Research on the Protection and Inheritance Strategies of Traditional Embroidery Technology of Yi Nationality

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Abstract
Yi embroidery technology is an indispensable part of traditional Chinese culture. In the new era, Yi embroidery technology has great development potential and various innovative ways, but also faces severe challenges. Through the research and analysis of the inheritance status of Yi traditional embroidery technology, the corresponding shortcomings are obtained. Based on the current situation, this paper expounds the modern protection and development strategies of Yi embroidery skills from multiple perspectives, so as to provide diversified ways for the modern innovation of traditional handicrafts, deeply excavate traditional culture, and strengthen cultural inheritance.

Keywords
Yi Nationality; Traditional embroidery; Protection and inheritance; Strategy

Introduction

The traditional handicrafts of ethnic minorities are an important part of the traditional Chinese culture. They are one of the effective carriers for the ancestors to record the history, culture and development process of ethnic groups. They have unique ethnic cultural charm, values, cultural customs and so on. At the same time, they also provide a way to explore the cultural connotation of ethnic groups. With the rapid economic development of the times, great changes have taken place in the social development situation, and the changes in people's living habits have caused a huge impact on the inheritance of traditional handicrafts of ethnic minorities. Yi traditional embroidery skills are also facing this development dilemma. In order to better inherit and develop in the development trend of modern society, we should inject era gene into the inheritance form of traditional handicrafts, so as to realize the era innovation of Yi traditional culture and skills.

Overview of Yi Traditional Embroidery Technology

The embroidery of Yi nationality contains the connotation of folk customs of the ethnic group and integrates the observation and record of natural things of the ancestors of Yi nationality in the long history. It is an enduring carrier of Yi nationality culture. For the inheritance of traditional handicrafts, Yi embroidery has unique national cultural characteristics in the aspects of pattern, color, technique, etc., which is formed by continuous precipitation and accumulation in the long-term inheritance and development, giving people better visual sensory experience and strong cultural appeal (Cao, 2020).

Pattern Features

Embroidery patterns of the Yi ethnic group are based on the belief that "all things have anims", which derive ancestor worship, natural thing worship, and totem worship. Based on this, embroidery patterns based on the four themes of animal and plant patterns, natural patterns, object patterns and character patterns are gradually formed. See Table 1 for details. The embroidered patterns of the Yi people entrust the Yi people's beautiful yearning for future life, and at the same time reflect the life customs and national aesthetic concepts of the Yi people.

Table 1. Embroidery patterns of Yi Nationality

Pattern form	Animal and plant patterns	Nature pattern	Thing pattern	Character pattern
Real object 1				
Name 1	tiger pattern	vortex pattern	bottle pattern	longevity pattern
Real object 2				
Name 2	peach pattern	square octagonal pattern	copper coin pattern	卍 pattern

Color Features

The beauty of Yi embroidery is usually black, red and yellow, supplemented by green, cyan, orange, pink and purple. The overall tone tends to be warm (Cao, 2020). See Figure 1 for details. In the Yi People's color view, black gives people a calm and solemn visual feeling, and the color is stable and not easy to change. Red is the color expression of fire in Yi culture, and fire in Yi epic is the origin

of human development and the concrete presentation of life meaning. Secondly, yellow represents the beauty of life, implying health, happiness and prosperity (Chen, 2017). At the same time, the Yi people pay great attention to the color matching of embroidery. They often use deep black and blue as the background color of cloth, and match the patterns composed of various colors of silk thread on the dark cloth, which makes the overall picture of embroidery harmonious and harmonious, and makes the visual sense of embroidery color more intense and impressive. It reflects the unique color aesthetic concept and color application form of the Yi people.



Figure 1. Color composition of Yi embroidery

Technical Features

The embroidery techniques of the Yi nationality are complicated. The main embroidery techniques are cross stitch embroidery, pan stitch embroidery, lock stitch embroidery, applique embroidery, cross stitch embroidery, etc. the finished embroidery products are exquisite and exquisite, and the needlework is dense. In the process of embroidery, Yi embroidery craftsmen will choose appropriate embroidery techniques according to the shape of the selected patterns, and often use multiple embroidery techniques to complete the combination in Yi embroidery patterns. The embroidery process of Yi nationality is mainly divided into four steps: the first step is to determine the embroidery theme pattern and decorative pattern; the second step is to select the corresponding cloth and color weaving line; the third step is to determine the main line weaving type according to the pattern characteristics, and set the lining; the fourth step is to finish the embroidery, as shown in Figure 2. Through the above steps, the finished embroidery product is more rich in the sense of spatial hierarchy and texture touch.

