

The Application Prospect and Discussion of Chu Embroidery Phoenix Pattern in Modern Home Textile

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Abstract: This paper conducts a specific analysis and research on the background of Chu embroidery phoenix pattern study, the feasibility of application, and innovative application methods, aiming to explore the application significance and value of Chu embroidery phoenix pattern in home textiles, break the inherent sense of times of Chu embroidery phoenix and endow it with a new visual image and experience, so that traditional culture can be reflected in contemporary home textile design, enhance the cultural value of home textiles, and promote the inheritance and development of Chu embroidery phoenix pattern culture.

Keywords: Chu Embroidery Phoenix Pattern; Modern Home Textile; Inheritance and Innovation.

1. Introduction

Chu culture is an important part of Chinese traditional culture and one of the outstanding representatives of southern Chinese traditional culture and art in the pre-Qin period. In recent years, a large number of valuable Chu cultural relics have been unearthed in Anhui, Hubei, Hunan, and Henan, including silk products (such as bamboo slips, silk, and brocade) with phoenix patterns embroidered on them (as shown in Figure 1), especially on the clothes of the king. These phoenix patterns have rich patterns, smooth lines, and vivid images, highlighting the high-level textile technology and art of the Chu State. The phoenix patterns of the Chu State contain the romantic and magnificent uniqueness of the Chu people's culture, which is characterized by the worship of natural bodies and the universe. They are full of mythological color and contain exquisite art of the ancient Chu people. In the context of returning to the national style design concept, exploring the artistic features, cultural connotations, and embroidery techniques of Chu phoenix pattern elements, and innovatively applying them to contemporary home textile design is a key to promoting Chu culture and enhancing the national people's cultural confidence. Since the 1920s of the 20th century, a large number of precious Chu cultural



Figure 1. Partial View of the Yellow Silk Face Cover with Dragon and Phoenix Pattern from the Warring States Period

2. The Integration of Chu Embroidery Phoenix and Bird Pattern Style with Modern Home Textiles

2.1. Characteristics of the Style of Embroidered Phoenix Patterns in Chu Culture

With the excavation of silk products in Chu territory in recent years, people's understanding of Chu decorative patterns is no longer limited to lacquerware and bronzeware. Embroidered patterns are gradually becoming known, and the silk products excavated from Mashu No. 1 Tomb almost cover all the varieties of pre-Qin silk products in China. Almost all of these embroidered products feature phoenix patterns as the main motif. The phoenix patterns in Chu territory are different from those we are familiar with. They are new patterns created by integrating phoenix patterns with various bird patterns. They break away from the image of phoenix birds we are used to, and are a completely new and imaginative pattern (as shown in Figure 2). This also reflects the Chu people's spirit of absorbing and learning from diverse cultures and innovating. The crown of the Chu phoenix is slender and graceful, its eyes are large and round, its beak is long and thin, and its feet are mostly two toes or three toes. Some are in the posture of a gold chicken standing on one leg, some are in the posture of standing, some are in the posture of running and flying towards the sky, and the position of their feet is usually one in front and one behind, with different heights. The body of the phoenix is a bird, but its shape is varied. Some are curled up, while others spread their wings and soar. Some have slightly bent necks, making a coy expression. Some display the posture of raising their heads and making a long cry, as if announcing something to the world. They are full of vitality. In these embroidered patterns featuring phoenix motifs, the image of the phoenix usually does not appear alone. It is often paired with dragon patterns, tiger patterns, or flower and plant patterns. These patterns, whether individual patterns or continuous patterns, all follow the principle of symmetry, reflecting the Chu people's rich imagination and creativity.



Figure 2. Dragon and Phoenix Tattooed Silk Robe

3. Feasibility Analysis of the Application of Chu Embroidery Phoenix Pattern in Modern Home Textiles

3.1. The Symbolic Meaning of Fenghuang Bird Embroidery Pattern Meets the Emotional Needs of Home Textile Design

Chinese auspicious culture is an extremely important part of traditional Chinese culture, and there are many symbols of good fortune, such as "dragon", "phoenix", "magpie", and "carp" with symbolic meaning. Through this image, the designer can achieve emotional appeal to the public psychologically, which shows that traditional auspicious patterns play an irreplaceable role in modern design. These patterns cover rich humanistic connotation of the Chinese nation and convey information and content that can be immediately understood by the audience, thus achieving the design goal. The phoenix bird embroidery pattern of the Warring States period reflects the aspirations and pursuits of the people of Chu State for a better life, and its diverse shapes provide modern home textile design with rich visual language. It reflects the consumer's humanistic consciousness and embodies its humanistic spirit. Therefore, applying the design language and visual symbol of Chu State phoenix bird embroidery provides people with more humanized aesthetic emotional anchorage, providing consumers with physiological comfort and psychological pleasure, and helps to form a positive emotional interaction process.

