FROM TRADITIONAL CRAFTSMANSHIP TO CONTEMPORARY CULTURAL AND CREATIVE PRODUCTS: SUSTAINABLE DESIGN STRATEGIES FOR SHANGHAI BAMBOO BASKETRY

Xinyi ZHU[1], Chanoknart MAYUSOH[1], Akapong INKUER[1] and Pisit PUNTIEN[1]
1 Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand;
s66584948010@ssru.ac.th (X. Z.); chanoknart.ma@ssru.ac.th (C. M.);
akapong.in@ssru.ac.th (A. I.); pisit.pu@ssru.ac.th (P. P.)

ABSTRACT
Shanghai Bamboo Basketry is an important component of traditional Jiangnan craftsmanship, embodying local material knowledge, traditional basketry techniques, and regional cultural memory. With the development of urbanisation, industrialisation, and changing lifestyles, traditional bamboo basketry products face challenges including the decline of their practical functions and market demand, the ageing of craft inheritors, and limited participation by younger generations. This study aims to explore sustainable design strategies for transforming Shanghai Bamboo Basketry from traditional craftsmanship into contemporary cultural and creative products. Guided by Cultural Ecology Theory and Sustainable Design Theory, the study employs literature review, field investigation, case analysis, semi-structured interviews, and consumer needs analysis to systematically examine the historical background, craftsmanship characteristics, material system, and contemporary development challenges of Shanghai Bamboo Basketry. The findings suggest that sustainable design strategies should be developed from the perspectives of cultural transmission, material utilisation, craftsmanship transformation, functional innovation, aesthetic expression, public participation, and market adaptation. While preserving traditional craft knowledge and cultural authenticity, Bamboo Basketry techniques should be transformed into home furnishings, cultural souvenirs, and lifestyle products that respond to contemporary needs. This study provides a systematic approach to the design and development of Shanghai Bamboo Basketry cultural and creative products and offers practical references for the living transmission, product innovation, and long-term sustainable development of traditional craftsmanship.
Keywords: Shanghai Bamboo Basketry, Traditional Craftsmanship, Cultural and Creative Products, Sustainable Design, Cultural Heritage

CITATION INFORMATION: Zhu, X., Mayusoh, C., Inkuer, A., & Puntien, P. (2026). From Traditional Craftsmanship to Contemporary Cultural and Creative Products: Sustainable Design Strategies for Shanghai Bamboo Basketry. *Procedia of Multidisciplinary Research, 4*(9), 95.

INTRODUCTION

Bamboo Basketry is one of China's long-established traditional crafts, embodying material knowledge, manual skills, aesthetic concepts, and practical experience accumulated across generations. As a regional expression of Jiangnan bamboo culture, Shanghai Bamboo Basketry has developed distinctive approaches to material selection, basketry techniques, and product forms in Jiading, Chongming, and Songjiang. However, urbanisation, industrialisation, and changing lifestyles have resulted in the gradual replacement of traditional bamboo utensils by mass-produced goods. Consequently, Shanghai Bamboo Basketry faces challenges including the ageing of craft inheritors, limited participation by younger generations, the decline of traditional markets, and insufficient product innovation. The development of cultural and creative products provides a new pathway for integrating traditional Bamboo Basketry into contemporary life. Nevertheless, innovation should extend beyond the reproduction of traditional forms or the superficial application of cultural symbols. It should preserve craft knowledge and cultural meaning while improving product functionality, aesthetic expression, material efficiency, durability, and market adaptability. Therefore, guided by Cultural Ecology Theory and Sustainable Design Theory, this study analyses the relationships among traditional craftsmanship, bamboo resources, cultural identity, public participation, and consumer needs. It proposes sustainable design strategies for transforming Shanghai Bamboo Basketry into contemporary cultural and creative products, thereby promoting its cultural transmission, product innovation, and long-term sustainable development.

