

Research on the Fusion Path of Traditional Cultural Symbols and Modern Design in Central Plains: Taking Zhuxian Town Wood-Block New Year Pictures As An Example

Mengna Shao¹, Liuwei Hou^{2*}

¹ Zhengzhou University of Light Industry, Zhengzhou, China

Email Address

1239129368@qq.com (Mengna Shao), 1209873158@qq.com (Liuwei Hou)

*Correspondence: 1239129368@qq.com

Received: 15 June 2024; Accepted: 29 June 2024; Published: 16 July 2024

Abstract:

By analyzing the significance of the fusion of traditional cultural symbols and modern design in Central Plains, combining the characteristics of Zhuxian New Year wood-block pictures and the development trend of modern design, this paper puts forward some ideas on the application of elements in the fusion path, innovative combination and cultural communication. And then, the paper analyzes the application of Zhuxian New Year wood-block pictures in modern design from the perspectives of graphic design, cultural and creative product design and public art design, and probes into its success factors and shortcomings. The paper looks forward to the future research direction and the enlightenment to the integration of traditional cultural symbols and modern design in the Central Plains.

Keywords:

Central Plains Traditional Cultural Symbols, Modern Design, Zhuxian Town Woodblock New Year Picture

1. Introduction

The traditional culture of the Central Plains in a broad sense is the general term for the culture of the middle and lower reaches of the Yellow River [1]. The traditional cultural symbols of the Central Plains are the cultural symbols and symbols of Central China, representing the rich history and unique cultural characteristics of the Central Plains, including folk customs, art, totems and religion. The definition of the traditional cultural symbols of the Central Plains lies in the meaning and symbol they represent. For example, Longmen Grottoes is one of the famous Buddhist art treasures in China and one of the representatives of the traditional cultural symbols of the Central Plains. The Buddha statues and murals in Longmen Grottoes have a unique artistic style, showing the high level of ancient stone carving art in the Central Plains;

In the traditional folk customs of the Central Plains, paper-cut is also an important cultural symbol. The patterns and images of paper-cut often have symbolic meanings, such as fish representing abundance and lotus representing purity; The traditional operas in the Central Plains are also very colorful, such as the local operas such as Henan Opera, which attract many audiences with their unique performance forms and artistic charm. The traditional cultural symbols of the Central Plains convey the values and beliefs of the Central Plains culture through concrete forms and symbolic meanings, which not only represent the cultural traditions of the Central Plains, but also the unique charm of the cultural heritage of the Central Plains.

2. Central Plains Traditional Cultural Symbols and Modern Design

2.1. The development and trend of modern design

With the rapid development of science and technology and the acceleration of globalization, modern design is no longer limited to traditional forms and concepts, but constantly seeking innovation and breakthrough. On the one hand, modern design tends to pay more attention to functionality and practicality, pursue simple, efficient and convenient design, eliminate some cumbersome decoration, and strive to provide users with better experience and convenience. On the other hand, the main difference between modern design and the past is the change in design concept, that is, the adherence to the design concept of "sustainable development". This change is mainly due to the return of human cognition to the relationship between themselves and nature [2]. Designers are beginning to think about how design can reduce resource waste, reduce carbon emissions, and provide more environmentally friendly and sustainable solutions. In addition, modern design also tends to focus more on user experience and emotional connection, incorporating people's feelings into products and services to create more resonant and emotionally connected pieces. In addition, modern design is also influenced by cultural diversity, and designers begin to integrate elements of different cultures into their designs to create more unique works. Chinese designers also focus on the excellent traditional Chinese culture, and make use of modern technology on the basis of traditional culture to make art design full of different vitality.

