

The Jade Carving Wisdom and Identity of Zhang Jiawei's Huai School

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Abstract

Huai Huai School jade carving, a significant part of Chinese traditional art, had a long history deeply rooted in the cultural heritage of the Xuzhou region. This art form was renowned for its exquisite craftsmanship and profound cultural connotations. However, with modernization and market changes, the inheritance and development of Huai School jade carving faced new challenges.

This study aimed to: 1) explore the historical background of Huai School jade carving; 2) examine the current state of its identity and development; and 3) propose strategies for improving its inheritance and growth. The research employed qualitative methods, including interviews, observations, and literature analysis. The sample consisted of five key informants, eight practitioners, and 18 general participants. Research tools such as structured interviews, work analysis, and field observation logs were used to gather data on the creative process and market trends.

Data collection was based on written documents and field observations, followed by thematic and comparative analysis. Key themes and patterns were identified to offer a detailed descriptive analysis.

Findings indicated that: 1) Huai School jade carving was historically significant, reflecting the evolution of Chinese jade art across different periods; 2) the current state of the Huai School faced challenges such as a shortage of successors, limited innovation, and market decline, which hindered its growth; and 3) integrating traditional craftsmanship with modern aesthetics and technology was essential for revitalizing the industry. Zhang Jiawei's efforts in education, skill transmission, and brand-building made significant contributions to promoting Huai School jade carving locally and internationally.

Keyword:Jade Carving Wisdom; Identity; Zhang Jiawei's Huai School; Cultural heritage

Introduction

Jade carving is an essential part of China's cultural heritage, reflecting both artistic excellence and deep cultural symbolism. The Huai school of jade carving, known for its unique aesthetic and craftsmanship, has played a significant role in preserving this traditional art form. However, the sustainability of jade carving faces numerous challenges, including the decline in craftsmanship, difficulties in passing down skills, and adapting to modern market demands. These issues are particularly pronounced within the Huai school, where the tension between tradition and innovation is increasingly apparent.

Several scholarly works have addressed the historical significance and current challenges of jade carving in China. Zhou Nanquan's *The Encyclopedia of Chinese Jade Appreciation* (2008) traces the 8,000-year history of jade carving, emphasizing its enduring cultural value. Zhai Zhenyu (2009) further elaborates on jade's role in Chinese culture,

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highlighting its status as a material symbol of nobility and its evolution through various dynasties. Ma He (2021) underscores the role of modern institutions in preserving jade carving, particularly the establishment of technical schools and cooperatives that have contributed to the survival of traditional techniques. Additionally, Sun Min's (2015) study on the inheritance of Shanghai-style jade carving illustrates the growing attention to preserving intangible cultural heritage. Zhang Juntao (2000) discusses the state-level efforts to protect jade carving as a national cultural treasure, particularly highlighting the recognition of Yangzhou jade carving as part of China's intangible cultural heritage.

Despite these efforts, the Huai school faces several critical issues that threaten its continuity. The primary research problem lies in the difficulty of maintaining skilled artisans and transmitting this knowledge to future generations. Market demands have shifted, and there is a growing need for innovation while preserving traditional techniques. Furthermore, the lack of comprehensive theoretical frameworks and systematic educational programs exacerbates the challenges of ensuring the Huai school's sustainable development. Zhang Jiawei, a leading figure in Huai-style jade carving, represents both the potential and the challenges of the art form. His work, which integrates traditional skills with modern aesthetics, exemplifies the balance that must be achieved between preservation and innovation.

This study aims to address these pressing issues by exploring the development, inheritance, and future prospects of the Huai school jade carving, with a focus on Zhang Jiawei's contributions. By analyzing the historical context, artistic characteristics, and market trends, this research provides insights into how the Huai school can adapt to modern challenges while maintaining its cultural significance.

