

# Research on Qinhuai Lantern Cultural and Creative Product Design Based on Social Application Scenarios

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**Abstract:** This paper takes the intangible cultural heritage Qinhuai lanterns as the main line, and extracts the intangible cultural heritage elements by exploring its development context, value, artistic characteristics, etc., and organically integrates the intangible cultural heritage elements with cultural and creative products. Linking social application scenarios, try to design Qinhuai lantern cultural and creative products in social application scenarios, increase the participation of Qinhuai lanterns in life, improve its value attributes, and better inherit and innovate Qinhuai lanterns intangible cultural heritage.

**Keywords:** Social application scenarios, Qinhuai lanterns, Cultural heritage

## 1. Introduction

As one of the important components of traditional Chinese lanterns, Qinhuai lanterns objectively reflect the historical evolution of folk lanterns from natural fire, life fire, festival fire to art fire, and integrates local traditional folk customs. Injected with vitality and has been passed down to the present, it has explored attractive and infectious new cultural products in Qinhuai folk crafts, that is, "local creation design", which has made a good demonstration for the modern transformation of traditional culture.

## 2. The Origin and Development of Qinhuai lanterns

Qinhuai lanterns originated in Nanjing and have a very long history. Its origin can be traced back to the Eastern Han Dynasty. According to literature records, during the Ming Dynasty of the Han Dynasty, lanterns were displayed on important occasions such as National Days and festivals, and lanterns were lit to pray for blessings. During the Three Kingdoms period, there have been more specific written records about the lantern narration, and the lanterns of this period are the continuation of the folk customs of the Han and Ming emperors. During the Tang Dynasty, Nanjing's economy improved with the continuous development of the Jiangnan region, thus attracting an endless stream of lantern-making artists, and the Lantern Festival had begun to take shape at this time. During the Song Dynasty, Qinhuai lanterns developed vigorously, and Shangyuan Lantern Festivals were held in Bianjing, Lin'an and other places, which were very lively. After Ming Taizu settled in Nanjing, the Lantern Festival was vigorously promoted, and the lanterns reached an unprecedented state of prosperity. Every time the Lantern Festival was held, the Qinhuai River Basin would be brightly lit and in full swing, so it gained the reputation of "Qinhuai Lantern Festival is the best in the world", and has always been continues to this day. On June 7, 2008, Qinhuai lanterns were approved by the State Council to be included in the second batch of national intangible cultural heritage list.

## 3. The Development Value of Qinhuai Lanterns

### 3.1. The aesthetic value

Qinhuai lanterns are rich in categories and forms. The traditional lanterns are basically hand-made, the production process is unique and amazing, the shape design is vivid, and the colors are colorful. Modern Qinhuai lanterns are based on the production of traditional lanterns, take their essence, absorb their characteristics in modeling, and use modern materials to add modern artistic features, which are no longer limited to practicality and realism of real things. Modern lighting with a sense of shape and design.

The introduction of Qinhuai lanterns into new and continuous development has enriched its design forms. In 2016, a Qinhuai lantern appeared at the London Design Festival "Nanjing Week", which attracted the attention of tourists from all over the world and brought them a great aesthetic experience. After the exhibition, London citizens rushed to take these unique lanterns home, which shows the international influence of Qinhuai lanterns and the aesthetic height it has.

### **3.2. The cultural value**

Qinhuai lanterns have witnessed the rise and fall of the ancient city of Jinling to Nanjing on both sides of the Qinhuai River. The Qinhuai River Basin is one of the areas with the most profound historical and cultural heritage in Jinling. The Qinhuai lanterns were born in such a city with rich cultural heritage, and its cultural value is obvious. According to "Jinling Sui Ji Ji", during the Guangxu period of the Qing Dynasty, relatively new materials such as glass were used to inlaid various figures in the lanterns, and the most exquisite craftsmanship was the revolving lantern. In the design process, the craftsmen integrate folk stories, myths and legends into the lanterns, giving the lanterns a cultural heritage that doubles the value of the lanterns. The modern Qinhuai lanterns have become a treasure in Nanjing's intangible cultural heritage, affecting generations of Nanjing people, forming a cultural memory symbol and adding more realistic cultural and artistic value. In the historical changes, Qinhuai lanterns have not been lost due to the rise and fall of the times, but on the basis of inheriting the classics, they have been continuously inclusive and evolved into a new urban culture, condensing the inner strength of the city, and becoming the core and spirit of urban civilization construction guide.

