

## The Life Inheritance of Intangible Cultural Heritages

### -- Take the Application of Yuzhang Embroidery in Home Design as an Example

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#### Abstract

The intangible cultural heritage belongs to the crystallization of human wisdom, originated from life and originated from nature. Then, the best way to inherit it is to integrate into life, take life as the carrier to penetrate into people's hearts, make intangible cultural heritage become what people need, and carry it forward naturally. Embroidery is one of the traditional Chinese folk crafts, which has a history of at least two or three thousand years in China. This is closely related to life, so this paper takes the connection between non-cultural heritage gan embroidery (yuzhang embroidery) and modern home fabric design as the entry point, discusses how to reasonably use the embroidery elements of yuzhang embroidery to design modern home fabric products full of strong local customs and characteristics.

#### Keywords

Intangible Cultural Heritage, Yuzhang Embroidery, Home Design.

#### 1. Introduction

Embroidery is shown in the form of patterns on the fabric, no matter in the clothing, or in the creation of household products play an irreplaceable role, contains the essence of traditional culture, carrying and deducing thousands of years of Chinese civilization history, has made an outstanding contribution to the creation of the Chinese nation's brilliant culture. And in today's economy, science and technology era of rapid development, the pursuit of fast rhythm way of design show has changed dramatically, from the traditional handicraft embroidery, handicrafts damask, to today's computer embroidery, modern way to replace the traditional embroidery embroidery, fewer and fewer people understand traditional handicraft embroidery, Chinese traditional manual craft culture has the huge impact. Therefore, the protection and inheritance of intangible cultural heritage has become a major topic at present. In addition to being collected by museums and recorded by digital museums, these intangible cultural heritage is inherited by a few people as inheritors, but most people do not know about intangible cultural heritage. Only by living the intangible cultural heritage to meet the needs of modern people's use and aesthetics, can the intangible cultural heritage return to life, and protect, utilize and inherit the intangible cultural heritage through production.

Yuzhang embroidery is based on silk thread, with simple color matching, ink painting and world famous painting as the base of embroidery, and it is created twice technically, forming its own unique style. And suzhou embroidery, hunan embroidery, shu embroidery and yue embroidery embroidery embroidered multiple area and minority species in different areas of research and development has a certain research, both the literature and research, but in the earth sprout breed of yu zhang chapter embroidery, from the start, full of jiangxi culture distinctive features, but due to the development of late, lasts for hundreds of years. Now yu zhang embroidery is jiangxi province non-material cultural heritage, so want to through his jiangxi and yu zhang

embroidery of inheritance and development present situation investigation and study to the value of traditional culture in the modern culture, and can make up for the lack of yu zhang embroider in theory, to research the protection and inheritance of intangible cultural heritage, promote the local folk culture has great significance to the modern value, at the same time, the chapter will make embroidery and the combination of modern product design, technology, will make new contributions to the development of regional cultural industry.

## 2. Introduction of Yu Zhang Embroidery

In ancient times, it was known as yuzhanghong county." needlework "and" yuzhang embroidery ", the necessary handicrafts of women waiting for marriage in the folk, originated in 1735 and were collectively known as gan embroidery after 1949 liberation. Yuzhang embroidery is simple, elegant and interesting. It is mainly made of pure cotton homespun cotton thread, with rich color matching and simple picture. After the eighth DaiChuanCheng people are even played the inheritance, pioneering, innovation, "embroider" yu zhang started out of the inheritance of narrow heaven and earth, step by step into the market, due to the influence of the eight big mountain man ink xieyi painting art, rich cultural atmosphere, the pursuit of artistic conception of painting in the aesthetic interest, pay attention to in the performance form poetry, book, painting, printing, embroidery craft skill and convey the fusion of painting, make the traditional Chinese painting and calligraphy art perfect combination with hand embroidery craft.

Yuzhang embroidery concentrates the essence of yuzhanghongjun culture, which is an important part of national culture and art, and also the source of inspiration for modern design. But so far yuzhang embroidery in clothing, hang pictures on the creation, in the home design part involved less. However, in this era of rapid economic development, how to integrate traditional handicraft yuzhang embroidery into life, with traditional handicraft techniques in this new era rebirth. It is necessary to fully combine the excellent traditional national culture with the flavor of The Times in the design, and make innovations in the aspects of modeling, patterns, colors and process materials, so as to design a household soft decoration design that conforms to the modern aesthetic and practical values. Making full use of the embroidery characteristics of yuzhang embroidery, relying on modern home design for design innovation, application and exploration, to expand the high-end culture and art market, out of the first innovation road.

