Vol.1 No.10 2020
https://doi.org/10.37420/j.cer.2020.099


# Innovation and Upgrade Design of Cultural and Creative Products with Regionality as the Core—Based on the Traditional Costume Pattern of Jinxiu Yao Nationality

Yun Xu*, Chao Li
Guilin University of Technology, Guilin, China
*Corresponding author, e-mail: 498120238@qq.com

***Abstract***: *Cultural and creative industry is conducive to promoting the development of regional economy, so it plays an important role in China's economy. Through the analysis of the regional culture of Jinxiu Yao Autonomous County in Guangxi, we extract its representative ethnic costume pattern elements, and combine with the economic development direction of regional creative industry to carry out product innovation and upgrading. Taking regional culture as the core, this paper explores the current situation of culture and creative products, integrates regional resources and culture, and designs creative product models. Finally, after analyzing the attributes of cultural and creative products, we combined cultural symbols to carry out case design, and strive to provide a new innovative path for the design of ethnic cultural and creative products in Jinxiu County.*

***Keywords***: *Yao costume pattern; Cultural and creative products; Regional culture; Innovation; Upgrading*

## Introduction

Guangxi Jinxiu Yao Autonomous County has a beautiful environment, a long history, and its unique geographical features have nurtured regional cultural resources. At present, the Chinese government is strengthening the guidance of cultural and creative industries and the Belt and Road Initiative. Since Jinxiu Yao Autonomous County is relatively closed to the outside world, we need to dig deeper into the local regional culture and promote the development and design of its cultural and creative products, so as to promote the vigorous development of tourism and cultural and creative industries (Su, Han, Bai & Chen, 2018). The specific regional culture reflects the difference of geographical features and different living habits and social behaviors. Regional culture is formed under specific conditions and is a unique standard feature of one place. After deep excavation of cultural connotation and generalization of element symbols, the design and promotion of local cultural and creative products can promote the development of local tourism and cultural industries.

## Research Ideas on the Regional Cultural Design of Guangxi Jinxiu

### Existing Problems of Cultural and Creative Products

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The design of cultural creative products is the internal driving force to promote the development of national culture, and it is a kind of design and innovation based on culture. Culture is the root of creation, and creation is the source of design. The design of cultural and creative products should take cultural creativity as the core, concept as the guidance, and cultural inheritance as the purpose to carry out meaningful inheritance and innovation. The creation of cultural value can trigger the recognition of consumers, arouse the joy and emotion of the public, strengthen the emotional dialogue between consumers and products, so as to enhance the added value of commodities. Therefore, how to create meaningful cultural and creative products is the important task of the innovation and inheritance of Chinese traditional culture, and it is also the key to the transformation from "Made in China" to "Created in China". We went to Dayao Mountain in Jinxiu twice for on-site inspections and found that the current cultural and creative products of the Jinxiu Yao ethnic group are generally expressed as follows: lack of ethnic culture, unobvious regional features, single product types, and simple appearance (Figure 1). In addition, after visiting five Yao nationality museums, we found that there is a serious lack of creative cultural products and cultural experience in the museums. For example, most items are keychains, ethnic dolls and bookmarks with insufficient design aesthetics, lack of regional cultural features, poor product quality, etc. The museum has not yet formed a systematic development and management model for cultural and creative products. In addition to the rudimentary cultural and creative products, Jinxiu still lacks innovative talents and financial support, which leads to many cultural and creative products with single shape, outdated craftsmanship, cheap appearance, lack of cultural value and beauty.



*Figure 1 Gourd and embroidery medicine hammer in Jinxiu County*

Regional culture is the internal precipitation of the cultural and historical forms of a country and region, and is the source of inspiration for innovative designs. Cultural creative products are the innovative extension of regional culture. Therefore, creativity is an external form that can be perceived during product design, and regional culture is the inner core of product innovation design. The combination of the two is an important means and method to enhance the added value of products.

