

# *Incorporating The Magnificent into the application of product design*

Zhuojun Yao, Yirong Wei, Wenyi Li, Guanlin Qu

*Guilin Polytechnic University College of Art*

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**Abstract:** Guangxi Zhuang characteristic "strong" Jin, which has a history of more than one thousand years, is facing severe inheritance problems. How to integrate product design with Zhuangjin culture, national culture and modern art, to create a very rich cultural flavor and simple, generous, durable products worth studying. The results of this research can very well improve the inheritance of Zhuangjin, and whether it is a progress in Zhuangjin culture or product design, a sublimation. In the process of combining the two, the extraction of the magnificent pattern is the essence, the choice of material is the soul, the positioning of the product is the focus. We should take into account the humanistic quality, aesthetic concept, behavior habits and human function of the experience group.

## 1. Discussion and proposal of Zhuangjin

### 1.1 Zhuangjin culture and its development status quo

Zhuang Jin has a long history, according to the "Post-Hans book Nanbarian Biography" records, as early as the Han Dynasty, Zhuang people have learned to weave colorful cloth, here mentioned cloth is "Strong Jin". After liberation, Chinese archaeologists unearthed several pieces of orange-red reprinted brocade in the seventh burial pit of Han Tomb in Luopo Bay, Guangxi, which shows that Guangxi had brocades as early as the Han Dynasty. Today's world is developing rapidly, the world's economic development is unpredictable, and the world is still facing very serious challenges. [1] And because of historical and modern development and many other reasons, many young Zhuang people do not use their own language, most of them go out to work, gradually Hanhua. Old artists are getting older, young people are not interested in this culture, the inheritance problem can be said to be very serious. In the face of these problems, you can do a "strong jin" as the core competitiveness of product design to improve the status quo.

### 1.2 Magnificent gold ornament features and extraction

Strong brocade decoration to red, yellow and blue as the main color, the pattern used in clothing are regular, bright colors. These two key points should be seized for preliminary product design. And in recent years, more simple design more and more popular. If no printed good products, no label as the main concept, the design is simple and generous, which makes it quickly from a small Japanese brand to the world. There are many such brands, such as Uniqiq, COS and Italian furniture

CALLIGARIS and so on. Therefore, on the basis of grasping regularity and color, we should also grasp this simple feature.

## **2. from the product design - zhuang jin pattern extraction and integration into the product design**

### **2.1 Select the strong brocade pattern and extract it**

The extraction of patterns is the essence of this product design when incorporating the brocade into the product. Because most of the modern young people do not know much about Guangxi Zhuangjin culture, so should choose the most common, the most regular pattern, color should choose the most historical sense, cultural heritage and strong representative. The back-shaped pattern in the magnificent is very suitable. Feel the public's aesthetic is also the focus of the product, only to give consumers comfortable visual enjoyment, can better show the unique charm of the magnificent pattern and quickly attract consumers to discover and understand the culture

### **2.2 Choice of colors and materials**

Yellow in China initially represented the noble, lofty status and the wealth of Shendian. The five-line theology records "yellow neutral color, nature, life is not easy." "The General Code" note cloud: "Yellow middle and beauty, Huang Chengtiande, the most beautiful, so respect for color also." "It can be seen that yellow has a noble meaning in ancient China. [2] From this point of view, yellow is the best choice for this product. Material is injected into the soul of a product, this product as a common carrier of national culture and modern art, in the choice of material should be more cautious. Wood is a long-standing and culturally rooted material that is now used frequently in industry, agriculture and daily life. Therefore, the choice of wood as a material can allow the product in the soul and texture of sublimation.

## **3. Product positioning**

Product choice to do the necessities of life can make the consumer population more extensive area, there will be more consumers, and there will be more people to understand Zhuangjin culture. In today's society, people are more willing to go out for a walk under the premise of economic ability. Whether you go to a mall, restaurant or art museum, there are no less tables and chairs. Nowadays tables and chairs have appeared more and more frequently in our life. Therefore, you should choose to make a set of yellow, wooden tables and chairs.

## **4. Product usage scenario**

The first set of chairs can be placed in a shopping mall, art gallery or museum. It provides a short-lived place for those who want to rest. The central depression solves the problem of placing the experienter's belongings. And the sinking design fits the human body's function, allowing the experienter to enjoy multiple senses.

The second set of tables and chairs is suitable for use in restaurants, cram schools or at home. Restaurants and cram schools are crowded and allow different types of people to experience the product.

The third set of tables and chairs is suitable for placement in a teahouse or home. The consumers who enter and leave the teahouse are more abundant in spiritual and cultural aspects, and are willing to understand the culture with connotations. Attaching product details to the chair and a QR code

linked to the purchase, interested people can easily learn about the culture.



## 5. Conclusion

China's Zhuangjin culture has a history of more than a thousand years, in the face of inheritance problems, should be combined with the knowledge learned to solve. Precisely the combination of national culture and modern style can create more flavorful products. And in the product conception, the color, material consideration should be more careful, for the choice of product positioning to consider a variety of factors. For example, consumer groups, product core competitiveness and so on. It is hoped that these discussions can provide useful reference on the inheritance of Zhuangjin.

## References

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