## 3. Yuzhang Embroidery in the Home Fabric Design Application

At present yuzhang embroidery in the home in the function of cloth art products is relatively relatively single, less species of scarce varieties, space use range is small. But yuzhang embroidery is able to meet the needs of home soft decoration design, not only aesthetic needs, and in the space segmentation, to create atmosphere, the dissemination of cultural functions for innovative use. Nowadays embroidery is applied in household articles for use in hanging a picture more, screen, bedding, function function is less, cannot satisfy the demand of masses better so, because this audience crowd is less.

So, in yuzhang embroidery used in home design, need to enrich the product type and function as far as possible, broaden the application range of home space. Make household products become a carrier to meet the needs of users through every category of household space items and protect, utilize and inherit intangible cultural heritage through the use of life. For example in household usually indispensable TV setting wall, sofa, desk flags, partition, tableware supplies, hutch supplies, household items, such as the sliding door will be full of local characteristics of yu zhang embroidered traditional art form innovation into the order of the carrier, make traditional become a kind of trend, become a modern household articles for use in yu zhang embroidered decoration products; Make yuzhang embroidery home products

become the object of mass consumption, while expanding the market, spread culture and history, let more people understand the charm of intangible cultural heritage and handicrafts. Household cloth art articles for use not only has the beautification, the ornament effect to the indoor environment, and softened the indoor decoration style to a large extent, can build a warm, comfortable atmosphere at home. Household cloth art product is designed as a kind of modern times characteristic, on the one hand modelling is concise more accord with the aesthetic of modern people, the design of design on the other hand is adapted to the demand of more people and present the characteristic of diversity. Here only take the national style cloth art home product design as an example, take the concept of yuzhang embroidery as the breakthrough point, discusses the application method of yuzhang embroidery in the home cloth art product design.

### 3.1. Direct Application of Embroidery Patterns

The application of yuzhang embroidery in the design of home cloth art products mainly refers to the presentation of its patterns. The most direct method is to use the traditional embroidery patterns as the patterns of home cloth art products. Pattern and embroidery manuscript are the theme content of yuzhang embroidery art expression. Patterns play a decorative and symbolic role in practical embroidery. The characteristics of patterns in different practical embroidery products are also one of the main signs to distinguish regional embroidery species. The patterns in practical embroidery products are different from those in appreciation of embroidery, and have certain requirements of pattern stylization. While appreciating the contents of embroidery products, it pursues artistic aesthetics similar to painting.

2.1.1 Individual pattern. The common individual patterns in yuzhang embroidery are calligraphy and painting of eight mountain people and flower-and-bird painting, which mainly combines culture and arts with handicraft. Serve as the central design of the picture commonly, in the design design of product of household cloth art so, can regard these individual grain as the main design of the product, place in the center of the picture, wait for appearance relatively regular, area to be bigger in the cloth art product such as carpet, wall, antependium.

2.1.2 Suitable for pattern. The suitable pattern in embroidery refers to the figure with the limit of the outer contour, such as triangle, circle, square, oval, etc., as the outer contour of the pattern, the interior fills in the pattern along with the trend of the contour, this kind of pattern requires the internal pattern and the outer contour shape height match. Such as landscape patterns in calligraphy and painting, full composition, make the picture has a sense of balance. Can regard it as the center design of the smaller product such as cushion of pillow, cushion for leaning on, eat, adiabatic cushion in living in cloth art product commonly.

2.1.3 Corner pattern. Commonly known as "hornflowers", this kind of pattern is usually a generalization and extraction of natural phenomena, common corner patterns are lightning, thunder, cloud, etc., this pattern originated from the ancient human worship of nature. Corner patterns are often used in the picture of the corner, play the role of beautification and decoration, some patterns in the form of two square continuous in the four sides, also have a triangle for the outline of suitable patterns in the four corners. In a few bedding kind cloth art product can apply horn corner grain pattern to do adornment appropriately, be like the 4 sides of towel of sheet, quilt cover, pillowcase, pillow or 4 corners, also can use the edge horn that is in flag of long pillow for leaning on, table or curtain to do adornment.

### 3.2. Redesign of Patterns

Although the embroidery pattern can be directly applied in the home cloth art products, it can retain the original characteristics, but there are also disadvantages: first, lack of innovation, second, yuzhang embroidery process is complicated, time-consuming production, not suitable for mass production. To pursue the diversity of national design, it is particularly important to

find the fulcrum of combination. Therefore, if we want to better combine ethnic elements with modern design, we should redesign the traditional embroidery pattern of yuzhang, take its shape and extend its meaning. This pattern of yu zhang embroidery has both the characteristics of the traditional retro style of people's documents and paintings, and the new style of The Times, which is also ancient and modern, traditional and rich in modern sense. The redesign of traditional patterns can use some principles and rules of graphic design, starting from the following points.

