Inheritance and Development of Straw Weaving Handicraft of Qiang Nationality

2021, Vol.2 No.4
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DOI: 10.37420/j.adr.2021.018
https://masonpublish.org

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Abstract
Chinese straw weaving of the Qiang nationality is a traditional handcraft refined in the long process of social development. However, with the great changes in the social environment, the survival of the Qiang nationality's traditional hand weaving is facing difficulties. Straw weaving with distinctive national features and unique cultural value, based on the data sorting, and query, this study sets out the characteristics of traditional craftsmanship and the problems in the process of inheritance, finally sums up the development of the Qiang straw craftsmanship, hoping to help traditional craftsmanship of the inheritance and development.

Keywords
Qiang nationality; Hand knitting skills; Inheritance and development

Introduction

Straw weaving is an ancient folk craft, people of different nationalities and regions use common materials in daily life to make, such as glutinous grass weaving in Dong people, Guangxi, and Juncus effusus weaving in Hunan. Straw weaving is a traditional craft spread of Qiang nationality. It is the use of growth in the elevation of about 1,000 meters of palm leaves as the main raw materials, after picking, screening, drying, steaming (fumigation), sun exposure and woven into a pure handmade objects of a kind of technology (Ancient China, 2017).

The origin of straw weaving in Qiang can be traced back to the Yu the Great period, when people began to wear straw hats, coir raincoats and straw sandals, which not only can withstand the wind and rain, but also have a strong wear resistance, the wisdom of the ancients. With the continuous development of the times, industrial production has gradually replaced the traditional handicraft,

but the artistic value and cultural value of Qiang straw-weaving handicraft will not be replaced, it is an organic combination of harmonious coexistence between man and nature, is reposing the ancients for thousands of years the crystallization of wisdom.

The Development of Qiang Straw Weaving Handicraft in the New Era

Technology

With the development of the times and the progress of science and technology, most products have been industrialized mass production, especially the development of artificial intelligence, is to promote the progress of industrialization. Straw weaving products in China also have a part of the use of mechanical production in place of manual production. Mechanization reduces the cost and improves the efficiency of straw weaving production. But the straw weaving products of mechanical production lost their original connotation and unique style, and lacked vitality (Huang & Yang, 2020). Compared with mechanized production, manual production needs a long time, large input, high cost, and the market survival rate is not as good as mechanical production. As well as increasing efficiency, mechanized production has forced many craftsmen to make a living out of it, forcing them to switch professions, so the current practice of Qiang straw weaving Qiang can not be properly inherited.

Aesthetics

In the ancient times when the machinery was not developed, most of the products needed to be produced by hand, and people's requirements for products in life were not high, just to meet the basic needs of life. But in modern society, the original practicality and beauty of straw weaving can not meet the needs of people today. The raw materials of traditional Qiang straw weaving products are not easy to keep for a long time. With the rapid development of modern technology, they are replaced by products that are easy to keep, durable and cheap. In terms of appearance, the shape of traditional Qiang straw weaving products is not quite in line with the aesthetic taste of young people. In addition, the impact of industrialization on traditional handicrafts leads to few young people willing to learn the handicraft skills of straw weaving. With no fresh input, the Qiang straw weaving skills have become increasingly unpopular and disconnected from society.

Characteristics of Qiang Straw Weaving Handicraft

Natural and Environmentally Friendly Skill

The whole process of making straw weaving handicraft of Qiang nationality is environment-friend-

ly, from weaving to forming, it has no influence on the natural environment (Zheng & Zhang, 2019). Its raw materials are mostly plant stems and leaves, in line with the requirements of contemporary low-carbon life, and plant selection does not require expensive species (Figure 1). Field grass, hemp and other renewable plants can be used for weaving. In the production process are also handmade by craftsmen, will not produce any toxic garbage, in line with the concept of sustainable development.



