

Study on Inheritance and Protection of Folding Fan Art from the Perspective of Intangible Cultural Heritage

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ABSTRACT. Intangible cultural heritage shows the aesthetic characteristics and cultural spirit of specific nationalities and groups, and its uniqueness and inheritance cannot be replaced by other cultures attached to modern industrial society. Rongchang folding fan, one of the important members of Rongchang folk art, has the same name as Suzhou-Hangzhou folding fan and is famous for its excellent workmanship. However, many folk art industries similar to Rongchang folding fans are faced with the cruel realistic environment brought by social development, and their living conditions are worrying, which once faced the danger of extinction. By studying the characteristics and artistic value of Rongchang folding fan, this paper thinks about the inheritance and innovation of Rongchang folding fan, and puts forward some suggestions for the future development and innovation of Rongchang folding fan.

KEYWORDS: Intangible cultural heritage, Rongchang folding fan, Inheritance and protection

1. Introduction

Since the start of the “Intangible Cultural Heritage” protection project, all kinds of intangible cultural heritage are exploring their own way. Inheritance, protection and development of intangible cultural heritage is a very important part of current cultural work[1]. On the basis of fully grasping the social status quo of nature, politics, economy and culture, relevant cultural workers across the country should seize new opportunities and overcome new challenges, so as to ensure the healthy and orderly work of intangible cultural heritage in China.

Sector painting, as a special form of artistic expression in Chinese traditional painting and calligraphy, has a long history. Rongchang folding fan, as an important branch of fan culture, is another bright pearl in the history of Chinese fan culture [2]. Its shape is simple and generous, with long lasting appeal, elegant style, simplicity and without losing its connotation, which is deeply loved by the people. It is called the three famous fans in China together with “Zhejiang Folding Fan” and “Suzhou Folding Fan”. Under the impact of urbanization, the traditional folding fan skills, like many “intangible” projects, have gradually lost their original style, which is close to being lost, which shows that the protection and inheritance of folding fan skills is imminent.

2. Aesthetic Value of Sector Art

2.1 The Beauty of Painting and Calligraphy in Fan

Calligraphy is one of China's excellent traditional cultures, which has a long history of development and reflects the cultural development of the Chinese nation for 5,000 years. The artistic forms of calligraphy are changed skillfully, and the forms are varied and the contents are extremely rich. The participation of literati will enlighten and promote the production from a higher and newer perspective. For example, painters and painters draw lifelike figures, beautiful landscapes, various flowers, birds and animals, and grass insects on the sector, and calligraphers write poems in different fonts on the sector, which often requires bamboo carving artists to depict patterns or characters matching the sector paintings and calligraphy on the big side of the sector, so as to make the fan stand out from each other [3]. The artistic conception of calligraphy sector slowly permeates from various spirits and charm, and with the background of landscape painting, the moving scenes with high mountains and high waters and beautiful scenery form a perfect sector picture scroll.

Painting is one of the plastic arts, which uses a certain amount of ink and wash to make visual images by means of composition, modeling, lines, colors, and so on. Rongchang folding fan artists have adopted a variety of artistic decorations on the fan bones, for example, displaying the talents of painting and calligraphy on the narrow fan bones,

and skilled craftsmen should adopt various carving techniques according to the contents of painting and calligraphy. In this case, many people began to explore constantly, which resulted in more and more exquisite technology. With the changes of the times, people's functional requirements for fans are also changing. In the early Ming Dynasty, folding fan gradually became the identity symbol of literati. Those who were called literati could not do without a delicate folding fan. The fan surface must have characters and paintings, and the calligraphy and painting must be from famous masters. The combination of calligraphy and painting can produce two kinds of aesthetic feelings, one is masculine beauty, the other is feminine beauty. The combination of painting and calligraphy, as a symbol of painting, plays a great role in composition and artistic conception [4].

2.2 Artistic Conception Beauty of Sector Painting

Although the composition of the sector is very small, its connotation is refined and implicit, which can see the big from the small, and win more from the small. Although the sector itself is a part of the picture and intercepts a tiny part of the object image, as a kind of art, it is a complete whole, containing many infinity. Suzhou Sandalwood Fan has also created various unique styles, and in form, it has also completed the transformation from pasting paper and installing silk to facing patches, and even created the style of Sandalwood fans. Hot-stamping is to burn the painting surface on the fan with an electric pen. The brown color of the picture matches the natural color of sandalwood, making it look quaint and vigorous. Some combine flower pulling with hot stamping, which makes them more exquisite and delicate. It can also carry out the later decorative arts processing, the inscription painting of the sector, and various carvings of the sector bones. There is no difference in artistic conception, and there is no distinction between high and low. Everyone has different definitions of artistic conception. People with high self-cultivation and taste have a higher understanding of artistic conception, but on the contrary, their understanding of artistic conception will be lower. The artistic conception reflected in the sector is mainly manifested in the beauty of combining poetry and painting. "There are paintings in poems and poems in paintings" can reflect the artistic conception beauty of the sector [5].