2.2.1 Shatter reconstruction. It refers to the decomposition and induction of the traditional patterns in yuzhang embroidery, and on the basis of this, the disintegrated patterns are rearranged and combined in an intentional way to form a new form or pattern, creating design elements with both charm and modern sense. In contemporary household design of cloth art product, to the traditional embroidery patterns scattered decomposition, yu zhang take the pattern of "scratchable latex" or other geometric bones, filled the paper pattern after the combination, a new graphics on the patterns of the picture composition and combination is looking, not limited by the original pattern form law, can be repeated is a graphic arrangement, can also be several alternate collocation of grain appearance. Designers should constantly develop new design thinking and integrate the patterns of traditional yuzhang embroidery into modern design.

2.2.2 Graphic transformation. In the redesign of the traditional pattern of yuzhang embroidery, this kind of characteristic should be retained, that is, the outer outline of the pattern should be retained, and only the inner pattern should be converted. For example, some common plant or animal patterns change into a more modern geometry or abstract of dot, line, face, or change the original pattern combination form, outside the retain pattern outline, on the basis of the internal dispersion of graphic reconstruction, and then used in pattern design of modern household cloth art product, make it full of new idea.

2.2.3 The diversification of materials. In ancient times, yuzhang embroidery was mainly made of pure cotton homespun cloth and cotton thread. However, in the design of modern household ornaments, traditional embroidery techniques and materials can be combined with traditional embroidery, and traditional techniques and materials can also be improved. Combined with current popular fabrics, yuzhang embroidery can serve the fashion industry and produce modern style household ornaments. Therefore, in the design of cloth art products, designers should think more about the expression of yuzhang embroidery elements, looking for diverse materials or methods. If, use the way that sticks cloth embroider to replace embroider craft, because cloth material is more common and easy to get, operation degree is higher, use cloth to join together design to save time and effort to compare to embroider craft, accordingly, with stick cloth embroider is a kind of more feasible method. Or use beads, sequins or other artificial materials instead of embroidery threads to create inlaid embroidery patterns. But in the product design that should consider good bedding kind, because bedding kind cloth art product contacts skin directly, because this should consider the appearance of the product not only, want to consider a person to be in more comfortable in using a process. It not only shows the innovation spirit of the explorers, but also makes the material of yuzhang embroidery adapt to the mass production of modern craft products.

#### **4. Yuzhang Embroidery in the Home Soft Decoration Supplies of Color Innovation**

First, yuzhang embroidery color presentation of the special way. The color of yuzhang embroidery is presented through embroidery lines, and the quality and color matching of embroidery lines often determine the quality and style of embroidery. The design of colour and the choice of embroider line match are the important experience skill of embroider. Embroidery

thread made by winding, single twist, double twist, double twist, steam silk and dyeing has different physical characteristics from pigment. Pigment can be mixed and mixed to produce variable color. The embroidery lines are colored only by the arrangement of stitches. Betty ting in qing dynasty in the heart of the book embroidered spectrum painting color and embroidery choosing colors did than statement: "the painter zhu, green, pink, black, thick can be arbitrary, and can be combined into one, and three for one, emerge in endlessly, and embroidered with dyed silk slightly points depth, make not with the appropriate, consider all the good, geometric Zhu Chengbi and and a miss, lose everything!" [7] the matching of embroidery lines is different from the freewheeling of painting pigments. Want to choose the embroider line of different colour meticulously from appropriate Angle beforehand undertake collocation, if not fine add consider, can affect the result of finished product.

Shen shou in "official embroidery spectrum" line color category table, according to the traditional color is blue, yellow, red, black plus green, purple color. And gray and white, a total of 88 colors listed. As a result of dyeing to differentiate again, as many as 700 kinds of color. The colors are very rich. Modern machine embroidery thread color is up to a thousand kinds, how to find the right color in the rich embroidery thread chromatography, not only need to have a certain aesthetic experience. Also need to be skilled in line color matching skills under the guidance of color theory knowledge.

Second, yuzhang embroidery color matching innovation to make full use of color principles. Color is supported by different background color villages. Due to the different degree of contrast between colors formed by the three elements of hue, brightness and purity, different color perception or visibility will be formed. When matching colors, we can make full use of the principle of color perception to match the main and secondary embroidery lines.

