

Research on the Value Strategy of the Integration of Bronze Ornaments and Regional Creative Design from the Perspective of Cultural Inheritance

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Abstract: In recent years, with the continuous development of social economy, people's demand for spiritual and cultural life is growing. Cultural and creative products are a new kind of artistic derivatives, which can enrich people's spiritual life. The market potential of cultural and creative products in China is huge. The development of cultural and creative products provides an opportunity for the inheritance of bronze patterns. As an important carrier of the change of dynasties and the development of culture, the application of bronze patterns in the design of cultural and creative products can not only increase the simplicity of products, but also further enhance the cultural carrying capacity of cultural and creative products. From the perspective of the development of bronze ornamentation, the article deeply explores the cultural and artistic heritage of bronze ornamentation, explores the practical application and methods of bronze ornamentation in cultural and creative product design, provides a new development path for the inheritance and development of bronze ornamentation, and effectively promotes the development of cultural and creative industries in China.

Keywords: Cultural heritage, Bronze ornamentation, Cultural and creative integration

1. Introduction

Cultural and creative product design aims to promote sales and communication through creative design in which cultural content is appropriately embedded. In order to achieve this goal, cultural and creative products usually add some relevant cultural elements to meet consumers' own use needs and show a higher level of national cultural characteristics. In recent years, the attention of cultural and creative products has gradually increased, and their forms have become more diversified. Books, films, daily products, etc. are very representative. Strictly speaking, a good cultural and creative product will not only meet the needs of consumers, but also meet the spiritual needs of consumers to a certain extent. If people in a different place see a souvenir or a notepad printed with the culture of their hometown on the bookshelf, they always can't help but evoke a feeling in their hearts and use the relevant memories to achieve an emotional resonance. This is precisely the role and significance of cultural and creative products. That is to say, the success of cultural and creative product design is closely related to the existence of regional cultural elements. Only when the two blend and promote each other, can cultural and creative products in the new era become more meaningful and meaningful.

2. Overview of Bronze Ware and Decorations

2.1. Development of Bronze Ware

Bronze ware is a great invention produced by ancient Chinese workers in their long-term production practice. It not only marks the development of human production technology, but also embodies a particularly profound cultural connotation. The categories of bronzes can be roughly divided into tools, weapons, eating utensils and ritual instruments. They are important materials for studying the political, economic, military and cultural development of ancient China. The modeling and decoration of bronzes have extremely important aesthetic values [1]. As a comprehensive discipline, bronze is the foundation laid by Guo Moruo and Rong Geng.

The Bronze Age in China came into being around 2000 BC, going through the Xia Dynasty, the Shang Dynasty, the Western Zhou Dynasty and the Spring and Autumn Period. In the late Shang Dynasty and

early Western Zhou Dynasty, bronze casting technology reached its peak as a sign of productivity development [2]. On the Asian continent at that time, the bronze art produced by the bronze casting technology of the Shang and Zhou Dynasties was like a dazzling pearl. In the Warring States Period in the late Spring and Autumn Period, due to the general improvement of production technology, the bronze casting technology had a new development [3]. However, due to the industrial competition caused by the rapid development of the iron smelting industry, the casting industry of most bronzes declined. In the Han Dynasty, the bronze casting process gave off its final afterglow. At present, the research on bronzes mainly focuses on the following eight aspects: bronze tools, bronze weapons, bronze ritual vessels, inscriptions, bronze art, bronze musical instruments, bronze casting techniques and bronzes unearthed abroad [4].

2.2. Categories of bronze decorations

Patterns on ancient Chinese bronzes are usually decorated on the abdomen, neck, lid and feet of the objects [5]. There are several main types of decorative patterns, as shown in Table 1.

Table 1: Categories of Bronze Decorations

type	content
Animal stria	Goutie pattern, Kui pattern, dragon pattern, phoenix pattern, coiled dragon pattern, elephant pattern, fish pattern, cicada pattern, turtle pattern, snake pattern, rabbit pattern, rhinoceros pattern, deer pattern, tiger pattern, silkworm pattern, toad pattern, etc
Figure pattern	Banquet, hunting, fighting, mulberry picking, human face, feathered man, race, etc
Plant grain	Leaf and pattern, etc
Geometric texture	Cloud and thunder pattern, tile pattern, line pattern, scale pattern, circular band pattern, heavy ring pattern, square pattern, stealing curve pattern, curly cloud pattern, breast nail pattern, wave and thunder pattern, rope pattern, string pattern, ring band pattern, millet pattern, etc

The patterns of bronze ware have many similarities with those of pottery, but the patterns of bronze ware are more abundant than those of pottery. The patterns are composed of individual, combined and continuous patterns, and the production techniques are generally pottery mold casting, inlaying and knife carving.