3. Realistic Problems in the Inheritance of Folding Fan Making Skills

3.1 Fan-Making Artists Are Old and Seriously Dated

As a special category of "non-legacy", the inheritance characteristics of "non-legacy" of handicrafts have two major characteristics: "oral transmission" and "vivid and vivid". Its "inheritance" is a kind of experiential technology, which is passed down by word of mouth between teacher and pupil or between father and son. At first, the sector was mainly of practical value. After the development of landscape painting, flower-and-bird painting and figure painting, the sector was in line with the creation of Chinese painting. At present, most of the fans made in Suzhou are private workshops and fan shops, which operate independently, do not communicate with each other, and some of them also have mutual fortification [6]. In the field investigation, it is found that some shops are unwilling to disclose the source of their goods, for fear of being known by others and forming competitive pressure with themselves. Artistic creation is an advanced and complex spiritual and practical activity peculiar to human beings. Many artists live in a harsh environment and can only barely survive [7]. Under the pressure of survival, some inheritors have to give up their insistence on the intangible cultural heritage and switch to other undertakings that can get more economic benefits, which is one of the important reasons that many excellent intangible cultural heritages have disappeared or gradually disappeared.

3.2 Insufficient Protection and Support for Inheritors

In the production of folding fan, what needs to be carefully processed are fan core production, fan head modeling, large edge carving, fan face production, connection between fan face and fan rib, combing and post-processing decoration technology, all of which reflect the quality of folding fan. The inheritors of intangible cultural heritage recognized by the government bear heavy obligations, but their vital interests are insufficiently protected. Article 31 of the Intangible Cultural Heritage Law stipulates a number of obligations, including carrying out inheritance activities and cooperating with relevant departments to conduct non-legacy related investigations. That is to say, these obligations must be fulfilled by the recognized inheritors, otherwise they will be disqualified as inheritors. Fan-making process is a traditional process with high difficulty, and the mastery of skills is very important, which requires artists' practical ability. Because today's children are mostly only children, with strong personality and fear of hardship, and the process of hot stamping with sandalwood fan requires practitioners to have certain basic skills in sketching and painting, it is difficult to recruit suitable apprentices. When choosing inheritors to declare, they may tend to favor those inheritors with high education level, strong foreign communication ability and good image, while ignoring those inheritors with weak self-expression ability, resulting in the selected inheritors not being the most representative or even unqualified.

3.3 Lack of Funds, Products Gradually Lose Market

The survival of traditional handicrafts can not be separated from the support of funds, and the finished folding fans need to maintain the turnover of funds by means of trade circulation. The inheritance of Rongchang folding fan technology is operated under the state management, and it has relatively reliable capital support. Nowadays, the inheritance of Rongchang folding fan production skills mainly depends on the form of small-scale and low-yield individual workshops or small workshops. Due to people's lack of understanding of the importance of intangible cultural heritage, as well as a large number of intangible cultural heritage may not or directly bring huge economic benefits, coupled with the strong impact of foreign culture, people have lost its attraction. Whether a folding fan feels good or not depends on skilled skills. The folding fan is exquisite and compact, round and full, and has a good grip, which depends not only on the exquisite skills, but also on the inheritance of traditional crafts [8]. With the development of China's social economy, China's urbanization and modernization are accelerating, people's living standards are constantly improving, and the pursuit of comfortable living environment is also increasing. Folding fans, an old and cumbersome tool for cooling and cooling, are regarded as old antiques in the eyes of most people, especially young people. Facing the market competition, we can only adapt to the aesthetic needs of modern people with better quality, and to adapt to the development trend of decorative art of folding fans.

4. Inheritance and Protection of Modern Folding Fan Art

4.1 Protect and Develop Folding Fan Culture

Rongchang folding fan has made brilliant achievements in history, but the author did not find systematic and detailed records of Rongchang folding fan in the course of investigation, and the history of Rongchang folding fan was mostly obtained by a few folk artists. Through the boutique exhibition, it can promote the enthusiasm of employees in the fan making industry and improve the overall quality of fans. The key to improvement lies in people, vigorously cultivate the specialized talents of Su fan skills, improve the quality of the whole fan-making artists, and construct a comprehensive intangible cultural heritage protection and inheritance system. Talents are the fundamental guarantee for an enterprise or industry to remain invincible. With the intervention of external forces, the cultivation and integration of inheritors is the key factor to ensure the sustainable development of folk art, which reserves human resources for the innovative development of folk art. Constantly publicize the significance, methods and principles of Rongchang folding fan skill inheritance, positively guide, encourage innovation and commend advanced, so as to cultivate people's consciousness and sense of responsibility for Rongchang folding fan skill protection. Everyone expresses their appreciation of culture and art to each other, and if you can meet your bosom friend in conversation, the function of sector decoration can be described as great.