2.2. Historical overview and characteristics of Zhuxian Town New Year wood-block pictures

The woodblocking New Year pictures in Zhuxian Town, Kaifeng City, Henan Province began in the Tang Dynasty, flourished in the Song Dynasty, and reached its peak in the Ming and Qing Dynasties. With a history of more than 1,000 years, it is a traditional Chinese folk art form, the "ancestor of Chinese Woodblocking New Year Pictures", and one of the representatives of the northern Woodblocking New Year Pictures [3]. Zhuxian Town New Year wood-block pictures are famous for their unique forms of expression and rich cultural connotations. In the color, like red green, yellow purple, these two colors are placed together, highlighting the contrast, producing bright and beautiful effect. In the picture arrangement, different colors will be drawn repeatedly at intervals to present a sense of rhythm and rhythm, which is intended to reflect a strong and cheerful feeling, thus enhancing the decorative effect of the picture [4]. In the shape, the proportion of the figure and the real figure is different, and the exaggeration is dealt with, which makes the figure more dramatic; In the line, rough and bold, not limited to small sections, giving a sense of atmosphere

concise. The picture composition is full, the characters are arranged in a compact and orderly manner, and the primary and secondary are clearly defined. This way of expression is in line with the character characteristics of the northern people, showing their perseverance and pride.

2.3. The significance of the integration of traditional cultural symbols and modern design in Central Plains

The integration of traditional cultural symbols of Central Plains and modern design can realize the significance of many aspects. First, the integration between the two can promote the inheritance and development of traditional culture, by attracting more young people's attention to traditional culture, so that traditional culture can be inherited. Second, the innovation and development of modern design can also inject new vitality into traditional culture, make it keep pace with The Times, and better adapt to the needs of modern society. Third, the integration between the two can enhance the value and competitiveness of design works. Traditional cultural symbols have a unique historical and cultural background, which can be given deeper meaning and connotation when integrated into the design, so that the design works have more rich emotions. Fourth, the integration between the two can also promote the multicultural exchange and integration. The integration and application of traditional cultural symbols and modern design can promote the innovation and development of the Central Plains culture and inject new vitality and vitality into the Central Plains culture. To sum up, through in-depth research and exploration of the integration and application of traditional cultural symbols and modern design in Central China, it can provide new ideas and ways for innovation and development in Central China design.

3. The Integration Path of Zhuxian New Year Wood-Block Pictures and Modern Design

3.1. The use of element

Zhuxian Town woodcut New Year pictures have distinct regional characteristics and cultural connotation, and its patterns and colors have strong folk customs. There are many patterns in the New Year wood-block pictures of Zhuxian Town, such as basalt, vase, lotus, auspicious clouds, grass, birds, water, etc. Their expressions can be completely used or slightly changed as our design elements and applied in modern design^[4]. In modern design, we can learn from the elements of wood engraving New Year pictures and apply them to the design, so that the design has more personality and cultural flavor. For example, in product design, we can use elements common in wood-block New Year pictures such as door gods, lotus, basalt and so on, extract these elements, and design and re-create these patterns through deformation, reorganization and other methods, and finally apply them to the shape and pattern of the product to enhance the cultural connotation and artistic appeal of the product. This reinterpretation not only retains the essence of traditional culture, but also endows it with new vitality and fashion sense as well as an innovative way of expression, so that traditional cultural symbols can continue to inherit and develop in modern society, and bring people a unique aesthetic experience and cultural identity.

3.2. Innovative combination

There is a great difference between the traditional wood-block New Year picture making technology and the modern design technology. How to combine the two to

achieve innovation is an urgent problem to be solved. To make Zhuxian Town wood-block New Year pictures full of new vitality, it is not enough to just maintain its original form, we need to find a new innovation path. For example, the application of digital technology: the use of digital technology, the Zhuxian town wood block New Year picture patterns for digital processing and reconstruction, can be applied in graphic design, animation, virtual reality and other fields to create more modern and interactive works. Material and process innovation: Combining modern materials and process technology, new materials and processes can be tried in the production process of wood-block New Year pictures, such as laser engraving, 3D printing, etc., to make the works more detailed and three-dimensional, and to expand the application field of New Year pictures. The combination of cultural symbols and contemporary themes: Combining the traditional symbols of Zhuxian Town New Year wood-block pictures with contemporary social themes, such as environmental protection and social welfare, to make the works more contemporary and social significance by expressing contemporary social issues and values. Through the combination of the above methods, the Zhuxian Town wood-block New Year pictures and modern design will be integrated to create more creative and fashionable works, and further promote the inheritance and development of traditional culture.

