

Research on the Application of Guizhou Miao Xiu in Cultural and Creative Product Design

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Abstract: *Miao Xiu has high artistic value and national cultural characteristics. It is a traditional handicraft in Guizhou, China, and a precious spiritual wealth of mankind. If we can take in the essence of Guizhou Miao Xiu in the design process of modern cultural and creative products, it will not only make modern cultural and creative products more distinctive and cultural, but also promote the inheritance and development of Guizhou Miao Xiu art. The thesis analyzes how to apply Guizhou Miao Xiu in the design of cultural and creative products, in order to bring reference ideas for creative product designers.*

Keywords: *Miao Xiu, Guizhou, Cultural and creative products, Design research*

1. Introduction

With the development of society and the change of people's aesthetic standards, some traditional handicrafts are facing survival challenges, such as Miao Xiu. Although China has paid great attention to the inheritance and development of traditional culture in recent years, the state has also taken a series of measures to protect traditional handicrafts. However, due to various factors, there are still many difficulties in the inheritance and development of traditional arts, and there are no successors. How to solve this problem, so that Guizhou Miao Xiu and other traditional handicrafts can be diversified and better adapted to the modern society, has also become a key issue to be considered and solved at this stage.

2. Cultural and creative product design

The center of cultural creativity is creativity, which is based on multiculturalism, transforms visual images with human creativity, and then conveys them in the form of products. Cultural products are creative products produced by understanding and changing culture in combination with the market and the mainstream, and are creative designs of product creativity and culture. It is the medium of cultural and creative products, and the cultural and creative products themselves have the function of cultural communication; Creativity is the key to cultural and creative products, which determines whether they have value in the market economy. Consumers often like creative and aesthetic things when purchasing products. Therefore, if they want to achieve better development, they must ensure the creativity of products. Cultural creative products themselves should have the basic function of practicality, so that they can be favored by consumers. It can be said that the design of cultural and creative products should not only satisfy the material requirements of consumers, but also make them feel spiritual satisfaction ^[1].

3. Guizhou Miao Xiu culture

Guizhou has a large population of Miao nationality, which concentrates its cultural characteristics. Because of the war, the Miao nationality moved to the southwest, and entered Guizhou, it formed the present layout. In the long process of migration, the Miao characters gradually lost, so Miao women drew pictures of their own culture and migration on their dresses through needlework. Guizhou Miao Xiu is colorful, rich in content, excellent in workmanship and changeable in shape, which contains profound cultural connotations. Because of its exquisite shape and rich symbolic meaning, Miao embroidery has high artistic value and cultural research value, and has been included in the intangible cultural heritage list in China.

Guizhou Miao Xiu's modeling theme mainly records the national totem and history and culture, and its design inspiration comes from daydreaming about the future and observing life. Guizhou Miao Xiu's materials include mountains, rivers, birds, fish and insects, flowers and trees, which will record the national history, myths, legends, beliefs and worship. Miao Xiu's artistic forms and techniques are also very unique. Most Miao women adopt skillful techniques or bold color matching according to their own ideas, and directly choose embroidery without making a manuscript. Miao Xiu techniques include Ping Xiu, lock embroidery, flower picking and other techniques. Even a single piece of pattern will use different stitches or embroidery methods in the embroidery process, and the final embroidered patterns will be different. Finally, the embroiderer will make applique, patchwork and pile of flowers to enrich the embroidery picture. Therefore, it is unique to say that Miao Xiu's works are unrepeatable^[2].

Miao Xiu is bright and beautiful in color, usually using purple with black and red, red with green and other colors, and then fainting with lines, finally showing an exaggerated and elegant, opposite and unified visual effect. The shape, color and design of Miao Xiu are symmetrical and atmospheric. At the same time, there is not much white space in the embroidery of Miao Xiu, and the whole picture is full of big and small elements. Generally, the contrast of cool and warm colors gives people a simple and beautiful effect. It can also highlight the key points through the comparison of modeling proportions, which can bring people a feeling of fullness and harmony.

4. Significance of applying Guizhou Miao Xiu in cultural and creative products

4.1 Inherit and develop Miao culture

Miao culture has a long history. Miao Xiu carries the main Miao culture, and besides the life culture, it also has a profound spiritual culture. By applying Miao Xiu culture in cultural and creative products, we can dig out its deep culture, create inspiration for cultural and creative products, and bring the cultural value of Guizhou Miao people into full play, so that this ethnic group is full of cultural confidence. Besides, by incorporating Miao Xiu culture into creative cultural products, Miao Xiu culture can be protected and passed on. When Miao culture enters the lives of young people in a new way, it also opens up a new way for the inheritance and development of this culture, which makes Miao Xiu, a traditional culture, be injected with elements of the new era, and then glow with new vitality, becoming a cultural product in line with modern people's aesthetics^[3].

4.2 Provide new ideas and enrich the connotation of cultural and creative design

As far as cultural creative products are concerned, culture is the basis of their design. Designers combine cultural elements with products and translate them in a modern way to create commercial products that can express culture and have the characteristics of communication. Miao Xiu, an art form, records the development history of Miao nationality. It has a wide range of topics, rich styles and patterns, and contains a lot of characteristic cultural materials to be excavated. By applying Miao Xiu culture in cultural and creative products, designers can get more inspiration and ideas, inject new soul into cultural and creative products, and make people recognize and resonate emotionally with the products.

