

Analysis on the Design Method of Furniture Cultural and Creative Products Based on Ganzhou Songcheng Culture

Jianxing Wang

Jiangxi College of Applied Technology, Ganzhou 341000, Jiangxi, China

Abstract: Ganzhou furniture can be embodied as a carrier of culture. After more than 40 years of development, it has formed a huge industry. However, the overall design of Ganzhou furniture has not yet reflected its own cultural characteristics. The Hakka culture in Songcheng, Ganzhou has very distinct characteristics, which can be added to the furniture design, so as to create Ganzhou characteristic furniture cultural and creative products.

Keywords: Ganzhou, furniture industry, Hakka culture

1. Introduction

Human beings are different from other animals because they summarize and create in the process of labor, thus forming the unique material and spiritual life of human beings. The ultimate expression of culture is the mark of people's life activities, which is the washing of art, thought and culture in the long river of history. Furniture is the product of human spirit, history and culture, and is created by human beings in the process of life in order to meet their own needs. Every piece of furniture reflects the development trend of The Times, as well as the national characteristics and local characteristics of different regions. Ganzhou furniture after more than 40 years of development, has been the first industry in Ganzhou area, rich people's industry, for the local economic development has made a significant contribution to solve the employment problem of nearly half a million people, is the pillar industry of Ganzhou. Under the background of new economic environment and global economic integration, Ganzhou furniture must have its own characteristics from the connotation of culture to make a breakthrough. Furniture design is an art composed of many elements such as technology, thinking and materials. Ganzhou furniture design to reflect its cultural characteristics, we must organically combine art and practical functions, and integrate it with local culture, to form a "ecological", "cultural" regional cultural furniture industry.

Hakka culture is a combination of material culture and spiritual culture created by hakka people. The traditional culture of The Han nationality in central China is the foundation of The Hakka culture, which is integrated with the culture of the minority ethnic groups in the immigrant areas such as she and Yao, forming a unique cultural system. Hakka language, customs and habits, residential buildings, clothing art and so on have their unique characteristics. Hakka architecture and clothing are the best representative of hakka culture. It can be applied to the design of contemporary "Gan school" furniture in the aspects of symmetrical structure, component carving theme and costume decoration of residential buildings.

2. The Present Situation and Existing Problems of Ganzhou Furniture Industry

2.1. Industry Status

Since the 1990s, Ganzhou furniture gradually embarked on the road of scale, Ganzhou furniture has become an important industry in Ganzhou area, and gradually formed an industrial cluster. The development process of ganzhou furniture industry is a tortuous road, ganzhou furniture industry had no advantages, forestry, transportation and other aspects have a big gap, but after several years of development and development, Ganzhou furniture has formed the cheapest domestic, relatively complete production factors of the industry chain.

Within the scope of Nankang, there are more than 900 medium-sized and above enterprises, realizing the miracle of industry development "from scratch", and now it has become the "Solid wood furniture

capital of China" and "National furniture industry base" in central China. Ganzhou furniture industry is mainly based on oak, pine and other furniture, supplemented by panel furniture, soft furniture, with the local "attract strong", Marko, Yuexing home furnishing, Gree and other world-renowned furniture, home furnishing enterprises have entered Ganzhou.

2.2. Problem Analysis

2.2.1. Small and medium-sized furniture enterprises lack the understanding of design and rely on the imitation of furniture products

Among the furniture enterprises in Ganzhou, small and medium-sized enterprises account for a large proportion, while many small and medium-sized furniture enterprises in China do not even have professional design and engineering departments. Most of the furniture products imitate the popular furniture in the market and rely on plagiarism to make a living; most companies agree that the original design is the leading design concept, but innovation cannot be carried out within the company. Most of the furniture companies are launching new products, but the design of furniture products is still old-fashioned and not new.

2.2.2. Lack of furniture design related personnel

In the furniture industry, designers with a higher degree of education are rare. Few college students are engaged in furniture design, and senior furniture designers are rare. The proportion of real graduates majoring in furniture is very low.

2.2.3. Furniture design companies lack cultural deposits and their core competitiveness is not strong

Due to the lack of attention to the design process, some large companies with design departments lack the promotion of cultural connotation in product design. The common furniture on market lacks cultural characteristic and cultural implication mostly.

2.2.4. Furniture design companies ignore the dynamic needs of customers

It is the customers that make an industry last. In the furniture industry, due to the lack of adequate attention, it is easy to lead to customer loss, customer satisfaction and other problems.

2.2.5. The company is not large enough to afford the design and related costs

Ganzhou small home decoration enterprises have many family workshops, this small workshop design cost and design consciousness are not strong.

2.2.6. There is no strong design atmosphere in Ganzhou Furniture Factory

Ganzhou furniture industry agglomeration development of the internal environment has not yet formed, resulting in the industrial chain of each link did not pay attention to the awareness of product design.

3. Refining the Hakka culture of Songcheng in Ganzhou

Ganzhou is the settlement and birthplace of the Hakka people in southern Jiangxi Province. Ganzhou is the hometown of Hakka people. Their ancestors immigrated here from the Central Plains. After many hardships, they settled and multiplied in Ganzhou, and finally developed into a settlement of Hakka people. Ganzhou can eventually become the birthplace of Hakka, showing the deep connection between Ganzhou and Hakka. Culture should be expressed in form, and the most intuitive way to express it is house building and clothing, from the external structure, the combination of internal space, the shape, color, and material of internal utensils, and then from the decoration of clothing, the color of clothing, etc. Express the connotation of culture. In terms of architectural structure, clothing, etc., Hakka has distinct characteristics, simple and natural.

