

# The Analysis of the Cultural and Creative Integration of Taoyuan Embroidery Culture and "RIO Cocktail" Brand Joint Design

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## Abstracts

This article aims to explore the joint design of Taoyuan embroidery culture and the RIO cocktail brand and reveal the importance of cultural inheritance and innovation in contemporary design by analyzing the cultural and creative integration behind the joint design. Combining the historical inheritance of Taoyuan embroidery and the fashion elements of RIO cocktails, the significance of this joint design, the design process, and its influence on the protection and inheritance of traditional culture are discussed. Through this joint design case, the value and role of cultural creativity in contemporary design are further elaborated.

**Keywords:** The Cultural and Creative Integration; Taoyuan Embroidery Culture; RIO Cocktail Brand

## Introduction

With the continuous development of society and the exchange and integration of culture, the protection and inheritance of traditional culture have become a topic of great concern to people (Fuquan, 2007). In this context, cultural and creative product design, as a bridge between traditional cultural inheritance and innovation, has gradually become a research hotspot in the cultural field. In this era, cultural and creative product design is not only product design but also an innovative way that combines cultural values with modern aesthetics. As a treasure of traditional Hunan culture, Taoyuan embroidery integrates Hunan's regional characteristics and national culture and has inherited embroidery skills for thousands of years. It is the most characteristic folk embroidery among the four famous embroideries in China. Carrying profound history and emotion, however, in contemporary society, the protection and inheritance of traditional culture is facing new challenges, facing the question of how to revive it in contemporary society.

This article will take the joint design of Taoyuan embroidery culture and RIO cocktail brand as an example to explore how cultural creativity plays a role in design, and how to inherit and innovate traditional culture through joint design (Jia & Ran, 2021). At the same time, the RIO cocktail, as a representative of fashion and vitality, is sought after by young consumers. The joint design of Taoyuan embroidery and the RIO cocktail brand is not only a cross-border attempt but also an exploration of tradition and modernity, culture, and business (Pinello et al., 2022). This article aims to explore how cultural creativity plays a role in cross-border design by analyzing the joint design case of Taoyuan embroidery culture and the RIO cocktail brand, and how to achieve the purpose of protecting and inheriting traditional culture through innovative methods (Rao & Wang, 2023). This article will reveal the value and role of cultural creativity in the protection and innovation of traditional culture through an in-depth analysis of the design process, significance, and impact of joint design

(Ling & Feng, 2008).

## **Target**

1. Analyze cultural and creative integration: Study how to integrate Taoyuan embroidery culture and modern fashion representative RIO cocktail brand, explore the cultural and creative integration process behind the joint design, and reveal how two completely different cultural elements intertwine to form a unique style. design style.

2. Reveal the relationship between cultural inheritance and innovation: By analyzing how Taoyuan embroidery culture is reflected in design, and how the RIO cocktail brand takes this as an opportunity to reinterpret tradition, we explore how joint design can serve as a media element for traditional cultural inheritance and innovation to achieve inheritance and innovation. The balance of innovation.

3. Discuss the significance of joint design: Analyze the significance of the joint design of Taoyuan embroidery and RIO cocktails, including its contribution to the protection and inheritance of traditional culture, as well as its impact on RIO's brand image and market expansion, to have an in-depth understanding of the role of joint design in cultural exchanges value in.

4. Research the design process: In-depth study of the specific process of joint design, including the collaboration of partners, creative conception, design, production, etc., to reveal the embodiment of cultural creativity in the design process and various influences that determine the final design result.

## **Research Method**

### **Literature Review**

First, conduct an extensive literature review to collect and analyze literature in related fields, including cultural and creative product design, traditional cultural protection and inheritance, joint design case studies, etc., which will help establish a theoretical framework and research background. and provide theoretical support for subsequent research.

