

Research on Cross-border Integration Innovation of Chinese Traditional Ou Plastic Technology and Modern Products

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Abstract

Ou plastic can be traced back to the Han Dynasty, known as "xiu Paint plastic", by the Chinese lacquer art in the pile paint process evolved from the development of this traditional craft reflects the working people's art of life and wisdom. Nowadays, with the development of society, the way of life has undergone great changes, and people's spiritual and cultural pursuit and consumption concept have been constantly upgraded. Ou plastic, like other traditional crafts, cannot fit modern people's lifestyle and aesthetic appreciation in function and form, so its inheritance and development face difficulties. This study takes Ou plastic as an example, through the analysis of its artistic characteristics, discusses how to integrate traditional craft and modern products, activate its vitality, promote the creative transformation and innovative development of ou plastic art, make the traditional ou plastic craft adapt to change, return to modern life, so that excellent cultural genes can be inherited.

Keywords

Traditional Technology; Ou Plastic; Modern Products; Cross-border Communion.

1. Innovation of Chinese Traditional Craft

Xi general secretary pointed out that "Chinese excellent traditional culture is the outstanding advantages of the Chinese nation, the great rejuvenation of the Chinese nation needs to development and prosperity of the Chinese culture conditions, must be combined with the new era inheritance and carry forward the good Chinese excellent traditional culture", emphasize "to promote the development of creative transformation of Chinese civilization, innovative, activate the vitality". Traditional craft is not only a living culture, but also a vivid representation of national culture and a carrier of national homesickness.

Along with the social development, a great change of the way of life, people for the spiritual and cultural pursuit and consumption idea grows, and the traditional craft products on the market or the same several styles of traditional subjects, after years of enduring works truly innovative ideas do not see more, the traditional process caused by unable to keep pace with The Times has been difficult to modern people. How to make the traditional craft adapt to the change, regain vitality, let the excellent cultural genes can be inherited, so that the craft with national characteristics in modern life, and as a traditional craft in modern life to obtain a lively inheritance, has very important significance.

This study with Chinese traditional craft ou model as an example, through the analysis of its artistic characteristics and historical development, absorb the traditional process of modern development at home and abroad excellent case experience, combined with their own in ou into practice in the field of plastic arts comprehension, discuss how the traditional process and modern product of transboundary communion, ou forming modern product design, increased ou plastic application in life.

2. Traditional Craft Ou Plastic and its Development

Ou plastic is a unique traditional craft in Wenzhou. After generations of development, it has now become a folk craft representing ou Yue cultural characteristics. "One plastic" in "three carvings and one plastic" unique to Zhejiang refers to ou plastic. In history, Ou plastic was highly praised by Premier Zhou Enlai, Marshal Chen Yi and his wife, President Nixon, Prince Sihanouk, President Mombaatar, art masters and political celebrities from all walks of life.

About the origin of ou plastic, the earliest history can be traced back to the Han Dynasty, known as "xiu Paint plastic", developed from the Chinese lacquer art of pile paint process, the use of tile ash and paint mixed as raw materials for molding, color is the color of paint, the process is complex and time-consuming. In the Ming and Qing dynasties, this ancient ou plastic process was widely used in the space environment and the appearance of all kinds of practical utensils decoration, large to buildings, temples, gardens, small to rich furniture such as screens, fruit boxes, jewelry boxes, specifications are not limited, durable.

