

Research on the Innovation of Paper-Cut Art

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Abstract: *Nowadays, it has become the mainstream of The Times to attach importance to the development and inheritance of traditional art. At present, the combination of traditional paper-cut art and modern art, innovative development of a new form of paper-cut, can show the characteristics of modern art paper-cut works. Based on the research and analysis of the content, carrier, spatial level and theme of the new paper cutting, this paper discusses the innovation and re-creation of the new paper cutting, and explores the sustainable development direction of the new paper cutting. In the future, the Traditional Chinese art will be full of new vitality and have a long history.*

Keywords: *Traditional paper-cut art, new paper-cut, innovation*

1. Introduction

Paper-cut is one of the traditional Chinese arts. In the past, human beings invented an artistic method of using images as visual expressions, and then created the artistic language of hollowing out carvings on various materials. Paper-cutting is a form of expression of primitive art, and working people can use paper and scissors to create Come up with a work that reflects real life or a beautiful yearning. With the development of the times, the artistic technique of paper-cutting has been gradually replaced by newer visual expressions, but today, which attaches great importance to traditional art, inheritance and innovation have become the focus of visual art. Paper-cut works with modern characteristics are the focus of this research.

Chinese paper-cut art is a traditional art with a long history. How to carry forward and innovate on the basis of inheritance is what we need to do. On this basis, using new forms to innovate paper-cutting, combining paper-cutting and plane creation, and using digital media as a new carrier to create new-style paper-cutting is the requirement of the development of the times.

2. New paper-cut creation method

Analyzing how to create innovative new paper-cuts is the part of this topic that needs to be analyzed. First of all, from the perspective of content and shape, extract traditional paper-cut elements and modern modeling elements, re-design and combine, or appropriately change its shape, and create new effects through deformation techniques; secondly, from the perspective of the carrier of paper-cut modeling, Traditional paper-cuts are usually only engraved on paper. New paper-cuts will no longer be limited to the plane of paper, but also penetrate into digital media, advertising, animation and other dynamic fields to add paper-cut elements, so that traditional art and modern design fields collide. In this way, a solid foundation can be laid for the development of paper-cutting art; thirdly, from the perspective of the spatial structure of paper-cutting, traditional paper-cutting is usually created on a single-level paper plane. With the help of computer design, we can make paper-cutting patterns exist in three-dimensional space at the same time. On the multiple planes or other three-dimensional structures of the paper-cut, intricate spatial layers are formed, which can enrich the spatial form of the paper-cut and give off new vitality.

2.1. Incorporate paper-cut content into trendy elements

With the development of social life, people are no longer satisfied with the needs of material life, and begin to pay attention to spiritual needs. The demand for traditional culture takes up an increasing proportion of our lives. During the festivals, the new paper-cut window grilles can also Meet the needs of the younger generation for the formal sense of festivals. Today's traditional paper-cut paper-cutting has been unable to meet the growing material and cultural needs of people in today's society in terms of formal expression. It is urgent to enter the public's vision in a new form in the era of information

explosion. If you want to carry forward the traditional folk paper-cut culture, you need to consider how to make the paper-cut art more popular in the Internet age. As the main audience of the digital information age, young people need to consider how to gain the love of the audience.

The creative content of traditional paper-cut is usually created through the methods of association, symbolism and implication; its shape is usually designed through abstraction, simplification and exaggeration. The creative content of the new paper-cut can also be created with reference to the content of the traditional paper-cut. Chinese people attach great importance to traditional festivals, especially the Chinese New Year. Paper-cut window decorations have become a very formal form. However, young people do not "catch a cold" with more traditional holiday greetings, such as "Happy Family" and "Prosperity". Compared with this type of traditional auspicious words, young people prefer more domineering and straightforward blessings such as "winner in life" and "ride (flag) to win". Traditional characters such as Fu Lu Shou can also wear modern clothes. , "Wearing sunglasses and holding an iPhone in hand", the intervention of down-to-earth fashion and modern elements makes the creative content of the new paper-cut more lively and trendy.

2.2. Innovation of paper-cut carrier

The new type of paper-cut should also be distinguished from the carrier of traditional paper-cut. Since the carrier of traditional paper-cutting is usually paper, its "yang-cut" technique is characterized by "line-line connection". On the contrary, the "in-cut" technique must cut off the lines. If part of the lines are cut off on this basis, The whole paper-cut cannot form a complete picture, so the paper-cut also forms a structure in which the scissors will not be cut and the knife will not be separated. The new paper-cut not only integrates traditional paper-cut elements, but also combines modern trends to create more diverse paper-cut works with the help of other materials or new media carriers, breaking through the limitations of traditional paper-cut works in terms of materials, manual skills, and layout. The completed new-style paper-cut works can be made into three-dimensional or dynamic new-style paper-cut videos through digital media technology, making the dissemination more convenient and faster.