Research Objectives

1. To study the Historical Background of the Development of Zhang Jiawei Huai School Jade Carving wisdom.
2. To study the Current Situation of Identity the Development of Huai School Jade Carving wisdom.
3. To study and Improve the Inheritance and Development of Huai School Jade Carving Today

Literature Review

The Encyclopedia of Chinese Jade Appreciation compiled by Zhou Nanquan takes historical development as a clue and unearthed cultural relics as a basis to systematically introduce the varieties, patterns, materials, jade carving techniques, etc. of jade, allowing people to trace its 8,000 years of brilliant and colorful artistic history and appreciate its warm charm and cultural connotation. (Zhou, 2008)

In "Appreciation of Chinese Jade," Zhai Zhenyu explores jade's significance in Chinese culture, tracing its origins through oracle bone and bell inscriptions to reveal its nobility and status. Jade's historical development, from prehistoric times to the Ming and Qing dynasties, showcases diverse styles of simplicity, elegance, and majesty. Beyond material beauty, jade is seen as a spiritual symbol, influencing Chinese political and aesthetic life. The book highlights jade's aesthetic and cultural value, using rich images and historical analysis to showcase its deep cultural heritage. (Zhai, 2009)

"Chinese Wisdom: Anthology of Chinese Jade Carving Artists" delves into the core role of jade in Chinese civilization, highlighting traditions of worship, appreciation, and craftsmanship. As a key part of Chinese culture, jade has a long, revered history, producing exquisite pieces rich in cultural meaning. Jade production blends art, design, and craftsmanship, reflecting both courtly and folk traditions. In recent years, the jade carving industry has grown, with many talented designers emerging. This collection showcases the experiences, achievements, and works of master carvers, emphasizing their skill, creativity, and the enduring influence of jade culture on Chinese art. (Edited by China Light Industry Federation, China Light Industry Jewelry Center, and China Arts and Crafts Association, 2013)

Ma He also reviewed the long history of Chinese jade carving in the book "Jade Carving", which has continued from the Paleolithic Age to the present. Especially after the founding of New China, jade carving practitioners have organized themselves to set up production units and cooperatives, and jade carving factories have been established in various places, which has promoted the inheritance of jade carving skills. After the 1970s, technical schools and arts and crafts schools have been established in various places, further promoting the inheritance and promotion of Chinese jade carving skills. Contemporary jade carving art has flourished and formed a thriving situation. (Ma, 2021)

Sun Min introduced in the book "Shanghai School Jade Carving Inheritance" that Shanghai School jade carving is a national and municipal intangible cultural heritage project, and it is also a cultural business card of the jade carving industry in an international metropolis. This book selects 30 Shanghai School jade carving masters and their exquisite works, compiles them into a book, summarizes their inheritance context, cultural connotation, craft characteristics, artistic value, and rises to a certain theoretical height. At the same time, this book is also a precious historical document in the field of Shanghai jade carving. (Sun Min, 2015)

In the book "Gu Yongjun and Yangzhou Jade Carving", Zhang Juntao pointed out that with the continuous development of my country's cultural industry, the inheritance of traditional arts and crafts has gradually received attention from all walks of life. On May 20, 1997, in order to protect traditional arts and crafts and promote the prosperity and development of traditional arts and crafts, the state formulated and promulgated the "Regulations on the Protection of Traditional Arts and Crafts". In March 2005, the State Council issued the "Opinions on the Protection of National Intangible Cultural Heritage", and in December of the same year, it issued the "Notice on Strengthening the Protection of Cultural Heritage". On May 20, 2006, "Yangzhou Jade Carving" was approved by the State Council to be included in the first batch of national intangible cultural heritage lists. As a result, traditional jade carving skills represented by Yangzhou jade carving have been increasingly widely protected. (Zhang Juntao, 2000)

Yangzhou jade carving can be listed as a national intangible cultural heritage because: first, from the perspective of inheritors, it has a group of excellent inheritors such as Gu Yongjun; second, from the perspective of inheritance form, its skills are developed in a dynamic process and are the crystallization of the wisdom of the working people; third, from the perspective of inheritance time limit, Yangzhou jade carving has a history of thousands of years; fourth, from the perspective of expression form, Yangzhou jade carving is attached to the form of jade carving; fifth, Yangzhou jade carving has become an important national cultural treasure of our country. (Yuan, L., & Gu, J, 2009)

Research Methodology

1. Research Methodology

This study adopted a qualitative research method, focusing on a comprehensive understanding of the artistic characteristics, craft evolution, market development trends, and multiple roles and contributions of Zhang Jiawei and his Huai-style jade carvings through in-depth interviews, work analysis, and literature research. Qualitative research methods are suitable for exploring and understanding complex phenomena, especially in the field of art and culture.

