Jingdezhen Porcelain of the "Old" Brand and Design

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ABSTRACT

"Old" brand of jingdezhen ceramics research is a heart problem, many scholars have been concerned about the author is based on their own professional and brand design Angle to study, and puts forward specific solutions to jingdezhen ceramic old brand design, hope that through brand design method on the inheritance and development of jingdezhen "old" have new change, thus to achieve the inheritance and innovation, old old in the new.

KEYWORDS
Jingdezhen porcelain, "old", the brand and design.

INTRODUCTION

Once the "new three years three years old, a patchwork again three years" consumption idea has in the past, the original can meet people's basic needs mass products is more and more unpopular, popular products, more and more people to represent their culture or personality aesthetic products. Design today is increasingly an aesthetic trend of the development of a kind of art, the trend in fashion, furniture, building and interior design, graphic design, product design performance obviously. The development of economy, society, science and technology makes people's living standards improved, consumption from waste into aesthetic consumption, at the beginning of the 20th century, standardization and mass of the big machine production mode is meets the requirements of most of the people's life, after the western society into the affluent society, the common interest of less and less demand for products, it has been found that there is no a kind of aesthetic and functional degree can be standardized way, in the industrial society, mass market groups disappeared. Instead of different classes, custom, occupation, cultural tradition, language and behavior group to subdivide the market, the market changes, forcing mass production mode to limited the size of the production. Under this trend, the product design focus on the Angle of the steering culture and anthropology category, such as ethics, morality and artistry, rather than purely commercial value.

REUSING THE TRADITIONAL HANDICRAFT DESIGN

The development and progress of science and technology has changed the way of human life, human activity and life away from the nature, person and natural objects contact less and less, fewer and fewer experience of nature, human's material life is
more and more high-tech products filled with, such as computers have been widely
into the family automation, factory automation, office automation, family life and
interpersonal communication network, the network communication between people
become distant and automation make people become lazy, there is no doubt that high-
tech products bring to life a lot of convenient, improve the quality of the people's
material life. However, mechanization of production of products with strict, reason,
order and neat, rigid, science and technology, the characteristics of the precise, to a
certain extent, there is a kind of coldness, compared with the traditional craft of
implements, lack of affinity and the milk of human kindness. In the development of
high-tech in brings convenient for people at the same time, tend to ignore the
emotional factors. The scholar thinks, at the same time of high-tech development,
must use the power of the emotional balance, namely the balance of high-tech and
high emotion. As Naisbitt said: "no matter where high emotional need compensatory.
High technology in our society, the more the more we want to create high emotional
environment, using technology to balance the softer side of the hard side." This so-
called high emotional balance, in ceramic product design adopts the mechanized
production mode is hard to do. Only use manual creation, because with a concentrated
craft makers of emotion, manual creation, unlike big machinery products, it is that
people are emotional creatures, in creation reveals the true feelings in the world.

Traditional handicraft is not only as a kind of culture and art form exists in social
life, and as a highly skilled structure strong a complementary mechanism, balance the
person's psychology to bear ability. Handicraft up people's emotions, promoted the
mutual harmony between people and things of mutual communication. Traditional
ceramic utensils production process is different from pure object processing
machinery production, porcelain making the mud - throwing - sponging from system,
blowing glaze, firing, packaging, decoration, the whole process of porcelain
manufacture are made by hand, in the process of porcelain making, arts and crafts
people not only to observe, humanistic care for life, human feelings are not
consciously into the objects, and porcelain making careful rigorous process, in strict
accordance with the principle to create beauty, and some process itself is artistic
performance, production technology and art integration, realize the unity of truth, to
some extent, that is "yi", "technology" "yi" is the embodiment of "technology", to the
"technology is almost art". So make some handicraft works such as "to cut wood for
the Ju catalpa, see jing of ghosts and gods" with a strong shock and influence. Figure
43, for example, tea sets, cups, plates is pure handmade, producers into the element of
a few "pottery" performance, deliberately reveal "manual" marks on the products, the
authors apply pressure on modelling, pull, twist, carved, heap, and other means to
carry on the deformation and exaggeration, it does not fully comply with modelling
the proportion of symmetry, and efforts to explore all kinds of space form, even cause
distortion, deformation and void, form, make the modelling produce rich change; On
adornment, the richness of skin texture in the modern ceramic products are fully show
display, they or the pursuit of the plain and pure natural material, or the pursuit of
glaze color gorgeous effect, or the pursuit of the beauty of elegant, light light. Anyhow,
manual creation not only than the more emotional, aesthetic, mechanized
production, humanization, personalization, liberalization has changed the previous
mechanized production products rigid and inflexible feeling, make the product
personality, energetic, make the product that is simple, with the milk of human
kindness. Make the product get rich artistic quality. In addition, the production of handicrafts way to dig more creative potential and creative passion.

