

Exploration of Bian Embroidery Art's New Trend in Today's Design Field

Zhaofang Xu

School of Art and Design
Huanghe Science and Technology College
Zhengzhou, China

Abstract—This paper mainly through the study of Bian embroidery history, finds out the innovative ideas and methods from the cultural particularity of subject matter, pattern and color. It integrates traditional materials and modern materials, and applies them to the modern design in multi-aspect and three-dimension. It develops fashion products with cultural connotation and geographical characteristics, provides effective countermeasures for the design and development, marketing and planning of embroidery industry, and puts forward rationalization proposals for the government in policy support and personnel training aspects, so as to accelerate the embroidery innovation and industrial development. Today, with the rapid economic development, Bian embroidery is applied not only in the field of clothing, but also in packaging, home, decorative design industries with its unique vision. Bian embroidery elements are widely used in tourism souvenir design, but from the current major domestic tourist souvenir market, there are only a few products full of features and can reflect the unique fashion characteristics of Bian embroidery. Therefore, how to achieve cultural heritage and artistic innovation of Bian embroidery is worth studying.

Keywords—*Bian embroidery; inheritance; innovation*

I. INTRODUCTION

Bian embroidery originated from the ancient Song embroidery, it belongs to a traditional Chinese arts and crafts technology. After thousands of years of continuous development and innovation, its technology became more precise and delicate, and became a unique artistic language. Bian embroidery, is a "national treasure" level embroidery with Central Plains regional characteristics. Because it originated in the capital of Song Dynasty Bianliang, so it is known as Bian embroidery. According to records: In Northern Song Dynasty, the imperial palace has "Wenxiu Yuan", gathered more than three hundred embroidered women to embroidered costumes and paintings for the emperor, queen, high officials and noble lords, so the Song embroidery also known as the "Royal embroidery" or "Official embroidery". Then it gradually spread in the folk. In 1982, in the Arts and Crafts Baihua Award Competition of China, Bian embroidery was named the Fifth Traditional Embroidery after Su, Yue, Xiang, Shu Embroidery. In June of 2008, Bian embroidery has been identified as the second batch of national intangible cultural heritage folk art project, its status has been established in the true sense. Nowadays, the development situation of Bian

embroidery has both advantages and disadvantages. The advantages are: (1)The level of embroidery skills are increasingly matures; (2)Industry talents and famous masters come out in succession; (3)The growing scale of Bian embroidery industry and tend to be more professional; (4)Bian Embroidery market has good potential.

But because the current cultural situation and the lack of new design development, the influence of Bian embroidery is far less than the four embroidery. According to the survey: Bian embroidery's development is facing the bottleneck test, how to make Bian embroidery's innovative design and application in line with modern aesthetic individuation and diversification features, how to make better promotion for Bian embroidery and its industrial development are the urgent problems need to be solved.

Embroidery art in the subject matter not only inherited the Song embroidery, also in the process characteristics have some innovations, in the acupuncture techniques it combines the advantages of Su and Xiang embroidery, and also fully integrated Henan folk embroidery traditional acupuncture techniques and constantly innovate a large number of acupuncture techniques. Through a lot of data research and demonstration, the current Bian embroidery often used acupuncture techniques are: Dazi, Loukouzhen Qizhen, Xushizhen, Shizhen, Chuosha luanzhen, Dadian santao, Jiezhen, Gunzhen, Jitao, Fanqiang, Zhengqiang and so on. Acupuncture techniques added to the current 45 kinds. Superb skills with continuous subject innovation, so far, Bian embroidery has been formed the exquisite embroidery skill, lifelike image, elegant colors, clear levels and other unique features. "Song embroidery uses fine and dense velvet-like silk thread and hair-like needle to embroider landscapes, flowers and birds, without margins omitted, so the details are complete and lifelike, the image colorful and vivid. The color and dye are both more perfect than that of painting. The lady's skill is very high, deftly and fleetly embroidering the beautiful landscape." Hua Jian" (by Tu Long of the Ming Dynasty) also have such records.

