

Design Innovation and Development of Huaihe Wicker under the Horizon of Intangible Cultural Heritage

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Abstract

This paper explores the inheritance and design innovation of wicker in Huaihe River from the perspective of intangible cultural heritage to promote the inheritance and protection of wicker crafts and the development of local wicker industry. Starting from the three dimensions of emotional design, life-cycle design and co-construction and sharing between the government and enterprises, this paper will make the traditional manual craft, use, material and appearance of wicker emerge with the trend of The Times through modern design means and design practice. As a part of the excellent traditional Chinese culture, wicker has consciously become a symbol of carrying forward traditional Chinese culture. Huaihe wicker shows the unique charm of Chinese culture in its unique ways and images, enabling it to shine brilliantly on the international art stage.

Keywords

Intangible Cultural Heritage; Huaihe Wicker; Design Innovation.

1. Introduction

With the development of The Times, intangible cultural heritage has become a hot topic. With the issuance and promulgation of relevant documents, non-inheritance and protection have become the focus of public concern. Traditional handicrafts are an important medium of Excellent traditional Chinese culture, an important basis for enhancing national identity and pride, and a witness to the prosperity of Chinese civilization of 5,000 years. As a traditional handicraft, Huaihe wicker has been marginalized in the face of the impact of the Western industrial Revolution. How to meet and adapt to the new market demand, the design innovation of Huaihe wicker has become particularly important [1].

2. Development and Current Situation

In China's five thousand years of historical development, wicker has gone through countless social evolution and is enduring. According to archaeological findings, wicker is one of the earliest human handicrafts, and its development history can be traced back to the Paleolithic Age. A reed weaving mat dating back more than 7,000 years was unearthed in hemudu site, which is the earliest archaeological discovery about weaving so far. In 2008, wicker skills were selected into the second batch of national intangible Cultural Heritage list. The policy of "intangible cultural Heritage" was adopted to strengthen the protection and inheritance of wicker skills, and actively encourage experts and handicrafts from all over the country to collect and organize wicker skills. Funan and Huoqiu in Anhui province are the most famous wicker in Huaihe River. The raw materials of wicker in Huaihe River are mainly "willow wart". FuNa circulating "box playing basket, breadwinner" folk songs, in the social life and production of the time, wicker products main tools and objects, can satisfy People's Daily dress, sowing, drying and other requirements, such as basket, the popularity, dustpan [2], considering with the most economical material for the biggest use function, does not pay attention to form. With the

continuous development of society, wicker products began to circulate in the market as handicrafts, and gradually began the pursuit of plastic arts. In the traditional farming period, the products paid more attention to practical functions, but after entering the industrial age, they began to have artistic deposits. After the 1880s, there were nearly 100 wicker enterprises in the Huaihe River basin, and there were countless varieties of wicker products. Products go abroad and enter the international market, driving the local economic development, and many farmers take off their hats to get rid of poverty. Despite the development of wicker market, the traditional development model has been unable to meet today's increasingly personalized needs, in the wave of globalization, compared with similar industries are obviously less competitive, therefore, how to design the traditional wicker process innovation, it is very important.

3. Innovative Content

3.1. Integration of Emotional Design

Norman explained the importance of emotional application in design from the perspective of user experience from three levels of instinct, behavior and reflection [3]. On the instinct level, from the most basic audio-visual perspective, to meet the user's most direct feelings and give people a feeling of beauty, or solve the current pain point problem; At the behavioral level, the market is required to meet the needs and habits of users, and the real feelings of users in the process of use should be fully considered, based on the design of user experience and ergonomics; On the reflective level, the product functions, decorative cultural elements, nationality and times are established within the cognitive range of users, emphasizing that users can get more inner thinking and emotional satisfaction and identity in the use experience. Emotional design is mainly manifested in the following three aspects:

3.1.1. Morphological Functions

In terms of any one product form, it can give customers the most direct subjective feelings, but only trust to the inspiration of the designer an instant burst is unable to meet the needs of the market and consumers, so the increase in the shape of the product function, must be the designer's social practice experience and advanced knowledge of science and technology closely unifies in together, So as to achieve innovation on the rational level. For example, in the design of wicker products, we should fully draw lessons from and refer to the shape design of other excellent products, instead of blindly pursuing excessive decoration in form and ignoring rationality. Of course, the form of wicker and the auspicious dragon, phoenix, kylin in traditional Chinese culture, through abstract design means, create a unique aesthetic experience.

3.1.2. Color Application

Different colors can produce different psychological feelings. When consumers buy products, the first vision is not only the form of products, but also the color tendency of products. Designers can use different colors to capture consumers' psychological feelings. In wicker products, color sensory cognition combined with empathy can be used to match colors, such as the perception of colors given to people, such as dividing clothes into categories of different colors by wicker materials in the wardrobe, green, orange, yellow, light blue become the first choice. Green symbolizes the recovery of all things in spring, full of vitality; Orange represents summer heat and sweaty passion; Yellow represents the yellow autumn, is the most poetic season; Light blue represents the chill of winter. Through color collocation, not only makes the space style more fashionable, but also can bring different feelings to people psychologically.

3.1.3. Material Selection

Material is one of the important expressive elements of emotional design and can be directly sensed by people through touch. Good material will bring comfort to people, give people a

feeling of beauty. The varieties of materials are diverse, and each material has its own characteristics. As for wicker products, we can make good use of the shape of traditional wicker products to replace the materials used in processing, so as to realize the diversified application of products. For example, in indoor products, you can keep the unique texture of wicker, using raw materials, giving people the enjoyment of natural beauty; In public facilities and buildings, raw materials can be replaced with steel, aluminum and other anticorrosive and rust-resistant materials, so as to be durable. The replacement of materials will also bring different tension to it, showing different artistic design characteristics.