### **Case Studies**

This study will take the joint design of Taoyuan Embroidery Culture and RIO Cocktail Brand as the main case, and achieve the research objectives through in-depth research on this actual case. We will collect information related to joint design, including design drafts, cooperation agreements, designer interviews, market feedback, and other information. Through systematic analysis of this information, the specific process and results of cultural and creative integration are revealed.

### **Expert Interviews**

To gain a deeper understanding of the process behind co-branded design and the integration of cultural elements, we will conduct expert interviews. Through interviews with designers, cultural heritage experts, and brand representatives, we gathered their views, experiences, and insights into this joint design. This will provide a perspective for analyzing design decisions, innovation strategies, and cultural heritage.

### **Content Analysis**

We will analyze the specific content of the joint design, including design patterns, color matching, material selection, etc., and use visual and content analysis methods to identify and explain the degree of mutual influence and integration between Taoyuan embroidery culture and RIO cocktail brand in design.

### **Market Research**

To understand the impact of co-branded design on the market, we will conduct market research to collect consumer feedback and purchasing behavior data on this design. Through questionnaire surveys and consumer interviews, we understand their views on cultural elements, brand values, and design appeals to evaluate the success of joint designs in the market.

### **Data Analysis**

Finally, we will use qualitative and quantitative analysis methods to conduct an in-depth analysis of the collected data, including content analysis, thematic analysis, statistical analysis, etc. Through these analyses, research questions are answered and specific manifestations of integration are revealed. Cultural creativity in joint design, and the relationship between cultural inheritance and innovation.

## **Background Introduction**

The protection and inheritance of traditional culture is a worldwide topic. Under the influence of globalization, all countries are thinking about how to preserve and inherit their unique cultural heritage in modern society(XueJun, 2005). With the acceleration of globalization and the impact of social change, many traditional cultures are facing severe challenges. In this context, this article aims to explore how cultural and creative product design can enhance Taoyuan embroidery culture and promote the inheritance and innovation of traditional culture through the cultural and creative integration of Taoyuan embroidery and RIO cocktail brand joint design(Ling et al., 2015).

### **Challenges and Opportunities of Traditional Culture**

As a country with a long history, China has a long history of traditional culture, covering a variety of elements. However, with the rapid economic and social development, traditional culture is facing increasingly severe challenges, including the alienation and neglect of traditional culture by the younger generation, and the gradual loss of traditional crafts and skills. However, traditional culture contains rich wisdom and values that help maintain social identity and cultural diversity. Therefore, while protecting traditional culture, how to combine it with modern society has become an urgent problem to be solved(ZhengXiang & Yu, 2008).

### **The Rise of Cultural and Creative Product Design**

As an emerging innovative way, cultural and creative product design provides new ideas for the protection and inheritance of traditional culture. Integrate traditional cultural elements with modern design concepts to create products with a sense of the times, innovation, and market competitiveness. This can not only stimulate young people's interest in traditional culture, and convey the value of traditional culture to a wider audience, but also meet the personalized and unique needs of modern consumers. Cultural and creative product design not only injects new vitality into traditional culture but also provides new impetus for the development of cultural industries(Yi, 2013).

### **The Characteristics and Value of Taoyuan Embroidery Culture**

As a traditional embroidery art in Hunan, Taoyuan embroidery has strong regional cultural characteristics and carries rich historical and cultural connotations. Taoyuan embroidery originated in the Tang Dynasty. After thousands of years of development, it has become a cultural pearl in Hunan. Its delicate techniques, rich colors, unique patterns, and local characteristics are called "Oriental Picasso" by the Chinese embroidery circle. However, with the changes in modern lifestyles, Taoyuan embroidery is facing new challenges. How to make Taoyuan embroidery retain its traditional characteristics in contemporary society and at the same time adapt to the needs of the modern market has become a problem that needs to be solved.

### **Innovative Exploration of Cross-border Design**

As a new design method, the cross-border design explores cross-border cooperation between different fields and provides new opportunities for the protection and inheritance of traditional culture. Taoyuan embroidery and the cross-border design of products in different fields can inject new creativity and vitality into traditional culture and attract more people from different backgrounds. Cross-border design can not only expand the expression of traditional culture but also find new business models and markets for traditional culture(XingSheng, 2015).

