

Hainan Li Brocade Patterns in the Design of Food and Beverage Brand Regeneration and Application of Research

-- To the "Li De fish" as an Example

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Abstract: To study the artistic characteristics of Li brocade patterns, to realize the fusion of traditional Li brocade patterns with current aesthetics, and to apply them to modern restaurant brand design. Based on the lack of innovation in Li brocade culture, we analyze and study the representative animal patterns of Li brocade, sort out the artistic characteristics of Li brocade patterns, and extract design innovations in terms of innovation and re-creation of basic elements, symbiosis and extension of semantics, and inheritance and application of culture. Combined with modern people's values and aesthetic way of thinking, it is applied to restaurant brand design.

Keywords: Li Brocade Pattern; Restaurant Brand Design; Design Innovation.

1. Introduction

The combination of non-traditional heritage and cultural and creative products has become a hot topic of concern for all walks of life, and will certainly have a great impact on social development with the development of the times. Based on the unique art form and cultural connotation of Hainan Li brocade, this paper explores the regeneration of Li traditional pattern design, so as to promote the inheritance and innovation of Li traditional culture in modern restaurant brand design.

2. Study of Animal Patterns in Hainan Li Brocade

Li brocade patterns (Figure 1) come from the lives of the Li family, and are woven by Li women from their observations of the world and their life experiences. Since ancient times, the Li people have lived in Hainan Island, which is surrounded by mountains and water, and have long been associated with various animals, which have become an important element of Li brocade patterns. The animal motifs are taken from cows, sheep, horses, deer, pythons, turtles, roosters, birds, fish, frogs, crabs, etc., which are seen in daily life. The animal motifs are simple in shape, mostly in geometric forms, with simple blocks or lines to express the basic characteristics of animals. Animal prints are permeated with myths, legends and totemic beliefs, and are decorative and vital.

Among them, the fish pattern signifies peace in all seasons and prosperity in every year (fish). The fish pattern is a symbol of food and water. In primitive society, the fish pattern became a clan totem with religious meaning, which is related to its fish edibility and ability to survive in water. As a decorative pattern, the fish pattern is regarded as an auspicious figure, and the fish is the same as the sound of Yu, which can be a good wish for people to be well fed and clothed. Fishing is a regular labor in the life of the Li people, and on solemn occasions such as rituals and wedding

banquets, fish must be present to symbolize happiness and prosperity. The double fish picture on Run dialect brocade sends the meaning of double fish for auspicious celebration, and also reflects people's wish to expect peace in all seasons and surplus (fish) in every year.

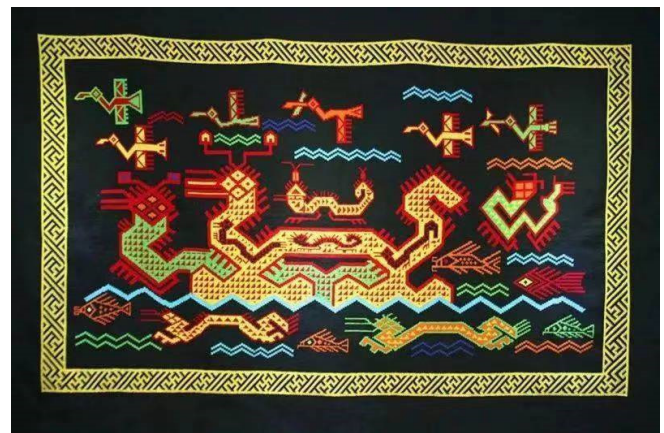


Figure 1. Li brocade pattern

3. The Artistic Characteristics of Animal Patterns in Hainan Li Brocade

3.1. Pattern Construction

In terms of pattern composition, the structure of Li brocade pattern is obviously influenced by its weaving process. Line is the main element to support the skeleton of Li brocade pattern, outlining the structure and posture of objects through simple lines, and expressing people's rich thoughts and emotions. Line and surface match and are widely used. Its pattern construction has the characteristic of abstraction, the pattern is not completely copied, the pattern is mostly composed of straight lines, squares, triangles, rhombuses and other geometric figures (Figure 2), its modeling is flat, mostly using a balanced and symmetrical composition pattern, in the pattern organization, it is divided into two categories: separate

composition and continuous composition, presenting as repetition, approximation, symmetry, positive and negative forms of expression, Li brocade has a strong sense of organization and composition. It has a strong sense of organization and composition.



