

# Application of National Style Design Elements in Indoor Wallpaper

Sihan Zhao

School of Anhui University of Finance and Economics, Bengbu 233000, China

## Abstract

**With the rapid development of science and technology in today's era, people's value orientation, life concept and aesthetic needs are constantly changing with the times. The experience of living room is becoming more and more diverse. The integration of national style design elements into contemporary indoor wallpaper is also a necessary feature given by the times. By discussing the national style indoor wallpaper, this paper enriches the aesthetic significance of wallpaper and has a certain value orientation.**

## Keywords

**National Style; Wallpaper; Design Elements; Application Value.**

## 1. Wallpaper in Interior Design

Interior design is the demand of the times and aesthetic needs derived from people's survival. The design of interior wallpaper has a direct impact on the overall interior decoration style. Wallpaper can be used to decorate interior walls. Wallpaper has a variety of design types, strong visual effects, safety and environmental protection, replacement and other characteristics, and indoor wallpaper plays a vital role in the construction of the whole indoor space. The quality of wallpaper in interior design directly affects the overall home design. With the rapid development of the times, wallpaper has gradually replaced smooth wall painting and become an indispensable factor in general interior design.

The selection of wallpaper generally follows the following principles:

### 1.1. Environmental Protection Principle

Environmental awareness is the primary issue, and aesthetic development can only be carried out on the premise of health. If you don't know enough about the material of wallpaper and choose it at will, the damage to human body will be irreversible.

### 1.2. Adaptation Principle

The color of the film should match with the overall indoor style, not regardless of the overall layout. The overall consistency can bring aesthetic enjoyment to the viewer and improve the aesthetic realm.

### 1.3. Aesthetic Principle

The significance of wallpaper is to beautify the environment and achieve harmony and unity of indoor living environment. Wallpaper itself has strong aesthetic value. In the design, we should pay attention to the aesthetic collocation of the film itself.

Wallpaper with better functions in interior design can not only bring visual aesthetic enjoyment, but also have many functions such as environmental protection, sound insulation, easy cleaning and so on. Wallpaper with better functions can not only promote the development of the industry, but also promote the optimization and reform of the industry.

With the rise of "national tide" in recent years, interior design is also deeply affected by it. Chinese decoration style has always been deeply loved, "Guochao" has promoted the Chinese

design concept, and wallpaper has begun to show the cultural and aesthetic appeal of "Chinese style". The elements of Chinese style culture are extremely rich in types, and their application in modern interior design is also multifaceted. [1]

## **2. Chinese Style Design Elements**

### **2.1. Historical Literature**

The culture of the Chinese nation has a long history. There have been many classic historical stories and literary works in the history of thousands of years. The most traditional four books and five classics of the Chinese nation and the four famous works can all be used as design elements in indoor wallpaper. Classical historical literature in Chinese culture appears in interior wallpaper design as an element, which integrates literature with contemporary design to create more valuable cultural connotation. It not only carries forward traditional culture, but also has a more profound impact on contemporary design.

### **2.2. Traditional Festivals**

Traditional festivals are indispensable in the long river of history. As a national culture and customs for human long-term survival, they have strong national characteristics. Different festivals have different meanings and ways of celebration. The most classic new year is the end of the year and the beginning of the new year. People set off firecrackers and paste Spring Festival couplets in the hope of saying goodbye to the old and welcoming the new year; In memory of the great patriotic poet Qu Yuan's Dragon Boat Festival, people will race dragon boats, eat zongzi and hang Wormwood Leaves; On the Mid Autumn Festival of family reunion, people will enjoy the moon, eat moon cakes and play with lanterns. These classic traditional festivals enable the inheritance and promotion of Chinese culture. Adding these elements to indoor wallpaper can better win the favor of the public, easily resonate with the public and enhance national cohesion.

### **2.3. Pattern Pattern**

In the long river of Chinese culture and history, there are many patterns in addition to many classic literary works and traditional festivals. These patterns have distinctive regional characteristics, rich stories and legends and profound moral meaning. There are animals, plants and figures. Animals include dragons, phoenixes, cranes, etc., which represent auspiciousness; Plants have plum, orchid, chrysanthemum and bamboo, symbolizing high purity; The patterns have cloud patterns and waves, implying good wishes. These elements are rich and profound, enough for designers to broaden their thinking, bring the patterns rich in Chinese style into the design of indoor wallpaper, and show the traditional charm of Chinese style.

### **2.4. Classic Architecture**

Traditional architecture is an indispensable part of the traditional culture of the Chinese nation. In the accumulation of thousands of years, it is also influenced by Confucianism, Taoism and Buddhism. Chinese traditional architecture has its own system and characteristics. Classic buildings include palaces, temples and the Great Wall. These buildings integrate the historical background and local regional characteristics at that time and will be regarded as a symbol of cultural symbols by local future generations. Designers can make full use of these architectural features when designing interior wallpaper [2] while creating the indoor environment of Chinese style, the film design can make a qualitative leap in the whole indoor decoration atmosphere and show the characteristics of Chinese style.