At the same time, RIO cocktail, as an internationally renowned alcohol brand, is deeply loved by young consumers for its unique fashion style and vitality. The design and publicity strategy of the RIO cocktail fully embodies the concept of fashion and innovation, which is in line with the aesthetic taste of young people. The joint design of Taoyuan embroidery and the RIO cocktail brand is not only an attempt to organically integrate traditional culture and modern fashion but also an important exploration to inject new vitality and connotation into a traditional culture.

In this context, exploring the joint design of Taoyuan embroidery culture and the RIO cocktail brand aims to discover the role of cultural creativity in protecting and inheriting traditional culture, and how to achieve cultural integration and innovation in cross-border design, to contribute to traditional culture(Lei, 2006). It provides new ideas and methods for the inheritance and development of contemporary society.

### **Significance and Purpose of Joint Design**

As a form of cultural creativity, joint design combines elements from different fields to create unique products that attract more consumers' attention and recognition. The joint design of Taoyuan embroidery culture and the RIO cocktail brand, the joint design can expand the market audience of the product, and at the same time bring more attention and publicity to both.

### **Dialogue and Integration of Tradition and Modernity**

The joint design provides a platform for the dialogue between tradition and modernity. There are differences between the traditional Taoyuan embroidery and the modern RIO cocktail in terms of expression and aesthetic concept. Through joint design, the two can be organically integrated to realize the exchange of traditional culture and modern fashion. This fusion not only enables traditional culture to be conveyed in a modern way but also injects unique cultural heritage into modern products, realizing the organic blend of different cultural elements.

### **Enhance Product Uniqueness and Market Competitiveness**

Co-branding can give a product a unique look and story, making it stand out in the market. The joint design of Taoyuan Embroidery and RIO cocktail brand not only endows the product with the emotional value of traditional culture but also endows the product with fashion and artistic characteristics. Such a design can attract more consumers' interest, improve the market competitiveness of products, and thus achieve a win-win situation of economic benefits and cultural values(WenJing, 2019).

### **Promote the Dissemination and Recognition of Cultural Values**

The joint design integrates traditional cultural elements into modern products, which can realize the dissemination and recognition of cultural values. Through product dissemination and publicity, consumers can better understand the historical background, exquisite craftsmanship, and regional characteristics of Taoyuan embroidery, thereby enhancing their awareness and respect for traditional culture. At the same time, joint design can also expose traditional culture more, expand its influence, arouse public attention to traditional culture, and promote cultural inheritance and development.

### **Innovative Attempts in Cultural Protection and Inheritance**

Through joint design, Taoyuan embroidery culture can be extended and inherited in new fields. This joint design is not only a copy of traditional culture, but also an innovative attempt at inheritance. Through the organic combination of traditional culture and modern fashion, modern products with traditional cultural characteristics are created, and the innovative road of traditional culture protection and inheritance is realized(LiLi, 2012).

Under the guidance of these meanings and purposes, the joint design of Taoyuan embroidery culture and the RIO cocktail brand has become a beneficial attempt between traditional culture and modern business, exploring the application value of cultural creativity in contemporary design, and how to realize the traditional joint design Cultural protection and inheritance.

