

A Brief Discussion On The Emblem Culture Of The Four Treasures Of Wenfang And Their Packaging Design

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Abstract

Because Huizhou culture has distinct characteristics of The Times and unique national style, it promotes the development of craft products of the four treasures of Huizhou Wenfang. Through the understanding and understanding of Huizhou culture, this paper briefly describes the embodiment of Huizhou culture in the overall design of the four treasures of Wenfang and its packaging design, so that Huizhou culture can enter the folk arts and crafts of the four treasures of Wenfang, handicrafts and their packaging products, and circulate in the market, spreading Hui culture and national characteristics, and exploring a "Huizhou road" of its own for spreading and carrying forward traditional Chinese culture.

Keywords

Huizhou culture; Four Treasures of the Study; Packaging design; Folk craft.

1. Introduction

Huizhou culture is a unique regional culture formed under the influence of Chinese traditional culture, specific historical origin and local geographical conditions. It retains part of the essence of agricultural culture in ancient Confucian culture, and is the development and universality of Chinese culture in Huizhou and its surrounding cities. One of the representatives of Chinese regional culture is Huizhou culture, and the past history makes people want to explore deeply. Therefore, Huizhou culture has a far-reaching and profound influence on the Four treasures of Wenfang and its packaging design, which is also one of the important reasons to promote the development of the four treasures of Wenfang and its packaging design.

2. Organization of the Text

2.1. Briefly describe the characteristics of Hui culture and the four treasures of the study

2.1.1. The characteristics of emblem culture

Emblem culture is mainly divided into material aspects, spiritual aspects and institutional aspects. The first is the institutional aspect of Huizhou culture, mainly refers to Huizhou political system, religious system and a series of rules and regulations, it has a link to the two aspects of the role. The second aspect is the material level of Huizhou culture, such as the four treasures of the study, calligraphy, seal cutting and so on; These are the external features of Huizhou, which have profound artistic value and ornamental aesthetic value. The third aspect of spirit is Huizhou culture, which attaches great importance to ethics and moral thoughts and people's integrity. These positive spirits are permeated in Huizhou architecture and decoration, which reflects the excellent traditional artistic spirit of the Chinese nation and inherits the excellent national culture of China. The three aspects of Hui culture have a profound impact on

Wenfang's four treasures craft products and their packaging design, and promote their continuous development.

2.1.2. The characteristics of the four treasures of Huizhou Wenfang

Huizhou ink, She inkstone, xuan brush and rice paper are the four treasures of Huizhou culture. The origin of rice paper is today's Anhui Xuancheng, the quality is very good, the paper is not bad, has a good anti-aging, solid texture, and insect and mothproof, the title of "thousand years of life paper" is to describe the rice paper. All calligraphy and painting masters are very fond of this kind of paper, and the words written with rice paper and the paintings have unique artistic effects with distinctive national characteristics and high aesthetic feelings.

The origin of Anhui ink is today's Huangshan Mountain, the pine as the basic material, after drying, packaging and other processes carefully made and added more than 20 other materials. The color of the finished product is thick, and anti-corrosion and anti-moth, suitable for writing and painting, and the title of "fragrant flesh and bones, slag does not leave inkstone" is to describe Hui ink. The ink color will not fade after thousands of years, the color of the ink can be compared with the black wall paint, and the light ink is very feeling; It is used for writing and painting, and its two sides are also engraved with various patterns, beautiful and easy to read, and the inheritance of emblem culture has collection value.

She inkstone, its origin is Huangshan in Anhui province, She inkstone can be called Longwei inkstone, and Longwei mountain is the origin of most of the treasures of She inkstone. Its full name is Shezhou inkstone, is one of the four famous inkstones in China, and Gansu Tao inkstone, Guangdong Duaninkstone, the Yellow River Chengni inkstone. Because the density is very precise, it has a unique and amazing effect when writing, which is praised by calligraphers and artists of all ages. It has also won the honorary title of "Town of Chinese Shexyan".

The brush has a longer history. Wooden poles, bamboo tubes, jade tubes, carved lacquer tubes, etc., as well as more exquisite patterns in the pen tube, different pen tubes have different symbolic meanings. Purple hair, Wolf hair, animal hair, bird feathers, human hair, beard, etc., different strokes are suitable for different fonts and painting styles also have different symbolic meanings. I have heard such a story, the drum occurred in ancient times, there is a village without rabbits, the village head of the village got a very precious rabbit skin from a distant place, and gave it to the workers making brush. The worker was drunk and therefore lost the rabbit skin, he was very afraid after he woke up, afraid of the village chief scolding him, after all, the rabbit skin is very precious to you, he cut off his beard and made a pen to hand in, the result not only no one found but also unexpectedly found that the pen made of beard was super used, the village chief asked the worker to make several more for him, but the worker's beard was already used up. Helpless had to admit to the village head and tell the truth, the village head know let the villagers shave off the long human beard are saved and used to make a pen. With the progress of The Times, the development of science and technology, people will also be a variety of different performance of different effects, with each other, the pen made to achieve the best effect for people to use.

3. Emblem culture in Wenfang Four treasures craft products and packaging design

3.1. Analysis of emblem culture in the four treasures of Wenfang

With the development of The Times, Huizhou ink has become a comprehensive folk arts and crafts culture, its aesthetic, collection, beyond the traditional practicability. For more than a thousand years, traditional Hui ink has been regarded as a rare treasure by artists in successive dynasties. The top of the ink usually uses the craft technology of Hui style carving, has the pattern of national culture, and the ink ingot is made into different forms and embedded in

colors. Huizhou ink was already an art and craft in the Ming and Qing Dynasties. At present, Jixi Liangcai Ink Co., Ltd. and Shangzhuang Hukai Ink Co., Ltd. produce and combine Hui ink, which has the advantages of not only good quality, but also the use of traditional calligraphy art on the ink surface, and the integration of a variety of engraving methods, becoming a comprehensive folk arts and crafts. Jingxian culture and Huizhou culture have the same historical characteristics and national style.