3. Application Status and Problems of Bronze Patterns in Cultural and Creative Products

3.1. Application status of bronze decoration in cultural and creative products

In recent years, bronze ornamentation has received extensive attention from designers. The research on bronze ornamentation mainly explores the relationship between bronze ornamentation and religion, royal power and social hierarchy from the perspective of archaeology. The unique and mysterious ornamentation of bronze is a special symbolic language, with strong aesthetic sense of decoration, which radiates the charm of traditional oriental culture. At present, there are many practical cases of the combination of bronze patterns and cultural and creative products, but there is a lack of in-depth practical application. At present, the types of domestic bronze cultural and creative products are relatively single and similar, the product features are not prominent enough and there are many imitations, the cultural and creative products are not closely related to the market demand, and the aesthetics and practicality of the products are not considered from the perspective of the combination of characteristic culture and creativity.

With the gradual development of cultural and creative industries and the gradual improvement of people's pursuit of spiritual life, cultural and creative products with regional cultural characteristics and national style are increasingly favored by consumers. We should attach importance to the development of local cultural and creative products in various forms, which can not only enhance the competitiveness of products, but also better attract consumers, meet the spiritual and cultural needs of the masses, and further improve the cultural and creative product system.

3.2. Problems in cultural and creative product design

The market potential of cultural and creative products in China is huge, but at present, most of the domestic cultural and creative products are imitations, lacking independent innovative brands. The problems of cultural and creative products are mainly reflected in the following aspects:

First, the design of the product is not novel. At present. The development and production of cultural

and creative products are still in the primary stage, and have not formed their own characteristics and brands. In addition, most cultural and creative products are imitated and copied from each other, and it is difficult to attract consumers' interest and attention.

Second, the lack of innovative design. Nowadays, many people like to buy something with elegant taste and unique interest as decoration, but most of the cultural and creative products on the market are stereotyped and lack of creativity. Cultural and creative products should be designed from the perspective of innovation, so that the products have certain cultural stories, create highly personalized designs, and promote cultural and creative products to embrace a larger market.

Third, the uniqueness of cultural and creative product packaging. With the development of digital packaging and printing technology, cultural and creative products have higher and higher requirements for packaging. However, the packaging of Shangchuang products in the current consumer market is mixed with good and bad, with serious homogeneity, which has lost its vitality and charm. With the development of society, the progress of science and technology, as well as the continuous improvement of human demand, we should create novel designs in line with the times on the basis of excavating the profound connotation of cultural and creative products, and narrow the distance between cultural and creative products and consumers.

4. The application prospect of bronze decoration in cultural and creative product design

The application of bronze patterns in cultural and creative products includes two categories: decorative handicrafts and practical life products. The category of decorative arts and crafts refers to the cultural and creative products, which are based on the bronze patterns with various artistic styles, with beautiful shapes of decorative handicrafts, and integrate the morphological beauty of traditional bronze patterns into the people's lives. The practical life category is to use bronze patterns in clothing, stationery, jewelry, home and other practical life products through appropriate artistic expression forms. The cultural and creative industry in China started relatively late, but has a good prospect, which is mainly reflected in: First, with the social progress and the rapid development of science and technology, the demand for cultural and creative products in the domestic market has gradually increased. Cultural and creative products can enrich people's spiritual life, and people's consumption desire for such products has become stronger and stronger, which also provides a huge space and possibility for the production of cultural and creative products. Second, China, as the largest emerging market in the world, has rich historical and cultural heritage, among which the striking shape, structure, ornamentation and technology of bronzes are worth learning by designers at home and abroad, and combining them with modern life to create cultural and creative works with national characteristics. Third, with the rapid development of science and technology, the cultural and creative industry can not only improve the product value from the aspects of product appearance, convenience, practicality and comfort, but also combine the Internet to become a "cultural e-commerce brand", promote the sales of cultural and creative products in a better way, and expand the development space of the cultural industry. As a splendid ancient culture in China, bronze decorative patterns are creatively integrated with modern cultural and creative products, which can not only beautify and decorate cultural and creative products, but also have profound cultural connotation and exquisite decorative patterns, which can bring people new sensory enjoyment. Combined with product design, bronze decorative patterns can become a symbol of fashion, giving ancient cultural relics new vitality, thus promoting the development of cultural and creative industries.

