Active Change of Folk Traditional Bamboo Products Design in Ecological

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ABSTRACT

Objective: Try to make the traditional bamboo products getnew vitality, to achieve the sustainable development of bamboo products industry. Method Based on the diversity culture of traditional bamboo, folk, music, and their internal relationships, the collision of traditional bamboo products with modern design culture including the collision of shape, the collision of structures, and the collision of materials to determine the traditional bamboo product design innovation direction are analyzed. Conclusion: From the perspective of "local" tourism product development and e-commerce point of view, the development of new materials to achieve the traditional bamboo product design innovation are needed to promote the traditional bamboo product design and the era of green design unity.

KEYWORDS
Ecological horizon, tradition, bamboo products, innovation direction.

INTRODUCTION

Bamboo, as a purely natural material, has been used by humans since ancient times to meet the needs of all aspects of production and life. After entering the modern society, relying on the traditional bamboo craft culture developed by the private bamboo industry is facing a new market choice. With the advent of recycling economy, the use of bamboo and the innovation of bamboo product design, the cross-cutting issue of highlighting traditional culture and new era green design has been put forward. In today's society, it is very important to study the bamboo product design since it has special value and important practical significance.

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GREEN BAMBOO ECOLOGICAL VALUE

Bamboo is a green ecological value resource, which has rapid growth and is widely distributed, and reforestation can continue to use natural sources of raw materials. Due to its usage and high value of environmental protection and economic utilization, bamboo is known as the material sector "green gold mine." For today's advocacy of environmental protection, more and more people advocate pure natural green products. Natural fresh design style has become a fashion, which makes the design of today's home design is often fresh, natural, simple, or even primitive design style. Bamboo has both nature and environmental protection. At the same time, bamboo modeling capabilities are also changing. The use of bamboo products in Chinese daily life is ubiquitous and closely linked to people's living standards [1]. In addition to natural environment, bamboo also has the quality of wood, but has the toughness of wood beyond. If bamboo is properly treated, it can last up to 30 years of life. In addition, bamboo also can regulate the indoor temperature and humidity, and can absorb UV and anti-static function, which are beneficial to human health.

For the characteristics of bamboo itself, its texture is straight, detailed, and smooth. The color of it is simple. Meanwhile, flexible surface treatment process is easy bleaching, dyeing and carbonization and other processing. The energy consumption and pollution of bamboo processing is far less than steel and Aluminum, etc. In the case of the same density, any wood processing cannot achieve the bending of bamboo. Generally, bamboo is a good alternative material.

THE COLLISION OF TRADITIONAL BAMBOO PRODUCTS WITH CONTEMPORARY DESIGN CULTURE

Collision of form

With the continuous development of design patterns, the formation of contemporary architecture is based on the composition of design, and a large number of organic shapes are widely used in the new era of bamboo design. Because bamboo wire has the larger degree of flexibility, and also has a certain degree of elastic tension, it is more easily cut into various sizes and various lengths, so it is very suitable in the production of organic form. From a large number of modern bamboo products design we can see that the lightness, transparency, and elegant beauty of bamboo silk weaving did not diminish. More design work emphasizes the beauty of bamboo weaving itself, the use of bamboo yarn in the tension on the basis of aesthetics to create more biased towards pure art installation works of art are also needed to study. Therefore, bamboo yarn as a contemporary design of a good material has become a trend, relative to other materials, status is difficult to be replaced. The evolution of bamboo weaving techniques is to push the traditional techniques to a higher level of philosophical expression.

Structural collision

Traditional bamboo products are connected with the connection, tangle, mortise, package access, metal connectors, weaving, bamboo pin then, adhesive and so on [2].
The design of these connection structures cannot be disassembled and flattened transportation. It is the key to restrict the bamboo products from manual production to industrial transformation. The production of a bamboo product usually requires a skilled craftsman to do it manually and cannot achieve product division and mass production. This mode of production is not conducive to the widespread application of bamboo products, nor to the development of traditional handicrafts, because nobody cares about a piece of merchandise, it will fade out of people's eyes as time goes by, and the traditional handicrafts carried by bamboo products will also disappear and become extinct.

