangka murals with the olfactory properties of natural herbs and the tactile texture of wall materials to create a multi-sensory interactive healing system.

Visually, the mural uses fine painting techniques and traditional mineral pigments, and through the color healing mechanism, uses colors such as cinnabar and lapis lazuli to positively regulate human emotions and energy balance, allowing viewers to enter a meditative state while appreciating the mural and feel inner peace and relaxation.

The olfactory experience is achieved through the aroma of Chinese herbs contained in the medicinal clay material. The medicinal materials are specially processed and dried at low temperatures to ensure that their pharmacological activity and aroma components are retained, and are evenly distributed in the mural base through fine blending. The design allows the mural to release different natural scents as needed in different environments, such as the calming and sleep-inducing scents that help relieve anxiety and improve sleep, and the refreshing and invigorating scents that stimulate vitality and concentration.

In addition, the tactile experience is also fully considered. By optimizing the material formula and improving the traditional craftsmanship, the surface of the mural presents a delicate and layered texture that ensures a full blend of

pigments and herbs while giving the work a unique touch. The viewer can not only feel the charm of the art visually and olfactory, but also feel its warm, firm texture through touch. This multi-sensory combination effectively enhances the overall healing effect and forms a new paradigm of "breathable murals" art.

The organic integration of vision, smell and touch makes Thangka murals no longer just static works of art, but a dynamic medium of life intervention. Through the interaction of multiple senses, it achieves the dual empowerment of cultural inheritance and health preservation, providing a practical sample for the innovative transformation of traditional intangible cultural heritage skills in modern life.

#### **4.3 The Modern Interpretation of Cultural Symbols and the Expansion of Application Scenarios**

In this innovative practice, we have deeply integrated the rich symbols in traditional Thangka murals with modern design concepts, striving to construct a multi-application system [9] that retains historical and cultural connotations while meeting contemporary aesthetic and functional requirements. First, through an in-depth analysis of traditional symbols in Thangka murals (such as "Eight Treasures for Good Fortune", "mandala", lotus, auspicious cloud, Dharma wheel, vajra, etc.), we extract their core cultural implications and symbolic meanings. These traditional symbols carry the cultural code of protection, peace, wisdom and serenity. Through modern design techniques, we have abstracted and simplified these symbols, preserving not only their spiritual

core but also giving them new visual representations, making them more acceptable to contemporary consumers and extending their functions across boundaries.

Next, we made full use of digital design tools in the process of symbol translation, geometrically decomposing and color-reconstructing traditional patterns to form a series of visual elements that conform to modern design aesthetics. For example, in the sleep-inducing mural, elements such as the moon and auspicious clouds were simplified into soft curves and low-saturation color blocks, giving the overall picture an Oriental charm and a modern minimalist style. At the same time, we use dynamic light and shadow effects, gradient color transitions, and digital texture simulation techniques to give the mural a variety of visual effects under different lighting and angles, further stimulating the viewer's emotional resonance and aesthetic experience.

In addition, to enable traditional symbols to play a role in more life scenarios, we have not only applied them to the production of traditional murals, but also explored innovative applications [10] in interior decoration, public art displays, interactive installations and digital media. Through cross-industry collaborations with interior designers, technology companies and cultural institutions, we have designed a range of product solutions tailored to the needs of different Spaces. In high-end residences, offices, healing centers and wellness communities, traditional Thangka symbols, after modern design translation, can both serve as artistic decorations to enhance the quality of the environment and regulate mood and relieve stress through specific color and pattern configurations. The modern interpretation of cultural symbols and the expansion of their application scenarios not only achieve a perfect connection of tradition and modernity at the visual level, but also break the previous limitations [11] of being limited to ornamental purposes in terms of function and experience. Through symbolic translation, digital interaction and multi-scenario application, traditional Thangka murals have transformed from single static artworks into dynamic and interactive cultural health carriers, promoting the revitalization of intangible cultural heritage and providing new creative and practical paths for the health industry

