

Review and Prospect of the Artistry in Designed of Travelling Case

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ABSTRACT. *With the improvement of people's living standards, the ability to appreciate art has been gradually improved, which has also brought new adjustments to the design of travel bags. This article starts from the function of the travelling case, analyzes its development process, and from the Angle of combining the function and artistry, puts forward some Suggestions for the travelling case design. The research in this paper has a certain guiding significance for the design of travelling case.*

Keywords: *travelling case, artistry, review and prospect, combining the function and artistry*

1. Introduction

Travelling case is a kind of bag that people carry when they go out. With the change of people's traditional way of life, travelling case and people's life is becoming more and more close, and has become an essential item for travel, and the industry related to it is also developing rapidly [1]. The huge market demand makes it become an important part of China's trade system. According to the statistics of "China's travelling case and bag industry production and marketing demand and investment forecast analysis report", China's travelling case and bag industry has been growing rapidly in recent years, with the annual compound growth rate of output more than 27% [2]. Only in 2013, the total sales volume of travelling case and bag products in China has reached 500 billion yuan. At the same time, the huge demand space of the international travelling case market also promotes the export growth of China's travelling case products to some extent. According to statistics,

China exported 7.779 billion bags and bags in 2007, with an output value of us \$10.81 billion. The volume and output value increased by 21.56% and 24.21% respectively [3].

After the reform and opening up, China's travelling case industry has been developing rapidly, and the production and export have taken a large proportion in the world. At present, China has formed four major production and manufacturing bases of PVC bags, which are Huadu in Guangdong, Quanzhou in Fujian, Pinghu in Zhejiang and Baigou in Hebei [1].

The continuous advance of economic level promotes the gradual improvement of people's living standards. On the one hand, the types, USES and quantities of articles carried by users vary with the travel purpose, environment and time. On the other hand, with the development of The Times, people's preferences, needs, values, aesthetics and so on are gradually developing to personalized, and the diversification of consumers' mentality also promotes them to prefer products with diversified functions and styles.

Therefore, in the design and production of travelling case, should actively grasp the pulse of the international market, according to the needs of consumers, constantly change, optimize the program, design a stronger function, more convenient to carry and use, more novel and fashionable appearance of the product. This article starts from the function of the bag, analyzes the domestic and foreign research present situation, the development characteristic, carries on the summary to the bag development tendency from the artistic Angle.

2. Development History of Travelling Case

Travelling case, as a kind of living articles, has a long history of development [4]. At first, case bag basically behaves the vanity that makes with leather or furs, become nobility gradually subsequently the adornment between the waist, basically make with silk, leather, velvet, gold and silver line, small glass bead, indicative exalted status and eminent position. The design of bags and bags is constantly evolving, with different artistic characteristics in different periods. Bags in the end of the last century and the beginning of this century to really become the general use of social various stages of goods, so far people began according to the season, the

use of different, targeted to carry out bag design.

There is a close relationship between the appearance of travelling case and the development of productivity [5]. In the feudal society dominated by agriculture, the first means of transportation was animal power, and people's range of activities was limited. There was no soil from which luggage and travelling case were born. European men and socialites of the early 15th century wore a small pouch around their waists to hold coins, keys and other items. In Europe in the 16th and 17th centuries, leotards and handbags were popular, and they became a must-have at parties. Early versions were decorative bags made with embroidery, beading and lace techniques. At the beginning of 19th century, the first generation of leather handbag was born in Europe because the clothes people were wearing were tights and the pockets were not easy to design on the clothes. In the 1860s, handbags were often made of metal or wood and leather, and were fashionable accessories to match.

With the development of the industrial revolution in the 19th century, vehicles were developed, and travel became comfortable and fast, making travel a fashion. The original bulky bag with a rounded lid was replaced by a lighter carry-on. In order to avoid copying and imitating, the designers of travelling case and bags have used symbols and patterns to distinguish their travelling case and bags, and some directly named the brand name with the designer's name. The brand name created by some craftsmen can keep pace with The Times and adapt to the development requirements of The Times.

In the 1940s, a mature bag design system had been formed and more practical backpacks appeared, but the design and manufacture were relatively rough and the technology was simple. After the war, cloth bags began to appear to solve the shortage of metal, leather and other resources. In the late 20th century, the development of bag design was rapid. The designer studied the travelling case used by middle-aged, young, men, women, children and other groups according to the role type of travelers.

After entering the 21st century, foreign travelling case industry has developed rapidly, first pay attention to quality, second pay more attention to details and workmanship. Under the guidance of ergonomics, the design of foreign travelling case is more concise, the function is relatively single, but also did not take cultural elements into consideration in the design of travelling case, so the culture is poor,

personalized is not fully reflected.

