

Research on the Integration of Xiangxi Miao Butterfly Patterns and Modern Cultural and Creative Designs

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Abstract: The Miao people's traditional dress designs in western Hunan strongly reflect their distinct cultural qualities as well as the local community's lifestyle. These patterns are both aesthetically pleasing and culturally significant. As the cultural and creative industries have grown, an increasing number of designers have begun to incorporate these historic motifs into modern cultural and creative items in order to promote and conserve national culture. This research will look at the butterfly pattern of Xiangxi Miao, a representative ornamental feature, and how it might be used to contemporary cultural and creative design. The essay will go into detail on how traditional themes can be blended with modern design aspects, and how this fusion improves the cultural worth and market attractiveness of the items.

Keywords: Butterfly pattern, traditional pattern, cultural and creative design.

1. Introduction

The Miao people of western Hunan have a rich regional and ethnic identity, and their cultural and creative design works are a nuanced blend of traditional culture and art from China's ethnic minorities. These designs express local traits through distinct patterns and textures, contain strong ethnic symbolism, and intimately represent the Miaocommunity's spiritual life. Such designs not only retain the essence of ethnic culture, but also offer new ideas and inspiration for modern aesthetics, as well as encourage the spread and awareness of cultural variety.

2. Basic Research on The Hmong Butterfly Pattern

The butterfly is not just a totem for the Miao people, but also a symbol of motherhood. According to legend, the butterfly nurtured their progenitor, Jiang Yang, hence the Miao people hold a tremendous reverence for the butterfly and frequently include its image into traditional art and cultural manifestations. Using their unique talents, the Miao people of western Hunan have successfully blended this mark of devotion into their vibrant butterfly patterns, which are extensively utilized to decorate their colorful garments and everyday requirements, resulting in a distinct ethnic style. This cultural endowment from antiquity to the current day reflects the Miao people's rich imagination and cherished traditions, as well as their creativity.

2.1. Aesthetic Forms

Human aesthetic experience is a broad form rich in thoughts and consciousness, and the butterfly pattern of the Miao people in western Hunan is a profound artistic manifestation of this. This pattern is a blend of many shapes and the Miao people's unique cultural traditions, which combined create a meaningful beautiful form. The Miao people's worldview has a significant impact on their artistic achievements, as they skillfully recombine and rearrange natural forms to create whole new artistic aspects. For example, in certain embroideries, a butterfly appears to be a light butterfly from one angle, but from another, it transforms

into a flower that opens up in competition, resulting in a design that skillfully integrates two natural shapes.

Butterfly pattern symbolises auspiciousness and smoothness in the culture of Miao people in western Hunan and carries deep emotional value. Therefore, when designing this pattern, designers tend to pay more attention to the integrity of the composition and the conveyance of emotions, pursuing a kind of inner freedom and spontaneous expression, and sometimes may relatively ignore the changes in light and shadow effects. In clothing design, the butterfly pattern is often the core element, around which the theme is created, surrounded by corresponding butterfly patterns. These clothing not only symbolize the beauty of everyday life, but also elevate to the heights of art, revealing their distinct cultural charm and creative value, thanks to the use of colorful embroidery threads and highly layered color arrangements.

2.2. Cultural Significance

The butterfly motif is derived from the Miao people's ancient totem and religious beliefs, and it is particularly linked to the legendary origin of "Mother Butterfly," which has had a significant impact on Miao culture. This pattern not only symbolises mourning and the continuity of life, but also expresses the Miao people's respect and gratitude to their ancestors. Butterfly motifs are commonly utilized in Hmong clothing design, with artists expertly replicating the butterfly's shape with colorful embroidery threads that are both vibrant and meaningful. This kind of artistic expression not only beautifies the daily dress, but also deeply reflects the reverence for nature and mythology in the Miao culture.

Butterfly motifs not only represent good luck and fortune in Miao culture, but they also enhance the richness and color of butterfly pattern designs. The Miao people of western Hunan's traditional patterns frequently include butterflies and other auspicious symbols to create works of art with profound meaning. These designs integrate the Miao people's respect for their ancestors as well as their desire for a better life, expressing the Miao people's rich cultural legacy and artistic character. In creating tourism souvenirs for western Hunan, designers incorporated traditional themes and local culture to create unique redesigns aimed at expressing the Miao people's optimistic attitude toward life and presenting it in a modern,

minimalist manner. This not only enables the souvenirs to visually represent a distinct cultural statement, but it also aids in the effective transmission and promotion of Hmong cultural values. Such a design exemplifies the modernization of traditional features and ensures the ongoing spread of cultural heritage.

3. Basic Research on Cultural and Creative Designs and Traditional Patterns

3.1. Cultural and Creative Design

Cultural creative design, in short, is an innovative artistic re-creation of traditional cultural heritage based on in-depth observation and understanding of these cultural assets. Taking the cultural creativity of the Forbidden City as an example, this popular cultural creativity project is to develop a series of new products inspired by the ancient artefacts in the collection of the Forbidden City. Giving new life to traditional art through modern creative means not only helps spread and promote classic traditional culture, but also produces products that satisfy the aesthetics of the modern public. This approach not only preserves the original essence of the culture, but also allows traditional art to integrate into modern life in a new form, expanding its influence and market value.

