

# Research on the Transformation of Jingchu Textile Traditional Handicraft Design Under the Background of Rural Revitalization

Wang Shanshan, Zhang Lei, Tian Qinyuan And Li Menghan  
*College of Art and Design, Wuhan Textile University, Wuhan, China*

**Abstract:** This study takes rural revitalization as the background, considers the active inheritance and creative transformation of textile intangible cultural heritage in Hubei ethnic areas, and explores how to effectively inherit and innovate the development of textile intangible cultural heritage culture in Hubei ethnic areas, in order to promote local economic development and social and cultural prosperity. On the basis of analyzing the current situation of inheritance and utilization of traditional textile handicrafts in ethnic areas of Hubei, this article explores the value of textile intangible cultural heritage and the design and transformation strategies and paths of traditional textile handicrafts. Based on the research of domestic and foreign scholars on the active inheritance of intangible cultural heritage, the author proposes two countermeasures and suggestions: the first is to promote the cultural reproduction of traditional handicrafts; the second is to promote the integration of culture and tourism, empower the upgrading of cultural and creative industries, and provide ideas for the active inheritance and creative transformation of textile intangible cultural heritage in Hubei ethnic areas.

**Keywords:** Rural Revitalization; Textile Intangible Cultural Heritage; Creative Transformation; Innovative Development

## 1. Introduction

The "Rural Revitalization Strategy" clearly points out the need to scientifically and orderly promote cultural revitalization, and combine the requirements of the times to promote the creative transformation and innovative development of traditional culture on the basis of protection and inheritance. Rural revitalization has become a major strategic decision. Rural areas are the birthplace of

traditional Chinese civilization and have always held an important position in economic and social development. the prosperity of rural areas is an important symbol of prosperous history. This article will further promote the integration of ethnic cultures and enhance the confidence of ethnic cultures through the study of ethnic minority textile intangible cultural heritage. At the same time, it will explore the active inheritance and creative transformation of textile intangible cultural heritage, which can not only expand the scope of cultural studies, art studies and other research fields, but also provide theoretical reference for the protection and innovation of intangible cultural heritage, promote the creative transformation and innovative development of excellent traditional culture, and may form a new field of research on traditional textile culture. This study also has the practical significance of promoting creative transformation and innovative development of textile culture, scientifically and reasonably solving the dialectical relationship between "preservation" and "change", promoting objective and systematic research on the authenticity of textile intangible cultural heritage and the cultural and economic value of modern inheritance and development, and serving the revitalization of rural culture.[1-8]

## 2. Current Status of Inheritance and Utilization of Textile Handicrafts

With the influence of economic and social development and other factors, its industrial development is extremely unbalanced. Except for some textile crafts and works, they can still show a vigorous development trend. Most types are in a decline period, facing problems such as a lack of inheritors and market resources. Many handicraft categories are even on the brink of extinction.

### 2.1 Current Status and Reasons for Protection and Inheritance

In recent years, the "Rural Revitalization Strategy" has clearly pointed out the need to promote the creative transformation and innovative development of traditional culture on the basis of protection and inheritance in accordance with the requirements of the times. the Ministry of Culture and Tourism and the Ministry of Education have also proposed to empower rural economic and social development with the cultural industry. the textile intangible cultural heritage in Hubei ethnic areas is also a culture that requires creative protection and a characteristic culture that can drive rural economic development.

Hubei ethnic region covers a large number of ethnic minority villages and traditional textile handicrafts, including textile handicrafts of ethnic minorities such as Tujia, Miao, and Dong. Although these textile intangible cultural heritage projects have received attention from the local government, they still lack vitality. They are products suitable for a certain period of social life in the past, and to integrate into contemporary social life, they lack novelty and vitality. [9-11]

In terms of inheritance, as of 2022, Hubei Province has added 116 national level inheritors of intangible cultural heritage, but in the field of textile intangible cultural heritage, it is still rare. At present, the inheritance of intangible cultural heritage is in a situation where there is a lack of connection between youth and yellow. Nowadays, the majority of inheritors are older, and the aging phenomenon is severe. A large part of the folk extinction of intangible cultural heritage is on the brink of extinction. In addition, the difficulty of implementing financial investment in the protection of intangible cultural heritage has led to the inability to regularly carry out exhibitions and performances of intangible cultural heritage due to a lack of necessary funding support, which has affected the inheritance and protection of intangible cultural heritage.