3.3. Cultural dissemination

Zhuxian Town woodcut New Year pictures are an important part of traditional Chinese culture, its integration of modern design can not only enrich the cultural connotation of modern design, but also spread traditional culture to a wider group of people. In terms of cultural transmission, it can be through various forms and channels, such as urban decoration: the patterns and elements of Zhuxian Town New Year wood-block pictures are applied to the decoration of urban buildings, streets, squares and other public Spaces to add a strong cultural atmosphere. Art exhibition: The works of Zhuxian New Year wood-block paintings are displayed in public art exhibitions, giving more people the opportunity to appreciate the charm of traditional culture, and to contrast and dialogue with modern art works. Community activities: Zhuxian wood-block New Year Picture artists cooperate with the community by holding wood-block New Year picture creation activities, exhibitions and workshops, so that community residents can participate in them and jointly experience the charm of traditional culture. In this way, the Zhuxian wood-block New Year Pictures will be applied to modern design, so that the Zhuxian wood-block New Year pictures will be promoted to more people, so that more people can understand and recognize traditional culture, and enhance cultural self-confidence and identity.

4. The Integration of Zhuxian New Year Wood-Block Pictures and Modern Design

With the development of modern design, the integration of traditional cultural elements has become a trend. As an important part of traditional Chinese culture, Zhuxian New Year wood-block pictures have been widely used in modern design. Designers have also created many creative and unique charm works. These design works cover various fields, including graphic design, cultural and creative design, public art design and so on.

4.1. Graphic design

In view of the current situation of New Year pictures and the problems encountered, if the development needs of New Year pictures can be combined with the advantages of graphic design, it will be conducive to promoting the innovative development process of New Year pictures. For example, in advertising design, the elements of Zhuxian Town wood-block New Year pictures can be cleverly integrated into posters, brochures, etc., and the images of gods and auspicious beasts in wood-block New Year pictures can be combined with the graphic elements in modern graphic design, which can create graphics full of folk charm and make advertising more attractive. In the gift packaging design, it can also be combined with local specialties, and the use of wood-block New Year picture patterns and colors to design exquisite packaging boxes and gift bags, so that the gift has a more gift sense. The application of Zhuxian New Year wood-block pictures in the field of graphic design is varied, which can not only inject a strong cultural atmosphere into modern design works, but also bring novel and unique design experience to the audience.

4.2. Cultural and creative product design

As one of the important representatives of Chinese traditional culture, the unique artistic style and cultural connotation of Zhuxian New Year wood-block pictures provide rich materials and inspiration for the design of cultural and creative products. For example, the elements of wood-block New Year pictures commonly used on the market are applied to the design of mobile phone cases, handbags, throw pillows and other products, so that the products have a unique cultural flavor and attract more consumers' attention and love. Many cultural and creative products can not only satisfy people's pursuit of beauty, but also provide some practical functions. For example, some home decorations can be used to beautify the living environment, but also play a practical storage function. In addition, cultural and creative products can also be used for education and publicity, such as museum souvenirs and cultural and creative goods, they are not only works of art, but also educational tools and publicity materials. Compared with many existing works of art, cultural creative products are usually not just a pure artistic expression, but a combination with more practical functions. This practicality is not only reflected in the appearance and design of the product, but also through its function and use, which closely combines traditional cultural symbols with modern life to meet the needs of modern people for personalized and cultural emotions.

