

Research on the Fusion of Traditional Folk Art and Contemporary Design Art

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Abstract: The abstract should summarize the contents of the paper and should contain at least 100 and at most 300 words. It should be set in 12-point font size. Traditional folk art is a materialized form of folk spiritual culture and an important part of China's outstanding national culture. It embodies the aesthetic consciousness and aesthetic emotion of working people. However, it has gradually declined with the development of the times. Contemporary design art is the product of science and technology and mainstream culture. It has played an increasingly important role in people's lives, but it lacks profound cultural connotations. How to effectively integrate the two has become an urgent issue at present. This article grasps the basic characteristics of traditional folk art and contemporary art design, analyzes the relationship between the two, and explores the integration of traditional folk art and contemporary design art, which can provide a reference for the development of China's art culture from a theoretical perspective.

1. Introduction

Traditional folk art has deep cultural and historical heritage, strong practicability, strong exoticism, and high aesthetic value. Contemporary art design has distinctive characteristics of the times, and has a strong label of commercialization and economic benefits. There seems to be no connection, but in fact the relationship is extremely close and mutually reinforcing. The innovation of contemporary art design is inseparable from the inspiration and guidance of traditional folk art, and the development of traditional folk art depends on the promotion of contemporary art design. Therefore, combining the advantages of the two is the key to the sustainable development of future art.

Traditional folk art contains rich cultural connotations, with characteristics such as practicality of life, cultural folklore, and visual aesthetics, while contemporary design art embodies a relatively strong era, with economic benefits, social commerciality, and scientific and technological information. And other characteristics, but the relationship between the two is inextricably linked. Traditional folk art is the foundation and origin of contemporary design art. Contemporary design art provides innovative inspiration for traditional folk art. Therefore, the fusion of the two Advantages are crucial to the future development of art.

2. The Artistic Charm of Traditional Folk Art

The practicality of traditional folk art. Traditional folk art is created by the working people in the life process and is closely connected with daily life. Therefore, it is not an art created solely for the sake of beauty. "Practicality" is its most basic function. For example, tiger head hats worn on newborn babies and tiger head shoes worn on feet have vivid patterns and exquisite craftsmanship. The carved beams and paintings on the buildings all have cultural connotations and symbolize beautiful meaning. Art originates from life and is higher than life. Folk art truly links the beauty of art with the beauty of life and makes it serve life. Practicality is a basic characteristic of traditional folk art, but it is also the essence of the working people. It is a demand that gives the unique artistic style and strong cultural connotation of folk art.

The folklore of traditional folk art. Folklore refers to a special folk cultural phenomenon formed in long-term production and life. This phenomenon has become a special art form reflected in folk art. For example, the "Fu" word for the Spring Festival and goldfish paper-cuts and flaming New

Year's pictures; the “Xi” word paper-cut for weddings; the lantern specially made for the Lantern Festival. Red is the symbol of “fire”. The people pray for the prosperity of the next year. “Goldfish” symbolizes more than a year. The behavior and habits of folk activities provide motivation and materials for the creation of folk art. What inherited from the subconscious and cultural life is part of the millennium culture.

The aesthetics of traditional folk art. The aesthetics of traditional folk art is based on practicality. The famous American aesthetician Burns once said: “Everyone can feel the happiness brought by aesthetics, even living at the lowest and poorest level. People are also the enjoyers and creators of aesthetic works. “For example, the paper-cutting art of folk art, various uniquely shaped swallows, and goldfish images have played a decorative role and met people's aesthetic needs; even at tables and chairs The beauty of the shape of the altar jar is also amazing. This aesthetic consciousness is not generated out of nothing, but it exists in reality and is transformed in a specific situation. Therefore, this aesthetic has a unique charm. Can resonate with more people.

3. The Connection between Traditional Folk Art and Contemporary Design Art

Although traditional folk art and contemporary design art are different in terms of expression content, expression form, characteristics, and advantages, there is a certain internal connection between the two. The former is the basis for the development of the latter, and the latter is the sublimation of the former. There is a relationship of unity, correlation and interaction between the two.

Traditional folk art is the foundation of the development of contemporary design art. Practicality, nationality, locality and aesthetics are the charm of traditional folk art. Traditional folk art has witnessed the historical development process of our country, recorded the progress of different national art systems, and promoted the inheritance and development of our national art. Looking at China's traditional folk art works, we can see that it has various forms and shapes in the form; it is colourful and eye-catching in colour; the lines in the form are free and the composition is clear; the allegorical and intriguing. Traditional folk art is the foundation of the growth and development of contemporary design art.

Contemporary design art is the re-sublimation of traditional folk art. The commercial, economic, and technological information of the society are the unique advantages of contemporary design art. Design art is not imaginary. It is created by inheriting the traditional aesthetics and observing the details of life, and adding artistically inspired adjustments. Therefore, to a certain extent, contemporary design art is the re-sublimation of traditional folk art. There is a very close internal connection between the two. They need to interact in the process of continuous development to prepare for greater progress.

