

# *Research on the Application of Yaozhou Kiln Ceramic Art in Cultural and Creative Products*

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**Keywords:** Yaozhou Kiln; Ceramic Art; Cultural and Creative Products; Application

**Abstract:** Yaozhou Kiln is one of the famous kilns in ancient China. Yaozhou Kiln has been occupying an important position in the history of both home and abroad. The typical decorative technique of Yaozhou Kiln porcelain art is celadon carving, which reached a very high artistic achievement in the late northern song dynasty. However, at present, the ceramic art of Yaozhou Kiln is gradually declining. How to solve the dilemma in the development of ceramic art of Yaozhou Kiln has reached the point of no delay. This paper introduces the history and culture of Yaozhou Kiln ceramics, and gives some solutions and ideas based on the current development and application of cultural and creative products.

Ceramic art occupies a very important position in Chinese culture. Some foreign scholars have classified ancient Chinese culture as silk culture, ceramic culture and calligraphy culture. Although this conclusion is one-sided, we can see the unique role of ceramics in the development of ancient Chinese art and culture.

Until today, China is still a large country of producing ceramics. China's ceramic output ranks first in the world. At the beginning of this century, the annual sales volume of Chaozhou ceramics exceeded 20 billion yuan. Jingde county porcelain capital of ceramic output value is an amazing data. However, the development of Yaozhou Kiln ceramics in recent years is not satisfactory, even can be described as decline. Facing the huge market demand, why the Yaozhou Kiln ceramics with the first crown of carved pottery in song dynasty failed to recover after a setback? This is a problem worthy of our serious consideration and proper solution.

## **1. The origin of Yaozhou Kiln**

During the development history of ancient Chinese ceramics, many famous kilns emerged successively. Yaozhou Kiln is one of the best among them. In the northern song dynasty, Yaozhou Kiln became its own system. It is endowed with printing, flower picking and engraved celadon with unique styles and characteristics. To some extent, Yaozhou Kiln became the most typical representative of the northern kiln yard at that time.

With the passage of time, Yaozhou Kiln ceramics gradually devoid of the outside of the kiln, whether in later historical records, or from the works handed down from generation to generation, we can confirm this. It was not until the 1950s, with the breakthrough in archaeological discovery, that the true features of Yaozhou Kiln porcelain were rediscovered.

As a bright pearl in China's ancient porcelain culture, the decline of Yaozhou Kiln porcelain after

the Song dynasty is not fully investigated, but the rich cultural deposits and cultural atmosphere of Yaozhou Kiln porcelain can not be questioned. In the new historical period, especially under the background of advocating and carrying forward the excellent historical and cultural elements in China, how to combine Yaozhou Kiln porcelain with cultural and creative products is not only the internal appeal of spiritual and cultural construction, but also the key to revive the ceramic art of Yaozhou Kiln.

## **2. The reason for the declining of Yaozhou Kiln porcelain in modern China era**

Since modern times, especially after the 1950s, both the Shaanxi provincial government and the Tongchuan municipal government, even at the national level, have paid considerable attention to the revival of Yaozhou Kiln ceramic art. However, unfortunately, until now, the ceramic art of Yaozhou Kiln has always been at a low level in terms of development, innovation and productivity. As far as the author is concerned, there are the following reasons for the decline of ceramic art in Yaozhou Kiln:

### **2.1 The Serious situation of professional brain drain**

Ceramic art and ceramic products require considerable specialized knowledge. For example, hand drawing is a very important part of traditional pottery making. Chen Lu is famous in China for its hand-pulled embryo technique. Some craftsmen can even make clay embryos four or five meters high. These craftsmen who had become extinct were highly recognized and favored by their counterparts, especially in some developed coastal areas. They were highly sought after by such talents. Attracted by high salaries and other favorable conditions, many craftsmen chose to job-hop one after another.

### **2.2 Weak ideology in product-orientation**

Under the tide of market economy, no matter what kind of products are designed, produced and sold, the market is the dominant factor. The market is both the target and the yardstick. Whether a product can be marketized or not, and whether the marketization meets the expectation, affects the survival and continuation of a product on a large scale. However, in terms of business philosophy and product development, there is still a big gap between Yaozhou Kiln porcelain art and its counterparts. The design of some products is decoupled from the market, the development of some products lacks innovation, and even the marketing of some products goes against the law of the market. And so on these reasons make Yaozhou Kiln porcelain art gradually into a difficult situation.

### **2.3 Lack of funds related to this industry**

Shaanxi is a province with great and strong culture since ancient times. However, Shaanxi's cultural construction focuses more on tourism, and has not formed a unique system structure in the exploration and development of excellent cultural products. The revival of Yaozhou Kiln porcelain art is inseparable from the financial support, but there is a huge gap between the capital input and the market demand.

