

The Integration and Inheritance: Innovative Application of Song Yun Plant Pattern in Modern Cultural and Creative Products

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Abstract

As the treasure of Chinese traditional culture, the plant patterns of Song Yun have rich artistic value and profound cultural connotation. Through the in-depth study of the plant patterns of Song Yun, this paper excavates its aesthetic characteristics and cultural implication, discusses the application of this traditional element in the innovative design, and provides new inspiration and ideas for the design of modern cultural and creative products. 622 subjects aged 20 – 65 years were recruited for this study. It includes 32 designers, 242 college students, 12 university professors, 22 cultural and creative product design experts and 314 other social workers. In this study, research tools such as questionnaire, signature pen, notebook, camera, voice recorder, and combining qualitative analysis and quantitative analysis were used for data analysis.

Through the careful study of Li Song's Flower basket in the Song Dynasty, this study extracts the flower elements and their unique color collocation, and then uses modern design techniques such as simplification, abstraction, deconstruction and reorganization to innovatively design a series of cultural and creative products that retain the traditional charm and conform to the modern aesthetic. It is suggested to cooperate with famous museums and art galleries to enhance the exposure rate and visibility of products. The research suggests that Song Yun plant patterns should be applied to emerging fields such as digital media and interactive devices, and expand the expression methods and application scenarios of cultural and creative products.

Keywords: Integration and Inheritance; Innovative Application; Song Yun Plant Pattern; Modern Cultural; Creative Products

Introduction

Under the dual influence of globalization and modernization, the issue of traditional culture inheritance has increasingly highlighted its importance and urgency. As a bright treasure of Chinese traditional culture, its rich artistic charm and profound cultural connotation not only carry the historical memory, but also contain endless creative inspiration. However, the current cultural and creative market is generally faced with the problems of homogenization of design and superficial cultural elements, which is difficult to meet consumers' growing demand for personalized, high-quality and rich cultural products.

In this context, how to deeply explore the aesthetic value and cultural essence of Song Yun plant pattern, and skillfully integrate it with the modern design concept to create cultural and creative products that are both lose the traditional charm and in line with the modern aesthetic trend has become an urgent topic to be solved. This study aims not only to sort out

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the artistic characteristics and cultural connotation of Song Yun plant patterns through systematic exploration and analysis, but also to seek breakthroughs in design practice and use modern design techniques to give it new vitality.

As an important part of Chinese traditional culture, the plant pattern of Song Yun not only has rich artistic value, but also carries profound historical and cultural connotation. In the design of modern cultural and creative products, how to integrate and inherit the plant patterns of Song Yun, not only retain its traditional charm, but also give it new vitality, has become a topic worth discussing.

This study expectations through research, aims to solve how to dig into the aesthetic characteristics of song yun plant patterns and cultural connotation, how to song yun plant patterns combine traditional elements and modern design techniques, how to evaluate song yun plant patterns in the innovative application effect of modern products, promote song yun plant patterns in modern products innovative application, for the inheritance and development of traditional culture contribution new strength, let the ancient cultural elements glow new luster in modern society.

This paper focuses on the innovative application of Song Yun plant patterns in modern cultural and creative products. Through in-depth exploration of their integration and inheritance, the obtained research results are applied to the actual products. The research found that the cultural and creative products integrating the plant patterns of Song Yun not only have unique cultural charm, but also have novel design and high-quality, which can meet consumers' demand for personalized and high-quality cultural and creative products. Through research, it is expected to provide new ideas and directions for the design and development of modern cultural and creative products, and promote the inheritance and innovation of traditional culture.

Research Objectives

1. Further explore the aesthetic and cultural value of Song Yun plant patterns. Through the systematic combing and analysis of relevant literature, especially for li Song in the Song Dynasty, we will extract the artistic charm and cultural implication of these patterns, and lay a solid theoretical foundation for the subsequent design practice.

2. Realize the integration and innovation of Song Yun plant patterns and modern design. Explore and realize the effective combination of the plant patterns of Song Yun and modern design techniques, use the modern design methods such as element extraction, simplified abstraction, deconstruction and reorganization, to innovate and transform the plant patterns of Song Yun, and design the cultural and creative products that not only retain the traditional charm but also meet the modern aesthetic needs. Through practice, we will show how these traditional elements glow in modern design.

