

SEARCH FOR CULTURAL DIMENSIONS, BELIEF PATTERNS, LIFESTYLES, AND AESTHETICS TO DESIGN CULTURAL AND CREATIVE PRODUCTS IN GUANGDONG, CHINA

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ABSTRACT

The Song Dynasty was the heyday of Chinese history, and painters painted with a wide range of brushstrokes, from magnificent natural landscapes to the subtleties of grasses, trees, insects and butterflies. Among them, the fan culture is particularly unique, although the fan surface is small, but it can be a delicate display of the urban prosperity, the serenity of the farmhouse and the characters. The custom of giving fans at the Dragon Boat Festival was prevalent, and the imperial brush inscriptions on the fans added to the supreme honor. Fans were not only a way to beat the summer heat, but also became a symbol of status and taste. The fan culture of the Song Dynasty is unique in the history of Chinese painting and calligraphy.

This study focuses on the fan culture of the Song Dynasty and explores its development and artistic essence. With the help of high-quality digital images of Song Dynasty paintings and calligraphy, we devote ourselves to the innovative graphic design of cultural and creative products, aiming to satisfy the growing cultural needs of the contemporary public, and at the same time, conforming to the trend of the digital era, providing novel materials for the regeneration of Song Dynasty paintings and calligraphy. Through qualitative research and descriptive analysis, this study aims to deeply analyze the fan culture of the Song Dynasty and skillfully integrate it into thematic cultural creative product design, so as to contribute to the inheritance and innovation of traditional culture.

Keywords: Song Dynasty, Fan Culture, Ancient Chinese Painting, Creative Cultural Products

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Circular fans and folding fans became popular during the Song Dynasty and became symbols of fashion and social status. Circular fans are usually made of silk. This fan was known as "Renfeng" during the same period, with exquisite craftsmanship and exquisite decoration, becoming the main feature of that time. In addition, bamboo fans and feather fans were widely produced in the Song Dynasty. Bamboo fans are made of bamboo and undergo cutting, tempering, and baking. This will give users a fresh and natural feeling. The feather fan is made of feathers and undergoes classification, basket, and other processes until it feels as light and luxurious as the wind. In the Northern and Southern Song dynasties, fans were very necessary for women, ranging from palace women to ordinary women, which made the types of fans different. Book fans, painting fans, selling fans, collectible fans, toy fans, etc. are all glorious moments of this culture in society. It also created art and calligraphy shops. According to Xia Wenyan's "Record of the Sword in the Tuhui", "Zhao Yan The people of Bianliang in the Southern Song Dynasty lived in Lin'an and operated a calligraphy shop, famous for painting fans. It can be seen that fans at that time became commodities and began to circulate in the economy. (Zhou, 2010) At the same time, the cultural status and influence of fans have also been unprecedentedly elevated, becoming a representative of fashion in the era.



Figure 1 Song Dynasty lacquered handle circular fan

Digital calligraphy and painting creation based on cultural and creative products

Driven by development of emerging digital technologies, the themes of traditional calligraphy and painting creation have formed a trend based on the connotations of traditional calligraphy and painting. The social institutions, organizations, social structures, and ideological culture behind the social relationships generated by interaction with consumers from marketing to sales have all undergone changes. Traditional creation and calligraphy practice cases based on digital transformation are closely integrated with local or overall computer application technologies to achieve partially digitized new content creation, and the work will ultimately be re stored and presented in a digital way. In this digital presentation, to a certain extent, it inherits the essence of traditional cultural heritage such as art, technology, and expressive language, and continues the style. These revivals are reflected in the technological means of creating new traditional works, achieving artistic effects and product quality that traditional means cannot match.

1) Under the call of the times, the cultural design and creativity of museums have paved a new path of innovation for the Forbidden City. Among the cultural and creative products sold on the online store of the Forbidden City, the cultural and creative series featuring ancient Chinese characters and paintings are leading in sales. The main reason for this phenomenon lies in the design philosophy and product categories of palace cultural and creative products, which not only endow consumers with traditional beauty. But there are also beautiful and practical varieties that meet people's daily needs. The key to designing contemporary literary products is to achieve interaction with the audience's spiritual and emotional levels, thereby gaining widespread dissemination. (Li, 2020) The "Creative Life" category of cultural and creative products in the Forbidden City is mostly practical products. The design elements are not only

related to the famous "Qingming River Painting" at home, but also choose unusual color combinations. Classical themes and atmospheric paintings, as well as auspicious traditional calligraphy and painting works. For example, the Palace Museum's collection of Wang Shimin's Qing Dynasty painting album "Du Fu's Poetry Collection" includes pine trees, cliffs, and towering paintings. This painting clearly and covertly depicts mountains and waters. It is very suitable for electrical design in intellectual study rooms. Bookmark "Green Flower Art Concept" The inspiration for the Palace Museum in China comes from this, and the design of the cultural and creative series canvas bags is mainly based on cute, clever, concise, and interesting book titles and paintings, such as: In order to adapt to different ages and characters, consumers also used "Loquat Mountain Birds" and "Fruit Trees vs. Birds" by Southern Song painter Lin Chun The auspicious and long-lasting meanings of "Peach Rabbit Painting" and "Lotus Flower" are fresh and elegant.



