Discussion on the Relationship Between the Design Elements of "Chu Culture" and the Design of Display Props

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Abstract. “Chu culture” is one of the most cultural forms of China with regional characteristics. Promoting, inheriting and innovating is of great significance to the spread of culture. Combining the form of the display props with the design elements of "Chu culture" can not only create a corresponding theme atmosphere, but also enrich the design level of the space. This paper cuts through the design relationship between "Chu culture" and display props, discusses the current situation of "Chu culture" and display props design, and puts forward the views on the design and application of props in Chu culture theme.

Introduction

Since the 18th National Congress, General Secretary Xi Jinping has spoken about Chinese traditional culture on many occasions and expressed his recognition and respect for the traditional culture and traditional ideological value system. In the activities and speeches of different occasions at home and abroad, the spirit of the Chinese government and the people was demonstrated and the cultural confidence of the Chinese nation was boosted. Xi Jinping said that socialism with Chinese characteristics has entered a new era, and the people's yearning for a better life is not only limited to material needs, but also spiritual needs.

In recent years, China's exhibition industry has experienced rapid economic development and has shown a good development trend. In order to become a world-class convention and exhibition country, display props are included in the category of industrial products, especially in the form of props, materials, structures, processing techniques, etc., the state has invested considerable energy and financial resources to create and produce. A lot of advanced display props.

The Current Situation of Chu Culture and Display Prop Design

Chu Culture

The formation of Chu culture lies in the history of the eight hundred years of the Chu State. It includes the local characteristic culture formed from the ancient Jing to the present Jingchu area. This cultural form with distinctive Chu people's beliefs, customs, ethics, knowledge, art and other regional characteristics has excellent value in the history of Chinese national civilization and is a valuable spiritual wealth of Chinese civilization. Chu culture is a long-standing cultural system in China. After thousands of years of cultural accumulation, the Chu culture has formed rich traditional elements such as material culture, spiritual culture, aesthetic culture and art culture, and has become a source of creation that can be applied to modern design.

The artistic characteristics of Chu culture can be described in detail by the characteristics of Shangchi, Zunfeng, worshipping the sun, harmony between man and nature, and seeking romanticism. This distinctive artistic feature makes Chu culture an independent art style.

The shape of Chu culture art is based on the laws of nature and the source of human social life, extracting typical materials from them, processing and changing these materials, making them
patterned, abstracted and typicalized. The color of the Chu culture is full and colorful, and the decorative patterns are varied.

In the Chu lacquer culture, Jingzhou lacquerware is more representative. Many wooden lacquer wares unearthed in the Chu Tombs of Jingzhou are mostly intricately shaped, finely carved and form a classic Chu culture style. Representative lacquer wares such as tiger seated birds, tiger shuangfeng drums, lying deer, cowpeas, ear cups, etc. Judging from the lacquerware unearthed from the Chu Tombs in Changsha and Xinyang, people mastered the gold and silver painting techniques. The combination of the aesthetic styling techniques of Chu Lacquer and the traditional aesthetic philosophy shows the beauty of the rhythm of Chu culture. Although the color of Chu lacquer is like black, Zhu, green, purple, etc., the main color is black and red, which gives people With the majestic atmosphere of Zhuang, combined with the colors of gold, green and yellow, it forms a unique color match of Chu culture.

In the Chu bronze culture, the patterns of bronzes can be divided into natural, plant and geometric patterns. The natural ornamentation can be divided into mythological giant beasts such as crepe, dragon, and phoenix, as well as animal prints such as fish, tiger, snake, cow, and fish.

**The Status of Display Props Design**

In "Ci Hai", "exhibition" is interpreted as opening, stretching, and display; "show" is interpreted as telling people and giving people a look; "props" is interpreted as stage equipment required for performances such as drama and movies. In the scope of display design, the instruments used for placing, enclosing, supporting, hanging, and posting exhibits are collectively referred to as display props.

Nowadays, the application range of display design is more and more extensive, and the display props play an important role in the display space. Displaying props is more than just a simple display and matching object. Its value lies in the use of various forms of props as a medium to convey information more effectively. The quality of the display props not only affects the production cost, but also directly affects the overall effect and image of the exhibition space.

