

# Discussion on the Design of Folk Art Cultural and Creative Products

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**Abstract:** This paper discusses the value and application of Chinese folk art in the design of cultural and creative products. By analyzing the transformation and reproduction of traditional art forms such as paper-cutting, cloth embroidery, woodcut New Year pictures and clay sculptures in the contemporary era, this paper discusses the unique contribution and significance of folk art to the design of contemporary cultural and creative products, aiming to emphasize the organic combination of traditional and modern design, advocate inheritance in innovation, and make folk art glow with new vitality in the new era.

**Keywords:** Folk art; Product design; Value; Measures

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## Introduction:

China has a rich and colorful folk art tradition, these unique art forms carry a profound cultural heritage and national spirit. With the continuous changes of modern design and market demand, how to combine these ancient art forms with contemporary cultural and creative product design to maintain the traditional charm and conform to modern aesthetics is a challenge faced by every designer and artist. The purpose of this paper is to explore the application and innovation path of several representative folk art forms in the design of contemporary cultural and creative products.

## 1. The Unique Value of Folk Art in Cultural Creation

The unique value of folk art in cultural creation stems from its close relationship with Chinese traditional culture and profound historical background. Chinese folk art has a long history, full of rich regional characteristics and ethnic customs, which are unique resources that can not be replaced by modern design. From exquisite paper-cutting, delicate embroidery to vivid clay sculptures, folk art embodies the wisdom and skills of the Chinese people, and at the same time conveys the love of life and the pursuit of beauty from generation to generation. In the current cultural and creative industry, this deep cultural gene gives designers unlimited inspiration and creative space. For example, a postcard that combines traditional paper-cutting with modern illustration can not only present Chinese characteristics, but also resonate on a global scale and become a cross-cultural communication tool. In addition, with modern people's re-identification of cultural identity and the pursuit of high quality life, the application of folk art in cultural and creative products not only meets the consumer demand of the market, but also conveys a kind of cultural self-confidence and the construction of national brands. It can be said that the unique value of folk art in cultural creation lies not only in its unique artistic charm, but also in that as the carrier of Chinese traditional culture, it provides rich materials and profound connotations for modern design, which makes cultural and creative products have both The international vision does not lose the characteristics of localization.

## 2. Practical discussion on the application of various types of folk art

### 2.1 Innovative Application of Paper-cut in Cultural and Creative Products

Paper-cut, as a representative of Chinese traditional folk art, is mainly used for festival decoration and folk sacrifice in history, which has high aesthetic and symbolic significance. In the design of contemporary cultural and creative products, the ancient art form of paper-cutting is undergoing a revolutionary innovation and application.

First of all, in the visual language, modern designers can combine traditional paper-cut elements and modern design techniques to make the paper-cut art more simple and meaningful, and more modern. For example, the combination of traditional animal and plant

patterns and contemporary popular cultural elements has both traditional beauty and fashion interest.

Secondly, in the application carrier, paper cutting is no longer limited to paper materials and window decorations. In a variety of creative products, such as mobile phone shell, T-shirt, notebook cover, jewelry, etc. can see the figure of paper-cut elements. Especially with the promotion of digital technology, the application of new media such as paper-cut animation and digital artwork is also increasing, which opens up a new way of display and dissemination for the traditional paper-cut art.

In addition, the art of paper-cutting is also widely used in packaging design, such as gifts, cosmetics and specialty foods. Using the exquisite beauty and profound meaning of paper-cut can not only highlight the uniqueness of the product, but also deepen the cultural experience and emotional connection of consumers.

Finally, the art of paper-cutting is also increasingly valued in large-scale public art projects and scene design. Such as the stage background of large-scale events, the space design of shopping malls, and even the landscape layout of urban parks, we can see the integration and innovative expression of paper-cut art, which adds a strong cultural atmosphere and visual impact to the public space.

## **2.2 Contemporary Transformation of Fabric Embroidery**

Fabric embroidery is another gem in Chinese folk art. This exquisite handicraft has a history of thousands of years in Chinese history. Traditional fabric embroidery is mostly used to decorate clothing, accessories or household items, conveying a vision of good luck, prosperity and beauty. In contemporary times, fabric embroidery is undergoing a deep transformation and a wide range of applications, giving it new life and modern significance.

