

The Contemporary Significance and Innovative Pathways for the Dynamic Inheritance of Yi Embroidery as an Intangible Cultural Heritage in the Digital Intelligence Era

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Abstract: With the deepening progression of the digital intelligence era, both opportunities and challenges have emerged for the dynamic transmission of Intangible Cultural Heritage. This paper focuses on Yi embroidery, a national-level Intangible Cultural Heritage, as the core subject of study. By examining the conceptual framework of the digital intelligence era and its key technological applications, this research explores the contemporary significance of the dynamic inheritance of Yi embroidery. Through an analysis of current developmental constraints—particularly limited product innovation and superficial integration of digital tools—this paper proposes four strategic pathways to support the dynamic inheritance of Yi embroidery: promoting product innovation, establishing a digital talent echelon, deepening digital application integration, and constructing a new brand ecosystem. These strategies aim to activate the intrinsic potential of Yi embroidery, provide foundational support for its sustainable development in modern society, and serve as a replicable model for the digital inheritance of other similar intangible cultural heritage projects.

Keywords: Digital Intelligence Era; Intangible Cultural Heritage; Yi Embroidery; Living Inheritance; Digital Transformation; Innovative Pathways

1. Introduction

Currently, digital intelligence technologies—such as big data, artificial intelligence, and cloud computing—are advancing at an unprecedented pace^[1], signaling a complete transition of the global computing into a new digital intelligence era. This transformative period is not only generating new momentum for the global economy but also presenting both opportunities and challenges for the dynamic preservation and transmission of Intangible Cultural Heritage (ICH). In August 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on Further Strengthening the Protection of ICH." These Opinions outline a series of strategic measures, including the implementation of a national survey of ICH resources, the improvement of the archival system, the enhancement of digital infrastructure for heritage preservation, and the effective conservation of related physical artifacts and materials. Additionally, a documentation project for ICH is to be carried out, utilizing modern technological tools to raise professional documentation standards, encourage broader social participation, and achieve comprehensive and systematic documentation of national-level ICH representative projects and their representative inheritors.

Furthermore, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy," which explicitly emphasize the full implementation of the national cultural digitalization strategy and the acceleration of the cultural digitalization development framework. This initiative charts a new direction for the high-quality development of China's cultural industry. These policy documents further indicate that the deep integration of digital intelligence technologies with the dynamic inheritance of ICH represents an inevitable developmental trend and strategic trajectory for the future.

Against this backdrop, the opportunities and challenges in the preservation and inheritance of ICH Yi embroidery have become increasingly prominent, with its contemporary significance gaining greater recognition. Yi embroidery serves not only as a living embodiment of the Yi people's millennium-old cultural traditions but also as a distinguished representative of China's rich ICH. The essence of ICH preservation lies in safeguarding its "living nature"—ensuring that these invaluable cultural expressions do not fade away in the face of modern societal transformations. To sustain this living nature, two fundamental dimensions must be addressed: continuity and innovation. These interrelated dimensions not only safeguard the core elements of traditional culture but also enable its effective adaptation to the evolving demands of contemporary development.

2. Current Status and Development Trends of Intangible Cultural Heritage Inheritance: The Case of Yi Embroidery

2.1 Inheritance Mechanisms of Intangible Cultural Heritage: An Analytical Case Study of Yi Embroidery

The Yi people, historically referred to as the "Yi ethnic group," constitute one of the oldest and most culturally significant ethnic communities in China. According to data from the seventh national census conducted in 2020, the Yi population totals approximately 9.83 million individuals, predominantly distributed across the provinces and autonomous regions of Yunnan, Sichuan, Guizhou, and Guangxi. Yi culture is characterized by its richness and diversity, encompassing 35 items recognized as national-level ICH. These include the Yi script, the epic narrative "Ashima," the Torch Festival, the traditional Yi solar calendar, and Yi embroidery. Among these, Yi embroidery stands out as a particularly representative form of cultural heritage. This traditional craft is primarily practiced by women of the Yi ethnicity, who skillfully utilize needles and threads to create intricate patterns on fabric. Often described as a "living gene pool of culture," it metaphorically employs the needle as a pen, thread as ink, and cloth as paper. As a traditional handicraft, Yi embroidery serves not only as a medium of decoration in daily life but also as a vital vehicle for the transmission and preservation of ethnic culture.

