Study on the Art Characteristics and Development Strategies of Chao Embroidery Art

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ABSTRACT

The artistic characteristics of Chaozhou Embroidery from the aspects of acupuncture and pattern, and the development strategy of Chaozhou Embroidery in the background of the Belt and Road was studied. The research on the development strategy of Chaozhou Embroidery has great academic and application value. At the same time, the technical route of the research on the development strategy of Chaozhou Embroidery was put forward. Finally, the development prospects of Chaozhou Embroidery in the context of the Belt and Road was also put forward.

KEYWORDS

Intangible cultural heritage; Belt and Road; Chaozhou Embroidery; artistic characteristics; development strategy.

INTRODUCTION

As one of Guangdong Embroidery which one of Chinese four famous Embroidery, Chaozhou Embroidery with its unique style of elegant technology, balanced Embroidering pictures with bright color with a feeling of solidity, is popular in Chaozhou, Shantou and Shanwei, even well-known all around the world[1,2]. It is China’s cultural treasure, dated in Tang Dynasty, and became

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popular in Ming and Qing Dynasty. As a national traditional technology, it was regarded as China’s intangible cultural heritage in 2006.

“Mimi, Manman, Tongtong” are the typical style of Chaozhou Embroidery [3]. Mimi refer to the inseparable but not overlapping structure. Manman is for the plentiful and not friable content of the Embroidery. Tontong could be shown by the visible and invisible part of the Embroidery together with its alternative inseparable and loosen structure.

ART OF CHAOZHOU EMBROIDERY

Art of Stitch of Chaozhou Embroidery

There are more than 260 styles of stitches like: Susi Embroidery, Guoqiao Embroidery, Dazi Embroidery, each of which has its unique function, and the Embroidery would be perfect if these stitches are used in a proper way. Diangao Embroidery is a typical Embroidery [4]. By stitching gold velvet on the cotton put on the ground, which could be overlapping to more than 33cm, make the Embroidery feels alive and a feeling of solid, which is only existed in Chaozhou Embroidery. It is the typical difference between Chaozhou and other Embroidery, which was created by clever Embroider by embroidering some parts high where need for the knee up because of the effect of Chaozhou temple. This method make the Embroidery a 3D visual and gradually Diangao Embroidery was formed. Chousha, just like the Tonghua porcelain in ceramics, transparent carving and embossed carving in wood carving, is an outcome of Chaozhou Embroidery and Europe lacework, and always obey the principle of “ Mimi, Manman, Tongtong[5].

Linzhicheng, the only one China’s expert of Chaozhou Embroidery said “people used to divide the work in to Embroidering head of dragon, tail of phoenix, wings of birds, and flower petal and so on with different stitches.

Art of Decoration of Chaozhou Embroidery

The decoration of Chaozhou Embroidery is splendid, unique but full of styles, which reflect the affection of its local custom and culture on it and the affection of culture of the central Plain of China, its native and overseas[6,7].

The design of Chaozhou Embroidery could be described by a word” Man”, which represent wealth in Chinese. The design of it may conclude the designer’s will of “to think about where the water come from when drink”, “make deep thought on the goal and reason of doing something before action[8]. Or wish of better life of “to bore many children, a peace and wealth world and happy and lucky life. Chaozhou embroidery also use decoration for elegant sentiment and advice of education. Every Chaozhou Embroidery contains not just image with designer’s happy hope or expect will, it also has just decoration of leisure and enjoyable life. Native artist or women always used what they saw or heard as decoration for
Embroidery, which all come from life but not just the description of it, it always contains their hope or will by decoration of shape of things and exaggeration or deformation of things, which make Chaozhou Embroidery are full or art in aspect of color, image, design and so on.

Since Tang Dynasty, Chaozhou have been trading overseas and it’s a very important port for silk road, by which Chaozhou Embroidery are sold out in global market, at the same time, oversea culture merged into it, such as decoration of fish, shrimp, pineapple and so on, which have much to do with Chaozhou Embroidery.

As the treasure of China, the decoration of Chaozhou Embroidery attracted the typical character of Chaoshan Style and folk. It inherited its traditional style, also absorb decoration from other Embroidery, which gradually formed its unique style. It absorb culture from the Central Plain of China, it’s native and oversea.

RESEARCH ON THE DEVELOPMENT OF CHAOZHOU EMBROIDERY

Chaozhou Embroidery is a wonderful work of Chinese Embroidery art. She has a unique southern country and local characteristics and has a history of more than 1,000 years. As one of the four famous Chinese Embroideries, Chaozhou Embroidery is the main branch of Yue Embroidery, and it is a precious national intangible cultural heritage. More than 100 years from the late Qing Dynasty to the 1970s and 1980s was its most important and most glorious period. Chaozhou “family Embroidered rules, households have Embroidered mothers”, Chaozhou Embroidery has become the most important economic pillar of Chaozhou, Embroidering hundreds of thousands of people. However, after the mid-1980s, due to many reasons, the production of Chaozhou Embroidery products was not smooth, and the production was plummeting. A large number of design and production talents were forced to change their careers and find another way out. The skills were on the verge of loss. Entering the 21st century, with the attention of the government and the efforts of artists, Chaozhou Embroidery has begun to recover and has been restored for several decades [8-10].

Chaozhou Embroidery must meet the market’s need to access to global market along with the policy of One Belt One Way, where we need do much research to reverse its bad market now compared to other rapidly developed Embroidery these years and attract more consumers who at present just make good comment on Chaozhou Embroidery but not actually to purchase them.

The Meaning of Research on Development of Chaozhou Embroidery

(1) Educational value: There are many educational values like to explore its development of Chaozhou Embroidery with site research under the policy of One Belt One Way, to make analysis on the character of Chaozhou Embroidery and the requirement and difficulty of its transformation and to develop new way of Chaozhou Embroidery and its industry.
（2）Application value: do research on the development of Chaozhou Embroidery under the policy of One Belt One way and make analysis on the status of its supplication and demand, which could lead its development to a right direction to improve its competitiveness, which will help us to solve the contraction between its demand and supplication and accelerate the development of Chaozhou Embroidery in global market by merging high technology into it. Simultaneously, it also offered a basis which government could use to make policy, which will improve its development mode, brand value and cultural resources.

**Technology Direction of Chaozhou Embroidery Development**

1. To do research on the current situation and problem of development Chaozhou Embroidery by site explore and article explains.
2. Make expectation of the supply and demands of Chaozhou Embroidery in the market by analysis on the statistics data.
3. Make Empirical analysis on the supply and demands on Chaozhou Embroidery to study the contradiction between them
4. Find the right development of Chaozhou Embroidery by study the reason of the contradiction between its supply and demands and the development strategy of other embroidery like Sichuan’s and Hunan’s.

**SUMMARY AND PROSPECT**

Any art can't be separated from innovation, and Chaozhou Embroidery is no exception. We can't inherit invariably, we must pay attention to the innovation of Chaozhou Embroidery, encourage the Chaozhou Embroidery personnel to actively innovate, and let the tide Embroidery be sustainable. In the development and innovation of Chaozhou Embroidery, we must use new design concepts to guide the development and innovation of Chaozhou Embroidery, and use new techniques, new technologies and new materials to create new varieties and styles. The key to the development of Chaozhou Embroidery is to combine with modern life and adapt to the needs of modern life. Products at all levels of high, medium and low levels advance together, creating a pattern of elegance and popularity, promoting the marketization and industrialization of tide Embroidery, and striving for local Contribution to economic and social development.

**REFERENCES**

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