Research on Lacquer Art in Modern Jewellery Design from the Perspective of Productive Protection of Intangible Cultural Heritage

2020, Vol.1 No.1
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DOI: 10.37420/j.adr.2020.003
https://masonpublish.org

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Abstract

Thinking about the integration of lacquer art in modern jewelry design from the perspective of intangible productive protection is a new way to explore the protection and inheritance of lacquer art. This paper first analyzes the opportunities and challenges of lacquer art in the modern context, then summarizes three considerations of lacquer art and modern jewelry design based on the characteristics of lacquer art technology, and finally uses design examples to verify the feasibility of lacquer art in jewelry design and product development. The productive protection of intangible cultural heritage is an exploring and long-term measure for lacquer art, which provides a feasible development path for lacquer art protection.

Keywords

Intangible cultural heritage; Productive protection; Lacquer jewelry design; Product development

Chinese lacquer art culture has a long history and has a history of 8000 years. From the function category, it can be roughly divided into lacquer ware and lacquer painting. From the technical point of view, it can be divided into painted decoration, mosaic, carven filling, colored drawing, decortication and other decorative techniques. Lacquerware has many kinds, wide uses and exquisite shapes, which can not be replaced by any craft at present. Lacquer culture is a fresh carrier of traditional skills, reflecting the evolution of historical civilization and the pursuit of the creator's human feelings, with unique artistic value and cultural connotation. The task of inheriting lacquer art is to find the orientation of lacquer art in modern life again, so that lacquer art culture

can be enjoyed by people to a greater extent and inject fresh vitality into lacquer art. How to open up new art forms and product development forms for lacquer art culture from the perspective of productive protection of intangible cultural heritage, conform to the trend of the times and promote traditional culture at the same time, these are issues worthy of deep thinking.

Development Background of Lacquer Art Culture

Convention for the Safeguarding of the Intangible Cultural Heritage defines the basic contents of intangible cultural heritage, and formulates basic protection measures and three-dimensional means. The Opinions on Strengthening the Protection of China's Intangible Cultural Heritage in 2005 established the basic principle of four in one—protection, rescue, utilization, and inheritance, so that the whole society can enjoy the sense of identity and belonging brought by intangible cultural heritage culture by scientific means. In 2011, the Cultural Department announced the first batch of national intangible cultural heritage production protection demonstration bases. In January 2017, the Opinions on the Implementation of the Project of Inheritance and Development of Chinese Excellent Traditional Culture Formulated tasks such as in-depth elucidation of cultural essence, throughout national education, and promotion of cultural exchanges and mutual learning between China and foreign countries. In recent years, the cultural sector has constantly put forward guidance, adjusted practice, ensured that intangible cultural heritage protection work is close to people, life and the public, promoted cultural reproduction, and combined with cultural and creative products, made intangible cultural heritage resources reborn. The combination of intangible cultural heritage resources and modern production and design can transform it into cultural products conforming to the trend of the times, so that more people can enjoy the unique spiritual experience brought by intangible cultural heritage products.

Lacquer culture has a long history, as early as the Neolithic Age, there has been a way to protect artifacts with lacquer. The red lacquer wooden bowl unearthed from Hemudu Site in Zhejiang Province is the earliest known lacquer product. After a long period of development, the lacquer art culture developed rapidly in the Warring States Period and has become a mature art. Most of the original elements of lacquer art production are based on the understanding of the nature of the craftsman, such as flowers, birds, fish and insects or auspicious patterns. The finished product is simple and fresh, but also full of imagination. With the development and application of new materials and new techniques, lacquer art language has also changed from simple and mellow to a higher level of modern aesthetic appeal. In the modern context, lacquer art culture is facing unprecedented challenges. Under the impact of new materials, new styles and new technologies, lacquer art is facing development bottlenecks, such as high cost of creation, expensive finished products, strict technical requirements, difficult to inherit, unified style, small consumer groups, etc. However, there are opportunities under the challenge. Explore the new artistic expression form of

lacquer art culture in the new field, so as to explore new vitality and create new opportunities for the protection of Chinese intangible cultural heritage.