### 3. Characteristics of Chinese Style Design Elements

#### 3.1. Color Characteristics

The color characteristics of Chinese style are very distinctive. For example, the representative colors of Chinese style are red, yellow and black. Its characteristics can be seen from ancient buildings. In the buildings of the Palace Museum in Beijing, they are good at these three colors. Red represents peace and happiness, yellow is the color used by emperors since ancient times, representing power and wealth, and black represents solemnity. The main color is the color with Chinese characteristics, combined with other light color systems to highlight the aesthetics of Chinese style. Chinese style pays attention to the beauty of implication, and more attention should be paid to the collocation of colors in design . [3]

#### 3.2. Texture Feature

Chinese style interior wallpaper is mostly simple and elegant. You can choose different materials to achieve the effect. [4] For example, rope is used to imitate the texture of fabric. The film material with texture characteristics will have a stronger decorative effect and reflect a sense of hierarchy. The wallpaper with vertical stripes on the texture can not only increase the height and space of the room, but also show the solemnity of Chinese style.

### 4. Application Value of Chinese Style Design Elements in Interior Design

#### 4.1. Artistic Sublimation

The diversity of indoor wallpaper reflects people's spiritual pursuit for the increasingly living environment, and the requirements for art are constantly sublimating. In today's era of scientific and technological innovation, the combination of technology and art is the trend of the times. The combination of Chinese style elements and indoor wallpaper perfectly meets the requirements of the times. As a small branch of art design, Chinese style interior wallpaper design not only contains modern design ideas, but also better shows the unique artistic style of the Chinese nation.

#### 4.2. National Spirit

National spirit is the spiritual pillar for the survival and development of the Chinese nation. If Chinese culture is to be inherited and carried forward, national spirit is essential. Chinese national spirit is a great national spirit with patriotism as the core, which is unity, peace loving, hardworking, brave and self-improvement. Chinese style indoor wallpaper can better show the aesthetic and taste cultivation of the Chinese nation and carry forward the profound connotation of the great national spirit.

#### 4.3. Cultural Embodiment

The traditional culture of the Chinese nation is mainly composed of Confucianism, Buddhism and Taoism . [5] Traditional culture sublimates our thoughts, provides the world with a code of conduct and a strong spiritual pillar. Mr. Lu Xun once said, "only the national is the world." If you want more Chinese style elements to go to the world, you should first combine Chinese style elements with design. The combination of Chinese style interior wallpaper design and traditional culture is to carry forward Chinese traditional culture. Traditional culture has always existed in the times in an irreplaceable position, affecting different groups and leaving an indelible mark of the times. Chinese traditional culture is the soul of the Chinese nation, and it is everyone's responsibility to inherit national culture. Chinese style interior wallpaper is expected to become one of the important carriers of Chinese traditional culture in the future. By integrating traditional cultural elements into Chinese style interior wallpaper design, designers can convey Chinese traditional culture in an intuitive and popular way, so that the

broad masses of the people can have a deeper understanding of Chinese traditional culture. The combination of Chinese style illustration and traditional cultural elements also plays a good role in promoting the cultural inheritance and the development of wallpaper art. Traditional cultural elements give the Chinese style interior wallpaper a unique "Chinese flavor", so that the viewer can recognize it at a glance as a design belonging to our own country. Traditional culture is the crystallization of historical precipitation and the essence of Chinese culture. Integrating traditional culture into Chinese style interior wallpaper will help wallpaper works form a profound sense of culture and a profound sense of history.

#### 4.4. Business Impact

Traditional culture endows Chinese style interior wallpaper with national spirit and cultural connotation. In the field of business, the commercial potential brought by Chinese style to interior design can not be ignored. China China China Indoor wallpaper is not a traditional cultural element or a wholly intact copy. It is necessary for designers to understand the essence of Chinese traditional culture and grasp the trend of fashion. This makes the products not only have Shi Shangwen flavor but also have Chinese flavor. Designers combine the content, characteristics and advantages of products with Chinese traditional culture, use the unique creative skills of wallpaper, and directly display the product information to users by transforming traditional elements into flexible pictures. At the same time, they can also make consumers feel the charm of Chinese style art. Chinese style can also shorten the intimacy between products and consumers, attract consumers to buy and have a commercial impact.

The combination of Chinese style elements with indoor wallpaper not only plays a role in rendering emotion to consumers, but also arouses the national feelings and cohesion of Chinese people; For foreign countries, it not only makes China's excellent traditional culture appear in the vision of foreigners, but also helps to publicize China's image and has strong commercial value.

### 5. Conclusion

Under the background of the rapid development of economy and science and technology, it is of great significance to integrate Chinese traditional elements into modern art design in order to carry forward the Chinese style. Thousands of years of historical accumulation, the spiritual wisdom of the Chinese nation provides rich creative materials for modern indoor wallpaper, and also makes indoor wallpaper design move forward to sustainable development. After the accumulation of history, Chinese style has become a pursuit of life, infiltrating national characteristics and Chinese elements into life. Starting from interior decoration, spiritual culture begins to get a higher quality pursuit.

Designers should pay attention to the application of traditional wallpap. Diversified visual forms and forms unique Chinese characteristics, which not only promotes the innovation and development of interior wallpaper, but also spreads the strong spiritual connotation of Chinese style.

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