

Research on Art Innovation of Flower Drum Lantern Costume under the Background of Rural Revitalization

Wang Cheng*, Liu Qingxiang

School of Art, Anhui University of Finance and Economics, Bengbu 233020, China

* Corresponding author email: wangcheng2006066@163.com

Abstract: In 2006, Flower drum lamp was listed in the first batch of China's intangible cultural heritage list, becoming the only Han dance species selected in the national intangible cultural heritage protection project pilot project. As an important component, dance costumes also contain rich values, and have unique costume styles and cultural attributes. Through the cultural attributes of Flower drum lamp costume, it shows its protection value, analyzes the design status of Flower drum lamp costume, inherits and innovates Flower drum lamp costume, refines, transforms and applies the classic elements in traditional costume patterns based on the regional cultural characteristics with modern aesthetic concepts and performance skills, and adds regional cultural elements such as Dayu culture and Huaihe River valley culture to make it full of the times.

Keywords: rural revitalization strategy; Regional culture; Flower drum lamp; dress; creative design

1. Introduction

Flower drum lamp, as a well-preserved folk dance category that represents the folk culture of Huaibei and Huainan regions, its performance costumes are based on the folk life costumes of Huaibei and Huainan regions, and change with them. Flower drum lamp costumes also have the style characteristics of compatibility between the north and the south and diverse styles, showing the long-standing living conditions and mental outlook of the people of Huaibei and Huainan, and it is a costume culture bred in a unique cultural and ecological environment.

2. Research Background of Flower Drum Lantern

2.1. Oriental Ballet-Flower Drum Lantern

Flower drum lamp is an excellent folk art in Anhui Province, a song and dance art with the widest spread, the largest number of participants, the greatest influence, the highest popularity and the richest variety among Anhui folk dances, and one of the typical representatives of Han nationality dances. In the past, most of the performances of flower drum lanterns were square performances, and they were performed under the lights of night lanterns, which is also the origin of the name of flower drum lanterns. Later, they developed into stage performances, making them more ornamental. Flower drum lamp is a treasure of Han folk art in China, which has completely and systematically preserved the form of folk art. It has unique artistic style, rich local flavor, changeable artistic rhythm and lively performance. Lantern Festival is known as "Oriental Ballet" and "Youlan by Huai River". The development and evolution of Flower drum lamp costumes have precipitated profound spiritual and ideological connotations with the changes of times and cultural context, and the change of aesthetic style of Flower drum lamp costumes in Huaihe River Basin has been seen through, which can be used as a reference for further studying the evolution, present situation and inheritance and development trend of costumes in Huaihe River Basin. Broadly speaking, the performance of "Flower Drum Lantern" includes four parts: dance, songs, gongs and drums and small operas with simple plots. Broadly speaking, the performance costumes of Flower Drum Lantern concentrate the costume features of opera performance and dance. Therefore, the modeling concept of flower drum lantern costumes plays a decisive role in the content, style and folk art tendency of flower drum lantern performances.

2.2. *Intrinsic meaning of clothing*

If for thousands of years, the art of "Flower Drum Lantern" has truly recorded the life, labor, customs and interests of the people in the Huaihe River Basin with music, dance and rhythm, then its performance costumes, as the means of expression of its artistic style, record history and interpret life from another angle, show the unique cultural ideas and aesthetic interests of the people in the Huaihe River, and store the memory of the changes of local folk customs. Flower-drum-lantern costumes can be used as a part of the research on the history of the Huai and Huai Dynasties and even the Han nationality, and they are used as a medium to reinterpret the rise and fall of the Han nationality. Dance is an ancient and important art category that grows and progresses with human society, and clothing is a material form closely related to human daily life. The study of dance clothing that is compatible with the two is obviously lagging behind the former two. The same is true of "Flower Drum Lantern" art.

