

Innovative application strategy of lacquer art in cultural and creative product design

Jian Ye

Harbin University, Harbin Heilongjiang, 150076

Abstract: lacquer art is an important component and excellent representative of China's traditional crafts. It is China's enduring and increasingly powerful creation culture, carrying the Chinese nation's pursuit of beauty and profound cultural and artistic heritage. Under the background of the new era, exploring the inheritance and innovation of lacquer art in the design of cultural and creative products will help cultural and creative products and IP to a higher level. Therefore, it is important to explore the aesthetic style of traditional lacquer art and the innovative significance of lacquer art in cultural and creative products. On this basis, it is more important to explore more design strategies for the application of lacquer art in cultural and creative products, It provides new ideas for inheriting and revitalizing traditional lacquer art, and new forces for innovation and development of cultural and creative industries.

Key words: traditional lacquer art; Cultural and creative products; Innovative application; design strategy

Introduction

Cultural and creative products generally have rich cultural connotations, which can reflect the designer's understanding and external expression of the culture of a country or a region in a certain period of time, and are the synthesis of people's aesthetic needs and good wishes. It is an important path for the development of cultural and creative products at this stage to design cultural and creative products with humanistic characteristics and artistic value by digging the connotation of cultural and creative products and combining the daily life and cultural concepts of the people in the pre invested areas. Rooted in the thick soil of the people, we can draw inspiration from lacquer art works and crafts, and finally create classic lacquer art cultural and creative products, which will boost the modernization of cultural industry and cultural and creative products, which is worthy of further exploration and practice.

1. Aesthetic style of lacquer art

1.1 Material beauty

The material itself has practical and aesthetic value, and the lacquer art has both the beauty of texture in terms of the beauty of the material, thick and warm, temperament and elegance, bringing people the enjoyment of form and beauty from all aspects. Important leaders

[10] Shizhao Sun Research on the value and path of integrating craftsman spirit into Ideological and political education in Higher Vocational Colleges [J] Shaanxi Education (Higher Education), 2022 (02): 20-21

[11] Kaining Sun, Yong Sun On the path of cultivating students' craftsman spirit through ideological and political education in Higher Vocational Colleges [J] Education and occupation, 2021 (24): 89-92

[12] Yanan Tian Teaching reform and innovation of "BIM Technology and application" in architecture major under the background of "new engineering" [J] Interior design and decoration, 2022 (09): 122-123

[13] Honglan Yan Innovation of talent training mode in application oriented Colleges under the theory of collaborative education [J] Modern vocational education, 2021 (03): 88-89

[14] Tingting Zhang, Chong Li Building a new mode of industry university cooperation collaborative education based on industrial value chain -- Taking the training of "digital intelligence talents" as an example [J] Research on higher engineering education, 2022 (06): 44-51

[15] Yuting Luo, Yaohang Zhou Constructing the ideological and political work system in Colleges and universities focuses on collaborative education [J] Research on ideological education, 2022 (06): 121-127

Introduction: mayufang, associate professor, research direction: management science, higher education management. Wu Kai, lecturer, research direction: College Students' Ideological and political education, higher education management.

Topic: 1 Hubei Provincial Department of education's 2022 provincial first-class undergraduate course "online and offline hybrid first-class course" principles of management "(Project No.: 642);

2. The key project of the 2022 scientific research project of Wuhan University of Bioengineering, "Research on the exploratory teaching community of economics and management majors in Application-oriented Universities under the condition of digital intelligence" (Project No.: 2022skz01)

3. 2022 special research project of the innovation and Development Center for ideological and political work in Colleges and universities of the Ministry of Education (Wuhan East Lake University) (Project No.: whdhszzx2 022036)

4. Guiding project of scientific research plan of Hubei Provincial Department of education in 2022: Research on enterprise financial early warning based on deep learning in the big data environment (Project No.: b2022306)

of the Art Nouveau movement once proposed that design should maintain the natural nature of materials. Later, some scholars proposed that the beauty of materials is a primary aesthetic form. However, the author believes that the beauty of materials and the beauty of texture are fully displayed in lacquer art. The two complement each other and set off each other. No matter which aspect is discussed, it is a classic. The material used in lacquer art is large lacquer, which is taken from nature and has a variety of physical properties such as anti-corrosion, moisture-proof and mold resistance. The most important thing is that it is free of pollution and toxicity and can be used alone or together with other materials. It can be said that lacquer art is the gift of nature and the crystallization of the wisdom of the masses for hundreds or thousands of years. It can still stimulate the purchasing desire of consumer groups today.

