

FOSHAN INTANGIBLE CULTURAL HERITAGE GAMBIERED GUANGDONG SILK'S CULTURAL TRANSFORMATION

Xianke ZHOU¹ and Chanoknart MAYUSOH²

1 Doctoral Student of Philosophy Program in Visual Arts and Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand; s63584948013@ssru.ac.th

2 Advisor in Visual Arts and Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand; chanoknart.ma@ssru.ac.th

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ABSTRACT

Gambiered Guangdong silk is a plant dyed fabric made of ancient hand -made and dyed and tidy-dyeing with Foshan as its main region. The "Gambiered Guangdong Silk Skin Dyeing Technology" is included in the national intangible cultural heritage protection list. Gambiered Guangdong Silk has the advantages of coolness, stiffness, antibacterial, anti -inflammatory, etc., but its color single and complex craftsmanship have also limited their market performance. Therefore, considering the sustainable development of gambiered Guangdong Silk, researchers choose to give full play to its advantages and improve its deficiencies, and use Foshan's intangible cultural heritage gambiered Guangdong Silk culture as a breakthrough, and improve the fabrics of non -relics incense clouds. (Dyeing and pattern design) and the activation design and research of related products are promoted and spread, which inspires the style and life of the new era, retain the tradition and keep pace with the times, and promote the non -material cultural heritage gambiered Guangdong Silk to the world.

Keywords: Gambiered Guangdong Silk, Intangible Cultural Heritage. Transformation, Innovation

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INTRODUCTION

Gambiered Guangdong Silk is a plant chromatin fabric made of ancient hand -made and dyed and rectified in Foshan as its main region. In 2008, the "Gambiered Guangdong Silk Skin Dyeing Technology" was included in the second batch of national intangible cultural heritage protection list. The traditional gambiered Guangdong silk materials are mostly silk, and the fabrics after dyeing are brown and black, with black feel and stiffness. At the same time, because their dyes are natural plants, they also have a certain antibacterial and anti -inflammatory effect. Gambiered Guangdong silk has a well -known performance in Chinese history due to its unique and excellent use. Today, Gambiered Guangdong silk industry has declined and its market share is low.

This research aims to conduct research on the psychological effects, forms of expression, and effectiveness of graphic design of text in promoting communication between different cultures in visual communication.

LITERATURE REVIEWS

Related Studies in the country

At present, the academic theoretical research on gambiered Guangdong silk can be roughly divided into the following three directions, which are discussed from the perspectives of cultural connotation, dyeing and finishing technology and inheritance and development. The first is the exposition of the cultural connotation of gambiered Guangdong silk. In Li Yamei's article "A Preliminary Study on the Cultural Aesthetic Value of gambiered Guangdong silk Clothing" (2012), through the analysis of the cultural aesthetic characteristics of gambiered Guangdong silk, it analyzes the traditional culture, regional culture, silk culture and other aesthetic connotations contained in gambiered Guangdong silk, and furthermore It reveals the significance of the inheritance of fragrant gambiered Guangdong silk culture. In another article, "Analysis of the Technical Aesthetic Value of the Traditional Dyeing and Finishing Process of gambiered Guangdong silk" (2013), Li Yamei explored the inherent value of the dyeing technology of gambiered Guangdong silk, and revealed the aesthetic value of gambiered Guangdong silk's handmade craftsmanship. Value, in order to promote the inheritance and protection of fragrant gambiered Guangdong silk. "Chinese Fragrant gambiered Guangdong silk" (2016) edited by Li Jianming, this book mainly introduces the development history of Fragrant gambiered Guangdong silk, dyeing and finishing techniques, scientific and artistic value, etc., and has played a positive role in the inheritance and development of Fragrant gambiered Guangdong silk effect.