Review history, ou plastic art has experienced three cross-jump type development. The first time was in the 1950s, the famous ou plastic artist Xie Xinbao made a bold attempt on ou plastic materials, using white clay as porcelain raw materials instead of traditional materials tile ash, using tung oil instead of paint, after high temperature boiling tung oil produced a strong viscosity and toughness, and then add mineral pigment, after constant knead and beat, made of modern ou plastic material - mud. The improved sludge will become hard as stone after a long time of shade drying, not only retains the characteristics of strong adhesion of traditional stacking process materials, but also breaks through the derivation of various colors, with bright color, not easy to fade, convenient modeling and other new characteristics. These changes undoubtedly make ou plastic in color and texture have a leap of progress, Ou plastic into another historical development period. The artistic features of unlimited creation subject matter, rich colors and permanent preservation set up a unique craft image for Ou plastic. The second leapfrog development is in the eighties and nineties of the twentieth century, ou plastic artists will ou plastic art applied to the indoor soft decoration of modern buildings, rich ou plastic in the form of creation, for the development of ou plastic art opened up a new field. During this period, ou plastic works mostly appeared in the form of decorative paintings in the interior space of senior hotel rooms, hotel halls, conference rooms and so on, becoming high-grade decorations. Ou plastic art history is remarkable for the third time span in 2006, zhejiang industry and trade professional technology institute will first ou model is introduced into the classroom, begin to full in elective courses in the ou molding techniques, art and design professional courses, with teaching materials, teaching mode through the scientific system of inheriting the traditional process. Since then, "Ou Plastic techniques" as a core course selected national vocational education professional education resource database project online popularization. "Ou plastic technique" course respectively in combination with the traditional teacher and pupil inheritance according to their aptitude, personalized training and knowledge of modern classroom teaching communication informative, by the two sides of the advantages of high education coverage, from the original need 3 to 5 years to practice to the students through the school year system now learn and practice can make outstanding works, greatly improving the efficiency of the younger generation to learn ou plastic, At the same time to expand the protection and inheritance of the ou plastic process of the crowd, and provide more creative thinking for the modern development of the traditional process. In 2020, Zhejiang Industry and trade Vocational technical College Ou Plastic Art Research Institute began to explore the integration of traditional Ou plastic technology and modern products development road, try to develop ou plastic modern stationery, such as notebook, pencil case, folder, pen, pen holder, etc. Table 1 summarizes the three leap-forward development of ou plastic technology.

Table 1. Leapfrog development table of Ou plastic technology

time	The development course	The specific content
The 1950s	The first leapfrog development: improved raw materials	The clay was used to replace the traditional tile ash, the boiled tung oil was used to replace the paint, and the mineral pigment was added to make the colored clay.
In the 1980s and 1990s	The second leapfrog development: expand the application field	From the space environment and the exterior decoration of all kinds of practical utensils, expand the application to the interior soft decoration of modern buildings.
Since 2006	The third leapfrog development: Innovating the way of inheritance	Innovation has been introduced into the classroom of colleges and universities, and become the core online courses of colleges and universities and national vocational education. It has also begun to explore the integration development of traditional Ou plastic technology and modern products

3. Research Status and Development Trend of the Project Issues at Home and Abroad

The author focuses on the modern creative design of traditional technology in combing and sorting out relevant studies at home and abroad, analyzes excellent design cases at home and abroad, sorts out the ideas and methods of innovation and integration, explores the integration application path of ou plastic and modern products, and explores the direction of ou plastic application in modern products from the function and presentation form.

In China, traditional craft innovation work, Nanjing Yunjin is a fairly typical example. Nanjing Yunjin Research Institute, in the early years, was only used as the raw materials and semi-finished products of replicas of cultural relics, with small market demand and poor benefits. In recent years, they combine traditional crafts with modern life, closely follow the development of The Times, and develop products of different forms and themes according to the needs of different periods. In the early stage of liberation, on the basis of the traditional varieties of innovation, such as yuhua brocade, Dunhuang brocade, gold and silver makeup, diamond brocade, decorative brocade and table carpet, cushion, supply Mongolian and Tibetan brothers clothing, painting and calligraphy mounting, tourism souvenirs, foreign trade and other needs. In recent years, and the research and development of a variety of new style yunjin gift series, interior decoration series, clothing series, tourist souvenir series and other products, in addition to the export of high-grade clothing fabrics and for ethnic minority clothing, performance clothing, and the development of new varieties of colors, Such as yunjin table blanket, cushion, quilt, bag, vest, tie, hanging screen, mobile phone cover, desk flag, yunjin pen holder, business card box and other daily handicrafts. After these products were put on the market, they were very popular, production and sales doubled several times, economic benefits improved, and social benefits became increasingly significant.