The significance of emotional design lies in: 1. To meet the basic product needs of consumers, that is, the instinct level. There are many similar handicrafts in the market, although they can meet the daily needs of consumers, but can not meet the current personalized development needs. The material that makes up with willow for example makes tea table, it has practical function already at the same time, show the skill that makes up with willow whole desktop, can reflect a different individual character characteristic. 2. Meet the personalized needs of consumers, that is, the behavior layer. wicker raw materials themselves come from nature, and their texture and texture are unique, giving people a simple and simple beauty, and bringing consumers a unique aesthetic feeling. 3. In line with the current concept of inheriting traditional culture and protecting the natural environment, that is, reflection layer. The material beauty, texture and texture beauty, natural regeneration, using it as raw material design, in line with the current concept of green development, enhance people's sense of responsibility for environmental protection. At the same time, as a part of the excellent traditional Chinese culture, wicker is the duty and responsibility of everyone in contemporary China to inherit and carry forward the excellent traditional Chinese culture, as well as the identity of their own culture. Through the emotional design, the traditional wicker product production method is broken, new materials and new technologies are integrated with it, so that the traditional handicraft takes on a new look.

3.2. Concept of Full Life Cycle Design

In 1969, the Concept of "Life Cycle Assessment" (LCA Life Cycle Assessment) was first proposed in the United States, which means that the Life of products and all links should be considered in the design stage. That is, the whole cycle of product "design decision -- design and development -- production and manufacturing -- use and maintenance -- recycling and reuse" should be designed reasonably. In the decision-making stage, the environment should be put first. wicker itself is the product of nature, and this particular attribute is also the advantage of wicker material. Only by this advantage can we better establish the relationship between people, products and environment, so as to realize the concept of sustainability. Second, to conform to the corresponding national policies, local policies, extremely opposed to increase production, to cause serious damage to the ecological environment, establish a good corporate image and corporate values; In the research and development stage, attention should be paid to users' personalized needs and unique feelings for "things" [4]. First of all, through a large number of data survey, starting from the needs of people, to create willow products adapted to different groups, and through practice to verify the producibility of the product. And can replace the original materials with different materials to achieve a breakthrough in material; In the manufacturing stage, we should adhere to the concept of "green design" and consider the treatment of waste, wastewater and other pollutants in the production process. The production of wicker products, due to the use of modular processing method, modular is conducive to improve the efficiency of production, reduce unnecessary assembly time, reduce the overall consumption of the product, so as to reduce the human and financial consumption; In the use and maintenance stage, it is necessary to establish a good maintenance and maintenance system, build this system, but also to build a bridge between users and enterprises, to achieve

a good docking between enterprises and users, to achieve the quality of enterprise service; In the waste recycling stage, this stage means the end of the life of the product, but its value can still be reflected in other ways. The first four stages of wicker products are scientific and green processes, through which the recycling path can be simplified and the method of utilization can be innovated. From the perspective of the whole life cycle, we explore its social value, historical and cultural value, and realize the organic unity of external and internal.

3.3. Joint Construction and Sharing (Joint Construction and Achievement Sharing)

With the continuous development of The Times, the government and enterprises have been increasingly connected, and the government's macro policies and laws and regulations have played a crucial role in enterprises.

At the government level: 1. Build a good network platform. Nowadays, with the rapid development of Internet technology, the live streaming of goods on various platforms has appeared one after another. 2. Assist enterprises to build Huaihe wicker characteristic industrial area and tourism area, support the holding of Huaihe wicker product exhibition and trade fair, so as to provide opportunities for direct communication with the public, and also enable enterprises to display their brands, technologies and products, so as to attract more investment attention. 3. Introduce relevant laws and regulations to better protect representative objects and materials.

Enterprise level: 1. Looking for inheritors of wicker craft. Under the impact of scientific and technological revolution, the inheritance and development of traditional handicrafts has been greatly impacted. Protecting and inheriting this skill is fundamental to development. Enterprises should help cultivate and protect excellent craftsmen through material rewards, learning and education, and creating "one person, one signboard", so that the excellent traditional culture of Our country can be handed down forever. 2. Strengthen the connection between employees and products, mobilize every employee in the company to put forward their own ideas on wicker products, which not only improves the affinity of products, but also enhances the sense of participation and belonging of employees, greatly arousing the enthusiasm of employees; 3. Increase the added value of wicker products. Dig deeper into the history and culture of wicker and find the brand story of wicker. Finally, enterprises should communicate their decisions with the government to make the government feel at ease, so that the results can be shared by enterprises and the government.

4. Conclusion

wicker, as an indispensable part of national intangible cultural heritage, is bound to be marked with the brand of the Chinese nation and The Times, and is an indispensable part of Chinese traditional culture. Era in the development, the design of the wicker technology innovation also want to keep up with the pace of The Times, through the emotional design ideas, the concept of sustainable design as well as government and enterprise co-construction and sharing mode, combined with the aesthetic image consumption tendency of consumers, and build more temperature, personality, unique handmade crafts, in the market competition has a unique identification and better competitiveness. In terms of design practice, most wicker products are often used as daily articles, whose functionality is often more than artistic, and their application in public space environment is relatively rare. To explore the application of wicker products in public space environment is the content of further research. It is believed that wicker crafts will achieve great development through design innovation in the future, and at the same time better inherit and carry forward the excellent traditional Chinese culture, so that wicker crafts stand tall in the world art forest.

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