Figure 2 The Forbidden City's "Creative Life" themed product

Outward stories often have vivid and concise patterns, such as hunting trips, official residence life, market vendors, and other scenes. Fishermen, loggers, farmers and readers, opera characters, and others all represent the interesting, peaceful, and fascinating life of the Eastern world. Embroidered opera character fan, lacquer frame, gold handle, length 41.8, width 25.2, length 16 centimeters, composed of lacquer wood fan. And the fan-shaped handle. There is a hole in the center of the fan-shaped handle. Decorate the fan-shaped handle with flowers, plants, and characters. The octagonal fan-shaped handle is a combination of embroidery and coloring. The characters and scenes in the story are from the novel 'Dream of the Red Tower', using painting techniques, while the stones, flowers, and trees are embroidered with colored velvet. This fan combines painting, embroidery, and drawing skills to create exquisite craftsmanship. Comprehensive composition, clear layering, and bright colors (Bai, 2019)

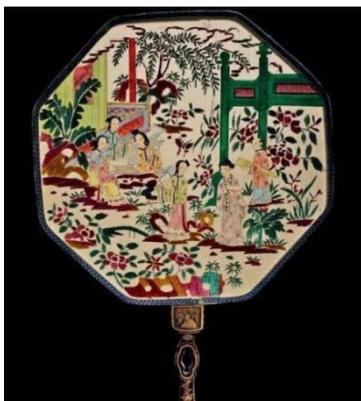


Figure 3 Embroidered opera character fan, lacquer frame, gold handle

The evolution of fan-shaped applications

Fans are a new invention created to meet people's cooling needs, starting from the demand for materials and then shifting to a higher psychological level. We can observe this change from the development process of fans. The original value of fans is cooling tools. And later on, various values were built on this foundation, and the truly usable fan was the first fan made by humans. The fundamental difference between humans and other animals lies in their ability to manufacture and use tools. The use of fans is reflected in two aspects. On the one hand, swing the fan to accelerate air circulation, causing sweat to evaporate and cool. On the other hand, use the fan's protective and covering functions to prevent dust and sunlight exposure. As recorded in book "Huainanzi: Ren Jianxun" published by Shanghai Ancient Books Publishing House, "Emperor Wu hid people under the Yue River Embrace them from the left and blow to the right, and the whole world will accept his virtues," said Emperor Wu." Embrace them from the left and blow to the right this is the first record discussing the use and 100% release of fans in the wind.

RESEARCH METHODOLOGY

This study aims to explore cultural dimensions, belief patterns, lifestyles, and aesthetics in order to design cultural and creative products in Guangdong. China is a comprehensive study. Researchers use written analysis and qualitative research. And analyze the data through quantitative methods to study the needs of the community and consumers, and evaluate product design. The researchers have developed the following procedures and methods:

Qualitative research methods: The qualitative research is as follows

1) The participants of this study include

1.1) Chinese calligraphy and painting artists 5 artists

1.2) Design experts 3 experts

1.3) Digital image processing experts 3 experts

2) This study used qualitative research methods to collect relevant data, as follows

Researchers used in-depth interviews to collect the following relevant information

- Researchers conducted in-depth interviews and collected information from five Chinese calligraphy and painting artists about the characteristics of traditional Chinese calligraphy and painting art in the Song Dynasty. And the historical development of fan-shaped culture in the Song Dynasty, as a guide for the connotation and creativity of cultural product design.

- Researchers utilized in-depth interviews to collect cultural product design experience and creativity related to traditional Song Dynasty calligraphy and painting themes from design experts. 3 people, including post production process requirements for guiding product design, culture, and creativity.

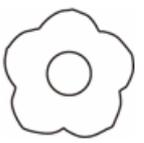
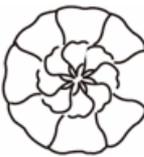
- Researchers used in-depth interview methods to collect teaching and digital image revival experiences of traditional calligraphy and painting in the Song Dynasty from digital image processing experts. 3 people and introduce the application of digital images in product design.

RESEARCH RESULTS

Song Dynasty fan

Ancient craftsmen and artists deeply pondered the significance of philosophy and aesthetics, explored the profound connotations of life, and transformed this understanding into exquisite forms combined with different inventions. Cleverly combining the unique shape of the fan with the text and painting elements of Lingnan, it becomes a one-of-a-kind form of art. These traditional decorative patterns are not only the crystallization of the aesthetic temperament of ancient people, but also a vivid portrayal of the social customs and cultural ideas of the changing times. In the profound soil of Eastern philosophy, artistic thinking pursues the harmony and completeness of the ether, and pursues.

