

Innovative Application of Zhangzhou Woodblock Print Pattern Modeling in Clothing Design

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Abstract: *Zhangzhou woodblock prints have a long history and a wide range of subjects, and they are the treasures of China's folk art. In the context of inheritance and innovation of intangible cultural heritage, this paper analyzes the content and themes of Zhangzhou Woodblock Prints, extracts the pattern elements of Zhangzhou Woodblock Print, and uses modern decorative design techniques to redesign patterns in various forms. The application of digital printing in fashion design not only promotes the inheritance and development of intangible cultural heritage, but also provides more possibilities for innovation in fashion design.*

Keywords: *Zhangzhou Woodblock Prints; Pattern Modeling; Clothing Design; Modern Decoration Design; Innovative Application*

1. Introduction

Zhangzhou has a mild climate, four seasons like spring, and a more developed economy, leaving behind a rich cultural heritage as well as profound folk customs. Due to the war, the people of the Central Plains repeatedly migrated to Zhangzhou, its political, economic and cultural as well as customs mingled, so Zhangzhou woodblock prints have both the majesty and roughness of the Northern New Year's Paintings, as well as the beauty and elegance of the Southern New Year's Paintings, while integrating the local culture of Southern Fujian, forming a unique New Year's Paintings style. Nowadays, Zhangzhou woodblock prints have a wide range of subjects, unique modeling, exquisite printing, with a long historical heritage, and its pattern modeling has a high artistic value^[1].

At present, the research on Zhangzhou woodblock prints mainly focuses on the artistic characteristics of traditional Zhangzhou woodblock prints, the way of composition, the use of lines, and the special color-setting and printing techniques. With the rise of cultural and creative products, He Wenwei^[2] analyzed the artistic characteristics of Zhangzhou Woodblock Print and applied them in cultural and creative products. In the field of clothing design, Cao Qihui, Zhang Hongjie^[3] excavated the artistic value of Zhangzhou woodblock prints, gave new cultural connotations to clothing, and injected them into clothing with new forms of expression, providing ideas for the application of non-heritage culture in clothing. However, the application of Zhangzhou woodblock print pattern modeling innovation in clothing has not yet been practiced, so based on this gap, this paper combines the Zhangzhou woodblock print pattern modeling with contemporary fashion culture, transforming it into new decorative patterns through a variety of forms of design techniques to satisfy the contemporary people's pursuit of fashion and individuality, and also disseminate the Zhangzhou woodblock print as a national intangible cultural heritage, so as to achieve the deep artistic value integration of traditional culture and modern fashion.

2. Zhangzhou Woodblock Prints

Zhangzhou woodblock prints are the product of the combination of the Central Plains culture and the local Minnan culture, which has profound characteristics of the regional culture of Minnan. Its artistic style presents the aesthetic value of local culture, folk culture and historical precipitation. The patterns not only contain the spiritual trust of driving away disasters and warding off evil spirits in southern Fujian, but also the auspicious symbols of seeking children and wealth, as well as the cultural concepts reflecting social ethics and morality^[4]. Its pattern content is very rich, not only historical legends, religious myths, but also opera stories, traditional life and so on. By categorizing the pattern content subject matter, it can be divided into the category of door gods, customs and festivals, and

religious rituals^[5].

Men Shen category has various forms and rich contents, with large differences in size to suit the needs of different portals and different places. The door gods are divided into the types of military generals, praying for blessings, praying for wealth and sending children, and warding off evil spirits. The most common martial arts door deities are "the two spirits guarding the entrance to the house" (as shown in Figure 1) and so on.

Customs and festivals are generally three types of lamp paintings and paper-pieced paintings, comic strips, and custom paintings. Zhangzhou folk festivals have the custom of hanging lanterns, so the New Year's paintings used for decorating lanterns are called lantern paintings; The paper-piercing painting is a folk art that combines various techniques such as braiding, cutting and pasting, plate printing and color painting, and is mainly used in rituals and festivals; the comic strips mostly use the main fragments of drama and storytelling for the depiction of the patterns; the customary paintings are also the representatives of the unique regional culture of southern Fujian, for example, "The Mouse Wedding" (shown in Fig. 2) and other customary paintings depict the scenes of the local festivities of the lives of the local people in Zhangzhou.

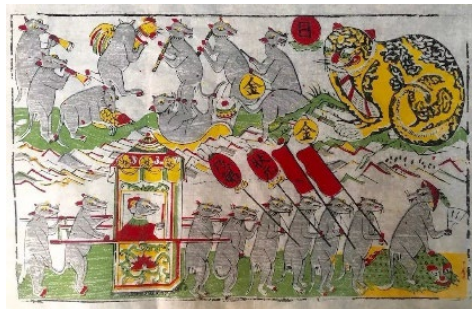


Figure.1 "The two spirits guarding the entrance to the house" Figure.2 "The Mouse Wedding"

Religious rituals are also abundant in the paintings, which can be categorized into three main categories according to their uses: merit paper paintings, deity paintings and paper horses. Gongde paper New Year paintings are mainly used in Taoist ritual activities, is a special black paper as the substrate overprinted with other colors, only unique to Zhangzhou, mainly "Four Divine Beasts" (shown in Figure 3) and other subjects. Different worship activities will use different contents of the New Year's paintings, such as worshipping God and Buddha, ancestors to use "Cai Zi Shou" (as shown in Figure 4), etc. These paper horses are rich in style, vivid and unique.