4.3. Public art design

The combination of Zhuxian New Year wood-block pictures and public art design can inject more cultural elements and artistic atmosphere into the public space, and enrich people's visual experience and emotional resonance. As for the application case of Zhuxian New Year wood-block pictures in public art design, the designer used the patterns and elements of Zhuxian New Year wood-block pictures for the decoration of the cultural wall of Nongnongnan Road station of Zhengzhou Metro Line 1. The main body was selected three groups of door gods and one group of New Year wood-block pictures of Zhuxian Town, and the bright red, a symbol of celebration, was selected as the background color [5]. The designer skillfully uses the patterns and elements of the Zhuxian Town wood-block New Year pictures for decoration, combining the traditional art form with the modern urban space. The traditional wood-block New Year pictures bloom in colorful colors on the walls of subway stations, showing passengers the rich historical and cultural heritage of Henan. With its unique artistic

style and rich cultural connotation, Zhuxian woodcut New Year pictures can inject a strong atmosphere of Chinese traditional culture into public art design. For example, in the art creation of sculptures, murals and other public places such as local city squares and parks, the elements of wood-block New Year pictures can be used to make public art works more artistic and cultural connotation, and bring the enjoyment of beauty and cultural enlightenment to the public.

4.4. The success factors and shortcomings of Zhuxian Town wood-block New Year pictures in modern design

As a form of traditional cultural expression, the success factor of Zhuxian Town New Year wood-block picture integration in modern design mainly lies in its unique artistic charm, cultural value, extensive application, inheritance and development advantages. However, although the application of Zhuxian New Year wood-block pictures in modern design has a wide range of potential and advantages, there are still some shortcomings: first, the production process of wood-block New Year pictures is relatively complex, requiring multiple processes and manual operation, and the production cycle is long, which limits its large-scale application in modern design. Second, the artistic style and cultural connotation of wood-block New Year pictures are relatively fixed, which is difficult to meet the diversified needs of modern design. Therefore, the application of Zhuxian Town wood-block New Year pictures in modern design needs to inject more innovative and modern elements while retaining its traditional characteristics to meet the needs of modern design. Only in this way can Zhuxian Town wood-block New Year pictures achieve greater success in modern design and become a model of the combination of traditional culture and modern design.

5. Conclusions

To sum up, the integration path of Zhuxian New Year wood-block pictures and modern design is of great significance and potential. It can not only create unique design works, enrich the expression form and connotation of design, but also promote the progress of modern design, explore the application of traditional cultural symbols in modern design, and be promoted and developed in many fields. As one of the representatives of the traditional culture of the Central Plains, the Zhuxian wood-block New Year pictures show the charm and vitality of the traditional culture through the integration with modern design. The integration of traditional cultural symbols and modern design requires comprehensive consideration of factors such as respect for tradition, innovation and integration, and social participation to ensure that the design works can truly serve the society and the public. Therefore, the integration of traditional cultural symbols in Central Plains and modern design has important artistic and social value. Future research can further explore the impact of user needs and market feedback on integrated design, as well as the importance of social participation and inheritance and innovation. Through continuous research and practice, we can provide more inspiration and guidance for the integration of traditional cultural symbols and modern design in the Central Plains, and promote the inheritance and innovation of traditional culture.

Conflicts of Interest

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

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Li, Q. Research on Tourism Development of Huangdi Myth and Legend in Central Plains. Central China Normal University, 2018.
- [2] Qi, X.X.; Zhao, S.Z.; Sheng, Z.L. Green design -- the development trend of Modern design. *Journal of Ningxia University (Humanities and Social Sciences Edition)*, 2010, 32(02), 183-185.
- [3] Wang, N.; Pan, X.X. Research on innovation and dissemination of Zhuxian New Year wood-block Pictures in the context of digital age. *Cultural Relics Identification and Appreciation*, 2022, 16, 122-125.
- [4] Nie, J. Research on Clothing Innovation Design of Zhuxian New Year Wood-block Picture Elements. Shanghai University of Engineering Science, 2023.
- [5] Xu, L.H. The Application of Central Plains Culture in Zhengzhou Metro public space Design. *Research on Urban Rail Transit*, 2019, 26(08), 298-299.



© 2024 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)