

# Research on the Influence of Intangible Cultural Heritage on Art Design and Public Life

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**Abstract**—Art design is the figurative expression of culture with great cultural value. In addition to outstanding functionality and aesthetics, profound connotation and sentiment of culture are also essential to a satisfying design. Intangible cultural heritage is a distinctive component of Chinese culture. With expressivity and artistry, it is seen as a significant reference and inspiration for art design and creation. As the deeper acquaintance with the intangible cultural heritage by the public, its influence on their daily life is gradually revealing. Therefore, full attention is worthy to be paid to the influence of intangible cultural heritage on art design and the public's life.

**Keywords**—art design; creative thinking; intangible cultural heritage; public life

## I. INTRODUCTION

Culture is an inspiration for art design. Meanwhile, intangible cultural heritage is a distinctive component of Chinese culture. With the evolution of the times, the importance of intangible cultural heritage is increasingly recognized by the public. As time progresses, the importance of intangible cultural heritage gradually earns the public's recognition. Since China published the first protection list on intangible cultural heritage in 2006, after over a decade of development, the public's attention on the protection of intangible cultural heritage has been aroused and continued to rise. In February 2011, the Standing Committee of the 11th National People's Congress reviewed and passed the Law of the People's Republic of China on Intangible Cultural Heritage, which represents the protection of intangible cultural heritage has achieved the goal of legally based.

The quality of the public has been greatly improved along with the continuous improvement of living standards and education level. Intangible cultural heritage, as a significant part of Chinese traditional culture, affects the public's life in a subtle way.

## II. THE INFLUENCE OF INTANGIBLE CULTURAL HERITAGE ON PUBLIC SENTIMENT OF CULTURE

In this day of age, under the environment of the integration of economic and cultural globalization, the era of the great integration of the world economy and culture, the public experienced the impact of Western culture in the early

days of Chinese reform and opening up as well as the rise of traditional culture starting from the end of the last century. At present, with the all-round development of economy, military, culture, science, and technology of China, people's national sentiment and awareness of cultural are also getting higher and higher.

### A. The Love of Intangible Culture Has Increased

With the continuous updating and improvement, the protection and publicity of the intangible cultural heritage list by China is also increasing. As the representative of public will, national behavior shows the increase of attention to traditional cultural which is enjoying a culture boomed. Nowadays, the desire for intangible culture is well reflected in many aspects of daily life. Design elements of intangible cultural, for instance, can be commonly found on daily necessities. At the same time, cultural tourist attractions have also become the choice of many people. The positive influence of intangible cultural heritage on the public's cultural concept is fully reflected in the details of life. The cultural aspects of scenic spot become more valuable for people when making choices.

### B. The Prevalence of Intangible Cultural Heritage in Modern Design

As the growing attention for the intangible culture, a trend of Chinese culture appears to be preferred in modern design. With the continuous improvement of the education in China, the average educational level of the Chinese public has reached a higher level, along with the improvement of the aesthetic and cultural connotation. Modern design has penetrated into different aspects of life. In terms of fashion design, Cheongsam and Tang clothing, protected in the Intangible Cultural Heritage List, draws great attention in the design of modern clothing and even become one of the most important styles in world-class fashion design. In the field of living space, when people still focus on minimalism and European style, the new Chinese style that has quietly emerged in and has occupied a great part of the fashion market. To integrate traditional or western elements into modern design is also been more widely accepted. In the design and manufacture of furniture, traditional forms like mahogany furniture, Ming-style furniture and etc., which are significant components in the intangible cultural heritage list of China, also play important roles in the living space design.

Intangible cultural elements are also be used in toy design. Taking Sichuan Opera's face changing as the theme, a children's toy achieved great results by incorporating interactions with sound effects and face-changing. That is, the impact of the protection and promotion of intangible cultural heritage has penetrated into all aspects of Chinese cultural life.

### III. THE INFLUENCE OF INTANGIBLE CULTURAL HERITAGE ON THE PUBLIC MIND

Ideology is the core embodiment of inner consciousness. The influence of intangible cultural heritage on the thought of Chinese people also presents in various ways, which can be explained from two aspects: educational philosophy and cultural life philosophy.

#### A. *The Influence of Intangible Cultural Heritage on the Concept of Art Design*

As an important component of Chinese culture, intangible cultural heritage has profound cultural connotation and unique artistic value. It has innate artistic and design characteristics including unique shape, structure and layout, symmetrical composition and inerratic element arrangement, extraction and refinement of patterns, flexible and unified expression. There are resemblances between these characteristics and the concept and form of art design. Thus, the influence of intangible cultural heritage on the concept of art design is intrinsic. In terms of styling, ancient Chinese are good at using abstract, exaggerated, composite, and other artistic techniques to deal with the reality, in order to fully express the concept or cultural connotation, which reflects the wisdom and diverse artistic expression of the ancients. In terms of composition, the artistic and decorative nature of intangible cultural heritage is embodied in the symmetry and regularity of patterns. The ancients use exaggeration, repetition, etc. to achieve a sense of symmetry or balance, in order to form a perfect rhythm of a composition. The expression and connection of lines and colors bring dynamic aesthetic and visual balance to a work, reflecting the rich creativity and imagination of the ancients. In addition to improving aesthetics, decorations can also enhance the theme. In this respect, the pattern is one of the most conventional forms in ancient times. By adding refined patterns, products become more aesthetic, and it is also suitable for modern design. In terms of expression, intangible cultural heritage has good flexibility and uniformity, such as embroidery skills. The famous four embroideries in China contains diversiform systems and techniques, as well as the shadow art, which can be divided into dozens of distinctive genres by region. It can be concluded that intangible cultural heritage should be taken as a valued reference for concepts and methods of modern design.