Research Objectives

1) To study the historical background and traditional process of Shanghai bamboo basketry craftsmanship, and explore the sustainable design application of bamboo basketry technology in the field of cultural and creative products.

2) To analyse the aesthetic preferences and consumption needs of young consumers in Shanghai and, through community public participation, construct a cultural and creative design model and systematic design strategies for Shanghai Bamboo Basketry based on cultural ecology theory.

LITERATURE REVIEWS

Cultural Inheritance and Contemporary Development of Shanghai Bamboo Basketry

Shanghai Bamboo Basketry constitutes an important component of traditional Jiangnan craftsmanship. Its development is closely associated with the natural environment, bamboo resources, local lifestyles, and regional culture of Shanghai. Through long-term production practices, areas such as Jiading, Chongming, and Songjiang have developed distinctive bamboo basketry techniques. Traditional products mainly include baskets, dustpans, bamboo mats, and other everyday utensils, reflecting cultural characteristics of material-based craftsmanship, practical economy, and manual creativity (Figure 1).

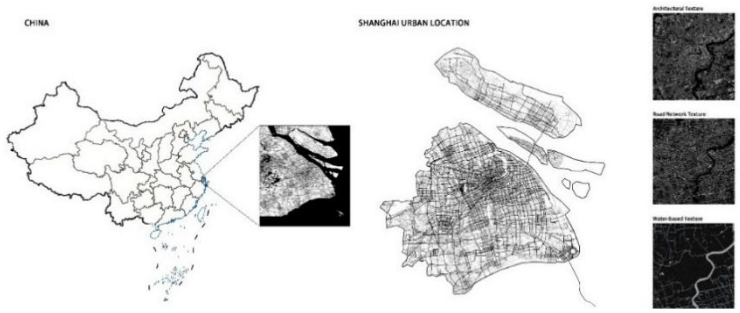


Figure 1 Map of Shanghai Municipality

Consistent with UNESCO's (2003) understanding of intangible cultural heritage as living practices transmitted across generations, Shanghai Bamboo Basketry should be understood not only as a material product but also as knowledge sustained through community practice and intergenerational learning (Figure 2).



Figure 2 Bamboo Basketry Product Series Featuring Shanghai Cultural Symbols

However, with the expansion of industrial production and changes in contemporary lifestyles, market demand for traditional bamboo basketry products has gradually declined. The transmission of this craft is challenged by an ageing artisan population, insufficient participation among younger generations, and limited product diversity. Therefore, the contemporary development of Shanghai Bamboo Basketry should not be limited to the preservation of traditional techniques. Greater attention should be given to the relationship between its cultural meanings, craft knowledge, and the needs of modern life. Through the coordinated development of design innovation, community participation, educational communication, and cultural and creative industries, Shanghai Bamboo Basketry can be transformed from traditional everyday utensils into cultural and creative products that integrate cultural value, aesthetic experience, and contemporary functionality.

Cultural Ecology and Sustainable Design Theory

Cultural ecology theory emphasises the interrelationships among cultural forms, natural environments, social structures, modes of production, and community life. Steward (1955) argued that cultural development is closely associated with specific ecological conditions and human adaptive practices. Shanghai Bamboo Basketry relies on natural resources such as bamboo while also being shaped by local history, handcrafting techniques, community relationships, and consumer environments. It can therefore be understood as a dynamic cultural ecological system.

Sustainable design theory focuses on the environmental, social, and economic impacts of products throughout material selection, production processes, patterns of use, and the product life cycle. Bocken et al. (2016) and Ceschin and Gaziulusoy (2016) proposed that design should reduce resource consumption, extend product longevity, and promote social participation and systemic innovation. Integrating cultural ecology theory with sustainable design theory helps safeguard the cultural authenticity of Shanghai Bamboo Basketry while encouraging the responsible use of bamboo resources, innovation in traditional craftsmanship, community collaboration, and enhanced market value. This integration provides a theoretical foundation for developing Shanghai Bamboo Basketry cultural and creative products that balance cultural, environmental, social, and economic benefits.