3.2. Rich Artistic Features Meet the Psychological Needs of Personalized Home Textile Consumption

With the rapid development of social economy and the improvement of people's living standards, the consumption demand for home textiles has also increased. People are no longer satisfied with basic functional requirements, but prefer personalized, emotional and functionally strong home textile products. The patterns, colors, materials and functionalities of home textiles are increasingly valued. Designers need to use different patterns and shape methods to achieve the consumer's personalized aesthetic needs through color and pattern. The phoenix bird embroidery pattern of the Warring States period has rich shapes, diverse composition, dazzling colors, and can be fully satisfied by modern innovative design. It can improve the uniqueness of home textile design and create home textile products that highlight the personalized features by using young people's favorite home textile styles.

3.3. In Line with the Trend of "Nationalization" in Home Textile Development

China has a long history and culture, and incorporating ancient Chinese culture into the design process of home textiles can create a form of Chinese local cultural art. However, many traditional intangible cultural heritages in society are facing extinction or fundamental regression. Home textile design should innovate on the basis of fine traditions, extract traditional Chinese cultural elements such as embroidery of phoenix and bird patterns for innovative design, and create home textiles with ethnic characteristics. Utilize ancient Chinese art forms to enhance one's artistic value, grasp the soul of traditional culture, and master the characteristics of traditional culture. Therefore, China's home textile design must adhere to a national and traditional style. For example, Mercury Home Textile's "Fragrant Dream Shadow" Gaoding series of works launched in 2023 has entered the international exhibition stage. "Fragrant Dream Shadow", as a contemporary expression of Song Dynasty aesthetics, is inspired by the Song Dynasty's "sleeping poetry" and plum blossom paper curtains. The paper curtains are like snow, reflecting the virtual and solid shadows of flowers, enveloping strands of plum fragrance, making people dream and wake up in the serene aroma. This series of works showcases the profound cultural heritage and infinite charm of the Chinese nation to the world.

3.4. Helps Improve Market Competitiveness

Home textiles have high requirements for fabrics, patterns, and other aspects, requiring the aesthetic characteristics of textiles to be reflected in the design process. Against the backdrop of the country's encouragement of national and cultural rejuvenation, people's national consciousness has begun to awaken. In order to improve competitiveness, various home textile brands in China have begun to enhance their products in terms of material and pattern design, and without exception, have achieved good results. At present, the application design of Chu state phoenix pattern in the market is mainly reflected in wedding supplies and clothing design, and there is relatively little application in the design of daily home textile products. Extracting Chu state embroidered phoenix pattern in design can fill some gaps in the current market, create a series of Chinese style products, form a unique traditional cultural style, and enhance market competitiveness.

4. Construction of Chu Phoenix Bird Pattern Home Textile Style

4.1. Avant Garde and Bold China-Chic Style

On January 25, 2024, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Opinions on Implementing the Project of Inheriting and Developing Excellent Traditional Chinese Culture". The "Opinions" proposed that by 2025, the system of inheriting and developing excellent traditional Chinese culture should be basically formed, and important achievements should be made in research and exposition, education popularization, protection and inheritance, innovative development, dissemination and exchange. Cultural products with Chinese characteristics, Chinese style, and Chinese style should be more abundant, cultural

consciousness and cultural confidence should be significantly enhanced, the foundation of national cultural soft power should be more solid, and the international influence of Chinese culture should be significantly enhanced. China-Chic style combines Chinese traditional cultural elements with modern fashion style. The design of China-Chic style home textiles not only meets the young consumers' pursuit of fashion and unique personality, but also shows a kind of home aesthetics with profound cultural heritage and fashion sense by integrating the essence of traditional culture into modern home decoration. The four-piece set of national embroidery of Fuanna Home Textile (Figure 3) reinterprets the China-Chic style of painting by combining the auspicious elements of Chinese traditional culture with western decorative patterns, making the whole quilt surface very story like with the combination of scenes and flower display, breaking away from the stereotyped rote of traditional elements, and making the picture more lively. The comfortable silk fabric material combined with vivid pattern depiction makes the product more competitive.



Figure 3. Four pieces set of Fuanna National Embroidery

4.2. Fresh and Elegant New Chinese Style

The new Chinese style, like the China-Chic style, takes the traditional Chinese culture as the keynote, and is generally implicit and beautiful. The color is mainly light and elegant. On the whole, it is nostalgic and elegant, nostalgic and modern. The "new Chinese style" is different from the old "Chinese style", but a new innovative design that conforms to the aesthetics of modern people. The overall style is simple and elegant, reflecting the aesthetic needs of modern people for simplicity, uniqueness, and refinement, as well as showing respect and love for traditional culture. The "Qingcheng" cotton embroidered satin four piece set product launched by Vico Home Textiles (as shown in Figure 4) is inspired by the work "Thousand Miles of Mountains and Rivers" by the Northern Song Dynasty painter Wang Ximeng. The main theme of the whole picture is large green and green, based on tradition and incorporating new Chinese style fashion. The rippling rivers, undulating mountains, and golden lines outlined on the contours of green and green rocks all form a beautiful golden landscape painting, reflecting the full beauty of new Chinese style.