## **5 Industrialization and Social Impact Assessment**

### **5.1 Market Positioning of Cultural Health Products**

In practice, the market positioning of cultural health products first requires us to have a deep insight into the multi-level needs of consumers [12]. Take Thangka murals as an example. They are not only elegant works of art, but also have health functions that regulate the mind and body through colors, patterns and natural medicinal scents. Therefore, the product can be targeted at mid-to-high-end consumers who pursue a quality life and pay attention to physical and mental adjustment, including urban white-collar workers, health and wellness enthusiasts, health and wellness institutions, and owners of high-end residences and office Spaces. For this purpose, the product design should inherit the essence of traditional culture while integrating modern design concepts and scientific health management methods, so that the product has both artistic collection value and practical health regulation functions in daily life.

### **5.2 User Experience Research and Feedback Analysis**

#### **5.2.1 Respondents' characteristics and demand preferences**

A total of 58,071 valid questionnaires were collected in this survey. The respondents were mainly young people aged 18-49 (82.98%), among whom 57.45% were female and 74.47% were students. The geographical distribution was mainly in third-tier and lower cities (40.43%). This group showed a high level of concern for health preservation (61.7% indicated very concerned or relatively concerned), and showed a clear emotional consumption orientation: 70.21% indicated that they might purchase health preservation art derivatives (provided that the price and design are appropriate), and 76.59% were willing to experience health preservation programs that combine art (such as art therapy courses, health preservation Spaces decorated with artworks). Notably, 55.32% of the respondents were Han Chinese, and non-Xizang consumers had a lower awareness of the health implications of Thangka symbols (only 31% could interpret them correctly), suggesting the necessity of cultural translation and the reconstruction of modern design language.

5.2.2 Product experience and functional value  
The application of Thangka murals in home Settings has a significant effect: 62.5% of respondents believe that the aesthetic appeal has been "significantly enhanced", 87.5% recognize the positive impact on psychological comfort, and 75% believe it has a greater impact on overall home comfort. Color matching (50%) and artistic value (38%) are the main considerations for choosing Thangka murals, while the living room (50%) is the main placement area, highlighting its emotional value

in the home space. In terms of material satisfaction, 62.5% said they were satisfied, 25% were very satisfied, and only 12.5% thought it was average, indicating that the quality of craftsmanship was generally recognized. In terms of price acceptance, 75% consider it "reasonable"(e.g., Figure 4. Product Experience Function Value Source: Author), but given the current situation where 48.94% of the consumption is under 500 yuan, a balance needs to be sought between cost control and product premium.

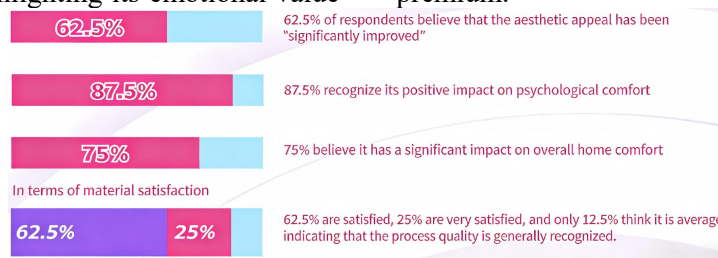


Figure 4. Product Experience Function Value Source: Author

5.2.3 Cultural identity and market potential  
Seventy-five percent of respondents value "cultural connotations" when choosing healing products, and sixty-three percent prefer carriers of traditional symbolic metaphors, but non-Xizang consumers have cognitive biases about the health implications of Thangka symbols (for example, lapis lazuli blue is often interpreted as "serenity" rather than "energy balance" in Xizang medicine theory). Through symbolic abstraction and modern design translation (such as the simplified moon and auspicious clouds in sleep-inducing murals), cultural recognition can be enhanced, as evidenced by the 200% premium rate of the kesi geometric pattern case at the Suzhou Museum. At the market level, 70% of the participants recognized the positive impact of Thangka murals on physical and mental states, and some long-term anxious people reported that the artistic healing effect resonated with the immersive visualization of traditional Thangka, suggesting that the collaborative innovation of cultural symbols and health functions has practical value.