## Current Situation of Regional Culture

Guangxi Jinxiu Yao Autonomous County is located in Laibin City, east of the central part of Guangxi District, on the main mountain range of Dayao Mountain (Chen, 2017). Jinxiu County is known as the Yao Capital of the World. The famous sociologist Fei Xiaotong said that Jinxiu is the center of Yao culture in the world. Because of its unique geographical location, the traditional culture of the Yao people in Jinxiu is basically not affected by foreign culture, and its own regional culture is relatively complete (Li, Song & Wang, 2019). At the same time, the behavior of the Yao people was formed in thousands of years of history. Among them, there are many representative traditional cultures, such as: Panwang Festival, Eight Immortals Dance, Yao Embroidery, Yellow Mud Drum, etc. This article takes regional culture as the core and combines cultural

creative products to analysis, which will help to enhance the cultural value and economic attributes of Jinxiu cultural creative products. The unique regional culture and tourism resources of the Jinxiu Yao nationality provide abundant resource support for the design and development of local cultural and creative products.

## Research Ideas of Jinxiu Cultural and Creative Product Design

This paper makes a systematic study of regional culture by means of literature collection, interviews, fieldwork and so on. Some cultural and creative products have deficiencies at the design level, mainly due to the lack of professional design personnel and funds, and the unclear direction of product development. In this paper, the design attributes of Jinxiu cultural creative products are summarized and classified, and the pattern elements are refined, so that the product design and Jinxiu regional culture can be fully integrated. Through the evidence of specific design works, we expect to upgrade the quality and creativity of Jinxiu cultural products. The design idea model diagram is shown in the figure 2.

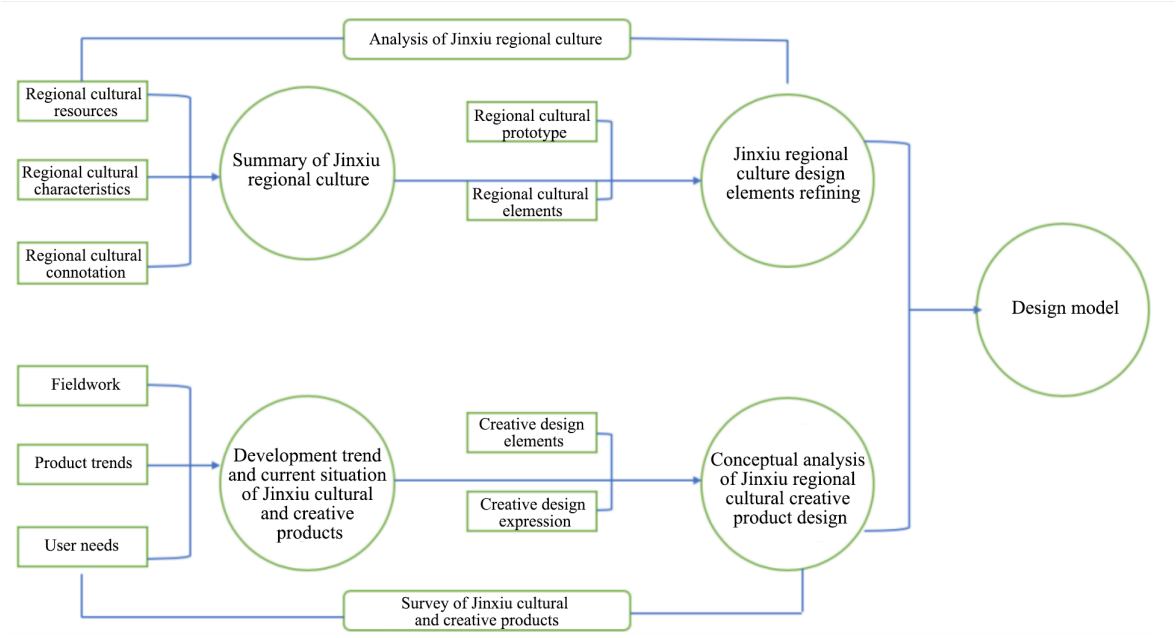


*Figure 2 Design Idea Model Diagram*

### Design Model of Cultural and Creative Products

Jinxiu Yao Autonomous County is the county with the largest number of Yao ethnic groups in China. Through field research, we have collected the historical origins, religious beliefs and social life of the five Yao ethnic groups. The colorful ethnic culture and customs reflect the diversity of Jinxiu's regional culture. After that, the research team summarized, sorted, and classified the collected traditional regional cultures, and extracted representative cultural symbols, patterns, colors, etc.