Figure 1. Palm leaves (source: Internet)



Figure 2. Qiang straw weaving (source: Internet)

Unique Content

The craftsmanship of straw weaving of the Qiang nationality is one of the oldest craftsmanship that has been passed down by the Qiang people for thousands of years. It has finally become what it is today in the groping and practice of generation after generation (see Figure 3). Now we can see the Qiang straw weaving products which contain the Qiang thousands of years of social features and customs culture, with high artistic value and cultural value, reflects the wisdom of the Qiang people, and this is the Qiang straw weaving products in recent years can be active in the society is one of the important reasons.



Figure 3. Animal Images of the Qiang grass series (source: internet)

Empathetic Expression

The craft of straw weaving was created by the people of Qiang. The theme is closely related to the life and culture of the Qiang people. Through thousands of years of development, this cultural custom has been passed down. With the increasing emphasis on traditional handicraft in China, more and more attention has been paid to the traditional straw-weaving handicraft of the Qiang people. In addition, the forms of expression of traditional straw-weaving products in Qiang have been favored by many people, people can empathize with the emotion and culture contained in the handicrafts while appreciating them.

Problems Faced by the Craftsmanship of Qiang Straw Weaving

Old Style, Insufficient Talent

Many of Qiang straw weaving products still imitate traditional styles, do not match the development speed of the present society, lack of innovation, and can not attract the recognition of modern society consumers, also can not satisfy the people regarding the product connotation and the cultural pursue. In the early stage of traditional straw weaving production, raw materials must be screened and processed. This artificial production process is also higher than the loss of machine production, so the traditional straw products of manual production time-consuming, but also increase production time, can not make up the market demand in time, and this is one of the reasons that has limited the development of the craft of straw weaving in Qiang. In addition, the development of new products and new forms takes a long time to study and experiment, if blindly opening up will waste time and energy, which requires independent thinking and production of straw braiding artisans to work together. With the impact of mechanized production on traditional crafts, coupled with the destruction of the environment, resulting in many craftsmen abandoned the industry, learning straw weaving crafts fewer and fewer people (Ai, 2018).

Difficult Inheritance and Lack of Innovation

The inheritance and development of Qiang straw weaving handicraft can not be ignored. The survey found that the existing straw weaving skills were mainly passed on by women and those who could not perform heavy physical work. Most of these trainees were forced to learn straw weaving skills and could not bring vitality to the skills of straw weaving in Qiang. Nowadays, most young people yearn for the city life, like the comfortable working environment, the pursuit of high income, few people are willing to settle down to learn traditional handicraft skills. Traditional straw-weaving craftsmen are older, although they have skilled skills, their innovation ability needs to be improved, they know little about the market demand, and they basically rely on the channels provided by the

government to maintain the existing industrial scale, which has made the development of handicraft very passive. In addition, the problem of handicraft inheritance requires more people to pay attention to and learn the craft of Qiang straw weaving. This is not only a problem faced by Qiang straw weaving, also is our country traditional handicraft skill needs to face the difficult problem.

Lack of Characteristics and Connotation

The external form of Qiang straw weaving products is still based on straw shoes, straw hats and animal images. The practicality of such products has been accompanied by the decline of social development, coupled with the lack of aesthetics and low productivity, leaving consumers with little purchasing power for straw weaving products. In recent years, the appearance of straw weaving products has been innovated, such as weaving cartoon characters in combination with the popular cartoon films at present. This kind of image imitation will mostly attract the attention of children. Although this kind of marketing method will bring some benefits, it is not long-term and stable, and the cultural connotation of its products is relatively shallow and not profound. The inability to improve the craftsmanship, the low innovation consciousness of the inheritors, and the lack of professional guidance make the new products lack cultural connotation and regional characteristics, which is also one of the important factors restricting the innovation and development of the Qiang straw weaving handicraft.