Among the types of existing display props, different classification methods have been produced because of the wide variety, which can be divided into: frame type, cabinet type, barrier type, pedestal type, decorative fabric type and hardware parts. From the material, it can be divided into display materials such as wood, metal materials, plastics and other synthetic materials. According to the degree of standardization, it can be divided into two categories: standardized exhibition equipment combination series and non-standardized exhibition equipment series. The standardized display props combination system follows the principle of standardized design and emphasizes the structural principles of disassembly and reusability. The non-standardized display props series is called special-installed, which is a display props specially designed for a certain piece or a certain type of exhibits, which can be called the theme display props. They are not versatile, they only appear in specific situations, and are designed to serve a display theme, enriching the theme and rendering the atmosphere.

With the continuous development of the display props industry, some inevitable problems are constantly emerging. Due to the production of standardized and non-standardized display props, the non-standardized display props are obviously rich in artistic temperament and uniqueness, but they are usually not used again at the end of the exhibition, resulting in excessive waste of materials. Compared with non-standardized display props, some companies have some problems in standardizing display props in order to reduce costs. Excessive use of standardized display props makes the entire display space too rigid, lacking design sense and contemporary atmosphere. Ignore the experience of the audience as the main body of the event.

Culture is the root of modern design, and design is a cultural phenomenon, a mirror image and carrier of culture. Design and culture are an interactive relationship. We need creative use of culture in design practice. Inheritance, development and innovation continue to develop my design.
Analysis on the Application of the Design of Props in Chu Culture Theme

Thematic Development of Props

The development process of the theme display props is mainly divided into three levels, which are the theme props design positioning, the cultural theme of the theme props and the influencing factors of the theme props.

When designing the theme props, it is mainly to determine which are the current user groups, which are the potential customer groups, and the main placement areas of the props, the main form of the props, and the propaganda means, according to the Chu culture connotation and exhibits. The image and the characteristics of the exhibits are used to culturally locate the props. This stage of work is usually done through questionnaires and other means.

The cultural theme of the theme props can have two directions: one is to find the cultural content that matches the theme. The second is to design according to user requirements. The environment in which the props are used, the consumer groups and the cultural themes of the props are closely related, and the cultural theme of the props can be determined by the factor enumeration method. For example: Chu Qingbing Culture, Chu Chi Chung Culture, Chu Lacquer Culture, etc. The cultural theme of the props must conform to the cultural identity of most visitors, and it is in harmony with the exhibits, the environment and other factors, and can better promote the culture of publicity and display.

The main factors affecting the theme props can be found in the following questions: The main function of the props? What is the role of props in the display environment? What kind of environment is the prop used in? Who is the user? Who is the target of the props? What are the secondary features of the props? Where is the problem? How efficient is the item?

The thematic display not only has to put a lot of design effort to make the design work stand out from the standpoint, but also to understand the relevant information of the exhibits in detail and carefully create the display props that meet the theme to meet the expectations of customers and audiences. Thematic display props design is an important part of the communication space to communicate and exchange information. The theme display prop design is not only a comprehensive art, but also a functional and operability work, the design is not simply a patchwork can be achieved. In order to maintain its function and appearance, the form is diverse and the style is uniform. At the beginning of the design, the theme and style must be clear, which is especially important in the process of displaying props.

Thematic Display of Examples in Prop Design

In a specific environment, people create a lot of culture for survival and development. These cultures are human civilizations, with strong cultural characteristics, customs, systems, emotions, interpersonal, and material composition. Different display contents will form different display styles. Nowadays, there are many thematic display props in the display environment, reflecting the characteristics of regional culture and national spirit.

The Tiger Shuangfeng Drum props in the Hubei Provincial Exhibition Hall of the 2010 Shanghai World Expo are the theme display props with the characteristics of Chu culture. The display part of the props is the location of the central drum, and the content of the exhibition is the characteristic screen of Hubei Province. Its success is in line with the use of props design, the form and height of the display meet the requirements of the display, in addition, its shape conforms to the theme of Chu culture, which enhances the atmosphere of the environment.

Whether it is shape, creativity, color, exhibition content or exhibition means, Jiangxi Pavilion is full of innovative spirit. The highlights of the Jiangxi Pavilion are mainly reflected in the shape of the pavilion. The shape of the Jiangxi Pavilion is composed of three blue and white porcelain containers of different sizes. It extracts the blue and white porcelain with the most Chinese characteristics and the most characteristic of Jiangxi. It gives a strong visual impact and makes the Jiangxi Pavilion unique and unconventional. The three blue-and-white porcelain containers are filled with the
ecological scenery of Jiangxi, filled with the new development concept of Jiangxi, and filled with the enthusiasm of Jiangxi to welcome the guests from all directions.

