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Research on the Multiple Values of Yi Embroidery and Living Heritage under the Revitalization of Rural Culture

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Abstract: *As an outstanding representative of the excellent traditional culture of Yi ethnic group, embroidery has rich research value. By analyzing the origin, classification and multiple values of Yi embroidery, we propose to realize the living inheritance of Yi embroidery under rural cultural revitalization through four paths: multiple conservation, digital experience, brand upgrading and tourism-driven, to enhance the value of Yi embroidery and revitalize Yi embroidery skills, so as to realize the prosperity and development of rural culture in minority areas.*

Keywords: *Rural Cultural Revitalization; Yi Embroidery; Multiple Values; Living Inheritance*

Introduction

The 19th Party Congress report put forward the strategy of rural revitalization, which provides a new opportunity for the construction of excellent traditional culture in the Yi villages. Yi embroidery, as the most characteristic cultural exhibition and carrier of the Yi people, and also as one of the national intangible cultural heritage, has gradually been studied by experts and scholars in China with a diversified trend and related research results have been published one after another. For example, Fan Li and Mei Ling have made detailed statements on the colors, patterns and motifs of Yi embroidery, and also discussed its artistic characteristics and aesthetic values (Fan, 2004). Mao Yan summarizes the art of embroidery of southwestern ethnic minorities into three layers of aesthetic implications: display of beauty in life, testimony of emotion, and record of history. Second, in the study of Yi embroidery techniques (Mao, 2003), Zheng Shanshan focuses on describing the folk culture, materials and techniques of Yi embroidery, such as embroidery threads, stitches, and techniques in her book “Chinese Folk Culture Series: Embroidery”. In the study of the application of Yi embroidery, Liu Cairong in his “Sichuan Yi Embroidery Atlas” describes the application of Yi embroidery, such as clothing and decorations for daily life, soft furnishings for home environment, religion and rituals. All these results lay the foundation for further research on the diversified values and heritage of Yi embroidery. In the rapidly changing society, “craftsmanship should follow the times” requires us to fully explore the multiple values of Yi embroidery and explore the path of living heritage, so that Yi embroidery can “live in the present and have a promising future”.

Origins and Classification of Yi Embroidery

Origin of Yi Embroidery

Yi embroidery has a long history and rich symbolic meaning and is an important part of traditional Chinese folk crafts and an important carrier of Yi culture. Yi embroidery can be traced back to before the Three Kingdoms, and is inextricably linked to primitive painting, notation, and costume. " Book of the Later Han·South Barbarians and Southwest Barbarians Records" documents the early weaving and dyeing techniques of the southern peoples, and uses historical sources from Dali to illustrate that advances in silk and cloth of Yi embroidery during the Tang and Song dynasties contributed to the improvement of embroidery skills, confirming that the Yi people enjoyed beautifying their attire with rustic and beautiful embroidery from the Yuan to the Qing dynasties, and exploring the historical development clues of Yi embroidery's gradual improvement. "During the Yuan, Ming, and Qing dynasties, embroidery became prevalent among women, and by the Tang and Song dynasties, Yi embroidery was already prominent, but only the upper class could afford to wear beautifully embroidered clothing."

Classification of Yi Embroidery

Most of the Yi embroideries are made in the three primary colors of red, black, and yellow, and matched with yellow, green, blue, and white. Yi embroidery includes clothing, shoes, head wraps, waists, vests, purses, pillows, satchels, and other accessories, with unique craftsmanship, fine workmanship, strong colors, and profound meanings. Secondly, there are many branches of the Yi people, and they live in mountainous areas, hills and plateaus, so the patterns and colors of Yi embroidery are colorful depending on their branches and places of residence.