Technological Aesthetic Characteristics of Lacquer Art

Color beauty

Since ancient times, China has attached great importance to the use of color scenes and forms, so in the context of art, color has symbolic significance in addition to the visual level. The presentation and collocation of colors reflect the changes of etiquette, customs and aesthetic concepts in different historical periods. In traditional Chinese lacquerware, the most common color matching is red black red. Red gives people a warm and fiery visual feeling, which is a symbol of the spirit of "Chinese Red", and also means auspicious and festive. Black symbolizes solemnity and solemnity. According to “Book of Rites”, people in the Xia Dynasty value black as their clothing system. In the Qin Dynasty, people regarded black as the symbol of the emperor and strictly applied it to etiquette. Red and black play a leading role in the color matching of traditional Chinese lacquer art.

As for the decoration technique, the painter will mix the lacquer with the color powder to present a richer color matching. The main colors of lacquer powder are red, green, lemon yellow, titanium white, gold and silver, etc., which are more exquisite and mysterious after matching with patterns. The pattern is mainly painted flat, because in this way, the color is rich and it is not easy to decolor. In the production process, the craftsman focuses on the texture and color of the material itself, and adopts different lacquer art techniques according to the color aesthetic feeling of different materials to conform to the nature, so as to present a rich visual experience.

Decorative beauty

After thousands of years of lacquer art decoration, it is the lacquer man's high perception and generalization of nature. Its beauty lies in the lines, forms and composition. Lines are the soul of lacquer decoration. Excellent painters all have the unique skill of drawing. The lines for decoration are mostly curves, which are derived from the extraction of the natural forms of nature. The curve is highly inclusive and aesthetically pleasing, and it is the lifeline of lacquer decoration. Graphic symbols are derived from natural or humanistic things, and symbolize some beautiful meanings, such as longevity, wealth, well-being, etc., all were the mapping and sustenance of people's inner spirit at that time. At the same time, the graphic symbols also have the function of memorizing, providing objective proof for the modern people to explore the life state of the ancients. The composition of lacquer decoration is rigorous, neat, and symmetrical, which reflects the spiritual world of lacquerworkers. Line, form and composition, the three are coordinated and fused with

each other, which is the soul of lacquer art works.

Technology beauty

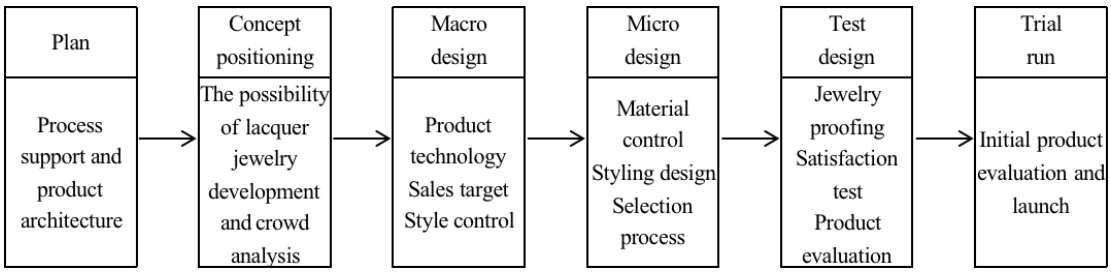
Lacquer art is a unique language with a special form of artistic expression. It is based on nature, reflected in the painting techniques, and created with different materials such as glass, pottery, wood, porcelain, etc. the finished product is very simple, in line with people's aesthetic taste. The process of lacquer art is meticulous and tedious, which emphasizes the combination of heart and hand. At the same time, it also shows the composure and persistence of the craftsman. Taking wooden lacquerware as an example, the process can be roughly divided into: material selection, leveling, cloth mounting, ash making, painting, cleaning and polishing. In order to achieve the best effect, each step should not be sloppy, and even some steps will be repeated dozens of times. The lacquer products are waterproof and anti-corrosion, wrapped outside the tire, which has the function of extending the service life. Lacquerware is a combination of beauty and practicality, which is an organic unity of material and technology. Due to the craftsman's continuous improvement, some materials can show their own natural beauty, which has become the artistic appearance of lacquerware. Lacquerware types cover a wide range, from daily necessities to craft decoration. The finished product is warm, thick, implicit and restrained, which represents the inclusive beauty of lacquerware. Lacquerware is different from the pursuit of "flat, light and bright" in lacquer painting. Some lacquerware lines are uneven, and people can get special tactile enjoyment when touching.