At a broader systems level, culturally sustainable development treats culture as an integral dimension of development rather than a decorative addition to economic activity (Throsby, 2017). Similarly, circular-economy scholarship describes sustainability as a systemic transition

that reduces resource inputs and waste while retaining value in products and materials (Geissdoerfer et al., 2017). Bamboo also offers particular potential as a renewable design material, provided that material selection and processing respond to the properties of the culm, treatment requirements, and intended uses (Liese & Köhl, 2015).

Transformation of Traditional Crafts into Cultural and Creative Products

The transformation of traditional craftsmanship into cultural and creative products is not merely a change in product appearance. Rather, it involves the systematic contemporary reinterpretation of traditional materials, production techniques, cultural symbols, and practical functions. Studies by Adamson (2007) and Sennett (2008) indicate that the value of craftsmanship lies not only in technical skills, but also in artisans' knowledge, material experience, and cultural meaning. Nimkulrat (2012) further suggested that practice-based research can promote the reinterpretation and innovative application of traditional craft knowledge through design experimentation.

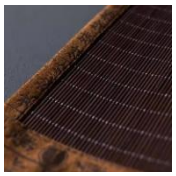
In the case of Shanghai Bamboo Basketry, design elements may be derived from weaving patterns, structural methods, bamboo textures, and Jiangnan cultural imagery, and subsequently applied to contemporary products such as lighting, home furnishings, stationery, decorative objects, and tourist souvenirs. This design transformation should preserve the essential characteristics of the craft while incorporating contemporary forms, functional requirements, modular structures, and cross-material applications. Such an approach avoids the superficial replication of traditional cultural symbols. Consequently, Shanghai Bamboo Basketry can be transformed from traditional everyday utensils into cultural and creative products that integrate cultural narratives, aesthetic value, practical functionality, and market adaptability.

Consumer Needs and Contemporary Design Trends

Consumer demand provides an important basis for the contemporary transformation of traditional bamboo basketry products. With the development of green consumption, cultural experiences, and personalised lifestyles, consumers' attention to cultural and creative products has expanded beyond basic functionality to include aesthetic expression, cultural identity, emotional experience, and environmental responsibility. In particular, young consumers place greater emphasis on simplicity of form, harmonious colour schemes, diverse use scenarios, and the authenticity of cultural expression.

Meanwhile, contemporary cultural and creative products increasingly demonstrate design trends such as multifunctional integration, material combination, lightweight construction, modularity, and lifestyle-oriented design. Shanghai Bamboo Basketry products should retain the natural texture of bamboo and the characteristics of handmade craftsmanship while responding to modern contexts of home living, office use, tourism, and gift consumption. Improvements in portability, durability, and user experience are also essential. In addition, consumer participation can assist designers in identifying genuine needs and reducing the gap between traditional craft innovation and market demand. Therefore, incorporating consumers' aesthetic preferences, purchase intentions, and perceptions of sustainable value into the design process is an important approach to enhancing the acceptance and market competitiveness of Shanghai Bamboo Basketry cultural and creative products.

Table 1 Classification of Traditional Bamboo Basketry Products in Shanghai

Representative Products	Illustration	Main Functions	Current Market Demand
Bamboo Basket		Used for holding, carrying, and storage; lightweight, breathable, and durable.	Traditional demand ha declined, while the cultura and creative storag market is growing.
Bamboo Hamper		Used for carrying large quantities of goods in agricultural work and market circulation.	Agricultural demand has declined; increasingly used for decoration and storage.
Bamboo Sieve		Used to remove impurities from grains; also suitable for separating and drying materials.	Traditional use has declined, but demand remains in rural settings and craft-experience activities.
Fish Trap Basket		Used for fishing or temporarily storing fish, allowing water circulation to keep them alive.	Demand as a fishing tool has declined, while tourism-experience demand has increased.
Bamboo Lampshade		Used as a lamp cover to soften light and create distinctive shadow effects; also decorative.	Demand for contemporary home decoration is increasing, with an active design market.
Bamboo Mat		Used on beds or seats during summer; breathable, heat-dissipating, and comfortably cool.	Demand for summer home products remains stable, although competing substitute materials exist.
Bamboo Fruit Tray		Used for displaying fruit or snacks; provides good ventilation and a natural decorative texture.	Demand is growing in the cultural and creative home-furnishing market, particularly among young consumers.

