

# A brief talk on the emblem culture of the Four Treasures of the Study and its packaging design

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**Abstract:** Because Huizhou culture has distinct characteristics of The Times and unique national style, it promotes the development of the craft products of the four treasures of Huizhou study. Through the understanding and understanding of Huizhou culture, summarizes the Huizhou culture in the study of the overall design and packaging design, let the Huizhou culture into the study of folk arts and crafts, crafts and packaging this kind of products, and in the market circulation, spread emblem culture and national characteristics, to spread and carry forward the Chinese traditional culture to explore a own "Huizhou road".

**Keywords:** Huizhou culture; The four treasures of the study; Packaging design; Folk craft.

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## 1. Introduction

Huizhou culture is a unique regional culture formed under the influence of Chinese traditional culture, specific historical origin and local geographical conditions. It retains part of the essence of farming culture in the ancient Confucian culture, and is the development and prevalence of Chinese national culture in Huizhou and its surrounding cities. One of the representatives of Chinese regional culture is Huizhou culture, which makes the past history deeply explore. Therefore, Huizhou culture has a profound and profound influence on the four treasures of the Study and its packaging design, which is also one of the important reasons for promoting the development of the four treasures of Huizhou Study and its packaging design.

## 2. Hui culture and the characteristics of the four treasures of the study

### 2.1. The characteristics of emblem culture

The Hui culture is mainly divided into material, spiritual and institutional aspects. The first aspect is the system of Huizhou culture, which mainly refers to Huizhou political system, religious system and a series of rules and regulations, which plays a link between the previous and the following in the two aspects. The second aspect is the material level of Huizhou culture, such as the four treasures of the study, calligraphy, seal cutting and so on; these are the external appearance of Huizhou, with profound artistic value and ornamental aesthetic value. The third aspect, spiritual Huizhou culture, pays attention to ethics and moral thoughts and attaches importance to the integrity of people's people. These positive spiritual aspects permeate into the Hui-style architecture and decoration, reflecting the excellent traditional art spirit of the Chinese nation and inheriting the Chinese excellent national culture. The three aspects of Hui culture have a profound influence on the craft products and packaging design of the four treasures of the study, and promote their continuous development.

### 2.2. The characteristics of the four treasures of the Huizhou study

Hui ink, she inkstone, xuan pen and xuan paper are the four treasures of the study in Huizhou culture.

The origin of rice paper is today's Xuancheng, Anhui province, the quality is very good, the paper is not broken, has a good anti-aging, strong texture, and moth-proof, the title of "millennium longevity paper" is to describe the rice paper. All the masters of painting and calligraphy are fond of such paper very much. The characters written on rice paper and the paintings have a unique and distinct artistic effect with national characteristics and a high aesthetic feeling.

The origin of Hui ink is today's Huangshan, Anhui province. Taking pine as the basic material, it is carefully made and added with more than 20 other materials. The color of the finished product is rich, and anticorrosion and insect and moth-proof, suitable for writing and painting, "fragrant to the muscles and bones, residue is not inkstone" title is to describe the hui ink. Ink after thousands of years will not fade, the color of ink can be compared with black wall paint, light ink is very feeling; for writing and painting, its two sides also engraved with a variety of patterns, beautiful and easy to read, inheritance Hui culture has collection value.

She inkstone, its origin is Huangshan, Anhui province, she inkstone can be called Longwei inkstone, and Longwei Mountain is most of the world she inkstone treasures of stone origin. Its full name is xi state inkstone, is one of the four famous inkstone in China, and tao inkstone in Gansu, Guangdong, Yellow River clear mud inkstone. Because the density is very precise, the unique and amazing effect of writing is amazing, which is praised by the calligraphers and artists of all dynasties. He has also won the honorary title of "The Hometown of she inkstone in China".

The history of the writing brush is even longer. Xuanbi can be said to be the origin of the writing brush, because long, long ago, Xuancheng had a saying that "MAO Ying's skills lead the world". Wooden poles, bamboo pipes, jade pipes, carved lacquer pipes, etc., there are more delicate patterns in the pen tube, different pen tubes have different symbolic meanings. Purple hao, Wolf, animal hair, human hair, beard, etc., different strokes are suitable for different fonts and painting style also have different symbolic significance. I have heard such a story, the drum sound happened in ancient times, there was a village with no rabbits, the village head of this village got a very precious rabbit skin from afar, and gave it to the workers who made the brush. The workers drunk so lost the rabbit skin, sober after the heart is very afraid, afraid of village head scold him, after all, the rabbit skin is very

precious you, he will cut his beard into a pen to cross, the result not only no one found also found with beard pen super use, the village head called workers do a few more to him, but the workers' beard has been used up, but had to admit to the village head and tell the truth, the village head know after let the villagers shave the long people must be preserved and used to do a pen. With the progress of The Times, the development of science and technology, people will also be a variety of different performance different effect of the hao, each other, the pen to achieve the best effect for people to use.