According to the research, Bian embroidery technique has longer history than the Su, Xiang, Yue, Shu four traditional Chinese famous embroideries. The genealogy which kept by some of the four famous embroidery's old masters also recorded that: their ancestral home mostly from Daliang and Bianjing. It can be said that: Kaifeng Bian embroidery art and

the four famous embroideries have a close relationship or they have an inheritance relationship. Bian embroidery in the most glorious time, in the government-run "Wenxiu Yuan" in the palace and the "Embroidered Lane" outside the east gate of Xiangguo Temple are gathering with best embroidery artists with the highest skills. At that time also created a large number of fine Bian embroidery works, showing a scene of "high officials and noble lords" "all wearing embroidered clothing", every house "are decorated with embroidered works". Today, Bian embroidery did not only used in Chinese clothing, wedding dresses and other clothing field, but also applied in packaging, home, decorative design industries with its unique vision. Bian embroidery elements are widely used in tourism souvenir design.

II. THE ARTISTIC AND CULTURAL CHARACTERISTICS OF BIAN EMBROIDERY

A. Most Subjects Are History and Bird Flower

Classic outstanding Bian embroidery art works subjects are mostly to reflect many influential figures, epic events, historical scenes in the history. In 1959, the embroidered work of Northern Song Dynasty Zhang Zeduan's "Qingming Shanghe Tu" is the most popular and the most classic masterpiece, now it has been used in tourist souvenirs designs such as folding fans, the other representative works include "Han Xizai Yeyan Tu" (The Five Dynasties, Gu Hongzhong); In 1992, "King of Brunei" was embroidered successfully, in 1994 Deng Xiaoping embroidered portrait was finished, Liu Shaoqi's 95th anniversary embroidered portrait and so on are a major breakthrough of our portrait embroidery process.

B. Picture Organization Has Strong Cultural Inheritance

Bian embroidery subjects are mainly about flowers, birds and rich, in addition to pray, worship, health and longevity, praying fame some subjects, which expressed the traditional cultural inheritance. The embroidery representatives are "Zanhua Shinv Tu", "Meizhu Yingwu Tu", "Bashiqi Shenxian Juan" (Song Dynasty Wu Zongyuan), "Wu Niu Tu" (Tang Dynasty, Han Hung), "Bai Jun Tu", "Er Ma Tu" and other outstanding works, but less innovative performance.

C. Some of the Works Show the Characteristics of the Times

Nowadays, under the influence of the big design integration background, Bian art is developing to the direction of blending oriental and Western culture, and also has the international character in the subject matter. The Bian embroidery has more times characteristics and influence. Many design forms also have the subject of Chinese and Western blending.

III. THE EXPRESSION FORM AND CURRENT SITUATION OF BIAN EMBROIDERY ART IN TODAY'S DESIGN

Today, Bian embroidery did not only applied in the field of clothing, but also applied in packaging, home, decorative design industries with its unique vision. Bian embroidery elements are widely used in tourism souvenir design, but from the current domestic major tourist souvenir market, there only

a few products which is full of features and can reflect the unique fashion characteristics of Bian embroidery. Many of them are the direct application of Bian embroidered sheet, or direct embroidered in clothing and apparel products, such as: embroidery ethnic style clothing, bags, folding fan, Embroidery sachets, cup mats, product packaging, home furnishings, etc. According to the research, this kind of products in tourist attractions of domestic north and south two areas are similar, only a few products could reflect some regional characteristics, not to mention the contemporary and brand characteristics with unique cultural connotation, that is to say the product design is too similar. It is difficult to find Bian embroidery art products with the local characteristics no matter from the subject matter or from the design form.

IV. THE NEW FASHION LANGUAGE ANALYSIS OF BIAN EMBROIDERY ART IN DESIGN

Bian embroidery culture is a complex vertical and horizontal intersected cultural system. And now, how does the majority of fashion designers choose, inheritance, and combined with clothing design-related products, how to product the modern Bian embroidery art products which do not lose the tradition, and also designed to meet the modern people's life taste need us to think deeply. Dong Qichang's "Jun Qing Xuan Lu" evaluated: "(Song embroidery) color is subtle and wonderful, dazzling landscape has far and near layers, pavilion has abstruse shape figures have lively expressions, flowers and birds are vividly". Today, the life needs diversity, Bian embroidery is still playing an important role in our lives, we are more eager to see the design products in the market with more fashionable and times characteristics but also is able to reflect the traditional culture, these works are very little in the market, especially in the ordinary tourist souvenirs design, this phenomenon is more serious.