According to Yi ethnic literature, following the ethnic group's survival and eventual overcoming of the great flood, their progenitor, Apu Dukmu, divided the community into six major branches: Wu, Zha, Nu, Heng, Bu, and Mo. Each pair of branches formed a strategic alliance and migrated in a designated direction, gradually expanding their respective territories. Consequently, a diversity of distinctive regional embroidery styles emerged. Among these, Yi embroidery from Chuxiong, Yunnan is distinguished by its vibrant and inclusive aesthetic, primarily utilizing bright red and green, which together produce a striking visual contrast. In contrast, Yi embroidery from Liangshan, Sichuan conveys a sense of antiquity, simplicity, and solemnity through its predominant use of black, red, and yellow, reflecting a dignified and ceremonial visual language. Furthermore, Yi embroidery from Zhaotong, Yunnan and Bijie, Guizhou demonstrates an elegant and refined style, frequently incorporating harmonious and delicate hues such as rose red and sky blue into its designs. As a symbolic visual language unique to the Yi ethnic group, the motifs in Yi embroidery are derived from the community's religious beliefs, ecological environment, and historical narratives, each carrying deep cultural meanings. For instance, the horsehair flower pattern—a representative motif of Chuxiong Yi embroidery—is rooted in a foundational legend that recounts how the Yi people's first ancestor gave birth to her descendants beneath a horsehair flower tree during the flood, thereby ensuring the survival and prosperity of the ethnic group. Thus, this motif symbolizes maternal love, vitality, and continuity. Other emblematic designs, such as the ram's horn pattern, flame pattern, and cross pattern, also embody significant cultural symbolism.

2.2 Current Development Status of Intangible Cultural Heritage: A Case Study of Yi Embroidery

In 2003, the UNESCO Convention for the Safeguarding of ICH emphasized that the protection of ICH constitutes "dynamic practices continuously recreated by communities and groups." On June 7, 2008, Yi Embroidery was officially recognized by the State Council and included in the second batch of the National ICH List. As the core regions of Yi Embroidery distribution, Yunnan, Sichuan, Guizhou, and Guangxi jointly submitted the successful nomination in 2008. On May 24, 2021, Liangshan Yi Embroidery was further recognized by the State Council and added to the fifth batch of the National ICH List.

Governments at all levels in the core distribution areas of Yi embroidery have actively responded to national policies and implemented a series of comprehensive measures aimed at ensuring the continuous inheritance and sustainable development of this intangible cultural heritage (ICH). Among these, Chuxiong Prefecture, where the Yi ethnic population constitutes 28.8% of the total, has issued the Implementation Opinions on Deeply Implementing the Spirit of the 20th National Congress of the Communist Party of China and Accelerating High-Quality Cultural Development. This policy document explicitly outlines the objective of accelerating the high-quality development of the Yi embroidery cultural industry and revitalizing its traditional cultural value. In recent years, Chuxiong Prefecture has creatively revitalized the millennium-old craft of Yi embroidery through contemporary fashion design, establishing the distinctive cultural brand “Origin of the World’s Costume Parade” and promoting Yi embroidery to international fashion weeks. As a result, Yi embroidery has become a symbol of ethnic cultural confidence and a key platform for Chuxiong’s external cultural and economic engagement. Some regions have also adopted a “market+” strategy to support the dynamic inheritance of Yi embroidery. For example, Qingyun Village in Jingdong County, Yunnan Province, has established the Yi Needle and Yi Thread Company and set up dedicated sales outlets to expand market channels for Yi embroidery as ICH, thereby increasing the income sources of local embroiderers. In summary, the dynamic inheritance of Yi embroidery has evolved from localized pilot initiatives into a coordinated, multi-regional effort, demonstrating a clear trend toward systematization, institutionalization, and localization.