2. Population and Sample Group

This study focuses on the jade carving industry and Zhang Jiawei Jade Carving Art Museum in Xuzhou City, Jiangsu Province, China, especially the Huai School jade carving artist group represented by Zhang Jiawei. The sample selected 5 key information providers, including Zhang Jiawei's master, senior brothers and sisters, jade carving experts, 8 random survey subjects, including Zhang Jiawei's disciples, government workers, cultural inheritors, and 15 general respondents, including jade carving workers, sellers, and ordinary people.

3. Research Tools

The interview outline in this study used a combination of structured and semi-structured questions to guide detailed interviews, enabling researchers to systematically gather insights on Zhang Jiawei and his Huai School jade carving. The observation guide employed logs to record field details of the working environment, creative process, and industry activities during visits, providing valuable data for analysis. The focus discussion guide outlined topics, scope, and guiding questions to facilitate interaction among participants, ensuring comprehensive coverage of key issues related to Zhang Jiawei's jade carving.

4. Data Collection

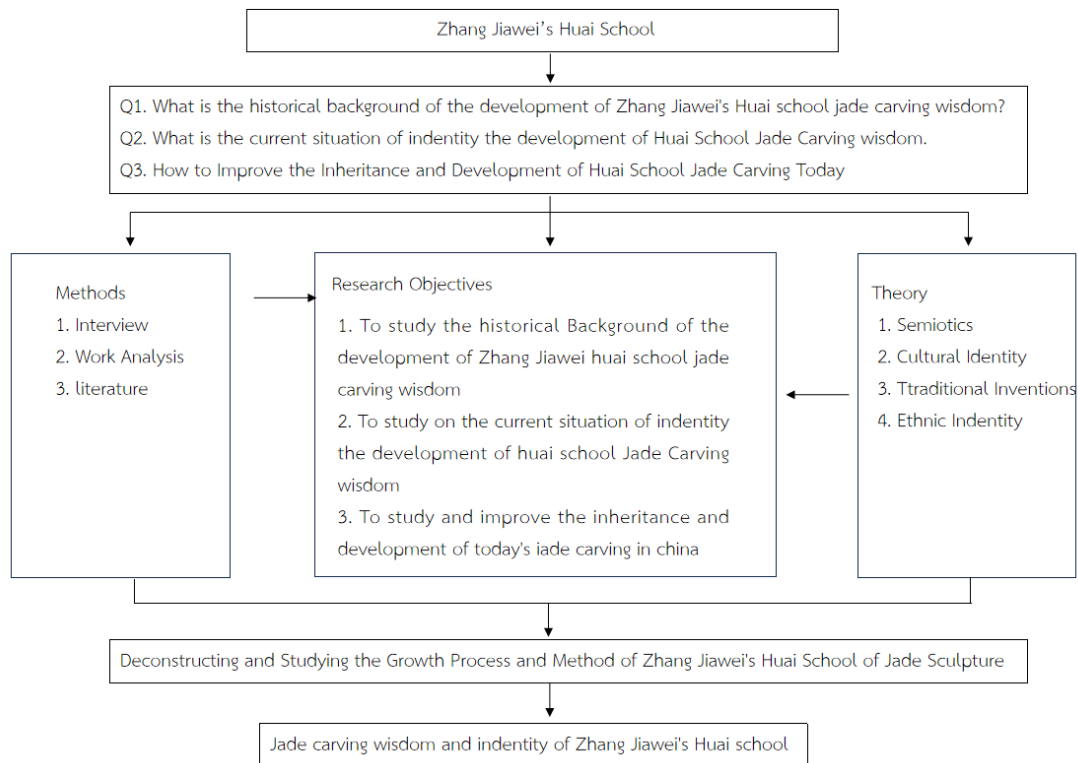
Interview data, collect detailed information about Zhang Jiawei and his Huai-style jade carvings through interviews. Work analysis data: obtain data on craftsmanship, design, cultural connotations, etc. by photographing and analyzing Zhang Jiawei's jade carvings. Literature data: collect literature, papers, books and other materials on jade carving art at home and abroad, and conduct systematic reading and sorting. Observation records: record the daily work, creative process, industry activities, etc. of Zhang Jiawei and his team.

5. Data Analysis

Qualitative analysis uses thematic analysis to identify key themes and patterns by summarizing and interpreting the interview content and work analysis results. Comparative study compares Zhang Jiawei's works and educational practices with those of other jade carving artists to highlight his uniqueness and influence. Case analysis conducts an overall in-depth study of Zhang Jiawei's case to show his multifaceted contributions in the field of jade carving art. Descriptive analysis combines literature and interview data to systematically

describe and analyze Zhang Jiawei's artistic achievements, educational contributions, policy participation, etc.