## 2.2 Development and Utilization Status

In recent years, the development of textile intangible cultural heritage in ethnic areas of Hubei has gradually moved towards a positive direction. With the increasing protection of intangible cultural heritage by the country and the promotion of folk artists, Jingchu's textile skills have also gradually developed into new

ways. For example, the embroidery techniques represented by Shennongjia Forest District, Wufeng Tujia Autonomous County, Changyang Tujia Autonomous County, etc., such as Tujia and Miao embroidered insoles (**Figure 1**), are one of the clothing cultures of the Tujia people. They are the artistic crystallization of Tujia women's continuous innovation and inheritance. It has a unique style and exquisite craftsmanship, made using traditional handicrafts. It is the embodiment and expression of the aesthetic sentiment of Tujia women, and is often used as a token of love and marriage for men and women or as a gift for family and friends. In addition, embroidered insoles themselves are also very distinctive. They are embroidered with colorful silk thread, with a particular emphasis on color and strong contrast. the patterns are mainly composed of flowers, birds, insects, fish, and geometric patterns, with novel shapes, diverse compositions, diverse colors, and brilliant colors; Exquisite craftsmanship, tight stitching, meticulous material selection, sturdy and durable.



**Figure 1. Embroidered Insole of Tujia and Miao Nationality**

Yangxin Bu Tie (**Figure 2**) is a folk art in the eastern Hubei region. It is gradually formed by people's long-life practice, carrying the local folk culture and expressing the local cultural and aesthetic characteristics. In the context of vigorously protecting intangible cultural heritage, Yangxin cloth stickers have also shown new vitality. the traditional Yangxin fabric patch has a strong color effect, resembling black paint and gold dots. the simple fabric is embroidered with exquisite patterns, which is both practical and highly decorative; the improved Yangxin fabric sticker has bright colors, realistic patterns, and richer fabrics, but the craftsmanship is relatively rough and still has decorative properties. More and more young people are

actively learning and learning about the handicrafts of Yangxin cloth stickers, which indicates that Yangxin cloth stickers have fresh energy. the functions of Yangxin cloth stickers are gradually shifting from clothing decoration to cultural and creative, toy and other directions. Yangxin cloth stickers are also gradually being accepted by more children and teenagers.



**Figure 2. Yang Xin Cloth Sticker**

Although there have been some new developments in Hubei's traditional handicrafts and intangible cultural heritage, due to objective reasons such as geography and innovation, the development of these skills has always been limited and cannot be widely known, nor can they receive widespread attention like Han embroidery.

### **3. Analysis of the Value Reasons of Textile Intangible Cultural Heritage in Ethnic Areas under the Background of Rural Revitalization**

The Opinion of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in the Key Work

of Comprehensively Promoting Rural Revitalization in 2022 points out that cultural industries should empower the protection and utilization of rural humanistic and natural resources, stimulate the vitality of excellent traditional local culture, and make positive contributions to the comprehensive promotion of rural revitalization. the textile intangible cultural heritage skills in Hubei ethnic areas have important value in various aspects. As long as they are improved and utilized in a positive way, they can effectively promote rural economic development and enhance the vitality of rural development.

#### **3.1 Economic Value**

A large part of the reason for valuing the inheritance of textile intangible cultural heritage skills is that they have great economic value. These skills emerged to meet the needs of society at the time when they were most needed. Due to their low energy consumption, low cost, flexible employment, and suitability for home employment and decentralized production, women relied on this craft for a living. With the development of the social economy, traditional handicrafts such as textiles are gradually realizing industrialization and integrating technology into the large-scale development of the social economy. [5] the traditional textile handicrafts in Hubei ethnic areas have strong regional and ethnic characteristics, and this type of handicraft is more suitable for exploring regional industrialization rather than large-scale production. It is important to preserve the historical background and distinctive temperament of the products during the production process. For example, the "Xilan Kapu" of the Tujia ethnic group in Hubei has strong Tujia characteristics. the concise and abstract patterns of the Tujia Xilan Kapu brocade have a unique meaning, and the Xilan Kapu brocade itself is a practical product.

#### **3.2 Cultural values**

China's traditional handicrafts have undergone thousands of years of inheritance and development, and have a solid cultural value foundation. Hubei ethnic weaving handicrafts have preserved traditional memories and culture well, and the artistic forms of traditional life can also be seen from them, with great artistic and cultural value. In

modern society, intangible cultural heritage skills no longer appear in the form needed by society, but rather represent the characteristics of a region through cultural symbols. Traditional handicrafts showcase the harmonious relationship between humans and nature, and the patterns on traditional handicrafts mostly originate from nature. The patterns in embroidered insoles of the Tujia and Miao ethnic groups are mostly from natural flora and fauna, and patterns such as poultry and birds also convey people's beautiful wishes; the patterns on the Xilankapu also show people's appreciation of nature, and these handicrafts are rich in the charm of the organic combination of nature and human life.