The second is the research on the dyeing and finishing technology of gambiered Guangdong silk. "Foshan Intangible Cultural Heritage Protection Series: Dyeing and Finishing Techniques of Fragrant gambiered Guangdong silk" (2010) edited by Liao Xuelin, Li Bourui, Zou Jingjing, etc., fully explained the historical origin, uniqueness of production area, technical characteristics and development of Fragrant gambiered Guangdong silk. In-depth description and research, while excavating the cultural connotation of fragrant gambiered Guangdong silk, also discussed the current situation of fragrant gambiered Guangdong silk industry and the inheritance of craftsmanship. It introduces the preparation conditions and production process of gambiered Guangdong silk, which provides a theoretical basis for the author's research on the dyeing and finishing process of gambiered Guangdong silk. Yi Jiangming's "Artistic Innovation Value of Fragrant gambiered Guangdong silk Manual Dyeing and Finishing Techniques" (2017) in-depth research on each process link of Fragrant gambiered Guangdong silk, analyzes the production and formation process of Fragrant gambiered Guangdong silk in detail, and explores its innovation from each link ideas and practical value.

Finally, there is a discussion on the inheritance and development of fragrant gambiered Guangdong silk. Jiang Qian and Wu Houlin's "On the Inheritance and Development of

gambiered Guangdong silk" (2007) first analyzed the cultural value, practical value, scientific and technological value, and economic value of gambiered Guangdong silk, and then analyzed how to carry out the innovative design of gambiered Guangdong silk. A preliminary discussion is made, and experience support is provided for the author's follow-up innovation research. Song Hailing's "On the Inheritance and Development of Silk from the Perspective of Ecological Design"

In 2011, through the elaboration of the practical value, cultural value and economic value of gambiered Guangdong silk under the background of green ecological concept, the feasibility of gambiered Guangdong silk in fabric design innovation and reference of traditional culture is discussed. Shao Qiurong, Meng Zhaojian, Ren Zhonghai and Li Chun's "Dyeing and Finishing Technology and Development of gambiered Guangdong silk" (2014) also discussed the chemical mechanism of its natural dyeing process by introducing the dyeing and finishing technology and production process of gambiered Guangdong silk, and proposed The development idea that the color of fragrant gambiered Guangdong silk can be diversified. Liu Ting and Liu Xin's "Exploration on the Development Status of Traditional Skills under the 'One Belt and One Road' Initiative - Taking Shunde gambiered Guangdong silk Dyeing and Finishing Skills as an Example" (2018), under the "One Belt and One Road" initiative, the protection of traditional skills Starting from the necessity of the research, use the empirical research method to study the current situation of the dyeing and finishing technology of gambiered Guangdong silk. Research on the application of fragrant gambiered Guangdong silk. Due to the local traditional fabrics of gambiered Guangdong silk, the practical application of gambiered Guangdong silk is mainly concentrated in the Guangdong area. Local governments, related practitioners, and fashion designers have also held related exhibitions for many times. Nowadays, the protection of fragrant gambiered Guangdong silk in my country is mostly in the basic form promoted by the government and national organizations or private projects, and the theoretical research and application research are relatively weak. On the one hand, due to the unfamiliarity of the practitioners who have been engaged in fragrant gambiered Guangdong silk for a long time with new media and lack of awareness of protection; The outdated situation, the application research of gambiered Guangdong silk in the field of innovative design, is rarely seen at present. Nowadays, the research results on the systematic analysis and application of gambiered Guangdong silk are relatively weak, and there are also certain deficiencies in the application research on the correlation between gambiered Guangdong silk and popular elements. Combining it with contemporary popular elements for innovative application is a very valuable and meaningful subject, and the potential benefits it brings are immeasurable and await our further development and research.



