

Research on the Inheritance and Development of Bian Embroidery in the Context of Regional Characteristics Development

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Abstract: Bian embroidery, originated from the Northern Song Dynasty, one of the traditional Chinese embroidery crafts, is the representative embroidery of Kaifeng area and even the whole Central Plains. The art form of combining Chinese traditional painting and calligraphy with embroidery has an important influence in the history of Chinese embroidery. This original way of using embroidery instead of painting has become an integral part of the development history of Chinese embroidery. With the demise of the Northern Song Dynasty, Bian embroidery has gradually declined, and there are many problems in the inheritance of Bian embroidery, such as the lack of professional embroiderers, single type of works, serious reproduction of products, serious aging of inheritors, etc., which need to be protected and inherited. This paper explores innovative inheritance and development methods based on the development of regional characteristics, provides new ideas for the inheritance and development of Bian embroidery, drives the development of local cultural industry and further promotes regional economic prosperity.

1. Introduction

Bian embroidery is an embroidery craft originated in Kaifeng, Henan Province during the Song Dynasty. As the capital of Northern Song Dynasty, Kaifeng was also called Bianjing at that time, so people called Kaifeng embroidery as "court embroidery" at that time as "Bian embroidery". Although it is not as famous as other four famous embroideries such as Cantonese embroidery, Hunan embroidery, Su embroidery and Shu embroidery, Bian embroidery has its own unique style and regional characteristics. Bian embroidery is one of the most important traditional cultures in China. It was named the fifth most traditional embroidery after the other four famous embroideries in 1982, and was listed in the national intangible cultural heritage list in 2008. However, with the leap development of the industry, the inheritance and development of Bian embroidery is not optimistic, and the development and inheritance of Bian embroidery is hindered by various factors, so it is not only urgent but also necessary to study and discuss the inheritance and development of Bian embroidery in the context of the development of regional characteristics.

2. Overview of Bian embroidery development

During the Northern Song Dynasty, the social economy developed rapidly and the culture and art flourished for a while. As the center of economy, culture and politics at that time, Kaifeng embroidery industry also began to flourish and reached a high level of technology, so that Meng Yuanlao of Song Dynasty had the reputation of "gold and blue shooting each other and embroidery intermingling" in Tokyo Menghua Lu" [1]. As the historical origin of Bian embroidery, the embroidery craft of Song Dynasty has outstanding artistic attainments and brilliant historical achievements. There is a poem in praise of Song Dynasty embroidery: "The flowers and birds in the embroidery shed are new at the time, and the living color and fragrance can capture the truth. In recent times, there is no good sketching hand, but the painting of Xichuan is a needle god." [2] This shows the high artistic level of embroidery in Song Dynasty and its popularity in the society at that time. During the Northern Song Dynasty, there were a large number of artisans who specialized in embroidery, and they innovated on the basis of traditional embroidery methods to make the embroidery effect more colorful. The literati and scholars of Song Dynasty praised Bian embroidery, and the traces of embroidery can be seen everywhere in the court dress, furniture decoration and folk life, so it can be seen that the art of embroidery reached a period of great development at that time. In 1127 A.D., when the Northern Song Dynasty collapsed, a large number of people were forced to move south, and the embroidery in Suzhou and Hangzhou borrowed the embroidery method of Bian, and the embroidery in the Southern Song Dynasty still continued the style of Bian. After the demise of Northern Song Dynasty, the development of Bian embroidery is not as good as before. In the Ming and Qing Dynasty, although Bian embroidery develops with many names and styles, the development of Bian embroidery is hindered by the social environment at that time, and the innovation, sales and production are not as good as before.

After the founding of New China in 1949, the development of Bian embroidery ushered in the spring again. Under the active response of people and strong support of government, Bian Embroidery Art Factory was established in Kaifeng in 1958, and the embroiderers excavated and innovated the traditional Bian embroidery skills, which made a new breakthrough and innovation in Bian embroidery art. At that time, in order to celebrate the tenth anniversary of the founding of New China, Kaifeng Bian Embroidery Art Factory gathered all embroiderers and spent one and a half years to finish the imitation ancient painting embroidery "Qingming Shanghe Tu" as a gift, which was highly appreciated by people. Later on, it embroidered "Hairpin Lady", "Han Xizai Night Banquet", "Five Bulls" and other imitations of ancient paintings as national gifts to friendly countries.

