

Study on the Significance of Cultural Product Design Using Intangible Cultural Heritage Techniques

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Abstract:

Amidst the fading presence of China's Intangible Cultural Heritage (ICH) in public consciousness, this study zeroes in on the significance and application of ICH techniques in cultural product design. By immersing in traditional craftsmanship and integrating it into contemporary product design, a novel approach emerges. The findings reveal that blending ICH with modern products garners appreciation within the cultural innovation sector. This suggests that employing contemporary art design methods to explore ICH culture and techniques can pique interest and motivate individuals to delve further into associated materials, thereby enhancing their understanding of ICH. In the context of China's Intangible Cultural Heritage (ICH) gradually receding from the limelight, this research takes up the mantle of exploring the importance and practicality of utilizing ICH techniques in the realm of cultural product design. We embarked on an immersive journey to learn these time-honored crafts and sought to merge them seamlessly with contemporary product designs. The results were illuminating; the fusion of ICH elements and modern products received considerable enthusiasm and admiration within the cultural innovation landscape, particularly among aficionados of creative goods. This study concludes that adopting a modern art design perspective to investigate ICH culture and techniques holds the potential to ignite curiosity and inspire individuals to engage more deeply with related resources. By doing so, people are encouraged to cultivate a richer comprehension and appreciation of ICH, contributing to its preservation and revitalization in today's society.

Keywords: Traditional Chinese culture; Intangible Cultural Heritage; Traditional techniques of intangible cultural heritage; Traditional culture and modern design.

1. Introduction

In today's globalized world, when Western aesthetics is popular and fast fashion is sweeping the world, traditional Chinese culture and its non-heritage traditional techniques have regained the attention of the world with their unique charm [1]. They not only represent a way of life, but also a cultural attitude - respect for the past, cherish the present, and expectations for the future. This article aims to deeply explore the value of the times of these precious heritages, and how to activate the inheritance in modern society, make them last for a long time, and become an important force to promote Chinese culture to the world stage. There are also some non-heritage traditional techniques, whether it is exquisite Su embroidery, elegant Jingtai blue, or ingenious Jingdezhen porcelain, each skill is the condensation of the wisdom and aesthetics of the ancients, and each work carries a heavy historical memory and rich humanistic feelings. They are not only the treasures of traditional Chinese culture, but also the bridge between ancient and modern times and communication between China and abroad.

2. Overview

2.1 Traditional Classification of Intangible Cultural Heritage Skills

Intangible cultural heritage contains rich historical and cultural information, according to which the traditional craft not only shows the crystallisation of the wisdom of the ancients, but also becomes an important source of inspiration for modern cultural creative design [2]. China has many valuable cultural skills that are not part of the heritage, including, but not limited to, manual techniques such as the art of paper plates, delicate handmade origami techniques that turn coloured paper into complex decorations by folding, wrinkling and flattening [3]. Or the technique of making velvet is to use silk thread or velvet thread to manually weave them into floral patterns, which are often used to decorate clothes or the interior. The enamel process, also known as Jingtai blue, is a decorative technique that melts coloured glaze and attaches it to a metal surface. The finished product is colourful and has a long-lasting shine [4]. There is also a bone wood insert, a special method of decoration in which ivory, bone, wood and other natural materials are cut and formed, and then inlaid on furniture or handmade products to create exquisite patterns. There are also snail inserts that use thin pieces of the shell for carving and glueing to create a decorative effect with a strong sense of three-dimensionality. This exciting technique is often used in writing some

household items and accessories.

2.2 Current Situation of Cultural and Creative Design

In recent years, due to the growing cultural trust and the high market demand for high-quality cultural and creative products, cultural and creative products that combine non-genetic elements with contemporary design concepts have become increasingly popular [5]. Large museums have launched special cultural and creative products to make historical relics and intangible cultural heritage necessary for the collection. The Palace Museum, a perfect combination of old court culture and modern aesthetics, has launched a variety of cultural and creative products covering stationery, clothing, furniture, and other fields [6]. In addition, the cultural and creative design of Zhejiang Provincial Museum focuses on the excavation of local culture, such as the 10 picturesque villages of the West Sea, Yueyao-Celadon. Nowadays, it is common to make new products according to the original appearance and technology of cultural heritage while rejuvenating old cultural heritage. Non-inheritance elements can also be seen at various cultural festivals, such as souvenir designs for traditional festivals such as the Spring Festival and Mid-Autumn Festival. This often involves non-herbal skills such as paper cutting and embroidery to convey a strong cultural atmosphere.