Figure 1 Brief Steps of Dyeing and Finishing of Gambiered Guangdong Silk
Source: Author

Related research abroad

Gambiered Guangdong silk is a Chinese specialty, China Intangible Cultural Heritage, and its dyeing and production have strong regional color requirements. The river mud required for its "overwhelming" technology is taken from the downstream river in the villagers. Cloud yarn materials are all from China. Later product processing can be carried out abroad. There are fewer academic research abroad, and a small number of foreign academic journals exist abroad. Some studies have suggested that as the only plant dyeing in the fragrant cloud gauze, the main component of the potato pigmentation is the contraction tannin of the catechin polymers. One of the main features of the contraction tannin is the combination of protein. The mechanism of interaction between tannic acid and protein that is more recognized is the theory of multi-point hydrogen bonding-hydrogen bonds proposed by Haslam and others in 1988. In fact, two -step reaction occurred in the process of black: potato pigmentation and Fe (ii) first formed soluble complexes, and then oxidized to form black precipitation. This result clearly reveals the overpurrene mechanism in the whole process of the incense cloud yarn dyeing process.

To sum up, the author believes that the inheritance and development of gambiered Guangdong silk intangible cultural heritage is inseparable from market participation, and at the same time requires artistic intervention, innovative design, cultural dissemination and promotion. Research content: First, study the modern transformation of gambiered Guangdong silk, analyze the status quo of non -genetic culture and its in -depth reasons, study the background of the era of cultural transformation, and the reasons for the selection of the path; second, the experimental creation process, The selection of different chromosome materials, the selection of media dyes and color fixing agents, through experimental dyeing effects to determine and select color varieties and improve and solidify, and use this to color in pattern design; third, overall product design and development Promotion and spread.

RESEARCH METHODOLOGY

Describe the analysis and research methods, and the research and analysis steps of the researchers are as follows:

Cultural identity of the research group: The unique geographical environment of the Lingnan area endows the unique local characteristics of gambiered Guangdong silk, and with the unique ancient method of the processing technology of Lingnan, the art, aesthetics, Cultural values are elevated to a higher level. As a national intangible cultural heritage, gambiered Guangdong silk is not only a symbol of the times, but also a cultural imprint and cultural symbol that has witnessed the changes of national culture and cultural innovation.

Fragrant gambiered Guangdong silk is the symbol of Lingnan culture and the core of Lingnan's material cultural heritage. It conveys the ancient fragrance and ancient charm of Lingnan culture, and is the material carrier of Lingnan's outstanding people. The cultural connotation and The external aesthetic orientation just fits the psychological demands of a considerable number of Chinese cultural people with high humanistic quality. It is irreplaceable and irreplaceable. Different consumer groups have more or less deep-rooted traditional cultural identity, and young people have higher attention and acceptance of subculture and fashion culture.

Research and collect on-site data in the research area, including research on the inheritors of the intangible cultural heritage fragrant gambiered Guangdong silk, the community where they live, and the fragrant gambiered Guangdong silk production enterprises. The research will be carried out through the following methods:

Document Collection: Collect knowledge about the history of the study area, including the origin, history, geography, humanities, sericulture and reeling, weaving and dyeing and finishing techniques, and the reasons for its prosperity and decline.

Observation method: observe and record the origin of the intangible cultural heritage fragrant gambiered Guangdong silk, the cultivation of diospyross, literature, pictures, images, actual products, and museum collections;

Participation method: participate in the actual production and life of intangible cultural heritage incense gambiered Guangdong silk and conduct research;

Group discussion: discussion in groups by industry enterprise experts, designers, consumers, researchers, community personnel, etc.

In-depth interviews: In-depth interviews with senior people such as non-genetic inheritors;

Focused discussion: According to the interview guide, focus on the problem-oriented discussion, Learn and analyze the sales of related gambiered Guangdong silk design products and consumers' feelings about the products by using relevant creative design theories and conceptual analysis data.

Quantitative research and qualitative research, the researchers are as follows:

Investigate the opinions of designers and consumers on fabric dyeing, pattern design and related gambiered Guangdong silk product design, collect and organize relevant data, conduct statistical analysis, and form an evaluation team with a total number of no less than 30 people, including 30 consumers 5-7 people, experts, professors, designers, 10-15 people from communities, associations and other relevant institutions, to evaluate the effect;

Investigate the understanding and feelings of consumers who have not consumed but may be potential consumers on related designs and products.