Figure 2. Li geometric patterns

3.2. Color Matching

In terms of colors, the Li people have their own sense and unique conventions on colors, commonly black, blue, red, yellow, white and other colors. In Li brocade costumes and textiles, black or blue-black is mostly used as the base color, and various colors of red, yellow, blue, white and green spinning threads are used to weave the patterns. Color elements can reflect the aesthetic tendency and cultural accumulation of a nation, and different colors have different cultural connotations. Black is the traditional color of Li brocade, which is solemn and solemn, and can be paired with any color; red symbolizes richness, passion and intensity, bringing passion and vitality to the life of Li people; white reflects the simplicity of Li women. The color composition of Li brocade adopts the principles of symmetry and unity to keep the colors brilliant, balanced and harmonious.

3.3. Totem Beliefs

Li brocade records beliefs in totems and inherits religious symbols. Nature worship, ancestor worship, and totem worship are embedded in the patterns of insects, snails, frogs, and Hercules in the Li creation myth. Totem worship is based on nature worship and emerged along with the occurrence of matrilineal clan society. It is an ancient primitive tribe's superstitious belief in a certain nature or blood-related relatives, ancestors, protective gods, etc., and used as the emblem or symbol of the clan. Driven by the surreal concept, the totem has a sacred and inviolable role, and bears the responsibility of saving and protecting the clan. For example, the frog totem of the Li tribe, which can attract rain and has strong reproductive power, signifies good wind and rain, and prosperous people. The Li ancestors worshiped the frog as the totem of their clan and were worshipped by the totem group with devotion.

4. The Application of Hainan Li Brocade Fish Pattern in "Li De Fish" Restaurant Brand

4.1. Innovative Reengineering of Basic Elements

The basic elements of the pattern include the basic shape, structure and color. Triangles, straight lines, vertical lines and diagonal lines are the common basic shape elements, and Li

brocade takes the mother as the basic unit, and constructs the pattern by combining points, lines and surfaces, such as the fish pattern in Li brocade (Figure 3). To innovate the design of Li brocade patterns, we should take traditional culture as the basis, and innovate and recreate the basic shape, structure and color through three steps of deconstructing, refining and reconstructing the basic shape (Figure 4). Deconstruction is to split the basic elements with reverse thinking, such as breaking up, misplacing, interspersing, superimposing, and mutating. Refining, through the division and combination of points, lines and surfaces, retaining the cultural characteristics of traditional patterns, and making design breakthroughs based on them, focusing on the extension and sublimation of shapes and meanings, making the patterns more cultural and contemporary, and finally reconstructing the basic shapes to form the outstanding shape deconstruction characteristics. In terms of color, the use of red, yellow, blue, white, green, black and other colors, using a unique unified principle applied to the design, can show the unique psychological characteristics of the Li, aesthetic needs, ideological connotation and modern spiritual style. The pattern composition can be used in separate composition and continuous composition, using left-right symmetry or up-down symmetry to innovate and recreate the basic elements such as basic shape, structure and color, so that the pattern is new, beautiful, generous and full of contemporary flavor.



Figure 3. Fish patterns in Li brocades



Figure 4. Secondary graphics

4.2. Symbiosis and Extension of Semantics

According to the famous American pragmatist philosopher and linguist Peirce, semantics is the reflection of the deeper meaning expressed by its associated symbols. In semiotics, this particular sign system is explained by "symbols". In iconography, the symbolic code has evolved into the visual image. The process of editing information and interpreting it relies on symbols. Relying on the visual representation of graphics, the symbols express not a single individual emotion, but a universal human emotion. The semantic meaning of Li

brocade patterns is mainly conveyed by "images" and "symbols", which are formed by simulating or imitating objects. People have an intuitive sense of it and can recognize it by the similarity of images. "Symbolism" means expressing concepts, thoughts and emotions through the use of a specific image of a person or object, and the content of the symbol is abstract rather than concrete, without any necessary or intrinsic connection between the objects involved. For example, the fish pattern symbolizes yearly prosperity (fish), the frog pattern represents many children and many grandchildren, and the crow pattern represents peace, tranquility and life. The brand name "Lide Fish" represents "your fish" through the symbolic technique, bringing consumers an intimate emotional experience, eating Lide Fish every day, every bite belongs to you.

