

# Application of Mongolian Traditional Pattern in Cultural and Creative Product Design

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## Abstract

With the continuous progress of society and people, people pay more and more attention to spiritual life and cultural life, in which cultural products not only enrich our cultural self-confidence, but also are an indispensable part of multi-economic development. China is a multi-nation state composed of 56 different nationalities. In China's 5,000-year history and culture, Mongolian traditional culture is unique. Grassland living habits cast the unique grassland culture of Mongolian people and form a unique Mongolian traditional pattern. The deep meaning of Mongolian traditional patterns is the yearning for a better future, the embodiment of national beliefs, the sustenance of spirit, and the symbol of national identity. Attached to daily necessities is full of artistry, aesthetics, nationality and regionality.

## Keywords

Mongolian; Traditional Pattern; Cultural and Creative Products; Design.

## 1. Introduction

In this context, how to protect and preach our excellent national culture has become one of the important issues in today's cultural development, which makes our national self-confidence particularly important. Among many national cultures, especially the unique cultural elements of Mongolia are especially loved by young people and people at all stages. Applying the unique cultural elements of Mongolia to cultural and creative products makes more people understand and know the Mongolian culture and constantly enhances the cultural confidence of our people.

## 2. The Historical Background of Mongolian Traditional Patterns

The growth of national patterns in the long river of history has always left this looming footprint. By studying and understanding this historical national culture, we can get a distant view to review the development history of Mongolian history and culture. As a cultural system, The successful construction of grassland national cultural history has formed a complete set of national historical development history, It has become a unique excellent historical and cultural heritage, with unique aesthetics, extraordinary national concepts and five-color totems. If it is effectively put into the market, it will not only inherit the art of Mongolian cultural and creative products, but also better combine with commerce.

### (A) Tracing back to history

Mongolia can be traced back to the Stone Age of our ancestors at the earliest. The continuous evolution of civilization and knowledge quickly entered the Neolithic Age. Ancient ceramics and clay porcelain became the common daily necessities of our northern ancestors. The Hongshan Cultural Site in Neolithic Age is a good development representative of the existing ancient cultural handicraft industry and an important, reliable and harmonious stage symbolizing the development technology of ancient culture. A large number of mudstone painted pottery

fragments found here are another special representative that can represent the development level of Neolithic civilization in this area. In addition, Mongolian murals also reflect the historical development process of the real northern nomads, It can make us clearly witness the development of history and the simplicity and nature of our ancestors, and can clearly feel the attitude that the northern nomadic people's patterns are really simple, dynamic and realistic, concise without losing aesthetic feeling in the works of art with various scenes. The culture of Mongolian region has flowed into the precedent of our country's history, which has had a far-reaching impact on the development of Mongolian national patterns.

(B) the current development

With the rapid development of China's economy, people's spiritual life has been enriched and highly recognized by national culture and self-confidence, which has further developed China's national cultural creation and brought great driving effect to the local economic promotion.

### **3. The Connotation of Mongolian Traditional Patterns**

Patterns can be applied in the field of material and spirit, and also reflect the material and spiritual pursuit of this nation. Patterns have been playing an important role in these fields, whether in the national articles for daily use or in religious affairs, patterns can reflect the national spirit and emotional habits through popular language. Every nation has its own unique cultural characteristics, which is involved in the development of a country, an enterprise or an individual. Cultural tradition and cultural degree are constantly communicating with different cultures and economies, and the former is getting heavier and heavier. Mongolian traditional national cultural groups have also been developed in the long history, extending many totem symbols symbolizing their own national culture or characteristics, among which the styles are diverse and the symbols of cultural characteristics are also different, and most of them pray for peace and good fortune, hunting and other symbols are the main ones. Through the group and totem of nomadic people in the north of China, we can clearly see that different patterns have different contents and meanings. By electing some distinctive and different cultural signs to decorate and combine them.