The application of intangible cultural heritage in art design teaching is the direction that has been explored in China. First of all, artistic expression is a vital point. As the core of art design, the artistic and design of intangible cultural heritage should be understood by students and how to guide them should be laid when doing teaching research. Secondly, although the intangible cultural heritage is the

crystallization of civilization, it is not entirely appropriate for modern design. Therefore, it is necessary to extract then redesign those elements or concepts. Finally, the timeliness and diversity of design should be emphasized. The philosophy and aesthetics of the public change as the society develops. As a result, the final design should express the improved content in a form that conforms to the aesthetic and needs of the times.

#### B. *The Influence of Intangible Cultural Heritage on the Concept of the Public Education*

Education is the foundation of a country; therefore, the concept plays a crucial role in the publics' minds. Nowadays, the group of post-80s appears to become the major group of the society. The change of their education concept is the most obvious as, commonly, they have a higher education level and a good understanding of traditional culture. We can see the influence of intangible cultural heritage on educational concepts on children education. In the past, Western art forms such as piano and ballet are likely to be chosen for children because their parents believe those talents to be fashionable and refined, which is a typical concept after western culture shock. Nowadays, there are more and more children studying Chinese traditional arts, for instance, Chinese drama, erhu, calligraphy and Chinese painting in their spare time. Their parents are basically post-80s. These children will have a deeper understanding of culture when they grow up due to the early embrace of traditional art. Such a virtuous circle will greatly promote the development of intangible cultural heritage. It is not difficult to see the profound impact of the intangible cultural heritage on the concept of the public education.

#### C. *The Influence of Intangible Cultural Heritage on the Concept of the Public Culture*

Leisure time has become more abundant across the public in both spiritual and cultural aspects as the improvement of living standards in recent decades, accompanied by various kinds of cultural exhibitions and performances. According to the statistics, the number of visitors to the museum reaches hundreds of thousands of people during the holidays. It can be seen that high attention among the public promotes the inheritance and development of intangible cultural heritage. Peking Opera, traditional dough figurines and Chinese dragon and lion dance, as great representations, are now often seen on various occasions.

In terms of cultural and creative arts, intangible culture is popular as the theme of many cultural and creative products.

The Huizhou Ink Stick, a significant component of Chinese Han ink-making, is one of the "Four Treasures of the Study" in China. It is named after the ancient Huizhou government and is deeply loved by calligraphers and painter. Huizhou first began to make ink no later than Tang dynasty. An old Chinese saying goes: "One gets a good ink stick like the general gets a good horse." The Huizhou Ink Stick manufacture is included in the first list of intangible cultural heritage. Related cultural and creative products make up a large proportion of local souvenirs, as well as refined

Chinese writhing brush, it shows the crucial influence of intangible cultural heritage on the design of the cultural and creative product.

Nowadays, health and fitness are hot topics. Increasingly people start to keep healthy by following Chinese traditional methods in addition to running or going to gym, including diabolo, martial arts, Tai Chi, Wu Qin, and kite flying, which are profound treasures of intangible cultural. As the crystallization of Chinese civilization and wisdom of the long-term history, those can not only enhance fitness but also broaden the knowledge of cultural heritage and deepen the mind of people.

In summary, the influence of intangible cultural heritage on the public is profound and multi-dimensional. In addition to the strong cultural heritage and cultural identity of the Chinese, the promotion of the renaissance and protection of intangible cultural heritage by country also plays a vital role. In the context of the global economic and cultural integration, the protection and development of intangible culture are the fundamental and key to the rise of traditional culture. Therefore, living with both opportunities and challenges, the protection and inheritance of intangible heritage for a better revitalization are critical to strengthen the cultural soft power of the country and to enhance the public's national self-respect and sense of pride.

#### IV. CONCLUSION

As the improvement of humanities, cultural cohesion and cultural identity become significant to national soft power. The demand for traditional culture-based design is getting higher as well. Intangible cultural heritage, as an important part of traditional culture, is the inexhaustible inspiration for art design. Art could be spread throughout the world. For modern design, the creation based on intangible cultural heritage could enrich modern design worldwide. Serving the public, intangible cultural heritage has a significant impact on the public's cultural philosophy. To sum up, strengthening the influence of intangible cultural heritage on modern life and design has positive and momentous significance.

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