Bamboo-Woven Screen		Used for interior space division and decoration; provides ventilation and expresses an Eastern aesthetic.	Demand for interior design and hotel-space decoration is gradually increasing.
Bamboo Carrying Box		Used for carrying food or gifts; structurally stable and convenient for hand-carrying and storage.	Maintains some demand in gift packaging and traditional food markets.
Shoulder-Pole Basket		Used for transporting goods or agricultural produce on a shoulder pole; strong and suitable for long-distance carrying.	Traditional commercial use has weakened; now mainly found in cultural displays.
Bamboo Fan		Used for cooling in summer and as ceremonial decoration; also holds cultural and aesthetic value.	Stable demand exists in cultural tourism souvenirs and cultural consumption.

RESEARCH METHODOLOGY

This study employed a mixed-methods approach, combining qualitative insights from in-depth interviews with the quantitative breadth of questionnaire surveys to generate more comprehensive and explanatory findings.

Qualitative Research

1) Literature Review: This study systematically reviewed domestic and international literature on cultural ecology, intangible cultural heritage, bamboo basketry craftsmanship, and sustainable design. It analysed the current state of research, theoretical foundations, and development trends, clarified the research scope and framework, and provided a theoretical basis for the cultural inheritance and sustainable design of Shanghai Bamboo Basketry products. It also established a foundation for the subsequent research design.

Bibliometric Procedure: Literature records were retrieved from CNKI, Web of Science, and Scopus using combinations of the terms ‘bamboo basketry’, ‘bamboo weaving’, ‘traditional craft’, ‘cultural heritage’, ‘cultural and creative products’, and ‘sustainable design’. Duplicate and irrelevant records were removed, keywords were standardised, and CiteSpace was used to conduct keyword co-occurrence and cluster analysis. The resulting map was interpreted together with the narrative literature review to identify major research themes and gaps (Figure 3).