1.2 Color beauty

Lacquer art has the beauty of color at the same time, which can be used to beautify daily necessities, handicrafts and so on. Its core is to meet people's aesthetic needs for color. The natural lacquer art can present black and red, which has become the color tone of China's lacquer art culture, and fully embodies the simplicity and mellow beauty of lacquer art. Taking "pitch black" as an example, this word is very accurate, which is a reflection and praise of lacquer art itself, which is also one of the aesthetic characteristics of lacquer art as an essence. Taking "cinnabar red" as an example, this color is one of the main tones of ancient Chinese lacquer art, representing auspicious moral and noble identity. It can be gorgeous and dignified, but also elegant and soft. With the continuous development and progress of modern lacquer art, the materials used are increasing, and the colors will become more and more rich, making cultural and creative products also show their unique style.

1.3 Connotative beauty

From ancient times to the present, lacquer art has gone deep into the family life of millions of people. It not only solves the actual needs of people's life, but also makes the correct values and aesthetics spread and promoted. The beauty with rich spiritual and cultural connotations is also included. It is the spiritual projection of the beauty of Chinese traditional lacquer art and the ultimate feeling that the creator wants to express. Lacquer art creation integrates materials, technology and spiritual culture, and adds the beauty of harmony and harmony to the beauty of nature, thus enriching the design connotation of cultural and creative products. With the continuous improvement of people's living standards, people's demand for spiritual culture will also increase. That is to say, the connotative beauty of lacquer art will surely attract more people to explore and practice, which can effectively promote the development and progress of lacquer art.

2. The innovative significance of lacquer art in cultural and creative products

2.1 Aesthetics and innovation

Lacquer art has the important significance of breaking through aesthetics, reform and innovation in the design of cultural and creative products, and it plays a very important role in promoting the design of cultural and creative products and the development of cultural industry. As a traditional craft, lacquer art realizes the internal integration of tangible skills and intangible culture, and embodies the wisdom and life experience of Chinese craftsmen. At the same time, on the basis of its spread so far, it can also integrate new inspiration and enlighten new wisdom in the process of introducing cultural and creative product design. The creation of cultural products based on lacquer art is a traditional culture that has lasted for thousands of years, and is also a modern improvement and innovation based on traditional cultural elements. Therefore, lacquer art has aesthetic and innovative significance in cultural and creative products.

2.2 Society and culture

Lacquer art also plays a role in promoting social and cultural development in the design of cultural and creative products, which broadens the thinking and opens a new vision for the design of cultural and creative products. Natural lacquer has strong plasticity and inclusiveness, so it can be superimposed with other materials to create unique and unique cultural and creative products. This also means that the design of cultural and creative products led by lacquer art is both practical and aesthetic, and can highlight the charm of cultural transmission, cultural inheritance and innovation, so as to better meet the spiritual needs of the current people. In the future, lacquer art can also be applied in many important fields, such as home furnishings and culture, to realize the integration of lacquer art and modern art, and to realize the modern development of lacquer art and cultural and creative products.

3. Design strategy of lacquer art applied in cultural and creative products

3.1 Excavate the cultural connotation of products and promote national cultural and creative products

From the "Bronze Mask" in Sanxingdui to the products around the Palace Museum, which are now widely spread, are the common crystallization of traditional culture and cultural and creative products. They are not only welcomed and loved by the public, but also increase the economic value and artistic value invisibly. Based on the modern market economy environment, explore the development strategy of lacquer art into the design of cultural and creative products, so that the Chinese national culture can be spread and carried forward, so that the unique charm and aesthetic value of lacquer art can enter the public view, which helps to enhance the cultural appeal and enhance the confidence of the people in the national culture and the development of the motherland. In fact, the traditional lacquer art also has unique color selection, pattern construction, moral expression and so on, which proves that the Chinese nation's creation philosophy is far-reaching and long-lasting, and the Chinese nation's aesthetic value and spiritual style are distinct and unique. Therefore, it is also of practical significance to explore the design concept and design style of cultural and creative products. Yangguilin, the inheritor of black lacquer and gold painting, has adhered to lacquer art for 40 years. Based on traditional culture and traditional crafts, it has realized the development of cultural and creative products with folk customs in Southern Fujian from 0 to 1. Then we can hire experts, scholars, ingenuity, craftsmen,

etc. when designing related products to develop cultural and creative products based on lacquer art and lacquer art culture, and work together to create cultural and creative products with unique cultural connotations. Cultural and creative products with ethnic customs. At the same time, increasing the dissemination of national culture and spirit and expanding the publicity and promotion channels for cultural and creative products will definitely achieve twice the result with half the effort. Based on the traditional technology, innovating the various contents and functions of cultural and creative products is the important development road we should actively explore now.