3. Conceptual Framework and Technological Manifestations in the Digital Intelligence Era

3.1 Connotation of the Digital Intelligence Era

The digital intelligence era denotes a transformative phase characterized by the profound integration of digitalization and intelligent technologies. In 2021, the “14th Five-Year Plan for the Development of the Digital Economy,” issued by the State Council, defined the digital economy as the principal economic model succeeding the agricultural and industrial economies. It constitutes a new economic paradigm distinguished by data resources as core elements, modern information networks as primary carriers, and the integrated application of information and communication technologies together with the digital transformation of all production factors as key driving forces—thereby promoting a more balanced alignment between fairness and efficiency. Huazhong Sheng et al. (2022) argue that the digital intelligence era is fundamentally supported by next-generation information technologies and is realized through the synergistic deployment of data elements and artificial intelligence. This era facilitates the seamless integration of the physical and digital realms, drives intelligent transformation across key stages—including research and development, production, operations, and services—and ultimately fosters model innovation and enhanced efficiency in value creation processes^[2].

The defining characteristic of the digital intelligence era resides in the deep integration and co-evolution of data and intelligent systems, which fundamentally reshape the economy, society, governance, and lifestyle with unprecedented scope and intensity. This era signifies not merely an extension of digitalization, but a paradigm shift toward intelligence—one in which digital infrastructure and intelligent technologies reciprocally enhance and jointly operate within complex socio-technical environments. Consequently, this article argues that within the context of the dynamic inheritance of the ICH of Yi embroidery, the digital intelligence era primarily denotes a transformative process that revitalizes the cultural essence of Yi embroidery through advanced digital and intelligent tools, thereby enabling a transition from static preservation to dynamic and sustainable inheritance of ICH.

3.2 Technological Manifestations in the Digital Intelligence Era

Digital intelligence technology primarily comprises four core technology clusters: data technology, intelligent technology, computing power technology, and connectivity technology. These technological domains are closely interconnected and function synergistically to drive advancements across various sectors of society. For example, artificial intelligence within the intelligent technology cluster enables machines to extract patterns from data and make informed decisions.

In practice, digital intelligence technology does not operate in isolation; rather, its integrated application plays a pivotal role in shaping the socio-economic landscape. Within the domain of Yi embroidery, this technological framework demonstrates distinctive transformative potential.

Historically, Yi embroidery has been exhibited through static displays. However, with the deep integration of digital and intelligent technologies, it now manifests in a multimodal and interactive format. Augmented reality (AR) can be utilized to reconstruct and visualize traditional embroidery scenes, thereby enhancing user engagement and cultural immersion. Furthermore, in the digital intelligence era, data-driven intelligent decision-making systems can generate automated recommendations based on comprehensive big data analytics—such as user preferences and the frequency of pattern usage—by leveraging AI algorithms like recommendation engines. For instance, the Yi Embroidery Intelligent Inquiry System developed by Southwest Petroleum University enables users to input keywords and instantly access detailed information, including pattern meanings, stitching origins, and cultural narratives. This integration exemplifies both precision and convenience, thereby facilitating the systematic structuring and dissemination of Yi embroidery knowledge.

4. Contemporary Significance of the Living Inheritance of Yi Embroidery as Intangible Cultural Heritage

Yi ethnic embroidery serves as a vital carrier of the cultural heritage of the Yi people, maintaining close connections with their religious beliefs, traditional festivals, and broader socio-cultural practices. Characterized by its diverse materials, distinctive patterns, and refined craftsmanship, it possesses significant cultural value, considerable economic potential, and broad international relevance.