A. Subject Innovation

The new design of Bian embroidery in tourist souvenirs is mainly reflected in the practical and innovative, from the domestic products which could reflect Bian embroidery skills, mostly reflected on a number of simple cloth bag, cloth handbag, cloth cup mat, Cloth jewelry and some designs, and even some product styles are sold in Kaifeng, Huangshan, Wuhan, Yunnan and other areas, and also the workmanship and quality are very similar. Most of them are poor quality, embroidery technology is simple, poor embroidery, the fabric and accessories' quality are also poor, and the practicability is poor too, either because its poor quality so use time is short, or because its poor outlook so is difficult to use on many occasions. Also the design and style with too much scenic spot sense so it is not suitable for daily use, which means the collocation is poor. For that reason, we can think about quality, our embroidery styled tourist souvenirs should combined traditional art together with modern design consciousness in the design and development process, based on tradition and make a good combination with contemporary fashion design.

Secondly, the traditional sense is too strong in the style design. Strictly speaking, when the traditional embroidery art products have resonance with tourists own cultural attractions in design techniques and art forms, it is easy to be accepted by

tourists, and the acceptance of this product in society will be high. But for now, the current tourism product design style is too traditional, can not meet all the guests' cultural psychology and aesthetic needs at different levels, this is mainly reflected in the picture and pattern design. In fact, for example, some of the modern art illustration designs and Western theme paintings could also be integrated into the design field of Bian embroidery. Modern pattern design colored with Bian embroidery's thread, painting with treads, use different acupuncture techniques to express the new design idea of Bian embroidery, showing the subtle relationship among them, in order to develop the new technique of embroidery.

B. Bian Embroidery Brand Culture and Connotation Need to Strengthen the Construction

Bian embroidery originated from the ancient Song embroidery, it was very famous in the Northern Song Dynasty and wrote a wonderful chapter for Chinese embroidery history, also was the most glorious period of ancient Chinese embroidery art. It belongs to traditional Chinese arts and crafts skill, after thousands of years of continuous development and innovation, its technology became more precise and delicate, and became a unique artistic language. Bian embroidery with its unique cultural background gives us an intuitive feeling. The Bian embroidery arts we now see are the collections and analysis from various historical relics and historical records. The system analysis and research of representative works of Bian embroidery art and the influence on academic journals at home and abroad are not as well as the Su embroidery. That is to say, the lack of intuition feeling of finding physical objects in historical relics, and the influence of cultural communication in academic fields are also to be improved, the brand culture of Bian embroidery is not obvious. In people's all aspects of aesthetic diversification, increasing demand for diversity today, Bian embroidery cultural development needs to improved, which is the bidirectional need of social development need and people's need.

V. CONCLUSION

For modern people, the individual aesthetics is more and more obvious, people from different cultural levels and different regions have big differences in aesthetics. The personal adornment wearing and selection and home furnishings' soft decoration selection are the necessary items to shape self-image. At present, carry forward the unique charm of Bian embroidery, it must put on efforts to the embroidery arts as well as the fields it could apply to, such as tourism souvenirs design and development and so on. In tourism souvenir design and development, brand building and upgrading are very important, is an important experience of human values.

In the brand diversity development today, Chinese designers have the responsibility to carry forward their own traditional skills, fully tap his cultural connotation, fully combined the traditional art together with modern design consciousness, make better integration of Bian embroidered people's artistic feelings and technique wisdom into Bian embroidery art product development, so that to produce the Bian embroidery tourism products and brands with times

characteristics under the diversity development needs background. With the decline of traditional crafts in today's industrial society, embroidery as one of the types attracts people's attention. In addition to pay attention to how does embroidery continue its development along with the times, we can not ignore the problems it encountered during the development. Only make progress together with the times, so that we could continue to carry forward our excellent traditional handicrafts. Stand still is not the solution, blindly lament is not the right attitude, let traditional handicrafts become "open" handicrafts, integrate traditional and modern together, use tradition to serve modern society, so that to make traditional crafts endless and provide better service for the industrialization development of Bian embroidery.

REFERENCES

- [1] Tong Yun. "Embroidery". Huangshan Bookstore .2012.7
- [2] Pan Lusheng. "Introduction to arts and crafts" Shandong Education Press .2002.9
- [3] Zhang Duoduo. "Embroidery writing - Analysis of Chinese embroidery art" [J]. Literary Research, 2006, (12): 127-132.
- [4] (US) Clifford Gilts. "Local knowledge" [M]. Wang Hailong translation. Beijing: Central Compilation and Translation Press, 2004.