

The Research of Yunnan National Culture's pattern Base on Modern Artificial Design

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Abstract

Nowadays, the traditional culture is extremely impacting with the modern culture. So that, how to make the local culture go to the world without losing itself, becoming more and more considerable. According to the situation, creating the Yunnan local design style is something must be done. However, the tough point of the meaning of modern Yunnan national pattern design's transforming is base on the root of the traditional culture's radical revolution. Yunnan national pattern is just a simple member in the diversifiable factors group, the use and existing of it is only for additional splendor situation, should not use it for some higher purposes.

Keywords : Yunnan national pattern; modern design; creativity; local culture.

Following the globalism of economy, the culture is also having revolution. Therefore, Yunnan minority nationality's common aestheticism is also under the revolution. Then those local Yunnan artists use the Yunnan national patterns in their designs more and more, but those traditional visual factors are often facing embarrassing in the modern culture creativity industry. We can say that the application of Yunnan national pattern in the modern local art design is not very successful. In some cases, to create the 'special' culture, some modern artists use a lot of Yunnan local patterns in their designs shows the recognition and impression of local market to the traditional culture; this is the pride of traditional culture.

On another hand, designers and customers don't fully understand the Yunnan national pattern, and they are influenced by the modern article design styles. So, there is some misunderstandings base on the implements of Yunnan national patterns, and these misunderstandings are mainly appear in two aspects:

Firstly, most of the applications of Yunnan national patterns are still stay on the level of simply copies and returns of ancients. I did the relative researches in the Yunnan Local

markets, regardless of those designs of Yunnan local national souvenirs, my researches focus on the modern article designs of daily goods, the result shows that lot of applications of traditional patterns are still on the basic level. So that, the colors and styles of those designs are messed up, the beauty of homily is hardly found.

'Returns of ancients' is very simple, regardless of time and space, using the band of traditions to call back people's friendly acceptance, designers must consider that using traditional patterns can simply bring users back the agriculture age, so it means the traditional style conception for them, protect the national pride as well. Then a lot of traditional representative patterns are simply applied in the designs, such as Cherry horse pattern, dragon tiger pattern, cloud pattern, wale pattern, etc. Although it seems like enforcing the visual impact, actually it's just messed up the traditional culture.

For the excellent designers, returns of ancients are just a kind of transition, not an outcome. Evolution of traditional graph needs the transform on culture level. The transform is recreation for the traditional graph patterns, to approach the harmony of modern and traditional culture, result of recreation of traditional culture. Return of Ancient is simple, Transforming is certain, and the recreation is tough and meaningful. Evolution of traditional graph never is copy and following, it must be recreate as the goal of this modern age.

Certainly, we are disgusting the application of return of ancient patterns, not only criticism. For some design areas, simple copying of traditional patterns is necessary to keep and spread the traditional culture. For example, some souvenirs designs can represent the local strong national culture well. These pattern designs apply and verify widely, because they are simple to be understand, can represent the colorful Yunnan article culture. However, among of these designs, we are requesting the natural pattern, which can fully describe the local national emotion, and bring us into the true artistic conception.

Anyway, mixing so many different kinds of patterns are incorrect, because their styles and usages are totally different, the initial purposes of designs are forgotten. Moreover, the application of traditional pattern should focus on the deeper meaning on the culture level, and also materials and technology, the understanding of traditional culture must upgrade to the higher level. Otherwise, it's difficult to explain the purpose of 'Nature'.

Secondly, some modern visual designs don't show the inner meaning of traditional patterns properly. These patterns are designed and modified pass by generations, they are the treasure of Human visual intelligent, they are designs with context. This kind of design has strong national culture style, meanwhile, it came from the beginning of Yunnan traditional culture, and it had very important functions to fill the demand of physical and mental civilization. However, keeping doesn't means stark there. The key is how to use and

transform traditional culture properly. But the complex context of the traditional pattern makes the change very tough for modern designers, with change of history background. Changing of meaning is basic and also difficult problem. No doubt of it, some modern visual designs of Yunnan traditional patterns are improper in the modern markets, it's abusing of the patterns. Using graph to bring watchers into a kind of emotion to attract them is one of the important factors of Yunnan traditional patterns. In the progress of change and development of Yunnan pattern, many natural symbol and pattern had lost their original meaning, and attached by all kinds of explanations, these attachments culture covered the origin, and made the traditional pattern all becoming some lucky symbol and decorations, a way of expressing wishes. The using of Yunnan national pattern must base on the understanding of traditional culture.

