

# Literature Review of Derivative Design That Inherits Huangmei Cross-Stitch

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## ABSTRACT

In the process of modernization from daily necessities to commercialization, fewer and fewer people have mastered the traditional cross-stitch skills. In order to promote the upgrading of the Huangmei cross-stitch handicraft, there is a must to design and produce products that conform to the derivative design of the inheritance of Huangmei cross-stitch, and promote the design of products to accelerate the adaptation to market changes. While preserving and inheriting the traditional handicraft of Huangmei cross-stitch, it is necessary to improve the inheritance and development level of derivative design. Therefore, this paper studies Huangmei cross-stitch and derivative design, analyzes Huangmei cross-stitch and derivative design literature, discusses the current status and development trends of Huangmei cross-stitch and derivative design, analyzes the elements of derivative design, and sorts out the relationship between Huangmei cross-stitch literature and derivative design literature. Through the combination of existing theories and design documents, the design idea of Huangmei cross-flower derivatives is formed, providing multiple perspectives for derivatives design, and providing a new path for the combination of intangible cultural heritage traditional culture and modern derivatives design.

**Keywords:** *Huangmei cross-stitch, Derivative design, Design literature.*

## 1. INTRODUCTION

Huangmei cross-stitch, also known as frame-stitch and cross-stitch, is a traditional folk art widely spread in Huangmei County, Hubei Province. It belongs to the category of folk embroidery such as picking, patching and embroidery. It is rich in content, various in variety, exquisite in design and rich in color, with strong local style and national characteristics. In June 2006, Huangmei cross-stitch was selected into the first batch of intangible cultural heritage protection list in China. In 1958, in the tomb of the forty-first year of Jiajing (1561) of the Ming Dynasty, which was excavated at the foot of Caishan Mountain in Huangmei County, the female body in the tomb was draped with a colored thread embroidered "fortune and longevity" square scarf, which can prove that the folk craft of Huangmei cross-stitch has a history of at least 500 years. [1] However, at present, the research on Huangmei cross-stitch embroidery mostly stays in the aspects of history, culture, pattern, color, etc. The lack of stitch research and theoretical summary makes it difficult

for relevant academic research (stitch, design) to continue. Therefore, the protection and innovation of the traditional Huangmei cross-stitch technique cannot be substantially carried out.

At present, the inheritance of the Huangmei cross-stitch technique is still in the stage of oral teaching from mothers, daughters and neighbors. There is no written summary, which makes the needlework technique impossible to popularize and seriously affects the protection and inheritance of the Huangmei cross-stitch technique. From the perspective of user research, extract the symbols of Huangmei cross-stitch, and integrate the symbolization of Huangmei cross-stitch into the design of derivatives, so that the innovation of Huangmei cross-stitch can be substantially carried out, and the derivatives of Huangmei cross-stitch become products that adapt to the times.

## 2. HUANGMEI CROSS-STITCH

In recent years, General Secretary Xi Jinping has put forward a series of important new ideas, thoughts and strategies for promoting excellent

traditional culture, and the State Council has issued the "Revitalisation Plan for Chinese Traditional Crafts", which is a rare opportunity and the greatest opportunity of the times for the protection of intangible cultural heritage. [2] Following the pace of the new era, Huangmei has actively carried out publicity and communication activities, expanded the popularity and influence of Huangmei cross-stitch, organized systematic training for craftsmen, established an effective inheritance mechanism, participated in a series of activities to retain traditional culture and promote Huangmei cross-stitch, such as the Huangmei Cross-Stitch University Research and Training Plan, and made great achievements. The Huangmei Cross-Stitch Project has participated in more than 100 exhibitions and performances sponsored by the state, provincial and municipal levels, and has been recognized by the Ministry of Commerce, the Propaganda Department of the Central Committee of the People's Republic of China, and the Ministry of Culture of the Ministry of Finance as a key national cultural export project. On the evening of June 4, 2018, at the Prince Gong Mansion Museum in Beijing, with the opening of the series of activities of "Splendid China-China Intangible Cultural Heritage Costume Show", Shi Jiumei, the national representative inheritor of Huangmei cross-stitch, came to the national stage with the cross-stitch handicrafts from Hubei Huangmei, and let this wonderful flower of Jingchu blossom more brilliant in the new era. According to the investigation of Huangmei cross-stitch culture, it is found that the design and research of Huangmei cross-stitch symbolic derivatives based on user research have the following problems: 1) Huangmei cross-stitch symbol. 2) The inheritance and protection of Huangmei cross-stitch gradually weakened. 3) The symbolic derivatives of Huangmei cross-stitch do not match the user's needs.

