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INTEGRATION OF TRADITIONAL ART MOTIFS FROM THE LUNGSHAN ERA INTO CONTEMPORARY DESIGN

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This paper focuses on the design of cultural creative products based on the Chinese traditional Longshan culture. The study shows how ceramic elements can be used to create modern cultural products in terms of borrowing colouristic and formative features. These products not only serve as a bridge connecting the past with the present but also as a catalyst for cultural exchange and innovation. They can stimulate public interest in ancient civilizations and encourage a deeper understanding of the historical and cultural significance of the Longshan era.

Key words: cultural creative products, Chinese traditional, modern cultural products.

INTRODUCTION

The Longshan culture, an important part of ancient Chinese civilization, is renowned for its exquisite pottery and black pottery. The cultural creative products designed based on this culture not only showcase the aesthetic value of the Longshan culture but also meet the needs of modern consumers for cultural products. The Longshan culture, which flourished between 3000 and 2000 BC, is characterized by its advanced agricultural techniques and social stratification. The pottery and black pottery of this era are distinguished by their fine craftsmanship and unique designs, reflecting the technological and artistic advancements of the time. The introduction of these cultural products into the modern market not only serves as a bridge connecting the past with the present but also as a means to promote cultural heritage and appreciation. By integrating traditional motifs and patterns into contemporary items, these products offer a tangible link to the ancient world, allowing consumers to engage with history in a meaningful and accessible way.

PURPOSE

The Longshan culture is characterized by its unique pottery-making techniques and geometric patterns. The design of cultural creative products should incorporate these cultural elements, using rich colors and patterns to reflect the cultural connotations of the Longshan era. The integration of traditional culture with modern aesthetics can create products that are both culturally significant and appealing to contemporary consumers.



RESULTS AND DISCUSSION

1. Designable Elements in Longshan Culture. The Longshan culture, which flourished in the Yellow River valley during the late Neolithic period, is renowned for its sophisticated pottery and intricate designs. This section will explore the various elements that were characteristic of Longshan cultural artifacts, focusing on their aesthetic and functional aspects. The pottery produced during the Longshan era [1] is particularly notable for its fine craftsmanship and distinctive black or gray finish. These vessels often featured elegant shapes, such as the classic bulbous belly and narrow mouth of the Longshan li tripod. The design elements of these pots included geometric patterns, animal motifs, and abstract symbols that were either incised, impressed, or painted onto the surface before firing.

One of the most striking features of Longshan pottery is the use of cord-marking techniques, where the wet clay was pressed with a cord-wrapped tool to create a textured surface. This method not only added a unique visual appeal but also served a practical purpose by strengthening the pottery walls. The cord-marked patterns varied from simple linear designs to more complex interlocking shapes, demonstrating the artisans' skill and creativity.

In addition to pottery, the Longshan culture also produced exquisite jade artifacts [1]. These items, often in the form of ceremonial blades, rings, and beads, were meticulously carved with intricate designs that mirrored the motifs found on their pottery. The jade pieces were not only symbols of status and power but also held significant religious and spiritual importance [2].



Fig. 1. Packaging of Longshan Culture eggshell black pottery tall-stemmed cup. Shandong University Museum



Fig. 2. Packaging of Jade Gui with Animal Mask Patterns. Gathered from the site of Liangcheng Town, Rizhao, Shandong, 1963

The Longshan culture's ability to create such diverse and complex designs across various mediums highlights their advanced artistic and technological skills. These design elements were not merely decorative but were deeply integrated into the social, economic, and religious fabric of their society. Understanding these designable elements provides valuable insights into the cultural identity and



technological advancements of the Longshan people, offering a glimpse into the rich tapestry of early Chinese civilization.

The functionality and usability of cultural creative products that draw inspiration from the ancient Chinese Longshan culture are of paramount importance. These products not only serve as aesthetic enhancements to our daily lives but also play a crucial role in preserving and promoting the rich heritage of this historical period. The Longshan culture, which flourished between 3000 and 2000 BC, is renowned for its advanced pottery-making techniques, intricate jade carvings, and well-planned settlements. By integrating these traditional elements into modern designs, cultural creative products offer a unique blend of ancient wisdom and contemporary utility.

One of the key aspects of these products is their ability to seamlessly merge form and function. For instance, a modern coffee mug might feature a Longshan-inspired pattern or shape, making it not only a practical vessel for daily use but also a conversation piece that showcases the elegance and sophistication of ancient Chinese artistry. Similarly, household items like lampshades or decorative vases can incorporate Longshan motifs, providing both illumination and aesthetic pleasure while serving their primary purpose.

