Research on Packaging Design of Local Specialty Products Based on Panwang Festival Culture of Yao Nationality

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Qinmi Yu*
Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 287252051@qq.com

Abstract

Through the analysis of the representative elements of the festival culture of Panwang Festival, it is applied to the packaging design of local specialties. Through the life philosophy of people, things and gods contained in the traditional festivals, this paper combined with the local productive resources, local specialty packaging is taken as a comprehensive carrier for design exploration, and the modern design application method of traditional elements is constructed to serve the cultural self-confidence and revitalize the culture driving rural revitalization.

Keywords

Yao Nationality; Panwang Festival; Packaging design; Local specialty products

Research Background

Cultural revitalization is an important core of city brand image building and Rural Revitalization. Under the premise of thousands of cities created by the rapid replication of urban modernity, the local culture represented by "traditional festival culture" has become an advantageous resource for city brand image building. In the consumer society, the modern consumer with the city as the main space needs the unique consumption content and consumption style to activate the internal consumption demand. The traditional festival culture has become the focus of mining because of its entertainment and national characteristics. Local products are the representative results of local life experience, and also the display carrier of local residents' lifestyle. They are the important embodiment of regional culture in food culture. For example, Gongcheng Oil Tea is an important way for Yao people to keep healthy in the mountainous and humid living environment. The

packaging of local products is an effective carrier to show the local cultural characteristics. It is a complex of materials, products and culture. It is also an effective way to quickly transform local products into commodities. In this paper, the festival culture, local products and packaging as the main object, explore the traditional cultural elements of modern innovation methods and practice.

Research Ideas

This study is mainly divided into case study stage and design practice and summary stage. In the case study stage, it mainly interprets the representative elements such as celebration activities and clothing patterns in the Panwang Festival of the Yao people in Gongcheng from the perspective of "relationship analysis", refine the spiritual core of the ethnic minorities and their creation ideas, and apply them to the modern packaging design of local products, so as to drive the revitalization of villages and villages by cultural revitalization, and enhance the brand image of the Yao people in Gongcheng (Fig. 1)

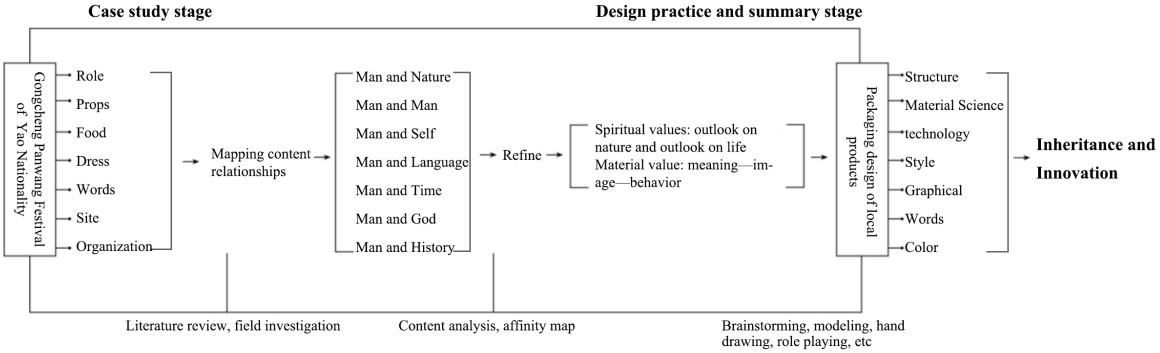


Figure 1 Research Framework

Content Analysis of Panwang Festival

Content Analysis and Refinement

Taking Panwang Festival, a traditional festival of Yao nationality in Gongcheng as the research object, this paper analyzes the relationship diagram formed by eight kinds of relationships, including Man and Man, Man and God, Man and Thing, Man and Matter, Man and Geography, Man and History, Man and Time, Man and Language. And through the study of the the genetic significance of the traditional festival, we further explores the "intention—image—behavior" (Fig. 2).