Thoughts on the Product Design and Development of the Integration of Lacquer Art and Jewelry

Development process of modern lacquer jewelry products

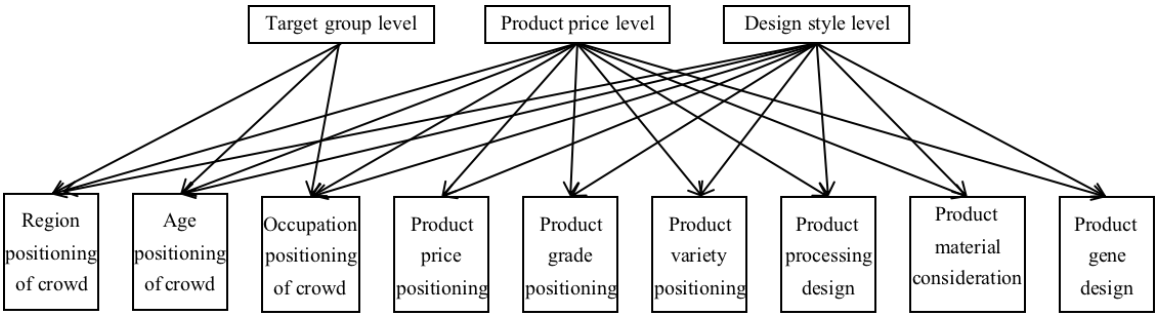
From the planning, production and sales of lacquer jewelry, developers need to evaluate the core competitiveness of products through the comprehensive analysis of product target population, market, style and price. The productive protection of lacquer art belongs to the initial stage of the whole design cycle in modern jewelry design, which combines design and production, and is a specific mission statement for the product of this property. As shown in Figure 1, from the perspective of intangible cultural heritage production protection, a specific development process for the product development of lacquer art and modern jewelry is developed:

Figure 1 Development process



The core of the early development process is to control the micro or macro products. Micro design determines the function, appearance and cost of jewelry, and establishes the core competitiveness of products. From the overall point of view, the macro design controls the basic cost of jewelry products and the positioning of the sales target population, which determines the subsequent sales direction of the products. From the perspective of macro design and micro design, the design orientation of modern lacquer jewelry products mainly includes three levels: target group level, product price level and design style level. The three levels are differentiated and coordinated, and are refined in their respective dimensions. The design orientation of lacquer art in modern jewelry design is shown in Figure 2 below:

Figure 2 Design orientation diagram of lacquer art in modern jewelry design



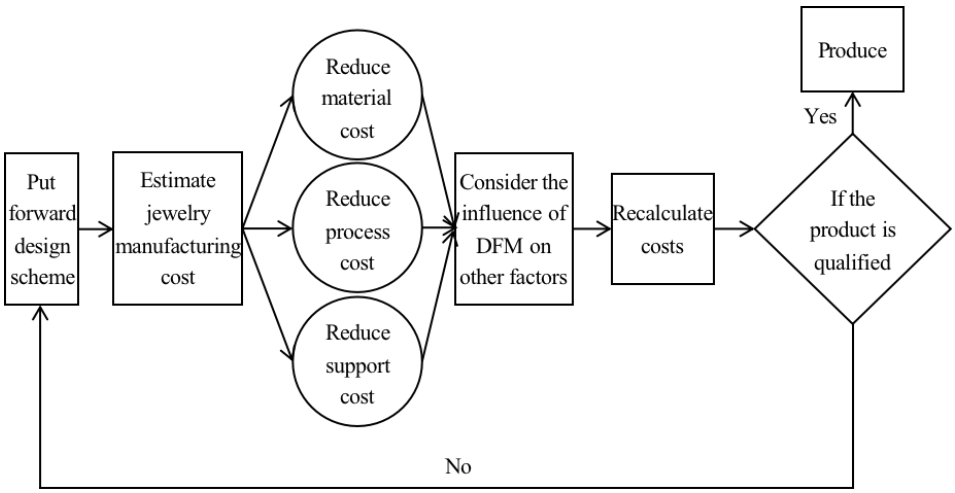
The orientation of early design is mainly determined by the characteristics of the product. The three dimensions of target group, product price and design style are integrated and influenced each other to form a three-dimensional design positioning system. For example, if you want to design a lacquer necklace with jewelry decoration, you need to integrate three dimensions. The cost of materials and processing in the design style determines the high price and grade in the product price level, so the main audience is women who have certain economic strength and love to buy jewelry. Therefore, following the development process can solve practical problems and supply market demand.