First of all, in terms of craftsmanship, although traditional embroidery techniques such as priming, hooking, padding, etc. are still being passed down, modern designers and craftsmen have begun to explore more innovative expressions and material combinations. For example, the use of metal wire, beads, sequins, etc. combined with traditional silk, to create both traditional charm and modern aesthetic works.

In the field of application, fabric embroidery has gone far beyond the boundaries of traditional clothing decoration. Embroidery elements can be found in high-end fashion, shoe bag accessories, and even daily necessities such as mobile phone shells and notebook covers. Designers use embroidery to add unique artistry and texture to their products, making them more personalized and differentiated.

In addition, fabric embroidery also shows great potential in the field of home and interior design. From wallpaper to sofas, from bedding to curtains, embroidery adds warmth and culture to the modern home, making the living space more personal and deep.

## **2.3 Modern Interpretation of Woodcut New Year Pictures**

Woodcut New Year pictures are one of the ancient traditional art forms in China, which originated in the Song and Yuan Dynasties and prevailed in the Ming and Qing Dynasties. Traditionally, as a symbol of holiday decoration and blessing, it is loved by rural and urban families. Woodcut New Year pictures stand out with their bright colors, simple lines and full of allegorical pictures, and become an essential decoration during the Spring Festival <sup>[1]</sup>. However, with the changes of modern society, this traditional art form is also facing the risk of being marginalized and forgotten. However, with the efforts of contemporary designers and artists, woodblock New Year pictures are undergoing a modern interpretation and regeneration.

First of all, in terms of artistic form, contemporary woodblock New Year pictures are no longer limited to traditional fables and mythological themes. Many young artists and designers began to explore more modern and daily themes, such as urban landscapes, portraits and life scenes, combining the form of New Year pictures with modern elements to inject new vitality into them.

In the application scene, woodblock New Year pictures have gone beyond the limitations of the family wall. In some cultural and creative products, such as postcards, diaries, cloth bags and clothing, you can see the elements of New Year pictures. Especially in some creative shops or art exhibitions with full sense of design, woodblock New Year pictures are often displayed and sold as a unique visual element.

Secondly, digital technology also provides new possibilities for the modern development of woodblock New Year pictures. Some artists and designers use digital scanning and printing technology to transform traditional woodblock New Year pictures into digital forms for the creation of animation, video and digital artworks, making them shine in new media. Some designers choose to cooperate with local traditional woodblock New Year picture craftsmen, through the combination of modern design concepts and traditional skills, to create works of art with both traditional charm and modern aesthetics, which is the inheritance and development of woodblock New Year pictures Open up a new path <sup>[2]</sup>.

## **2.4 Contemporary Creative Reproduction of Clay Sculpture**

Clay sculpture, as an ancient Chinese folk art form, has been loved by generations of Chinese people for its lifelike image, rich

emotion and vivid story. Traditional clay sculptures are mostly gods, animals, characters in folk tales or scenes of daily life. In modern society, although clay sculpture art has been challenged, it is also undergoing a creative reproduction and transformation under the creativity of contemporary artists and designers.

First of all, from the perspective of creative materials, traditional clay sculptures mostly use natural clay, while modern clay sculpture artists pay more attention to the diversity and environmental protection of materials, such as the use of organic materials, degradable plastics, etc., which not only reduces the impact on the environment, but also makes the works have a longer preservation time and better ornamental value.

In terms of theme and form, modern clay sculpture is no longer limited to traditional themes and forms. Many young artists begin to explore the current social issues, modern people's living conditions and contemporary cultural symbols, and integrate them into clay sculpture works to make them more modern and thinking depth. For example, reflecting the pressure of urban life and the awareness of environmental protection have become new creative themes. Secondly, contemporary clay sculpture also shows diversity in application. In addition to traditional decorative ornaments, modern clay sculptures are also widely used in public art projects, interactive installations, and even stage performances.<sup>[3]</sup>

### **3. Conclusion:**

After the discussion of folk art in the design of cultural and creative products, we can deeply feel the collision and integration between traditional art and modern design. As a designer, we should deeply study and understand these traditional arts, master its core spirit and techniques, and then skillfully integrate them into the creation, so as to ensure that every design can have both modern sense and traditional charm. It is this kind of design that can really move people's hearts and make traditional art continue to shine in the field of contemporary cultural creation.

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