## **Design Process of Joint Design**

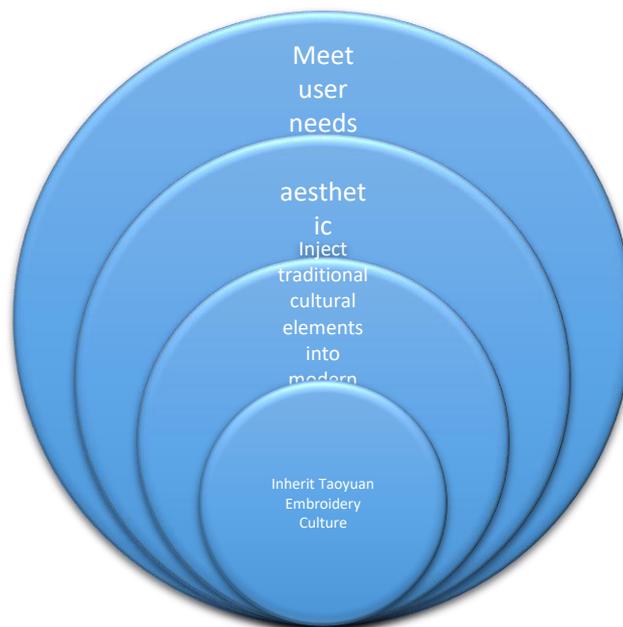
The success of co-design depends largely on the planning and execution of the design process. The joint design of Taoyuan embroidery culture and the RIO cocktail is an innovative attempt to integrate tradition and modernity.

### **The Establishment of Taoyuan Embroidery Brand Image**

First of all, it is necessary to establish the brand visual image of Taoyuan embroidery culture, and better convey the cultural connotation and values of the brand to young people. Before conducting design experiments, we first conducted in-depth research and analysis on the Taoyuan embroidery culture, determined the core value of the brand and target users, and then designed the visual image of the Taoyuan embroidery culture brand.

**Core Values**

Inherit Taoyuan embroidery culture, inject traditional cultural elements into modern life, and let people better understand, appreciate, and inherit Chinese traditional culture. As one of the traditional Chinese handicrafts, Taoyuan embroidery has a long history and profound cultural heritage. Its exquisite craftsmanship and unique and beautiful patterns are deeply loved by people. At the same time, as the younger generation pays more and more attention to cultural inheritance and traditional crafts, Taoyuan embroidery cultural products are constantly introducing new ones, adding more modern design elements to meet the needs of young users.



*Figure 1 Taoyuan Embroidery Culture Brand Core Value Diagram*

**Target Users**

*Table 1: Target user basic information analysis results*

basic situation		percentage
age	under 20 years old	5%
	20-25 years old	15%
	26-30 years old	25%
	31-35 years old	25%
	36-40 years old	15%
	41-45 years old	10%
	over 45 years old	5%
gender	female	70%
	male	30%
education level	below junior college	5%
	Undergraduate	50%

	master	30%
	PhD and above	15%
monthly income	Below RMB 5000	10%
	RMB 5000-10000	30%
	RMB 10000-20000	40%
	RMB 20,000 or above	20%
Hobby	travel	30%
	hand-made	25%
	culture and art	20%
	creative design	25%

According to survey statistics, the target users are mainly young women between the ages of 20 and 45, who pay attention to quality life and cultural connotation. In addition, some male users have a certain recognition and love for the Taoyuan embroidery brand, mainly because of its unique cultural heritage and artistic taste. Most of them have a bachelor's degree or above, are middle-income, and have high cultural taste and consumption ability.

Based on the above research results, the core positioning and target users of the Taoyuan embroidery culture brand can be determined, providing an important reference for subsequent brand planning and promotion.

### Logo Design

Logo design Description: The logo uses the four Chinese characters "Taoyuan Embroidery" as the design prototype, designs flat fonts, combines the cultural elements of Taoyuan Embroidery, and adopts the most distinctive animal "Rui" in Taoyuan Embroidery. The image of the "beast" is extracted from the eyes and teeth as a design element, combined with the text logo, using the modern design concept of text segmentation, and at the same time highlighting the cultural connotation and fashion sense of the brand. The English standard font design adopts Siyuan Heibody as the prototype, and the English font design is carried out on this basis. Its design style is simple and elegant, easy to distinguish and read, and has good scalability and readability. The standard color tone of the logo and font is consistent, and "embroidered Ruijin" is used, which maintains the consistency and unity of the entire brand image, and at the same time shows the nobility and elegance of the brand. The color value is RGB: 216 180 147, and the color number: is #D8B493. Gold represents nobility and magnificence, which is in line with the tonality and modern trend of Taoyuan embroidery culture. It not only inherits the traditional colors of Taoyuan embroidery culture but also incorporates modern popular elements, which are very attractive and recognizable.