The characteristics of rice paper are tight texture, natural texture, pure white firm, and good at showing the thick and light ink. The types of rice paper are also divided into several levels and sizes. Different species also have their own characteristics. At present, in Anhui Provincial Museum, there are still a number of Song Dynasty Shexian inkstones, which are characterized by firm and fine stone, simple and unadorned carving, practical and aesthetic.

The brush is the most important one of the "four treasures of the Study". Xuanbi can be divided into several categories, such as Zihao and Wolf hao, according to the different raw materials selected. The selection of brush materials is very strict, the pen tube decoration, the selection of hair is also very strict, so it has the title of fine workmanship, with a bright unique style of rigid and soft.

Pen, ink, paper, inkstone and the four treasures of the study as craft products reflect the production process and aesthetic characteristics are amazing, from which we can see that since the Han and Tang Dynasties, China's decorative sculpture art inheritance and development is very fast, but also reflects the influence of various art categories in Huizhou culture, profound cultural connotation, modeling language is very skilled.

3.2. Analysis on the culture of the four treasures of Wenfang

Involving many aspects of product packaging, packaging is also an expression of culture, such as design concepts, structures, materials and so on. Nowadays, with the development of material production technology, it has exerted a profound influence on art. It not only applies natural achievements to packaging design, but also improves the cultural psychological structure of designers and artists, and promotes the development of packaging design of the four treasures of Huizhou Wenfang. In this case, the most traditional decorative art has been preserved and its essence has been preserved. In addition to the material improvement, and from the material, structure, decoration and production process are combined with modern culture, because of the combination of tradition and modern, so to achieve a harmonious and unified overall effect, to achieve a high degree of integration of art and technology, content and form, science and aesthetics, practical and art.

The four treasures of the Wenfang are packaged in a variety of forms, including a single fine package and a whole set of gift box packaging. The packaging materials are mainly traditional Jinxing boxes and wooden boxes. The packaging shape ADAPTS to the appearance characteristics of various things, mostly rectangular and elegant. In the outer packaging of the box, the art of calligraphy is integrated into the packaging design, which promotes the inheritance and popularization of emblem culture.

The four treasures of the Wenfang can be packaged individually or integrated as a gift package. "Hanmo Qingyuan" Four treasures box box cut the precious old camphor wood in Huizhou culture as raw materials, inside the Shexian inkstone is designed by the then very famous inkstone making master Mr. Zheng Han, the overall shape is beautiful. The packaging simply shows the momentum and appearance of the "Chinese dragon", with an unusually strong style characteristics of traditional Chinese culture, which was once presented as a gift to French President Jacques Chirac. The four treasures of the Wenfang pursue both artistic beauty and traditional style characteristics. This kind of gift with moral meaning is very indicative of the style of a big country. The four treasures of the study have gradually become treasures for the exchange of domestic and foreign culture from daily necessities, and many international artists

have snapped up collections. The packaging design of the Four treasures of Wenfang has a stable traditional culture and the support of modern technology. In the independent packaging design and the overall packaging design of the four treasures of Wenfang, the characteristics of Huizhou culture can be seen from three aspects. With the progress of The Times, packaging design is also constantly updated, follow the trend, and constantly inject fresh content, but also can retain the characteristics of traditional Huizhou culture, which is very valuable. Now the economy and trade is very developed, friendly exchanges at home and abroad, the packaging design of the four treasures of the Wenfang also changes with The Times, keeps up with the fashion trend, and achieves the overall effect of technology and technology, aesthetics and science.

4. The development of four treasures and packaging design of Hui Culture Wenfang

4.1. The development prospect of emblem culture and its packaging design

Huizhou culture is one of the traditional Chinese culture. Huizhou has superior geographical environment and is one of the cities with developed tourism industry in China. Due to the developed tourism industry, it also promotes the sale of craft products of the four treasures of Wenfang and the dissemination of its packaging design, which is conducive to the dissemination of emblem culture and is one of the ways to inherit traditional Chinese culture. Huizhou culture, whether from philosophy, political science, morality, education, history, society, nationality, aesthetics, medicine, art, tourism, economy, trade, etc., has unique value and needs to be widely spread.

5. Conclusion

Natural Science Foundation. In history, the four treasures of Wenfang were inextricably linked with Huizhou culture at that time. The vast economic market and strong traditional cultural atmosphere all made Huizhou merchants go to the whole country and the world. Huizhou culture represented a typical regional characteristic culture and was a typical epitome of traditional Chinese culture. People once carried the four treasures of the Wenfang with them all the year round, and when they returned money or gave gifts, they had an impact on the publicity of Huizhou culture. Such a method promoted the spread of the four treasures of the Wenfang. The local Huizhou culture is the sustains of a nation's spiritual feelings and the embodiment of its national characteristics, and the culture of any nation is an inseparable part of Chinese traditional culture and even world culture. As a very important part of Huizhou culture, the four treasures of Wenfang and their packaging design show typical symbolic meaning, profound cultural connotation, exquisite packaging style, etc., so that we can understand the broad and profound Chinese traditional culture from the side.

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