### **3.3. The economic value**

The Qinhuai Lantern Festival, which is derived from Qinhuai Lantern Festival, attracts tens of thousands of tourists every year, especially on the day of the Lantern Festival, which ushered in the peak of the number of people. Therefore, the time for lantern artists to sell the Lantern Festival is only limited to the Spring Festival and the Lantern Festival. Due to the long production cycle and poor practicability of lanterns, the economic benefits of lantern artists are not very good due to the short time of sale. The economic value brought by Qinhuai lanterns does not come from itself, but from the famous tourists and the surrounding industrial consumption, which promotes the development of the city's tourism and entertainment industries and obtains economic benefits. If lanterns want to realize their own economic value, they need modernization transformation, combined with cultural and creative design, so that Qinhuai lanterns can break away from the constraints of tradition, transform into daily necessities in real life, integrate into cultural spirit, stimulate cultural identity, and promote Qinhuai lanterns with cultural creativity. Inheritance and development, and create newer economic value.

## **4. Application of Qinhuai Lantern Cultural and Creative Products in Social Application Scenarios**

Cultural and creative products refer to the interpretation of a materialized state from different aspects of culture, and its core is "culture" and "creativity". Designers combine the aesthetic characteristics and spiritual humanities of culture with their own understanding and interpretation of culture, and combine them with products to design, and finally present cultural creative products that meet the spiritual needs and aesthetics of modern people.

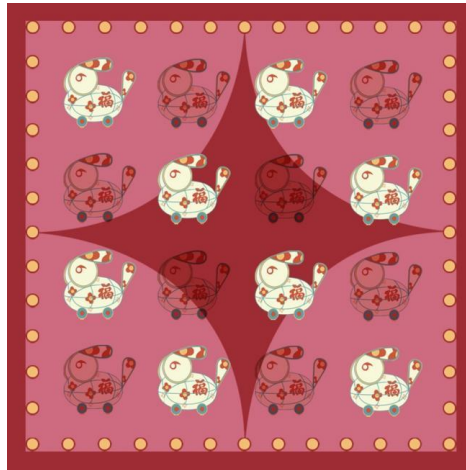
Nowadays, there are relatively few cultural and creative products based on Qinhuai lanterns, because its time limitation generally appears in specific festivals or activities, and it is rare in ordinary life. Cultural and creative products are connected with social application scenarios, and cultural and creative products that can be used in daily social life and have cultural implications are designed, and the Qinhuai lantern culture is infiltrated into every bit of life.

In the following design practice, this paper focuses on the theme of "three joys in life" to show the application of Qinhuai lantern cultural and creative design in social scenes from three perspectives.

### **4.1. Carefree - send children, send feelings, send memories**

Carefree is the first joy in life, generally in childhood, naive without trouble. In ancient times, rabbits were regarded as lucky things, and wherever the rabbit lamp went, it was lucky. The appearance of rabbit lamp is lovely, because it is a reptile, so it is generally a drag lamp, which is suitable for children, so the rabbit lamp is selected for deconstruction design, in line with the setting of the first happiness in life (As

shown in Figure 1).



*Figure 1: Design of rabbit lamp pattern.*

Graphic design: observe the modeling characteristics of the rabbit lamp, distinguish the difference between the rabbit lamp of Qinhuai and other regions, simplify the image of the rabbit lamp, retain the external outline and its characteristic long tail. Warm white, red, yellow and blue were chosen in color. The large area of warm white renders the face and body of the rabbit, and the red eyes restores the rabbit itself. The red patterns on the body are of different sizes and alternate between false and real, creating a sense of volume of the rabbit's body. In the outline, the rabbit lamp is decorated with regular and smooth lines, which is clean and concise. Combined with the characteristics of Qinhuai lantern technology, the frame is flattened, which is more modern.

Pattern design: rabbit lamp pattern design adopts continuous pattern, through regular continuous pattern arrangement, can bring people a harmonious and comfortable aesthetic feeling, so that the decorative effect of the picture is balanced and unified, and can enhance the visual impact. The straight line of the background square is combined with the straight curve of the quadrangle, colliding with the infinite vitality and vitality, reflecting the sense of layers of the picture. Background color selection of low saturation and brightness of the two adjacent red, yellow circle to be embellished, so that the overall pattern has a retro feeling, evoke adults full of feelings and memories.