4.2 Combination of Brand Development and Product Development

Rongchang folding fan has a long history and cultural brand, which is a valuable resource for the revitalization and development of Rongchang folding fan. We should respect the laws of the market, give full play to the role of the market economy, vigorously develop the Xiabu folding fan, form the brand advantage, quickly form the research, production and marketing system, and seek benefits in the market, development in benefits and innovation in development. It is necessary not only to pass on the superb skills and skills mastered by oneself to future generations, but also to continuously develop the knowledge and skills possessed by oneself in the process of inheritance, so that the inherited skills and skills will gain due to innovation and development. Therefore, in the inheritance and protection behavior of Rongchang folding fan, it is a one-sided protection way to protect its skills only, but we should take care of the development of other intangible cultural heritages in the overall cultural and ecological perspective and form a regional protection consciousness. Establish the loyalty of consumers to the brand. That is to say, in marketing, we should not only pay attention to the quality and trade marketing of products, but also pay attention to the interaction with consumers, so as to upgrade the practical value of products to cultural value.

4.3 Protection and Cultivation of Inheritors

To protect intangible cultural heritage, we should not only protect its cultural form, but also pay attention to the inheritance of knowledge and skills based on human beings. The author thinks that the government should first come forward and organize relevant folding fan cultural activities to improve their sense of identity with folding fan business. At the same time, it should take the development of decorative folding fans as the guide to enhance the added value of folding fans and gradually improve their wages. Only in this way can we truly stabilize the team of folding fan workers and make contributions to the successors of Rongchang folding fan. Facing the aging dilemma of Rongchang folding

fan production technology inheritors, the government should start from the construction of talent team. On the one hand, inheritors at all levels of Rongchang folding fans should shoulder the responsibility and burden of inheritance, and select and train young inheritors in time. In the inheritance mode, the government should formulate relevant documents to break the inherent inheritance mode. At the same time, we should expand the scope of funding, not only limited to the older inheritors of the intangible cultural heritage, but also give individual support to the specific vulnerable inheritors of some intangible cultural heritage in all parts of China. Only by establishing a scientific protection planning mechanism, Rongchang folding fan protection can embark on the road of sustainable, healthy and scientific development.

4.4 Legislative Protection of Inheritance Mechanism

Legislative protection means that the national government formulates relevant protection policies and expresses them in the form of legal provisions. For the protection of intangible cultural heritage, “legislative protection” is the fundamental guarantee of intangible cultural heritage protection. Facing the rapid social development, Rongchang folding fans can only adapt to the rapidly changing folk culture soil with the survival attitude of seeking development and innovation, so as to make today's folk arts become tomorrow's folk art, and not become cultural relics in museums. Governments at all levels must rationally arrange and strengthen the protection of intangible cultural heritage in the region, and must never treat intangible cultural heritage in a narrow and short-sighted way, or even blindly develop and destroy it for the development of local economy. Therefore, the protection of Rongchang folding fans must adhere to the correct protection methods, and local governments have the responsibility to strengthen the training and support of inheritors. In view of the plight of Rongchang folding fans without successors, the local government should strengthen the protection of the existing inheritors of Rongchang folding fans, and set up a special inheritance fund to let them live a decent life. At the same time, the government should make practical actions in taxation and other financial aspects, so as to create a more relaxed development environment for inheritors, and reduce or relieve their worries about inheritance work.

5. Conclusion

Rongchang's modern folding fan technology is indispensable, and its historical and cultural context cannot be broken. The existing Rongchang folding fan is rough in production, not beautiful enough, and its style and material are single; Judging from the carvings on the fan bones, most of them are similar dragon and phoenix patterns; Judging from the painting and calligraphy in the sector, the level is slightly lower, and there are few creative high-level works. Rongchang folding fan is not only the quintessence of Bayu national art, but also the representative of Chinese excellent culture. At this moment when the unique national cultural heritage is facing life and death, as the sons and daughters of China, it is our responsibility and obligation to rescue and protect the traditional skills of Rongchang folding fans. The development of any handicraft is not smooth sailing, and there are always many problems. Compared with the future development of Rongchang folding fan, the research in this paper is only in the initial stage. For the problems faced at this stage, how to pass on Rongchang folding fan skills better requires more people to think and explore in practice.

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