Table 1 Extraction of Product Design and Cultural Creative Elements

Digital Image Title	The extracted images	New graphic design	Creative cultural products
Pear diagram			
Small cherry blossom pictures			
Flower and bird painting			

The design of fans reflects the early bionic consciousness of ancient people, whether it is fans that are "round like a full moon" or combinations of square and circular shapes. For example, 6 sea anemones, bananas, plum blossoms, etc. are all inspired by nature and influenced by cultural, experiential, and other factors. Among them, there are both cultural and aesthetic values. This biomimetic design concept that combines "beauty" and "use" is unique to fan biomimetic technology. It requires a design that is not only realistic, but also perfectly incorporates the attributes of the created object and the emotions contained within it. This design aesthetics can be fully reflected in Chinese cultural relics, whether it is functional biomimetics or fashionable biomimetics. Its artistic charm and design value have valuable reference significance for today's product styling design.

In today's product design, we can also find inspiration from nature and use biomimetic design technology to create practical and beautiful products to meet people's growing needs. At the same time, this design concept also reminds us to respect nature, adapt to nature, and achieve harmonious coexistence between humans and nature.

Analyze the style of fans in the Song Dynasty that is consistent with culture and design in terms of connotation, beliefs, lifestyle, aesthetics, and other issues. Type and Material

The formation of the fan-shaped culture in Song Dynasty China is related to the calligraphy and painting art works of the Song Dynasty, which have extremely high artistic works. The researchers expressed their relationship in the form of an analysis table, as follows

Table 2 Fan searches related to connotations during the Song Dynasty in China

No.	Detailed list	Cultural dimension of connotation
1.	 Royal fan	The story of a former royal wise queen depicts a prostitute holding a fan during a ceremony to emphasize the nobility and elegance of her master's status. The red fan pattern is the base of the Sumen Buddha statue, with a leaf shape and a high waist. The top and bottom are carved with lotus petals. Elephants like red and hold vases on their seats. Peace and Prosperity ". The lower end of the fan is inserted into a vase. The fan and the lower end of the fan are made of copper. The copper leaves are inlaid with jade bells and Pisces patterns. 'Auspicious Celebration'

No.	Detailed list	Cultural dimension of connotation
2.	 <p>Circular fan</p>	<p>The ancient Chinese celebrity 'Su Dongbo' utilized his ability to inscribe words and paintings on fans to quickly sell them and solve the debts of fan manufacturers, reflecting the Song Dynasty's pursuit of calligraphy and painting art. This is a short story full of philosophy and life wisdom. Su Tongbo increases the value of appreciation through painting and solving people's difficulties with wisdom and good qualities in the story, until it is respected and loved by the people.</p>
3.	 <p>KeSiTuan Fan</p>	<p>From the Wei, Jin, Northern and Southern Dynasties to the Song Dynasty, fans became a common topic for poets to express their love for Wang Xianzhi's consort Tao. Calligrapher Dongjin uses a fan to express her deep love for Wang Xianzhi. In her song "A Wang Fan Ge", the fan is not only a symbol of the beauty and brightness of love. But it also demonstrated the function of covering her face with peach leaves, conveying her shyness and desire, and the fan became a witness, supporting the relationship between the two.</p>
4.	 <p>Round Rilk Fan</p>	<p>The ancient Chinese woman "Bangji" stands alone under a palm tree, holding a fan in her hand. Although the painting depicts bright eyes, pink cheeks, and beautiful postures, she appears dejected and thoughtful. There is a Sichuan sea anemone blooming with pollen in front of the garden, and the artists want to imply that this season is already late summer and cool autumn.</p>
5.	 <p>Cattail Lleaf Fan</p>	<p>The most famous painting of the Northern Song Dynasty, "Qingming River Painting," is a swallowtail fan. In the painting, there is a pedestrian on the street next to a butcher shop. A rider greeted, two held fans in their hands, and a pedestrian covered their face with a fan.</p>

Table 2 shows that Song Dynasty's ruling class implemented the "Chongwen" policy measures, which stimulated the creative enthusiasm of painters and the strong interest of the public in art. Make the artistic atmosphere of the entire society increasingly strong, and with the spread of this artistic passion, fan has become a carrier of communication. Under the guidance of calligraphy and painting art, the Song Dynasty deeply influenced people's lives.