The modular design of modern bamboo products can fundamentally solve the problem of bamboo products due to disassembly and transportation. The main solution is that each of its combinations can be combined through a specific connector or connection method reassembly, and each functional component can be mass produced [3]. Therefore, it is necessary for us to re-design the connection structure of traditional bamboo products so that it can integrate into the modern home life, invest in advanced production technologies, combine new materials, and increase production efficiency and reduce transportation costs. The most important thing is the re-design to enhance the added value of bamboo products.

Material collision

Material and technology are closely following the development of the times. According to the history of the bamboo knitting products, the traditional bamboo knitting articles are mainly used in combination with metal, porcelain and other natural materials. From the point of view of the combination, the main usage of bamboo is to wrap the porcelain used. For the combination of metal, the usage of bamboo is just decorative.

With the changes of the times and the development of science and technology, the material is relatively developed today, the scope of the combination of bamboo products is more and more widespread. The combination of bamboo and other materials has also become more varied, and there is less and less restriction on the bonding process between materials and materials. The development of design aesthetics, and the combination of traditional bamboo products and contemporary objects more and more tend to be a simple fashion.

Bamboo and ceramics, wood, metal, cloth, plastic, glass, cement, leather and other materials can mix and match innovation, which has become a new fashion design. These uniquely designed connectors can greatly simplify the production process and reduce production costs. The ingenious connectors not only enhance the aesthetic appearance of bamboo products, but also provide consumers with DIY assembly fun.

DIVERSIFICATION OF TRADITIONAL BAMBOO INNOVATIVE PRODUCT DESIGN

Innovation is the demand of social development and the people own value enhancement. Through the use of the information they hold, they constantly make new discoveries or discover new unique things with social values or personal values. People break through the old laws of thinking and the old rules and precepts to create
new activities. People in the innovation of bamboo technology innovation think of not just the product structure, performance and external characteristics of the change, but also modeling design, means of creation and content of the form of a breakthrough.

**Innovation from the perspective of "Local" tourism product development**

Distinctive regional cultural characteristics affect the development of traditional bamboo handicrafts. These products are often full of rich taste of folk life. Bamboo townships in China and the major bamboo producing areas are all made of bamboo, as raw materials into travel products, as a modern social tourism, and as a propaganda model in the entire economic chain. Bamboo tourism goods are memorial, practical, and ornamental. It can meet different tourists' travel and shopping needs, and also has the function of publicity and market development [4]. With the continuous improvement of the design details, we can even reduce the shape of folk bamboo tools to people's ease of carrying, and finely processing, by combining with the local special tourism and relying on tourism to develop traditional arts and crafts.

**Innovation from the perspective of e-commerce**

With the development of e-commerce and electronic media, the threshold and cost of a transaction are reduced to a minimum. Entrepreneurs and designers no longer need a large amount of tedious and up-front investment in stores, rentals, advertisements, and the like. The e-commerce platform solves all the problems that individual entrepreneurs cannot afford: advertising, payment, logistics, and its mode of operation and service capabilities are just as accessible as water and electricity, giving entrepreneurs freedom to access. As the sales model changes, people's consumption patterns also change. Therefore, the design of bamboo products is needed to consider the model of consumer groups to conform to the trend of market development.

**Innovation from the research and development of new materials**

Today's designers can find new ideas for bamboo product development and innovation based on the needs of society, by utilizing new technologies and techniques, and reorienting the characteristics and usage of bamboo materials. Bamboo can be brought to a new stage of application. The new type of ecological material has also gradually entered all areas of human life and become the leading force and forerunner of the modern technological revolution. Global promotion of economic and environmental protection, universal promotion of green planting technology, energy-saving technologies, new energy technologies, comprehensive management of waste and pollutants, energy recycling technologies and other green design and technology development, are involved into the activities of human daily life system step by step. Bamboo as a green material, although it has been used by people, but its potential is far from unearthed.
CONCLUSION

Bambooproduct design as a traditional creature activity, should be multi-developed of its related cultural products. According to local conditions, it is very important to make the best use of bamboo products to increase research efforts, and to promote the technical development of multiple support. In addition, the designers should make full use of modern information technology, and actively explore the bamboo products at home and abroad, to meet the consumers needs. At the same time, we should also pay attention to the cultural value of bamboo product design and vigorously promote bamboo culture.

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REFERENCES