4.3 Satisfy people's spiritual and material needs

When customers buy goods, they care not only about the quality of this material product, but also whether it can give people a pleasant experience and form emotional identity. It can be said that when consumers choose cultural and creative products, they will take the cultural factors contained in them as the main criteria, and cultural factors also build an emotional bridge, which makes the charm of products more prominent and makes consumers feel favored. By applying Miao Xiu culture to cultural and creative products and reprinting them, the added value and cultural power of products can be enhanced, the distance between consumers, creative products and Miao culture can be narrowed, and their spiritual needs can be met^[4].

5. Specific application of Miao Xiu in cultural and creative product design

5.1 Excavate the content of national culture

Miao Xiu's cultural audience is relatively small, so it can't be inherited and further developed in cultural and creative products only by copying and imitating. Only by taking another approach can we organically combine Miao Xiu and cultural creativity to create more distinctive cultural and creative products. Cultural creativity products should always be based on culture. Guizhou Miao people mainly regard primitive ecological life as their own bright spot to attract more tourists. Therefore, cultural creativity products should also be designed in combination with Miao people's unique national culture. For example, in order to show the worship of totem and primitive clan, Miao Xiu often adopts exaggerated and abstract image elements. Therefore, it is necessary to fully dig out the profound connotations in these images, so that the historical imprint and national emotion of Miao nationality can be fully reflected. At the same time, it is necessary to fully extract the representative cultural symbols, combine the consumption psychology and aesthetics of popular culture in our country at this stage, transform the spiritual connotation contained in it through concrete images in material products, organically combine intangible and tangible, and show the Miao people's cultural memory for thousands of years in front of the world^[5].

5.2 Create serialized products

At present, there are all kinds of cultural and creative products in Chinese market, but many product innovations are only limited to externalization, and there is homogenization of creative products, and the quality of cultural products is also mixed. And if you want to create more excellent cultural and creative products with the help of Miao Xiu, you can try to create them through serial products. The beauty of serialized products is highly unified, strongly conveys a certain signal, and has the beauty of rules. It is easier to identify memories, and the impression of consumers is often deeper. Serialized products also have the characteristics of similarities and differences, which not only bear the cultural connotation commonness, but also fully display the regional and richness of culture, so the recognition degree is extremely high. There are a lot of historical stories and legends in Miao Xiu, which makes it extremely mysterious. By fully extracting its shape, color, layout, elements and themes, it can provide more abundant material content for serialized products. Cultural creative products can be created from the following three angles: vision, hearing and smell. Combining with the regional characteristics and cultural elements of Miao Xiu, the intersection of these three dimensions is defined. On this basis, the cultural characteristics of Miao Xiu are infiltrated to design a series of cultural creative products.

5.3 Cultural and creative product design should be interesting

Modern society is under great pressure, and commuting will make people gradually programmed, which also makes the pursuit of happiness become the normal state of life. Therefore, it is necessary to highlight the interest when designing cultural and creative products, so that people can have a pleasant experience and enhance the product value. Design interest can be divided into two types, image interest and scene interest. We can design interesting cultural and creative products from the aspects of Miao Xiu's shape, color, form, etc. Through creating interesting situations, consumers can have unlimited cultural associations with them. For example, the mud whistle of Miao nationality is small in shape and very lively in shape, which can be used not only as decoration space, but also for playing. Miao Xiu also has a very unique animal image. By extracting it, and finally combining with specific materials to define the use function, the products made are not only interesting, but also practical. In addition, the Miao Xiu craft itself is exquisite, and restoring its production craft itself is also a prominent way of interesting design. Therefore, we can try to let Miao Xiu inheritors participate in the product design, and also encourage consumers to experience the production process, so that the interesting features of the products become more prominent, which in turn leads to consumers' psychological identity^[6].

5.4 Combine digital media to spread Miao Xiu culture

The promotion and popularization of digital media has promoted the development of traditional cultural industries, and various fields of cultural industries have gradually penetrated into intelligent and platform development strategies. Digital media is a kind of sensory media that can integrate animation, sound and image. This kind of media can make people perceive the three-dimensional structure quickly and get the corresponding information in the shortest time. Digital media has a wide

spread and a fast spread speed, which can break the restrictions of time, space and region, so it also provides a new path for cultural communication. For example, Henan Satellite TV's "Tang Palace Banquet" is displayed through digital media, which fully stimulates the audience's desire for experience and insight with visual impact, and displays the cultural connotation vividly and stereoscopically, so that people pay more attention to rural original state and national culture during watching. In the short video platform, "Miaojia Amei" restores the life of Miao people, and its video likes up to one million, which also shows that people agree with the original ecological natural culture. Therefore, digital media should also be used in the inheritance of Miao Xiu culture, and we should actively think about the design methods of cultural and creative products, and use digital media to build the cultural personality image of Miao people, so as to ensure that the created cultural and creative products have affinity and can meet the needs of the public.

6. Conclusion

Under the situation of economic and cultural globalization, Guizhou Miao Xiu, which has historical value and cultural connotation, should also be protected and passed on. By incorporating it into the design of cultural and creative products, the connotation of cultural and creative products can be promoted, and the traditional culture of Miao Xiu, Guizhou can also be passed on and carried forward. However, how to better design Miao Xiu's art in cultural and creative products requires more efforts and attempts, so that our traditional embroidery can inherit and develop with a new look, go to the world and go to the future.

Acknowledgement

Fund project: Industry-University Cooperation Education Program of Ministry of Education: Research on the Application of Guizhou Miao Embroidery in Cultural Creative Product Design Project (No.:220502673235154).

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