



УДК 72.012:687.016

MODERN EXPRESSION PATHS OF THE CONNOTATION OF CHINESE TRADITIONAL CRAFTS IN SPORTS SHOE DESIGN

ZHANG Zhetao^{1, 2}

¹ Kyiv National University of Technologies and Design, Kyiv, Ukraine

² Shaanxi University of Science & Technology, Xian, People's Republic of China
2382001412@qq.com

As an important component of the intangible cultural heritage of the Chinese nation, Chinese traditional crafts carry profound cultural deposits and unique artistic values, and play a significant role in contemporary design. Taking the aesthetic connotation of Chinese traditional crafts as the starting point, this study conducts an in-depth investigation into the modern expression paths and innovative design methods of such crafts in sports shoe design from an interdisciplinary perspective. Through a theoretical analysis of the two core dimensions of Chinese traditional crafts, the study explores the transformation methods of traditional crafts with modern sports shoe design as the carrier. This not only bears practical significance for the inheritance of Chinese traditional crafts, but also endows innovative sports shoe design with cultural attributes and a theoretical basis for innovation.

Key words: Chinese Traditional Culture, Traditional Crafts, Sports Shoes, Footwear Design, Design Innovation.

INTRODUCTION

As an important carrier for the inheritance of national culture, Chinese traditional crafts carry profound historical and cultural deposits as well as unique spiritual connotations. The continuous development of modern science and technology not only poses an impact on the survival of traditional crafts, but also provides a brand-new opportunity for their regeneration. This requires designers to extract elements from traditional crafts that can be integrated with modern design from a contemporary perspective, and realize the inheritance and innovation of traditional crafts through creative transformation. Meanwhile, with the popularization of people's health awareness and the gradual upgrading of the sports consumption market, sports shoes have gradually expanded from professional sports equipment to an essential category in daily consumption scenarios. Therefore, as an apparel product with both functionality and appearance, sports shoes provide a concrete carrier for the contemporary transformation of traditional crafts.

PURPOSE

This study aims to explore the modern innovative expression paths of Chinese traditional crafts in sports shoe design. By systematically sorting out the connotation of Chinese traditional crafts and combining the analysis of sports shoe design cases, it reveals the expression strategies and application values of Chinese traditional crafts in sports shoe design.



RESULTS AND DISCUSSION

In China, traditional crafts boast a long history and enormous cultural value, serving as a concrete carrier of national wisdom and a core component of intangible cultural heritage. Nevertheless, the inheritance and development of traditional crafts are confronted with systematic challenges, and design-oriented scientific methodologies and sustainable development models are still insufficient in recent years [1]. Against this backdrop, the Global Civilization Initiative promotes the creative transformation and innovative development of all fine traditional cultures in the process of modernization, providing important guidance for the contemporary revitalization of traditional crafts [2]. In the meantime, people's living standards have been continuously improved, and their demands at both material and spiritual levels have been constantly elevated. At present, with the enhancement of national health awareness, as an essential equipment for people to participate in sports, users' demands for sports shoes are no longer limited to the basic levels of comfort and protection, but have gradually shifted to exterior design and personalized design, and higher requirements have also been put forward for such factors as wearing occasions, style matching and aesthetic appearance. Therefore, the integration of Chinese traditional crafts into sports shoe design not only provides a concrete path for the inheritance of traditional culture, but also enhances the cultural texture of products and their differentiated competitiveness in the market [3].

The connotation of traditional craft elements is not only reflected in the material cultural connotation such as decorative patterns, color matching and craft techniques, but also contains the spiritual cultural connotation including deep-seated national aesthetic concepts, philosophical thoughts and cultural identity. These elements have formed a unique artistic language system through historical precipitation, with distinctive regional characteristics and cultural recognizability. In terms of material cultural connotation, traditional craft elements carry profound cultural connotation and unique visual expression forms. The application of modern technologies in sports shoe design has realized the innovative modern transformation of these classic cultures, which not only enriches their visual layers but also shapes good product texture. In terms of spiritual cultural connotation, the historical stories, cultural symbols and craftsmanship quality carried by traditional craft elements are effectively conveyed through the carrier of sports shoe products, forming a unique product culture. This enables the sports shoe products to establish unique cultural advantages in the fierce market competition, thereby enhancing their aesthetic value, cultural significance, artistic expression and consumer loyalty [4].

For instance, the design of the Nike Air Foamposite One "Tianjin" basketball shoe (Fig. 1) features the "Surplus Year after Year" pattern from Tianjin Yangliuqing New Year paintings of China printed on its foamed material upper, with auspicious characters and patterns crafted via embroidery techniques at the heel and tongue positions. The integration of traditional Chinese paintings, patterns and embroidery techniques into basketball shoe design not only conveys blessings to the wearer but also inherits traditional Chinese culture through modern design methods and carriers.