Traditional folk art and contemporary design art have been passed down in ancient times. People have created traditional folk art, that is, primitive art, through simple creation. Traditional folk art emphasizes practicality, and it requires that the artistic works created must fully reflect the unity of material and aesthetic needs in form. For example, cheongsam not only has to show the feminine beauty of women, but also requires comfortable and generous dress. Contemporary design art is market-oriented and meets social needs. At the same time, it emphasizes that artistic works must have practical value and aesthetic value. Folk art focuses on creation at the spiritual level, and contemporary design art often conveys deep connotations through some simple forms of expression. The two coincide to a certain extent. For example, the traditional paper-cut art conveys good blessings with deep allegories, and the Bank of China logo, which combines the essence of traditional folk art, combines the allegorical meaning of the Chinese character and the square hole coin. This artistic creation reflects The integration of contemporary art design.

4. Integrating Strategies of Traditional Folk Art and Contemporary Design Art

The fusion of modeling language and contemporary design. Folk art modeling is mostly about symmetry and perfection. The organic integration of modeling language art and contemporary

design can produce different fireworks. For example, when designing garments, designers often need to position themselves based on the brand of the garment in order to carry out the design. Generally, they are filled in more prominent places such as collar pockets or waist skirts to design special garments that are different from other garments. Folk art modeling language also provides a lot of valuable inspiration for innovative contemporary clothing design, such as Tang costumes, the materials used in the style, will undoubtedly reveal the ancient and unique characteristics of China, and also indirectly convey the country's atmosphere, free and easy style. The reason why people can perceive such a distinctive style from a direct sensory perspective is also the use of traditional folk art, that is, Chinese calligraphy, dragons and phoenixes, and other shapes that people often see, thus putting Tang costumes on the international stage. .

The fusion of art colours and contemporary design. Colour is the most distinctive in folk art. In the past, colour was mostly based on strong, simple, and authentic features. Since ancient times, this usage has also become the default form of expression for everyone, and it is also a process of continuous practice by seniors. The unique artistic style created by the school. Although contemporary design art has gradually developed in a direction of hierarchy and diversification, many designs also draw on traditional folk art. For example, when expressing visual senses and expressing thoughts and emotions, the colour of folk art fully integrates the physical and mental development needs of people, and if contemporary design is to make the work more popular, it must also be based on this humanistic feature. The sincere and simple colour matching mode in folk art presents the colour rhythm in harmony, and it will become more infectious when the work is dyed with traditional charm. Secondly, most cases of folk art colours are applied to contemporary advertising design. Because advertising is in the most intuitive form, so that after the audience sees the content of the promotion, the visual impact is sudden. In fact, the colour representation of folk art also actually integrates various functions such as decoration and clothing, which is similar to advertising design. Just like every year during the Spring Festival, there are all kinds of advertisements based on red lanterns, blessings and other reds as the main tone. Whether it is clothing design or major shops, it is full of heat, which greatly enhances the flavor of the Spring Festival. In addition, as far as the use of folk art colour is concerned, red has always been the favorite of people. After all, red means vitality. Contemporary home design will also incorporate red in various ways to produce richer visual effects. For example, if there are some decorations in the living room sofa or the house, red will be used as embellishment to make the entire room look more warm and harmonious, it also gives people the most authentic aesthetic experience. Another example is that the five colours of the five rings of the Olympic Games not only highlight the pluralistic characteristics of the Olympic spirit, but also show the Chinese style with strong charm.

The integration of folk areas and contemporary design. From the perspective of traditional folk art, its regional characteristics are extremely significant, and the cultural concepts displayed by folk art cultures in different regions are also different, just like the design of cloth tigers in areas such as Beijing and Shandong. It's also very different. In contemporary high-rise buildings, designers are often used as a doctrine to directly apply European and American architectural styles to domestic buildings. This actually gives people the feeling of lacking the traditional cultural characteristics of their homeland. This also means that in the international A certain competitive advantage was lost on the stage. Therefore, contemporary art design should fully explore and scientifically apply folk art culture in different regions, and create new works of art on the basis of respect for traditional culture. For example, in the Qiannan Ethnic Customs Exhibition, many of the products designed are based on the local high-quality culture. The designer collected in-depth surveys and interviews in the countryside to collect materials unique to Qiannan and organically integrate the local folk customs. In the works, such as how to bury burials and national classic buildings, it is because of these preliminary preparations that the final work can be presented very realistically and perfectly reproduce the profound cultural characteristics of the region.

Absence of the means of expression and creative forms of absorbing contemporary design art is a shortcoming that affects the comprehensive promotion of traditional folk art. Coupled with the pursuit of spiritual creation, it may make some works difficult to gain universal acceptance in

society. And contemporary design art can create better social and economic benefits. Most of the fine art works created by modern art methods can get people's affirmation, but there is no lack of artistic beauty. This is a comparison of contemporary design art in terms of expression methods and creative forms. The place where traditional folk art is slightly better. Traditional folk art should, on the basis of adhering to its own meaning, absorb and fuse the essence of modern design art in creative forms and expression methods, keep pace with the development of the times, meet social needs, and even lead the trend of the times. For traditional folk art creators, it is not easy to change the form of creation and the means of expression. Only art products that meet market demand can develop in the increasingly fierce market competition.

5. Conclusion

The modeling language of traditional folk art is very rich, the colours are distinctive, and the regional style is very strong. It can convey people's true feelings and needs, and provide a reference for the sustainable development of contemporary art design in China. Contemporary designers need to accurately grasp the relationship between traditional folk art and contemporary art, and use traditional folk art scientifically, so that the designed works can be innovative, higher value, and truly become a unique feature design in China.

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