**USING THE NEW PROCESS COMBINED WITH THE TRADITIONAL PROCESS OF DESIGN**

Jingdezhen porcelain products in the manufacturing process, which can be roughly divided into two categories: the manual processing mechanization of production and batch production. Two kinds of production methods have advantages and disadvantages of each: traditional handmade porcelain production process is more, it includes mud, throwing, fettling, decoration, blowing glaze, firing procedures, these procedures need to be done manually, it takes a lot of manpower, material resources, financial resources, production cycle is long, the product update didn't mass production quickly, lead to the high cost of handmade products, product price is higher than mass production product, so it is difficult to achieve mass consumption. Another mode of production is the mechanized production, this kind of mode of production has greatly increased the productivity. Porcelain making program not requires a lot of manpower and material resources, and short production cycle, it has many advantages, relative to manual mode of production due to the low production cost, thus can satisfy the mass consumption, although the mechanization production mode has many advantages, but industrial product processing precision and strict at the same time also led to too neat and monotonous daily porcelain product modelling, lack of affinity and emotion. So for this kind of situation, in order to realize the art of porcelain product aesthetic, emotional, diversification, we should combine manual and mechanized production mode, foster strengths and circumvent weaknesses.

In the design and production of high-tech, absorb excellent traditional handicraft creation experience and methods, combines high-tech industrial production, design, and arts and crafts, a so-called middle road, namely on technology between manual technology and modern industrial technology, it is put forward by the British economist Michael "intermediate technology" production methods, this kind of mode of production more spirit home, more intelligent, is used to the way small mass, the production of personalized products, this kind of mode of production is to change the big industrial production mode, and contains the product design and production of a kind of aesthetic tendency, is "a humanized technology, this kind of mode of production does not make people redundant hands and brain, 2 it is to make people's brains production capacity is greater than ever before." The product can meet the needs of people increasingly rich increasingly diversified.

**THE USE OF PERSON, MACHINE PRODUCTION MODE, MAKE THE PRODUCT DESIGN OF SANCTIFICATION**

The development of science and technology for porcelain products design and production provides the possibility of more and more humanized, poetic production will become a reality. Arts and crafts products with human, human nature, big machine products through the design of humanity, poetic, can also create art
aesthetics, poetic and humanized design is actually the embodiment of the aesthetic design.

Implementation of porcelain product design aesthetic to ensure the material is high-tech, is due to the development of science and technology, made of porcelain product production technology, process, raw material formula, the respect such as kiln furniture is more advanced, scientific. Some process cannot be achieved by hand, can be done through advanced ceramic technology, for example, porcelain product molding process, molding process in general porcelain products are throwing molding, gypsum mould grouting, forming compact molding machine, the molding process generally in view of the product modelling is simple, and some of the complex shape need to be finished secondary processing molding. With the development of porcelain making technology, some advanced molding process, such as plastic molding process, such as static pressure molding process. Plastic molding process is more than ten years research and development of a new type of technology, its characteristic is to simplify the bas-relief decorative ceramic production process, improve the appearance of bas-relief decorative products. General bas-relief of ceramic ware decoration is made by the traditional manual sculpture and plaster mould to complete. Due to the location of the relief decoration pattern in the warehouse, brought a lot of trouble to open mould, and even some relief decoration can not use mould to complete. Dish of class bas-relief decoration, for example, in the lining of the dish and general roll forming process can use male mold production. But because the cups and bowls modelling ware decoration and outer wall, slightly concave and convex decorative pattern, plaster mold is not convenient to open mold. And mould easily damaged and easy to cause damage to the body pattern. Traditional molding process, therefore, a lot of deficiencies, not only molding process trivial, and made the effect is not perfect.

Today, the method of plastic molding process, the molding process is adopted slightly elastic plastic model, using the model of demoulding problem can be solved shrinkage performance, such as cups and bowls bas-relief vessels in decoration, can be the same as no relief decorative vessels can release a mold, and rolled out of the body just borrow body dry shrinkage void demoulding. Plastic molding process than traditional molding process has many advantages, not only convenient and quick molding, high yield, and the complicated decoration, can be easily completed, the new technology for shallow relief decoration has provided a broad prospects for development. In addition there is a kind of advanced forming technology is isostatic pressing molding process, the production of this product is characterized by low deformation, precise size, weight and unified. Accuracy and high quality of isostatic pressing molding process, as the art of porcelain product modelling design aesthetic provides the technical support, believe that use high-tech means also make porcelain product design humanization, aesthetic effect.

CONCLUSION

For porcelain products, with the improvement of social material and cultural life level, porcelain with the general function, already can't satisfy people's needs, set ornamental and functional as one of the domestic market demand of high-grade ceramic products is more and more big. Porcelain products from the original development to the practical requirements of affordable art aesthetic pursuit, brand of
high grade ceramic products. Specific performance is: porcelain from the past and practical to small and exquisite personalized products. Whether a bowl of rice, a fill dish or soup pot, will require a cordial, delicate, personality, full of humane care; the pursuit of the perfect combination of apparatus and thus highlight the dishes of color, aroma and taste. Household porcelain products reflects the owner's taste, hotel porcelain used to convey the corporate culture, grade and class. Porcelain products aesthetic design without a unified standard to measure it, but the art aesthetic design features can be summed up in: personality, beauty, freedom, emotion, natural, human nature, pay attention to the characteristics of the spirit. Implementation of porcelain product aesthetic design ways mainly have the following several ways: one is to use pure handicraft production way; The second is the combination of modern design method and traditional handicraft, namely mechanical and manual mode of production; Three is to use the mechanization production mode, make the product to humanity, poetic design.

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