### 3.3 Political Value

For the national level, the rescue and dissemination of traditional handicraft intangible cultural heritage is of certain significance for international cultural exchange and the promotion of Chinese culture. At the same time, it also helps to better unleash the creativity of manual labor, discover the creative value of manual labor, promote employment, achieve targeted poverty alleviation, and increase the income of urban and rural residents.

Hubei has a rich historical background, but annual statistical data shows that among the top 100 cities in 2021 with the vitality value of intangible cultural heritage dissemination, there are no cities in the central and northeastern regions that have entered the top 100. Hubei is located in the central region, and textile handicrafts in ethnic areas of Hubei are gradually disappearing, such as the traditional "Xilan Kapu" technique and the production tradition of Tianmen blue printed fabric. Along with it, the historical significance it carries is also disappearing, which is a significant loss for the Hubei region.

Most textile handicraft intangible cultural heritage projects in ethnic areas of Hubei are hidden in rural areas, even mountainous areas. There is economic poverty, young people choose to go out, and there is no labor force or economic source in the village. The rescue and utilization of handicraft intangible cultural heritage can to some extent drive local economic development, promote employment, and enhance village vitality.

## 4. Strategies And Paths for The Design and Transformation of Traditional Textile Handicrafts in Hubei Ethnic Areas

With the advancement of urbanization, traditional culture born in rural areas is gradually declining. In recent years, with the proposal of the rural revitalization strategy, the importance of intangible cultural heritage protection has become increasingly prominent, and rural intangible cultural heritage has ushered in new opportunities. In the context of rural revitalization, in order to develop textile culture, it is necessary to respect its regional and independent characteristics, restore the characteristics of textile culture in Hubei ethnic areas, explore the profound regional culture behind it, and achieve the active inheritance and creative transformation of textile intangible cultural heritage.

### 4.1 Promoting the Cultural Reproduction of Traditional Handicrafts

Currently, traditional handicraft products in ethnic areas of Hubei have a small quantity, low performance, limited production and sales scope, and labor income cannot meet daily needs. In the face of increasingly fierce market competition and shrinking market demand, textile handicrafts in ethnic areas of Hubei should balance practicality and aesthetics, innovate cultural products, achieve the combination of traditional and modern, endow products with new cultural and fashionable elements, enhance cultural market competitiveness and public identity, drive the sales of traditional craft products, better integrate them into modern social life, create more wealth for local people, and drive rural revitalization. Driving the development of handicrafts through tourism can also be used as a way. National intangible cultural heritage projects such as Huangmei Opera have made Dongshan Town Scenic Area in Huangmei County a well-known "internet celebrity" check-in destination; Some scenic spots in Enshi and Yichang also have activities with unique Tujia ethnic characteristics, which attract many tourists to visit and participate in. In 2021 alone, these scenic spots received over 1.5 million tourists, with a comprehensive cultural and tourism income of nearly 90 million yuan. After the development of tourism, it can be seen that local intangible cultural heritage resources can be utilized to create

cultural tourism activities with ethnic characteristics, promote cultural inheritance and protection through tourism development, spread traditional handicrafts through these activities, bring textile intangible cultural heritage to people's sight, open up its popularity, enable tourists to visit and participate in the creation of traditional skills, enhance their interest and cultural identity, meet the diverse cultural consumption needs of tourists, and then drive local economic development and help rural revitalization.

#### **4.2 Promoting the Integration of Culture and Tourism, Empowering the Upgrading of Cultural and Creative Industries**

The information age emphasizes the combination of informatization and technology. Based on modern information technology, the carrier of culture, production methods, and so on will undergo changes. Technological and digital cultural products are also more sought after by a large audience, indicating that the combination of intangible cultural heritage and technology can stimulate more consumer demand for culture and gradually form emerging cultural industries. At present, in the context of diversified global information development, intangible cultural heritage has gradually become an important bridge and carrier for historical inheritance, international cooperation, and cultural exchange. the innovative development of intangible cultural heritage is imperative. [2] From this, it can be seen that traditional textile handicrafts in ethnic areas of Hubei can be organically combined with technology to achieve the active transformation of intangible cultural heritage, allowing more people to understand and experience its charm. Integrating modern information technology can further enrich the resources of the intangible cultural heritage industry and accelerate the process of integrating intangible cultural heritage into modern cultural industries.