Literature Reviews

1. Domestic research on song Yun plant patterns

Yayof the Two Song Dynasties puts forward that in the ancient history of China, the Song Dynasty was an era of developed science and technology and culture. It bred a group of scholar-oriented intellectuals and formed an atmosphere of advocating erudite and knowledgeable. The long history of Chinese culture, the rich accumulation, the confluence of Confucianism, Taoism and Buddhism in the Tang and Song Dynasties, and the rise of Neo-Confucianism all led the Song people to prefer philosophy, thinking and rational interest. The book systematically discusses the aesthetic fashion of the Song Dynasty from the aspects of the elegant literati aesthetic consciousness, the aesthetic consciousness in painting and calligraphy.

The History of Cultural Relics of Song and Yuan Dynasties tells the history of Song and Yuan Dynasties with the clues of cultural relics, which is different from the general historical works mainly based on historical materials. Cultural relics are historical and cultural relics, and each cultural relic contains rich information. Through the cultural relics, we can more intuitively feel the history of song and Yuan culture. The book is illustrated with detailed information.

The song dynasty aesthetic spirit is based on the history of the history of the basic outline, the introduction of contemporary sociology, culture, anthropology, economics, political science (such as social justice, equality, freedom and modern academic ideas) to observe and perspective of song dynasty society and song dynasty culture, reveals its as a new cultural paradigm, by the cultural elements and characteristics, ideology and social system, economic problems, production mode, urbanization, and from a deeper to explore the aesthetic spirit of the song dynasty.

To sum up, the study of the song dynasty plant grain aesthetic implication, because the author in labbi-style painting teaching, the song dynasty aesthetic artistic conception and humanistic spirit, so on the basis of the previous research results, on the one hand, through the study of the song dynasty plant grain development background, from the aspects of sociology, poetry aesthetics, neo-Confucianism influence to the specific study of song dynasty plant grain aesthetic implication, on the one hand, through the specific plant grain case analysis, better grasp the aesthetic implication of traditional plant grain, and in this research summary to explore the new art form.

2. Arrangement and study of plant ornamentation abroad

The shape. Cheng Yifu's point of view shows the different symbolic meanings of plant patterns with different themes and the same forms under different regional cultural backgrounds. However, he only saw the combination of its form and the auspicious flower and auspicious beast, just ignoring the deeper connection with the ancient traditional decoration. From the perspective of dyeing and weaving art, Cheng Yifu's History gives a historical and cultural view of western silk patterns and printing patterns in the history of Western dyeing and weaving.

The study of plant patterns and the Austrian art historian Alowa Rigel, which is an important work on the history of decorative patterns, laid the foundation of decorative art. Book with the historical method to study medieval plant grain art, he focused on "paper" the plant grain, origin, so not the continuity of the flower and the stem the abstract geometric pattern, from the perspective of visual art as the subject of the study, also did not involve the relevant content of Chinese plant grain, so failed to reveal the whole picture of the world pattern.

The British art historian and thinker Gombrich (E.H. Gombrich) *The Sense of Order* is an important work on the psychological study of decorative art, which also upholds Rigel's argument for "tendrils".

From the literature, foreign scholars pay more attention to the formal language of Chinese ornaments, reflecting the tendency of the art ontology; their observation perspective focuses on personal interest, often with unique interest; they are good at adopting various technical means, especially using more advanced mechanical and optical auxiliary equipment to make their works more flexible in arrangement style, more importantly, to create some effective research and narrative style. Their research methods are more diversified, and they generally pay attention to the logic of the method used in the specific research process. They pay more attention to the originality of interpretation in their academic concepts, and emphasize and respect the independent value of their own ideas.

Research Methodology

1. Literature research method. Through extensive access of ancient books, such as monographs and atlas, the historical background, artistic characteristics and cultural connotation of plant patterns in the Song Dynasty are deeply analyzed. At the same time, it refers to the history of clothing, patterns, arts and crafts and other documents compiled by contemporary scholars, such as *Elegant Rhyme of Two Song Dynasty*, *History of Cultural Relics of Song and Yuan Dynasties*, and *Aesthetic Spirit of Song Dynasty*. These documents provide rich theoretical support for understanding the aesthetic implication and design transformation of plant patterns of Song Yun. In addition, drawing on relevant foreign research results, such as Cheng Kazuo's "East and Western patterns" and Alowariel's "Style Issues", we deepen the global understanding of plant patterns from the perspective of comparative culture.