Because these reasons, recent applications of local designs prove that using of Yunnan minority patterns in the modern article designs is not very successful, on another hand, they are just simply copy the traditional patterns for the modern art designs. The designers who use these Yunnan patterns must have the ability to differentiate the value of these arts, for the modern research purpose. From the professional angle to judge the traditional patterns and select the useful parts for modern art designs, and understanding the special value of traditional culture in the modern art design world, also treat the traditional patterns on a proper position of modern design area, these are the higher requests of markets to designers.

I. The Value of Yunnan Traditional Patterns in Application of local Art Designs

1.1 The Carrier of Yunnan Minority Traditional Culture

Yunnan traditional patterns are the great intelligent treasure which created by Yunnan people. Although these treasures are extremely beautiful, it's ridiculous for people to chase the beauty of products in the ancient age that productivity is very low. 'Arts carry the culture' is the highest level of all kinds of arts, Yunnan patterns has the responsibility to carry and develop the culture since the beginning. For hundreds years, one important reasons of why Yunnan patterns have the special value for local people is the influence of culture. Religion value leads the development of patterns, then the value of humanistic and education comes after. The shapes of patterns are also influenced by many different nationalities; these external characters are controlled by metal aestheticism of different nationalities. In compare, those advanced civilizations can use letters to record their culture,

those undeveloped civilizations can only use patterns to record, so that, patterns have very uncial functions for Yunnan civilizations at the beginning of culture development.

If we raise the function of aestheticism in patterns up to the emotion level, then we can see the function of education of patterns is spreading the ethics and morality of Chinese culture in deed. This kind of education function of patterns often hid into other normal functions. One interesting thing is the education function is variable. The changing of conception of morality also changes the specific function of education. According to this fact, the applications of Yunnan patterns in modern designs must consider the changes of conceptions of value and aestheticism of users.

Designs are representing modern culture, but most of designs are just symbols, their aestheticism purposes are meaningless. However, the seeking of combination of beauty and practicable has very important role to perfect the beauty of designs. Moreover, the beauty of design is not only represented by aestheticism and practicable; it's also influenced by designers who lead the fashion of beauty, then mixed with spiritual contains in this information boom time. The final output of designs is as the daily goods react with human society. In those art designs, daily goods which contain the Yunnan traditional culture have important roles to spread the culture. But nowadays, the spreading of traditional culture is limited in museums and professional books, then the knowledge of patterns only matter for professors who study on them. This traditional culture should have positive impacts with local designs, such as constructions, packages of daily goods, souvenirs, Medias, and so on; they all can become very good carriers for traditional culture.

1.2 Push the Development of Yunnan Economy and Culture Creative Industry

Economy is related with the social productivity, it aggregates all the productivities. When it reflects on the art area, it shows the relationship of produce and consume. Yunnan has the rare nature resources and history resources, also the special culture resources; this is the rich potentials of developing tourism industry. The designs of souvenirs and the traditional designs are very important to push the development of tourism industry and creative industry. And, these designs also can make very good environment to develop local traditional culture in souvenir markets. Traditional patterns can inspire the designs of souvenirs very well, such as tie-dyed, lacquer ware, woodcarving, scissor-cut and all this kinds of traditional skills can all push the economy growth.

When most of investor looks the creative industry positively in the new century, it's certainly to use the Yunnan unique culture resources to inspire local designs. Aesthetic creative is a kind of creative thinking, it must be unique. The origin of inspiration is determined by time, nationalities, regions, and so on. So that they are deferent from areas.

1.3 It's good for found local design style

Style is some regular patterns which share common characters with each other, and come out under the conditions of special time and space. 'Style' means outstanding individual, but also has common parts.