Yuzhang embroidery decoration in different villages with different colors of products, color matching needs to consider the color configuration and background color of the contrast, the same color in different materials on the surface of different feeling. Yellow "is accurate at plain ground, color is not very apparent, must get heavy color, can line out ear". Due to the high brightness of yellow, in the light pigment underside of the family is not spirit, but in the dark underside of the family can foil its bright. This is because yellow belongs to the brightness of the color, and the light color of the background cloth between the cause of the relatively weak. A similar example is the bright color of red on the black background, but not so vivid on the light background. This kind of at the same time contrast produces the visual change in addition to being affected by the color brightness, but also because of color. The color that yellow embroider is on the bottom cloth of cream-colored can appear very weak, and embroider is on the bottom cloth of navy blue color can contain green tendency.

Third, yuzhang embroidery home products in color to meet customer needs. Colour applies exquisite and intense contrast, design is marked, a kind or dignified or lively, or simple but elegant or gorgeous artistic style forms gradually. On this basis, the household soft outfit product color design art, take full advantage and chapter embroidery this color, gray tone is given priority to, the characteristics of the point of color harmony, make the person is in gray tone when living bring people mental stability and composed feeling, or a simple, clear no color is black and white and grey color, strong visual impact, yu zhang embroidery household soft adornment on the law of color design, will surely in the application of the space build hu is simple and quiet space atmosphere. At the same time, through its own such color collocation, so that the product tone in harmony under the premise of unity, fully strengthen the visual effect and color tension, in order to achieve consumer eyes for one of the bright purpose.

In household space, what introduce eye first is colour, what appeal most is colour also. The colour in interior space can build a sense of different changes in temperature, weight sense, sense of distance, soft and hard sense and time sense, good colour environment is to colorific reasonable collocation namely. Interior space in colour cent is setting colour, main body colour,

ornament colour. Setting colour basically is the colour of building establishment, be like door window, wall, smallpox, because the area is bigger, be in so when choosing yu zhang embroidery household articles for use to undertake adorning these position, the colour of this one carrier should choose purity commonly weaker or the color with darker relatively. Main body color is to point to the furniture that can move in interior space commonly, fabric to wait for a few in area color, those who make interior space tonal commonly is element of these main body color. Yuzhang embroidery home supplies as the carrier of the main color in the interior space, in order to create a space atmosphere, beautification space for the goal, you can yuzhang embroidery home decoration theme of the pattern color collocation. Picture of the quilt cover topics such as yu zhang embroidery household articles for use of design and color, can according to the household space using the identity of the object, using the object's diathesis, use object of consumption level of different reflected different aesthetic tendency of interior space soft adornment design, different household style, the pursuit of artistic conception, design and produce different tonal quilt cover, such as gray tone series, brilliant color series; Ordinary home, wedding home series; Traditional theme series, modern theme series and so on. Make use of the psychological effect that colour gives people in the space and innovate, expand the colour that yu zhang embroiders household articles for use, achieve product design rich diversity thereby.

Yuzhang embroidery has a long historical tradition and broad mass basis, is the perfect combination of shape, color, quality, not only in needling and color has a strong artistic characteristics, but also has a very high technical value, with strong emotional color, for the modern home decoration design provides a large number of valuable craft form. The fashionable cloth art home decoration design combines the traditional embroidery craft, lets the traditional craft blossom in the modern home decoration design, makes the home decoration present the brand-new artistic appearance.

## 5. Conclusion

"yuzhang embroidery" is a comprehensive art, skillfully integrated folk embroidery art and calligraphy and painting art as one, from the traditional folk daily necessities to cultural and artistic gifts of a major breakthrough, both crafts, works of art, beyond the scope of technical skills, and reach the realm of art. The unique medium of needle and silk thread is used to substitute writing with needle and re-creation with silk thread to form artworks comparable to sketch and oil painting, which is the needling art of craft labor, the perfect combination of color innovation and science, and fully expresses the artistic conception, humanistic spirit and cultural connotation of traditional Chinese calligraphy and painting. The protection of intangible cultural heritage is not just inheritance, but should be developed through inheritance to open up innovative design ideas and make intangible cultural heritage adapt to the needs of modern society. The application of yuzhang embroidery's decorative modeling in the design of modern home decoration is a brand new mode of thinking. The combination of these patterns with national cultural characteristics and the popular elements of modern home decoration is to explore the development orientation of yuzhang embroidery. Only by living the intangible cultural heritage to meet the needs of modern people's use and aesthetics, can the intangible cultural heritage return to life, and protect, utilize and inherit the intangible cultural heritage through production.

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