### **4. Current Situation and Problems of Inner Mongolian Cultural and Creative Product Development**

With the innovative development of China's national cultural creative innovation industry, The culture and industry of ethnic minorities have also attracted more and more people's attention, and have also become one of the important sources and driving forces of cultural and creative industries. The traditional patterns of Mongolian nationality often haunt major festivals and trendy holy places, especially the design of costumes and decorations, which respectively reflect our national prosperity and national confidence. Hanfu or the products of national characteristics will be seen in different national festivals held every year, which organically integrate ancient culture and modern elements and colors, and there are many Mongolian cultural patterns.

In recent years, many representative products and characteristic products of Mongolian culture have emerged in the market, all of which have formed various industries due to the rich cultural heritage of Mongolian, and at the same time promoted the economic development of many regions. Nevertheless, there are still some problems in the development of Inner Mongolia Cultural and creative products, such as function, use, price, cost performance and appreciation. Mainly manifested in the lack of more sales channels, unable to achieve mass production and shopping guide, resulting in high cost of Cultural and creative products; Product functions are not suitable for consumers' needs; The degree of practicality and cultural

communication is relatively low. Culture is not just a dusty memory. It is also the source and power of fresh life. According to the design and research and development of cultural and creative products with Inner Mongolia characteristics, innovative design concepts can be adopted to bring new life and vitality to the traditional culture of Inner Mongolia, which is dusty in history.

## 5. Inheriting and Developing Mongolian Traditional Pattern Culture and its Design

Although there are many different kinds of national culture and production in the current sales market, the market share is usually small and the sales turnover is also small, and the quality of cultural products is also mixed. But there is no lack of some excellent inspiration and product art. For example, the aromatherapy of yurts is a very good example. It has both beautiful meanings and high practicality to repair totems or patterns that people like on yurts. At the same time, its design also shows that the unique beauty of Mongolian culture is conveyed by using traditional Mongolian crafts symbolizing good luck.

(A) the implementation of regional linkage strategy to strengthen the use of the advantages of resource agglomeration to create major brand projects

In Mongolia's non-allied cities and counties, different strategic cooperation alliances for the development of cultural and creative industries have been formed, giving full play to the holy affection among compatriots, and at the same time, the community of destiny has been expounded incisively and vividly, and the strength brought by concentrated energy has been used to build a strong brand of Mongolian cultural and creative industries. The application of Mongolian cultural creation can create unique heroic biographies and pure love stories according to the superior social development level of regional economy and unique grassland cultural resources, which are well integrated with modern animation art multimedia. And the implementation of innovative brand communication marketing methods to enhance the brand and brand awareness and strengthen the sense of common contact between enterprises.

(B) Providing talent support and stabilizing the vitality of industrial development

Talent is the key to competition and the main driving force for development among all walks of life, The shortage of talents will lead to the shortage of innovation, and the shortage of innovation will bring the danger of stagnation to enterprises. First, extreme Mongolia must recruit different types of talents, such as innovative talents, technical talents, new media promotion talents, sales talents and so on, to overcome this situation and break this deadlock. First of all, we should concentrate talents and pay attention to the mentality of building and being responsible for our hometown from the cultivation of teenagers. Cooperate with universities to develop and convene different emerging majors, so that children and new talents can have a common place to take root. At the same time, pay attention to the training of employees in the industry, regular welfare training, paid study and other work in place to eliminate the inner barriers of employees. Secondly, improve the selection mechanism between different enterprises and organizations, open the selection policy of talents, and so on. The introduction policy of innovative talents attracts high-quality cultural and creative innovative talents by providing high salaries, high welfare benefits and high opportunities.

## 6. Concluding Remarks

Mongolian traditional patterns and design icons are the inheritance and development of ancient Chinese culture, In the modern era, including some luxury goods, the connotation and influence of Mongolian culture are deeply loved and loved by most people. For ancient culture, what we should pay most attention to is cultural inheritance and cultural self-confidence. Constantly

enrich and develop yourself, Is a manifestation of self-progress, The pattern design of most ethnic minorities, including Mongolian, is applied to various designs in various fields, The continuous development and progress of Mongolians from generation to generation has become an indispensable part of the cultural elements of the Chinese nation, When foreign cultures and products can become the mainstream, so can our national culture inheritance and other cultures with memory characteristics. The application of Mongolian traditional patterns can always play an important role in sticking to the inheritance and innovation of traditional culture and continuing the grassland blood.

## References

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