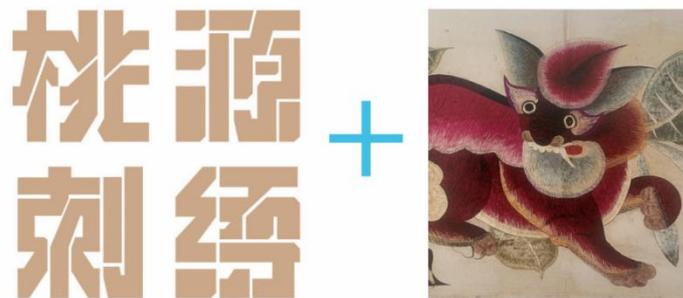


Figure 2 Taoyuan Embroidery Logo Design Elements Extraction and Combination



Figure 3 Taoyuan embroidery logo



Figure 4 Taoyuan embroidery Chinese and English standard fonts

### Confirmation of Initial Communication and Cooperation

The first step in joint design is to establish a preliminary cooperative relationship, communicate, and determine cooperation. The design team needed to contact representatives of Taoyuan Embroidery Culture and RIO Cocktail Brand to understand the vision, goals, and expectations of both parties. In the early communication, the theme, scope, and purpose of the design were clarified, which laid the foundation for the subsequent design work.

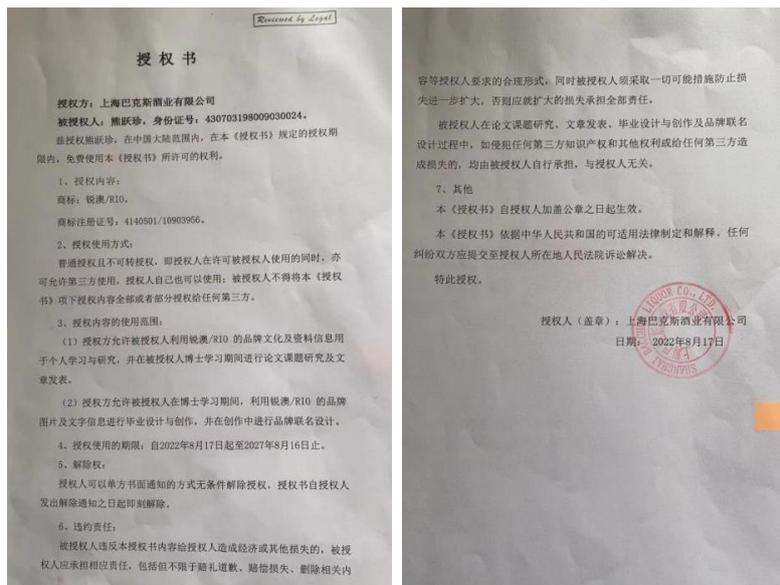
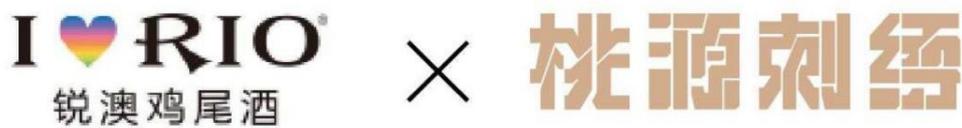


Figure 5 The brand owner of "RIO Cocktail" granted Xiong Yuezhen a letter of authorization for cooperation in this project in August 2022

### Excavation and Integration of Cultural Elements

After determining the direction of the joint design, the design team needs to dig deep into the characteristics of Taoyuan embroidery culture and RIO cocktails to find cultural elements that can be integrated. This may involve the patterns, colors, and techniques of Taoyuan embroidery, as well as the style and packaging of RIO cocktails. The design team needs to find a common ground between the two based on respecting the traditional culture so that they can be organically integrated.