Analysis of the Multiple Values of Yi Embroidery

Aesthetic and Cultural Values

Yi embroidery is an object with rich aesthetic value. It is an intangible cultural heritage nurtured by certain natural and humanistic environments, and is an embroidery art created by the Yi people according to certain aesthetic rules and incorporating national cultural aesthetic concepts. Thousands of stitches and threads are used to create embroideries that are based on the common aesthetic concepts of the Yi culture, but with individual aesthetic styles. The richness and uniqueness of the embroidery, the exquisite craftsmanship, and the richness of the historical and cultural heritage of the ethnic group, as well as the simplicity and spirituality of the natural habitat (Hao & Liu, 2019). Geometric patterns, totemic patterns, flower, fish and insect patterns, and natural scenes patterns, all of which are based on natural beauty and incorporate the Yi people's worship of animals and plants as well as spirits, reflect the interchange and absorption of different cultures in the Yi's long history of mixed settlement with other ethnic groups, combining them with modern artistic expressions to present a distinctive, diversified, and overall beautiful embroidery. Secondly, the aesthetic value of Yi embroidery is also reflected in its rich aesthetic value and the aesthetic relationship between the aesthetic subject and itself. The aesthetic subject "interacts" with Yi embroidery through aesthetic activities, and in the process of aesthetic perception, appreciates the cultural characteristics and symbolic meanings of Yi embroidery, and incorporates personal feelings and opinions to obtain different aesthetic experiences and perceptions, thus promoting human spiritual civilization, enriching human national emotions, and helping to realize a comprehensive and harmonious development of personality. Yi embroidery has the potential value of giving people a

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sense of beauty, educating the mind, and promoting all-round development, and the actual value of constituting Chinese cultural diversity and contributing to the country's cultural soft power, both of which are important manifestations of cultural value.

Tourism Brand Value

Yi embroidery is the root of the development of Yi region, and its cultural characteristics and unique value are the soul of the tourism cultural brand image of Yi region, which is a differentiating competitive advantage from other cultures. Secondly, the integration of Yi embroidery culture with local tourism elements promotes the optimization of the industrial development structure of Yi region, extends and extends the cultural tourism industry chain, and drives the rapid integration and development of transportation, trade and construction. In addition, whether it is humanistic and historical tourism or natural ecological tourism, it is necessary to excavate and sort out the cultural tourism resources in the region. In this process there are both salvage and protection measures, as well as development and innovation measures, which are conducive to the protection and development of natural ecological and environmental resources and historical and cultural resources (Gao, 2020). As a result, this development process is also conducive to the continuity and stability of Yi embroidery inheritance and helps heirs, scholars, and enthusiasts to have a constant motivation to grasp the cultural core of Yi embroidery and stimulate its potential charm. Differentiating competitive advantages, longitudinal and horizontal industrial chain posture, and developmental protection, all three are interlinked, complementary and unified as a whole, which together constitute the important content of Yi embroidery cultural tourism brand value, and are the core knowledge we should have under the exploration of cultural revitalization path.

Educational and Communication Value

The embroidery culture of Yi can not only drive the development of local economy as a tourist resource, but also an important educational resource. If the educational resources are consciously integrated into the learning life, they can become an imperceptible force of education, thus enhancing the sense of nationality and belonging. With the popularization of the Internet and the acceleration of urbanization in the post-information era, we should be on guard against the "media-oriented existence" of rural teenagers, so as to avoid them indulging in the virtual world and neglecting the simple local environment that nourishes their body and mind. Therefore, it is necessary to recognize the educational value of Yi embroidery culture, which not only enriches the cultural community, but also helps the teenagers to have a deep understanding of the embroidery culture which is closely related to their hometown, think about their own responsibilities and missions, and ultimately promote their values, outlook on life and world outlook to develop in the right direction. Secondly, communication value refers to the usefulness of communication content to the audience. Yi embroidery is a down-to-earth and approachable art, which contains the craft spirit, cultural heritage, aesthetic concept, historical significance, national feelings and other important communication content, which is also where its communication value lies. When these contents are effectively disseminated through media, family education, school education and social discussion, the promotion power of Yi embroidery to people and society can be fully brought into play.