3. Development Status of China's Travelling Case

The art history of travelling case design in China is also a history of the progress of Chinese civilization [1, 6]. From leather, hemp and rattan in primitive society, to silk fabrics and bronzes in summer and Shang dynasties, and to brocade and lacquerware in spring and autumn period, fine arts and crafts have been changing constantly, and the art of travelling case design has also been developing forward. During the Xia and Shang dynasties, embroidery and painting became the decoration techniques of bag design, and the master of animal skin curing technology, the perfection of leather making technology and the progress of dyeing technology all promoted the development of bag design art to some extent [2]. During the spring and autumn period and the warring states period, lacquer craft appeared in the design of boxes and bags. The patterns on the boxes and bags were more delicate and the colors were more gorgeous. During the Qin and Han dynasties, with the further development of lacquerware technology, there were various patterns of bags and bags, and more and more painting techniques [3]. At the same time, the dyeing and weaving technology in Qin and Han dynasties developed rapidly, and colorful fur coats appeared [4]. The varieties of textiles showed a trend of diversification, and the material basis of travelling case design was strengthened. Sui, Tang and Five dynasties, with the rapid development of feudal economy and culture, the luxury of the ruling class is also reflected in the style of travelling case design [6]. Boxes tend to develop in a complete set. Boxes made of rosewood, boxwood, agarwood, ivory and deer antlers are also used to decorate the surface of boxes and bags, reflecting the elegant design style. In the tang dynasty, textile printing and dyeing technology developed rapidly, with more and more varieties of fabrics and more and more exquisite patterns. In addition, with the opening of the society, people travel more and more, and the design of bags has been transformed from the original use function to the decorative function. The volume structure tends to be small, and more and more become the decoration of clothes [7]. During the Song and Yuan dynasties, a large number of nomads in the north moved south, which led to the great development of fur craft. Period of Ming and Qing dynasties, wooden case chooses material to use annatto more, mahogany and rosewood to wait, modelling is

concise and easy, structural design is reasonable clever make elegant. At the same time, a small handbag made of coarse cloth or silk fabric appeared in the woman's hands, which was very ethnic. Since the 19th century, with the frequent trade between the east and the west, the exchanges of religion, ideology and culture have been increasing day by day, and new aesthetic concepts have been generated from the rejection and absorption of various cultures, which has brought broader development space for travelling case design at home and abroad [8].

China has a prominent advantage in resource-intensive and labor-intensive manufacturing and a complete industrial chain of travelling case, so it has a large market share and a strong export momentum. But, in the design art aspect also has the obvious insufficiency. Discuss our travelling case connotation, types and characteristics of the started late, research scope and depth is still very limited, and foreign related research has a certain gap, and the lack of aesthetic feeling, in the design of the finished product appearance simple and even does not have smooth drag function, in addition, our travelling case in the design of the man-machine engineering study is less, no backpacking versatility, culture and aesthetic characteristics.

As the development of The Times, people's living standard rises increasingly, travelling case has become the indispensable article beside people, consumer requirement case bag is not only more practical, have more outspread adornment sex even. According to the needs of consumers, the design of a specific style of travelling case, with the help of leather, plastic materials, polyester, cotton, linen, canvas and other materials to lead the fashion trend of travelling case is a trend of the future development of travelling case. At the same time, in more and more flouting personality of the era, design retro, simple, cartoon into all kinds of cultural elements of the travel case, from different sides to cater to consumer pursuit of fashion, make public the demand of individual character.

4. Conclusions and Prospects

The paper from the function of travelling case, review its development, especially analysis of the characteristics of China's travelling case design, and combined with the characteristics of contemporary consumers, from the shape, color,

structure and other artistic perspective, put forward the idea of travelling case design. This study provides reference for defining the function of travelling case, understanding the development history of travelling case, and designing travelling case from the perspective of combining functionality and artistry.

(1) Now travel case often exists the defect with drab style, onefold function, accordingly, how to be aimed at the characteristic of modern traveler life rhythm fast, consumption idea is simple, pursuit individual character, design a function diversity, blend in the travel case of contemporary vogue element again, it is the problem that the travel case design needs to solve.

(2) The diversification of bag functions can maximize the utilization rate of space, expand the use area of space, increase the use value of bag, reduce the burden of users, provide maximum convenience for users, so the multi-function of bag is the first design element to be considered. Second, decorative function is in the design of modern bag need to focus on another aspect, the constellation is added in the product design such as fashion design elements, the characteristics of young people pursuit of fashion, pay attention to personality, both to meet the emotional needs of the modern young consumers, and can conform to the trend of fashion, enhance product fashionable and symbolic.

5. Conflicts of Interest

The author declare no conflicts of interest regarding the publication of this paper.

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