2. Questionnaire survey method. Data were collected through field questionnaires, collated and summarized according to 622 questionnaires collected, covering different ages from 20 to 65 years old, and the ratio of men and women was relatively balanced. The data collected through quantitative and qualitative data analysis is mainly investigated from the perspectives of design elements, consumers, product price, product category and audience cognition selection, so as to make the design and creation more purposeful and oriented.

3. Design and practice method. The artistic characteristics and cultural connotation of Song Yun plant patterns, planning three series of themes combined with the questionnaire results, and using modern design techniques for innovative design practice. Using interdisciplinary, holistic and comprehensive research methods, from the perspectives of literature and art, we can explore the potential internal relations between various fields from multiple levels, dimensions and perspectives, so as to deeply explore the connotation, form and value of the research topic.

Research Conceptual Framework

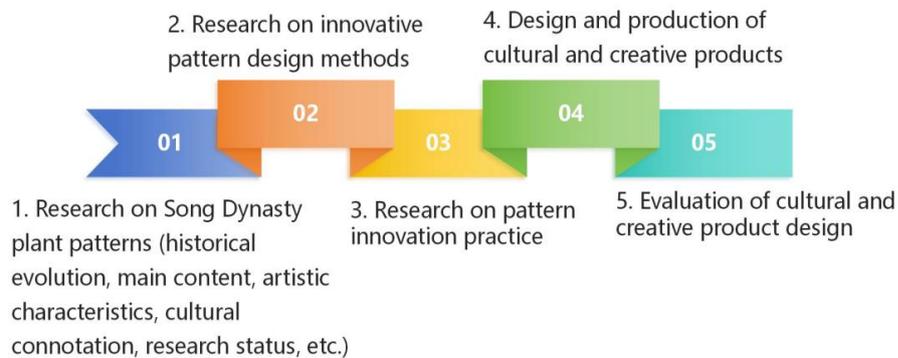


Figure 1 Research Conceptual Framework

Research Results

1. Questionnaire results

In "whether like the song dynasty aesthetics" survey, about 91% of the people chose "yes", and the question "whether understand the song dynasty plant pattern" answer, "no understanding" and "only roughly impression" the proportion of 72%, that the song dynasty plant pattern inheritance and carry forward the larger development space, choose "very know" and "know" the number of only 28%. In the question "What is the style of Song Yun plant patterns in the impression" (see Figure 4.3), the option accuracy rate is about 75%, indicating that most audiences have a basic understanding of the overall style characteristics of plant patterns in the Song Dynasty. In the investigation of "whether they will actively understand the connotation of cultural and creative products", nearly 80% of people choose "yes". Therefore, the expression of cultural and creative design should be clear and intuitive, easy to understand, and design instructions should be attached when necessary so that consumers can further understand.

2. Element extraction results of the Flower basket

The series of Li Song in the Song Dynasty has become a precious heritage for its unique artistic charm and profound cultural connotation. In the Qing Dynasty, the following Book of Calligraphy and Painting of the Song Dynasty said, " Li Song has four pictures of the flower basket, who all know the character 'Li Song'."However, there are only three pictures of flowers widely circulated and recognized today. These three paintings depict the flowers in three different seasons of spring, summer and winter respectively, showing the prosperity and delicacy of the flower art in the Song Dynasty.

Spring "flower basket map" mainly depicts the flowers in spring, such as white peach, forsythia, forest flowers, etc., showing the vibrant spring, flowers like a brocade scene. The painting, with exquisite brush strokes and gorgeous colors, shows the artist's love for nature and life.

Summer "flower basket chart" mainly depicts the summer flowers, including single okra, compound gardenia, lily, magnolia magnolia, pomegranate flowers and so on. These flowers are vivid in the painter's pen, full of summer enthusiasm and vitality.

Winter "flower basket map" depicts the winter flowers, such as daffodils, Ruixiang flower, green calyx plum, single camellia, wintersweet and so on. Through the depiction of these flowers, the painter shows the cold and elegance of winter, but also conveys a tenacious and indomitable spirit.

This series of works not only shows the prosperity and delicacy of the flower art in the Song Dynasty, but also reflects the style and characteristics of the Song Dynasty painting art. These paintings not only have high artistic value, but also have important historical and cultural value. They are important materials for studying the social culture and folk customs of the Song Dynasty. How to effectively extract the elements in the series of Flower basket, innovate the design, and reinterpret its artistic value from the modern aesthetic perspective has become an urgent problem to be solved in the current design circle.