The regional culture of Jinxiu is mainly divided into three characteristics: behavior culture, physical culture and mentality culture. Behavioral culture refers to the behavior style successively formed by the Yao people of Jinxiu in the process of production, practice and communication in the process of historical development,

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including living habits, language, traditional festivals and so on. Physical culture refers to the object form accumulated after long-term development in Jinxiu County, including national costumes, patterns, life utensils, ancient villages and so on. This form provides rich material support for the design, and becomes a source of inspiration for designers at the same time. Mentality culture mainly refers to some psychological characteristics formed by the Yao people as a result of their own experience and national activities, which shows the pure, kind-hearted and unadorned character of the local people. The above three cultural characteristics have laid the foundation for the product innovative design of regional national culture.

In the process of regional cultural division, we adopt the psychological cognitive classification put forward by Donald Arthur Norman to match each other, and transform the design language according to his theory of "Division of Hierarchy", thus provides more clear and rich regional culture characteristic (Norman, 1988). According to field research, we also learned that the cultural and creative products of the Jinxiu Yao people are very scarce, and they lack brand awareness and have no fixed management model, which has led to the scarcity and homogeneity of cultural and creative products on the market. Therefore, the key is to actively explore the regional characteristics of Yao nationality and extract the corresponding symbolic elements. Only by improving expression and striving for innovation in the design of cultural and creative products can we get rid of the shortcomings of previous cultural and creative products.

## Design Elements of Cultural and Creative Products

When carrying out creative expression, we can start with the material, color and shape of the product. According to Norman's "Classification of Design Emotional Cognition", we accordingly classified the design elements of cultural creative products, corresponding to the above regional cultural classification (see Figure 3). The elements of cultural and creative design works are closely integrated with regional culture, which highlights the cultural connotation behind the design works, and finally deduces that cultural and creative products should have two different attributes: functional and decorative.

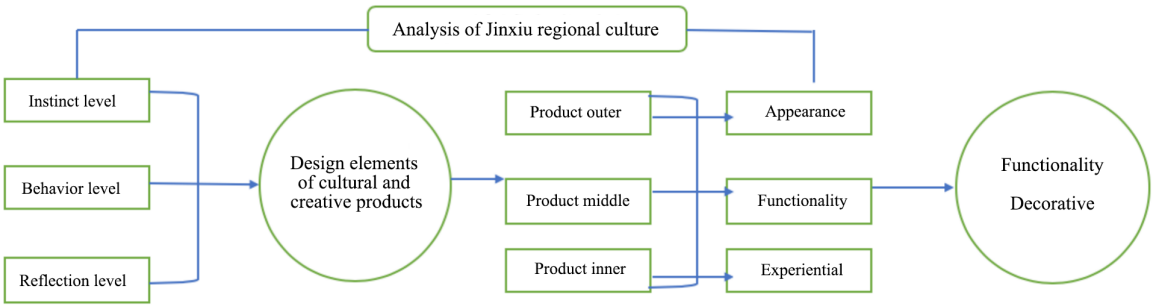


*Figure 3 Analysis of design attributes of cultural and creative products*

# Design Examples of Cultural and Creative Products Centered on the Regional Culture of Jinxiu Yao Nationality

Generally speaking, after the field investigation and clear level study of Jinxiu regional culture, taking the octagonal pattern in Yao costumes as the pattern prototype, we can extract the symbolic elements for cultural