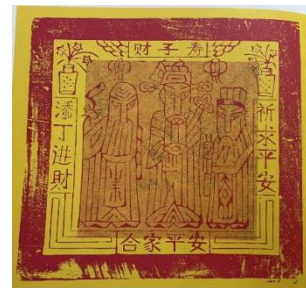


Figure.3 "Four Divine Beasts"

Figure.4 "Cai Zi Shou"

The combination of the artistic flavor of Zhangzhou woodblock prints and modern clothing design is not only sublimated in the concept of clothing, but also innovated in clothing decoration. There are more auspicious patterns in Zhangzhou woodblock prints, and designers can really appreciate the spiritual culture of the paintings only in the process of pattern extraction, which, together with the distinctive regional characteristics of southern Fujian of Zhangzhou woodblock prints, forms the style of New Year's Paintings with local culture, and also adds aesthetic value to the application in clothing design.

3. Zhangzhou Woodblock Print Patterns in Modern Decorative Pattern Designs

Zhangzhou woodblock print pattern modeling is not only a kind of decoration, a kind of appeal, or folk cultural accumulation of folk activities, the cultural value expressed by people's aesthetic concepts,

as well as in the invisible penetration of various cultural connotations. Zhangzhou woodblock print pattern modeling with modern decorative pattern design techniques for the second creative design, and then used in clothing design products, not only can optimize the process of non-heritage culture in the inheritance and development, but also for clothing design to inject new pattern innovation.

3.1. Pattern extraction and generalization methods

Pattern extraction and generalization method is the most common change technique in modern decorative pattern design, generally for the simplification of complexity, that is, to seize the basic characteristics of the subject object, systematic generalization, refinement, so that it retains the essence of the subject object when the combination of rationality, decorative, so as to increase the richness of the picture [6]. (As shown in Figure. 5) By extracting the outline of the New Year's paintings pattern, then the graphic elements are abstracted and deformed while the sense of line remains unchanged, forming an independent pattern by copying and arranging, and then applying the decorative design elements to make the whole picture rich in modernity when it does not lose the flavor of traditional New Year's paintings graphics.

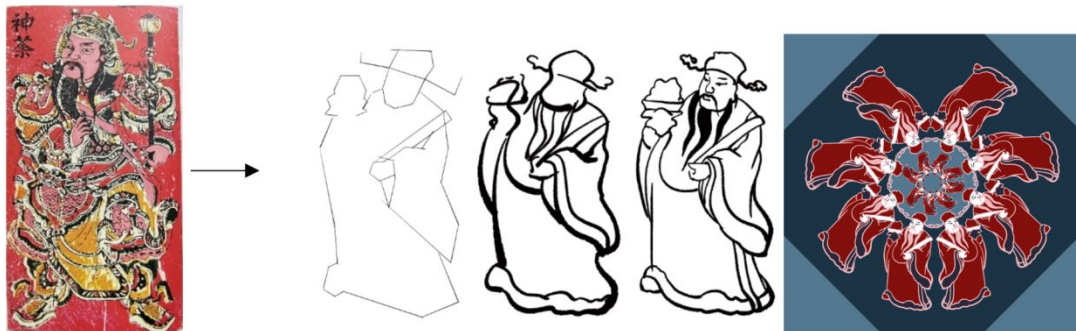


Figure.5 Pattern extraction and generalization methods

3.2. Abstract generalized additive method

Abstract generalization adding method is to abstract the original pattern and add new design elements on the basis of it to make the pattern more decorative and idealized. (As shown in Figure 6) The image of Yulei, the god of the door, in Zhangzhou woodblock prints has a complex pattern, curved lines and compact patterns. Using modern decorative pattern design methods, the image of Yulei is abstracted and generalized as a whole, the complex curves are subtracted and replaced by straight lines with twists and turns, and decorative shapes are added in the generalized pattern, as well as the block colors are divided, so as to make it form a new pattern.