Culture of designs has its evolution path as others. Every origin of cultures changes in its development path, but there is always some core origin can be kept and passed by generations, these core traditions is the foundation of the aestheticism of that culture. This proved the importance of culture mode to build a nationality's aestheticism. The nationality's aestheticism is based on the common culture mode; it's the foundation of traditions and belief. Yunnan traditional culture has 3 biggest characters: vernacular, edge, and capacity. These characters also appear in the modern designs, although they pass through the long historical development.

Regardless of the designs of souvenirs, the character of capacity of traditional culture is the design style which influenced by foreign cultures. At this point, the reason is from both designers and customers. Firstly, Yunnan people are like other Chinese people, they just get away from poor standard of life, begin the consumer culture, but the society doesn't form stable consumer culture yet, the fashion is always influenced by foreign culture and depends on the recognition of foreign culture.

This kind of dependence makes the traditional culture lose its Aestheticism and self-confidence. This kind of situation often happens in under development areas, the people don't have the Consciousness to protect their traditional culture, and the traditional culture is weak because of low productivity in that areas.

Moreover, the traditional culture education for designers is also ridiculous. In modern education, Ethnic embroidery, Paper-cut art and Wood carving are set into industrial area study. But, characters of Yunnan patterns' performing depend on these skills heavily.

An excellent designer should understand clearly that the modern art style had lost its dominate position, people star to require diversified products. The designs of Post Modernism are open and harmony, design art is uner revolution.

The national style is the appearance of qualities of the nationality. It's from the long history deposit, so it's reasonable stable. Meanwhile, the influence of the theme style of the age is a factor that modify the forming of national style, and make it must pare with the particular period. So the national style is changing. However, only the surface changes, the nature of it remains stable.

Today, when we facing the extreme impact among modern culture, traditional culture and global culture. How to go to globalism without losing traditions becomes a considerable

question. Building the Yunnan local design style is something must be done. From the business angle, on the luxury consume level, Yunnan traditional patterns are unique for those customers. Yunnan traditional patterns suppose to express local people's emotion, Aesthetics and experience better than others. It's the treasure of Yunnan local culture after 1980s, and it's also the pride of Yunnan people when building Yunnan style in the post modernism.

2. The proper position of Yunnan patterns in modern art design

Designs play the creator role in our life, it also carries the responsibility to diversify cultures, and the traditional culture is very important for diversification. Surrounding but the developed industry civilization, people's nature aesthetic emotion is seeking the traditional arts to fire their desire of simple and unsophisticated arts.

In this procession, aesthetic emotion has very important role. And it's also the opportunity for Yunnan patterns to develop itself. As we know, this is a effective way to build the modern design system with traditional characters. Only when our designs are special enough, we can make our name in the world. The Yunnan patterns which carry the Yunnan culture is the key to make designs special. In conclusion, studying, controlling then creating Yunnan traditional patterns is the short cut to make designs successful, this also is the demand of develop Yunnan traditional culture.

However, different visual languages have different design meanings, and same visual languages have different meanings in different visual environments. 'those we call decoration things, can't become the unique art with particular decorate purpose. It's more like to be a kind of by-product, something that left by ancient civilization' Britain pattern doctor Archibald H.Christie says so. It explains the use of ancient patterns clearly. Yunnan traditional pattern researchers also never miss the information contained by patterns.

There is a story behind every pattern, for nature, for love, for belief, for alive, etc. For example, Yunnan Yi nationality loves the tiger pattern, this shows the history that Yi's ancestors against nature for survive. At that ancient time, patterns has the function that can't be replaced by letters, especially in the low class, they have common recognition for the pattern arts. Yunnan patterns have the destination to pass their contained information in modern art design.

Frankly, this days people's communication behavior changed, we can't compare it with ancient time, it's not proper to use picture to transfer information. Local designers also find the customers has very limited understanding. So that designs must be easy to understand

and remember. The research of Yunnan pattern application which base on the modern art design must finds the proper position for it. Only with the right position, the application can have positive effect.