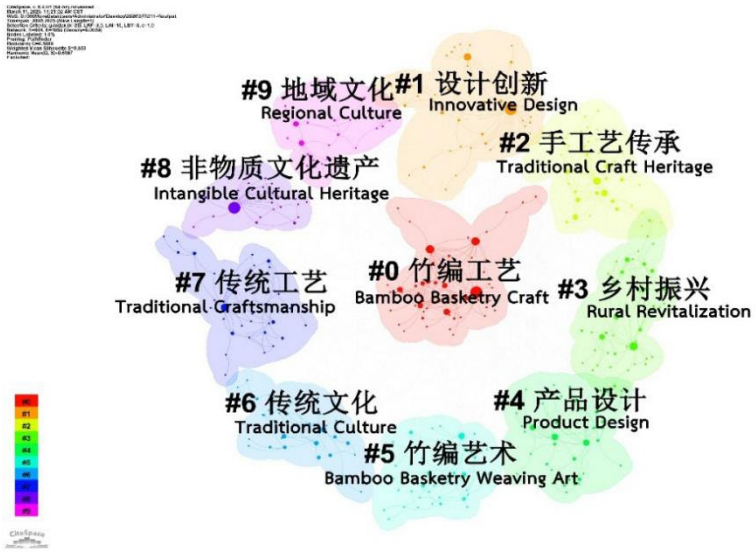


Figure 3 Keyword Cluster Map of Bamboo Basketry Research

2) Case Study: Representative bamboo basketry products and traditional craft cases from Shanghai, China, and other countries were selected for comparative analysis. The analysis examined cultural significance, craft characteristics, design concepts, product innovation, and sustainable development. By summarising the experiences of representative cases in cultural inheritance and design practice, this study provides references for product innovation and sustainable development strategies for Shanghai Bamboo Basketry.
3) Field Research: Through on-site observation, document collection, photographic recording, and field notes, this study examined craft processes, cultural transmission, industrial development, and the cultural ecological environment. These methods generated first-hand data and provided a reliable practical basis for the subsequent research.
4) In-depth Interviews: Semi-structured interviews lasting approximately 60-90 minutes were conducted in person or online with 15 participants: five intangible cultural heritage researchers, three inheritors or bamboo-basketry artisans, two government cultural or tourism administrators, and five design or sustainability experts. Interview topics included inheritance conditions, craft processes, development constraints, consumer needs, and future design directions. Notes and transcripts were organised through thematic coding; recurrent evidence was grouped into the themes of craft continuity, youth participation, functional adaptation, cultural expression, material sustainability, and market application.

Quantitative Research

1) Research Instruments: Based on the qualitative research findings, a 15-item consumer questionnaire was developed around six evaluation dimensions: craft adaptability, cultural expression, aesthetic quality, functionality, durability, and sustainability. Five experts assessed item relevance and clarity using the Content Validity Index (CVI). A consumer pilot and the final responses were analysed in SPSS Statistics; internal consistency was assessed using Cronbach's alpha and corrected item-total correlations.
2) Population and Sampling: The study involved 400 participants, comprising 385 consumer respondents and 15 experts. The online questionnaire was distributed to members of the public aged 18 years and above in Shanghai, yielding 385 valid consumer responses. The 15 experts participated in interviews, indicator construction, and product evaluation.
3) Data Analysis: Questionnaire data were analysed in SPSS Statistics using frequencies, percentages, means, and standard deviations to identify consumer preferences. Internal consistency was evaluated using Cronbach's alpha and corrected item-total correlations. Expert assessment was analysed using the Item-Level Content Validity Index (I-CVI) and the Scale-

Level Content Validity Index based on the average method (S-CVI/Ave). Interview data were coded thematically and compared across participant groups, while field observations and case evidence were used for triangulation.

RESEARCH RESULTS

Through a literature review and field investigation, this study identified the historical development and regional cultural characteristics of Shanghai Bamboo Basketry. The findings indicate that, shaped by Jiangnan culture, local lifestyles, and traditional craftsmanship, Shanghai Bamboo Basketry has developed a craft system characterised by the use of natural bamboo materials, refined weaving techniques, and practical forms.

The empirical findings are presented below by participant group, instrument quality, consumer preference pattern, qualitative theme, and expert validation. This structure separates primary evidence from the historical background and design discussion.

Table 2 Participant Composition

Participant group	Role	n	Share of total sample
Consumers	Shanghai residents aged 18 years and above	385	96.25%
ICH researchers	Heritage research and interpretation	5	1.25%
Inheritors/artisans	Craft knowledge and production	3	0.75%
Government personnel	Culture and tourism administration	2	0.50%
Design/sustainability experts	Design evaluation and sustainability	5	1.25%
Total	**Consumers and experts**	**400**	**100.00%**

Table 3 Reliability and Measurement Quality of the Consumer Scale

Indicator	Reported result	Interpretation
Number of consumer-scale items	15	Coverage of the evaluation framework
Cronbach's alpha	0.931	High internal consistency
Corrected item-total correlations	All > 0.50	Each item contributed adequately
Alpha if item deleted	No deletion improved overall alpha	All 15 items were retained