3.1. The Hakka Earth Building

The core of Hakka culture lies in material embodiment, especially architecture. After immigrating to Ganzhou, they lived in remote places, mostly in mountainous areas, lacking various resources. Therefore, hakka architectural design, in order to better resist the invasion of wild animals, to resist the invasion of bandits, in the building showed obvious defensive characteristics, and built the famous "earth building". Hakka earth buildings have the characteristics of grand scale, beautiful appearance, strong and durable,

scientific and practical. Hakka earth buildings are laid out like slices of orange, with kitchen on the first floor, hakka warehouse on the second and lounge on the third. They create unique architectural styles with their unique characteristics.

3.2. The Hakka Painting Art

Hakka painting art is manifested in many aspects, among which stone carving and wood carving are the most common. The color painting of wood carvings is mainly reflected in doors and Windows, railings and so on. The material of these parts is mainly wood, and the color painting of wood carvings makes the whole building more auspicious and beautiful, which implies the vision of a better life. In addition, in the decoration of other furniture, wood carving paintings are also used. Wood carving painting content is extensive, involving local customs, flowers and trees, animals, etc., the use of realistic, deformation and other carving techniques. It shows the hakka people's hope for a better life.

3.3. The Hakka traditional costumes

Traditional Hakka costumes include shirts, underwear, linen, blue satin. Women ' s clothing from the collar to the right armpit, from the side seam to the pendulum ; there is a seam in the front of the men ' s clothing, which has a cloth button. This form of clothing provides convenience for Hakka people to work in the field. The decorations of Hakka costumes are mainly simple and practical, and they do not pay attention to gorgeousness. Generally, several rings are made on the cuffs, or roller edges are set on the skirts in front of the chest, and then patterns such as longevity characters, fish patterns, peony flowers and lilies are embroidered on the clothes. This is to symbolize longevity, auspiciousness and wealth. Hakka costumes are usually simple colors, mainly blue, black, gray and white. Among them, ' blue shirt ' is the most representative traditional costume of Hakka people.

4. Analysis on the Method of Integrating Hakka Elements into Furniture Design in Ganzhou

4.1 Successful cases of borrowing other furniture

The cohesion of Ganzhou Hakka culture can learn from the inheritance and development experience of other cultures, so as to better refine the essence of Ganzhou Hakka culture. Ganzhou furniture industry develops below new economic environment, inseparable with regional characteristic, "Nankang furniture" is known to the society, but go down to understand again, "Nankang furniture" have what characteristic again, unknown. This shows that Ganzhou furniture lacks unique personality signs and basic design colors. From the cultural perspective of Ganzhou to build furniture design with distinctive characteristics, so as to promote the high quality development of Ganzhou furniture industry. Ganzhou wants to make the furniture that has local characteristic, can draw lessons from Beijing to make, broad type and peaceful type furniture to wait for respect to add cultural element in furniture model, color. Learn the essence of Ganzhou folk culture from ganzhou traditional Hakka architecture, clothing and so on, and investigate the lifestyle of people in the new era, learn to use the new technology of furniture manufacturing.

4.2 Integration of Hakka architecture, painting, clothing and other elements

The most characteristic building of Ganzhou Hakka is the "enclosure house", which has a strong structure and unique artistic beauty. The architectural characteristics, structure and decoration of Ganzhou architecture are hakka architectural characteristics, which are worth learning by future generations. The biggest characteristic of Hakka architecture is "strong defense", which can be designed into hakka furniture, because furniture should also have the characteristics of "strong", strong furniture can give people a feeling of stability. So, in the design of furniture, the form such as square, circle can be used to form stable furniture frame.

The cultural characteristics of hakka painted clothing are centered on "soft" cultural symbols, including decorative patterns, decorative techniques, carving techniques and so on. The pattern extraction cannot be simply copied, but to have a deeper understanding of the connotation of the pattern, and then deal with it in a creative way, so as to better reflect the good vision of the Hakka people living hard and full of hope for the future. The decorative patterns on hakka clothing are varied and colorful. It inherited the culture of the Central Plains, showing the magnificence, but also integrated the excellent culture of other nationalities.

Ganzhou Hakka Museum has collected a large number of traditional Hakka furniture, which is not only in the central Plains but also in the Ming and Qing Dynasties, but also in combination with the unique geographical environment, customs and cultural culture of Ganzhou Hakka. It is simple in shape, simple in decoration and thick in material.

5. Conclusion

Ganzhou Hakka culture is a unique culture and ideological essence formed by the working people of Ganzhou in the long historical development process. The common furniture in the life of Ganzhou Hakka is closely related to their production and life, reflecting their culture, aesthetics, design and manufacturing. Ganzhou Hakka culture is an important part of traditional culture, the combination of Ganzhou culture and furniture design is the inheritance and development of Ganzhou culture, but also the inevitable development of characteristic furniture industry. Through refining ganzhou Hakka culture, it can be reflected in the furniture design, the unique beauty of Ganzhou Hakka culture, as well as the charm of Ganzhou culture spread out.

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