

The Inheritance and Innovative Application of Chinese Intangible Cultural Heritage Paper-cutting

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Abstract: Paper-cut culture as an important part of the intangible cultural heritage of our country, its reasonable layout, the structure is exquisite, is the Chinese working people's wisdom condensate, carries the vast working people's yearning for and pursuit of the better life. With the continuous development of modern society, promoting the inheritance and innovative application of paper-cutting culture has a very positive significance for protecting and inheriting intangible cultural heritage, promoting cultural diversity and the development of human civilization. In this regard, the article first expounds the relevant connotation of Chinese paper-cut, and then discusses the inheritance and innovative application of Chinese intangible cultural heritage paper-cut culture for reference.

Keywords: Paper-cutting culture; Inheritance; Innovation

Introduction

With the continuous development of modern society, the cultural inheritance and innovative application of paper-cutting has faced great challenges. Firstly, with the comprehensive popularization of industrial technology, paper-cutting by machine has gradually replaced the traditional artificial paper-cutting. Secondly, the economic benefits created by paper-cutting industry are very limited, which makes people willing to join the industry decreasing. In this context, the research and analysis of the inheritance and innovative application of paper-cutting culture is of great practical significance to promote the orderly and healthy development of this folk art.

1. Intangible Cultural heritage -- Chinese paper-cut

Paper cutting, also known as the art of cutting and engraving, mainly refers to a folk art that uses scissors or carving knives to cut patterns on paper to decorate life or assist other related folk activities. Its unique composition and aesthetic colors fully demonstrate the working people's yearning and pursuit for a better life^[1]. In 2006, paper-cutting was approved as the first batch of national intangible cultural heritage list. In 2009, paper-cutting was included in the representative list of the intangible Cultural Heritage of Humanity. Thus it can be seen that both at home and abroad, Chinese paper-cutting is highly recognized and favored by people.

Paper-cut colors are very representative. Most paper-cut works use bright and vivid red, so as to achieve bright and warm visual expression. In addition, there are some other paper-cut works with colors. In terms of the selection of modeling themes, paper cutting mainly originates from the daily life of working people or folk myths and legends, and especially emphasizes showing people's yearning for a better life. Moreover, the space structure of paper-cutting art is very unique, which can design a variety of things in a picture, and through the corresponding scaling and deformation processing, so that the painting has great artistic charm.

2. Inheritance and innovative application of Chinese intangible cultural heritage paper-cutting

2.1 Inheritance of intangible cultural heritage paper-cut culture

2.1.1 Strengthen the cultivation of non-genetic successors

In the past, the inheritance of intangible cultural heritage paper-cut mainly depended on the way of inheritors' personal inheritance, which indicated that the development of intangible cultural heritage paper-cut culture could only be inherited and continued through its inheritors. Intangible cultural heritage paper-cutting inheritors as an important source of continuous creation of paper-cutting

cultural products. If inheritors continue to disappear, the intangible cultural heritage paper-cutting is bound to survive in name only. Based on this, it is necessary to strengthen the effective protection of intangible cultural heritage paper-cutting inheritors. On this basis, we should strengthen the effective training of inheritors of intangible cultural heritage paper-cutting. Local cultural authorities should not only collect and organize relevant information of inheritors, so as to effectively grasp the situation of inheritors, but also promote the communication and interaction among relevant non-genetic inheritors, learn from and promote each other, so as to improve the overall ability of inheritors of intangible cultural heritage paper-cut culture and help the inheritance and development of intangible cultural heritage paper-cut culture^[2].

2.1.2 Innovate the paper cutting cultural marketing model

First, carry out interactive experiential marketing activities. For example, the promotion of the “paper-cut culture + festival” marketing model. As an important part of the long history and culture of the Chinese nation, festivals play a very important role in uniting the centripetal force of the Chinese nation. By fully refining the connotation of traditional culture, we can carry out a variety of intangible cultural heritage paper-cutting cultural offline activities closely related to “paper-cutting culture + festival”, so as to bring people a good festival experience. Another example is to promote the marketing model of “paper-cutting culture + cultural travel”. By promoting the organic integration of paper-cutting culture and local cultural tourism, the platform window showing local intangible cultural heritage paper-cutting culture is built, tourists are guided to visit the intangible cultural heritage base, participate in the experience of intangible cultural heritage projects, and various tourism products are displayed for tourists, so as to promote the development of local economy while inheriting the intangible cultural heritage paper-cutting culture. In addition, the promotion of “paper-cutting culture + cultural creation” marketing model. As an important part of the cultural industry, literary creation plays a vital role in the inheritance and protection of intangible cultural heritage. By promoting the organic integration of intangible cultural heritage paper-cutting culture and cultural creativity, creative elements in the intangible cultural heritage paper-cutting culture can be deeply refined and converted into creative capital to carry out creative design. A variety of creative products featuring intangible cultural heritage paper-cutting culture can be designed and developed to meet the diversified needs of consumers. Secondly, carry out multi-platform theme marketing. With the rapid development of network information technology in recent years, a variety of applications are constantly innovating. The cultural marketing of intangible cultural heritage paper-cutting can effectively grasp the development characteristics, actively develop and launch the application software of intangible cultural heritage paper-cutting shopping, and build offline stores of intangible cultural heritage products with the help of the intangible cultural heritage selling platforms of online stores such as Taobao, Pinduoduo and Douyin. In this way, a multi-channel marketing model of intangible cultural heritage paper-cutting is constructed, which runs simultaneously online and offline.