2.3 The Cognitive Status of Traditional Culture

With the development of the social economy and the integration of global culture, the perception of traditional culture in modern people has changed profoundly [7]. On the one hand, people increasingly value traditional culture and see it as the cornerstone of national identity and cultural trust; on the other hand, the younger generation tends to accept and spread traditional culture with an open mind, and digitalization means social networks that develop to inherit non-hereditary technology more widely through intercultural exchange platforms. Therefore, intangible cultural heritage is a valuable spiritual asset of the Chinese nation, and the organic combination with creativity and modern cultural design not only promotes the prosperity and development of the cultural industry, but also opens a new path for the protection and transmission of traditional culture [8]. In the future, we expect more non-hereditary cultural creative products to be created full of creativity and atmosphere of time, bringing a new luster to the old technology while deepening the understanding and appreciation of traditional Chinese culture in the world.

3. Work Analysis

3.1 Design Element

When we talk about the subtleties of product design, we need to mention the design elements that make its soul. For example, color, as the main language of visual communication, my design combines warm gold with emerald blue, which highlights the richness that not only shows the affinity of nature, but also reveals a touch of cultural depth [9]. The lines are the melody of the design. Using different degrees of smooth curves, this product creates a visual effect that is both modern and traditional. In terms of shape design, he skillfully combines the rationality of geometry and the sensitivity of natural form. Whether it's a square structure or a smooth transition, this can show the designer's exact understanding of patterns and shapes [10]. In terms of texture, the regularity and coldness of the paper contrast strongly with the softness of the fabric. With the metal as a total support, it stands first on the paper, then the golden fabric envelope, which not only enriches the visual level, but also improves the tactile experience and allows people to feel the warmth and delicacy during use. With regard to the spatial arrangement, the product follows the „less is more“ principle. Thanks to a scientific and reasonable layout, it ensures the perfect combination of function and aesthetics, which not only fulfills the practicality, but is also a work of art [11]. For example, color, as the main language of visual communication, my design combines warm gold with emerald blue, which highlights the richness that not only shows the affinity of nature, but also reveals a touch of cultural depth. The lines are the melody of the design. Using different degrees of smooth curves, this product creates a visual effect that is both modern and traditional. In terms of shape design, he skillfully combines the rationality of geometry and the sensitivity of natural form. Whether it's a square structure or a smooth transition, this can show the designer's exact understanding of patterns and shapes. In terms of texture, the regularity and coldness of the paper contrast strongly with the softness of the fabric. With the metal as a total support, it stands first on the paper, then the golden fabric envelope, which not only enriches the visual level, but also improves the tactile experience and allows people to feel the warmth and delicacy during use. With regard to the spatial arrangement, the product follows the „less is more“ principle. Thanks to a scientific and reasonable layout, it ensures the perfect combination of function and aesthetics, which not only fulfills the practicality, but is also a work of art.

3.2 Design Inspiration

Inspiration for design often comes from the deep cultural heritage and genius of nature. At the beginning of the design, this product has set an eye on the treasures of traditional Chinese culture - „work“ and „art of the paper plate“. Opera adds the soul to this product with its long-standing melody and extremely exquisite clothing; the artistic combination of symmetry and curls, wrapping and wrapping in the art of the tablecloth art gives the product special decorative abilities, so that it can show dynamic beauty in statics [12]. The use of these non-hereditary cultures not only makes the product visually unique, but also creates a deep cultural and emotional resonance among users, which makes it a bridge between modern life and traditional culture.

