

# Research on Meiping in the Application of Chinese Traditional Wine Packaging

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**Abstract**—Chinese wine has a long history, unique style, and has profound intrinsic cultural traditions. The article analyzed Meiping design in wine packaging design, using a typical example. This paper discussed the Meiping containers historical origin, both the small mouth and wide belly shape. The unique advantages of ceramics in wine packing are also identified. The article highlighted Meiping design as an ancient wine packaging, emphasizing the importance of national culture in the modern wine packaging design education. At the same time, this paper expounds the application of Meiping design in modern wine packaging.

**Keywords**—Ceramic, packaging, function

## I. INTRODUCTION

Liquor containers (wine) have a strong role in identifying cultures over long historical periods. The earliest extant Chinese wine ceramics unearthed came from the late Neolithic period of Dawenkou culture. Early ceramics and ancient wine liquor have a deep bond. The earliest word for "wine" is a pictograph. (Figure1. Evolution of "wine" word.) The original shape was "unitary" and is very similar to the early pottery shapes (Figure2 Late Dawenkou wine culture). Thus, the "wine" is placed inside pots. This is the prototype of wine packaging. Early ceramic wine bottles have larger bodies, due to the coarseness of wine manufacturing at that time, when the majority of wine was homemade to meet the daily needs of families. Backward Ancient wines were required to be heated during production, and so the amounts tended to be larger, creating a less refined shape for containers. To the Tang Dynasty white spirit gradually became more popular and led to smaller, more compact designs for containers. Both gracefulness and art appreciation became important for the porcelain containers used for wine. The elegant and colorful tri-colored glazed pottery of the Tang Dynasty was especially favored by the wealthy. The ceramic firing can be described as the artistic historical peak of the Song dynasty. One of the most distinctive wine vessels is a plum (bottle Figure3 Song of prunus vase) shape. It forms the shape characteristic of a plum, and its structure is characterized by a small mouth, short neck, broad shoulders, abdomen, a small bottom and is stamped, chiseled, upright, with lender proportions. It presents a special beauty and it also has a unique charm and demonstrates an appreciation of the value of art.

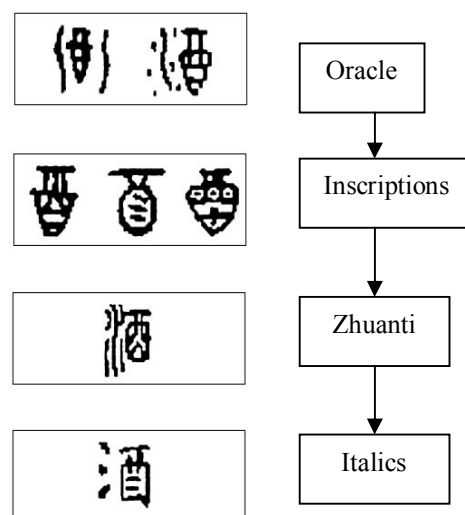


Fig.1. Evolution of "wine" word.



Fig.2. Late dawenkou wine culture

## II. THE RELATIONSHIP BETWEEN MEIPING AND WINE BOTTLES

**Tao Ya:** "Meiping, is narrow, with out-curved mouth, short-necked, and broad-shouldered, leaving a sense of sincerity and sedateness ". This will not only highlights the features of the vase shape, but also summarized the main features that Meiping in the Song Dynasty i.e. short neck ,round mouth, and slender bottle ". It has been said that it was called the 'Jing' bottle because of the bottle slender in Song dynasty . These can also be used to hold wine utensils. In the Song dynasty, the bottle designs explained the relationship with wine, using the vase with "wine" inscribed. For example, Shanghai Museum has two Cizhou plum vases , both of which have wine related inscriptions - "Zuixiang wine Sea" and "clear sell wine" (figure4. Cizhou plum vase in Song dynasty). A black glazed bottle was found in the Archaeological Institute of Henan Province, with a carved inscription "wine Jingxi transit Magistrate tribute" on the bottle (figure5 Song dynasty black glaze bottle). This is clear evidence that the plum vase was used for wine in the Song Dynasty.

## III. UNIFORM MEIPING MATERIALS AND SHAPE WITH FUNCTION IN WINE PACKAGING

As a wine bottle, the Meiping model should first meet the practical function. The plum bottle has a small mouth and cover for ease of use. The abdomen length bottle holds more wine, and the small mouth facilitates the seal, or lid. Artisans use two standards to coordinate vase shape as both functional and artistic: 1. a small mouth, short narrow neck with a stamped seal is suitable to avoid loss of wine aroma and volatiles, pouring and is stable. With a large shoulder and a clear transition between the neck and shoulder, the abdomen shape makes it easy to control the flow rate of drinks. 2. The Slender body maximizes the capacity.

