

Research on the innovative development of Zhuxian Town wood-block New Year pictures on the basis of protection and inheritance

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Abstract

On May 20, 2006, Zhuxian Town wood-block New Year pictures were included in the first batch of national intangible cultural heritage list approved by The State Council. Zhuxian Town woodblock New Year pictures were born in the Song Dynasty and flourished in the Ming Dynasty. On May 20, 2006, Zhuxian wood-block New Year Pictures were approved by The State Council to be included in the first batch of national intangible cultural heritage list. Zhuxian Town woodcut New Year picture is one of the ancient Chinese traditional arts and crafts. The Zhuxian wood-block New Year pictures are mainly distributed in Kaifeng, Zhuxian town and its surrounding areas in Henan Province. Zhuxian Town woodcut New Year pictures have the characteristics of full composition, rough and simple lines, simple and exaggerated shapes, and fresh and gorgeous colors. With a history of more than 900 years, woodcut New Year pictures in Zhuxian Town of Kaifeng are popular and civilian art rooted in local culture, and have research value in history, culture, religion, aesthetics and other aspects. This paper will discuss the value of contemporary Zhuxian New Year wood-block pictures, analyze the problems encountered in the inheritance and protection work, and analyze how to innovate and develop in the future based on the actual situation of the development of Zhuxian New Year wood-block pictures.

Keywords

Wood-block New Year pictures; Protection; Inheritance; Innovate.

1. Zhuxian town woodcut New Year picture overview

1.1. Artistic style and characteristics

Zhuxian Town woodblock New Year pictures from the folk, spread in the folk, different from the palace literati painting gentle and elegant style. Its lines are bold and bold, the plot is vivid and moving, the composition is full and symmetrical, the image is simple and vivid, the color is thick and strong, and the decorative effect is very rich, with distinct local characteristics. In terms of expression techniques, Zhuxian Town New Year Pictures draw on traditional painting techniques and colorful decorative techniques to create lifelike character stories. Zhuxian Town New Year wood-block picture is a simple and exaggerated way to deal with the picture and depict the image of people. The image of the gods, especially highlighting the head image, exaggerated body proportion, very infectious. It shows the simple and unrestrained character of the people of the Central Plains, and sustenance the expectations of the people for a better life.

1.2. Historical development

Zhuxian Town wood-block New Year picture was born in the Tang Dynasty, at that time was limited to the door God New Year picture, and most of the New Year pictures were brushstrokes.

In the Northern Song Dynasty, Bianjing (also known as Tokyo, now Kaifeng, Henan Province), the capital of the Song Dynasty, immediately became the political, economic and cultural center of the country, the rapid development of commercial and civic classes, together with the invention and promotion of movable type printing, provided rich soil for the development of folk culture represented by New Year paintings. At the same time, it also announced the end of the era of New Year painting. With the development of stereotyped printing, Zhuxian town New Year wood-block pictures entered a prosperous period. At that time, every family in China would put up New Year pictures during the Spring Festival. At the end of the Northern Song Dynasty, when the economy and culture of Bianjing were depressed, most of the merchants and artists operating wood-block New Year pictures in Bianjing moved their business to Zhuxian town, 45 miles away from Bianjing.

During the Ming and Qing Dynasties, with the development of Zhuxian Town as a major commercial town, Zhuxian Town wood-block New Year pictures also entered its heyday in this period, when there were more than 300 workshops engaged in the production of wood-block New Year pictures in Zhuxian Town. In addition, due to the prosperity and development of poetry, opera and novels in the Ming and Qing dynasties, Zhuxian Town woodcut New Year pictures provided a wealth of subject matter and content, injected fresh blood into it, and became famous for a time. At the end of the Qing Dynasty, due to the blockage of the river, Zhuxian town lost its former prosperity, and Zhuxian Town New Year wood-block pictures became increasingly depressed and entered a period of decline. After the founding of New China, Zhuxian Town woodblock New Year pictures received strong support from the national and local governments and got a good development. In 2006, Zhuxian Town wood-block New Year pictures were included in the first batch of national intangible cultural heritage list approved by The State Council.

2. Protection status of Zhuxian town New Year wood-block picture

2.1. Necessity of protection.

Named for its origin in Zhuxian Town, Kaifeng, Henan Province, the Zhuxian wood-block New Year Pictures, as a representative of the northern New Year Pictures, are indispensable best-selling products during the Chinese New Year and have exerted a wide influence on People's Daily life. With the development of society and the change of public aesthetics, the hand-printed Zhuxian wood-block New Year pictures gradually disappeared. However, culture is the soul of a country and a nation and an important foundation for the development and prosperity of a country. Cultural heritage is the precious wealth left by history to the world, with extremely high value. As a big cultural country, China has rich and colorful cultural heritage. Due to the relatively late start of the protection of cultural heritage in China, some cultural heritage is lost and annihilated. Therefore, the protection and inheritance of intangible cultural heritage plays a vital role in promoting national development, enhancing national cohesion, and promoting social harmony.