Table 3 Fan searches related to faith in the Song Dynasty of China

Order.	Detailed list	Cultural dimension of connotation
1.	 <p>Royal Fan</p>	<p>Starting from the ceremonial state of nobility or emperor, a person feels the highest honor and power. This long handled fan is mainly owned by Li Zhang and Fan Wei. This long handled fan is not only a symbol of status, but also a patented product of the emperor.</p>
2.	 <p>Feather Fan</p>	<p>The Chinese masterpiece "Romance of the Three Kingdoms" depicts Zhu Keliang fully utilizing the image of a "feather fan spandex towel" to exert heavy psychological pressure on the enemy and achieve a series of astonishing victories. The representative work of the Song Dynasty in China, "Shui Hu Juan," was also written as a fan in many places, such as in Wu and Liangshan. Good people also held</p>

Order.	Detailed list	Cultural dimension of connotation	
3.		<p>fans, while Lu Bin mainly used them on generals and soldiers with certain leadership positions.</p> <p>Fans are traditional handicrafts and artworks of the Han ethnic group. They are also known as palace fans or playboy fans. The unique circular shape and handle symbolize unity and friendship, as well as good luck and good fortune. Fans were initially the favorite of the royal aristocracy, gradually spreading to the public in the late Heian period and becoming a daily item for a wider population.</p>	
Circular Fan	4.		<p>Folding fan, formerly known as waist fan, was once the favorite of the royal family and the aristocracy. Folding fan paintings and calligraphy are usually based on decoration. Due to the small size of the fan and its good grip, it is suitable for close observation. Generally speaking, flowers and birds are usually lighter than ordinary flowers, complex mountain shapes are lighter than mountains and water, colors are better than ink, and gold paper is better than paper. In the late Song Dynasty, it became a commonly used tool for men and women in the upper class to cool down.</p>
Foldable Fan	5.		<p>Leaf fans, commonly known as bushel fans, are the most popular fans in China, also known as "Kwai fans". Due to the size of the sunflower leaves being cut into circular shapes of different sizes, the sunflower fan is sealed on the fan surface of Shanhe Ren. Simple and elegant style. It is a cool tool for ordinary people.</p>
Tail Fan			

From Table 3, fans initially appeared as cooling objects, but over time evolved from cooling objects to symbols of class status. Practical value and functionality are the key factors that designers consider first in the design process. These practical values are usually reflected in the multifunctionality of appliances and bring people a comfortable living experience. However, in addition to practicality, the design of sacred objects must also focus on the needs of spiritual and humanitarian care. By showcasing different styles of fans, the fans of the Song Dynasty have become a symbol of status. This design concept not only reflects the designer's profound understanding of human needs. But it also demonstrates the perfect combination of human intelligence and creativity.

DISCUSSION & CONCLUSION

Song Dynasty Fan

Search for themes in Chinese Song Dynasty painting and discover that traditional Song Dynasty painting and calligraphy elements include various painting disciplines. This combines the unique style and artistic value of traditional painting and calligraphy in the Song Dynasty, which pursued the expression of personal interests. This contrasts sharply with the excessive limitations, similarities, and support for calmness and politeness in artistic expression, as well as the pursuit of fresh and naive forms in painting. In terms of landscape painting, bird and flower life, figure painting, and religious painting, the Song Dynasty had a wide variety of types. Including murals, high screens, long rolls of paper, photo albums, and other forms. These different types of paintings provide painters with more creative spaces. Strengthen the artistic expression of Song Dynasty painting. With the development of commodity economy and the growth of the civil class, the social function and demand of the Song Dynasty painting market gradually shifted from the court and nobility to the people. Painters began to create paintings based on market demand to meet the aesthetic needs of the civil class. At the same time,

painting became an important tool for knowledgeable individuals to express emotions and communicate opinions. Promoting social function and market demand not only promotes the prosperity and development of painting art. And it will also increase the social status and influence of painting art.

Analyze the style of fans in the Song Dynasty that is consistent with culture and design in terms of connotation, beliefs, lifestyle, aesthetics, and other issues. Type and Material

Overview of the Formation of Chinese Fan Culture in the Song Dynasty Overview of Fan Relations in the Song Dynasty Overview of Fan Relations in the Song Dynasty The overall stability of politics and the rationalization of policies in the Song Dynasty led to rapid economic development of the entire society. Fan culture played a very important role in the Song Dynasty. The development of fan culture benefited from the prosperity of the overall economic situation in the Song Dynasty. Fried noodles became increasingly popular in the social environment at that time, and with the rapid development of the craft industry, the fried noodle industry was fully developed in the economy of the Song Dynasty. The cultural atmosphere of the Song Dynasty was very strong, and the development of calligraphy and painting art reached the peak of Chinese art, directly affecting the aesthetic needs of Song people and the creative tendencies of artists, thus becoming a characteristic academic discipline. The fan-shaped culture of the Song Dynasty is closely related to China's spiritual temperament and traditional manufacturing concepts, and has high value in art and historical research.

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