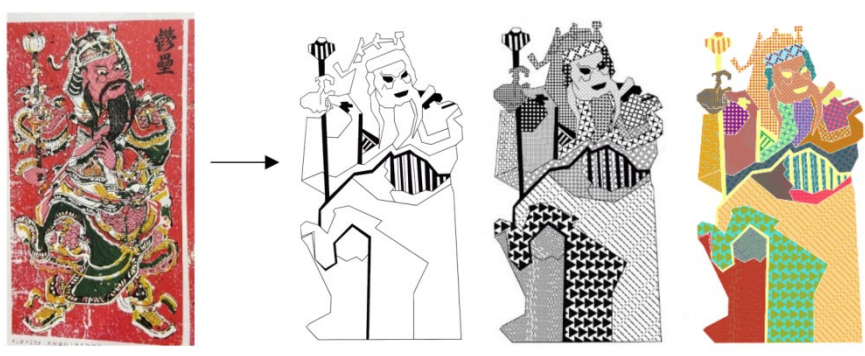


Figure.6 Abstract generalization addition method

3.3. Pattern Decomposition Reconstruction Method

Pattern decomposition and reconstruction method refers to the pattern creation, according to the design need to decompose the pattern into individual shapes, through the enlargement, reduction, superposition, arrangement and other methods of recombination, and then realize a metamorphosis effect. (As shown in Figure 7) By extracting the deer, horse, monkey and other animal shapes in

Monkey and Deer Fighting, keeping the original shapes on the basis of the individual enrichment of lines, colors and contents, and using the generalization method, the addition method and other methods to break up the innovation to make the overall picture have both a sense of vertical and horizontal as well as a sense of jumping.

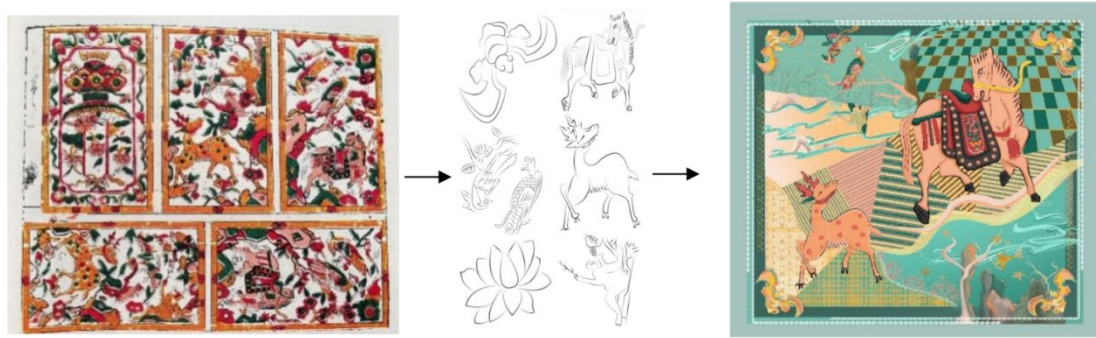


Figure.7 Pattern decomposition reconstruction method

4. The Application Practice of Zhangzhou Woodblock Print Pattern Modeling in Garment Design

Zhangzhou woodblock print pattern art has rich content forms and unique design language. Through the use of different design techniques, Zhangzhou wood-block print pattern modeling is innovated into practical, beautiful and new patterns with decorative value. The application of patterns in modern clothing design can not only enrich the connotation of clothing culture, but also inherit and develop intangible cultural heritage.

The theme of this series of clothing is "Nian Yi - Zhangzhou" (as shown in Figure 8), which means that Zhangzhou woodblock prints as a traditional cultural element need to make a new innovation as well as practice to meet the traditional art while going to shape a new desire for breakthroughs in vitality. There are five sets of men's clothing in this series. According to the research and study of fashion trends, it is found that the new generation of male consumer groups, their demand for clothing tends to be more diversified, not only practical, but also the pursuit of personalization, so clothing not only becomes a medium for self-expression, but also a channel for cultural transmission. In the clothing silhouette, we choose the oversize style in the fashion trend, deconstruct, splice and reshape the shape, so that the clothing increases the structure of the layered sense of design, and maintains a sense of comfort and freedom of dress; we choose the low-saturation green and yellow color, the low saturation of the color allows the whole series of clothing and the Zhangzhou woodblock prints of the innovative pattern of apt, so that the clothing exudes a sense of freedom and unrestrained casualness; in the pattern design, the clothing becomes not only a medium of self-expression, but also a channel of cultural transmission. In the pattern design, the innovative patterns of Zhangzhou woodblock prints are directly used, and the digital printing technology is used to adapt the innovative patterns into the clothing.



Figure.8 Effect of "Nianyi-Zhangzhou" series

5. Conclusion

With the progress and innovation of China's scientific and technological development, "cultural self-confidence" has been deepened in the hearts of the people, many designers began to switch from international trends to Chinese fashion brands, with the intention of practicing the innovation of traditional culture with modern design methods. However, some designers only stay on the surface of the cultural elements, and do not really understand the traditional cultural connotations. This paper takes Zhangzhou woodblock print pattern art as a carrier, fully analyzes the inner culture of pattern modeling, provides new creative ideas for the development of modern art, and also hopes that more designers will study the artistic characteristics of traditional cultural heritage in depth, and inject new blood and soul into contemporary clothing design.

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