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義興張

道口燒雞

Red-cooked Chicken, Daokou Yixing Zhang Style

传统制作技艺

Traditional Brewing Process

孙冬宁 / 著

Composer Sun Dongning

文化出版社 出版
Culture and Art Publishing House

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中华老字号·义兴张道口烧鸡传统制作技艺
China Time-honored Brand · The Traditional Production Crafts of Red-cooked Chicken, Daokou Yixing Zhang Style



孙冬宁 / 著
Composer Sun Dongning

文化艺术出版社
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前言

在历史的浩瀚长河中，中华民族创造了光辉灿烂、丰富多彩的文化遗产，既有物质形态的“有形”文化遗产，又有主要通过“口传心授”的方式传承下来、以非物质形态存在的非物质文化遗产，蕴含着丰富的历史资源、文化资源、经济资源、教育资源、科学资源，是各民族传统文化的珍贵记忆，充分表现了中华民族在历史进程中逐步形成的优秀文化价值观念和审美理念，凝聚着中华民族的深层文化基因，体现了中华民族充沛的文化创造力，对于人类的生存与发展具有独特价值与深远意义。

在众多的中国非物质文化遗产种类和类型中，传统技艺成为其中的重要组成部分。“技”表达的是技能、是工巧，是改造改善自然之物的力量和技术；“艺”表达的是法则，是秩序，是心智，是塑造应用之物的智慧和美术。技艺把实用与艺术、把共性和个性有机地融为一体，它所遵循的工艺、材料、技巧、程序、塑造的器用，传承着人类宝贵的智慧、情感、规则和审美的种种感悟和成果，为我们展示了千姿百态的文化物品和文化品格，让我们体察到文化的丰富性和人类才智的无限性。千百年来，传统技艺形成了完整而发达的手工生产体系，涉及人类生产实践和生活需要的各个领域，形成了诸如印刷、酿造、榨取、烹饪、炮制、木作、雕琢、烧造、冶炼、纺织、印染、刺绣、编结等难以尽数的专门技艺、技巧和知识。国务院已公布的1028项非物质文化遗产项目中，传统技艺类项目有186项，在各省（自治区、直辖市）公布的4155项非物质文化遗产项目中，传统技艺类项目占到720项。2009年2月，文化部还举办了“中国非物质文化遗产传统技艺大展”系列活动，传统技艺类非物质文化遗产保护与可持续发展进入了新的阶段，取得新的成就，为推动文化大发展大繁荣，满足人民群众的文化需求，促进社会主义和谐社会建设，发挥了重要作用。

与传统技艺异曲同工，“老字号”作为中华商业文化的精髓，凝聚了一代代中华儿女的心血和智慧，衍化成各地风土文化的象征和符号，成为一个区域乃至中华民族文化与情感的重要载体。以手工生产方式为基础的中国传统技艺，大多存在于各行业的“中华老字号”之中，一个或数个自主开发的传统技艺，成为支撑百年老店长盛不衰的关键。传统技艺以老字号为平台，老字号以传统技艺为支柱，共同发挥着记载历史、传承文明的重要作用，彰显着中华文明独特精神品格和民族气质，凝聚了中华造物

技术思想和实践经验。老字号不仅掌握了行业内手工技艺的最高水平，还网罗了最具成就的传统技艺传承人，形成了世代相沿的产品、技艺和服务体系，为传统技艺营造了繁荣发展、因袭传承的家园，创造、继承和发展了优秀的民族文化。

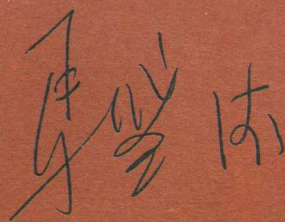
在全球化、城市化和工业化进程中，我国的非物质文化遗产包括传统技艺，无时无刻不在受到严重冲击，其生存环境发生了急剧变化。许多非物质文化遗产受到掠夺性开发，一些传统技艺传承后继乏人。老字号现状也不容乐观，新中国成立初期，老字号大约有8000家，现在仅存1000多家，且经营困难，举步维艰。如何从传统技艺和老字号入手，找到两者互相促进和推动的契合点，创新传统技艺保护和老字号振兴的有效举措，成为许多人的思考和探索方向。