3. Characteristics of Flower Drum Lantern Costume

3.1. *Development trend of lanterns and lanterns*

Flower drum lamp ushered in the peak period after the founding of New China, and the cause of Flower drum lamp has made great achievements. In this benign interactive relationship, some performance styles have been learned subtly, creating a cheerful and lively atmosphere. Under the driving force of the audience's enthusiastic expectation, artists can maximize their creative potential, and a large number of lantern songs and dance vocabulary are constantly emerging, which virtually promotes the inheritance and development of Flower drum lamp [1]. With the progress of the times and the amazing development of China's information construction, modern civilization has made a huge impact on the traditional art form of flower drum lanterns. With the rapid advancement of urbanization, a large number of young and middle-aged people have left their hometowns to go out to work. Under the pressure of urban life, flower drum lanterns artists have to adapt to the changes of the environment and give up the spread of flower drum lanterns. In addition, many migrant workers are attracted by new entertainment methods such as TV, Internet and KTV in big cities. Lantern festival is increasingly unable to attract young people's interest; On the other hand, in rural areas, the foundation of the soil where flower drum lanterns grow, because most of the people left behind are lonely old people and children, the rich rural customs and habits are disappearing day by day, and because of the lack of skilled labor force in various performances, "the custom of meeting lanterns in rural temple fairs can't continue to be passed down". At the same time, there is a lack of professional talents in flower drum lantern professional institutions, which leads to insufficient research depth; The concept of protecting local flower drum lanterns is not strong; Lack of investment and other reasons, leading to the inheritance of Flower drum lamp increasingly desertification soil [2].

3.2. *Local Characteristics of Lantern Costume Art*

Flower drum lanterns are an important part of Anhui's intangible cultural heritage, which is different from other parts of the country in its own indispensable uniqueness. This uniqueness mainly comes from the influence of this land at all levels over the years, and it is the product of the interaction between layers of historical precipitation and various local cultures. This study will analyze and summarize the artistic characteristics and artistic value of Flower drum lamp costume from many works created based on Flower drum lamp costume art, and explore its inheritance and development path from the humanistic point of view. During the research process, the main discussion focuses on the local characteristics of Flower drum lamp costume art. Fully exploring the local characteristics is helpful to excavate the deeper and richer connotation of flower drum lantern costume art, to explore the new path of inheritance and development, and to enrich and develop flower drum lanterns. I believe this study will provide more theoretical support and help for cultivating the younger generation of flower drum lanterns in the future [3]. With the policy of rural revitalization and construction being put forward, promoting the development of new rural economy by cultural construction has become the key content of policy implementation in various regions. When people recall the art of Flower drum lamp costume, they will not only recall the details of the dance, but also reproduce the moving regional cultural symbols in the costume and have emotional memories of them. The art research of Flower drum lamp is gradually deepening, but the artistic value of its costumes has been ignored by people. Therefore, the innovative research on flower drum lantern costumes is an important work. It is a new exploration of its performance costumes to refine, transform and apply the classic elements in traditional costume patterns based on

regional cultural characteristics, and to add regional cultural elements such as Dayu culture and Huaihe River valley culture to make them full of the times.

4. Inheritance and Innovation of Lantern Costume

4.1. The Development Direction of Lantern Costume

With modern aesthetic concepts and expression skills, the classic elements in traditional costume patterns should be refined, transformed and applied, and regional characteristic cultural elements such as Dayu culture and Huaihe River valley culture should be added to make them full of the flavor of the times, so that the older and newer flower drum lanterns can be enjoyed by more contemporary people, so as to achieve the real purpose of better protection, inheritance and development. Innovative pattern design, in order to cater to modern people's aesthetic psychology and reflect contemporary fashion trends, traditional flower drum lantern costume patterns need some innovative means and innovative thinking methods to be integrated into the flower drum lantern costume design along the Huaihe River Basin with a brand-new look. Incorporate the local regional characteristic culture of Bengbu, and add the cultural element pattern of Huaihe River Basin. Using new materials to make the flower-drum lantern costume makes the costume more durable, optimizing the pattern and adding embroidery technology to make the costume more attractive. Reasonable use of the technology of flower-drum lantern costume pattern can not only enrich the levels and changes of its pattern, but also convey the unique artistry of flower-drum lantern costume pattern. In the process of pattern creation, not all patterns can be realized in the flower drum lamp clothing. First, we should consider whether it is suitable for process making and its applicable performance, and at the same time, we should also consider whether the process type is consistent with the decorative style of flower drum lamp clothing patterns. Different materials, forms and colors of patterns will form different styles in the flower drum lantern costumes. Only when these patterns are consistent with the flower drum lantern costumes, can they play their due decorative effect.