2.1.3 Enrich the forms of cultural inheritance of paper-cutting

In order to promote the inheritance and development of intangible cultural heritage paper-cut culture, it is also necessary to enrich the inheritance forms of paper-cut culture, so as to effectively inherit the paper-cut culture. For example, by promoting the communication and cooperation between inheritors of paper-cutting culture and local colleges and universities, we can get rid of the bondage of family inheritance mode in the past, and let the paper-cutting culture of intangible cultural heritage enter the classroom, so as to promote the effective transmission of intangible cultural heritage on the one hand, and give play to the educational function of intangible cultural heritage on the other hand. For inheritors of the intangible cultural heritage paper-cutting culture, exchanges and cooperation can also be carried out among students of various majors to give more possibilities to the inheritance of the intangible cultural heritage paper-cutting culture. The popularization of paper-cutting culture to the public can cultivate a group of high-quality talents suitable for the inheritance, development and protection of paper-cutting culture. This provides a reliable talent guarantee for the inheritance and development of paper-cutting culture^[3]. For another example, folk festivals and competitions can also be held to display paper-cut works to the public, improve the public’s awareness of protecting paper-cut culture, enrich the public’s spiritual life and improve national cohesion.

2.2 Innovative application of intangible cultural heritage paper-cutting culture

Relying on its profound cultural connotation and artistic charm, paper-cut culture presents a good application prospect in many fields, and promotes product innovation in various fields, such as clothing design, packaging design and other fields of innovative application, not only gives the product with rich cultural connotation, but also significantly improves the product quality.

2.2.1 Application in fashion design

Hollow as a more commonly used form of expression in paper-cutting culture, has a high value of artistic appreciation. The application of this form of expression in clothing design can make clothing works hollow out effect, showing a unique aesthetic characteristics. Therefore, in the design process, designers can apply the cut-out technology in all aspects of costume design, including

clothing, shoes, bags, etc., as shown in Figure 1. In addition, paper-cut culture contains a rich culture of totem worship, and different patterns contain different cultural meanings, such as lucky Furui culture, Yin and Yang philosophy culture, primitive witchcraft culture, etc. Based on the extraction of the elements related to natural things and human production and life matters, and relying on the means of symbolic implication, compound ideogram and homonic meaning taking, a unique style of flat, consistent, exaggerated, concise and decorative paper-cut patterns has been formed. Based on this, paper-cut patterns with auspicious meaning can be applied in modern clothing design to meet the emotional needs of consumers. Give clothing with profound cultural connotation.

2.2.2 The application in packaging design

Modern packaging design is more and more the pursuit of simple, practical, and then achieve the perfect integration of artistic and functional design effect. Paper-cut culture contains profound cultural connotation, which can effectively satisfy the pursuit of inner beauty in packaging design. Based on this, the application of paper-cut culture in packaging design can not only enhance the cultural connotation of packaging design, so that people can appreciate the unique charm contained in it, but also based on the application of paper-cut lines smooth, full and other characteristics, significantly improve the flexibility of packaging design, so that the packaging design more expressive. It is worth mentioning that the application of paper-cut culture in packaging design is not to simply stack paper-cut patterns and symbols on packaging, but to carry out innovation and creation on the basis of paper-cut culture, effectively combine with modern cultural elements, and then create packaging design that not only has the characteristics of paper-cut culture, but also meets the aesthetic needs of contemporary people [4]. For example, in the outer packaging design of products, characters or common paper-cut objects can be introduced as decorative elements, so as to significantly improve the artistic expression of packaging design and make packaging more vivid, as shown in Figure 2.

3. Closing remarks

Chinese paper cutting has a very long history of development. It is not only the crystallization of wisdom of the Chinese nation, but also contains profound cultural connotation, highlighting the vast number of working people's yearning and pursuit of a better life. Modern society changes with each passing day, in order to promote the inheritance and innovative application of paper-cut culture, apart from strengthening the inheritance of intangible cultural heritage paper-cut culture, we should also combine the practical application of modern society to carry out innovative performance, to help the inheritance and development of paper-cut culture.

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FIG. 1 Application of cut-out technology in costume design



FIG. 2 Paper cut decoration design in beverage packaging