Fig.1. Air Foamposite One "Tianjin" Basketball Shoe

Another example is the design of the Li-Ning Way of the Wade PRO "Seeking Talents and Exploring Materials - Ancient Cloth" sports shoe (Fig. 2), which adopts three traditional Chinese crafts, namely traditional hand-woven ancient cloth, indigo dyeing and batik dyeing, and is embellished with pattern motifs characteristic of the Miao people in southeastern Guizhou, China. Owing to the characteristics of traditional crafts, each pair of shoes presents a unique appearance. This design is not only an embodiment of craftsmanship, but also a symbol of the harmonious coexistence between human beings and nature, and further represents the trendy translation and interpretation of traditional crafts through modern design.

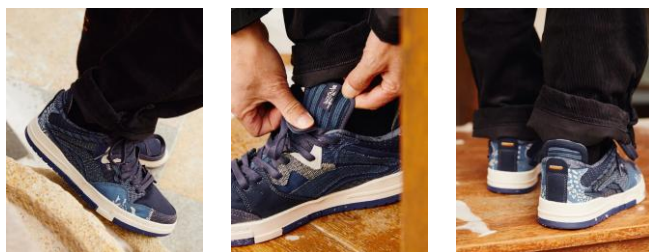


Fig.2. Li-Ning Way of the Wade PRO "Seeking Talents and Exploring Materials - Ancient Cloth" Sports Shoe

CONCLUSIONS

This study starts with the connotation of Chinese traditional crafts, and systematically discusses the modern expression forms of their material cultural connotation and spiritual cultural connotation in the innovative design of sports shoes. Based on the analysis of the current situation of sports shoe design and



combined with typical design cases, this study systematically analyzes the innovative design methods of Chinese traditional crafts applied in sports shoes, and clarifies the theoretical value and practical significance of such innovative design.

The modern transformation and innovative application of traditional craft elements not only maintain the spiritual core of traditional culture but also meet the aesthetic needs of modern consumers, thus promoting the inheritance and innovative development of excellent traditional Chinese culture. The innovative design approach that integrates Chinese traditional crafts with sports shoes as the carrier can effectively realize the continuation of national traditional culture by means of modern science and technology and design methods, and effectively enhance the cultural added value and design differentiation of sports shoe products. It not only provides a certain theoretical basis for footwear designers, but also proposes a new path for the inheritance and protection of national culture.

REFERENCES

1. Li, W.-T.; Ho, M.-C.; Yang, C. A Design Thinking-Based Study of the Prospect of the Sustainable Development of Traditional Handicrafts. Sustainability. 2019. 11. P. 4823.
2. Li H, Xue T, Zheng Z, et al. The innovation of traditional handicrafts and cultural identity: A multidimensional value analysis using the DEMATEL-ISM method. PLoS One. 2025. 20(5). e0322893.
3. Jin L. Research on the integration of traditional arts and crafts into the design of modern cultural and creative Products. 2021 International Conference on Culture, Design and Social Development (CDSD 2021). Atlantis Press. 2022. P. 362-368.
4. Xiaoju G. Exploring the innovative application of traditional motifs in the design of cultural and creative products. Frontiers in Art Research. 2023. 5(5). P. 85-90.

ЧЖАН Джетао

СУЧАСНІ ШЛЯХИ ВИРАЗУ КОНОТАТОРІВ ТРАДИЦІЙНИХ КИТАЙСЬКИХ РЕМЕСЕЛ У ДИЗАЙНІ СПОРТИВНОГО ВЗУТТЯ

Як важливий компонент нематеріальної культурної спадщини китайської нації, традиційні китайські ремесла несуть глибокі культурні надбання та унікальні художні цінності, і відіграють значну роль у сучасному дизайні. Беручи за відправну точку естетичний підтекст традиційних китайських ремесел, це дослідження презентує інноваційні методи у дизайні спортивного взуття з міждисциплінарної точки зору. За допомогою теоретичного аналізу двох основних вимірів дослідження презентує методи трансформації традиційних ремесел з сучасним дизайном спортивного взуття як носієм. Це не лише має практичне значення для успадкування традиційних китайських ремесел, але й наділяє інноваційний дизайн спортивного взуття культурними атрибутами та теоретичною основою для інновацій.

Ключові слова: традиційна китайська культура, традиційні ремесла, спортивне взуття, дизайн взуття, інновації в дизайні.