4.2. Continuation of tradition

By innovating patterns, styles, fabrics, adding hand embroidery and other methods, we can tap its essence and then create it to achieve inheritance and innovation. At present, the whole society is in the process of industrialization and urbanization, and the living environment of the original ecological art has undergone great changes. Modern aesthetics and fashion culture are gradually deepening into the flower drum lanterns. In this case, flower drum lantern costumes will lose the vitality of the original art if they keep tradition blindly without innovation, but the question is how to develop and innovate. At present, some dance costumes blindly learn from the costume design of western dance, and abandon the local culture and traditional aesthetics of the Chinese nation, for example, the dance costumes worn by the actors are too exposed, and the colors do not follow the traditional color habits, etc. Here, it is not that this innovative idea is wrong, just because this "innovative idea" is used in the wrong place. Although dance costume is important, it can't be separated from its service object-dance art. If this "creative" dance costume is used in the traditional performance of flower drum lanterns, on the one hand, this modern dance costume will be out of place with the performance atmosphere of the whole traditional repertoire and the dance theme; On the other hand, it will also cause the younger generation to blur and misunderstand the traditional image of flower drum lanterns, which is extremely harmful to the inheritance and development of flower drum lanterns. However, maintaining the "tradition" of flower drum lantern costumes does not mean enduring and lacking new ideas. In fact, the costumes of flower drum lanterns are just like the costumes of traditional operas. The costumes of characters already have their own programs, so if there is no special festival or important performance, there is really no need to change into new costumes, but it doesn't mean that there is no need to design or innovate costumes. Flower drum lantern costumes in the new era still need a new look. The key is to grasp the degree of innovation. It is necessary to maintain the program as a whole and reflect the changes locally. It is necessary to continue the tradition and innovate.

4.3. Development and innovation

Adhere to the unity of inheritance and innovation; Adhere to the unity of decoration and practicality; Unity of pattern design and costume function design. Dress patterns along Huai Flower Drum Lantern condense the aesthetic connotation of Chinese culture and are widely used in modern dress design, which requires designers not only to make good use of these patterns with national characteristics, but also to

develop and innovate them in combination with the development of the times. This combination does not simply and stiffly piece together the two things, but naturally and skillfully fuses them into a whole, showing the unique taste of traditional aesthetic culture, being full of modern flavor and more likely to resonate. Flower drum lantern costume patterns along the Huaihe River Basin have stylized characteristics, which is precisely the foundation of maintaining traditional art [4]. However, tradition will always be tradition. If you want to design a pattern that conforms to modern aesthetic concepts, you must break through the convention, integrate new design concepts and expression skills on the basis of stylized traditional patterns, tap its essence through design methods such as simplification, exaggeration, fragmentation and reorganization, and then create it to achieve inheritance and innovation. The exploration and innovation of the flower drum lantern costume pattern also includes the related redesign of color, layout and technology, which makes the traditional pattern and modern flower drum lantern costume merge and coexist, and endows the art along the Huaihe River with brand-new significance.

Acknowledgments

This study was funded by Anhui university of finance 2021Postgraduate Research and Innovation Fund Project (ACYC2021607).

References

- [1] Z. Yuan. *“Research on the Development Track and Inheritance of Anhui Flower Drum Lantern”*, Xinjiang Normal University, 2011.
- [2] X. Y. Bao. *“Huaiyuan School Flower Drum Lantern Research”*, Northwest Normal University, 2013.
- [3] G. T. Yuan. *“People playing with lanterns along Huai River —— Flower drum lanterns performing group in the perspective of ethnomusicology”*, Nanjing Art Institute, 2010.
- [4] X. B. Yang. *“Research on the application of costume patterns in modern costume design in Qing Dynasty”*, Northeast Normal University, 2010.