### **3. Study four treasures of the craft products and their packaging design in the Hui culture**

#### **3.1. Analysis of the emblem culture in the products of the four treasures of the study**

With the development of The Times, Hui ink has become a comprehensive folk craft and culture art product, with its aesthetic appreciation, collection, and beyond the traditional practicality. For more than one thousand years, the traditional Hui ink is regarded as a rare treasure by the artists of all dynasties. The hui ink is usually carved with hui-style technology, with national culture patterns, ink ingots made into different forms and embedded in colors. Hui ink has been an arts and crafts in the Ming and Qing dynasties. Now Jixi Liangcai Ink Industry Co., Ltd. and Shangzhuang Hu kaiwen Ink Industry Co., Ltd. produce and combine hui ink, the advantages reflect not only good quality, but also the use of traditional calligraphy art in the ink surface, and integrate a variety of carving methods, become a comprehensive folk arts and crafts. Jingxian culture, like Huizhou culture, has the same historical characteristics and national style.

The characteristics of rice paper are tight texture, texture is natural, pure white firm, and good at showing the thick and light ink. The types of rice paper are also divided into several levels and sizes. Different species also have their own characteristics. At present, in the Anhui Provincial Museum, there are also a batch of she inkstone from the Song Dynasty, which is characterized by firm and fine stone, simple carving, both practical and aesthetic.

The writing brush is the most important one of the "four treasures of the study". Xuan pen can be different according to the selection of raw materials, about can be divided into purple hao, Wolf hao and other several categories. The selection of the brush material is very strict, the pen tube decoration, the selection is also very strict, so there is the title of Seiko, with a bright unique style with soft.

Pen, ink, paper, inkstone, four treasures as craft products, reflects the production process, aesthetic characteristics, we can see from these since the han and tang dynasties China decorative carving art inheritance and development is very fast, but also reflects the influence of the arts in Huizhou culture, cultural connotation and its profound, modelling language is very skilled.

#### **3.2. Analysis of the emblem culture in the packaging of the four treasures of the study**

Involving many aspects of product packaging, packaging is also a cultural expression, such as design concept, structure, materials, etc. Now with the development of material production technology has a profound influence on art, not

only apply natural achievements to packaging design, also improve the cultural psychological structure of designer artists, promote the development of packaging design of Huizhou study, in this case the most traditional decorative art was retained its essence has been retained. In addition to not only in the material aspect, and from the material, structure, decoration and production technology are combined with modern culture, because of the combination of tradition and modern, so to achieve a harmonious and unified overall effect, to achieve a high integration of art and technology, content and form, science and aesthetics, practical and art.

The packaging forms of the four treasures of the study are various, there is a single fine package and a complete set of gift box packaging, packaging materials to the traditional brocade box, wooden box, packaging shape to adapt to the appearance characteristics of various things, mainly rectangular, elegant shape. In the outer packaging of the packaging box, the art of calligraphy is integrated into the packaging design, which promotes the inheritance and popularization of Hui culture.

### **4. The development of the four treasures of the culture and its packaging design**

#### **4.1. The development prospect of Hui culture and its packaging design**

Huizhou culture is one of the traditional Chinese culture. Huizhou has a superior geographical environment and is one of the cities with developed tourism in China. Due to the developed tourism, it also promotes the sale of the craft products of the four treasures of the Study and the dissemination of its packaging design, which is conducive to the dissemination of Hui culture and is one of the methods to inherit the traditional Chinese culture. Huizhou culture has unique values in philosophy, political science, morality, education, history, society, nationality, aesthetics, medicine, art, tourism, economy and trade.

### **5. Conclusion**

In history, the four treasures of the study are inextricably linked with Huizhou culture at that time. The broad economic market and rich traditional cultural atmosphere all make Huizhou merchants move to the national world. Huizhou culture represents a typical regional characteristic culture and is a typical epitome of traditional Chinese culture. Once people will study treasure perennial in the body, also money or gifts to promote Huizhou culture, this way to promote the spread of Huizhou study, local Huizhou culture is a national spirit emotion and the embodiment of national characteristics, any national culture is Chinese traditional culture and even an integral part of the world culture. As a very important content of Huizhou culture, the four treasures of the study and its packaging design show the typical symbolic significance, profound cultural connotation and exquisite packaging style, so that we can understand the extensive and profound Chinese traditional culture from the side.

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