DISCUSSION & CONCLUSION



Figure 2 Improved design of fragrant gambiered Guangdong silk pattern

Source: Author



Figure 3 Innovative design of gambiered Guangdong silk products
Source: Author

THE REASON FOR THE DECLINE OF GAMBIERED GUANGDONG SILK

Although gambiered Guangdong silk has many advantages, its defects also limited their market performance. First of all, the production process of gambiered Guangdong silk is complex, long, high, and high in cost. The product style of the Cloud Dark Color Series makes its consumer groups limited to middle -aged and elderly people, rather than young consumer groups with greater market potential, which greatly affects young consumers' awareness of gambiered Guangdong silk, and also restricts gambiered Guangdong silk itself. Sustainable development.

Gambiered Guangdong silk is a silk fabric based on the ancient method, which is composed of two steps: weaving and dyeing. Gambiered Guangdong silk has been lost and has only been recovered in recent years, but the proficient craftsman is rare. Gambiered Guangdong silk's regeneration technology is a national intangible cultural heritage project, and there are not many related practitioners. Therefore, the inheritance and development of gambiered Guangdong silk faces great difficulties. In order to revive the non -genetic culture, to improve the traditional skills and avoid its dying, but to glow for it.

THE MEASURE OF SAVE GAMBIERED GUANGDONG SILK

Pay attention to literature research.

The government, industry, enterprises, communities, scientific researchers and other personnel have mastered a large number of gambiered Guangdong silk references, including articles,

books, pictures, audiovisual materials, physical objects, and so on. Because gambiered Guangdong silk is a unique intangible heritage in China, foreign research literature is relatively rare, so we can focus on the origin of domestic incense clouds, explore its ins and outs, and find powerful reference materials. At the same time, Chinese designers will be gambiered Guangdong silk. Gauze and clothing are displayed and performed on the international runway, and good response, these are the materials we reference.

Increase field inspection.

Through field inspections of Foshan gambiered Guangdong silk sample, visit the gambiered Guangdong silk museum, clothing factory, and specialty stores to conduct a variety of forms Interviews, such as group discussions, in -depth interviews, focus discussions, etc. Through field inspections, the status quo of gambiered Guangdong silk has been more deeply learned and provided a lot of materials for in -depth research. This is also a very important method for studying gambiered Guangdong silk.

Create more gorgeous colors through dyeing experiments.

Because the traditional incense gambiered Guangdong silk dyeing process has no chemical addition, it has the characteristics of green, environmentally friendly, and health care. The fabric is black on the front of the fabric, brown on the back, and the color is relatively single. At present, although there are some bright colors in the market, It is understood that many of them use modern post -processing processes such as chemical printing and dyeing, which does not conform to the concepts of nature and environmental protection. Therefore, I purchased a large amount of equipment and materials for dyeing experiments, and plants dyed on the brown incense clouds on the front black back. The selected dyeing solution is natural plants, most of which are Chinese herbal medicines, which have the effects of clearing heat and detoxifying, health care and other effects. Most of the ancient Chinese plant dyeing uses the alum ($KAl(SO_4)_2 \cdot 12H_2O$), green alum ($FeSO_4 \cdot 7H_2O$), $CuSO_4 \cdot 5H_2O$ and other minerals with better dyeing agents and coloring agents. However, these minerals contain heavy metals and are harmful to the human body. Therefore, this experiment abandon the use of these substances as media dyes and fixing agents. Instead, considering that gambiered Guangdong silk is a silk product, silk is more affinity with acidic substances, most plant dyeing is dyed. The liquid is also acidic, so the choice of natural plant dyeing liquid has a congenital advantage to dyeing the incense clouds, and the dyeing effect is better. At the same time, the edible acidic material rice vinegar is used as a media dye, a fixing agent, which can improve the chromosome and color of dyeing chromatography Fixed. Through this experiment, a variety of bright colors were produced, which laid the foundation for subsequent pattern design and product design.