Research Conceptual framework



Source: Mi Peng (2023)

Figure 1. Research Concept Framework

Research Results

1. The Historical Background of the Development of Zhang Jiawei Huai School Jade Carving wisdom.

In the long history of Chinese culture, jade carving art has become a treasure in the cultural treasure house of the Chinese nation with its unique artistic charm and profound cultural heritage. As an important branch of traditional Chinese jade carving art, the development process of Zhang Jiawei Huai School jade carving not only reflects the inheritance and innovation of jade carving skills, but also reflects the long history of Chinese culture.

The history of jade carving art can be traced back to the Neolithic Age. Around 8000 BC (early Neolithic Age), the ancients began to use jade to make tools and decorations, marking the initial formation of jade carving art. With the advancement of history, jade carving skills have been significantly developed and innovated in different dynasties. In the Shang and Zhou Dynasties (about 1600 BC-256 BC), jade carving works were widely used in

sacrifices, ceremonies and other occasions, with solemn shapes and profound meanings. In the Qin and Han Dynasties (221 BC-220 AD), jade carving skills reached a new peak, with vivid shapes and exquisite craftsmanship. During the Tang, Song, Yuan, Ming and Qing dynasties (618-1912 AD), jade carving art continued to improve, and works of different schools and styles emerged in an endless stream, showing the diversity and richness of jade carving art.

Since modern times, especially after the reform and opening up (1978), with the advancement of science and technology and the opening of the market, the jade carving industry has ushered in new development opportunities. The introduction of modern scientific and technological means such as CNC machine tools (introduced at the end of the 20th century) and 3D printing (emerged in the early 21st century) has further improved the production efficiency and artistic expression of jade carving works.

As an important part of traditional Chinese jade carving art, the origin of Huaipai jade carving can be traced back to the jade carving culture in Xuzhou area in prehistoric times. As the core area of Han Dynasty culture, Xuzhou has been one of the important birthplaces of jade carving skills since ancient times, and is known for its boldness and exquisite craftsmanship. Since entering modern times, with the continuous development and innovation of jade carving art, Huaipai jade carving has gradually formed its own unique artistic style and technical characteristics. In the 1950s, Xuzhou Jade Carving Factory, as one of the five state-owned jade carving factories in the country, laid the foundation for the inheritance of Xuzhou jade carving skills. In 2012, Zhang Jiawei, at the invitation of the Xuzhou government, named Xuzhou jade carving "Huai School Jade Carving" and officially founded this art school, marking that Huai School Jade Carving has entered a new stage of development.

Zhang Jiawei has been engaged in the jade carving industry since he was 16 years old (1992), and has more than 30 years of experience in the industry. By deeply exploring the essence of Xuzhou's regional culture and combining his personal artistic perception and creative practice, he has not only achieved outstanding achievements in artistic creation and won many awards in domestic and foreign jade carving art competitions, but also made important contributions in the inheritance of skills, education promotion and international market expansion. He has cultivated a large number of outstanding jade carving talents through the combination of master-apprentice inheritance and college education, injecting fresh blood into the sustainable development of Huai School Jade Carving. At the same time, he actively participates in various cultural activities and exhibitions, and serves as vice dean and professor of the University School of Art and Design (since 2005), and is committed to the teaching and inheritance of jade carving art. In addition, he also promoted Huai-style jade carving art to the international market by participating in international exhibitions and communicating and cooperating with overseas artists, thus enhancing its international reputation and influence.

In summary, the development history of Zhang Jiawei's Huai-style jade carving wisdom is an artistic legend that spans time and space. It not only reflects the profound heritage and unique charm of traditional Chinese jade carving culture, but also demonstrates the innovative spirit and practical exploration combined with modern technology and aesthetic concepts.

2. The Current Situation of Identity the Development of Huai School Jade Carving wisdom.

Huai School jade carving, as an important branch of Chinese jade carving art, has a significant status of wisdom recognition. This school is deeply rooted in the long history of Han culture in Xuzhou. Its jade carving works are not only exquisite in craftsmanship, but also contain rich cultural connotations and historical heritage. Huai School jade carving has won wide recognition and praise for its unique artistic style and profound cultural heritage.

