

海外 文物回家

数字文物守护计划

Digital Cultural Relics Guardianship Plan



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Social Context

Over 10 million Chinese cultural relics have been plundered and lost overseas throughout modern Chinese history. Many of these exquisite artifacts now face preservation crises due to misinterpretation and improper management in foreign museums. These relics are vital carriers of our 'investigation of things to acquire knowledge' cultural gene, with their intricate craftsmanship revealing Eastern aesthetic codes. Their absence has created a significant gap in public understanding of traditional techniques. Fortunately, rapid technological advancements today offer new digital solutions for their protection and inheritance.



Product Mission

To advance the digital preservation and innovative inheritance of cultural relics, Baidu Baike, utilizing its advanced technological and platform resources, and coinciding with International Museum Day (May 18th), is actively promoting the digital protection of cultural relics with 3D technology as a key breakthrough. Through high-precision digital restoration, custom-designed online exhibition spaces imbued with Oriental aesthetics, and 3D upgrades to cultural relic entries, Chinese artifacts gathering dust overseas are digitally "returning home." This initiative also constructs a more comprehensive and enriched encyclopedic ecosystem of cultural relic knowledge. This cross-temporal dialogue with cultural relics transforms their return into an aesthetic practice that combines technological warmth with emotional depth.

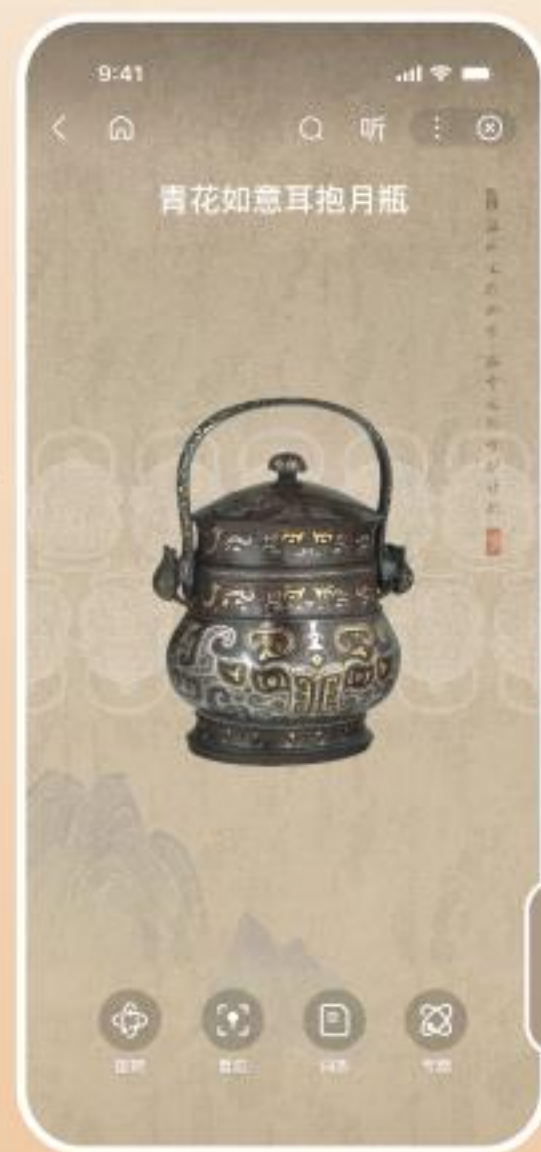


Product Description

Through 3D entry points on Baidu Baike entries, users are guided into exclusive, custom-designed cultural exhibition spaces with an immersive interface. The product supports interactive zoom and rotate functions, while also establishing online special topic aggregation pages to build a knowledge graph of lost cultural relics, addressing users' needs for in-depth content.



<3D Entry>



<Immersive Page>



<Special Topic Aggregation Page>

Product Highlights

This project focuses on the world's four major museums: the Louvre, the Metropolitan Museum of Art, the British Museum, and the State Hermitage Museum. Leveraging technology, it undertakes high-precision digital restoration of 475 Chinese cultural relics currently held overseas. The 3D upgrade of these cultural relic entries establishes a more comprehensive knowledge ecosystem. Interactive zoom, drag, and rotate functions break through the physical limitations of distance and display cases, revealing details inaccessible in traditional exhibitions.



Design Aesthetics

The project utilizes ACG image-to-3D technology to restore lost cultural relics with millimeter-level precision, preserving intricate details such as decorative patterns, textures, and even traces of damage. Combined with advanced lighting and rendering techniques, the authentic texture of the artifacts is recreated, allowing the digital model to approach the physical object with remarkable fidelity.



Design Aesthetics

To enable an immersive appreciation of Chinese cultural relic aesthetics, the project has created online digital exhibition spaces for these lost artifacts, designed in accordance with traditional Chinese aesthetics. Three distinct color palettes, customized by the material texture of the relics, serve as backgrounds. The brightness and saturation of these colors are subtly reduced to highlight the relics' own colors and forms, thereby crafting an Oriental exhibition aesthetic unique to Chinese cultural heritage.



Design Aesthetics

The online digital exhibition space features diverse custom backgrounds for the cultural relics. This project innovatively transforms the artifacts' forms and surface patterns into digital textures using texture extraction technology. These digital textures are then systematically arranged and reassembled to serve as atmospheric decorative elements within the exhibition space. Using digital textures as a medium, the project further highlights the relics' intricate patterns and craftsmanship details.



Pattern Extraction



Arrangement and Recombination



Future Vision

Baidu Baike's rich and diverse knowledge system, combined with its multimodal technological approaches, establishes a sustainable ecosystem for the digital preservation of Chinese cultural relics lost overseas. Looking ahead, this digital repatriation initiative is expected to strengthen public cultural identity and emotional connection with these artifacts. It also offers a "Chinese paradigm" for the global digital preservation of lost cultural heritage.



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