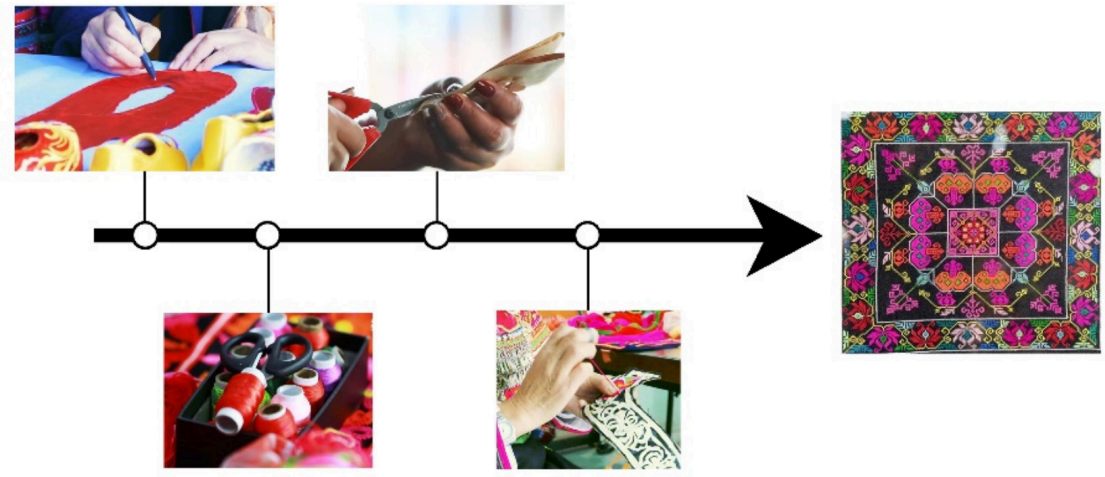


Figure 2. Yi embroidery production flow chart

Analysis on the Present Situation of Traditional Embroidery of Yi Nationality in Sichuan

Single Communication Channel

The traditional communication channel of Yi embroidery culture is single, and its invisibility is low due to its own technical attributes. It is often expressed in the form of hand-in-hand teaching, and it is difficult to fully express the essence of Yi embroidery through pictures and words (Wu, 2018). Traditional paper media have certain requirements for the level of knowledge and culture, otherwise it is difficult to understand the deep cultural connotation of Yi embroidery. Some of the Yi people live in remote areas, and some of them have a low level of education. They only know a little about the content of communication described in the paper media, which has caused great limitations to the cultural communication and skills inheritance of the Yi people. At present, the volume of newspapers and books for the dissemination of Yi traditional handicrafts is small, and the dissemination content is not deeply excavated. Its form and content are single, and most of them focus on the reporting and description of Yi traditional festivals, but the in-depth research on the cultural background and inheritance status of Yi embroidery.

Limitation of Inheritance Form

The inheritance of Yi people's traditional handicrafts has the same attributes and characteristics as most intangible cultural heritage, and its inheritance is difficult to record technical skills and cultural connotations through simple textual explanations. The traditional embroidery crafts of the Yi ethnic group are often recruited by skilled embroidery craftsmen, through precepts and deeds and long-term technical practice to complete the handicraft inheritance. It is this inheritance form char-

acteristic that limits the development and spread of Yi embroidery craftsmanship, making it difficult for the public A way of transmission with a simple and deep understanding. Secondly, the original way of inheritance requires a long and boring time of skill practice, which discourages most young Yi people's embroidery inheritors and wears down their enthusiasm for participating in the inheritance of skills, which leads to the emergence of an aging of the inheritors of the skills and the lack of successors.

Low Level of Innovation

Although systematic design innovation has been carried out in recent years with the strong support of the government, the degree of design innovation is relatively low, and it is still in a relatively basic stage. It is still at the material level, mainly reflected in the pattern and color matching of Yi traditional embroidery, and most of them continue the pattern form of the original national culture, without integrating the characteristics of the times, such as for users Demand research, embroidery brand design and function design innovation. The low degree of design innovation leads to the audience's satisfaction and emotional pursuit can not reach the expected value, which makes the development of Yi embroidery slow.

Protection of Traditional Handicrafts of Yi Nationality in Sichuan

After a long time of inheritance, Yi People's embroidery skills are easy to lead to conservative ideas and solidified thinking mode. Under the impact of the tide of the times, we need to change the traditional ideas and get rid of the over conservative ideas. And in the inheritance and development of Yi traditional embroidery skills, we should focus on protecting the inheritance of skills, combine with the characteristics of the times, update the concept, actively explore the innovative development mode of traditional Yi embroidery, and comply with the development trend of the times.