Beijing Rabbit doll is a collection of traditional fairy tales and skills in one of Beijing's traditional clay sculpture handicrafts, is the representative of the old Beijing culture, has a long history and cultural heritage of more than 400 years, in the last century had disappeared for more than 30 years, after the folk artists according to the memories of the skills to restore production. Can be popular again in Beijing, Beijing's largest rabbit doll creation and production base - Lucky rabbit workshop. In order to adapt to the market demand, let rabbit doll become everyone can afford to consume the "popular" toys, Ji Rabbit house on rabbit doll refined excavation, in the model, shape, function and even the price of the foot effort, And supporting exquisite design packaging box, with a brief introduction of rabbit doll culture to enhance the grade of goods. At present, Ji Rabbit house innovative design of modern rabbit doll varieties up to 100 kinds, relying on rabbit doll image development and design of bookmarks, tape, refrigerator stickers, hand books and other cultural products also have 100 kinds. Every year the Mid-Autumn Festival, the

Spring Festival and other traditional festivals are the biggest market demand for Rabbit doll, Rabbit house to prepare hundreds of thousands of rabbit doll, half of which supply the Beijing market. Lord Rabbit products have won the "Gift of Beijing" tourism products and cultural and creative products competition awards, its constantly innovative Lord Rabbit products are well received by consumers.

In order to highlight the unique transparent texture of "lacquer", a natural material used in traditional crafts, Wu Guanzhen, a lacquer artist from Xiamen, Fujian province, explored experimental materials from the inspiration of transparent veins. In the end he found another kind of natural material "China grass", fiber thin and light strength, will adjust through smoke moderately by taking weft cloth porosities in carrying "Chinese lacquer", succeeded in "Chinese lacquer" from dependence on the objects of traditional decoration materials into works of art itself, to break the traditional art "can only far view cannot use" high cold physique, make it's become hydrophilic populist. Wu Guanzhen obtained the patent of "a light and transparent lacquer painting art production process", which is a step forward in traditional lacquer art.

Abroad, in the 1980 s, the Japanese government has promulgated the traditional craft products revitalization act, Japanese craftsmen and began to try the traditional process innovation, to comply with the demand of modern people's life and aesthetic trend from traditional utensils colour, pattern to change modelling system are in innovation, but still firmly hold the traditional manual kernel, Through cross-boundary integration, we created different kinds of traditional craft redesign works, including lacquer art, paper art, bamboo weaving and so on.

Russian studio Mathmos has designed a colorful dream doll table lamp based on the traditional Russian nesting principle. The transparent material represents the hollow structure with layers of size and size, and the built-in light can change colors. It is beautiful and dreamy, and has a great visual effect. Doll table lamp is an excellent case that uses the core principle of traditional technology to develop innovative products.

Above enumerated the innovation of the traditional craft in the modern design case at home and abroad have in common, they are adhering to the cultural inheritance and innovation of design concept, in the traditional process, on the basis of full respect, in order to fit the modern's aesthetic and life need for improved rules, thus the traditional craft into modern life, was admired by people.

4. Thinking on the Cross-border Integration of Ou Plastic and Modern Products

Traditional ou plastic technology to obtain active inheritance in modern life, need to cross the boundary with modern products integration, innovation and development.

First of all, we should treat "tradition" and "innovation" rationally. Some people think that ou plastic, as a traditional folk art, has unique regional cultural characteristics, should "keep its roots", should not innovate or less innovation, otherwise its "traditional" and "folk" will be greatly discounted. Over the years, this ideological bondage affects many ou plastic art workers, and then affects the creation of works, and becomes a stumbling block to the development of ou plastic art. Marx said in Louis Bonaparte's 18th Brumaire that "men make their own history, but they do not make it as they please, they do not make it under conditions of their own choosing, but under conditions of immediate encounter, given, inherited from the past." All these show that tradition is the basis and premise of innovation, is the accumulation and storage of innovation, and innovation is a continuation and development of tradition, is the best inheritance of tradition. Overview of the history, ou plastic can have a long history, in addition to its own artistic charm, but also with the above mentioned raw material improvement and innovation and interior decoration field application innovation two leapfrog development inseparable. The traditional ou plastic technology should enter the modern life, and the

