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INNOVATIVE DESIGN AND SIGNIFICANCE OF TRADITIONAL CRAFTS AND ARTWORKS IN CHAOZHOU

Abstract. *This article begins by discussing the main challenges facing traditional crafts and arts. It then argues that combining traditional crafts and arts from Chaozhou with modern production methods for innovative design is significant. Innovative design not only helps to preserve the inheritance of Chaozhou traditional crafts and arts, but also drives local economic development. It has important theoretical and practical value for the sustainable development of Chaozhou traditional crafts and arts.*

Keywords: *traditional crafts and arts, innovative design, sustainable development, production methods.*

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ИННОВАЦИОННЫЙ ДИЗАЙН И ЗНАЧЕНИЕ ТРАДИЦИОННОГО ДЕКОРАТИВНО- ПРИКЛАДНОГО ИСКУССТВА ЧАОЧЖОУ

Аннотация. В статье рассматриваются основные проблемы, связанные с сохранением и развитием традиционных ремесел и искусств. Обосновывается значимость интеграции традиционных ремесел и искусств Чаочжоу с современными методами производства в контексте инновационного дизайна. Подчеркивается, что такой подход не только способствует сохранению культурного наследия, но и стимулирует экономическое развитие региона. Исследование демонстрирует теоретическую и практическую ценность предложенного подхода для обеспечения устойчивого развития традиционных ремесел и искусств Чаочжоу.

Ключевые слова: *традиционные ремесла и искусства, инновационный дизайн, устойчивое развитие, методы производства.*

Chaozhou traditional crafts and arts have a profound cultural heritage. There are various types of Chaozhou traditional crafts and arts, and their development is currently facing many challenges. In contemporary China, great importance is attached to the protection and innovation of intangible cultural heritage. The purpose of innovating the design method of Chaozhou crafts and arts is to help preserve and protect culture, promote artistic development and innovation, boost economic development and upgrade the industry, and enhance social recognition and raise the crafts' profile.

The craftsmanship of Chaozhou traditional crafts is exquisite, but it still faces many difficulties on the path of modern innovative design. The current predicaments faced by traditional crafts are mainly in the areas of market and industrialization, as well as the transmission of skills.

The design of traditional craftworks employs outstanding traditional culture, and their manufacturing methods demonstrate formal beauty and beauty of artistic conception. The exquisite craftsmanship of artisans conducts meticulous processing of materials. New tools create novel forms of craftworks based on the original materials. For instance, laser cutting technology is applied in woodcarving art, high-precision laser welding tools are utilized in special craftworks, 3D printing technology is adopted in ceramic design, and digital printing machines are employed to produce embroidery patterns.

1. Innovation in design concept

Traditional handicraft design integrates modern innovative design concepts.

Most of the innovative points of design in the successful innovation cases in the market are related to practical products, and traditional crafts are no longer limited to the role of decorations. With the support of modern scientific and technological background, design is combined with the popular science, art, and culture to create products with the characteristics of the times. For example, Chaozhou embroidery techniques are combined with animation images to decorate clothes, towels and other items; Chaozhou wood carving refers to the modern minimalist design, simplifies and innovates its shape, combines it with the decorative style of modern furniture, screens, and even game scenes, and creates a combination of aesthetics and practicality that is more in line with the current situation, increasing practicality while increasing the frequency of its appearance into people's daily life, and improving the popularity of traditional Chaozhou arts and crafts.

Personalized art style customization. With the increasing demand for personalized products from consumers, Chaozhou traditional craftsmanship has also been combined with personalized design and received good feedback. According to the customer's preferences and needs, customize the unique craft works that belong to the individual. For example, Chaozhou ceramics with the surnames of the hundred families, hand-pulled pots with special meanings, and dolls with unique shapes, etc.