These products also contribute to the cultural identity and pride of contemporary Chinese society. By incorporating traditional symbols and motifs into everyday objects, people can connect with their heritage in a meaningful and tangible way. This connection fosters a sense of continuity and belonging, reinforcing the importance of preserving cultural heritage for future generations. Furthermore, the market for cultural creative products based on the Longshan culture has the potential to boost local economies. By promoting and selling these items, artisans and entrepreneurs can create job opportunities and drive economic growth while celebrating their cultural roots.

In conclusion, the functionality and usability of cultural creative products inspired by the Chinese traditional Longshan culture are multifaceted. They serve as practical objects in our daily lives, educational resources that inform us about our heritage, and symbols of cultural identity that foster a sense of pride and continuity. By supporting and engaging with these products, we can ensure that the legacy of the Longshan culture continues to thrive and inspire future generations.

3. Case Study: Longshan Culture Cultural and Creative Research

The design of Longshan cultural creative products is a process that integrates history, art, and innovation. By deeply exploring the core elements of Longshan culture and combining modern design concepts with sustainable practices, designers can create products that are not only culturally valuable but also meet market demands. Moreover, with effective marketing and communication strategies, Longshan cultural creative products are expected to gain broader recognition and success in both domestic and international markets.

Design Description of the Longshan Culture Black Pottery Creative Tea Set:
The design inspiration for this tea set comes from the black pottery of the Longshan culture, crafted using modern ceramic technology while retaining the classic black color and smooth surface of the black pottery.



Fig. 3. Black pottery creative cup set.
Gathered from the China, 2020 [5]



Fig. 2. Jade Dragon Creative Jewelry
Design. Gathered from the China, 2019 [6]

The tea set features a simple and sleek design, reflecting the aesthetic characteristics of the Longshan culture. Each part of the tea set has been meticulously polished to ensure comfort and durability in use. The spout is designed for smooth water flow, while the handle is ergonomically shaped for an excellent grip. The shape of the teacup echoes that of the pot, creating a sense of unity. Whether for daily tea drinking or for entertaining guests, the tea set can showcase the owner's taste and cultural heritage [3].

Design Description of the Longshan Culture Jade Dragon Creative Jewelry:
The design inspiration for this jewelry set comes from the jade artifacts of the Longshan culture, crafted using modern jewelry-making techniques while preserving the classic shapes and textures of the jade pieces. The jewelry features a simple and elegant design, showcasing the symmetrical aesthetics of the Longshan culture [4].

The jewelry has been carefully carved to not only restore the charm of ancient jade artifacts but also to incorporate modern aesthetic elements, giving it a classical elegance while remaining fashionable. Whether worn around the neck, on the wrist, or on the ears, the jewelry highlights the wearer's unique cultural taste and elegance. This set of jewelry is not only a continuation and promotion of the Longshan culture but also a perfect combination of modern jewelry design and ancient cultural heritage. **Design Purpose:** The aim is to combine the aesthetics of ancient jade artifacts with the modernity of contemporary jewelry, offering a unique wearing experience. At the same time, through this set of jewelry, the designer hopes to raise awareness and respect for the Longshan culture, a precious cultural heritage, and to enable more people to understand and appreciate the unique charm of the Longshan culture. Each piece of jewelry carries the memory of history and cultural heritage, allowing the wearer to feel the depth and beauty of ancient civilization in everyday life.

CONCLUSIONS

The design of cultural creative products based on the Longshan culture is an effective way to inherit and promote traditional culture. By utilizing the rich colors and cultural heritage of the Longshan culture, modern cultural products can be



created that are both aesthetically pleasing and meaningful.

These products not only serve as a bridge connecting the past with the present but also as a catalyst for cultural exchange and innovation. They can stimulate public interest in ancient civilizations and encourage a deeper understanding of the historical and cultural significance of the Longshan era. Moreover, the commercial success of these products can contribute to the local economy, providing a sustainable model for cultural preservation and economic development.

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КРОТОВА Т., ЧЕНЬ Сяюй ІНТЕГРАЦІЯ ТРАДИЦІЙНИХ МИСТЕЦЬКИХ МОТИВІВ ЕПОХИ ЛУНШАН У СУЧАСНИЙ ДИЗАЙН

Дослідження присвячене дизайну культурних творчих продуктів на основі традиційної китайської культури Лонгшань. У роботі показано, як елементи кераміки можуть бути застосовані для створення сучасних культурних продуктів з точки зору запозичення колористичних і формотворчих особливостей. Ці продукти не тільки слугують мостом, що з'єднує минуле з сьогоденням, але й каталізатором культурного обміну та інновацій. Вони можуть стимулювати інтерес громадськості до стародавніх цивілізацій та сприяти глибшому розумінню історичного та культурного значення епохи Лонгшань.

Ключові слова: культурні творчі продукти, китайська традиція, сучасні культурні продукти.