As an outstanding representative of Huai School jade carving, Zhang Jiawei's works have won many awards at home and abroad. Not only has he reached the level of perfection in skills, but also has shown a unique innovative spirit in subject selection and artistic expression. His success has not only won a high reputation for Huai School jade carving, but also laid a solid foundation for the wisdom recognition of this school. Zhang Jiawei's artistic achievements have been widely recognized by the industry. His works are praised as classics of Huai School jade carving, which have had a profound impact on the development of Huai School jade carving.

In addition, Huai School jade carving also continuously cultivates new jade carving art talents through a systematic education system. Zhang Jiawei is not only highly skilled himself, but also actively devotes himself to the cause of jade carving education, passing on his skills and ideas to the next generation through higher education and personal studio teaching. This way of inheritance not only ensures the continuation of Huai School jade carving skills, but also injects new vitality into the future development of this school.

In terms of social influence, Huai School jade carving continues to expand its social influence through various exhibitions, competitions and cultural exchange activities. More and more people have begun to pay attention to and recognize the artistic value and cultural connotation of Huai School jade carving, and the social status of Huai School jade carving has also been continuously improved.

With the changes of the times and the development of society, the wisdom identity of Huai School jade carving is also growing and developing. The improvement of skills is the core driving force for the development of Huai School jade carving. On the basis of inheriting traditional skills, artists continue to explore and innovate, bringing the skill level of Huai School jade carving to a new height. They have conducted in-depth research and practice in the selection of jade materials, design concepts, carving techniques, etc., making the works more refined, vivid, and full of artistic appeal.

The diversification of art forms is also an important manifestation of the development of the wisdom identity of Huai School jade carving. With the changes in market demand and the transformation of consumers' aesthetic concepts, Huai School jade carving actively integrates modern elements and aesthetic concepts on the basis of maintaining traditional style. Artists have made the art form of Huai School jade carving more diversified and modernized through innovative design and rich themes, meeting the needs and preferences of different consumers.

The strengthening of brand building has also provided strong support for the development of Huai School jade carving wisdom identity. Artists have begun to focus on the shaping and promotion of brand image, and have enhanced the brand value and market competitiveness of Huai School jade carving through trademark registration, patent application, and establishment of official websites. These measures have not only enhanced

consumers' awareness and trust in Huai School jade carving, but also laid a solid foundation for the sustainable development of Huai School jade carving.

The continuous expansion of the market is an important symbol of the development of Huai School jade carving wisdom identity. With the rise of e-commerce and the advancement of globalization, the market space for Huai School jade carving has continued to expand. Artists have promoted Huai School jade carving works to a wider market through a combination of online and offline methods, attracting more and more consumers and collectors. This has not only promoted the development and growth of the Huai School jade carving industry, but also injected new impetus into the wisdom identity of Huai School jade carving.

Take Zhang Jiawei's masterpiece "Ningxiang Juxiang" as an example. This work not only shows the exquisite craftsmanship of Huai School jade carving, but also deeply reflects its cultural connotation and artistic value. The work is inspired by the "smoke" shape and bronze decoration of the Song Dynasty, cleverly integrating traditional and modern elements, showing a unique charm and beauty. Through the careful selection and clever use of jade materials, Zhang Jiawei has achieved a very high artistic level in terms of shape, color, texture, etc. This extreme pursuit of materials and innovative design not only enhances the artistic value of the work, but also enhances the competitiveness and influence of Huai School jade carving in the market.

In terms of brand building, Zhang Jiawei and his team co-founded Fanxiang Jewelry Co., Ltd., dedicated to creating an influential Huai School jade carving brand. Through a series of brand promotion activities and market expansion strategies, the brand awareness and reputation of Huai School jade carving have been continuously improved, laying a solid foundation for the wisdom recognition of this school. At the same time, Fanxiang Jewelry also actively participates in various cultural exchange activities, popularizing the artistic charm and cultural value of Huai School jade carving to the public through exhibitions, lectures, etc., further enhancing the social influence of Huai School jade carving.

As the popularity and reputation of the Huai School jade carving brand continue to increase, more and more consumers have begun to pay attention to and purchase Huai School jade carving works. Consumers generally reflect that Huai School jade carving works are not only exquisitely crafted and uniquely designed, but also contain profound cultural connotations and historical heritage. They believe that Huai School jade carving is not only a choice for art collection, but also a manifestation of cultural heritage and taste. This positive market feedback provides strong support for the future development of Huai School jade carving.