Figure 1 "Flower basket map" series of color inspiration board

Table 1 Elements of Flower basket

Painting	Flower name	Flower color
Spring "flower basket map"	1. forsythia / Yingchun	yellow
	2. Lin Yin	White, purple
	3. Green peach (the main flower)	white
	4. The thorns rose	yellow
	5. Begonia	red
Xia's Flower Basket Picture	1. Gardenia	white
	2. Xuan hua	Yellow, red
	3. Night flowers	White, light green
	4. Hollyhock (main flower)	Red, white
	5. Pomegranate flowers	red
Winter "flower basket map"	1. Daffodils	white
	2. Sweet flowers	Purple, white
	3. Green calyx plum	White, light green
	4. Camellia (the main flower)	red
	5. La plum	yellow

In this paper, through in-depth analysis of the elements of the flower basket figure series, such as composition, color, modeling, etc., using element extraction and application method, simplified and abstract processing, deconstruction and restructuring innovation method design technique, the traditional pattern combined with the 24 solar terms, create a new form of artistic expression, explore the song dynasty li song "flower basket figure" series in the modern innovation of product design, let more people appreciate the innovation and integration of Chinese traditional culture.

3. Results of the modern cultural and creative design of the Flower basket map

3.1 Series 1: Spring Blossom and Youth

The spring series design of "Flower Basket Map" aims to deeply explore the flower art of the Song Dynasty and the spring solar terms in the 24 solar terms — Spring, rain, awakening of Insects, spring equinox, Qingming and Guyu, skillfully integrating the cultural connotation of the two. We not only selected five representative spring flowers of forsythia, forest, peach, plum and Begonia, but also closely connected each flower with specific solar terms. Through their respective life cycle, we showed the philosophy of vitality and life cycle in spring. The design of this series hopes to reinterpret the charm of the flower culture in the Song Dynasty through the modern aesthetic perspective, and also convey the awe of the beauty of nature and the deep understanding of the cycle of life.

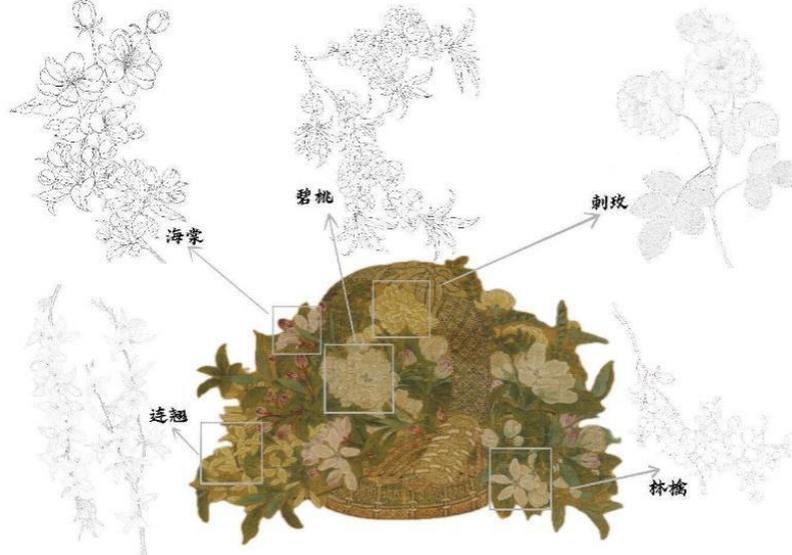


Figure 2 Design and Transformation of the Spring series of "Flower basket" Map"



Figure 3 Color inspiration board of spring series of "Flower basket"



Figure 4 Display picture of "Spring Youth"

3.2 Series 2: Summer Rhyme and Flowers

The design of the summer series is inspired by the flower culture of the Song Dynasty and the summer solar terms in the 24 solar terms — Start of Summer, Grain ManGrain, Grain in Ear, Summer Solstice, Slight Heat and Major Heat. We carefully selected five representative summer flowers, gardenia, Xuan flower, night flower, hollyhock (main flower) and pomegranate flower, to integrate their blooming with the characteristics of summer solar terms, and show the warmth and vitality of summer through the design. This series aims to reinterpret the unique charm of Song Dynasty flowers in summer through a modern aesthetic perspective, and to convey the love and praise for the natural beauty of summer.