The combination of intangible cultural heritage and cultural creativity can also bring traditional handicrafts to life, and intangible cultural heritage elements can be used as creative sources for products. For example, Jingchu textile traditional handicrafts are combined with famous designers or brands to achieve linkage, and intangible cultural heritage techniques are applied to cultural and

creative products. the complementarity and organic integration of the two will be very popular. Suzhou Kesi handbag and Chaoyang Paper Cuttings series running shoes are successful cases, and Jingchu textile intangible cultural heritage can also be used for reference. There are still many ways for innovative development, such as using platforms for promotion, absorbing numerous design ideas, innovative ideas, etc., all of which require government support and capital investment. Intangible cultural heritage techniques can directly contribute to economic and social development, aligning them with the market environment, and allowing intangible cultural heritage handicrafts to continue their commercial attributes, which is conducive to maintaining the endogenous power of intangible cultural heritage. In the context of rural revitalization, adhering to the active inheritance of intangible cultural heritage and realizing the "cross-border integration and innovation model" of intangible cultural heritage is an effective way to promote the active inheritance and creative transformation of textile intangible cultural heritage. the purpose is to innovate textile intangible cultural heritage, enhance cultural confidence, promote creative transformation and innovative development of textile culture, and enable Jingchu textile intangible cultural heritage to serve rural cultural revitalization.

#### **5. Conclusion**

Promoting excellent national culture is a necessity for the development of the times, as well as for building cultural confidence and enhancing soft power. To develop traditional ethnic culture, it is necessary to guide cultural creative transformation and innovative development, so that traditional culture does not detach from its birth soil, while integrating into modern life, creatively endowing traditional culture with new connotations, revitalizing vitality, and thus expanding and improving the connotation of China's excellent traditional culture. Intangible cultural heritage has a significant promoting effect on rural revitalization, not only providing employment and entrepreneurial opportunities for more people, but also having enormous potential to retain talents; It can also empower new industries, promote the development of intangible cultural heritage through inheritance,

drive the economy, and achieve poverty alleviation and prosperity. Especially in the western part of Hubei, where many ethnic cultures gather, the protection and inheritance of traditional textile handicrafts and intangible cultural heritage is of long-term significance in promoting rural revitalization.

### Acknowledgments

Hubei Province Higher Education Philosophy and Social Science Research Project (21Q126); Graduate Teaching Research Project of Wuhan Textile University in 2024(202402014).

### Reference

- [1] Zhou Yaolin. Investigation on the status quo of Intangible Cultural Heritage protection in Hubei Province. Hubei People's Publishing House. 201712.
- [2] Tan Zhaohui Tan Qijia. Culture+Science and technology: Innovative development of intangible cultural heritage [J]. Chinese Social Science Net - Chinese Social Science Journal 2020(07).
- [3] Liu Zhe. Exploring the inheritance and development mode of Yangxin cloth paste from its artistry [J]. Western Leather, 2021, 43(10):97-98.
- [4] Gao Yuanyuan, Tang Zhi, Guo Li. It technology and innovative design of yangxin county study [J]. Journal of textile science and technology progress, 2021(02):19-24. DOI: 10.19507/j. carol carroll nki. 1673-0356.2021.02.006.
- [5] Xu Ziyin. Development of the industrialization of the traditional arts and crafts and their economic value analysis [J]. Journal of chifeng institute (natural science edition), 2021 ((03):61-65. the DOI: 10.13398/j. carol carroll nki issn1673-260 - x. 2021.03.014.
- [6] Wang Zhanning. Commercial Value and application of Xylankap [J]. Journal of Wuhan University of Science and Technology, 2005(09):4-6.
- [7] Qin Xiaoling, Tao Liping. Analysis on the construction of intangible cultural heritage industrialization development value evaluation system [J]. Contemporary Tourism, 2019(12):218-219.
- [8] Wu Xinyue, Li Xueyan. the cultural value of traditional handicraft [J]. Art Education Research, 2020(09):39-40+43.
- [9] Gao Jian, WANG Xiaoyuan. Study on the Value of Traditional Handicraft in Modern Product Design [J]. Journal of Harbin University, 2017, 38(01):123-125.
- [10] Li Hong, Xiong Qingzhen. Creative transformation of intangible cultural heritage in rural revitalization: A case study of Landiao (Zengcheng) in Guangzhou [J]. Journal of Shandong Institute of Arts and Crafts, 2021(05):113-116.
- [11] Liu Q. Research on the creative transformation of intangible cultural heritage of traditional craftsmanship in ethnic areas: A case study of Jingxi Zhuang Brocade [J]. Popular Literature and Art, 2019(20):7-8.