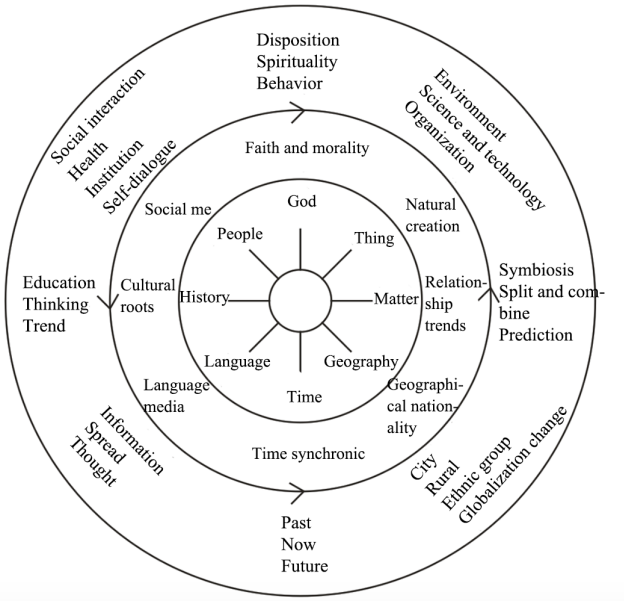


Figure 2 Comprehensive Relation Diagram

Long drum dance is an important part of the celebration of Panwang Festival. This case design uses long drum, two pairs of dance, clothing decorative patterns and dance scenes as the main elements. The content of the clothing pattern of Panwang Festival is composed of the world composed of man and nature. From the composition of the picture, in the plane composed of the warp and weft lines of textiles, people and nature live in harmony, and the elements of people, mountains, clouds, trees, birds, animals, fruits are arranged into the picture in a balanced way, which reflects the world outlook of harmony and unity between man and nature respected by Yao nationality. Its thought can be traced back to "Harmony of Man and Nature". In the Qing Dynasty, the Yao people's deity system, which was transmitted by the Yao people's God paintings, took Taoism as the main belief. Content analysis of Panwang Festival (Table 1) and representative element diagram (Fig. 3).

Table 1 Content Analysis of Panwang Festival of Yao Nationality

Man–Man	Clan, intermarriage	Antiphony of folk songs and long drum dance (Fig. 1/2)
Man–God	Ancestor worship	Panwang image, belief and moral system
Man–Thing	Creation thought and technology	Drum, building (Fig. 3/6)
Man–Matter	Clothing, food, housing, transportation and entertainment	Clothing and food (Fig. 7)
Man–Geography	Geographical features	Mountains, water, birds, animals, crops, etc (Fig. 8/9/10)

Man–Time	Time concept, respect for natural law	Twenty-four solar terms
Man–Language	Panwang song, spoken language	Antiphonal singing
Man–History	Myth	Gratitude, imagination