3.2. Traditional Patterns

Traditional decorative patterns carry the richness of Chinese culture, customs and beliefs, and their varied and complex shapes show the formal aesthetics and visual beauty of traditional Chinese culture. These patterns have shown unique styles and modelling at different stages of history, and have promoted the development of decorative pattern art in China. At the same time, these classic patterns provide valuable references and inspirations for modern design, increase the depth and cultural connotation of design, and provide a rich source of innovation and creative expression. This combination of history and modernity not only enriches the form of artistic expression, but also helps the inheritance and modernisation of traditional culture.

4. The Use of Traditional Patterns in Cultural and Creative Designs

4.1. Determine the selection of cultural and creative topics

When designing cultural and creative products with traditional decorative patterns, it is crucial to choose the right style, which requires an in-depth understanding of their cultural connotations. For example, when the creation involves folk culture, patterns of traditional techniques such as paper-cutting or embroidery should be considered; while when designing products with regional characteristics, patterns embodying the characteristics of ethnic minorities should be selected. Through this method, designers can create cultural and creative works that are both in line with the spirit of culture and popular among the public. Such designs not only show the charm of traditional arts, but also ensure the cultural authenticity and market appeal of the products.

Taking the Qingming Shangheyuan in Kaifeng, Henan Province, as an example, the region's cultural and creative products draw extensively on elements from this famous painting. Extracting materials from the painting allows for the

creation of a diverse range of merchandise, such as scaled-down versions of the Qingming Shangheyuan scrolls, decorative fans, and exquisite embroidery. In addition, the bustling markets and various types of vendors depicted in the paintings provide a wealth of inspiration for cultural creations, such as the production of specialised ceramic vessels, handicrafts, and traditional pastries unique to Kaifeng. These cultural and creative products not only showcase local characteristics, but also enhance the dissemination of culture and the cultural experience of consumers, making local traditions active in the modern market in innovative forms.

4.2. Developing the innovative nature of traditional patterns

Traditional patterns are formed and used in response to historical context, national culture, religious beliefs, and conventions, all of which contribute to their distinctive style. This not only inspires current artists' inventiveness, but also breathes new life into contemporary culture and creative design. In the production of cultural and creative products, it is critical to combine ancient patterns with modern design requirements. This fusion is not a simple copy or out of context, but rather an invention and improvement built on a thorough understanding of traditional patterns. Such a design approach not only retains traditional national traits, but also reveals the design's inventive nature, making cultural and creative items more attractive and culturally significant.

Our popular modern beauty items, such Florasis and The Palace Museum lipsticks, as well as Renaissance-inspired lipsticks, show how traditional culture and ornamental motifs can be integrated into new brand designs. In designing these beauty products, the producer not only emphasized the relevance of historic features, but also ingeniously blended them with a modern sense of fashion to create cultural items that are both vintage and luxurious. This design method of mixing history with modernity has effectively piqued the interest of many consumers, increasing the market appeal of the products and emphasizing the far-reaching influence of culture.

The domestic cultural and creative programme "There's something new in the Palace Museum" is a great example of the Forbidden City's cultural and creative potential, with designers making a number of eye-catching products based on extensive research and observation. Especially a series of beauty products inspired by sculpture, with an emerald green tone that radiates a dignified and elegant air, was very highly welcomed. This set's design includes a clear bottle for the emulsion packing, as well as a cap that elegantly blends traditional carving patterns, elevating this skincare product from a daily necessity to a collectible work of art. This innovative application of traditional patterns effectively enhances the product's cultural value and market appeal, attracting the interest of consumers.

The blue and white pattern, a familiar Chinese motif, has been inherited and developed over centuries of history. Its distinctive blue and white tones and bright, airy style have permeated all aspects of art and design. Common examples are porcelain and cheongsams, which demonstrate the classic beauty of the blue and white pattern. Many designers, inspired by its symbolism and euphonious aura, have ingeniously merged blue and white patterns with modern ornamentation to produce cultural and creative products with both traditional and modern aesthetics. Such designs not only breathe new life into classic materials, but also bring a touch of delicate

creative color to modern life.

4.3. Integration with international design

To better inherit and enhance ancient Chinese patterns, it is critical to embrace the design philosophy of blending East and West. Traditional patterns in product design, particularly in the creation of gold jewellery, are frequently constrained by processing technology, making it difficult to create many complicated designs. However, by introducing western design elements and concepts, it is possible to optimise the performance of traditional patterns in gold design. This approach not only improves the process feasibility of gold products, but also better demonstrates the aesthetics of traditional patterns. Through such innovative design, gold sales are increased, while traditional patterns become more deeply rooted in people's hearts, stimulating the public's interest in and enthusiasm for traditional culture, resulting in the modernisation of traditional patterns into a modernised transformation and cultural inheritance. This design technique of merging East and West retains the cultural character while also broadening the application domains and market effect of traditional forms.

Traditional patterns represent a precious heritage of national culture. When using these patterns, it is critical to

grasp their cultural connotations and to maintain the integrity of its modelling and ornamental aspects. During the design process, it is also necessary to demonstrate the creativity of the designer so that each piece is not only faithful to tradition, but also displays elements of modern innovation. Such a design strategy not only safeguards and respects cultural heritage, but also brings it closer to modern aesthetics through innovation, so increasing the life and influence of cultural patterns.

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