2. Material and technology innovation

Expansion and innovation of materials. The tools and materials of Chaozhou traditional arts and crafts are no longer limited to a single method. On this basis, attempts are made to improve and innovate traditional materials. Material innovation enriches the expressiveness and product durability of Chaozhou traditional arts and crafts.

Innovation and integration of modern technology. Actively introduce modern science and technology, such as 3D printing, laser engraving, artificial intelligence, modern game programs, etc., and combine new technologies with traditional craftsmanship. For example, using 3D printing technology to make models of Chaozhou wood carvings, and then manually carving and modifying them, can not only improve production efficiency but also ensure the fineness of the works; or using artificial intelligence for pattern design and color matching, providing more creative inspiration for Chaozhou embroidery, Chaozhou ceramics, Chaozhou wood carvings, etc., and increasing the creativity and operability of Chaozhou traditional arts and crafts combined with modern technology.

3. Function and use innovation

The functions and uses of new products are combined with daily necessities: Chaozhou traditional arts and crafts are mainly in the form of decorations, cultural relics, and collectibles, and their functions are relatively simple, which makes Chaozhou traditional arts and crafts less well-known. They can be combined with modern daily necessities to increase their practical functions; for example: Chaozhou embroidery is combined with modern clothing as clothing decoration for daily wear; Chaozhou wood carvings are simplified and innovatively designed, combined with modern home furnishings, to create home furnishings that are unique to the style of Chaozhou traditional arts and crafts; Chaozhou ceramics can be combined with practical utensils such as tableware, cups, and lamps, so that Chaozhou traditional arts and crafts can enter people's daily lives.

Develop cultural and creative products related to intangible cultural heritage: Innovate the design of Chaozhou traditional arts and crafts and art elements, sell cultural and creative products in local tourist attractions, relevant cultural and historical museums, Chaoshan food restaurants, etc., and design cultural and creative products that are unique to Chaozhou culture: such as stationery, daily utensils, daily utensils and other items. This innovative way of combining them with daily necessities can not only increase the popularity of Chaozhou traditional arts and crafts, but also increase the added value of products, thereby improving market competitiveness.

4. Marketing and communication innovation

The brand can be established by establishing Chaozhou's brand image and Chaozhou stories, while promoting and publicizing the brand to enhance

brand awareness and reputation. For example, the design of the same brand logo of Chaozhou, promotional slogans, designing packaging, etc., to increase consumers' trust and recognition of Chaozhou brands.

Multi-channel marketing strategy: through a variety of marketing channels such as e-commerce platforms, the Internet, social media, and spokesperson promotion, online Chaozhou arts and crafts stores are opened, live broadcasts, short videos, etc. Marketing can not only show consumers the production process and cultural value of Chaozhou arts and crafts products in an all-round way, attract consumers' attention and desire to buy, but also become popular at home and abroad, or participate in domestic and foreign cultural relics exhibitions, cultural exchange exhibitions, etc. to enhance the international reputation of Chaozhou traditional arts and crafts.

5. Talent training and innovation

Reform of design skills education: By strengthening cooperation with universities and vocational schools, and adding relevant courses, on the one hand, it can improve students' value awareness of Chaozhou's traditional art industries, on the other hand, improve students' interests and hobbies, and can also be combined with marketing to cultivate modern innovative compound talents.

Combining the master-apprentice inheritance with the modern education system: In terms of the traditional skills teaching, skills teaching can be introduced into the professional courses of secondary vocational and higher vocational schools to improve the efficiency and quality of talent training. For example, schools can cooperate with Chaozhou traditional arts and crafts studios to allow students to receive guidance from arts and crafts masters while receiving school teaching.

Traditional arts and crafts have entered a higher cultural level in modern times. Modern art design is based on the inheritance and development of traditional arts and crafts. Its development direction is more comprehensive, and more meets the needs of modern life. Modern art design "as a borderline discipline and interdisciplinary discipline, design and art, technology, economy and many other disciplines have a profound and extensive connection" [1, p. 248], it shows that the reform of art design is the progress of The Times and social development. The construction of modern art talent training system needs constant exploration.