development of integration with modern products should follow this law. Therefore, whether the excellent genes of traditional technology can be inherited and developed, the key is to dialectically understand "tradition" and "innovation", and to carry out "innovation" on the basis of attaching importance to "traditional" characteristics. The author obtained two utility model patents in 2021: "A Sales display device for Ou plastic cultural and creative products" (ZL 2021 2 1672810.3) and "AN Ou plastic architectural decoration board for quick assembly" (ZL 2021 2 1672110.4) break through the traditional wall hanging form of Ou plastic products and expand the display form of the achievements of the Cross-border integration of Ou plastic and modern products.

Secondly, innovation should be carried out on the basis of inheriting and carrying forward the tradition. Nowadays many people pursue innovation, beg strange namely, beg strange, seek different, introduce concept of western culture and art completely, negate tradition completely. This is a misunderstanding of innovation. Traditional craft is a result of people's understanding of the current real life, which can only be completed by continuous accumulation and deepening. Without traditional craft, there is no existence. The development history of traditional craft is a history of inheritance. Ou plastic from the original craft box surface decoration, the development of temple building decoration, to household, screen, ornaments and other daily decoration, and now the fresco decoration, as a traditional craft, no matter in which stage with any material, its "traditional" lies in the "surface" - Ou plastic has been as a surface decoration craft spread in the folk. As the carrier of ou plastic technology, the selection of modern products is very important. In fact, the function and visual aesthetic feeling after fusion will directly affect the realistic value of ou plastic modern products. Ou plastic and Cross-border integration of modern products is the meaning of the vision of modern product promotion, the ou plastic technology and the integration of modern design concept, make the modern products at the same time in the meet the use function more artistic aesthetic feeling, make the interaction of people in modern with ou plastic products feel ou charm of plastic process, to improve the traditional process of cultural identity.

Modern products because of different materials, ou plastic process and its surface combined with different technology, the effect is also rich and diverse. Table 2 gives examples of modern ou-plastic products derived from the integration of ou-plastic technology with modern products such as metal, ceramics, glass, plastic and leather.

Table 2. Combination classification of Ou plastic and modern products

The serial number	Modern product material	Related modern ou plastic products
1	metal	Hair accessories, brooches, rings
2	Ceramics, glass	Tea POTS, vases
3	plastic	Pen, notebook, phone case, glasses
4	leather	Backpacks, shoes, belts

Finally, bold innovation in material application and process. Ou plastic as a decorative art, at present almost all materials are used mud, material is too limited, resulting in too monotonous expression and production cycle long, low efficiency problems. In fact, with the development of modern decoration industry, many new materials are developed and listed, providing many new choices for ou plastic production. Ou plastic art workers should jump out of the limitations of only using putty, according to the needs of the work with appropriate decorative materials, to better achieve the spirit of ou plastic works, and maintain the original art style of ou plastic, but also to create a broader space for their own creation. As shown in Figure 1, the creative use of modern outdoor decorative materials is shown in the ou plastic work of "Outstanding People" created by the author and hung in the Great Hall of the People in Wenzhou, thus

preventing material oxidation to a large extent and playing a protective role, so that the work is bright as new.



Figure 1. Ou-plastic large-scale mural "Great Men and Earth spirit" is decorated on the first floor of The Great Hall of the People in Wenzhou, 750×210cm

5. Research Conclusion

Traditional Ou plastic craft through thousands of years in modern continuation, its inheritance and development needs to be closely combined with modern life. This paper analyzes and gives examples for the trans-boundary fusion innovation research of ou plastic and modern products from the dialectical relationship of "tradition" and "innovation", the selection of creative carrier of ou plastic, material and process innovation, talent training and other aspects. Hope to provide reference for the modern active development of traditional ou plastic technology.

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