4.3. Cultural Transmission and Application

In the application of "LIDEYU" restaurant brand design, first of all, take "LIDEYU" poster series design (Figure 5) as an example, the design of font presentation is part of the poster design, using LIDEYU English capital letters -- LIDEYU font deformation twist design, to show the font different ways of expression, reflecting the diversity of design; composition using a centered composition, so that the picture is stable and harmonious, to play a role in supporting the main picture, to create a smooth and dynamic atmosphere; color. The design of fonts can enrich the expression style of the whole brand, and make it more diversified for brand shaping. The presentation of different styles of fonts, superposition and twist design all fully express the visualization and innovation path of the restaurant brand.

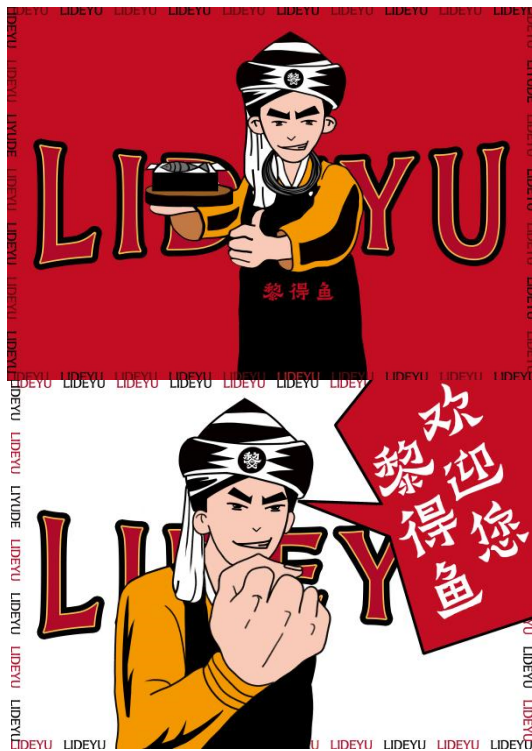


Figure 5. "Le De Fish" poster poster series design

With the background of "Lai Tak Fish" IP character illustration (Figure 6), the eye-catching font design makes the whole picture design generous and unrestrained, fully expressing the brand subject of "Lai Tak Fish". The font is arranged around and centered with the IP graphic of "Lai Tak Fish", highlighting the strong folklore flavor of the Lai region,

simple but enthusiastic, and the combination of the classic Lai costume in the graphic, and the font design with the Lai fish pattern, presenting the unique font design style of "Lai Tak Fish" restaurant brand, which is beautiful and leaves It is beautiful and leaves endless memories. The small white circle pattern is the highlight of the design, which satisfies the unity but not lack of unity.



Figure 6. "Le De Fish" poster poster series design

Cultural and creative products are one of the mediums of cultural communication and a carrier of national spirit and culture. Each nation and region have its own unique culture and symbolic memory, and the most intuitive way to interpret the customs and cultural origins of this nation is through pattern symbols and colors. In the design of cultural and creative products, the application of patterns is essential. Applying patterns to the packaging of cultural and creative products (Figure 7), following the color principles of Li brocade, red, black, white, and orange are chosen as the main colors, and the fish totem is used as the elemental design, accompanied by beautiful symbolic meanings, and the intervention of ethnic traditions and cultural concepts, making the design works more exotic and monumental. The cultural and creative souvenirs composed by using these pattern elements not only meet the aesthetic interest of local people, but also satisfy the demands of tourism consumers, and have great significance of cultural inheritance and promotion.



Figure 7. Cultural and creative product packaging applications

5. Conclusion

Intangible cultural heritage is a part of the excellent Chinese civilization and an important carrier of the spirit and emotion of the Chinese nation, with a long history and cultural origin. Li brocade is the earliest cotton fabric in China, and Li brocade concentrates the long history and culture of the Li people with its unique art form of material form expression. Exploring the design update of traditional Li brocade patterns, promoting the inheritance and innovation of traditional culture in modern restaurant brand design, extracting the basic methods of innovative application of Hainan Li brocade animal patterns, promoting the creative transformation and development of traditional national culture to modern culture, and having certain reference value for the redesign of traditional Li brocade patterns. At the same

time, the development and utilization of Li brocade not only develops the national industry, but also drives the local economic development.

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