近年来，山东非物质文化遗产研究中心创建了国内首个老字号文化遗产研究专业委员会，建设了一批非物质文化遗产研究基地，将“非物质文化遗产档案·中华老字号·传统技艺”申报列入国家社会科学基金艺术学重点立项项目，并出版了一系列著作，组织了一批专业化、职业化、专家化的非物质文化遗产保护和研究队伍。尤其是山东非物质文化遗产研究中心的一批青年学者始终关注老字号非物质文化遗产的挖掘保护和利用，默默从事着“老字号文化遗产”传统技艺的研究和保护工作。他们不为书斋所困，活跃于非物质文化遗产保护第一线，通过艰苦的田野考察活动，利用现代设计理念和传媒手段，取得了大量宝贵的一手资料，与老字号单位一起，为传统技艺的保存、保护、传播和发展做了大量基础性和创新性的工作，并与非物质文化遗产申报和保护结合在一起，为老字号单位继往开来、持续发展发现了新的增长点，开创了融传统技艺和老字号于一体的“非遗”保护开发这一山东模式，对推动老字号单位经营发展和文化建设做出了应有努力。

《非物质文化遗产档案·中华老字号·传统技艺》系列图书基于国家社会科学基金艺术学课题项目，以传统技艺、代表传承人、民俗文化等方面的田野考察为基本线索，对老字号单位中的传统技艺进行了系统地挖掘整理，采用大量图表、照片与影像资料，翔实介绍了各省非物质文化遗产中“老字号”类传统技艺项目的悠久历史和发展现状，展示了与当地经济发展、文化传统的紧密关系，以及在老百姓日常生活中的意义与作用，表现出传统技艺独特的历史、文化、精神、科学、教育和审美价值，是保护、发展传统技艺和老字号单位的创新性举措和历史性贡献。

本图书系列的编辑出版不仅对于保护老字号文化遗产的传统技艺提供了一个有说服力的个案分析，还启发我们对于今天仍然作为生产、生活方式存在而不可分离的非物质文化遗产，应采取多种手段加以积极地生态型和生产性传承保护，为传统技艺乃至其他类型非物质文化遗产的保护与发展营造良好环境，形成富有活力、独具特色的工作体系和工作方式。从这个意义上讲，本丛书系列更有其启示、借鉴和示范作用。

愿更多有识之士以传承和保护非物质文化遗产为己任，热情参与到非物质文化遗产保护工作中来，为我国非物质文化遗产保护事业作出更多更大的贡献。



中华人民共和国文化部非物质文化遗产司 副司长 马盛德

2009年10月29日

前言

P r e f a c e

In the vast river of the history, Chinese Nation created a brilliant, rich and colorful cultural heritage. There are both material shape of the "tangible" cultural heritage, and non-material form of existence of Non-material cultural heritage which mainly handed down through "Teach and learn by mouth and heart " method. These non-material cultural heritages containing rich historical resources, cultural resources, economical resources, educational resources, scientific resources, are precious memories of the national traditional culture, fully demonstrated the Chinese nation in the historical process of the gradual formation of the outstanding cultural values and aesthetic ideals, embody the Chinese nation's deep cultural genes, reflect the Chinese people with plenty of cultural creativities. Have unique value and far-reaching significance for human survival and development.

