

Visual Transformation of Textile Intangible Cultural Heritage Patterns in the Design of Cultural and Creative Products

-- Taking Huangmei Pick Flowers for Example

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Abstract: Based on the market status of the application of textile intangible cultural heritage in cultural and creative products, this paper analyzes the innovative design of contemporary textile intangible cultural heritage. This paper discusses the innovative design concept of textile intangible cultural heritage and creative products, analyzes the visual transformation principles of textile intangible cultural heritage in the design of cultural and creative products, and explores new ideas for intangible cultural heritage and creative design from three aspects: cultural, innovative and functional, in order to benefit the research field of textile intangible cultural heritage and creative product design in China.

Keywords: Textile Intangible Cultural Heritage; Yellow Plum Picks Flowers; Cultural and Creative Products; Innovative Design.

1. The Relationship between Textile Intangible Cultural Heritage Elements and Cultural and Creative Product Design

In today's globalized world, it is particularly important to maintain cultural diversity and uniqueness. As for culture, as for nationality, as for people, each nation has its own unique cultural gene. The cultural genes precipitated by various ethnic groups and regions over time have formed the unique cultural outlook of each ethnic group. Among them, intangible cultural heritage not only represents the long-standing folk crafts precipitated by various ethnic groups and groups, but also the crystallization of the wisdom of working people.

As a kind of cultural gene and cultural expression, intangible cultural heritage is an intangible and valuable resource of all peoples. However, with the gradual transformation and upgrading of modern society and the trend of the world developing towards the digital age, this intangible resource needs to express its cultural connotation and heritage with the help of new material forms and symbols. The cultural carrier and material form of this visual transformation of immaterial form are cultural and creative products.

1.1. Textile Intangible Cultural Heritage Elements are the Source of Creation of Cultural and Creative Products

Among the intangible cultural heritage, textile intangible cultural heritage (hereinafter referred to as textile intangible cultural heritage) has greatly demonstrated the ingenuity and wisdom of craftsmen from various regions. In the textile intangible cultural heritage, through a variety of textiles, we can feel the aesthetic characteristics and cultural connotations of people in a region. The beauty of textile intangible cultural heritage is unique, it allows people to intuitively feel the

cultural genes of the region, and is the most intuitive expression of the national culture of each region.

Textile non-genetic inheritance is the beauty and cultural precipitation of handicrafts passed down from generation to generation in various regions, and it has a strong regional, ethnic and inheritance. However, the most important thing in the creation of cultural and creative products is the cultural and innovative nature of the products. Based on the Chinese of cultural and creative products, no matter how the times develop and change, textile intangible cultural heritage can provide its inexhaustible cultural source. Textile intangible cultural heritage can bring richer resources and materials to cultural and creative products, enable cultural and creative products to have higher cultural value and historical heritage, and empower products and brands culturally. Intangible cultural heritage is the traditional skills and civilization achievements created by various ethnic groups through inheritance and continuous polishing from generation to generation, which contains profound national emotions and unique national aesthetic orientation, is the source of national aesthetics, and gives birth to Yoshimitsu Katayu, which gives unlimited inspiration to modern art and design. Intangible cultural heritage and creative products are cultural and creative products designed with intangible cultural heritage resources as inspiration, and the root and soul of design lie in the borrowing and reorganization of traditional elements of the products.

1.2. Cultural and Creative Products Give the Growth Impetus to Textile Intangible Cultural Heritage

Professor Lin Rongtai of the Institute of Creative Design of National Taiwan University of the Arts said: "Cultural and creative products are modern forms that carry the cultural factors contained in cultural artifacts, and this product can meet people's spiritual needs, and it is an external object that carries cultural connotations and creative techniques. Cultural and creative products have different characteristics from

ordinary products, that is, culture, so based on culture, cultural and creative products and textile intangible cultural heritage can be closely combined for integration and innovation. Cultural and creative products with both culture and creativity can build a rainbow bridge between inheritance and deepening the development of textile intangible cultural heritage, and can also provide a new development face for the development of textile intangible cultural heritage in the new era. Under the trend of globalization, ethnic regions take the unique textile intangible cultural heritage culture of each region as the foundation of cultural and creative products, and to create unique cultural products under the trend of diversification, it is necessary to inject local unique culture into cultural and creative products. The two complement each other, textile intangible cultural heritage is based on the cultural heritage of cultural and creative products, and cultural and creative products provide the growth power of textile intangible cultural heritage.

How to communicate between intangible cultural heritage and life and between intangible cultural heritage and products has become an urgent issue to consider. Only design is the key to breaking through the boring program of the product, and it is also a bridge to communicate intangible cultural heritage and modern life, and the intangible cultural heritage is embedded in the design of cultural and creative products, which not only makes traditional culture and skills no longer dusted in the worship machine production and mass production today, so as to better inherit the classics, but also makes cultural and creative products have great cultural heritage and national interest, triggering the emotional identification and resonance of products for the audience.