Table 4 Consumer Preference Patterns Identified in the Survey

Preference theme	Observed direction	Design implication
Functionality	Preference for practical everyday use	Prioritise products suited to home, office, tourism, and gift contexts
Visual form	Preference for concise contemporary forms	Simplify traditional structures without removing craft recognisability
Cultural meaning	Preference for identifiable cultural narratives	Translate Jiangnan meanings into product stories and details
Aesthetic quality	Preference for natural textures and harmonious colours	Retain bamboo texture and use restrained colour palettes
Environmental value	Preference for responsible materials and durability	Use renewable materials and design for longer product life

Table 5 Thematic Synthesis of Interview Evidence

Theme	Cross-group evidence summary	Resulting design response
Craft continuity	Core preparation and weaving knowledge must remain visible in new products	Retain bamboo selection, strip preparation, structural weaving, and hand finishing
Youth participation	Transmission is constrained by an ageing artisan population and limited youth engagement	Use workshops, education, participatory design, and contemporary product contexts
Functional adaptation	Traditional utensil demand is declining while lifestyle uses are expanding	Develop storage, lighting, stationery, home accessories, and gifts
Cultural expression	Cultural symbols should communicate Jiangnan identity without superficial copying	Use identification, interpretation, and visual abstraction
Sustainability and market	Durability, material efficiency, production feasibility, and market fit must be evaluated together	Apply life-cycle thinking, modular production, repairability, and user evaluation

Table 6 Expert Content-Validity Results for the Design Evaluation Framework

Evaluation dimension	I-CVI	Decision
Craft adaptability	1.00	Retained
Cultural expression	1.00	Retained
Aesthetic quality	1.00	Retained
Functionality	1.00	Retained
Durability	1.00	Retained
Sustainability	1.00	Retained
Overall scale (S-CVI/Ave)	1.00	Strong content validity

The available dataset confirms the sample composition, reliability coefficients, preference directions, thematic coding structure, and expert content-validity results. Item-level means, standard deviations, and verbatim interview quotations should be inserted from the original SPSS output and interview transcripts in the final publication file so that no unverified numerical or quoted evidence is introduced.

Traditional Challenges and the Need for Contemporary Transformation

The empirical patterns support the need for contemporary transformation. Industrial production and changing lifestyles have weakened demand for some traditional utensils, while consumer and expert evidence indicates stronger potential for practical, culturally meaningful, aesthetically concise, durable, and environmentally responsible products. The historical product classification is therefore presented in the Literature Reviews section as background rather than as a primary result.

Deconstruction and Reconstruction of Shanghai Bamboo Basketry Craft Elements

This stage aimed to explore pathways for transforming the traditional craftsmanship and cultural imagery of Shanghai Bamboo Basketry into contemporary cultural and creative products. The study examined weaving patterns, weaving structures, bamboo textures, traditional forms, and production tools from three dimensions: formal aesthetics, cultural semantics, and functional adaptability.

During the deconstruction stage, a three-step translation approach “craft identification, cultural interpretation, and visual abstraction” was adopted to extract the weaving techniques, structural principles, regional cultural meanings, and visual language of Shanghai Bamboo Basketry. Particular attention was given to formal characteristics such as warp-and-weft interlacing,

variations in density, linear rhythm, and the natural texture of bamboo. The Jiangnan lifestyle wisdom, understated aesthetics, and ecological values embedded in the traditional craft were then translated into applicable design elements.

During the reconstruction stage, the modern expression of traditional bamboo basketry elements was emphasised. Through pattern simplification, structural reorganisation, colour extraction, material integration, and functional innovation, traditional craft language was transformed into graphic symbols, product forms, and decorative details that correspond to contemporary aesthetics. While retaining cultural recognisability, these elements were adapted to modern lifestyles. For example, interlaced bamboo-weaving textures can be applied to stationery, lighting, home furnishings, and packaging design; traditional forms such as bamboo baskets and boxes can be simplified and modularised; and environmentally friendly composite materials can be integrated with bamboo basketry techniques to improve product durability, practicality, and market adaptability.