Among lots of categories and types of China's intangible cultural heritages, the traditional arts become one of the important component. "Technical" expresses skills, it is the strength and techniques of transforming and improving the natural compounds. "Art" expresses the laws, is mental, is the wisdom of shaping the application objects. Techniques organically integrated the practical and artistic, the general character and individuality into one. The use of technologies, materials, techniques, procedures and shaping which it followed inherited all kinds of insights and results of valuable human wisdom, emotions, rules and aesthetic, showed us different attitudes of cultural goods and cultural character, let us understand the richness of culture and the infinite nature of human intelligence. For thousands of years, traditional techniques formed a complete and well-developed manual production systems, related production practices and daily life of human needs in various fields, formed countless specialized techniques, skills and knowledge such as printing, brewing, squeezing, cooking, concocting, carpentry, carving, firing, smelting, textile, printing and dyeing, embroidery, knitting and so on. Among the 1028 intangible cultural heritage projects announced by the State Council, there are 186 projects are Traditional Techniques. Among 4155 intangible cultural heritage projects published by provinces (autonomous regions and municipalities), the traditional arts categories of projects accounted for 720. In February 2009, China Ministry of Culture has held a series of activities of traditional art exhibition of China's intangible cultural heritage. Intangible cultural heritage protection and sustainable development has entered a new phase, new achievements. It has played an important role to promote cultural development great prosperity, to meet the cultural needs of the people, and promote the building of a harmonious socialist society.

Similar to the traditional techniques, as the essence of the Chinese business culture, "time-honored brand" embodies efforts and wisdom of the generations of Chinese descendants, evolved into a symbol and symbols of the customs and culture, and becoming an important carrier of culture and emotion in a region and even the Chinese nation. Based on manual production mode, traditional Chinese Techniques, most exist in various sectors of the "China time-honored". One or several self-developed traditional techniques and art has become the key to enduring support of century-old store. Time-honored brand as a platform of traditional techniques, traditional techniques as a pillar of the time-honored brand. They both play an important role of

recording history and spreading civilization, highlighting the unique spiritual character of Chinese culture and national temperament, agglomerating the Chinese thought of creation techniques and practical experience. Time-honored brand not only mastered the industry's highest level of manual skill, but also gathers the most accomplished Inheritances. They formed products, skills and service system from generation to generation, create homes of prosperity and development for the traditional skills, create, inherit and develop the excellent national culture.

During the process of globalization, urbanization and industrialization, China's intangible cultural heritage, including traditional techniques, at all times, facing a serious impact, their living environment has undergone dramatic changes. Many intangible cultural heritages were overexploited, some of the traditional techniques heritages are lack of inheritance. Status quo of time-honored brand can not be optimistic, either. On the early days, there were about 8000 brands, but now, there are only about 1000 remaining, and also under a difficult operating condition. How can we start from traditional techniques and time-honored brand, to find the meeting point of promote and facilitate of the two factors, to innovate traditional techniques protection and effectively revitalize the time-honored brand, now become many people's exploration direction.

In recent years, Shandong Intangible Cultural Heritage Research Center founded the first "Time-honored Brand" Cultural Heritage Studies Committee in China. And built a batch of intangible cultural heritage research bases. Declared and Listed "Intangible Cultural Heritage Files•China Time-honored Brand•Traditional Craft" in the key project of arts in National Social Science Fund. And published series of books.Organized a group of professional, career-oriented, expert-oriented intangible cultural heritage protection and research teams. Especially a group of young scholars of the Intangible Cultural Heritage Research Center of Shandong Province has always been concerned about the mining protection and use of the intangible cultural heritage of Time-honored Brand companies. quiet and engaged in research and protection work of "Time-honored Brand cultural heritage". They are not trapped in books, working actively in the first line of the intangible cultural heritage, through the arduous field trips, use of modern design concepts and media, and gained valuable first-hand information. Together with the "Time-honored Brand" enterprises, done a lot of basic and innovative work for the preservation, protection, dissemination and development of traditional techniques, and with the declaration and protection of intangible cultural heritage, combining the old and famous enterprises carried forward the sustainable development of the discovery of new growth points, creating a financial skills and "Time-honored Brand" tradition development in one of the non-legacy mode of protection and development of Shandong, to promote the "Time-honored Brand" business development and cultural development and make its due efforts.