Social and Economic Value

Yi embroidery externalizes the cultural memory of Yi people into Yi clothing and various embroidery works, which is not only a kind of life need, but also an expression of emotion, as well as a manifestation of cultural consciousness, cultural confidence and cultural self-improvement (Yang, Li & Fan, 2020). Xi Jinping once said, "Without a high degree of cultural confidence, without the prosperity of culture, there will be no great rejuvenation of the Chinese nation." As an identity symbol of the Yi nationality, embroidery culture is unique, regional and national, and its social value lies in it. It is a bond connecting people's emotions, promoting national unity and cultural prosperity, and promoting the harmonious development between people, between people and society, and between people and nature. In terms of economic value, Yi embroidery used to be self-produced and self-sufficient in families, but now people's concept has changed. While attaching importance to cultural inheritance, they explore the road of embroidery industrialization. Through embroidery training, China has built cultural industrial parks and bases for cultural industries. And sent a large number of embroidery products to the market, so that advanced customization out of the mountains, realized the transformation from cultural resources to cultural capital, the annual output value of hundreds of millions of yuan. Beijing Fashion Week 2020 Liangshan Yi Embroidery derivatives made an amazing appearance on the international runway, bringing Yi embroidery into the international vision and demonstrating its huge economic potential. With the development path of "Intangible cultural heritage + poverty alleviation" being continuously broadened, Yi embroidery has played a new role as an engine and accelerator in promoting rural women's flexible employment, entrepreneurship and income increase, consolidating poverty alleviation achievements in ethnic minority areas and implementing rural revitalization.

The Path of Yi Embroidery's Living Heritage Under Cultural Revitalization

Prioritize Conservation and Create a New Pattern of Diversified Participation

In the current wave of "Globalization", first, there has always been the phenomenon of shaking the concept of the uniqueness of one's own culture by referring to the foreign trend culture or to the Han culture in Central Plain, this kind of value for the development of local culture is not firm state, subsequently affected the direction of the national culture. Second, the cultural development is in the operation mode of "culture serves the economy", the secondary commercial value suppresses the original cultural value, and the negative phenomenon of "bad currency drives out good currency" appears. Therefore, the development and inheritance of Yi embroidery should be based on the local conditions, when the connotative value of the native culture is spread and shared, the secondary value may change from 'bad money' to nutrition and environment that promote the growth of the original cultural gene. Therefore, we should make full use of local resources to establish our own advantages, carefully protect and improve the cultural and ecological environment in the Yi region, and adhere to the principle of giving priority to protection and subordinating development to protection. In order to maximize the economic benefits, it is necessary to properly construct a new image of the integration of Yi embroidery culture and modern market economy culture, so as to ensure people's good perception and experience in tourism and research. Third, the survival of the essence of Yi embroidery culture can only be realized by encouraging the participation of multiple subjects, paying attention to the cultivation of local talents and protecting the production practice and inheritance ability of inheritors. At the same time, activate all social Yi embroidery lovers to exchange and learn, share publicity, and hold activities. The sub-

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jects of inheritance and sharing do their best to promote each other and gain a sense of identity and mission, thus maintaining and stimulating the vitality of Yi embroidery and promoting the sustainable development of Yi embroidery.

Heritage Innovation, Create a New Mode of Digital Experience

Traditional handicrafts are protected and disseminated in a dynamic and immersive way from the perspective of living inheritance, using intelligent technologies such as the Internet and new media, to realize the continuous and dynamic propagation mode of the traditional handicraft products. Yi embroidery is a kind of exquisite handicraft. Embroider girls on-the-spot precept can give the learner multi-dimensional experience and feeling. Therefore, it is necessary to protect the training sites and cultural industry bases in Yi people, to enrich the venue facilities, and to make full use of the Yi embroidery cultural symbols for interior decoration and environmental design of the cultural bases, to create a practical, economical, beautiful and harmonious production environment with the local environment of Yi embroidery. Cultural experience centers outside Yi nationality areas can reproduce the production scenes of Yi embroidery through modern digital technology and interactive experience, making the handicraft production process more intuitive and vivid. For example, modern VR, AR, and 5G technologies give people an immersive experience through virtual construction. Secondly, in the post-epidemic era, online learning has also become a way for people to quickly acquire information and knowledge. So to related documents and pictures of Yi embroidery culture, physical and electronic document finishing, archiving, preservation, and by using the computer technology to update the database, so that people can convenient to online learning, such as information via the electronic library, an online visit to the museum, museum of Yi culture area, etc.