In summary, the current status of the wisdom recognition of Huai School jade carving presents a good development trend. Under the leadership of outstanding artists such as Zhang Jiawei, Huai School jade carving has not only continuously improved and innovated in skills, but also achieved remarkable results in art forms, brand building, and market expansion. In the future, as consumers' awareness of traditional culture and artworks continues to increase and the market continues to expand and improve, the wisdom recognition of Huai School jade carving will be further enhanced and expanded.

3. The Inheritance and Development of Huai School Jade Carving Today

In today's rapidly changing social and cultural context, the inheritance and development of Huai School jade carving faces new challenges and opportunities. Through in-depth analysis and discussion of the current status of Huai School jade carving art, the following conclusions and observations can be drawn.

Inheritance and innovation of traditional skills. As an important part of traditional Chinese jade carving art, the inheritance and development of Huai School jade carving is first reflected in the adherence to and innovation of traditional skills. On the one hand, Huai School jade carving artists are committed to inheriting ancient carving skills and ensuring the continuation of traditional skills through the way of master-apprentice transmission. For example, Zhang Jiawei not only has superb skills himself, but also actively devotes himself to jade carving education. Through higher education and studio teaching, he imparts the essence of Huai School jade carving skills to the younger generation.

On the other hand, while inheriting traditional skills, Huai School jade carving artists are also constantly exploring innovations. They combine modern aesthetic concepts and technical means to make bold attempts on traditional jade carving themes and forms of expression, so that Huai School jade carving works can maintain traditional charm and integrate modern elements, presenting a unique artistic style. This development model that emphasizes both inheritance and innovation has injected new vitality into Huai School jade carving.

Market demand and industrial expansion. With the improvement of people's living standards and the change of cultural consumption concepts, the demand for high-quality jade carvings is growing. Huai School jade carving has won wide recognition and favor in the market with its exquisite craftsmanship and unique cultural connotations. In order to meet market demand, Huai School jade carving artists actively expand the industrial chain, from jade raw material procurement, design conception, carving processing to market sales, forming a relatively complete industrial system.

At the same time, with the acceleration of e-commerce and globalization, Huai School jade carvings have begun to go abroad and go to the world. Artists continue to enhance the international reputation and influence of Huai School jade carvings by participating in international exhibitions and conducting cross-border trade. This growth in market demand and the acceleration of industrial expansion provide strong support for the inheritance and development of Huai School jade carvings.

Cultural inheritance and brand building. As one of the treasures of Chinese traditional culture, the inheritance and development of Huai School jade carvings is not only about the continuation of skills, but also about the inheritance and promotion of culture. Huai School jade carving artists have a deep understanding of this, so they always focus on exploring and expressing the essence of Chinese traditional culture in the creative process. Through their jade carvings, they tell historical stories, convey cultural values, and promote national spirit, making Huai-style jade carving a cultural bridge connecting the past and the future.

At the same time, Huai-style jade carving artists also pay attention to brand building and promotion. They continuously enhance the brand image and popularity of Huai-style jade carving by registering trademarks, establishing official websites, and holding art exhibitions. Such brand building efforts not only help to enhance the market competitiveness of Huai-style jade carving, but also help to better inherit and promote Chinese traditional culture.

Education and public participation. The inheritance and development of Huai-style jade carving cannot be separated from the participation and support of the public. In order to attract more people to pay attention to and understand the art of Huai-style jade carving, artists actively carry out education and popularization activities. They teach the public about jade carving knowledge, share creative experience, and display jade carving works through lectures, workshops, and experience courses. These activities not only stimulate the public's interest and love for Huai-style jade carving, but also cultivate a group of potential jade carving enthusiasts and practitioners.

In addition, Huai-style jade carving artists also pay attention to interaction and communication with the public. They keep in close contact with fans and audiences by establishing social media accounts and participating in live webcasts, sharing their creative experience and life. This mode of public participation and interaction not only enhances the social influence of Huai School jade carving, but also provides artists with more creative inspiration and market feedback.