and creative products and use new materials for innovative design (Figure 4). Yao embroidery originated in the era of farming culture, which is the inheritance of folk art in the primitive stage of human beings. Most of the embroidery patterns reflect the close relationship between man and nature in the hunting and farming times. From myths and legends, historical stories to daily life, customs, animals and plants, all fully reflect the history, psychology, culture and aesthetic concept of this ancient nation. The common octagonal pattern in clothing is like the radiant sun, because the sun can bring warmth, which expresses people's admiration for peace, prosperity and auspiciousness. In addition, the representative pattern of sunflower is extracted from the headdress of PanYao women, and the product development and design are carried out through the creative methods of discretization, reconstruction, rotation and combination. The following legend: traditional clothing—extraction of octagonal patterns—creation of single—line drawings—complete artwork.

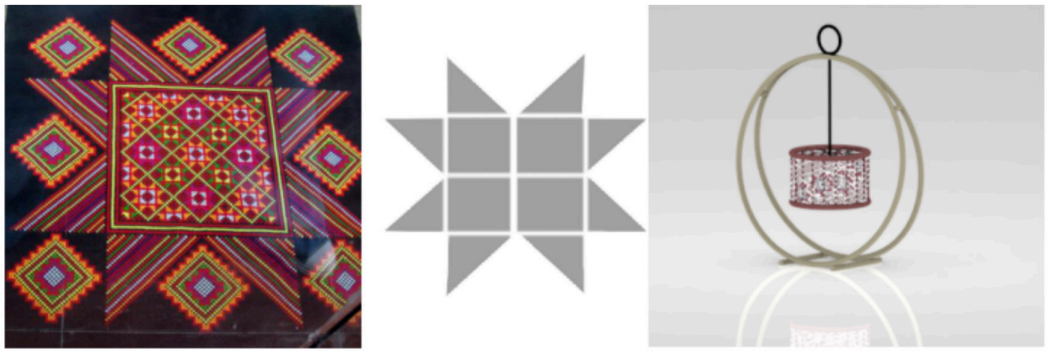

*Figure 4 Design of solar pattern floor lamp*

In the design of cultural and creative products in the above figure, we can consider combining with the trend of contemporary design trends, and boldly innovate in the appearance modeling, so as to fully integrate the works with the unique regional culture of Yao nationality. In addition, the design of this product has a strong functional and visual sense, which is suitable for local hotels, folk customs and home furnishings. As far as the function of the whole cultural and creative products is concerned, because it is convenient to disassemble, it can be used as a chandelier or a floor lamp with a bracket. In addition, the lampshade is made of acrylic material, clear and transparent, with clear pattern, easy to clean and strong decoration effect. The above examples show that the combination of the unique patterns of Yao costumes and the appearance of lampshade can not only satisfy the lighting function, but also greatly improve the added value of products.

## Conclusion

Cultural and creative products are another form of historical and cultural expression. Innovating development paths and expanding experience form are the inevitable trend of cultural and creative product design in the future. Based on the regional traditional culture, the modern transformation of intangible cultural heritage driven by innovative design is the general trend. Jinxiu Yao cultural and creative products innovation and development strategy must highlight the regional cultural characteristics, such as learning from the Japanese "double track system" traditional cultural development and innovation mode, protecting and inheriting the original ecological regional cultural context, improving the aesthetic consciousness and comprehensive quality of local designers, introducing new design thinking and reserving talents, and cultivating inheritors of

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intangible cultural heritage. Through the design and expression of traditional cultural and creative products in Jinxiu County, combined with the principles put forward by Norman, this paper develops and issues cultural and creative design works with local cultural characteristics, and summarizes the design methods and principles of cultural and creative products, so as to provide reference for future ethnic designers and the development of cultural industry in Jinxiu.

## Funding

This paper is supported by the National Social Science Fund Project in 2018 "Research on the Path of Creative Transformation of Yao Nationality Clothing Culture in Tourism Cultural and Creative Products" [No. 18BMZ138].

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