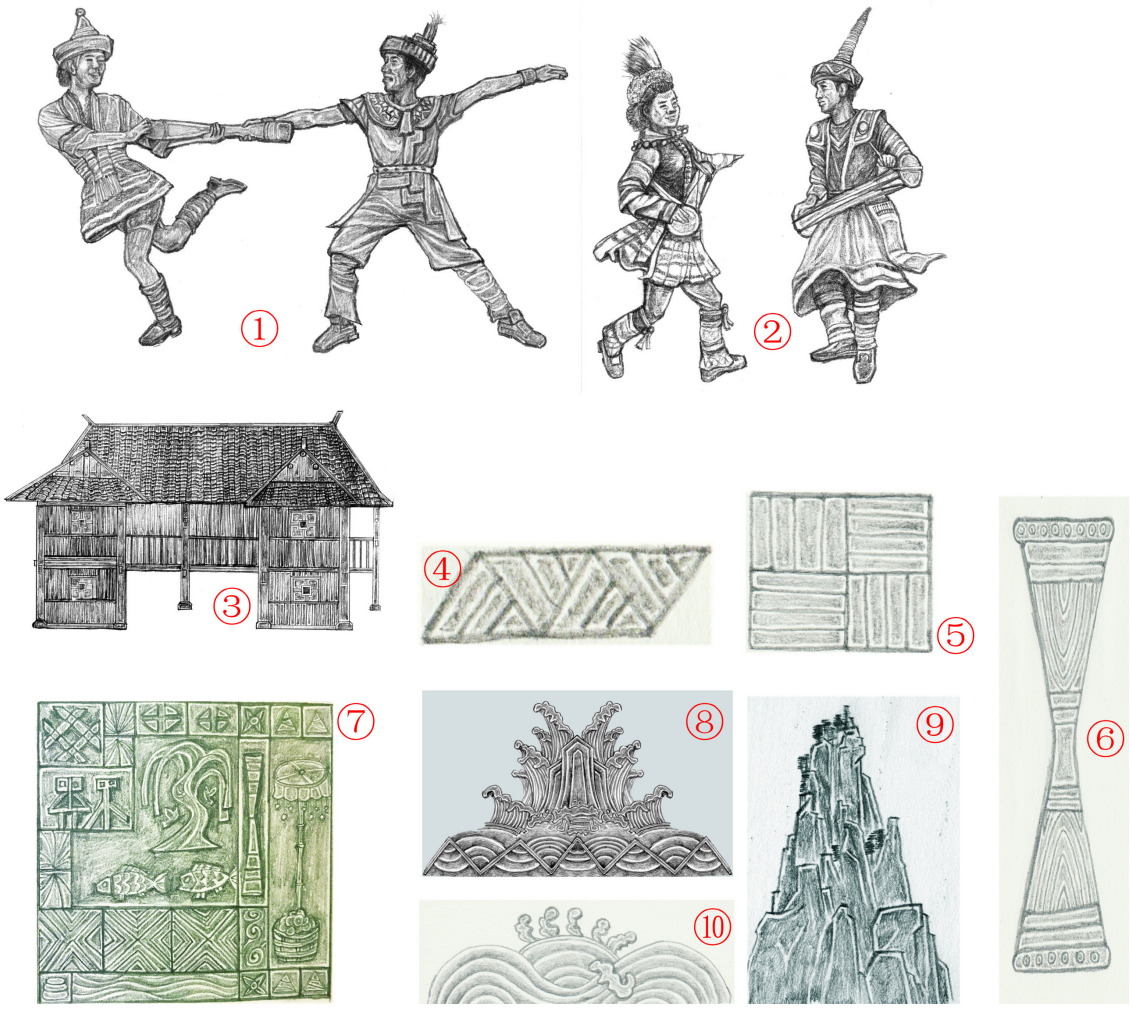


Figure 3 Representative Element Diagram

The representative elements of Panwang Festival are combined in two-dimensional space, with the world outlook of Yao people as the theme, and the celebration scene of Panwang Festival is presented in a static way (Fig. 4). In terms of materials, long drum, auspicious clouds, dance figures and landscape are all forged with brass, while the construction, pine stone, mat pattern and brick pattern are made of sandstone or stone spray painting. This work can be used as a sculpture group of two-dimensional image wall or three-dimensional space in the center of the square. At the same time, it can also be used in the fields of special food packaging and Yao culture exhibition hall in Panwang Festival.