Diversified Development of Communication Channels

The innovation of communication channels mainly improves the scope and efficiency of communication through the construction and utilization of new media. First of all, we should strengthen the traditional festival activities of the Yi people, so that the national culture can be better understood by the public, and strengthen the historical inheritance of the Yi People's embroidery craft through the regular development of the related national embroidery traditional handicraft theme exhibition. Nowadays, new media platforms emerge in endlessly, and gradually integrate into all aspects of modern life, such as micro blog, wechat and Taobao. They have become an indispensable part of the life of the young generation. By building a professional Yi culture marketing team, we can improve the effectiveness of media communication, so as to enhance the cultural awareness and social

attention. At the same time, we should attach great importance to the communication forms of mobile media, digital TV and other media, and combine the current mainstream media communication forms, such as short video, games and animation, with the help of the diversified platform of the network to show the charm of Yi embroidery and improve its cultural influence (Wang, 2020; Cai, 2020). Reasonable use of digital media platform can effectively optimize the protection mechanism of traditional Yi embroidery technology, innovate digital development platform, help Yi embroidery technology in the new era of communication channels, and promote the exchange of information with the outside world.

Strengthen the Protection Measures of Inheritors of Traditional Skills

To solve the problem of inheritor protection of Yi embroidery, the first measure is to expand the scale of inheritor team. In view of the aging problem of the inheritors of Yi traditional embroidery, we should investigate and count the age of the inheritors. For the inheritors who are older or suffering from diseases, we should provide certain medical prevention and rescue work. At the same time, we should speed up the selection of suitable successors, pay attention to the cultivation of the successors of the younger generation, and in order to strengthen the enthusiasm of the younger generation for the inheritance of national skills, relevant government departments should give preferential policies to a certain extent, actively promote the establishment of the management system of Yi embroidery successors, and strengthen the policy guarantee of economic welfare and intellectual property rights of the successors. Closely following the general direction that the state attaches importance to the protection of intangible cultural heritage, expand the existing inheritors and reserve talent resources of Yi embroidery, and use modern communication channels to broaden the development vision of inheritors (Bu, 2020; Shi & Yu, 2020). Secondly, in order to conform to the development trend of the times, encourage innovative talents from embroidery related industries to join the team of Yi embroidery protection and inheritance, enhance its characteristics of the times, design and develop practical products and ornamental works related to Yi embroidery, so as to meet the needs of modern consumers for research, use and collection, so as to ensure the orderly inheritance and enduring of Yi traditional embroidery technology.

Industry University Research Linkage to Promote Development and Reform

To promote the innovative application and teaching of Yi embroidery in the form of industry university research linkage. To build a long-term, stable and win-win development platform through industry university research cooperation can not only enrich the diversity and practicality of school curriculum teaching, but also promote the reform and innovation of teaching forms, cultivate students' hands-on innovation ability, and encourage students to evolve the prototype or office of Yi embroidery related start-up companies in the school innovation and entrepreneurship base. Relying

on the strong combination of two kinds of resources and environment of school and enterprise, we can achieve equal emphasis on practice and theory, and cultivate innovative talents that meet the needs of future development. And through the opening of Yi embroidery skills related courses, students can verify their thinking through practice, design and create all kinds of Yi embroidery creative product design, and take the "school enterprise" as the bridge to negotiate, and transform the creative achievements into practical economic benefits. For the traditional Yi embroidery craft, it not only cultivates innovative talents for the school, but also provides assistance for the expansion of the reserve talent resources of Yi embroidery inheritance (Li & Ma, 2020).

Innovation and Development of Embroidery Forms

Under the background of the development of tourism in China, the innovation of Yi embroidery forms mainly starts from the following two aspects. On the one hand, as a process inheritance, Yi embroidery has a wide range of derivative products. In addition, today's cultural and tourism market has a large consumer demand for products containing national cultural connotation, so Yi embroidery has great development potential. Through the development of Yi embroidery derivative products, expand its design application space, help the promotion and dissemination of Yi traditional embroidery technology. In the process of design innovation, on the basis of Yi embroidery technology and culture as the core, it refines the elements of Yi embroidery color, pattern, composition and so on. Combined with the technical means of modern material technology, it strengthens the design and development of Yi embroidery series of cultural and creative derivative products. And the design and development should also take into account the consumption level and actual needs of contemporary people's social life. For example, hire a professional design and development team to design and develop Yi People's tourist souvenirs with strong Yi People's embroidery style connotation characteristics, practical functions and durability. On the other hand, Yi embroidery combines with tourist attractions, integrates into the project activities of scenic spots, simplifies the embroidery skills through the form of experience interaction, and makes tourists feel the charm of Yi embroidery skills in the form of personal experience. This is conducive to further enhance the market awareness of Yi embroidery products, help the spread of Yi embroidery culture, make it follow the traditional skills at the same time, strengthen public participation, and "connect" with modern life.

Conclusion

As an excellent traditional Chinese culture, Yi embroidery contains unique national charm. The starting point of Yi embroidery product design innovation is to promote the protection and inheritance of traditional handicrafts through development. And Yi embroidery technology for modern design research and development and traditional culture research, has a high reference value and significance. Under the tide of the times, Yi traditional embroidery technology is facing the inheri-

tance crisis, gradually derailed from the modern market, the market influence is not as good as the old. Therefore, the innovation and development of Yi traditional embroidery technology for the purpose of protection and inheritance is imperative.

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