3.2 Go into people's lives and create practical cultural and creative products

Nowadays, lacquer art seems to be more and more distant from our daily life, making many families will not choose lacquer art products when choosing decoration and moving, let alone collection. The beauty of material, color, texture and implication of lacquer art can never be displayed in the window of the museum alone, but should be integrated into the daily life of the people and play its practical and aesthetic value to achieve sublimation and innovation. Therefore, in the design of modern cultural and creative products, it is also necessary to take root in people's lives, explore new ideas of integrating lacquer art into people's lives and cultural and creative products, and further open new ideas for the development of traditional lacquer art.

According to the plan for the revitalization of traditional Chinese crafts, traditional handicrafts should be combined with the needs of modern life to create works close to the times, life and reality, so as to meet the material and spiritual and cultural needs of the masses. Based on the modern market economy, we should explore lacquer art articles for daily use and actively create cultural products full of life atmosphere, which can effectively radiate the artistic value of lacquer art and the market vitality of cultural and creative products. For example, enrich the variety of lacquer art cultural and creative products, and expand consumer goods such as home furnishings, tea sets, incense sets and stationery; At the same time, new materials are used to promote the innovation of lacquer art and create the integrated development path of traditional lacquer art, new materials and new goods; Further explore the popularization and life oriented cultural and creative products of lacquer art, and truly lead lacquer art into public life and cultural and creative products.

China not only has the promotion and dissemination of Jingdezhen porcelain culture, based on cultural and creative products reaching thousands of households, but also has the Innovation Studio of Yangzhou lacquer factory Co., Ltd., which has created a popular consumption trend by using new materials and combining new processes, making up for the lack of practicability of traditional lacquer ware, making lacquer art a key word leading the consumption trend. There are 32 categories of related cultural and creative products. Due to the close connection between young people's cognitive behavior and consumption habits, the important purpose of expanding the cultural publicity and product sales of lacquer art has been achieved, which has effectively promoted the traditional cultural form of lacquer art and cultural and creative products, killing two birds with one stone.

3.3 Combining modern design concepts to create cultural and creative products with the characteristics of the times

The plan for the revitalization of Chinese traditional crafts emphasizes the need to inject modern design concepts, and take improving design, materials and production as the main ways to promote the promotion of lacquer art culture and the development of cultural and creative products to keep pace with the times. Therefore, designers of cultural and creative products should work together to improve the design style of cultural and creative products by integrating oriental aesthetics, lacquer art or other national cultural elements, and design more unique, distinctive and vibrant national cultural and creative products. Specifically, we can refer to the following aspects to promote reform and Innovation: first, innovate lacquer art materials, enrich relevant new materials based on traditional lacquer art, and create a diversified modern lacquer art culture. Traditional lacquer art uses gold, silver, wood and bamboo as basic materials, creating a splendid lacquer art culture. With the continuous development of modern economy and science and technology, in essence, new materials can also be developed in combination with new technologies, which makes it possible for lacquer art to be integrated into the design of cultural and creative products. For example, wengjijun, a professor at Shanghai Academy of Arts and crafts, added natural mineral powder to traditional lacquer for paint mixing, and finally produced various bright colors with high saturation, which made the new materials of lacquer art unique and lively, and adapted to the aesthetic tendency and artistic choice of modern young people. Candy blue, candy green, fluorescent orange, red and so on bring a variety of choices for the development and design of cultural and creative products. Second, focus on fashion items, promote lacquer art modeling, and develop and design various items with fashionable characteristics based on traditional lacquer art, which can effectively enrich the variety of cultural and creative products, and expand the influence of traditional culture and national brands. In recent years, the spiritual and cultural needs of the Chinese people are increasing, the aesthetic tends to be diversified, the thinking tends to be deep-seated, and the personal development tends to be comprehensive. This also means that the design of modern cultural and creative products should tend to be diversified, the relevant cultural communication should tend to be in-depth, and the relevant designers and promoters tend to be comprehensive development, so as to form a prosperous cultural and creative market economy. For example, the series of women's handbags with the theme "route66& lacquer painting art" of "freedom from the heart, creation and renewal" designed by the grotto team integrates leather, lacquer and handbag elements, making lacquer art culture and traditional culture into the field of fashion and becoming the fashion direction in the hearts of young people. The design also won the honorary award of "good design in China", which means that in the future, more lacquer art cultural and creative products will approach the fashion stage to realize that traditional culture leads the fashion trend. Lacquer art designers use unique materials and new technical means to promote modern cultural and creative products, highlight aesthetics and cultural attributes on the basis of ensuring practicability, inject new vitality into traditional lacquer art, and make the development of cultural products and cultural and creative products in China keep pace with the times, improve the aesthetic level, and expand economic benefits.