4.1 Cultural Value: Preserving the Ethnocultural Roots

As an integral component of ICH, Yi embroidery transcends the status of a mere artifact; its intricate patterns encapsulate the religious beliefs and historical memory of the Yi people. For instance, the "Camellia Pattern" symbolizes vitality, while the "Flint Pattern" conveys the symbolic essence of light. Through dynamic inheritance, ICH Yi embroidery sustains a living cultural spirit, ensuring that these symbolic expressions remain active and socially relevant in contemporary contexts. Consequently, Yi embroidery is preserved in museums not as a rigid or lifeless relic, but as a vibrant and evolving cultural manifestation. Moreover, Yi embroidery not only reinforces the cultural identity of the Yi ethnic group but also cultivates a deep sense of cultural pride, particularly among younger generations. By incorporating traditional Yi attire and embroidered artifacts into daily life, the Yi people actively transform heritage into a tangible source of ethnic cultural confidence. This practice underscores the spiritual core of unity among China's diverse ethnic groups and aligns with the broader cultural foundation of confidence in the nation's developmental path, theoretical framework, and institutional system.

4.2 Economic Value: Driving Rural Economic Development

The Yi embroidery industry has significantly expanded the sources of economic income in remote Yi ethnic regions and has matured into a distinctive and locally rooted industry. As a result, members of the Yi ethnic community are no longer required to seek employment in urban centers but can instead pursue livelihood opportunities within their hometowns. Simultaneously, Yi embroidery has generated substantial employment for rural women, equipping them with marketable skills and offering flexible work arrangements alongside stable income sources. Beyond its economic contributions, this industry has played a crucial role in elevating the familial and social status of women. The dynamic inheritance of Yi embroidery as an ICH not only effectively addresses the livelihood challenges faced by the Yi people but also revitalizes mountainous rural communities, thereby establishing a sustainable model for inclusive and regionally grounded economic development.

4.3 International Value: Showcasing the Charm of Ethnic Art

The international value of the living inheritance of Yi embroidery as ICH lies in its function as a cultural bridge that facilitates intercivilizational dialogue and supports the construction of a community with a shared future for humanity. As Professor Fei Xiaotong once articulated, "Let each appreciate its own beauty, and the beauty of others; let all share beauty together, and the world will be in harmony^[3]." By transcending national boundaries, Yi embroidery provides a non-verbal yet impactful medium for conveying the nation's cultural narrative and demonstrating the depth and richness of its traditional cultural heritage to a global audience. Furthermore, through platforms such as international fashion shows and cultural exhibitions, Yi embroidery actively engages with the global cultural landscape,

promoting cross-cultural appreciation and mutual understanding. In this way, it advances the vision of “sharing beauty together,” offering distinctive Chinese wisdom and solutions to the cultivation of a harmonious and culturally diverse global community.

5. Development Issues of Intangible Cultural Heritage Yi Embroidery

5.1 Insufficient Product Innovation

In recent years, the industrialization of Yi embroidery as ICH has achieved notable progress. However, alongside this rapid development, several challenges have emerged. A widespread issue is the homogenization of products. Most Yi embroidery items currently available in the market are confined to traditional categories such as ethnic clothing, shoulder bags, and aprons. Over time, these designs have failed to keep pace with contemporary aesthetic standards. The majority of existing patterns remain outdated and lack effective integration of traditional Yi ethnic motifs with modern design sensibilities.

This stagnation in design can lead to consumer fatigue and hinders Yi embroidery from gaining access to the high-end market. Furthermore, many products place excessive emphasis on the labor intensity and craftsmanship involved, while overlooking aspects such as creativity, aesthetic appeal, and cultural storytelling. Consequently, the added value of these products remains low, and their pricing power is limited. Despite the significant time and effort invested by embroiderers, returns are minimal, resulting in a vicious cycle that constrains further development and innovation.