Brand Upgrade, Develop Paths for Re-dissemination

Nowadays, in order to rebuild the aesthetic and usage identity of the youth in the new era due to the influence of the usage site, the user's culture level, portability, the limit pursuit in the usage process, aesthetic cognition, and intelligent pursuit, the innovative production should take the special needs of the user as the starting point and produce from both spiritual and material dimensions (Yang, 2021). Initially represented by costumes, Yi embroidery products have been derived from various decorative items and brought to the market and into people's eyes, with the productive conservation of Yi embroidery realized by the effective play of original and derived values. To maintain and strengthen this trend, it is necessary to build the brand image of Yi embroidery through technology-driven and content innovation, continue to stimulate creativity to shape the personalization and diversification of Yi embroidery, and flexibly carry out modern transformation to meet the new consumer needs of the modern public, win greater social reactions, and promote brand upgrading. For example, by actively using major media platforms as communication media and adopting appropriate marketing strategies, Yi embroidery clothing, decoration, packaging, cultural and creative products and all kinds of outreach designs can be expressed in the form of runway shows, stage performances, short video creation with multiple participants, documentaries and other forms of expression, and by carefully exploring the fit between Yi embroidery culture and modern expression through joint participation and co-creation, so as to make Yi embroidery products "come alive".

Optimize Communication Content to Create a New Driver of the Tourism Economy

Novel and diversified forms of expression also need the support of high-quality content. The explosion of Henan "Spring Festival" national style program "Tang Palace Banquet", followed by the high popularity of the special program "Dragon Boat Wonderful Tour", especially the interpretation of the underwater flying dance "Pray" has exploded all over the Internet, showing the highly expressive traditional culture, bringing the audience the power to shock the heart. Therefore, although traditional culture may sink and fade under the dust of history and the impact of modern culture, the peace and nourishment that traditional culture brings to people's hearts is an indispensable emotional element, and Yi embroidery and other ethnic and traditional cultures can blossom into a more charming and lasting glory as long as they are people-oriented, and are explored and innovated from the cultural needs of the public. For this reason, in the creation and production of Yi embroidery products, it is necessary to respect the basic cultural connotation of the Yi people, to disseminate and promote the cultural spirit with contemporary values, and to explore the "Chinese story" behind the Yi embroidery, the internal national memory, cultural resources and folk creativity of the Yi people. The successful export of quality culture will drive people to explore the locations that nourish the culture, thus driving the development of the local tourism economy.

Conclusion

Yi embroidery is a national culture and a national treasure, and its diversified values are expressed from multiple perspectives based on the historical significance, current development, and future outlook of Yi embroidery culture. With the development of the times and the transformation of the society, the value and inheritance of Yi embroidery will be richer and more diversified, and will be more contemporary and cutting-edge. We should continue to pay attention to, propose, participate in, and research, and jointly promote the development of the living inheritance of Yi embroidery.

Fundings

Sichuan Philosophical and Social Science Key Research Base Modern Design and Cultural Research Center Funded Project—"Study on the protection and inheritance of Yi folk traditional crafts under the strategy of Rural Revitalization" [No. MD20E020].

Sichuan Philosophical and Social Science Key Research Base Yi Culture Research Center General Project—"Study on the inheritance, protection and innovative development path of Yi embroidery technology from the perspective of non-heritage tourism poverty alleviation" [No. YZWH2105].

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