5. Application and Practice of Bronze Patterns in Cultural and Creative Product Design

Creative products, as an important means of spreading regional culture, have attracted much attention. At present, there are many researches on regional culture, such as the inheritance and development of regional culture, the effective development and practical application of regional cultural resources, the refining and design practice of regional cultural elements, etc.

5.1. The application of the artistic characteristics of bronze patterns in the design of cultural and creative products

Regional cultural elements are rich and colorful, such as cultural relics, architectural elements, ecological cultural elements, folk cultural elements, celebrity cultural elements, bronze decorative elements, etc., which are all cultural elements with strong regional characteristics. However, not all regional elements should be applied to regional cultural and creative design. Designers need to refine the

essence of regional culture and use it in design.

Bronze ornamentation has a wide variety of forms and styles. Animal patterns use more symmetrical composition forms. Goutie pattern, a greedy monster image, is a typical artistic representative image in the Shang and Zhou Dynasties, and its composition is rigorous. From the visual point of view, it is a flat art form of expression, with the nose as the center, using symmetrical composition form and artistic exaggeration, combining a variety of animal head images. The taotie pattern is mysterious and ferocious. The taotie pattern bronze ware is an important sacrificial tool, which symbolizes the sacred power and is closely related to the dignity of the ruling class at that time. Taking the cultural and creative products of Guangming Cup with Taotie pattern in Henan Museum as an example, its design inspiration comes from the bronze Taotie pattern (Figure 1). It is said that the fifth son of the dragon is Taotie. He has a huge appetite and can only enter but not exit. He has powerful power. Some of the Taotie patterns have trunks and feet, and some are only used as animal faces. This kind of pattern was popular in the Shang Dynasty and early Western Zhou Dynasty, symbolizing political power and wisdom and wealth. The taotie pattern of the cultural creative product adopts various arc shapes to depict lines, and the breast nail pattern is used as the shading. The pattern level is more rich, which increases the interest of the figure, so as to achieve a harmonious and unified effect. The exaggerated animal face and simple lines of Taotie pattern are closely related to the religious belief system. In the design process, Taotie, a pair of bright eyes, is highlighted as if it is gazing at the land of China from ancient and brilliant yesterday to today's prosperity and development with its historical eyes. The nose bridge is used as the center line to highlight the front shape, and the two sides are arranged symmetrically to enrich the expression of decorative patterns. Deeply explore the composition form and cultural connotation of bronze decorative patterns and apply them to cultural and creative products to maximize their role in cultural and creative products, which can not only meet the diversified spiritual and cultural needs of the public, but also promote the development of cultural and creative industries, reflecting the connotation and nationality of bronze art and culture.



Figure 1: Bronze Goutie Pattern

Balanced composition is also a common expression method in cultural and creative product design. For example, the design inspiration of cultural and creative products of Kui dragon shaped art brush pot in Shanghai Art Museum comes from Kui dragon bronze patterns. Kui dragon pattern is a monster pattern similar to a dragon, which appears in a ferocious, solemn and mysterious image. The composition of the Kui dragon pattern is distorted and exaggerated. The profile image of Kui dragon is combined with the abstract cloud thunder pattern, and the rule of the beauty of the form is used to compare the complexity and simplicity. The whole pen container looks complex but not chaotic, with a sense of artistic hierarchy. The complex and changing textures are integrated with each other, and the balanced application. The Kui dragon pattern, which is mainly linear, and the cloud thunder pattern of the spiral line make the art pen container look more dynamic and energetic. Bronze patterns are used in the design of cultural and creative products to show the profound cultural connotation of bronze in a unique form of artistic expression, which plays a role in inheriting and carrying forward our traditional culture.

5.2. Application of innovation of bronze patterns in cultural and creative product design

In terms of regional cultural development, some designers mainly focus on natural landscapes, historical sites and former residences of celebrities, but have not yet done in-depth research and development of regional cultural characteristics. In the aspect of regional cultural development, some designers' design methods are fixed and stylized, and lack of design innovation, so that some cultural and creative products have similarities. Now, consumers are no longer satisfied with simple and featureless copies. They like products with both regional cultural characteristics and the trend of the times, so that such products have practical significance.