In summary, the inheritance and development of Huai School jade carving today presents a trend of diversification, innovation and internationalization. On the basis of inheriting traditional skills, Huai School jade carving artists continue to explore the road of innovation, combining modern aesthetic concepts and technical means to create jade carving works with contemporary characteristics; at the same time, they actively expand the industrial chain and market space to meet the growing market demand; focus on cultural inheritance and brand building, enhance the cultural connotation and market competitiveness of Huai School jade carving; actively carry out education and public participation activities to attract more people to pay attention to and understand the art of Huai School jade carving. These efforts have not only laid a solid foundation for the inheritance and development of Huai School jade carving, but also made positive contributions to the promotion and dissemination of Chinese traditional culture.

Discussion

In the process of exploring the inheritance and development of Huai School jade carving art, this study compared and analyzed many research results mentioned in the literature review. The following is the main content of the comparative discussion.

Compared with the archaeological perspective, archaeological literature (such as Zhou Nanquan, 2008) revealed the development trajectory of ancient jade carving skills through the analysis of unearthed cultural relics, providing important clues for the historical evolution of Huai School jade carving. Through an in-depth investigation of Huai School jade carving artists such as Zhang Jiawei, this study found that while modern Huai School jade carving inherits ancient skills, it also incorporates a large number of modern aesthetic and innovative elements. This phenomenon of combining ancient and modern times is difficult to directly reflect in archaeological literature, but it is fully demonstrated in this study.

Compared with the literature on jade appreciation and production technology, Zhai Zhenyu (2009) and others emphasized the uniqueness of jade in artistic value and aesthetic characteristics in their research on jade appreciation and production technology. The Huai School jade carving works in this study, such as Zhang Jiawei's "Ningxiang Juxiang", are not only exquisitely crafted, but also contain profound cultural connotations, which echoes the views in these documents. At the same time, this study further points out that modern Huai School jade carving has expanded the boundaries of jade carving art through the application

of new materials and new technologies while maintaining traditional skills, which is a useful supplement to existing literature.

Compared with the literature on the history and social background of jade carving development, Ma He (2021) reviewed the historical development of Chinese jade carving and pointed out the prosperity of the jade carving industry after the founding of New China. On this basis, this study specifically analyzes the inheritance and innovation of Huai School jade carving in the new era, especially how artists such as Zhang Jiawei promote the sustainable development of Huai School jade carving art through education, creation, market promotion and other efforts. In addition, this study also focuses on the international influence of Huai School jade carving in the context of globalization, which is an aspect that has been rarely mentioned in previous historical documents.

Compared with the analysis of jade carving schools and master cases, Sun Min (2015) and others emphasized the importance of inheritance and innovation when analyzing Haipai jade carving. This study also emphasized this point when discussing Huai School jade carving, and demonstrated the specific practice of Huai School jade carving in inheritance and innovation through the specific cases of artists such as Zhang Jiawei. Compared with Shanghai jade carving, Huai school jade carving has unique advantages in regional culture and artistic characteristics, and these differences are more clearly presented in the comparison.

Compared with relevant theoretical knowledge, the communication theory, symbolic interaction theory, and popular theory mentioned in the literature review provide theoretical support for understanding the inheritance and development of jade carving art. This study used these theoretical frameworks to explore the Huai school jade carving and conducted an in-depth analysis of the creative practice, educational contribution, and market promotion of artists such as Zhang Jiawei. Through the combination of theory and practice, this study not only enriched the theoretical connotation of jade carving art research, but also provided new perspectives and ideas for the inheritance and development of Huai school jade carving.

Compared with the traditional master-apprentice and family inheritance model, this study found that Huai school jade carving artists such as Zhang Jiawei achieved a more extensive and systematic inheritance through the combination of higher education system and personal studio. This innovative inheritance method not only expands the scope of inheritance, but also improves the efficiency and quality of inheritance. Through college education, the younger generation can not only learn systematic theoretical knowledge, but also improve their innovative thinking and practical ability. This has significant advantages compared with the traditional model.

In the context of globalization, Huai School jade carving has not only been recognized in the domestic market, but has also gradually emerged in the international market. Through interviews and observations, this study found that artists such as Zhang Jiawei actively participated in international exhibitions and exchange activities to show the world the unique charm of Huai School jade carving. This cross-cultural communication effort has not only enhanced the international reputation of Huai School jade carving, but also promoted the exchange and integration of Chinese and foreign cultures. In contrast, previous studies have focused on the domestic market, and the discussion on international communication is relatively limited.