Manufacturing oriented lacquer jewelry design

In the stage of product development, user's requirements are refined into several specific elements, so designers often adopt the "design for X" (DFX) method in the manufacturing process. X represents a specific need. It directly affects the cost of sales and product life cycle, and plays an important role in the design process. DFM is applicable to the primary stage of lacquer jewelry development process, mainly used to formulate jewelry technology, materials, specifications. Among them, the trade-off of lacquer art cost is an important decision, which determines the future trend of jewelry overall design positioning. The artisan can list the specific material details for estimating and changing the cost. For example, on the premise of not changing the product materials, we can reduce the cost by adopting a simpler component combination mode, or choose a more cost-effective transportation mode according to the transportation rate in the transportation process.

The application of DFM in lacquerware jewelry includes the following five points: simplifying assembly, reducing support cost, reducing process cost, reducing material cost, and relating the influence of DFM on other factors. As shown in Figure 3, the overall process of DFM starts from the expectation of jewelry product cost estimation, and presents the process of reducing the material cost, process cost and other costs in the production cost by using the visualization table. Finally, the product designer and the process manufacturer work together. In the production process, developers can roughly confirm which costs can be adjusted, so they can focus on changing the actual design operation in the subsequent design and production process. DFM processes can be changed. Before reaching the optimal plan, the whole process will be carried out dozens or even hundreds of times.

Figure 3 DFM flow chart of lacquer jewelry



In the design and production process of lacquer jewelry, the pursuit of low cost is not the only goal of DFM process. Product developers and process designers should coordinate to evaluate the

impact of each cost control decision on product quality. For example, the change of inlay material will directly lead to the change of product decoration effect; the change of paint quality will also directly lead to the change of product grade. Therefore, product development and process design should follow a complete DFM process, and try to achieve the balance between time cost, product quality and manufacturing cost.

Diversified innovation awareness

In terms of promotion, traditional craftsmen usually concentrate on technology and seldom make use of the advantages of the Internet. However, the Internet economy has become an irresistible trend. In the background of the Internet age, the integration of lacquer art jewelry design ushered in the development opportunity. With the help of web pages, short video apps, electronic shops, etc., developers can promote lacquer jewelry culture, gather lacquer culture lovers, and form a business model integrating publicity and sales.

At the level of brand design, lacquer jewelry should form its own brand. By cooperating with existing famous brands to launch "joint brand" and "limited brand", not only brand effect can be formed, product market positioning can be improved, but also the intellectual property protection of original design can be helped.

At the level of intellectual property rights, design patents provide legal protection for lacquerware products. In the production and sale of lacquer jewelry products, the design patent provides the production and sale right of specific decoration for the products. The establishment of design patent is conducive to protecting the intellectual property rights of designers, which can not only play an incentive role for designers, but also contribute to the productive protection and development of lacquer art.

Application of Lacquer Art in Modern Jewelry Design

The lacquer comes from the sap of the lacquer tree. The initial sap is "lacquer", which gradually turns brown and reddish brown with the time of contact with the air. The lacquer comes from nature and plants. The lacquer ware made of it is non-toxic and harmless, which can be made into jewelry that adults carry with them. The application of lacquer art in modern jewelry design can be started from the following aspects:

Various materials

Ornaments are not limited to certain materials. All materials can be used as decoration as long

as the technique is proper. As a corrosion-resistant, wear-resistant and durable natural material, paint can be integrated with many materials. For example, the solid materials such as broken eggshell, gold foil, Sequin, etc. can be pasted on the paint to polish out special texture and texture. In addition, the jewelry design also uses painting and other materials for splicing, inlay and other composition creation techniques, as shown in Figure 4 below:

Figure 4 Element composition technique of lacquer art in modern jewelry design (original pendant design)

Title of work	Production techniques	Pattern	Design explanation	Characteristics
Flowers	Element inclusion		Flowers are embedded in the whole composition, appearing intricate, harmonious and unified.	The inlay process has few steps, low assembly cost, mass production and material saving.
Mountains and Rivers	Material tangent		The two materials are spliced together and epoxy resin is applied to create a bright and flickering effect.	Since the epoxy resin needs to be shaped once and polished later, the splicing can only be carried out after the completion of the paint layer.
Coral	Decoration intersect		Modular accessory design makes the product style more flexible.	Modularity can reduce the cost of assembly, or even do it yourself.

Element innovation

The modern new lacquerware mostly follows the traditional lacquerware style, uses the archaize element, the manifestation is unitary. Therefore, it is the key point of modern lacquer jewelry design to conform to the trend of the times, to expand the forms of lacquer art and to seek suitable modeling carriers. In this way, it can reflect the sense of the times and fashion of design and bring people new user experience. The decoration of jewelry products is not only applied to the aesthetic level, but also the expression of personal emotions.

Figure 5 Beijing Opera element "吹" brooch design (original design)



The brooch design in Figure 5 not only expresses the patriotic emotion, but also expresses the pride of the Chinese people, which is full of personality. From a design point of view, brooch extracted three colors from Peking opera face for coloring. Black stands for firmness and integrity, and sets the tone for the product's theme color. Blue represents bold and unconstrained heroes, and refers to mountains in products. The color of ochre comes from the yellow color in the face of Peking Opera. It represents the fierce and brave warrior who accompanies the mountain, so it is extended to the cloud in the mountain. The word " 呔 (Dai)" means "suddenly have a big drink". It is often used as a mood word in Peking Opera. From the perspective of technology, the " 呔 (Dai)" brooch uses the composition of splicing to innovate the traditional elements of China, combining "tradition" with "fashion", so that the lacquer is no longer fixed in the traditional usage.

3D attributes

Lacquer jewelry design is not a single product can fully reflect its charm, but it should not only form a series, but also consider the appearance characteristics of derivative products. The application of lacquer art in jewelry design should consider the needs of different groups, involving different levels of high, middle and low grades, as well as various styles at home and abroad. Developers should consider not only horizontal positioning, but also vertical segmentation, as shown in Figure 6:

Figure 6 Grade positioning of lacquer jewelry design products

Title of work	High-grade	Mid-range	Low grade
Product cost	Superior material	Medium material	Simple process
	Finishing	Proper process	General material
	New Technology	Mass consumption	Simple packaging
	Strong sense of design	Creative	Single form
Product cost	Minority group	Convenient to buy	Batch processing
	Personal tailor	Proper packaging	Convenient to buy
	Display design	After-sale service	Widely applied
	After-sale service	Batch processing	
	Elegant packaging		
Product cost	Collection attribute	Decoration attribute	Decoration attribute
	Commemorative attribute	Gift attribute	
	Gift attribute		
	Decoration attribute		

No product can exist independently of the organization. It can systematically reflect the individual value in the organization, and the improvement of individual quality also has an important impact

on the overall organization positioning. The application of lacquer technology in the field of jewelry should fully consider the diverse styles, people and themes of jewelry, and make a detailed design plan accordingly, so that it can adapt to the value trend of the market and achieve practical benefits.

Conclusion

Lacquer products are natural and mild, which are suitable for jewelry design. After thousands of years of continuous development, lacquer art has produced many excellent works of art. In the face of bright art and culture, we should not only maintain it with our heart, but also use it to create new gods. If we adopt modern aesthetics to reexamine the relationship between lacquer and jewelry design, it will not only enrich the artistic forms of modern jewelry, but also inherit and innovate lacquer technology. In a word, in the modern context of intangible cultural heritage production protection, there is still a lot of research space in the field of lacquer jewelry design in China. The research on the integration of lacquer and modern jewelry design will surely bring a broader development space and market prospect for the inheritance of lacquer intangible cultural heritage techniques.

Funding

This research was funded by the 2019 Ministry of Education Humanities and Social Sciences Research General Project [19YJC760105].

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