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DEVELOPMENT AND INNOVATIVE DESIGN OF CULTURAL AND CREATIVE PRODUCTS OF YAO TEXTILES

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This work provides a comprehensive analysis of the artistic features of Yao textiles and the design trends of cultural and creative products of this ethnic group of China, taking into account the needs of modern market development. It demonstrates how innovative research on textile patterns, functions of cultural and creative products, and product branding can be conducted with the assistance of modern technologies to offer theoretical guidance and practical support for the development of cultural and creative products of the Yao nationality, thereby contributing to global design.

Key words: *Chinese Yao; Yao cultural heritage; product design; innovative design; cultural and creative product design.*

INTRODUCTION

The Yao people are one of China's ethnic minorities, distributed in the mountainous areas of southern China in a pattern of large dispersion and small settlements. In the process of development, the culture of this ethnic group has intertwined with different regions to form a diversified and integrated folk culture. At present, Yao textile culture is the best preserved among the Yao people, encompassing clothing, shoes, boots, bedding, and other essential items of life that have been passed down. However, it faces some serious challenges in modern society, including the lack of integration of patterns with modern aesthetics, relatively single product functions, and the absence of an independent brand and overall image display. Addressing these challenges requires Yao's intangible heritage to leverage its advantages and embrace modern design concepts and technologies to develop and innovate cultural and creative products that meet contemporary needs.

PURPOSE

To carry out the innovative design of cultural and creative products based on the combination of the characteristics of Yao textile intangible cultural heritage and modern design concepts and technological means. On the one hand, it promotes the protection, inheritance and development of Yao intangible cultural heritage, and on the other hand, it deepens the cultural connotation of the cultural



and creative products, so that Yao cultural and creative products can be integrated into the modern life with a new image.

RESULTS AND DISCUSSION

The characteristics of Yao textile culture are mainly reflected in patterns, colours and craftsmanship. Yao embroidery patterns originate from life, with many styles and associated with craftsmanship, mainly including animal patterns, plant patterns, figure patterns, geometric patterns and composite patterns. The colours are bold and bright, mainly red, green, yellow, white and blue (black) as the main five-colour combination. In their inner world, the red colour is the pain of the blood shed by their ancestors who killed the enemy bravely; the yellow colour is the dream of pursuing the right; the green and white colours are the pain of the Yao people who were expelled from their own homeland; and the black colour is the feeling of longing for the power. However, no matter what pattern is embroidered, the opening needle must be red thread. In their eyes, red has the meaning of good luck and good fortune, lively and festive, and the use of the five colours contains their admiration for existence, nature and life.[2] Yao embroidery craft is divided into cross-stitch and flower picking, in which flower picking adopts the way of "oral teaching", in which the craft is not depicted, drafted, designed, and there is no need for moulds and frames specially used for embroidery, and the woman who picks the flowers uses her dexterous hands and skilful skills to add her unique understanding of the beauty of the composition in her own mind and follow the warp and woof of the soil cloth. The embroidery is done by the women with their own hands and skilful skills.[3] Such a free production process can fundamentally inspire the embroiderer's creativity. Addressing the characteristics and challenges of Yao textiles, this research proposes innovative design in three aspects: pattern, function, and branding.



Fig. 1. Colours of Yao Embroidery



Fig. 2. Patterns of Yao Embroidery

Digitization of patterns: Collecting Yao's textile patterns and reinterpreting them through digital technology will result in new products by reorganizing and deconstructing them. Using computer software or digital painting tools, traditional patterns are digitized and combined with modern design elements to create new pattern designs with Yao characteristics and a sense of fashion, meeting the demand of modern consumers for personalization and fashion.

Intelligent function: Building upon traditional craftsmanship, new functions and intelligent designs can be added to cultural and creative products to enhance



practicality and technological content. For instance, combining Yao traditional dresses with intelligent wearable devices can result in intelligent dresses with health monitoring and intelligent navigation functions, enhancing both cultural heritage and market competitiveness.

Product branding: Integrating Yao's textile heritage with brand building can create new cultural and creative products with distinctive characteristics and market influence. Through product positioning, packaging design, and marketing promotion, designers can enhance brand awareness and reputation, thereby expanding sales channels and realizing sustainable development and inheritance of the Yao industry.

CONCLUSIONS

By analyzing Yao traditional textile craft, this work has identified its unique artistic charm and cultural significance. Based on this analysis, a series of innovative design solutions have been proposed, enriching the form of inheritance of Yao intangible cultural heritage and injecting new vitality into the development and prosperity of the Yao textile industry. Strengthening cultural protection and pursuing innovation can promote the tradition and modernization of Yao textile culture, making a significant contribution to global design.

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РОЗРОБКА ТА ІННОВАЦІЙНИЙ ДИЗАЙН КУЛЬТУРНО-ТВОРЧОЇ ПРОДУКЦІЇ ТЕКСТИЛЮ ЯО

У цій роботі здійснено комплексний аналіз художніх особливостей текстилю Яо та тенденцій дизайну культурно-творчої продукції цієї етнічної групи Китаю з урахуванням потреб сучасного розвитку ринку. Вона демонструє, як за допомогою сучасних технологій можна проводити інноваційні дослідження текстильних моделей, функцій культурних і творчих продуктів і брендингу продуктів, щоб запропонувати теоретичне керівництво та практичну підтримку розвитку культурних і творчих продуктів національності Яо, тим самим сприяючи розвитку глобального дизайну.

Ключові слова: китайський яо; Яо культурна спадщина; дизайн продукту; інноваційний дизайн; культурно-креативний дизайн продукту.