*Figure 6 "RIO Cocktail" brand and Taoyuan embroidery culture joint image target positioning*

### Formation of Design Ideas and Concepts

After excavating and integrating cultural elements, the design team needs to form the design concept and concept of joint design. At this stage, the design team will brainstorm and propose different design schemes and concepts to achieve the fusion of traditional culture and modern fashion. The design concept should be able to accurately convey the purpose and meaning of the joint design while satisfying consumers' needs for beauty and innovation.

Finally, the design style is mainly to create rich pictures, delicate content, cute and interesting, simple and fashionable, emphasizing high saturation, strong visual impact, geometric figures, and bright colors. The extraction of elements is based on the most distinctive "Pixiu" and "auspicious bird" in the Taoyuan embroidered animal image pattern, combined with the colors and elements of "One's Little Wine" in the "RIO Cocktail" brand micro-embroidery series, using a variety of Highly saturated colors create a bold and strong atmosphere, presenting the liveliness and vitality of the design, and flaunting its unique visual effect and style.



*Figure 7 The most characteristic "auspicious beast" and "auspicious bird" patterns in Taoyuan embroidery*



*Figure 8 Determine the image of the theme series*

### **Formulation and Deployment of the Design Scheme**

According to the design concept and concept, the design team began to formulate a specific design plan. This includes product exterior design, packaging design, logo design, etc. When formulating the design plan, the design team needs to comprehensively consider the elements of Taoyuan embroidery culture and RIO cocktails to ensure that the design not only has the uniqueness of traditional culture but also reflects the characteristics of modern fashion. The development of the design proposal may require multiple revisions and adjustments to ensure that the final design meets the desired goals.

The pattern of the joint product is finally based on the most distinctive images of auspicious animals and auspicious birds in Taoyuan embroidery. Two patterns are designed, and each pattern has two color systems. The design style with high color saturation and strong contrast reflects the matching of the color characteristics of Taoyuan embroidery and the color tonality of RIO cocktails, which is more in line with the preferences of young consumer groups.



Figure 9 Taoyuan Embroidery and RIO Cocktail Joint Product Design Sample

### Joint Cultural and Creative Product Design

The graphic design of cultural and creative products makes full use of the most distinctive images of auspicious animals and auspicious birds in Taoyuan embroidery patterns and designs in combination with modern fashion trends. The visual expression of color is vivid, which can not only reflect the cultural characteristics of Taoyuan embroidery but also meet the needs of young people. Aesthetic requirements, to achieve effective communication. Its categories include daily necessities, household items, school supplies, office supplies, and public relations gifts.



Figure 10 Co-branded cultural and creative products for daily necessities



Figure 11 Co-branded cultural and creative products for office and school supplies

### **Prototyping and Product Launch**

After the design proposal is confirmed, the design team will make a prototype of the joint product. Prototyping can help design teams better understand how a product will work and whether it will work as intended. After many revisions and improvements, the final joint product will be launched on the market, bringing consumers a unique experience and cultural value.



*Figure 12 Taoyuan embroidery and RIO cocktail joint product*

Through this detailed design process, the joint design of Taoyuan embroidery culture and RIO cocktail brand can realize the organic integration of traditional culture and modern fashion, and present unique cultural and creative products to consumers. Each stage in the design process requires the creativity and ingenuity of the design team to ensure that the final design achieves the desired effect and achieves the design goals.

### **The Impact of Joint Design on Traditional Culture**

The joint design of Taoyuan embroidery culture and the RIO cocktail brand has had a profound impact on both, not only bringing new opportunities to traditional culture but also injecting cultural heritage into modern business.

#### **Inheritance and Promotion of Traditional Culture**

Through joint design, traditional culture can be inherited and promoted in modern commercial products. As a representative of traditional Hunan culture, Taoyuan embroidery has been extended to the commercial field in joint design. This not only spreads traditional cultural elements widely but also attracts the attention of more young consumers. The joint design integrates traditional culture into fashionable commercial products, making traditional culture and modern society more closely linked.