The features of works of art attract the attention of the audience, and the appreciation of handicrafts requires the recognition of unfamiliar ideas from familiar concepts.

The process of making arts and crafts is related to the meaning of its innovative design. "In most cases, when we say that a thing is a work of art, we always think that it contains some specific "meaning" [2, p. 256], which must be cultural, economic, aesthetic meaning.

The innovative design of arts and crafts inherits the traditional arts and crafts culture of Chaozhou. The innovative design of Chaozhou wood carving, Chaozhou embroidery, Chaozhou ceramics and so on is conducive to complementing each other with modern technology, on the one hand, it finds a living space under its modern technology, and on the other hand, it provides creative inspiration for modern skills, forming a new artistic style, so that its excellent culture can be passed on. Innovative design enhances cultural identity. For the local people of Chaozhou, the traditional arts and crafts of Chaozhou are full of regional cultural identity. The combination of Chaozhou arts and crafts with modern technology is conducive to promoting the development of Chaozhou traditional arts and crafts, and at the same time, when these innovative Chaozhou traditional arts and crafts enter people's daily life, these arts and crafts are the carriers for overseas Chinese to maintain emotional ties with their hometown.

Innovative design opens up new markets. The market for Chaozhou traditional arts and crafts is mainly art collections and folk consumption. Modern production technology is conducive to expanding the market for Chaozhou traditional arts and crafts and making its products more diversified. For example, simplifying and innovating the design of Chaozhou wood carvings and integrating them into modern homes can meet market demand, make them more popular among young groups, increase artistic awareness and market competitiveness. Innovative design promotes industrial upgrading, and innovative design can transform Chaozhou's traditional arts and crafts from labor-intensive to technology-intensive. For example, on the basis of traditional Chaozhou's embroidery techniques, digital design and artificial intelligence technology are added to improve production efficiency and quality. Innovative design can also drive the industrial chain and drive the development of upstream and downstream, such as raw material wholesale, packaging design, logistics transportation, and the development of artificial intelligence.

The innovative design of Chaozhou traditional arts and crafts works combined with modern aesthetic elements to enrich the aesthetic value. For example, Chaozhou embroidery is generally mainly based on birds, flowers and plants, and modern abstract elements and geometry can be added to the diversified integration, so that consumers have a new visual impact and aesthetic experience. In the process of innovating Chaozhou arts and crafts, a unique aesthetic style will be formed. In this process, because the exquisite skills can be cited in high-end home design, it can gradually affect the entire aesthetic direction, and at the same time improve its popularity, so that more people can appreciate and respect the aesthetic style of this cultural heritage of arts and crafts.

Thus, with the development of Chinese modernization, the country, society and people attach importance to traditional cultural industries, and artificial intelligence provides a broad development space for the innovative design of Chaozhou traditional arts and crafts.

Successful cases have emerged in the process of innovative design of traditional arts and crafts. Through the combination of innovative design and craftsmanship, breakthrough innovations have been achieved in functions, appearance, subject matter, etc. For example, in terms of function, the single purpose of Chaozhou arts and crafts has been expanded, not only limited to collectibles and artworks, but also applied to people's daily lives; in terms of appearance, complex pattern decorations have been simplified and innovatively designed, added to the design of daily necessities, and provided inspiration and solutions for modern product design solutions; in terms of subject matter, it has been integrated with modern elements, making Chaozhou arts and crafts with a long history and cultural heritage more friendly.

In the process of innovation should also be based on traditional crafts, market-oriented, focusing on maintaining the core value of traditional culture, and going to innovation on the basis of inheritance. In the future development, constantly promote brand building, actively promote industrial upgrading, and improve the popularity and brand influence of Chaozhou traditional arts and crafts. It can also strengthen exchanges and cooperation in other fields, promote exchanges in the cultural industry at home and abroad, and learn from other advanced experiences and research results.

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