

Research on the Application of Dong Cultural Elements in Silver Decoration Design From the Perspective of Poverty Alleviation

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Abstract:

With continuous promotion of targeted poverty alleviation strategy, local culture and economic development has attracted attention. In order to develop regional culture and economy, we should focus on the unique multi-ethnic natural and cultural resources in Rongjiang area, implement the poverty alleviation policy of rural tourism and explore the development value of Dong culture elements through the research of Dong culture elements in Rongjiang County, Guizhou Province. Based on the analysis of Dong's cultural elements and the current situation of tourism commodity market, this paper tries to combine Dong's cultural elements with silver decoration technology to make an innovative attempt of tourism and cultural commodity, and further discusses the path and countermeasures of cultural transmission in poverty alleviation to realize the diversified development of Dong's culture and economy, improve the ability of self-development in multi-ethnic areas, and provide a way of development for multi-ethnic areas to get rid of poverty.

Keywords:

Dong Traditional Culture, Visual Symbols, Silver Decoration Design, Rongjiang County, Targeted Poverty Reduction

1. Introduction

In recent years, the measures at national level involving the development of leisure agriculture and rural tourism has been introduced. Tourism forms with ethnic characteristics are increasingly popular among tourists, thus driving the regional economic development of ethnic minorities. It is an important task for researchers to make use of ethnic industries' own advantages scientifically and rationally, and promote regional economic development with the help of targeted poverty alleviation policies of tourism. This paper takes Dong traditional culture for example, analyzing the aesthetic characteristics and the innovation and development, exploring the ethnic culture with silver design combination, driving crucial strategic development of Rongjiang county at the same time, creating a cultural and economic sustainable

transmission, to achieve “win-win” outcome of national culture inheritance and the development of modern economy.

2. Characteristics of Dong Culture and Art

Rongjiang County is located in the southeast of Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province. In such a unique multi-ethnic settlement, the Dong population accounts for one third. In the long process of social and historical development, The Dong people have deeply rooted their national culture in cultural and artistic activities, making batik, embroidery, silver ornaments, quyi, dance and other artistic fields extremely representative with national characteristics. They interpret the ethnic thought, spirit and soul of the ethnic group in a unique way, which is the expression and aesthetic presentation of dong’s production and life for thousands of years.

2.1. Inclusive Cultural Symbols

In the past, the Dong people had no written language of their own. They used batik, embroidery and other methods as the main carriers of historical and cultural records and inheritance. Different patterns contain their own stories, which are the wisdom crystallization and soul sustenance of the Dong people. The visual symbols in Dong costumes (Figure 1 and Figure 2) bear their own cultural attributes and cultural connotations, and also reflect the national thoughts of totem worship. The distinct totems include dragon, phoenix, bird, fish, flowers and plants, etc. They extract the natural images and the visual symbols of traditional culture to the extreme, which embodies the lofty artistic aesthetic value of the Dong people and highlights their wishes for a better life with wealth, peace and good luck, which also reflects the development path of Dong culture in the long history.



Figure 1. Fish pattern in costume.



Figure 2. Animal pattern in costume.

2.2. Unique National Color

Since ancient times, indigo is the main process of dyeing dong costumes, and the cloth produced by it is called “Dong bu”, which is used as the main material of Dong costumes. After a series of complicated procedures and continuous processing, bright and vibrant blue is finally presented with indigo plant fragrance. In the decorative patterns, there are differences in the colors of dong men’s and women’s clothing. Women’s clothing styles are diverse, with bright and a wide variety of colors. Most of them are matched with red, yellow and orange in higher lightness. For men, black, white, blue and purple are the main colors, and the shades of color are also divided according to age difference. The color system collocation of the overall pattern (Figure 3) emphasizes the visual effect of the coexistence of harmony and rhythm, which is gorgeous, lively and pleasing to the eye.



Figure 3. Color extraction of clothing patterns.

2.3. Animistic Totem Worship

Dong people put soul sustenance and spiritual worship in the reproduction of their ethnic group. They believe that all things have spirituality, which has also become an important content of the visual symbol of Dong's costume pattern. Perhaps this is the visual representation of primitive religious belief in the symbol system, and also contains some consciousness characteristics of agricultural culture. For example, in animal patterns (Figure 4), butterfly patterns and bat patterns, the words "butterfly" and "bat" sound similar to the word "fortune" in Chinese, which means wealth and peace, and shows the ethnic consciousness of reproduction worship of the ethnic group. In the plant pattern (Figure 5), the banyan tree is regarded as the embodiment of the gods. It is luxuriant and full of vitality, representing the tenacious vitality and the good life yearning. The record of the totem patterns of the Dong people is not only the body of the national soul, but also the material carrier of spiritual sustenance. It has a guiding effect on the reproduction.



Figure 4. Animal pattern.



Figure 5. Plant pattern.

2.4. Artistic Crystallization of Life and Entertainment

In the colorful artistic symbols of Dong nationality, in addition to the rich patterns and ethnic colors, Dong people also have their own unique way of entertainment "Dong Songs" in their leisure time. Rongjiang County is one of the places where the Dong people sing songs. Every festival, the people hold grand activities in the "Three Drum Towers", singing and dancing, peacefully and lively. Dong songs are different with the general songs, with its multi-voices and without the accompaniment. It is not only a form of music art, but also their love for life. Their ancestors have crystallized the culture and art spirit, inherited their own unique folk art by singing, and best presented national cohesion.