### **3. SUMMARY OF THE CURRENT RESEARCH SITUATION OF HUANGMEI CROSS-STITCH**

With the gradual rise of academic research on intangible cultural heritage derivatives, scholars have launched relevant research on this issue. Among them, there are 543 related documents with the title of "Huangmei Cross-Stitch" searched on CNKI and Wanfang database. Its content is mainly concentrated in the research of pattern, art and fashion market, and the research of art inheritance is based on the common value pursuit of

embroidery patterns, modern design, needlework research, cultural heritage, and artistic works as well as the ideological principle of seeking truth from facts. From 2017 to 2022, there were more than 10,289 relevant documents with the title of "derivative design", which were mainly aimed at regional derivative design, museum derivative design, and local intangible cultural heritage derivative design. However, there is almost no research on the subject of "Huangmei cross-stitch derivative design". The main categories of design research are: museums, intangible cultural heritage, tourism, IP, etc. [3].

For example, in art and pattern studies, Xia Mengxiao conducted artistic research on a series of art and culture of Huangmei cross-stitch in his master's thesis, extracted the elements of Huangmei cross-stitch, publicized Huangmei cross-stitch with the help of the Internet plus environment, and demonstrated the artistic characteristics of Huangmei cross-stitch from five aspects. First, it came from the folk and looked like a master. Second, it means good luck and pursues good beauty. Third, folk customs are simple and interesting. Fourth, they are opera stories, classic singing. Fifth, they are poetry couplets and auspicious characters. Pattern innovation is used in cultural and creative products, the expansion of cultural and creative product categories, and different types of cultural and creative products are used to promote the Huangmei cross-stitch [4].

For example, in the cultural heritage, Wang Xinyue and Ye Hongguang put forward the principles of inheritance and protection and analyzed the protection status quo in the "Analysis on the Current Situation of Productive Protection of Intangible Cultural Heritage — Taking Huangmei Cross-Stitch as an Example". The protection status quo models include the following: the first is: "inheritor+project+company+online store" model. The second is the "enterprise+farmer+order+online store" model. The third is: "company+base+store" model. Inheritance and protection research should be carried out, and six solutions were given. The first is the core technical connotation of revitalizing traditional crafts. The second is to improve the overall cultural level of practitioners. The third is product innovation. The fourth is market-oriented operation. The fifth is to give full play to the functions of the government. The sixth is the inheritance and protection of education and training. Among them, there are more in-depth studies on product innovation and market-oriented operation. With regard to product innovation, the first is the

diversification of development and expansion of product categories, and the second is the design, development and application of derivative products. The creative development of Huangmei cross-stitch must jump out of the cage of the existing inherent varieties of Huangmei cross-stitch, give full play to subjective initiative, innovative thinking, break the previous design concept, innovate new creative development forms or products, and carry out the design, development and application of derivative design [5].

For example, in art and graphics, Wang Xinyue integrated the cultural resources of Huangmei cross-stitch gene symbols through material configuration, color matching, pattern category and technological performance in her paper "Research on the design and application of Huangmei cross-stitch gene symbols in modern women's underwear", activated the Huangmei cross-stitch symbol, carried out innovative design research on the Huangmei cross-stitch culture, and excavated the cultural value of Huangmei cross-stitch [6].

Pan Baijia, a scholar, believes that Huangmei cross-stitch is the foundation of intangible cultural heritage. Introducing different stories of Huangmei cross-stitch and strengthening Huangmei cross-stitch graphics from different story symbols and patterns can help meet users' needs in many ways. The Intangible Cultural Heritage Protection Center of Huangmei County believes that the identification of intangible culture in response to the material cultural heritage of Huangmei cross-stitch is conducive to enhancing cultural confidence and inheriting intangible cultural heritage.