Bronze patterns have become the source of inspiration for contemporary designers with their unique formal beauty and profound cultural connotation. In the process of continuous development of cultural and creative products, in order to better comply with the market trend, more attention should be paid to the high integration of cultural elements, regional elements and creative elements. At this stage, creativity has become the main selling point of products. Therefore, it is necessary to strengthen the pattern innovation of bronze patterns in cultural and creative products, such as the application of bronze phoenix patterns in wedding cultural and creative products to reflect the design theme of cultural and creative products. Phoenix has been a kind of auspicious bird since ancient times. As early as thousands of years ago, objects with two headed birds appeared in the Hemudu cultural site, which shows the primitive ancestors' worship of the phoenix as a totem (Figure 2). Phoenix represents auspiciousness and love in ancient legends and in the development of the times, and can be used to bless the couple for a long time and a happy marriage. Cultural and creative product designers can use modern design techniques to reconstruct the phoenix patterns in bronze products, and appear in pairs in products, symbolizing that new people can fly together. At the same time, increase the shape of flowers. On the one hand, keep the nobleness and elegance of traditional phoenix patterns; on the other hand, use modern art innovation techniques to make them more concise and fashionable, in line with the current trend of the development of the times. Such cultural and creative products are both modern and traditional, simple and modern.



Figure 2: Bronze Phoenix Pattern

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Design lies in innovation. How to make our cultural and creative products stand out is more important to combine regional culture with cultural and creative products. For example, the cultural and creative products of Jiangxi Provincial Museum, bronze decorative night lights, mainly use the representative bronze patterns of Jiangxi Xingan Oceania, such as tiger, deer and elephant patterns as creative materials, adopt realistic and abstract patterns, and combine the form of openwork line carving with bronze color. The patterns on the lights will show a 3D effect in the dark and stand out from similar products. The current popular 3D technology brings new visual effects to cultural and creative products and tells the story behind cultural relics. The patterns in bronze patterns are not only ordinary decorative functions, but also represent the changes of dynasties and the unique spiritual culture of the local region. At present, under the background of the great development of cultural industries such as museums and tourism, the design and production of bronze decorations with regional culture into cultural and creative products can not only make people realize the charm of regional culture, but also effectively promote the development of local tourism and other industries.

5.3. The application of the artistic style of bronze decoration in the design of cultural and creative products

Regional cultural elements are unique cultural elements that have been formed by human beings in the process of transforming and adapting to the specific natural geographical environment, and can still play a certain role. The development of Chinese bronzes mainly went through the Shang, Zhou, Spring and Autumn and Warring States periods, and the bronze ornamentation showed different artistic styles

with the different dynasties and the changes in the ideology of the ruling class. From the majestic and solemn artistic style of the early Shang Dynasty to the fresh and bright style of the Warring States Period, the rich decorative motifs and style changes of bronze can provide creative materials for the design of cultural and creative products. For example, the lotus and crane square pot unearthed in Xinzheng, Henan Province, is a representative exquisite handicraft in the Spring and Autumn Period. On the double-layer cover of the lotus petal, there is a standing crane flapping its wings, which makes people feel fresh and magnificent. This design has created a new style of the times. Through the innovative method of extraction and transformation, the patterns of the crane and lotus petal are combined and arranged in a new way after reconstruction, which is applied to living cultural and creative products such as room pillows and sun umbrellas, it brings people a visual sense of fresh style. For another example, the bronze statue of Marquis Yi of Zeng unearthed in Suizhou, Hubei, is decorated in a complex way. The statue is decorated with fine and clear patterns of a dragon and a round sculpture of a leopard shaped beast. The patterns are fine and clear, rich in layers, unified but not monotonous. The pattern is abstracted and applied to decorative pendant cultural and creative products, which makes the bronze pattern transform from planar to three-dimensional. Modern cultural and creative products show more vitality with the help of traditional and unique visual images of China, it is displayed in front of the public with a strong sense of rhythm and rhythm. Modern designers should constantly improve and innovate cultural and creative products, so that the traditional bronze culture can be interpreted in a modern way, and constantly create more diversified and novel works, so that cultural and creative products can keep pace with the times in inheriting traditional culture.

6. Conclusion

Bronze ornamentation is the soul of bronze culture. The appearance of bronze ornamentation has greatly promoted the progress of the entire civilization. It is not only the crystallization of human wisdom, but also the cultural treasure of our Chinese nation. The mysterious and traditional colors of bronze patterns show a unique cultural background and aesthetic appeal. The combination of traditional culture and modern design concepts can further promote the inheritance and development of bronze culture, continuously improve the quality and practical value of cultural and creative products, and promote the cultural and creative enterprises in China to play an important role in the development of the national economy, and gradually attracted the attention of the world.

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