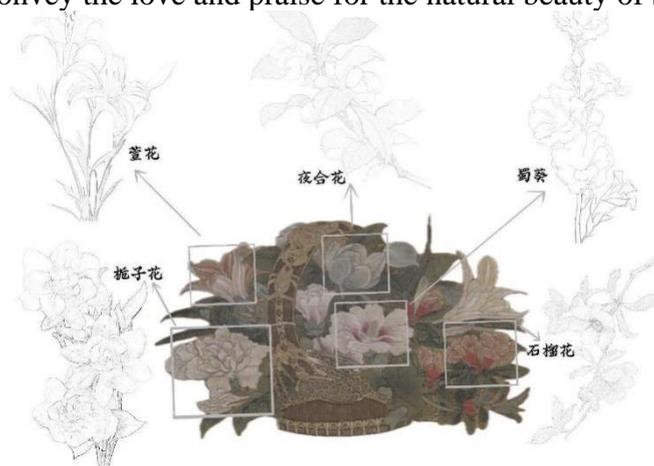


Figure 5 Design and transformation of summer series of "Flower Basart"



Figure 6 Color inspiration board of the summer series of "Flower basket"



Figure 7 Display of the series of Summer Rhyme and Flowers

3.3 Series 3: Winter Is In Ice

The design of the winter series of Flower basket is inspired by the flower culture of the Song Dynasty and the winter solar terms in the 24 solar terms — Start of Winter, light snow, heavy snow, winter solstice, Minor Cold and Major Cold. We carefully selected five representative winter flowers, narcissus, Ruixiang, green calyx, camellia (main flower) and wintersweet, aiming to show the cold and elegance of winter, as well as the vitality of flowers blooming in the cold. This series integrates the flower art of the Song Dynasty and the characteristics of the winter solar terms, reinterprets the unique charm of the winter flowers through the modern aesthetic perspective, and conveys the love and praise of the winter beauty.

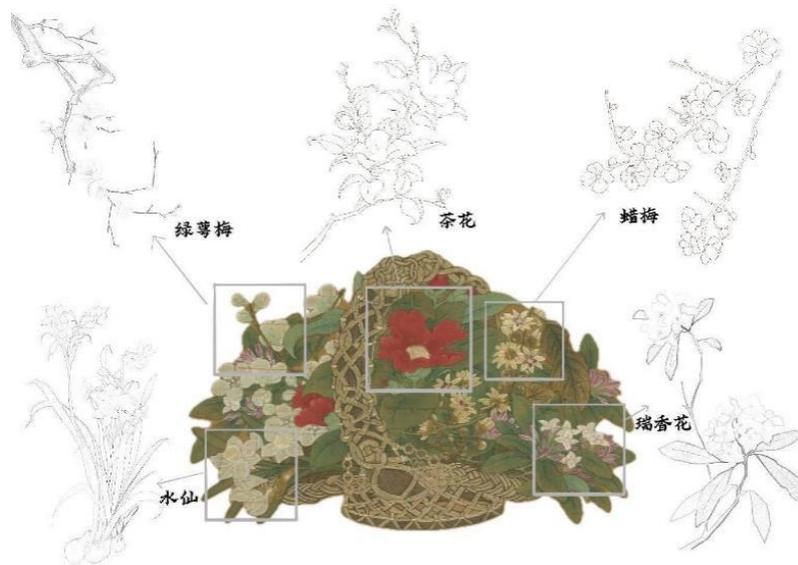


Figure 8 Design transformation of summer series of "Flower basket"



Figure 9 Color inspiration board of the summer series of "Flower basket"



Figure 10 Product Display of Winter Zhan Bingqing series

To sum up, we not only pay attention to the extraction of the external "shape" elements of the "Flower basket map" series, but also dig deeper into the inner spiritual connotation of the "god". This innovative practice is not only a reinterpretation of the artistic value of Li Song's Flower basket series in the Song Dynasty, but also an active exploration of the innovation and development of traditional culture in modern society. At the same time, through the technique of deconstruction and restructuring to break the boundaries between traditional and modern, combining traditional art elements with modern design concept, create both traditional flavor and meet the demand of modern aesthetic products, not only helps to enrich the cultural connotation of modern wen gen products, more can stimulate the audience interest in traditional culture and identity, promote the inheritance and development of traditional culture.