3. The significance of inheriting and developing Bian embroidery

3.1. Bian embroidery promotes the development of regional characteristics

The promotion and development of Bian embroidery has an important significance of regional characteristics, which cannot be developed without the inherent cultural capital of the region. The art of Bian embroidery originates from the Central Plains, which is not only the representative of the creativity and wisdom of ancient people, but also the profound embodiment of Chinese culture. It can assist and serve the local development and bring economic and cultural value to the region. Develop Bian embroidery related industries to create regional characteristics and form city cultural business cards. Develop Bian embroidery related industries, such as combining cultural industry with tourism, developing cultural tourism with Bian embroidery as the highlight, and developing innovative Bian embroidery peripheral products, cultural and creative products, etc. The development of this traditional cultural industry will attract a lot of tourists to experience the charm of Bian embroidery. The inheritance and protection of Bian embroidery has positive significance for the development of

regional characteristics, and can inject new vitality into the inheritance and development of local culture. It is important to promote Kaifeng cultural brand, enhance regional soft power and cultural self-confidence, to enhance the brand image of the city, to promote the economic development of the city and to promote the local cultural industry. Inheriting regional history and culture, showing the unique charm of regional culture, inheriting regional cultural genes, protecting historical and cultural heritage, and developing excellent traditional culture are conducive to enhancing the people's sense of identity, belonging and pride in regional culture.

3.2. Bian embroidery helps regional economic prosperity

Bian embroidery has high added value and market value, and the vigorous development of Bian embroidery industry is of great significance to the prosperity of regional economy, the enhancement of city brand image and the promotion of local cultural industry. Bian embroidery can drive the development of related industries, such as fabric, silk thread, pigment and other raw material industries, as well as design, sales, packaging and other related industries, gradually forming a complete industrial chain, which can enhance the innovation and competitiveness of the enterprises related to Bian embroidery. Meanwhile, with the development of related enterprises, more jobs will be created, providing more employment opportunities for local residents and relieving local employment pressure. Using the inherent cultural resources of the region to drive the development of local tourism, through vigorously promoting Bian embroidery, more people will feel the charm of Bian embroidery and attract more enthusiasts to local consumption and investment for Bian embroidery. The inheritance and development of Bian embroidery can make great contribution to the regional economic prosperity, and have positive effect on enhancing local influence and popularity.

3.3. Historical value and cultural connotation of Bian embroidery

As a handicraft with a long history, Bian embroidery highlights the creativity and wisdom of ancient artists and has an important historical value. Bian embroidery is an excellent Chinese traditional handicraft art, which has developed and perfected unique techniques and styles in embroidery stitches, color matching and embroidery needle use for hundreds of years, and has made important contributions to the development of Chinese folk art. Secondly, Bian embroidery reflects the artistic concept, aesthetic standard and social customs of the time in different historical periods, and reflects the cultural, social and historical changes in Kaifeng area. From the development of the Northern Song Dynasty to the present, it contains the history and culture of the Central Plains region, and is an important historical material and a carrier of culture.

As a traditional handicraft art with long history, Bian embroidery has very rich cultural connotation and long historical and cultural heritage. Bian embroidery works contain rich history and culture, including knowledge of ancient Chinese art, society, religion, literature and many other fields. Bian embroidery is a unique and representative embroidery in Central Plains, with different changes and innovations in different periods, and different looks in each stage influenced by social, economic and cultural factors at that time, Bian embroidery reflects Kaifeng local cultural characteristics and customs in form language, technique and subject matter, and becomes a unique cultural symbol of Kaifeng region. The symbols and patterns of Bian embroidery cover a wide range of contents, including antique paintings, flowers, birds, insects and fish, birds and animals, and landscape scenes, etc. The psychological mechanism of auspicious patterns is the universal idealized concept of Chinese people, who always have a positive and optimistic psychology about the future, and often use allegorical images to send good wishes[3]. Bian embroidery is widely used, not only in furniture and home textile, clothing decoration, etc., but also often used as a carrier to express various folk customs, such as wedding, birth celebration, birthday banquet, etc.

4. Innovative strategies for inheritance and development of Bian embroidery

4.1. Hold Bian embroidery art festival and art exhibition

Select exquisite works from Bian embroidery and organize to collect them, and select and identify the collected works. Display excellent Bian embroidery works, highlight the artistic charm of Bian embroidery, and introduce the historical origin of intangible cultural heritage Bian embroidery in detail. Set DIY Bian embroidery production experience link, so that the viewers can understand Bian embroidery in a deeper level, deepen the impression of Bian embroidery and stimulate the interest of viewers in Bian embroidery. Forming local art characteristics in this way can not only increase the fans of Bian embroidery and attract more researchers of Bian embroidery to go to local investigation and research, but also it can stimulate local residents' awareness of intangible cultural heritage protection and inheritance. The art exhibition creates a platform for people to appreciate, learn and communicate, so that cultures from different regions can understand and communicate with each other. While promoting the development of Bian embroidery, this initiative also drives the local tourism industry, stimulates the vitality and development potential of local cultural industry, injects new momentum into the local economy, and the combination of the development of heritage and tourism further improves the regional popularity and forms a unique cultural brand. Adopting this development mode not only helps to promote the diversification of local economy, but also makes a positive contribution to the development of regional characteristics.