This study also emphasizes the importance of new technologies in the inheritance and development of Huai School jade carving. With the introduction of modern technologies such as 3D printing and digital design, Huai School jade carving has made significant progress in production efficiency and design innovation. The application of this technology not only improves the quality of the works, but also reduces the production cost, providing strong support for the sustainable development of Huai School jade carving. In contrast, traditional literature rarely involves the application of new technologies in jade carving art, and this study fills this gap.

In the context of cultural confidence, Huai School jade carving artists have enhanced the public's cognition and recognition of traditional culture through various means such as brand building and cultural promotion. Artists such as Zhang Jiawei have combined Huai School jade carving with the modern market by establishing brands such as Fanxiang Jewelry Co., Ltd., achieving a win-win situation for art and business. This brand building effort has not only enhanced the market competitiveness of Huai School jade carving, but also enhanced the public's cultural confidence. This has a broader social significance compared with previous studies that simply emphasized the inheritance of skills.

In summary, this study reveals the uniqueness, innovation and foresight of Huai School jade carving in inheritance and development through comparative analysis with relevant literature in the literature review. This comparative analysis not only enriches our understanding of Huai School jade carving art, but also provides useful reference and reference for future research. In future research, we can further pay attention to the dynamic changes in globalization, new technology application, brand building, etc., so as to explore the inheritance and development path of Huai School jade carving in a more comprehensive way.

The innovation of this paper is that it not only systematically sorts out the historical background and current situation of Huai School jade carving, but also deeply explores its new dynamics in inheritance methods, global communication, new technology application and brand building. In particular, by comparing and analyzing the practical cases of contemporary artists such as Zhang Jiawei with existing literature, this paper reveals the development characteristics and trends of Huai School jade carving in the context of the new era, and provides a new perspective and depth for research in related fields.

However, this paper also has some shortcomings. First, due to time and resource constraints, the specific details and regional differences of Huai School jade carving skills are not discussed in depth, and future research can further refine this part. Secondly, although it involves cultural communication in the context of globalization, it fails to fully cover the feedback and influence of all international markets, and data collection and analysis in this regard need to be strengthened. Finally, this paper only made a preliminary discussion on the specific effect evaluation and future potential prediction of new technology applications. In the future, more empirical research can be combined to deepen the understanding of this field.

Recommendations

1. Deepen the study of skill inheritance and regional culture: Strengthen the meticulous study of Huai School jade carving skills, especially its regional characteristics, organize experts, scholars and jade carving artists to conduct in-depth field surveys, collect precious first-hand information, and provide solid support for the inheritance of Huai School jade carving skills.

2. Promote international exchanges and cooperation: Encourage Huai School jade carving artists to participate more in international exhibitions and exchange activities to expand the international influence of Huai School jade carving. At the same time, establish a stable cooperative relationship with foreign jade carving artists and institutions, jointly plan exhibitions, seminars and other activities, and promote in-depth exchanges and integration of Chinese and foreign jade carving cultures.

3. Promote the application of new technologies: Increase investment in the research and development of new technologies in the field of Huai School jade carving, especially modern technologies such as 3D printing and digital design, and explore their application potential in jade carving creation. Establish a new technology research and development platform for Huai School jade carving, gather resources from inside and outside the industry, and jointly promote technological innovation.

4. Strengthen brand building and marketing: Guide Huai School jade carving enterprises to pay attention to brand building, enhance brand image through high-end positioning, and attract more consumers. Utilize modern marketing channels such as social media and e-commerce platforms to expand the market coverage of Huai-style jade carving and increase market share.

5. Strengthen education and talent cultivation: Add professional courses related to Huai-style jade carving in the higher education system to cultivate jade carving art talents with both theoretical knowledge and practical ability. At the same time, establish and improve the inheritor system of Huai-style jade carving skills, and ensure the inheritance of skills from generation to generation through master-apprentice inheritance and studio teaching.

6. Increase policy support and capital investment: The government should introduce more policies to support the development of the Huai-style jade carving industry, provide necessary financial support, and help the industry prosper and develop. At the same time, encourage social capital to participate in the Huai-style jade carving industry, form a diversified investment mechanism, and jointly promote industrial progress.

7. Promote the integration of cultural and creative industries: Promote the deep integration of Huai-style jade carving with related industries such as culture, tourism, and fashion, develop cultural and creative products with unique cultural elements, and enhance the cultural added value of Huai-style jade carving. At the same time, create a Huai-style jade carving cultural tourism route to attract tourists to experience and further promote the Huai-style jade carving culture.

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