5.2 Discontinuity of the Embroidery Women Group

The living inheritance of Yi embroidery as ICH fundamentally depends on human agency — particularly, the group of embroidery women who serve as its primary custodians^[4]. As the principal bearers of this traditional craft, this group currently faces significant challenges in the contemporary era.

The first challenge is the generational gap. Most master artisans of Yi embroidery are elderly and rely on oral transmission, which is inefficient and prone to loss of technical and cultural knowledge. Younger generations, however, hold divergent values and show little interest in engaging in such labor-intensive craftsmanship, leading to an aging population of practitioners. The second challenge is the skill gap. A significant disparity exists between younger practitioners and older experts in core techniques. Many senior embroiderers lack familiarity with digital tools, limiting their participation in digital production, while younger designers often possess insufficient understanding of the cultural meanings behind embroidery patterns, impeding the integration of tradition and innovation.

5.3 Superficial Application of Digitalization

The digital era has introduced new opportunities for the preservation and development of Yi embroidery as ICH. However, current digital initiatives remain largely superficial, predominantly confined to e-commerce live streaming and short video marketing. More advanced and meaningful applications — such as the establishment of comprehensive pattern databases, AI-assisted design innovation, and immersive virtual experiences — remain underdeveloped.

For example, augmented reality (AR) and other immersive technologies remain underutilized, limiting opportunities for audiences to deeply engage with the cultural context of Yi embroidery or form emotional connections with the craft. Furthermore, existing digital tools often operate in isolation and lack interoperability, hindering coherent digital conservation and transmission. Many traditional patterns are preserved solely through artisan memory or hand-drawn sketches, absent systematic digital documentation, heightening the risk of permanent loss.

6. The Dynamic Inheritance Path of Intangible Cultural Heritage Yi Embroidery in the Digital Age

6.1 Driving Product Innovation

Culture constitutes the foundational resource for innovation, while innovation, in turn, propels the

evolution of cultural expression. To ensure the sustainable development of ICH Yi Embroidery in the digital age, it is essential to actively adopt and integrate modern digital technologies into its inheritance and innovation processes.

On one hand, advanced digital tools such as high-resolution scanning and 3D modeling can be utilized to systematically collect and digitally archive traditional Yi ethnic embroidery patterns and stitching techniques. These digital assets can then be annotated with detailed cultural interpretations, forming a structured and searchable digital database^[5]. This approach effectively addresses the current scarcity of authentic cultural materials available for design innovation. By embedding cultural context into digital records, designers are provided with accurate and meaningful cultural references that support the creation of original and culturally grounded designs. On the other hand, once a digital gene bank is established, artificial intelligence (AI) can be trained to analyze and learn the aesthetic principles embedded in Yi embroidery. This enables the generation of innovative pattern designs that harmonize traditional ethnic motifs with contemporary visual sensibilities, serving as a source of inspiration and reference for designers in further refining and reinterpreting the craft. The primary advantage of this approach is its capacity to significantly enhance design efficiency and creative output, overcome the issue of product homogenization, and advance the creative transformation and innovative development of ICH in alignment with modern technological advancements.

6.2 Building a Digital Troupe

To address the issue of the generational gap in the transmission of Yi embroidery as ICH, two strategic interventions must be prioritized.

First, it is critical to bridge the generational discontinuity through the application of digital intelligence technologies. These tools enable the precise identification of teenagers on social media platforms who exhibit both interest and potential in Yi embroidery. Once identified, personalized digital development profiles can be established for these individuals, through which the cultural values and meanings of Yi embroidery are progressively and systematically conveyed. This approach transforms talent development from a passive process into an active and targeted initiative, significantly reducing the risk of losing future inheritors at an early stage. Second, fostering structured knowledge exchange and mentorship between master embroiderers and younger practitioners is essential. Digital intelligence platforms can serve as virtual hubs to support sustained intergenerational interaction. By implementing incentive mechanisms such as consultation funds and performance-based allowances, senior embroiderers are encouraged to respond to technical inquiries, provide feedback, and offer guidance to younger embroiderers via the platform. In return, they receive financial incentives, which increase their willingness and capacity to participate. At the same time, young embroiderers can contribute novel ideas and creative interpretations to the platform, enriching the inheritance process with contemporary perspectives and ensuring the dynamic continuity of Yi embroidery as ICH.