2. Development Status of Textile Intangible Cultural Heritage and Cultural and Creative Product Design

2.1. Development Status of Textile Intangible Cultural Heritage-Yellow Plum Flowers

However, with the improvement of modern living standards, people's material life has been greatly satisfied, and yellow plum flowers have gradually faded out of people's vision. Once it was to meet the needs of life to make things more durable and beautiful, now it is used more as decoration. At present, the cultural department of the national government attaches great importance to the inheritance and development of Huangmei picking flowers, and talents in various fields are trying their best to explore the artistic charm of Huangmei picking flowers, but the development of Huangmei picking flowers still faces some development problems. On the one hand, with the rapid development of modern life, the impact of various new technologies and electronics has made Huangmei pick flowers lose their practicality in contemporary times. Nowadays, Huangmei picks flowers more as displays and decorations in front of people's eyes. The mode of communication is also mainly in the form of its flat textile and line communication, so that its audience is not wide, and it cannot be widely spread and developed. Folk art has truly recorded the social lifestyle of the time in the traditional social life of thousands of years, and displayed the artistic life and ideological concepts of many folk artists, which has great untapped historical and cultural value.

At present, most of the research on the intangible cultural heritage of Huangmei picked flowers revolves around the historical context and historical origin of Qi's development, as well as its pattern characteristics, colors and other aspects. The theoretical research and summary of Huangmei's needle embroidery method are relatively lacking, which makes it difficult to deepen the current research on its needle design. In this way, Huangmei picks flowers and cannot achieve substantial innovative development at present. In addition, at present, the product categories of Huangmei Picking Flowers are still stuck in traditional objects, and there are no more innovative cultural and creative products, which hinders Huangmei Picking Flowers from entering the field of vision of the general public.

2.2. Status Quo of Cultural and Creative Product Design

Cultural and creative products are cultural and creative products, which are products created by processing cultural resources through technology and creativity, and their added value lies in the cultural semantics behind the products, while intangible cultural heritage and creative products are new cultural forms based on the creation of traditional culture with the characteristics of the times. There are many types of intangible cultural heritage in China, and there are also many intangible cultural heritage and creative products circulating in the market, on the one hand, intangible cultural heritage slowly enters the public's attention through this way and regains vitality and vitality.

For example, the rise of Guochao brands, which often combine a large number of traditional Chinese cultural elements, have distinctive brand characteristics and cultural attitudes; On the other hand, the drawbacks caused by the lack of close integration of intangible cultural heritage and products have gradually emerged: because product developers do not have a good understanding of the historical background and cultural context of a specific intangible cultural heritage, what is "borrowed" is only superficial patterns or forms, although the transplantation of "shape" is achieved, the transmission of "meaning" is lacking, so the emotional value cannot be realized, and it fails to stimulate emotional resonance and tap potential market demand through the combination of form and meaning; The lack of attention is paid to the changes in aesthetic taste, usage mode and lifestyle in the new era, resulting in the transmission of intangible cultural heritage meaning often being mainly one-way transmission, and the user's emotional resonance and interpretation of meaning cannot be feedback, and the degree of interaction with the product is low. For the research and development of intangible cultural heritage and creative products, it is necessary to inherit and innovate, inheriting classic images, symbols and even skills, and innovation is the way of decoding and expression. Tell the tradition with a new artistic effect, so that it maintains vigorous vitality to better integrate into the current cultural context, so as not to lose the torrent of the times, but also make the product more cultural connotation and charm, from the function and form and other levels to meet the needs of consumers.

3. Under the Threshold of Inheritance and Innovation, The Pattern of Huangmei Picking Flowers is Visually Transformed in Cultural and Creative Products

3.1. Based on the Principle of Culture, based on the Traditional Cultural Foundation of Huangmei Picking Flowers

Among the design principles of textile intangible cultural heritage and creative products, the first principle is the principle of culture, and culture is the essential feature of cultural and creative products that distinguish them from ordinary products. The wind is strong, the tide is majestic, and the 5,000-year-old cultural context has nurtured the majestic China. Chinese culture has constantly updated and improved itself in the process of development of the times, leaving behind exquisite textile intangible cultural heritage such as yellow plum picking flowers. Therefore, in the process of visual transformation of Huangmei picking flowers cultural and creative products, designers should first consider the deepest cultural foundation of Huangmei picking flowers. The pursuit of innovation should not lead to the loss of its most essential cultural genes. Only cultural and creative products with unique cultural heritage can be distinguished from many general cultural and creative products, and still maintain their development value and status under the impact of cultural diversity. Absorbing nutrients from traditional shapes and images Intangible cultural heritage has been passed down for thousands of years, and the birth of classic shapes has emerged one after another, which is also of great reference significance for the development of cultural and creative products. When borrowing from classic shapes, it is not to draw the gourd style to retain the original classic image, but to extract the essence and create a new image extension according to the specific design and processing of the product Stretch, to be more adapted to daily life, in line with contemporary aesthetic concepts.