Concluding remarks

In a word, the popularity of cultural and creative products is inseparable from traditional culture. Lacquer art has a positive significance in the design of cultural and creative products and the creation of cultural TP. It can be said that the existence of this cultural form has just proved its classics and is a well deserved source of inspiration for the development of modern industries. In real life, the design of cultural and creative products needs to respect its essence and value, avoid blindly catering to the market, and make the breadth and depth of thinking and the richness and flexibility of creative means more possible. The application of lacquer art in the design of cultural and creative products undoubtedly inherits and carries forward China's traditional culture, which makes the design of cultural and creative products highlight the profound humanistic connotation and expand the market space.

References:

- [1] Song Mian, Xu Yinan, Fu Wei, Qiu Yuhan, lvwenxinResearch on the design and effect of integrating sea salt cultural elements into cultural and creative products -- Taking Yancheng as an example [j]Western tourism, 2022 (09): 49-51
- [2] MaohongResearch on the homogenization of innovative products and countermeasures from the perspective of design management [j]Beauty and the times (I), 2022 (03): 68-70
- [3] ZhaorunzeResearch on the design and development of cultural and creative products in University Libraries -- Taking the library of Shaanxi Institute of industry and technology as an example [j]Popular literature and art, 2022 (04): 53-55
- [4] Liang FangResearch on the development path of lacquer art cultural and creative products from the perspective of traditional technology revitalization [j] Journal of Guangxi Normal University of science and technology, 2022,37 (01): 64-71
- [5] WangxuefeiResearch on the development and utilization of cultural and creative products in Public Libraries -- Taking the development and utilization of cultural and creative products in the Palace Museum as an example [j]Library work and research, 2021 (S1): 49-54
- [6] Qianxiaoyu is strongSymbolic communication of cultural and creative products in the digital age -- a case study of cultural and creative products in Gansu Museum [j]News and writing, 2021 (08): 101-103
- [7] Maxiangtao, WangyiFramework construction and element analysis of library cultural and creative product development based on activity theory [j]Library research and work, 2021 (05): 61-69
- [8] HewenhongResearch on the modeling design of cultural and creative products in old revolutionary base areas under the background of red culture [j] Journal of Guangxi Normal University for nationalities, 2021,38 (02): 43-47
- [9] Renlifan, fanzhuxiaoSeize the opportunity of cultural and creative industries and promote long-term development -- Analysis on the design and operation of cultural and creative products of traditional publishing houses [j]Published in wide angle, 2021 (01): 45-47
- [10] Zhou Kang, liuchenxuThe development process and integration innovation of cultural and creative products of bookstores in China since the founding of new China [j]Journal of Beijing Institute of printing and technology, 2020,28 (07): 17-21
- [11] ChenjiezenCultural and creative product development of revolutionary history museum from the perspective of value chain -- Taking Guangdong revolutionary history museum as an example [j]Western academic journal, 2020 (03): 75-80
- [12] Chenchunrong, weijanjing, lilebin, huangchuanting, zhoyueyuCultural and creative product development of Guangxi National Museum from the perspective of value chain [j]Modern commerce and trade industry, 2019,40 (32): 72-74
- [13] BuxingyuAnalysis of how museums and intangible cultural heritage projects jointly develop cultural and creative products -- Taking Chengdu Dufu thatched cottage museum as an example [j]Art and technology, 2017,30 (10): 141+167
- [14] XuchenyanChinese lacquer art cultural and creative product design based on the context of cultural and creative industry development [j]Art review, 2017 (16): 166-167
- [15] Wang Wei, Han Zhiming, Meng YuxiaoMuseum into Campus -- development and research of interactive cultural and creative products of Hubei Museum [j]Art education research, 2022 (1): 95-97

Fund Project: This paper is the research result of Heilongjiang Provincial Federation of Social Sciences, Heilongjiang provincial key research project management office of economic and social development, project name: Heilongjiang lacquer art cultural and creative product design research (project number: 21536).