The cultural and creative derivatives of this pattern design are carefree commemorative calendar, rabbit lamp red envelope design, lantern stamp stickers (commemorative feelings + fun function).

#### **4.2. Gold list title - send students, send expectations, send champion**

Koi represents wealth, luck and health, and is regarded as a symbol of peace and friendship. China has since ancient times "carp yue Longmen" said, expressed the lofty ideal upstream spirit, suitable for the gold list title this theme (As shown in Figure 2).



*Figure 2: Pattern design of Koi lamp.*

Graphic design: Simple abstraction and simplification of the image of koi, maintaining the characteristics of the shape, using red as the main color in color, and using the same color to draw. Decorate the body with neatly arranged polka dots, adding to the liveliness of the koi.

Pattern design: The overall color of the pattern design of the koi lamp is red and purple, and purple represents composure, courage and courage. People who like purple are more motivated and strive to achieve their ideals, which fits the theme of the title of the gold list. The divergent composition focuses on the visual center of the picture, the fan shape at the four corners softens the rigidity of the divergent lines, and the embellishment of letters balances the rhythm of the picture, reflecting a sense of stability. Koi of different sizes are arranged in the center of the picture, which not only breaks the rigidity brought about by stability, but also adds vitality. In detail processing, the dark patterns on the background of the carp are scattered, which enhances the decorative sense of the picture.

The cultural and creative derivatives designed by this pattern are the Jinbang title commemorative calendar, the champion carp lantern red envelope design, and the Jinbang title spell bookmark (blessing + scene use function).

#### **4.3. Get married - send new people, life and happiness**

Lotus lantern is one of the most representative lamps in plant lamp. "He" and "and" homonym, meaning family harmony, sustenance of the couple's future life wishes, reunion and beauty, harmony and happiness. Suitable for tying the knot (shown in Figure 3).



*Figure 3: Lotus lamp pattern design.*

Graphic design: First of all, the structure of lotus lanterns is sorted out to extract elements and retain the modeling characteristics of lotus flowers. The lotus lanterns are flattened, and the petals are decorated with curves, progressive layer by layer, full of strong decorative sense. Yellow petals are used at both ends of lotus flowers to make up for the monotony of lotus flowers.

Pattern design: The pattern design of lotus lantern also adopts the method of continuous composition. The simple petal pattern is designed to be repeated and extended in a circle around the lotus lantern, so as to capture the visual center and create a continuous feeling. The petals are continuously formed to form a hexagonal shape, and the details of each corner are processed to increase the connection with the lotus lamp, forming a visual picture that is constantly changing in balance. The circles in the four corners of the background echo with the main vision, reflecting the harmonious and unified effect of the picture. The background color of the main visual color, green and yellow, harmonious picture of cold and warm balance, collision out of the special beauty.

The cultural and creative derivatives of this pattern design are wedding memorial calendar, lotus lamp red envelope design, lotus lamp xipa (blessing + scene use function).

## **5. Conclusion**

As an intangible cultural heritage, Qinhuai lanterns are one of the treasures of my country's history and culture. The protection and inheritance of intangible cultural heritage is the foundation of national

unity and national unity. Qinhuai lanterns have witnessed the persistence and innovation of generations of craftsmen after the precipitation of history, and also pinned the pursuit and hope of Nanjing people for a better life. In recent years, the state has attached great importance to the protection of intangible culture, and has issued a series of protection and inheritance policies to vigorously promote the "artisan spirit", aiming to bring more intangible cultural heritage into the public eye and into daily life. Nowadays, the development of cultural and creative products has gradually matured. Intangible cultural heritage combined with cultural and creative design can not only change the traditional inheritance method, retain the essence of handicrafts in intangible cultural heritage, but also adopt new technologies, new materials, new design methods and modernization. The industry is closely integrated, and the regional and relatively closed intangible cultural heritage culture is passed on to the public, so that more and more people can understand the traditional culture that they have not been exposed to, and the new generation of modern products is integrated into the ancient traditional intangible cultural heritage handicrafts. In order to better inherit and develop intangible culture.

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