#### **Innovation and Vitality Injection of Traditional Culture**

The joint design has injected new vitality and innovative elements into a traditional culture. Traditional culture may appear outdated and rigid in the long-term development, but through joint design, traditional culture can collide with modern elements and radiate new vitality. In the joint design of Taoyuan Embroidery Culture and the RIO cocktail brand, the traditional embroidery art is integrated into the fashionable cocktail packaging, presenting a new image and style, and rejuvenating the traditional culture (JianTeng & QiQi, 2018).

### **Cultural Cognition and Cross-border Integration**

The joint design enhances the public's awareness of traditional culture through the cross-border integration of elements from different fields. Many young consumers may have limited knowledge of traditional cultures. Through the combination of fashion elements, the joint design introduces traditional culture into the lives of young people and stimulates their interest and curiosity in traditional culture. This cross-border integration not only enriches the cultural experience of consumers but also strengthens exchanges and cooperation between different fields.

### **Organic Combination of Cultural Protection and Innovation**

The joint design realizes the organic combination of traditional culture protection and innovation. The protection of traditional culture needs to keep pace with the times and adapt to the needs of modern society through innovative methods. Based on retaining traditional cultural elements, joint design endows traditional culture with new forms of expression through innovative design concepts and methods. This organic combination makes traditional culture glow with new vitality in contemporary society and achieves a balance between inheritance and development.

Through the above analysis, the influence of joint design on traditional culture is multi-dimensional. It not only promotes the inheritance and innovation of traditional culture but also injects the vitality of modern business into it, realizing the integration and development of traditional culture in contemporary society.

## **Conclusions and Suggestions**

This joint design is a successful attempt at cooperation between Taoyuan Embroidery Culture and the RIO cocktail brand, revealing to us the important role of cultural creativity in contemporary design. Through the organic integration of traditional culture and modern commercial products, joint design not only injects new vitality and innovation into traditional culture but also endows modern products with more cultural connotations. In the process, Taoyuan embroidery culture has been inherited and developed in the fashion field, and RIO cocktails have also obtained a unique design integrated with traditional culture.

However, as a form of cultural and creative expression, joint design still needs to be further deepened and expanded. In future research, further exploration can be carried out from the following aspects:

#### **The Balance Between Design Innovation and Traditional Protection**

In joint design, how to realize design innovation while protecting traditional culture is a key issue. Integrating traditional cultural elements into modern design requires more innovative thinking and design techniques to ensure that traditional culture can not only be inherited but also adapt to the needs of modern society. Future research can explore more design methods to achieve a balance between traditional protection and innovation.

#### **The Commercial Value of Cultural and Creative Products**

The joint design not only has cultural heritage value but also has commercial development potential. How to fully exploit the commercial value of joint design and realize the economic benefits of cultural and creative products is a problem that requires in-depth research. In the future, it can be discussed from the perspective of marketing and consumer demand, to provide useful ideas for the commercial development of cultural and creative products.

### **Strategies and Models of Cross-border Cooperation**

Co-design involves collaboration between different fields. How to construct effective cross-border cooperation strategies and models is a question that needs further exploration. How partners in different fields work together and how to leverage their respective advantages requires more in-depth research. Future research can explore the cases and experience of cooperation between different industries, and provide more guidance and reference for cross-border cooperation(Hong, 2014).

To sum up, the joint design of Taoyuan embroidery culture and the RIO cocktail brand is a beneficial attempt at cultural creativity in the protection and inheritance of traditional culture, and it provides a new idea and model for the cooperation between tradition and modernity, culture and business. Through more in-depth research, we can further explore the application of cultural creativity in contemporary design, and inject more vitality and innovation into the inheritance and development of traditional culture. At the same time, the joint design also provides a useful reference for cooperation in different fields and contributes more wisdom and opportunities to the development of cultural and creative industries.

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