Practice and Application of Shanghai Bamboo Basketry Cultural and Creative Products

Building upon craft deconstruction and design reconstruction, this study developed a conceptual 'Shanghai Bamboo Basketry Design Element Library'. It organises bamboo textures, weaving structures, craft tools, traditional forms, and Jiangnan cultural meanings as references for product ideation. The translation process is documented in Table 7.

Table 7 Shanghai Bamboo Basketry Design Translation Matrix

Traditional source	Extracted element	Transformation method	Contemporary application
Warp-and-weft weaving	Interlaced linear rhythm	Pattern simplification and scale variation	Lighting surfaces, stationery, and packaging
Basket and box structures	Enclosure and carrying logic	Geometric simplification and modularisation	Storage, gift boxes, and home accessories
Bamboo texture and colour	Natural tactile and chromatic qualities	Material contrast and restrained palette	Home furnishings and cultural gifts
Jiangnan everyday culture	Understated aesthetics and practical wisdom	Narrative interpretation and symbolic abstraction	Tourist souvenirs and lifestyle products
Hand tools and processes	Marks of making and craft sequence	Detail extraction and process storytelling	Educational kits, exhibitions, and participatory workshops

The findings indicate that contemporary young consumers tend to prefer cultural and creative products that are simple, practical, culturally meaningful, and emotionally engaging. Therefore, this study applied contemporary design methods, including symbolic extraction, graphic recomposition, structural innovation, colour simplification, and functional integration. While preserving the core craft characteristics and cultural meanings of bamboo basketry, these approaches enhance the practicality, aesthetic quality, and sustainability of the products.

At the practical level, a series of design prototypes, including home accessories, everyday products, tourist souvenirs, and cultural gifts under the concept of integrating Shanghai Bamboo Basketry inheritance with contemporary life. These outcomes are presented as conceptual design applications rather than verified finished prototypes; future prototype fabrication and user testing are required to evaluate manufacturability, usability, and market performance.

Development of Design Strategies for Shanghai Bamboo Basketry Cultural and Creative Products

Building upon the deconstruction, reconstruction, and practical design of Shanghai Bamboo Basketry craft elements, this study further develops a design strategy framework to enhance the systematic and practical transformation of traditional bamboo basketry techniques into contemporary cultural and creative products. Grounded in cultural ecology theory, the framework emphasises the synergistic relationship among craft inheritance, contemporary design, consumer needs, and market conditions. It aims to facilitate the transition of Shanghai Bamboo Basketry from the preservation of traditional craftsmanship to its application in contemporary everyday life.

At the cultural inheritance level, design should retain the core craft characteristics of Shanghai Bamboo Basketry, including bamboo selection, bamboo-strip preparation, weaving structures, pattern principles, and handcrafting methods. The Jiangnan regional culture, everyday wisdom, and ecological values embedded in the craft should be extracted and translated into product narratives and visual language. At the design innovation level, strategies such as form simplification, pattern redesign, functional integration, and modular combinations can be adopted to improve product practicality, aesthetic quality, and contemporary adaptability. For example, the structural characteristics of traditional bamboo baskets, boxes, and mats can be applied to the design of storage products, lighting, tea accessories, office stationery, and home furnishings, thereby integrating traditional craftsmanship into contemporary residential, working, and leisure contexts.

Furthermore, the design strategy should respond fully to the aesthetic preferences and consumption needs of young consumers. Through concise visual expression, natural and harmonious colour palettes, appropriate cultural symbols, and positive user experiences, the emotional value and cultural recognition of the products can be enhanced. Therefore, Shanghai Bamboo Basketry cultural and creative products should move beyond conventional tourist souvenirs and gradually develop into a contemporary product system that integrates cultural expression, practical function, aesthetic experience, and market potential.