3.3 Process Type

Technology is the key to converting the design of the concept into a physical object. In this product, the perfect integration of modern materials and traditional handmade, non-hereditary refinement has become a highlight. Modern materials ensure that the complexity of the design can be realized with precision [13]. Whether it's tiny details or the overall structure, almost perfect production and adaptation can be achieved. Refined by hand, on the other hand, it gives the product a unique temperature and soul in the processing of details [14]. Every polish, every note and every layer of paper is superseded, which contributes to the designer's continuous search for quality. The paper parts are completed with traditional craftsmanship and plate paper technique, which not only guarantees the artistic representation of the decoration, but also visually adds the unique properties and textures of the paper; while the fabric part uses traditional fabric technology with delicate texture and comfortable touch that makes people feel the warmth and charm of traditional technology. This combination of modern materials and traditional craftsmanship not only reflects the respect and legacy of traditional culture, but also shows the designer's effort and innovative practice.

In short, through carefully designed visual elements, design inspiration deeply rooted in traditional culture and the ingenious combination of traditional and modern craftsmanship, this product not only offers people the pleasure of beauty in appearance, but also establishes a deep connection with users in function and emotion and becomes a product that combines practicality, aesthetics and cultural value. It is a work of art that shows the power and charm of design.

4. Discussion

As globalization accelerates in modern society and information technology develops, traditional culture faces unprecedented challenges and opportunities. On the one hand, accelerated life and diverse cultural exchanges have made some young people's understanding of traditional culture superficial, and there is even a certain cognitive gap. On the other hand, the emergence of new national tide movements in recent years and the popularity of traditional cultural recreation on social networks show that traditional culture still has a strong attraction and vitality. More and more young people see traditional culture as part of their identity and spiritual belonging, starting to take the initiative to explore and learn about traditional culture. Instead of accepting passively, they become active communicators and innovators, integrating traditional culture into their daily lives and giving new meaning to the times.

4.1 Combine Traditional Culture with Products

To effectively combine culture and traditional products, we must first dig deep into the central essence and aesthetic characteristics of traditional culture. For example, when designing electronic products, referring to the beauty of the symmetry of ancient architecture or the meaning of traditional designs, it can be converted into interface elements or aspects of the product to convey classical aesthetics while increasing the identification and cultural value of the product. At the same time, using modern scientific and technological means such as AR, VR, etc., traditional culture is expressed in a more interactive and engaging way to reduce the distance from the young audience. In addition, cooperation and borders are also one of the key strategies, and in collaboration with institutions such as intangible cultural heritage successors and museums, we can jointly develop creative products that meet cultural literacy and modern aesthetics not only to develop traditional culture, but also to meet market demand and achieve a win-win situation.

4.2 The Advantages of Traditional Culture for Development

Cultural self-confidence and identity building. Traditional culture is the crystallization of national history and wisdom, which can strengthen people's sense of cultural identity and pride, provide rich spiritual resources to modern society, and promote the establishment of cultural self-confidence.

Stimulating innovative thinking. Traditional culture is not a static historical relic, but a living cultural ecology. Through the study and research of traditional culture, peo-

ple can be inspired, stimulate infinite innovation potential and promote the innovative development of science and technology, art and other fields.

Promote the growth of the economy and tourism. The revival and innovation of traditional culture can not only stimulate the prosperity of cultural and creative industries, but also attract domestic and foreign tourists, promote local economic development and enhance the country's soft power.

Improve international exchanges and understanding. In the context of globalization, traditional culture has become a bridge of communication between different civilizations, which helps to eliminate prejudice and enhance mutual understanding and friendship among peoples of all countries.

In a word, the deep integration of traditional culture and modern life is not only a tribute to the past, but also an innovation for the future. It can not only improve the spiritual realm of individuals and enhance social cohesion, but also have a profound impact on the economy and society. It is an indispensable and important part of modern society.

5. Conclusion

Research and analysis of intangible cultural heritage reveal that traditional Chinese culture and its techniques are not merely historical relics but also vibrant cultural assets with contemporary significance. Looking to the future, non-heritage traditional techniques should be regarded as a key factor in promoting cultural innovation and sustainable development. Under the background of globalization, the international influence of China's intangible cultural heritage is increasing, providing the world with a new perspective on oriental philosophy and aesthetics. Therefore, it is essential to cherish this precious heritage and continuously innovate the methods of inheritance, enabling a broader audience to appreciate the beauty of intangible cultural heritage.

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