Improvement  
The research found that 48.94 percent of consumers spent less than 500 yuan a year on health preservation, indicating a high price sensitivity and the need to reduce costs through large-scale production, Sixty-two percent are on the lookout for "culture + health" products, fearing exaggerated effects and the need to establish a third-party certification system to enhance trust. In addition, 42 percent of respondents believe that traditional symbols have ambiguous implications and that cross-cultural communication strategies need to be strengthened, such as integrating AR technology to achieve interactive interpretation of symbolic stories(e.g., Figure 5. "Challenges and Directions for Improvement" Source: Author). In terms of material compatibility, the 24-month medicinal fragrance retention rate of cinnabar mixed with rhodiola rosea was 82% but the color difference was 2.1, and the color difference of borneol mixed with orpiment was 3.5, suggesting the need to optimize the formula between functional sustainability and visual aesthetics.

5.2.4 Challenges and Directions for



Figure 5. "Challenges and Directions for Improvement" Source: Author

Intangible cultural heritage Thangka murals show significant artistic healing potential in home Settings, but their marketing needs to break through cultural cognitive barriers and technical bottlenecks. In the future, through symbolic translation, standardization construction and multimodal experience design, the deep integration of traditional craftsmanship and modern health needs can be promoted to achieve creative transformation and innovative development of cultural heritage.

### **5.3 Future Trends in the Integration of Cultural Heritage Revitalization and Health Industries**

Driven by the policy of "transforming intangible cultural heritage into life", the integration of cultural heritage revitalization and the health industry is showing a trend of diversification [13], technology and scenario. In terms of market demand, the global healing economy is expected to reach \$7 trillion in 2025 (Global Health Institute, 2024), and the compound annual growth rate of the pan-mental health services market in China is 34.5% (iimedia Research, 2024). Consumers' demand for "culture + health" products has shifted from a single decorative function to multi-dimensional physical and mental regulation. In the case of Thangka murals, the corresponding relationship between the mineral pigment color spectrum and the "three causes theory" of Xizang medicine (such as lapis lazuli blue regulating "lung" qi balance), as well as the integration of herbs such as pine and agarwood in the innovation of "medical-art symbiosis", both meet the requirements of "unearthing traditional medical wisdom" in the implementation plan of the Major Project for the Revitalization and Development of Traditional Chinese Medicine (2023), It also meets the latent demand for cultural healing products among urban sub-healthy people (data from Tmall Health shows that the GMV of the "healing economy" category increased by 217% year-on-year in 2024). Technological innovation will be the core driving force for integrated development. Digital transformation will accelerate innovation in intangible cultural heritage products, such as the 60% digital conversion rate of intangible cultural heritage proposed in the Cultural Development Plan by 2025, promoting the upgrade of Thangka murals from static artworks to dynamic health carriers.

### **6. Conclusion**

Based on the core concept of "medicinal and Artistic coexistence", this study, through dual breakthroughs in material innovation and experience innovation, constructs a practical path for the innovative transformation of intangible cultural heritage Thangka murals into a medium of healthy living, achieving an organic unity of cultural inheritance and health empowerment. Here are the main conclusions:

#### **6.1 Core Points Condensed**

In terms of material innovation, this study broke through the traditional limitation of the single function of the ground cover and successfully integrated 12 natural medicinal materials such as pine, *Rhodiola rosea*, and pine seed into the base of Thangka murals. After 24 months of follow-up testing, the retention rate of medicinal aroma was maintained within the range of 68% to 91%, and the color difference value of core ratios such as vermilion and *Rhodiola rosea* was controlled within the range of 2.1 to 3.5, confirming that mineral pigments and herbal plants can be combined. It achieved technical compatibility and long-term stability, providing material science support for the concept of "medicine-art coexistence".

