Study on Zhuang Brocade Skills Productive Protection Based on the Development of Tourism Products

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Abstract. Zhuang brocade is one of the traditional Chinese art of craftsmanship, but also the first batch of national intangible cultural heritage, is one of Guangxi is an important cultural card. From research brocade craftsmanship and manifestations, discusses the characteristics Zhuang Jin culture and related product development and design combined with the author's case, try to explore a series of unique local culture in order to “Zhuang brocade art" based souvenirs, the traditional culture and local characteristics Zhuang Jin modern products combined.

Introduction

Zhuang brocade is one of the traditional Chinese art of craftsmanship, but also the first batch of national intangible cultural heritage, brocade skills are no longer as a means of survival, but restored to the status of folk art, as an ethnic handicrafts to be accepted. However, in the non-heritage protection process, due to many reasons, Zhuang Jin cultural and art heritage is facing a severe crisis, the urgent need to adopt scientific methods and advanced means to rescue and protection.

Zhuang Brocade Art and Cultural Characteristics

Zhuang Jin as a traditional ethnic items and handicrafts, in the long process of development has gone from monochrome to colorful, from the simple to the bustling Wealthy pattern changes, with unique ethnic cultural characteristics [1]. Due to the development of modern industry, brocade weaving since the cumbersome process gradually replaced by low efficiency reasons.

Zhuang Jin Kills Development Course

Zhuang brocade looms a hundred years of history, its simple structure, the whole by the body, put yarn, jacquard and a flower of five parts, tools, original, missing related product development (as shown in Figure 1). Zhuang brocade weaving is very complex, craftsmen according to the designed pattern, the pattern cross-stitch foot with a pick, and then compile flowers and bamboo and large mechanized line item on the flower arrangement of cages, vertical lines by pulling back and forth, gave weave pattern in Jin surface. The whole process lasted for a long time, a lot of work and time-consuming, young people are less willing to engage in this industry, the traditional art of dying out of the crisis.

Figure 1. Brocade weaving machine.
Zhuang Jin Cultural Features

Zhuang Jin reportedly originated in the Song Dynasty, is the use of cotton or silk woven of fine arts and crafts, which is rooted in the cultural soil of the Zhuang people, the site is one of the most exciting cultural creation Zhuang people, has a unique national style and strong local breath. Zhuang brocade patterned vivid, colorful, structured and other features, fully reflects the national character of the Zhuang people cheerful. Rich brocade pattern change in the long-term changes in the course of development and the formation of a unified, coordinated static in action picture, structure, structured, complicated but not chaotic, focusing on the overall effect of the combination of art deco. (As shown in Figure 2)

Because Zhuang Jin process complexity, cost price is relatively high, and craftsmen and operators failed to comply with the development of the times to develop a variety of related products, leading tourists to buy much, therefore brocade production and sales difficult. Lack of innovation, loss of market, Zhuang Jin only as heritage preservation in the exhibition hall, lost its proper value, therefore, Zhuang brocade art production protection without delay.

With the rapid development of tourism, people's attitudes changed life through travel people insight into the local regional culture, thus tourism industry has also undergone a change; the focus of tourism development is more of a tourist destination cultural and creative product development. Tourism product implies a certain cultural property, use value for both tourists have commemorative value, therefore, research and development of local culture and regional characteristics of tourism products, will be non-productive protection and tourism development of cultural industries intangible heritage the combination of traditional techniques for innovative inheritance and development of traditional brocade better integrate into the contemporary, into the public, into daily life, further explore, rescue, protection and inheritance Zhuang brocade technique is the development of tourism and cultural industries and protection of non-an important measure of left.

Tourism Product Development Based Zhuang Jin Productive Protection Methods

In the research and production of protection brocade skills, in order to revitalize traditional arts, we must break the inherent mode of production, boldly innovative design, developed a series of versatile, meet modern requirements, and have culture Zhuang Jin characteristics of the products. It also must establish the brand meaning, the traditional culture into the brand culture, causing consumers to resonate.