6.3 Deepening Digital Applications

With the continuous advancement of digital technologies, augmented reality (AR) presents transformative opportunities for the deeper integration and sustainable revitalization of ICH. AR applications enable users to experience the presentation and cultural context of Yi embroidery in a highly immersive, interactive, and accessible manner—whether on-site at designated locations or remotely at any time. In the era of digital intelligence, it is both feasible and strategic to develop a virtual Yi embroidery museum using AR technology^[6]. This would allow users to explore the museum anytime and anywhere, fostering a deeper understanding and appreciation of the cultural significance and aesthetic richness of Yi embroidery.

Moreover, integrating the virtual museum with existing digital databases allows users to access detailed narratives of embroidery patterns and participate in virtual simulations of the embroidery process. This digital foundation supports an interactive and experiential consumption model aimed at attracting younger, digitally-native audiences. As this user base grows, Yi embroidery as ICH can adopt flexible digital production approaches that leverage intelligent technologies to create a user-oriented customization platform. On this platform, orders are placed according to personal preferences and intelligently assigned to embroiderers based on their unique styles and technical expertise, thus facilitating personalized and demand-driven production. Data thus becomes a central force in industrial development, helping to bridge gaps between production and market demand, and improving both the economic sustainability and cultural vitality of Yi embroidery as living heritage.

6.4 Building a New Brand Ecosystem

The digital intelligence era has introduced transformative potential for the branding and sustainable development of ICH Yi embroidery. Constructing a new brand ecosystem necessitates the strategic expansion of cross-sectoral collaborations to enhance both cultural visibility and industrial viability.

First, forming strategic alliances with leading art academies and educational platforms is essential to advance the "ICH into Schools" initiative. Simultaneously, the cultural heritage embedded in Yi embroidery should be digitized, systematized, and transformed into structured educational modules^[7]. Leveraging digital intelligence technologies enables the outward dissemination of ICH culture, fostering the development of skilled inheritors and a broader community of cultural advocates. Second, Yi embroidery must be extended into diverse application contexts across industries. By aligning its traditional ethnic motifs with contemporary youth aesthetics, Yi embroidery can be organically integrated into daily life. Collaborative branding with consumer electronics and lifestyle brands provides a practical and culturally resonant pathway to embed ICH elements into modern consumer culture^[8]. These partnerships should also be responsive to evolving aesthetic sensibilities, facilitating the creation of ICH products that align with the visual and functional preferences of contemporary audiences. Ultimately, building a new brand ecosystem for Yi embroidery goes beyond commercial objectives. It aims to ensure that ICH Yi embroidery continues to "live" and "be passed on" in a dynamic, innovative, and sustainable manner within the context of the digital intelligence era.

7. Conclusion

In conclusion, digital intelligence technologies should not be viewed merely as instrumental tools, but rather as a "new stitching technique" that effectively revitalizes ancient craftsmanship by embedding it with contemporary cultural and technological relevance. The digital intelligence era has introduced unprecedented opportunities, challenges, and transformative pathways for the dynamic preservation of Yi embroidery as ICH, signifying a fundamental shift in its mode of living transmission. Looking ahead, the future development of Yi embroidery as a cultural heritage practice will inevitably require a deep and systematic integration of tradition and digital innovation, coupled with a dual synergy between cultural preservation and modern developmental imperatives. Through this evolutionary process, this centuries-old ethnic art form can sustain its cultural vitality and continue to demonstrate its significance within the framework of contemporary society.

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