It's so import to find the right position for Yunnan pattern. In this time, the post modernism leads the fashion, and the fashion is diversification of cultures, Yunnan local culture can become the main stream, even under the creative ideas, after all, Yunnan culture is origin from the remote society since ancient time. It's a hard object to make traditional culture becomes modern, and the difficulties is from the impact of modern life style and traditional life style. Yunnan patterns are better to be some kind of attachment, they just a part of diversification culture, shouldn't set Yunnan culture too high. No matter protect Yunnan tradition or renew traditional culture, designer should always have clear mind and never abuse these patterns.

First thing first, designers and teachers of Yunnan patterns must figure out its position, then they can use these patterns well, and combine them with modern culture perfectly.

3. Yunnan National Patterns' Inheritance and Creativeness base on the Modern design ideas

The different history backgrounds cause the differences between local culture and global culture. But the global demand is much stronger than local, so the designs finally will use traditional factors to reach the modern social standard, to fulfill the demand of modern society.

For the purpose of spreading national culture, Yunnan pattern is the carrier to express those rich designs of culture. But we have to admit, the old visual factors are out of date in all aspect, so there are difficulties in applications of patterns. If we can't solve these problems, it's impossible to build a modern design system with Yunnan national characters. The inheritance and create of Yunnan patterns must rely on the direction of modern art designs, only this way can make it reach the modern aesthetic standard, and make this pattern art deeply root in common people's heart. Applying Yunnan pattern in to modern art designs is not simple copy, it's development with selection, inheritance with abandon, and recreation for the tradition. So, it's very necessary to modify and recreate traditional patterns.

First, we should understand the core value of Yunnan pattern clearly, analyze the structures of patterns; second, the more important thing is always keeping the modern design theory at leading position, and use modern techniques to renew old factors. The renewed patterns can express the modern design theory, and also truly fulfill the modern demand, create

valuable daily goods. So that the modern design system with national characters can be built, and make the Yunnan culture step on the world stage. When we focus on the meaning of 'Modern', the background of it is the industrialize civilization, so the standard of the designs is base on the industry standard. And the culture and art designs are influenced by industrialize heavily. Also, most of modern patterns are expressed by videos, this is very different from Yunnan patterns, the products of computers are totally different from handcrafts.

Carrier and technique changes, we can simply put Yunnan pattern designs into modern aesthetic standard, it's ridiculous. The real tradition is always changing, it's nature is moving. Modern art design theory has to consider the ability of new media and material for pattern expression. Yunnan patterns only can be greatly spread by industrialize techniques, so that Yunnan patterns can reach modern standard. Yunnan patterns are arranged regular, but also limited by techniques and materials. The patterns follow the symmetrical structure, this is because of the technology in that time, and it has the beauty of steady. However, within the development of productivity and technology, the modern graph tend to be unsymmetrical, expressing Contradiction space, mix light effect, etc. At this point, Yunnan local designers can study a lot of modern world excellent examples.

The construction design of Portland exhibition World Expo Shanghai is one of the best examples. The whole building has many surfaces, one side is a 'folded paper' expressed by paper-cut technique; another side is an interesting geometry structure. The whole building's surface is full of hollow patterns which are abstract and irregular. The sunshine can pass through these gaps into the hall; this gives the watchers wonderful visual experience. The main exhibition hall also uses the relation of light and paper-cut patterns to create the mixing of brightness and darkness. Yunnan local designers should get deep inspiration from this example, the recreation of Yunnan pattern must use new technology and materials.



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We can see that, the application of traditional pattern under the direction of modern design can greatly increase the practical value of Yunnan patterns, and also modify the missing characters of traditional patterns. So, Yunnan patterns must keep innovation to survive in the modern world. Only under the condition of clear understanding the subject of design, and

using modern structure and expression techniques, then participating in to reality, can bring Yunnan national pattern to higher level in the modern society and Aestheticism. Precious Yunnan national patterns have to take the recreation of modern civilization, and be all-embracing, then it can form the fashionable design factors which contain the Yunnan minority national style.

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