The book series of "Intangible Cultural Heritage Files•China Time-honored Brand•Traditional Craft " are based on the Key Project of of Art Science of National Social Science. Use the traditional techniques, representative inheritances, folk customs and cultural aspects of the field trips as the basic clue to Traditional techniques of the "Time-honored Brand" enterprise for a systematic excavation of finishing,

using a large number of charts, photographs and video data, Informative introduction to the history and current situation of the development of the project of " Time-honored Brand " traditional craft of provincial intangible cultural heritage, demonstrating with the local economic development and cultural tradition of close ties, as well as the people the meaning and role of everyday life, showing traditional skills unique historical, cultural, spiritual, scientific, educational and aesthetic value, is to protect and develop the traditional techniques and "Time-honored Brand" companies and innovative initiatives and historical contributions.

The purpose of editing and publishing this book series, not only for the protection of cultural heritage, traditional techniques which have provided a convincing case study, but also inspired us when facing intangible cultural heritage that are still existed as productivity, way of life is not separable, should be adopt various means to be an active and productive eco-heritage protection for the traditional techniques as well as other types of intangible cultural heritage protection and development to create a good environment for the formation of a dynamic, unique work system and work style. In this sense, the book series have their inspiration, drawing, and exemplary role.

In order to pass responsibility and the protection of intangible cultural heritage, we hope more insight people of passion participate in the protection of intangible cultural heritage ranks for the cause of protecting China's intangible cultural heritage to make more and greater contributions.

Ma Shengde

Deputy Director-General of the Department of the Intangible Cultural Heritage,
Ministry of Culture of the People's Republic of China

29th Oct,2009

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山东非物质文化遗产研究中心

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前言

在历史的浩瀚长河中，中华民族创造了光辉灿烂、丰富多彩的文化遗产，既有物质形态的“有形”文化遗产，又有主要通过“口传心授”的方式传承下来、以非物质形态存在的非物质文化遗产，蕴含着丰富的历史资源、文化资源、经济资源、教育资源、科学资源，是各民族传统文化的珍贵记忆，充分表现了中华民族在历史进程中逐步形成的优秀文化价值观念和审美理念，凝聚着中华民族的深层文化基因，体现了中华民族充沛的文化创造力，对于人类的生存与发展具有独特价值与深远意义。

在众多的中国非物质文化遗产种类和类型中，传统技艺成为其中的重要组成部分。“技”表达的是技能、是工巧，是改造改善自然之物的力量和技术；“艺”表达的是法则，是秩序，是心智，是塑造应用之物的智慧和美术。技艺把实用与艺术、把共性和个性有机地融为一体，它所遵循的工艺、材料、技巧、程序、塑造的器用，传承着人类宝贵的智慧、情感、规则和审美的种种感悟和成果，为我们展示了千姿百态的文化物品和文化品格，让我们体察到文化的丰富性和人类才智的无限性。千百年来，传统技艺形成了完整而发达的手工生产体系，涉及人类生产实践和生活需要的各个领域，形成了诸如印刷、酿造、榨取、烹饪、炮制、木作、雕琢、烧造、冶炼、纺织、印染、刺绣、编结等难以尽数的专门技艺、技巧和知识。国务院已公布的1028项非物质文化遗产项目中，传统技艺类项目有186项，在各省（自治区、直辖市）公布的4155项非物质文化遗产项目中，传统技艺类项目占到720项。2009年2月，文化部还举办了“中国非物质文化遗产传统技艺大展”系列活动，传统技艺类非物质文化遗产保护与可持续发展进入了新的阶段，取得新的成就，为推动文化大发展大繁荣，满足人民群众的文化需求，促进社会主义和谐社会建设，发挥了重要作用。

与传统技艺异曲同工，“老字号”作为中华商业文化的精髓，凝聚了一代代中华儿女的心血和智慧，衍化成各地风土文化的象征和符号，成为一个区域乃至中华民族文化与情感的重要载体。以手工生产方式为基础的中国传统技艺，大多存在于各行业的“中华老字号”之中，一个或数个自主开发的传统技艺，成为支撑百年老店长盛不衰的关键。传统技艺以老字号为平台，老字号以传统技艺为支柱，共同发挥着记载历史、传承文明的重要作用，彰显着中华文明独特精神品格和民族气质，凝聚了中华造物