Development Strategy of Contemporary Qiang Straw Weaving Handicraft

Strengthening Policy Support and Publicity

Local governments and relevant industry should give support to people who are engaged in, or will soon be engaged in, Qiang straw weaving as it is not only a job and occupation, it is also the promotion and inheritance of minority culture. In the policy protection and support living heritage, support craftsmen simple craftsman spirit (Li, Zhuang & Wu, 2018). In recent years, as the attention of the government and industry to Qiang straw weaving has increased, Qiang straw weaving has become increasingly familiar to the Chinese people. At home and abroad a variety of straw weaving technology exhibition also to the inheritance of this craft has brought a certain effect. With the continuous advancement of science and technology, Qiang straw weaving should seize the opportunity, rely on various levels of display platforms, and combine online and offline modes to launch effective publicity. At the same time as displaying straw weaving products of Qiang nationality, the workers should also be promoted, to enhance the influence of Qiang's straw weaving, so that more people know and learn about Qiang culture.

Optimize Products and Build Brand

Manual operation is required in the early, middle and later stages of straw weaving production, and there are high requirements for material selection, so it is necessary to optimize the existing techniques and boldly abandon the original low-end products. The appearance of existing products is redesigned to meet the needs of consumers in the middle and high-end market, [6] to create handicrafts with novel appearance, rich connotation and national characteristics. Brand influence is an important factor for products to go to the middle and high end, and one of the important factors for building a brand is appearance. Nowadays, to create a brand, not only the appearance of the product must be beautiful, but also the appearance and packaging must reflect the regional characteristics and folk culture, targeting different levels of consumers, the combination of straw weaving products with colors and decorative patterns creates different types of product appearance and packaging, and ultimately forms the brand influence of straw weaving products in Qiang to promote and promote Qiang culture.

School-enterprise Cooperation Strengthens Innovation

Strengthening cooperation between universities and enterprises, and establishing laboratories and practical courses in universities, will further expand the influence of Qiang's straw-weaving handicraft skills, raise students' awareness and interest in straw-weaving, and at the same time, can also improve students' handwork skills, to enliven students' creative thinking and stimulate the source of inspiration is beneficial to the collision between traditional skills and modern thinking. At the same time, the spread of Qiang straw weaving was promoted through the establishment of events and competitions. Due to the limitations of straw weaving materials and techniques, to a certain extent, the development of straw weaving materials and techniques should be constantly updated and improved to create new products. [7] In an era of endless cultural and creative products, to be different from and stand out from the masses of products, the most important thing is to innovate in materials and techniques, to integrate regional culture with characteristics, and to create their own unique style, while innovating in products, the idea and the way also must renew, also lets the straw weave in the study of inheritance, in the inheritance of innovation.

Conclusion

Taking advantage of the regional advantages, combining with the current cultural mainstream spirit, we will continue to innovate and strengthen publicity, and finally realize the grass weaving is widely recognized and loved by the public. Strengthening the research on the history and culture of grass weaving, extracting the characteristic elements of Qiang nationality and adapting to the market environment are the basis and premise of the development of Qiang straw weaving handicraft.

To strengthen product research and development and innovation, broaden cooperation channels, increase publicity, which is the key to the development of straw weaving handicraft. [8] The support of the industry and the government, as well as the concern of the community and the general public are a strong guarantee for the development of straw-weaving handicraft.

The craftsmanship of straw weaving is the crystallization of the wisdom of the Qiang nationality for thousands of years, which reflects the folk custom and culture. Despite the continuous progress of the society, the value contained in the straw weaving of the Qiang nationality will not change. In order to inherit and develop smoothly, the Qiang straw weaving skills should not be stuck in the past, but should be changed and innovated in line with the progress of the Times. It is believed that through the continuous efforts of craftsmen and people from all walks of life, Qiang straw weaving will eventually develop into a unique folk culture, which is also the inheritance and development of minority culture.

Funding

This paper was supported by the Sichuan Philosophical and Social Science Key Research Base Modern Design and Cultural Research Center Funding Project “Research on the Inheritance and Contemporary Innovation of the Craftsmanship of Straw Weaving of the Qiang Nationality” [No. MD20E019].

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