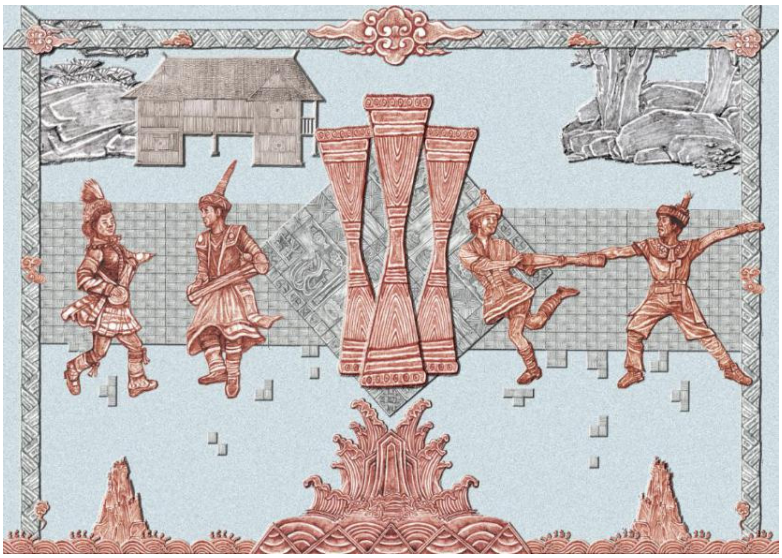


Figure 4 Celebration of Panwang Festival

The Game View of Yao Costume: Certainty and Uncertainty

From the analysis of aesthetic characteristics, the textile patterns of Yao nationality are mainly geometric. By copying and arranging the basic element square, the whole world is constructed. The picture composition is full, arranged properly, and the shape is concise, with a strong narrative. In terms of color, black, red, green and blue are the main colors with high saturation. Most of them are local plant dyes with strong color contrast and strong visual impact. The overall feeling is mysterious and natural, rational and unrestrained (Fig. 5).

From the perspective of games, Yao costumes show obvious digital game characteristics due to textile technology. The area formed by the interweaving of warp and weft becomes the most basic element—square. Then, it is copied in a limited space and combined with color lines of different colors to weave people, mountains, rivers, auspicious clouds, animals, fruits and trees into the ideal world of Yao people (Fig. 6). It works like a building block toy, or a number game, or Tetris. This game attribute can be applied to the consumption system of modern society. Children's toys are widely used as effective props to improve practical ability and develop brain intelligence. Jigsaw puzzle is to decompose a complete picture into a certain number of individuals, and determine the relationship between individuals and individuals, individuals and the whole through the correlation of graphics and colors, which is to train children's overall thinking and the effective way of thinking. In this way, Yao traditional cultural resources are transformed and integrated into the modern social entertainment consumption system. At the same time, it will promote the essence of Yao national culture into the cultural system of modern society, and inspire the modern people's lifestyle.



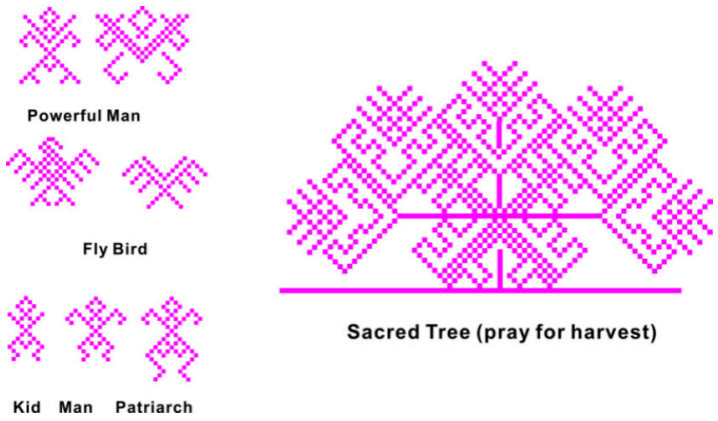


Figure 5 Textile decorative pattern *Figure 6 Example of geometric image of man and nature*

According to the lattice style of Yao costumes, the preliminary scheme is processed in dot matrix, with monochrome and white as the main colors, showing a unique visual effect of outer packaging (Fig. 7).



Figure 7 The dot matrix effect of the celebration of Panwang Festival

Packaging Design of Yao's Local Products

Logo Design

Based on the geometric style, we combined the representative pattern of the Yao nationality—"Sun Pattern" (Fig. 8) with "Yao". The colors are mainly white, sandy yellow and ochre red of Yao nationality, with black linen background. The characters of Yao nationality are integrated by people, mountains and candlesticks, which fully embodies the national spirit of Yao nationality. The production materials are mainly local prevention and control materials, which play the main

function of spreading commodities and transmitting Yao culture in the process of packaging. After the packaging is opened, its functions are transformed into daily necessities such as tea cup mat, decoration and collection, so as to diversify its functions.