3.2. Based on the Principle of Innovation, Grasp the Trend of the Times and Innovate the Artistic Language of Huangmei Picking Flowers

Under the trend of diversified development, an important principle for the development of cultural and creative products based on cultural heritage is the principle of innovation. Innovation is also a constant topic for generations of designers, and innovation should be placed in the current trend of the times. In the current trend, the innovative visual transformation and development of intangible cultural heritage can better make its products fit modern life and aesthetics. The contemporary design of Huangmei Flower Cultural and Creative Products cannot simply stop at simply copying and pasting the extraction and design of existing pattern elements and rigidly applying them to the product, but must conform to modern aesthetics and lifestyle to process it with creative thinking. The expression of creative thinking in the design of textile intangible cultural heritage is the basis for transforming Huangmei's intangible cultural heritage culture into cultural and creative products. Whether it is the marketing of cultural and creative products or creative design, the ultimate goal is to make the intangible culture known to

the world while achieving benefits, so that it can be further inherited and developed. This requires us to "borrow from the past and open up the present, and turn the past into the new" when designing intangible cultural heritage and creative products. While inheriting the essence of intangible cultural heritage, it also gives new concepts to design. Product design is not only rooted in the soil of intangible cultural heritage, but also able to absorb the atmosphere of the new era and keep pace with the times.

3.3. Huangmei Picks Flowers Cultural and Creative Products Designed based on Functional Principles

While the visual transformation of Huangmei picking flowers in the design of Huangmei picking flowers is also one of the important principles. At present, many intangible cultural heritage and creative products are seriously homogenized, and brand culture is missing. The exhibits of the inheritors of intangible cultural heritage museums have their own characteristics, but they do not form a joint industry or brand, and it is difficult to achieve the benefit goal in the end. Many products still stay at the primary design level, add a print or make a superposition, lack of practicality, product functionality is not good. And some cultural and creative products are mainly based on traditional stories, memories, cultural connotations combined with the current life, people's daily necessities of creative combination. For example, the market for mobile phone cases, bookmarks, refrigerator stickers, etc. is oversaturated. Due to the lack of design novelty, insufficient cultural connotation, and no characteristics of the product, it cannot meet diversified consumer needs.

In the early stage of design and production, intangible cultural heritage and creative products need to conduct market research and positioning, and analyze the feasibility and functionality of this innovative design. Different from ordinary artworks, intangible cultural heritage and creative products are not only the material carrier of cultural genes but also practical creative products. Therefore, when designing Huangmei Flower Cultural and Creative Products, designers should consider the practicality and functionality of the product, and provide consumers with functions while telling the cultural connotation through the product itself.

4. Summary

To sum up, Huangmei picking flowers is a folk traditional handicraft art with positive artistic aesthetic value, which is not only a treasure of Chinese folk art, but also the source of creativity for designers and traditional craftsmen. Huangmei picking flowers from prosperity to modernity gradually faded out of people's life vision is a problem facing its development. Then our generation of designers should work with traditional craftsmen to jointly take up the responsibility of picking yellow plum flowers. Relying on science and technology, Huangmei picks flowers for innovative development in drawing techniques, expression methods and cultural and creative types. And while developing various innovative perspectives, the traditional charm and aesthetics of Huangmei Picking Flowers should be fully preserved, and should not overly pursue innovation and lose its origin and the starting point of creation. Huangmei picks flowers with its expressive artistic style and unique stitching techniques to give the costumes a unique artistic atmosphere, and the

costumes, as a carrier to present the artistic image of Huangmei picking, give future generations an opportunity to explore its mysteries. In addition, Huangmei Picking Flower is the earliest, most representative and influential pick flower in various regions of China. From ancient times to the present, through the meticulous selection of generations of local flower-picking women in Huangmei, the flower picking technology of Huangmei has become increasingly perfect, so the Huangmei flower picking pattern not only shows the wisdom and talent of the working people of Huangmei, but also reflects what people see and hear in their daily life and yearning for a happy and happy life, which together form an enduring unique charm, worthy of our continuous exploration.

The cultural industry is considered to be the "sunrise industry" of the 21st century, or "gold industry", with very considerable development prospects. Intangible cultural heritage is the crystallization of the collective wisdom of mankind, represents the splendid Chinese civilization, and is closely related to human history. In the era of rapid development of high and new technology, with the advancement of mobile Internet technology and artificial intelligence technology, many traditional folk skills have been replaced in the development and gradually lost, and people have begun to realize the importance of protecting intangible cultural heritage, and at the same time consider combining it with cultural and creative industries, and strive to achieve both protection and development, so that intangible cultural heritage can be inherited.

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