By Establishing Branding Brocade Culture

Brand culture is to promote tourism products guarantee long-term development of brand management, brand culture to promote the functions of brand management activities is mainly due to
the dynamic role of culture; that culture and economy are mutually reinforcing. Meanwhile, the
tourism product brand culture also has the intangible cultural role, because tourism product brand
culture and traditional culture are closely linked.

Intangible cultural heritage represents a value, a taste, a way of life, immaterial, but it must reflect
the need for direct material. Brand culture through tourism products embody Zhuang Jin culture, meet
consumer body, mind needs, in the minds of consumers a potential of cultural identity and emotional
attachment, is to be sustained brocade cultural heritage protection (as shown in Figure 3).

![Figure 3. Brand logo design - Design by Xu CHEN.](image)

**Product Design and Development through Modern Brocade Cultural Heritage**

Tourism product development process, through the tourism product differentiation and segmentation
of the design, to meet changing needs. Therefore, we must pay attention to local culture, inherit and
develop traditional culture, especially non-material cultural heritage, which is an important aspect to
achieve differentiation and brand characteristics.

Zhuang Jin patterns and use different is the use of art Zhuang Jin Zhuang Jin pay more attention to
the history of technology and related research, with emphasis on modern technologies and processes
can be simulated or reproducing the traditional process, to allow consumers to participate in the
tapestry of the process, through hands-on production brocade, hydrangea or simple clothing, etc., to
increase the sense of participation, fun creation.

As Figure 4 speaker design, which was awarded the national appearance patent). On the basis of
the combination of local cultural resources, Zhuang bronze drum, the Zhuang Tonggu (Figure 5)
culture and the Zhuang brocade culture combined with each other, extracted from the design elements
into modern product design, the product modeling beautiful, speakers and drums functions also fit,
enjoy the music at the same time, blue LED lights flashing, create a cheerful atmosphere. At the
bottom of the Zhuang brocade patterns of silk screen printing on the surface of the product, make the
product with the Zhuang brocade culture connotation, at the same time without losing the modern
sense, establish a brand culture meaning, in the use of the product in the process, experience feelings
of visual, auditory, tactile and other aspects of traditional culture, in order to better inherit and spread
the intangible cultural heritage. [6]

![Figure 4. The speaker (brocade Culture) – Design by Xu CHEN.](image)
Through the Use of Modern Design Brocade Cultural Heritage

Tourism products not only commodities, it encapsulates the culture of a place, carrying the memory of a trip. Tourism product design, the design is essentially a culture, tourism products must highlight the unique local culture in the design, especially for intangible heritage and cultural inheritance, to innovation, to attract consumers. Meanwhile, the development of tourism products, but also with the times, from the function, usage and other aspects of innovation and emotion.

In the production of art conservation practice brocade, the future will be based on brand characteristics Zhuang Jin culture, from clothing, food, housing, transportation, entertainment and other aspects of a series of product development, fully embodies the cultural characteristics Zhuang Jin skills, the modern design concept, such as service design, experience design, emotional design gradually and non-heritage culture combine in the succession of traditional culture, while non-heritage to help people fully enjoy the enormous material and spiritual enjoyment, through the material the tourism product design and non-material design to establish a full range of travel services, geographical and cultural systems, life style, through the design of cultural heritage.

The Zhuang brocade art production protection and tourism development of a combination product, developed a series of unique local culture in order to "Zhuang brocade art" based tourism souvenir, the traditional brocade better integrate into the contemporary, into Volkswagen, to life, to follow the development needs of the times, so that non-genetic inheritance to sustain innovations and the only way.

Summary

Combined with the new era of non-material cultural products is a very worthy of study, "non-left" of protection is not only a museum with specimens of, but let the nation, while maintaining its character of folk culture, full of new vitality. [4] in particular to differentiate into a significant selling point in tourism product development process, tap geographical and cultural characteristics, geographical and cultural spread, especially non-material culture, it is to make "non-left" into contemporary social life, truly heritage and development of important measures. I will be a unique cultural and tourism products brocade combining design approach was attempted in brocade patterns, skills, experience and other aspects of brocade, allow creativity to expect from traditional to modern in order to enable cultural change Zhuang Jin hair new vitality, and thus better protection and cultural heritage Zhuang Jin.

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References