In terms of experience innovation, it breaks the traditional single visual viewing mode of Thangka by building a multi-dimensional healing system of "olfactory - visual - tactile". Data from 58,071 questionnaires and 700 person-tests showed that 70% of the participants had significantly improved emotional states, 62.5% believed that the home aesthetics had "significantly improved", and 87.5% recognized that psychological comfort had improved. The multi-sensory collaborative design effectively enhanced the healing effect of art. Long-term anxious groups reported that their experience resonated with traditional Thangka visualization, proving that Thangka murals have transformed from static artworks into dynamic health intervention media.

In terms of cultural translation, in response to the cultural decoding barrier of only 31% of non-Xizang consumers' awareness of the health implications of Thangka symbols, a balance between cultural connotations and modern aesthetics was achieved through the abstraction and simplification of traditional symbols such as "Eight Treasures of Good Fortune" and

"mandala". 75% of respondents valued the "cultural connotations" of the products, and 63% preferred traditional symbol carriers, verifying cultural translation. The effectiveness of the strategy.

### **6.2 Academic Contributions**

This study achieves three theoretical breakthroughs: First, it deepens the theory of intangible cultural heritage activation and proposes a new paradigm of "functional activation", expanding intangible cultural heritage from a static cultural carrier to a dynamic health intervention medium and reshaping the value dimension of intangible cultural heritage, Second, enrich the localized expression of art therapy theory, construct an art therapy model that conforms to the psychological characteristics of Eastern culture based on the "three causes theory" of Xizang medicine and the color therapy mechanism of Thangka, and provide a practical sample for the theory system of art therapy with Chinese characteristics, Third, expand the application boundaries of environmental psychology, introduce the healing mechanism into daily scenarios such as working from home, build a new paradigm of "daily healing scenarios", and promote the transformation of environmental psychology towards life-oriented applications.

### **6.3 Practical Significance**

At the practical level, the innovation of the medicinal mud ground stick provides a sustainable inheritance path for 45.7% of Thangka apprentices who switch careers because "the product has no modern use value", significantly enhancing the market adaptability of intangible cultural heritage skills. In response to the "Healthy China" strategy and the "Integration Project of Intangible Cultural Heritage and Health Tourism" policy, cultural health products are in line with the market trend of 217% growth in GMV of the "healing economy" category in 2024, providing in-depth cultural products for the healing economy. In response to the urban sub-health situation where 75% of respondents have sleep problems and 86% believe that emotions and sleep interact with each other, multi-sensory healing products offer a new cultural healing solution for mental health services and have positive social value.

### **6.4 Research Limitations and Future**

### **Prospects**

This study has four limitations: long-term compatibility of materials, representativeness of samples, objective validation of efficacy, and depth of cultural translation. In the future, efforts should be focused on :(1) Optimization of materials science by introducing nanotechnology and sustained-release mechanisms to develop intelligent temperature-controlled medicated mud pads, conducting stability tests for more than five years and establishing compatibility databases; (2) Technology integration and upgrading, combining AR/VR to achieve interactive interpretation of symbols and virtual visualization space to expand the boundaries of digital dissemination of intangible cultural heritage; (3) Industrialization system construction, establishing "culture + health" dual certification standards, exploring large-scale production processes to reduce costs; (4) Theoretical framework expansion: Integrate Xizang medicine theory, environmental psychology and art therapy theory to construct a complete theoretical system of "cultural health carriers" and extend it to intangible cultural heritage categories such as embroidery, ceramics and lacquerware to form replicable methodology for the revitalization of intangible cultural heritage.

In conclusion, this study has confirmed the practical value of the "coexistence of medicine and art" concept in the field of intangible cultural heritage revitalization and health empowerment. The material innovation of the medicinal mud ground stick and the experience innovation of multi-sensory healing have opened up a new path for the inheritance of Thangka murals and provided a model for the innovative development of traditional culture that can be referred to. In the context of the dual strategies of intangible cultural heritage protection and healthy China, building a new ecosystem of coordinated development of cultural inheritance and people's well-being has significant theoretical value and practical significance.

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