2.2. How to protect

Kaifeng City Museum, as a national first-class museum integrating exhibition, cultural relics collection and protection, scientific research, publicity and education, shoulders the heavy responsibility of Zhuxian Town New Year wood-block picture protection and skill inheritance. In 2004, the Zhuxian Town Woodcut New Year Picture Research and Protection Center was established, and in 2018, the new hall "Painting Rhyme and Abundant - Kaifeng Zhuxian Town Woodcut New Year Exhibition" was opened to the public. Kaifeng City Museum through exhibition hall and actively hosted and participated in various cultural activities, publicity and

popularization of Zhuxian town wood-block New Year picture related knowledge, full of Zhuxian town wood-block New Year picture new vitality.

3. The inheritance predicament and countermeasures of Zhuxian Town New Year wood-block picture

Although the state has formulated relevant policies to protect intangible cultural heritage, with the accelerating process of globalization, traditional cultural skills are no longer competitive in the context of rapid scientific and technological development, economic change and aesthetic changes. As an external cultural carrier and product representing a specific historical period, Zhuxian New Year wood-block pictures gradually lost their eyes to appreciate them and lacked the land on which they depended for survival. As far as the current development situation of Zhuxian Town wood engraving New Year pictures is concerned, the difficulties it faces mainly include the following aspects: On the one hand, the content expression is not coordinated with the development of The Times, and the lack of innovation Zhuxian Town New Year wood-block pictures have been attached to the festival and vulgar culture. In ancient times, science and technology were underdeveloped, people lacked of understanding of nature, and their understanding of nature originated from myths and legends, which resulted in awe and worship. On the other hand, the lack of survival soil, Zhuxian Town woodcut New Year pictures is the product of regional culture, its survival and development depends on the traditional living environment and lifestyle. However, with the acceleration of the modernization process, the traditional farm buildings have gradually disappeared, and the high-rise buildings replaced them, making the wood-block New Year pictures lose their original functions and gradually disappear in the life of the public. Finally, there is a lack of inheriting talents, and the inheritance of skills is difficult. The inheritance of culture and art can not be achieved in a short period of time, and the cultivation of talents needs a long-term process.

4. Research on the innovation and development path of Zhuxian Town New Year wood-block picture

With the changes of The Times and environment, the changes of people's lifestyle and the acceleration of technological change, new groups, new ideas and new technologies have had a serious impact on Zhuxian Town wood-block New Year Pictures, making it extremely difficult to inherit and develop its culture and expand its market space. Although some time-honored brands are still operating and developing, they are also facing a series of business problems to varying degrees, and their sustainable development ability is weak, so it is necessary to take more powerful measures to promote the innovative development of Zhuxian New Year wood-block pictures. First, content needs to be innovative. With the improvement of people's living standards, people have higher requirements for the color, content, product quality and other aspects of New Year pictures. Therefore, some New Year pictures with novel content and light and soft colors can be developed accordingly to adapt to the changes in the market. Second, the form of expression needs to be innovative. Zhuxian town wood-block New Year pictures can be integrated with advertising creative industry development. Wood-block New Year picture is a kind of graphic art, which has great value for the advertisement creative industry in terms of color and shape. Finally, the mode of communication is innovative. Zhuxian wood-block New Year Pictures can be combined with information visualization design, using modern network technology, the cultural information of Zhuxian wood-block New Year pictures can be promoted through various social software to expand the audience area. It is also possible to spread the production process of wood-block New Year pictures by means of network broadcast and short video shooting to enhance cultural influence.

5. Summarize

In recent years, with the development of economy and the acceleration of modernization, the living space of Zhuxian New Year wood-block pictures is getting smaller and smaller, and its protection and inheritance are also facing great challenges. As a national intangible cultural heritage, the Zhuxian Town wood-block New Year pictures are the precious historical and cultural heritage of the Chinese nation, and the real manifestation and carrier of folk culture. The protection and inheritance of Zhuxian Town wood-block New Year pictures can not stay in the slogan, must be implemented in action. In order to return to the contemporary society, the intangible cultural heritage such as Zhuxian Town wood-block New Year pictures should not only innovate according to the current social form, but also seek a breakthrough in the current survival in combination with social needs, so as to inherit and carry forward the excellent traditional culture of the Chinese nation.

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