3. Development Status of Dong Silver Ornaments in Rongjiang County

3.1. Cultural Connotation of Dong Silver Ornaments in Rongjiang County

In the cultural and historical changes of Dong nationality, silver jewelry is regarded as the embodiment of wealth and status, which is irreplaceable. The amount of silver jewelry represents the status of individuals and families in the ethnic group. When the girls get married (Figure 6), silver ornaments as the most solemn decorations, which are tedious, gorgeous and amazing with exquisite workmanship, is the most precious dowry in the girl's life. In daily life, the Dong people will wear different simple silver ornaments to ward off evil spirits and protect the whole family. Newborns will also be given silver jewelry after birth, to pray for good health. In addition, silver is also one of the sacrificial objects of Dong nationality, which reflects the inheritance of sacrificial culture.



Figure 6. Dowry of Dong girls.

3.2. Market Status of Guizhou Silver Jewelry Products

From the perspective of local tourist souvenir market, silver jewelry is more user-friendly in most tourism products, meeting the aesthetic needs of most people and also suitable for different levels of consumer consumption. From the perspective of silver jewelry itself, it has strong plasticity and ductility. Compared with other handicrafts with strong national characteristics such as batik and embroidery, silver jewelry has enough space for extension in all aspects. For consumers, silver ornaments are beneficial to human health and endowed with a good meaning, which is excellent being gifts to relatives and friends as well as personal collections. However, in the current tourism market, most silver ornaments are same with similar styles and shapes of pure national symbol elements. In addition, the design and production of some silver jewelry products is complicated and requires the craftsmen to produce and manufacture in the original way, which is time-consuming and expensive due to fine carving. It is a problem to achieve sustainable development of Guizhou silver jewelry market, and combine ethnic customs with modern design in silver jewelry products.

4. Application Strategies of Dong Cultural Elements in Silver Jewelry Design from the Perspective of Poverty Alleviation

4.1. Innovative Application of Dong Cultural Elements

Integrating Dong traditional national handicrafts into the market should not only assume the image characteristics of Dong culture, but also meet the needs of tourism

consumers. Both excellent traditional national culture and modern innovative design should be taken into account from colors, patterns, shapes, etc., so as to satisfy consumers' aesthetic appreciation and commemoration of the destination. Relying on the huge silver jewelry market resources in Guizhou, silver jewelry design should focus on refining, deconstructing and innovating from the colors and shapes of cultural symbols according to the material and aesthetic characteristics under the condition of co-existence of practicality and aesthetics. The national color and national symbol characteristics will be integrated into the modern innovative design to increase the interest of silver decoration design and make it irreplaceable. In this way, it will play a positive role in the inheritance and development, innovation and dissemination of local minority cultures and cultural exchanges among different ethnic groups.

4.2. Building Cultural Brands Boosts Economic Development

The cultural symbols of Dong nationality are taken as design elements in the design of silver jewelry products, which highlights national cultural characteristics, sets up national cultural brand, and plays the role of cultural industry in poverty alleviation. We can transform national cultural resources from souvenirs to daily necessities through the combination of Buyi culture elements and the silver decoration. We may also, on the basis of the development of tourist commodities, increase product amusement in your life, create a strong creative commodity environment to build the brand image of Dong ethnic culture silver ornaments, establish regional cultural brands, boost local economic development, and constitute the new industrial mode of the regional national traditional culture.

4.3. Respond to the Accurate Development of Government Policies

As an important mechanism to lead the tourism industry, the government should also follow the cooperative model of leading the public to cooperate to develop and innovate national cultural products. We should actively respond to government policies, establish Dong tourism commodity development and innovation base in Rongjiang County, carry out Buyi culture publicity activities, and let people participate in the protection of Dong culture. Furthermore, the research activities of Buyi culture have been widely carried out to breed high-quality talents for the sustainable development of the national cultural industry relying on the national policy of talent introduction. In addition, the government should give full play to the production potential of enterprises under various forms of ownership, strengthen the guidance and coordination of tourism in Rongjiang County, and improve the tourism market management system, which will be beneficial to support and guarantee the development of culture and art of the Dong nationality in Rongjiang County.

4.4. The Application of Dong Culture Elements in Silver Decoration Design

The understanding and induction of Dong cultural connotation offers us an opportunity to apply the typical symbol element which is extracted from the reconstruction of strong national element symbol to the design of the silver. We should respect national culture symbol's own form and aesthetic features, meet the demand of the consumers and the aesthetic of silver products (Figure 7, Figure 8), and help the public understand Dong ethnic culture.



Figure 7. Silver design sketch of “Fish in the Water”



Figure 8. Silver effect display of “Fish in the Water”

5. Conclusions

In the work of implementing the CPC Central Committee’s poverty alleviation, Xi Jinping pointed out that “winning the battle against poverty is a realistic need for building a moderately prosperous society in all respects and also the basis and prerequisite for gradually realizing the goal of common prosperity.” [1] Based on Xi Jinping’s thoughts on governance of the country, we need to combine the Dong traditional ethnic folk cultural symbols with modern silver design method, build up special culture symbol framework of Dong and Miao through the presence of diversified aesthetic design thinking, and create new combination form of Dong culture and modern design to inherit and develop the Dong traditional culture symbol on diversified forms of art.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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