Figure 8 Logo design

Packaging Design of Local Products

The packaging design of native products adopts a "gamification" strategy, that is, on the basis of product protection, product transportation and product promotion, the "game" of the packaging itself is enhanced, thereby broadening the functions of the packaging itself. Convert the waste after packaging into toys, so as to achieve a win-win effect of multiple utilization of resources and the spread of characteristic culture.

Packaging structure: the overall structure adopts the multi-layer structure of the food box of Han Dynasty (Fig. 9). The dry powder packaging of Camellia oleifera for Panwang Festival of the Yao nationality can be packaged with mother-child bamboo tubes (Fig. 10).

Packaging materials: all the materials are bamboo, oil paper and textiles planted locally, which are very environmentally friendly. The bottom of the bamboo container is made of local oil paper, and the words " 瑶 " (Yao nationality) are printed on the it (Figure 11); the top is printed with various small illustrations of Yao folk customs (Figure 12) on the wooden board of rice paper. The tangent is to facilitate the user to preserve the integrity of the image when it is opened.

Waste recycling: After customers use this kind of bamboo packaging, it can be used as toys,

decorations, lamps or other DIY practical items. The top image is a set of illustrations created based on the characteristics of the Yao nationality, so in the sales process, the sets can be randomly combined to stimulate customers' interest in collecting.



Figure 9



Figure 10

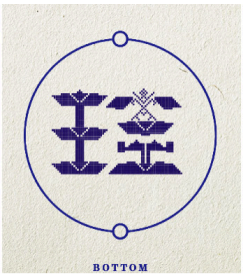


Figure 11



Figure 12

Let's take the two illustrations of the statue of the Sanqing image and the crown enshrined by the Yao people as examples (Fig. 13). Multiple sets of illustrations can be randomly matched, and consumers will enjoy a price discount when they purchase a product after collecting one set.



Figure 13 Pictures of Sanqing and Head Crown

Comprehensive effect of packaging: take the cloth basket woven by Yao nationality as the portable part of the package, and take the Yao textile as the symbol. The design, color, material and method can be created in series. While spreading the brand, it also shows the traditional skills of the Yao nationality. This part can be used as a table mat after unpacking, and the tea can be recycled and reused.

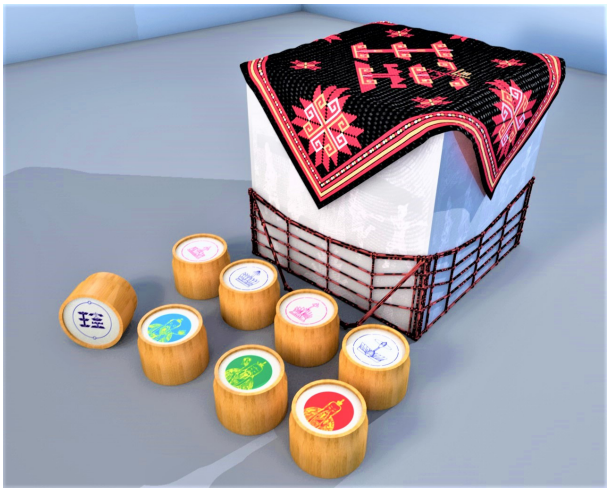


Figure 14 Comprehensive effect picture of Camellia oleifera packaging

Conclusion

In the process of packaging design, we need to focus on the recycling and conversion of packaging after use, which is conducive to environmental protection and resource conservation. For example, product packaging can be converted into containers, lighting fixtures, children's toys, collection, cultural education, etc. At the same time, the diversification of packaging functions is conducive to enhancing the brand image. The life philosophy and lifestyle conveyed by product packaging will inspire modern people to gain customer recognition from the spiritual level. In addition, the playfulness of packaging is very important. For example, the packaging of camellia oil, the container can be used as a toy to be combined with each other to pursue the possibility of entertainment.

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