Why was there a shift from the small plum bottle? Most people believe that stability was an important reason. To make the vase stable craftsmen used a variety of methods. Firstly, they added the base, so that the vase could be inserted into the hole to maintain its stability; Second, the thickening of the wall half way up the vase t, increases the lower weight, maintaining the stability of the bottle.



Figure.3. plum vase in song dynasty



Figure.4. Cizhou plum vase in song dynasty



Fig.5. Song dynasty black glaze bottle

A vase is meant to have reasonable function, and be an elegant product. Its shape is unique, which has also been transferred to modern packaging. Xifeng decades wine (Figure6), drunk by emperors, is a typical Meiping shape, where only the sealed mouth has been transformed. The whole shape of the curve is more obvious, and very female in design. The Gujing series of elegant bottles also modeled the shape of Meiping. That beautiful shape and traditional pattern is the perfect combination of classic and modern. Materials, technology, and artistry are the three elements of arts and crafts. Ease of use of materials and technology becomes the intrinsic motivation to create ceramic styles. As Socrates said, "All the things that we think are beautiful and kind, if they are good from the same point of view - they go to the function". So function is the first factor should be considered in the design. Packaging design also needs to emphasize "use", and "practical first". Wines generally need storage for more than a year before drinking, which determines the sealing of the vessel as the primary function of the consideration. Compared to glass or metal, the industry believes the ceramic container is most appropriate for liquor storage. Coupled with the small bottle mouth, which brings ease of sealing, it also appears more conducive to the preservation of wine. The Meiping container with its very hard exterior, crisp sound, and weight, can prevent built-in liquor oxidation, deterioration and avoids leak and facilitates preservation.

Meiping bottle culture is extensive because ceramic material does not lose its beauty, allows freehand brushwork, and after glazing it is more delicate and charming. Art forms can directly affect the consumer in buying choices, and here the Meiping container itself becomes a part of product.

Shaoxing Nu'er Hong's "blue and white national porcelain" is a typical case of Meiping design in modern wine packaging. The clear porcelain color of the full body wine containers, holds the wine aftertaste. The bottle is of fine porcelain mild glaze porcelain, crystal clear, simple design, light blue and white material color, with no corrosion, and even the bottle cap using folk blue printed cloth as the cap. The wine and the Meiping design complement each other, creating a classic combination of Chinese traditional wine culture and perfect porcelain.



Fig.6. Xifeng decades wine



Fig.7. Gujing elegant. blue flower



Fig.8. Shaoxing Nu'er Hong

#### IV. MEIPING WINE PACKAGING PERFORMANCE

Meiping porcelain culture is very rich, revealing the elegance, simple, dignified, and charm of ceramics. While it can also appear with plain modelling and decoration, highlighting its practicality. There is an obvious influence from the Song Neo-Confucian ideas. Wine denoted elegance, also represented the and elegant gentle gentleman of the Confucian ideal. It was a double carrier of the material and spiritual. As an advocate of "Tao is as important as the device" era, wine culture's long history can continue to be rooted in the national culture. Only with ceramics can the world branding of Chinese wine be more beautiful. Contemporary Meiping art creates innovative ceramic design as it explores national culture. The ceramic wine set has now assumed a strong local flavor and national popularity. It promotes Chinese wine packaging to the contemporary world and can develop in cultural coexistence. As Mr Lu Xun forecast "The nation becomes the world". For Jingdezhen blue and white big Meiping, XiFengJiu, Nu'er Hong and other companies, the use of the exquisite Meiping wine designs are a demonstration of national culture. The concept of "Tao was born in device" allows the spiritual connotation Meiping to far exceed the quality of the wine itself.

#### V. CONCLUSION.

Meiping containers used for wine packaging have a long history, and as a wine container, still has a place in the modern wine packaging design. This is inextricably linked with the elegant and strong functions of Meiping design. It has shown itself extremely proficient in crafting and with long history, rich artistic form has become of high value for collectors. Meiping can improve the taste of wine as well as carrying strong cultural connotations. While modern wine packaging has been based on the enterprise brand culture construction, and paid more attention to product and brand innovation, Meiping designs have demonstrated national characteristics, and its design can go higher and further.

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