Through these two examples, we can find that the traditional culture is used in the design of display props, so that the atmosphere of the entire exhibition space presents a strong regional cultural flavor. The use of these thematic display props is not only the success of the curator, but also the love of the majority of visitors, so the rich traditional culture design theme elements can create successful display props.

**Bronze patterns in Chu Culture are Used in Thematic Display Props Design**

**Chu Bronze Pattern**

The bronze ware pattern of Chu Qing is a design element extracted from the bronze ware of Chu, mainly including crepe, dragon, crepe, bird, and cloud. The crepe pattern represents a legendary dragon-like animal, which is said to be a dragon pattern and a snail body pattern. "Zhuangzi • Qiushui" said: "Pity, pity, snake, pity, wind, pity, pity." Interpretation: "Hey, one foot beast also.... Its shape is like a cow, the color is hornless One foot can go, the water is like the wind and rain, the eyes are like the sun and the moon, the sound is like a thunder, the name is." The pattern is mostly a corner, one foot, the mouth is open, the tail is rolled up. Some crepe lines have become geometrically decorated. More as the main line on the object. The dragon pattern is taken from the image of the legendary dragon. There are basically three forms: the buckling form, several dragons are coiled together, and the head splits in the middle. The bird pattern is mostly used as the motif on the utensil. Some have long tails, some have long tails, and the heads look forward or return to the head shape. There are also high crowns that are raised or drooped on the bird's head. The bird's pattern of this shape is also known as the phoenix bird pattern. A typical ornament on a cloud-rayed bronze. Its basic feature is the formation of geometric figures with continuous convoluted lines. Some are circular continuous composition, simply called moiré; some are square continuous composition, simply called thunder. The cloud thunder is often used as the texture of the bronze to decorate the theme. It also appears alone in the neck or foot of the utensil.

**Kui in Thematic Display Props Design Use**

The idea of the sculpt theme display props design comes from the crepe in the Chu culture. The design of the theme display props of the enamel pattern mainly expresses the emotion of the Chu culture from the styling. The styling is the most intuitive element to transmit the information. The abstract and artistic treatment creates the theme of the props, which will directly express the design theme. The role of the atmosphere.

In addition to the design of the theme of Chu culture, this design also considers the aesthetic combination of elements of points, lines and faces. In points, lines, and faces, the lines are expressive and expressive. The changes in strength and femininity can be expressed through lines. The lines have the difference of thickness and curvature, and the different directions make the psychological feelings of people. The difference. In particular, the curve is more emotional, the curve gives a soft, stretched feeling, with a wider degree of freedom and creativity. The straight horizontal line gives a sense of calm and security, and the design as a whole gives a smooth feeling. (See Figure 1)

![Figure 1. "Kui" thematic display of props (author has been national patents).](image)
The design is a symmetrical form, the symmetry is a pattern that radiates outward or inward from a center. The symmetrical form has strict formatting and rules, and is characterized by stable structural rules, quieter and more stable characteristics. The symmetrical shape is suitable for the solemn, serious and generous effect, in order to express a stable, dignified and atmospheric style. The symmetrical shape of the Python pattern reflects the solemnity of the Chu culture.

One of the principles of display props design is: the shape, color, material and texture of the display props should be consistent with the style of the display environment, display positioning and exhibit attributes. This article focuses on the theme of the styling and display content, and is simple and generous, without too much decoration, can support the exhibits very well, as for the color, material and texture should also be appropriate positioning design according to the specific environment.

Conclusion

There are many elements in Chu culture that are suitable for props design, such as: phoenix, chime, lacquer ware, etc. In the future, when these elements are applied to the design of props, a series of products will be formed, which will reach the Chu culture and props. Design a win-win for innovative design. With the continuous advancement of society, the form of display will also undergo fundamental changes, such as: virtual reality technology, in the future without the physical exhibits, the props may better reflect the display culture and display content. Chu culture is only a small part of the display industry. The application of Chu culture elements in the design of display props is only a little bit of research on the theme design of the entire display industry. Future display design industry development will determine the display theme based on different display content, then the theme display props will be designed according to the display theme. In order to make the display effect innovative, it is necessary to carefully incorporate the cultural theme into the props design.

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