#### **4. RESEARCH ON DERIVATIVES DESIGN**

The earliest Huangmei cross-stitch was used to make quilt cover, bed sheet, pillow, square towel, etc. [7]. Up to now, through the efforts of practitioners, the modern product types applying the Huangmei cross-stitch element are mainly positioned in three directions: tourist souvenirs, daily necessities, and home decoration. The traditional handicrafts of the Huangmei cross-stitch element show the artistic beauty and value of traditional handicrafts [8]. With the development of the times, the daily necessities that apply the element of yellow plum cross-stitch have also entered people's daily life. Through the use of relevant products, people can improve their understanding of yellow plum cross-stitch, and further feel its cultural meaning according to the

patterns, techniques and shapes of yellow plum cross-stitch [9].

At this stage, the application of Huangmei cross-stitch in product design needs to break away from its attribute as a traditional handicraft and closely combine with modern design elements [10]. If the development of Huangmei cross-stitch technology is separated from the market and products, it will face the danger of gradual extinction [11]. Therefore, designers need to use modern industrial technology and design techniques to understand the needs of users, promote the upgrading of Huangmei cross-stitch handicraft, design and produce products that meet the needs of modern people, and promote them to speed up to adapt to market changes. This can meet the consumption needs of modern people while preserving and inheriting the traditional handicraft of Huangmei cross-cutting [12].

Focusing on the inheritance and innovation of intangible culture, this paper studies the inheritance and development of the intangible cultural heritage of Huangmei cross-stitch in Huangmei County, Hubei Province. The research content mainly includes three aspects. The first is to study symbols. The second is the design of "Huangmei cross-stitch" derivatives is the way of inheritance and protection. The third is to reach out to travel derivatives shoppers – those who actually use the product and understand their thoughts and needs, including their use goals, usage scenarios, usage behaviors, etc.

The key to the design of Huangmei's symbolic derivatives lies in applying symbols to the design of cultural and creative derivatives to meet the needs of users, inherit intangible cultural heritage in an innovative form, innovate the old, carry forward the spirit of intangible culture, and support design practice with theoretical and practical research. The main contents include the following four parts:

The first is to expound the research background of this topic, and sort out the connotation and historical context of the intangible cultural heritage of Huangmei cross-stitch. The research also analyzes the purpose and significance of the inheritance of Huangmei cross-stitch, the current research situation of intangible cultural heritage, specific research content and applied research methods, and provides theoretical basis for the theme research of Huangmei cross-stitch.

The second is to use cultural and creative derivative design to show the value of the

intangible cultural heritage of Huangmei cross-stitch for the dissemination and resource development of intangible culture, and further analyze and demonstrate the relationship between the topic selection and inheritance and development of this paper.

The third is to explain the relevant concepts of symbol derivatives, study the characteristics of the Huangmei cross-stitch symbol derivatives that meet the needs of users, find out the problems in user research, and pave the way for subsequent design.

The fourth is to carry out design practice through design analysis, summarize and analyze the design positioning suitable for the symbolic derivatives of Huangmei cross-stitch on the basis of a large number of preliminary sketches, and further design through derivative design as a carrier.

## 5. CONCLUSION

From the perspective of product design, this paper interprets the Huangmei cross-stitch, studies inheritance from the perspective of design, and studies the research methods of extracting symbols. Guided by improving the functional design of symbol derivatives, taking the research of user needs as the starting point, the authors explore the design practice research and methods of inheriting symbols from the perspective of the use function of Huangmei cross-stitch derivatives.

However, there are two inadequacies in the research. One is the analysis and design of the symbol culture of Huangmei cross-stitch. In the document retrieval of CNKI, there is still a lack of literature on the innovation and development of its derivative symbol elements in the search items with the key word of Huangmei cross-stitch derivative design. The other is how to apply symbols to the design of cultural and creative products of Huangmei cross-stitch. Therefore, in-depth research will continue in the future.

## ACKNOWLEDGMENTS

The key project funded by the Intangible Cultural Heritage Research Center of Hubei Province (Hubei Institute of Fine Arts). (Project number: FY-2021-01)

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