Sustainable Design Evaluation and Promotion Mechanisms for Shanghai Bamboo Basketry

To ensure the practical value of Shanghai Bamboo Basketry cultural and creative products, this study conducted a comprehensive evaluation across six dimensions: craft adaptability, cultural expression, aesthetic quality, functionality, durability, and sustainability. Relevant experts, artisans, designers, and consumers were invited to participate in the evaluation. The performance of different design proposals in terms of cultural inheritance and market application was analysed to provide a basis for subsequent design optimisation.

Regarding material application, natural bamboo, environmentally friendly auxiliary materials, and recyclable materials should be prioritised to reduce unnecessary packaging and resource waste. In terms of production methods, collaboration between artisans and designers, small-batch production, and modular manufacturing can help balance the uniqueness of traditional handcrafting with production efficiency. From a product life-cycle perspective, attention should be given to durability, repairability, and reuse value, thereby avoiding the simple transformation of traditional cultural elements into disposable consumer products.

CONCLUSION AND DISCUSSION

This study, grounded in cultural ecology theory, explored design pathways for transforming Shanghai Bamboo Basketry from a traditional craft into contemporary cultural and creative products. Through craft identification, cultural interpretation, and visual abstraction, the study systematically extracted bamboo-weaving patterns, structural characteristics, bamboo textures, traditional forms, and regional cultural symbols. Design reconstruction and practical

application were then undertaken in response to consumer needs, contemporary aesthetics, and product functionality.

The findings suggest that the contemporary transformation of Shanghai Bamboo Basketry should not be limited to the superficial reproduction of traditional patterns or forms. Instead, it should emphasise the holistic continuity of craft logic, material properties, cultural meanings, and ecological values. Through pattern simplification, structural reorganisation, material integration, functional integration, and modular design, traditional bamboo basketry elements can be translated into contemporary design language suitable for home furnishings, everyday products, cultural gifts, and tourist souvenirs. This process helps preserve the cultural recognisability of Shanghai Bamboo Basketry while enhancing product practicality, aesthetic quality, and market adaptability.

Furthermore, cultural and creative product development for young consumers should focus on concise visual expression, natural and environmentally responsible material choices, clear cultural meanings, and positive user experiences. Traditional craftsmanship can gain sustained social attention and market value only when it enters contemporary everyday contexts and establishes emotional connections with consumers.

Overall, this study proposes a design pathway of "craft deconstruction - cultural translation - design reconstruction - practical application," The survey, interview-theme synthesis, expert validation, and design translation matrix provide an evidence-based foundation for developing Shanghai Bamboo Basketry cultural and creative products. Future research should report item-level descriptive statistics and verbatim interview excerpts, fabricate the conceptual applications as prototypes, and conduct user and market testing across different contexts.

REFERENCES

Adamson, G. (2007). *Thinking through craft*. Berg.

Bocken, N. M. P., de Pauw, I., Bakker, C., & van der Grinten, B. (2016). Product design and business model strategies for a circular economy. *Journal of Industrial and Production Engineering*, *33*(5), 308-320.

Ceschin, F., & Gaziulusoy, A. I. (2016). Evolution of design for sustainability: From product design to design for system innovations and transitions. *Design Studies*, *47*, 118-163.

Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The circular economy - A new sustainability paradigm?. *Journal of Cleaner Production*, *143*, 757-768.

Liese, W., & Köhl, M. (Eds.). (2015). *Bamboo: The plant and its uses*. Springer.

Nimkulrat, N. (2012). Hands-on intellect: Integrating craft practice into design research. *International Journal of Design*, *6*(3), 1-14.

Sennett, R. (2008). The craftsman. Yale University Press.

Steward, J. H. (1955). Theory of culture change: The methodology of multilinear evolution. University of Illinois Press.

Throsby, D. (2017). Culturally sustainable development: Theoretical concept or practical policy instrument?. *International Journal of Cultural Policy*, *23*(2), 133-147.

UNESCO. (2003). *Convention for the safeguarding of the intangible cultural heritage*. https://ich.unesco.org/en/convention.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2026 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).