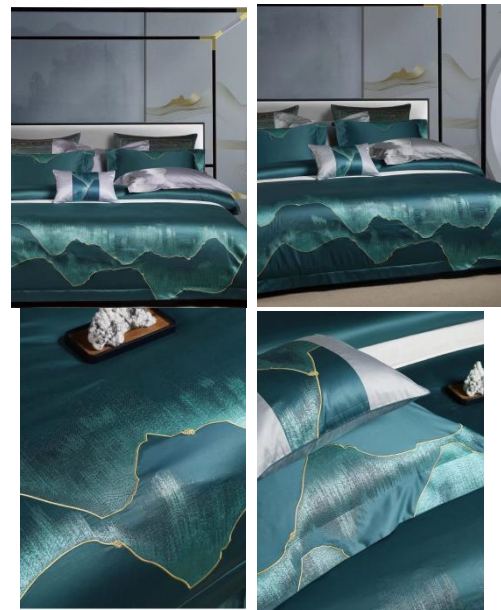


Figure 4. Four pieces set of cotton embroidered satin from Vico Home Textiles' Qingcheng

4.3. Futurist Abstract Composition

The 2024 POP trend recommends home textile patterns with the theme of "Future Rainbow", inspired by science fiction digital super industry, using artificial intelligence enhanced decorations to meet the viewer's perception in a diffuse or striped gradient manner, blurring the boundary between reality and virtuality, while providing digital comfort to delight consumers' senses. The Barcelona collection launched by Fazzini (as shown in Figure 5) is inspired by Gaudi's Gothic style, bringing vitality to spring and summer with modern and vibrant shapes and colors. The Barcelona series endows bedrooms with a unique style and vitality through its geometric patterns.

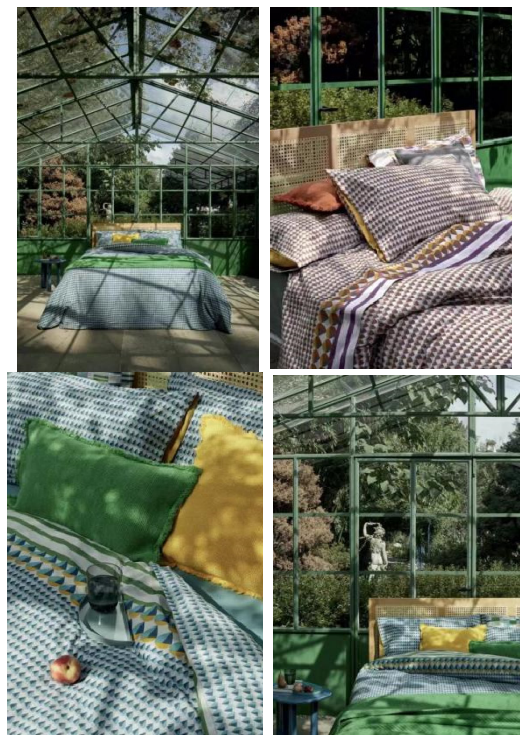


Figure 5. Barcelona series

5. Conclusion

The Dunhuang Flying Apsaras is a brilliant figure in the Dunhuang mural culture, which reflects the integration and communication of various cultures in the evolution of different dynasties. This article aims to provide inspiration and add innovative traditional art elements to home textiles through the extraction of Dunhuang Flying Apsaras' shapes, color innovation, and abstract composition, in order to bring Dunhuang culture closer to the general public. Through the design of practical works, it can be seen that the Dunhuang Grottoes' flying elements in home textile design have good practical operability. Dunhuang flying elements have been widely used in cultural and creative, clothing, animation and other fields. Introducing Dunhuang flying elements into home textiles can enrich the artistic product system of Dunhuang flying elements. Not only does it have rich artistic value, but it also has considerable commercial value. Therefore, we should inherit and promote the cultural art of Dunhuang Flying Apsaras, bring traditional culture closer to life, and create more excellent creative design works.

As the most representative pattern in Chu embroidery, the phoenix bird pattern has a fantastic, mysterious, and rich romantic artistic language. Regardless of the form of the pattern, it has different artistic beauty. The economic development has led to an increasingly strong consumer

market for home textiles. Exploring the compatibility between Chu embroidery phoenix bird patterns and modern home textiles, combining them with modern home textile popular styles, creating home textiles that not only conform to contemporary design language but also bring new brilliance to traditional patterns in modern times, expanding the application possibilities of home textiles, and injecting new vitality and energy into the development of home textiles., Introducing Chu embroidery of phoenix patterns into household textiles can enrich the artistic product system of Chu embroidery of phoenix patterns. Not only does it have rich artistic value, but it also has considerable commercial value. Therefore, we should inherit and promote the cultural art of Chu embroidery of phoenix and bird patterns, bring traditional culture closer to life, and create more excellent creative design works.

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