Strengthen design intervention.

With Foshan Gambiered Guangdong Silk Culture, the transformation of the culture of Foshan is the breakthrough, designing intervention of non -relics incense clouds, and innovative design of patterns to make gambiered Guangdong silk fabrics more sense of time; the innovative design and development of related products allows more non -incense incense to incense gambiered Guangdong silk products enter our daily life, such as: notebooks, sachets, curtains, gift packaging, shoes, bags, electronic electrical products, etc. Stimulate the style and life of a new era, retain the tradition and keep pace with the times. At the same time, the spread and promotion of Foshan's non -heritage culture, and the traditional incense cloud yarn goes to the world. The specific method is to match the colorful incense veil fabrics with natural plants after dyeing natural plants. Other materials can be a natural fabric with a single traditional color, a natural fabric such as white gang, silk, or other cotton and hemp fur, and even other chemical fiber fabrics, technology element materials for mix and match, splicing combination. Mix and match the use of "non -heritage+technology", "non -heritage+(other) non -heritage" and other methods, so that traditional incense clouds are more fashionable on the basis of retaining the

traditional essence. At the same time, a large number of design schemes were made by design intervention research, forming multiple series of design drawings.

CONCLUSION

Traditional technical intangible cultural heritage has distinctive historical, regional, and inheritance characteristics, and is a valuable cultural wealth of the country and the whole society. However, due to the development and changes of society, the original living environment of people has changed, and some traditional techniques of intangible cultural heritage have gradually lost their living foundation and conditions. The cultural characteristics are gradually disappearing. The impact is endangered, which affects the construction of my country's national culture. To this end, many scholars have put forward the views of rescue, recovery and reconstruction of traditional technical intangible cultural heritage, and they have considerable rationality. However, in the author's opinion, instead of letting our modern life cater to traditional technical intangible cultural heritage and attempt to maintain its inherent state, it is better to make appropriate development and form of innovation in traditional technical and cultural heritage, so that letting the traditional technical heritage of intangible cultural heritage allow it, so that letting the traditional technical heritage innovate, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form. Traditional technical intangible cultural heritage to cater to our modern life, that is, to modernize the traditional technical intangible cultural heritage, make it close to modern life, adapt to modern life, and find a reasonable space in modern life in modern life. , So as to achieve the most favorable protection for traditional technical intangible cultural heritage.

Our so -called traditional technical intangible cultural heritage is essentially the overall operating model of agricultural civilization from lifestyle, production methods to cosmic views, etc. The industrial civilization has swept the world, and the post -industrial civilization has arrived today. The closed agricultural civilization community basically no longer exists. The traditional technical and cultural heritage formed at the beginning, because later lost the space that deserved existence, some gradually withdrew from the stage of history, and some of them changed and innovated by the inheritance and related groups to adapt to the social life at that time. , Re -gain vitality.

From the perspective of cultural transformation, the traditional technical intangible cultural heritage has distinctive historical, regional and inheritance characteristics, and is a valuable cultural wealth of the country and the whole society. However, due to the development and changes of society, the original living environment of people has changed, and some traditional techniques of intangible cultural heritage have gradually lost their living foundation and conditions. The cultural characteristics are gradually disappearing. The impact is endangered, which affects the construction of my country's national culture. To this end, many scholars have put forward the views of rescue, recovery and reconstruction of traditional technical intangible cultural heritage, and they have considerable rationality. However, in the author's opinion, instead of letting our modern life cater to traditional technical intangible cultural heritage and attempt to maintain its inherent state, it is better to make appropriate development and form of innovation in traditional technical and cultural heritage, so that letting the traditional technical heritage of intangible cultural heritage allow it, so that letting the traditional technical heritage innovate, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form, let the form of innovation in form. Traditional technical intangible cultural heritage to cater to our modern life, that is, to modernize the traditional technical intangible cultural

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