4.2. Opening Bian embroidery course in campus

Teaching by example is the most direct way of inheritance, campus is the main place to promote Bian embroidery art, and the local characteristics course is more attractive to students and easy to make more people interested in Bian embroidery. Opening Bian embroidery courses in primary and secondary schools will enhance the new generation's understanding of intangible cultural heritage and the charm of intangible cultural heritage Bian embroidery, and lay the foundation of talents for cultural inheritance. Opening Bian embroidery courses in local colleges and universities can, on the one hand, provide learning opportunities for Bian embroidery lovers, and on the other hand, contribute to the propagation and inheritance of Bian embroidery, attract more enthusiasts for Bian embroidery and cultivate Bian embroidery successors. Hand-made Bian embroidery needs to handle every detail carefully, and this process can play a role of relaxation and stress relief. Opening Bian embroidery course can make students get adjustment and relaxation in their busy life, and promote physical and mental health. Learning Bian embroidery can also make students feel the aesthetic value embodied in Bian embroidery visually, and cultivate their appreciation of beautiful things and aesthetic interest. "Bian embroidery" in campus, responding to the call of aesthetic education, the organic combination of aesthetic education and intangible cultural heritage, promote the cultivation of all-round development talents, enhance the cultural confidence of our people.

4.3. Inheritance and development of Bian embroidery with the Internet

At present, with the development of Internet and the facilitation of global information exchange, the art of Bian embroidery can be more widely disseminated and promoted. For the promotion of this traditional cultural art form of Bian embroidery, we can make full use of today's popular social platforms, such as Jieyin, WeChat public number, Weibo and Xiaohongshu, etc., so as to expand the popularity and influence of Bian embroidery. Expand the popularity of Bian embroidery, let Bian embroidery come into the public view and attract more Bian embroidery lovers. In recent years, live broadcast and e-commerce have emerged, using the popular Internet media to spread Bian embroidery

is a new mode of promoting and inheriting intangible cultural heritage, spreading Xuanbian embroidery by live broadcast and bringing goods of Bian embroidery works and Bian embroidery peripheral products. From the perspective of innovation and development, the network can effectively collect public opinions, provide suggestions for the development of Bian embroidery, and set up new directions for the innovative design of Bian embroidery, which will help to protect and inherit Bian embroidery more effectively with targeted improvement and innovation.

5. Thinking about the inheritance and development of Bian embroidery

5.1. Development of regional characteristics and non-genetic inheritance go hand in hand

Bian embroidery originates from Kaifeng, which is the cultural "business card" of Central Plains, and contains the local customs and cultural customs of Kaifeng area, with profound cultural heritage. The inheritance and development of Bian embroidery can protect the intangible cultural heritage on one hand and make Bian embroidery have more lasting vitality, and on the other hand, it can be one of the cultural characteristics of Kaifeng and drive the development of related industries and bring cultural and economic prosperity to the Kaifeng area. The development of regional characteristics and non-genetic inheritance go together, relying on the living cultural genes, leading the development of the region with the point. The excellent traditional culture combined with productivity helps the development of regional characteristics and adds to the regional development.

5.2. Passing on the fire, but also being innovative

Culture is the bloodline that continues the national spirit. Nowadays, the progress of the times is leaping, the cultural competition is becoming more and more intense, the tradition and reality are colliding, many traditional cultures are on the verge of extinction, and the intangible cultural heritage needs protection, inheritance and innovation. The development status of intangible cultural heritage Bian embroidery is not optimistic, and the development and inheritance of Bian embroidery are hindered by various reasons. Although Bian embroidery, as one of China's intangible cultural heritage, was once famous in history, it is now facing the "storm" of economy, market and skills. With the development of industrialization and modernization, Bian embroidery has fallen into a predicament and its demand is gradually declining. In the face of such a situation, Bian embroidery should follow the pace of the times, constantly innovate design ideas and find new paths of development in order to rejuvenate and enter modern life. Integrate traditional Bian embroidery into modern popular elements, redefine Bian embroidery with contemporary aesthetics, and explore more possibilities of Bian embroidery innovation. In the past, Bian embroidery was mostly used in furniture, clothing and decorative paintings, but nowadays people seldom wear embroidered clothing, and there are few embroidered screens, hanging curtains, decorative paintings and other items with embroidery at home. For the above problems, the application scope of Bian embroidery should be expanded, so that Bian embroidery can be integrated with contemporary daily necessities, and nowadays cross-stitch is popular all over the country, such as card bag, key chain, cushion, etc., with various forms and rich contents, and at the same time, you can do embroidery by yourself, and enjoy the art of embroidery and bring the joy of embroidery at the same time. Kaifeng Bian embroidery should also learn from this, and develop different kinds of artworks [4]. At the same time of innovation, we should pay attention to keep the traditional "flavor", explore the balance of old and new, keep the original characteristics, push out the new, take the essence and remove the dregs, keep the tradition, inject new life, give full play to its advantages, so that Bian embroidery can be better inherited and developed.

6. Conclusion

As the cultural card of Central Plains, Bian embroidery has high artistic value and historical and cultural value, inheritance and development of Bian embroidery can promote the development of regional characteristics and help local economy prosperity. This paper puts forward a series of strategies for the inheritance and development of Bian embroidery, and it is believed that through joint efforts, Bian embroidery can seize the development opportunity to shine and go to glory step by step.

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