Discussion

1. The aesthetic implication and cultural depth excavation of the plant patterns in Song Yun

The plant patterns of Song rhyme carry the essence of Song Dynasty culture and have unique aesthetic implication. In the design of cultural and creative products, the aesthetic implication of these patterns is deeply explored, which is helpful to inherit and carry forward the essence of Song Dynasty culture. This is with Zhang Haiou (2009) that " The Song Dynasty was an era of highly developed science and technology and culture, which gave birth to the cultural fashion of advocating erudite and knowledgeable. This cultural background provides rich soil for the creation of plant patterns of Song Yun, which makes it contain profound cultural deposits and unique aesthetic interest ".

2. Cultural inheritance and innovative expression in design and transformation

Through modern design techniques, the plant patterns of Song Yun are innovated and transformed, so that it can retain the traditional charm and be more in line with the modern aesthetic trend. This design concept of equal inheritance and innovation makes cultural and creative products have both cultural heritage and a sense of fashion. This is consistent with the

view of Cheng Yifu (2002) that "the recreation of traditional patterns is important in different cultural backgrounds".

3. Research and application of Song Yun plant patterns from an interdisciplinary perspective

Through the integration of literature, art, and other fields of knowledge resources, a comprehensive and in-depth study, for the innovation of product design provides a solid theoretical basis and rich source of inspiration, not only helps to dig pattern of cultural connotation and artistic value, but also can promote the development of product diversification and differentiation. This is consistent with Gongblich (2015)'s belief that the concept of interdisciplinary research fits well.

Conclusions

In this paper, the design and transformation in cultural and creative products are studied. This paper studies and sorts out the plant patterns of Song Yun, provides a guiding theoretical basis for the design practice, analyzes the shortcomings of domestic cultural and creative products from the perspectives of external level, intermediate level and internal level, and puts forward corresponding solutions. Through the song yun plant patterns related wen gen product research, the author analyzes the disadvantages and shortcomings, and to the consumers and the market for the questionnaire survey, get the audience for product demand and preference information, the results show that song yun plant patterns in the consumer group has a certain recognition and acceptance, is with good prospects for development. Finally, this paper to element extraction and application method, simplified and abstract processing, deconstruction and restructuring of the main art characteristics and connotation of modern design, respectively applied to household decorations, clothing accessories in the field of the products, establish the traditional elements and modern fashion bridge, so as to improve the public awareness of the song dynasty plant patterns.

Suggestion

1. Strengthen the marketing of song Yun plant pattern cultural and creative products

According to the research, the Song Yun plant patterns show a high degree of recognition and acceptance among consumers, and it is suggested to cooperate with well-known museums and art galleries to improve the exposure rate and popularity of the products. At the same time, exclusive marketing strategies are customized for specific consumer groups to enhance the market attractiveness of products.

2. Expand the types and forms of cultural and creative products

According to the research, consumers have shown high interest in cultural and creative products of daily necessities, ornamental decorations and office stationery. It is suggested to continue to enrich the product categories and develop more practical and ornamental cultural and creative products, such as home furnishing, stationery sets, clothing accessories, etc. At the same time, we will explore the application of Song plant patterns to digital media, interactive devices and other emerging fields, and expand the expression and application scenarios of cultural and creative products.

3. Promote industry-university-research cooperation to promote technological innovation and achievement transformation

Strengthen cooperation and exchanges with universities, scientific research institutions and cultural enterprises, and promote the deep integration of industry, education and research. Through the joint development of technology research and development, product design, marketing and other cooperation projects, to promote the technological innovation and achievement transformation of Song plant pattern cultural and creative products. At the same time, relying on the intellectual resources and advantages of scientific research achievements of universities and research institutions, it provides theoretical support and technical support for the innovative design of cultural and creative products.

Suggestions for further research

1. Explore the integration path of modern design techniques and traditional patterns

In view of the problems and challenges in the process of integrating modern design techniques and traditional patterns, we have deeply discussed and studied, and explored how to organically combine modern design concepts and technical means with the artistic characteristics and cultural connotation of Song Yun plant patterns. At the same time, we should pay attention to the consumer aesthetic trends and market change trends, timely adjust the design ideas and method strategies, to ensure that cultural and creative products can continue to meet the market demand and lead the trend.

2. Focus on sustainable development and green design concepts

In the design and production process of cultural and creative products, we actively practice the concept of sustainable development and green design principles, and pay attention to the problems and challenges of the environmental protection of materials, the conservation of energy and the sustainability of the production process. At the same time, strengthen the guidance and cultivation of consumers' environmental awareness and green consumption concept to jointly promote the sustainable development process of cultural and creative industry.

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