## **3. Cultural and creative industries and products**

The cultural creative industry, from the macroscopic point of view, the cultural creative industry is to point to in the economic globalization, under the background of economic globalization, with

creativity as the core industry, cultural creative industry will emphasize a subject or a certain cultural factors through the efforts of the team or individual, creative, gradually developed into the process of industrialization. Cultural and creative products refer to the results of displaying people's knowledge, wisdom, inspiration and understanding of culture in the form of objects with culture and creative ideas as the core. Cultural and creative products are the target and carrier of cultural and creative industry.

Cultural and creative industries and cultural and creative products are characterized by high knowledge and intelligence. Their core is to process and deepen cultural elements through people's understanding, and finally to display cultural elements in different ways. The standard to measure the success of cultural and creative industries and cultural and creative products is not entirely determined by the market, but the market factor is an unavoidable factor.

Here we need to emphasize that not every cultural factor can be combined with cultural and creative products. Yaozhou Kiln porcelain art has profound artistic charm and cultural connotation. From the perspective of culture, carrying it forward is the inheritance and development of China's traditional culture. From the perspective of the market, the key to the healthy development of the cultural and creative industry is to organically combine them with cultural and creative products and endow them with distinctive artistry. Therefore, both cultural products and industry provide a broad platform for the revival of Yaozhou Kiln porcelain art. Meanwhile, Yaozhou Kiln porcelain art also injects vitality into the innovation and development of cultural and creative industry.

#### **4. Research on the Application of Yaozhou Kiln ceramic art in cultural and creative products**

How to apply Yaozhou Kiln ceramic art in cultural and creative products is a specific problem. Of course, we can talk about this issue from two aspects. On the one hand, as long as we design and produce properly, a ceramic artwork of Yaozhou Kiln itself can be a cultural and creative product. On the other hand, Yaozhou Kiln porcelain art can be completely applied in different cultural and creative products.

First of all, we discuss the first question here, that is, how to create the culture of Yaozhou Kiln porcelain products themselves. To clarify this issue, we need to have a clear understanding of culture and innovation. What is cultural innovation, how to communicate with it, and what are its elements? These questions may sound tedious, but the answer is simple. Cultural and creative, that is, cultural creativity. Culture is a very comprehensive concept with rich and colorful elements. A word, a sentence, a symbol, or even a color may become a cultural element in cultural innovation. For example, in previous years, many people believed that China's liquor market was saturated and a new product was difficult to gain a foothold in the market. But Jiangxiaobai liquor industry quickly entered the market through the way of text creation scheme, and became a dark horse in the liquor market in a short time, making many peers in the industry surprised. In fact, Jiangxiaobai's text creative program is very simple, sometimes only a short sentence on each product, but it is this sentence deeply moved consumers, many consumers are willing to pay for such a creative culture, for such feelings. What's more, marketing itself can also be a kind of cultural innovation. For this problem, many people have a superficial understanding before. In their opinion, it is difficult to combine culture and innovation with marketing. In fact, there is a very close relationship between marketing and culture and innovation. A good creative marketing plan plays an important role in the success of a product. In the same way, a bad creative marketing plan can even ruin a product. Speaking of here, we have to say a few years ago, the cultural creative marketing program of Nippon. In their marketing campaign, a dragon sits perched on a pillar painted with confederate paint. The dragon tries its best to fly into the air, but falls again and again. The company thinks its creative advertising can achieve impressive results, but the fact is just the opposite. The dragon has

a sacred place in Chinese traditional culture, so bad reviews flood in as soon as the AD is put on the market. Nippon realized the seriousness of the situation and had to immediately remove it.

From the above two cases we see not hard, Yaozhou Kiln porcelain art and cultural creativity process needs from product design, product conception, marketing and other aspects of comprehensive consideration of cultural factors and market factors, as far as possible with the concept of innovative thinking, to overhaul of products, in keep Yaozhou Kiln porcelain art and culture attribute at the same time, as far as possible through product wen gen factors amplify the effectiveness of the product.

Secondly, let's discuss the second question, that is, the application of Yaozhou Kiln porcelain art in other cultural and creative products. To solve this problem, we need to have a clear understanding of the properties of ceramics. Namely, what kind of products can Yaozhou Kiln ceramic art combine with, and how? The success or failure of our thinking on these two questions directly determines the effect of the combination of the two.

At present, some cultural and creative products related to Yaozhou Kiln porcelain art are entering the market. For example, some high-end local white spirits use Yaozhou Kiln porcelain products as containers, and some public places customize their own iconic cultural and creative products based on Yaozhou Kiln porcelain art.

Regardless of the combination of Yaozhou Kiln porcelain art and any product, we should have a reasonable and scientific plan for the cultural attributes and product expectations of the two, which cannot be combined for the sake of combination or at will. Only by giving full play to the advantages of different products can we achieve the effect of one plus one greater than two in combination.

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