In the era of information explosion, the dissemination and development of traditional paper-cut art requires more form innovation. With the rapid development of modern computer technology and communication media, it has changed from traditional paper creation to using computer software to "generate" paper-cut outlines. The characteristic shape gradually transitions to more fields, and the formal beauty of paper-cutting can also be explored from a commercial point of view, so as to continue to carry forward and inherit the art of paper-cut.

2.3. The construction of paper-cut spatial hierarchy



Figure 1: The works of the folk paper-cut artist Li Baofeng

There are also folk artists in China who have made new attempts to break the traditional paper-cut form, which not only made breakthroughs but also achieved great success. Ms. Li Baofeng from Shanxi was unwilling to stop here while inheriting the art of paper-cutting. Therefore, she dived into research

and thinking, groping and innovating hard on the road of paper-cutting, and finally created a new type of paper-cutting art. Traditional paper-cutting usually uses flat paper, and only uses the flat surface of one piece of paper to create works, but Li Baofeng's innovative paper-cutting art breaks through this (see Figure 1), she stacks many pieces of paper, and then cuts and engraves, to build a certain space, so that the paper-cut has a three-dimensional sense. Various shapes and colors are intertwined in more spatial layers, making the paper-cut shapes richer and more delicate and expressive. The traditional paper-cut art is revived after innovation.

2.4. Innovation of paper-cut theme

Under the current environment, there are many kinds of themes for paper-cut creation, which can not only be a part of daily life. Using the art of paper-cutting, enriching the main body of creation, integrating art into people's lives, integrating the beliefs of the times into the creations, conveying the designer's creative thoughts and will to people, adding cultural connotations to the works and enhancing the artistry of the works. For example, in the fight against the epidemic experienced in 2020, while praising the anti-epidemic workers, their images are vivid and vividly integrated into the works. For example, the paper-cut work "Fighting the Epidemic with a Hundred Confidence" created by Liu Xiuhua, the inheritor of Inheritance, has three thumbs-up anti-epidemic medical staff wearing protective clothing. The structure line of the clothes, surrounded by flowers and branches and leaves is a traditional paper-cutting technique. The picture formed by the two is very harmonious and conveys positive energy.

3. Application fields of new paper-cutting

3.1. Application in business

Traditional paper-cut, that is, works of art created by the working people with the most simple techniques, conveys emotions to the audience through picture creation. Nowadays, the new paper-cutting also integrates the creator's ideas into the works, especially commercial creation. In order to stand out from many similar products, Among them, the expression of creator's idea, unique aesthetic taste, skills and ideas is very important. Combined with traditional paper-cut design, more and more new forms of paper-cut are created, which is a new paper-cut learning and development of traditional paper-cut.

Lancome, a well-known high-end makeup and skin care brand, once combined the Chinese style paper-cut art style. When welcoming the New Year of the Horse, it used the yang engraving method in the paper-cut technique to design a classic rose outline shape with Lancome style, and let its logo show The flower pattern with the unique shape of Chinese paper-cut, tradition and fashion collide with wonderful sparks (see Figure 2). At the same time, inspired by the traditional Chinese paper-cut art, in the three-dimensional advertisement of its product promotion, Lancôme used the graceful and flexible paper-cut shape as a clue throughout the Spring Festival blockbuster, showing unparalleled joy and tension, and made the best of paper from two-dimensional to three-dimensional trans-dimensional artistic expression. In 2018, make-up brand Becca even launched the shape of the zodiac pig as the embossed pattern of the high-gloss powder.



Figure 2: Lancome paper-cut packaging design

3.2. A combination of classic products and paper-cut art

The significance of paper-cut art in contemporary product design reflects the far-reaching influence of traditional art. In-depth discussion of the creation of new paper-cuts, reflecting the essence of traditional paper-cutting art in product design, and combining modern art and traditional paper-cutting to create a unique artistic charm.

In 2014, Wu Gengzhen was invited to visit the Hermès workshop in Paris, during which he came up with the idea of combining traditional paper-cut shapes with Hermès leather and silk scarves. It uses the paper-cut technique on colored leather and silk scarves to cut out a typical shape element in paper-cutting, "scratching bun doll", and uses modern elements to design the pattern of the bun doll, and also creates a symbol of endless life. The tree of life and a variety of animal shapes. Chinese traditional elements are perfectly integrated into Western contemporary luxury goods by Wu Gengzhen, and the images of cats, butterflies, mice and other images imply good wishes such as "longevity and longevity" and "prosperity of wealth" are also subtly contained in it.

4. Conclusions

In today's rapidly changing world, it has become the mainstream of the times to attach importance to the development and inheritance of traditional art. Combining the art of paper-cutting with modern art, and innovatively developing a new form of paper-cutting, the traditional art of the country will glow with new vitality and has a long history. In the future, more and more people will take up the mission of revival of traditional art. At that time, the art of paper-cutting will burst out with new vigor and vitality, and it will never stop.

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