



The Modernity Turn of Traditional Handicraft: A Design Study of the Elderly Recreational Mode

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Abstract. As one of the four ancient countries, China has a long cultural heritage and a large number of handicraft inheritance. With the advancement of science and technology and the transformation of production and lifestyle, the inherent characteristics and value meaning of traditional handicrafts have undergone fundamental changes, and diversified development paths and forms have emerged. Most of them have been replaced by factory assembly lines and become today's fast-moving consumer goods, a small number have become representatives of cultural heritage for rural revitalization, and the rest are gradually being forgotten by us. Starting from the historical development of traditional handicrafts, this paper analyzes the dilemma and special attributes of traditional handicrafts, and discusses the social value and commercial space of traditional handicrafts. Finally, using the concept of experiential service combined with traditional handicrafts, entertainment activities for the elderly suitable for the development of traditional handicrafts were put forward.

Keywords: Component; traditional handicraft; Entertainment for the elderly; Lifestyle for the elderly; Service design; Experience economy;

1 Introduction

With the development of science and technology and the increase of population, our traditional handicraft industry is declining, which should be paid close attention to. Meanwhile, the number of old people in our country is increasing year by year. While experts and scholars are paying attention to the health care products of elderly care institutions, few people pay attention to the cultural and entertainment sectors of the elderly. First, in view of the above two problems, this paper discusses the historical status quo and industrial development of the traditional handicraft industry from the perspectives of economy, culture and society, which has social value and practical significance. The second is to introduce the concept of the experience economy and service design, transform the traditional apprenticeship method into "hands-on experience" and "creative production" for the public, and provide a practical way for the modern inheritance and development of traditional handicrafts. Finally, combined with the special attributes of handicrafts, this paper puts forward the specific ways of handicrafts enter the field of elderly entertainment. Its purpose is to intervene in mod-

ern life through the transformation and upgrading of traditional handicrafts and to provide a new way of entertainment for the elderly. Improve the economic growth of entertainment for the elderly, and actively cooperate with the national policy of "the old have fun, and the old can do something". This new form of entertainment provides new spaces and opportunities for modern design to intervene in the aging society.

2 The development process of traditional handicraft culture

2.1 The past and present of handicrafts

Traditional Chinese handicrafts have a long history, dating back to 500,000 years ago. Our ancestors "The Beijing people" made stone tools as tools for knocking, beating, and cutting. With the use of fire prevention and artificial fire, cavemen began to make some of the necessities of life and represent the beauty of the decorations. For example, bone needles are used to make animal fur coats to protect against the cold, and animal teeth and shells are used to make necklaces or other ornaments. This is the earliest representative work of primitive man's handicraft, and it is only the prototype of handicraft. To be exact, handicrafts at this stage are mostly handmade and rarely artistic.

With the development and end of the Neolithic Age, stone tools, pottery, weaving, and other initial traditional handicrafts have acquired the basic characteristics of arts and crafts—the unity of practicality and decoration, the application of formal sense, and symbolic artistic techniques. [1] From the Shang Dynasty to the Spring and Autumn Period and the Warring States Period, handicraft industry began to develop on a large scale. During this period, a large number of bronzes, jade, ceramics, lacquer and printed handicrafts were widely produced and applied, and there appeared the earliest aesthetic theory record of handicrafts production in China.

During the Tang and Song Dynasties, my country's arts and crafts reached their peak. During the prosperous Tang Dynasty, the economy developed, the politics was stable, and the ideology was active and open. The skill level and production scale of carpentry and woodworking have surpassed. In the Song Dynasty, the combination of cultural atmosphere and handicraft industry maintained the harmony and unity of creative ideas and aesthetic ideas, and formed an aesthetic style that enjoyed both elegance and common taste.

In 1840, the Opium War was a turning point in the development of my country's traditional craftsmanship. The invasion of foreign commodities has seriously damaged the base of our self-contained feudal economy and caused a huge impact on the development of rival industry. The vast number of machines that can be used to replace human labor upends traditional crafts. towards decline. This phenomenon was not until the founding of New China in 1949, that the traditional handicrafts of our country began to recover gradually and developed steadily and positively.

2.2 The handicraft dilemma

Traditional handicraft occupies an important position in the development history of Chinese culture and art. However, the rapid development of human society has been surrounded by a large number of material products, as traditional manual production has been replaced by machine production. The traditional handicrafts are gradually being forgotten and replaced by us. Fortunately, we are aware of this and a large number of experts and scholars are involved and have been working hard to preserve and pass on cultural heritage.

In 2011, the "Intangible Cultural Heritage Law" was promulgated. As an important category of intangible cultural heritage, traditional handicrafts have received extensive attention for their development and inheritance. [2] We have listed outstanding skills that are not easy to mass produce as "intangible cultural heritage". In some remote areas, the government and local governments are also trying to use traditional crafts as the main development path for rural revitalization. All these measures are alleviating the loss of traditional handicrafts, and craftsmanship consists of explicit and tacit knowledge. In addition to visible explicit knowledge such as crafts and crafts, a lot of tacit knowledge taught by word and example and osmotic needs to be perceived and experienced in the process of specific operation and practice. From unfamiliar to familiar, from proficient to practice makes perfect, it is a continuous accumulation of the learning process. [3]

3 New opportunities for traditional handicrafts

3.1 The arrival of the era of manual practice

The rapid development of the Internet provides a breakthrough for these insoluble dilemmas and problems. Major social network platforms have given new definitions and development potential to traditional handicrafts, making handicrafts practice set off a new climax on the Internet. Taking Tik Tok handmade bloggers as an example, "Little Bear Handmade" focuses on handmade DIY, creative handicraft, and parent-child handicraft in 10 months, adding a total of 195.7W fans to Tik Tok, and the current total number of fans is as high as 855.9W. There are many such million-dollar bloggers on Tik Tok. As of August 1, 2022, Meituan has 216 handmade experience stores in Beijing, 218 in Shanghai, 203 in Guangzhou, and 121 in Jiangsu. This set of data verifies the market demand and potential business value of the handicraft industry. Handmade shops not only meet the specific interests and needs of consumers, but also solve the problems that consumers encounter in the production of complex products. [4]

nowadays, research on traditional handicrafts is on the rise. The development of traditional handicrafts must not only adapt to the requirements of the times, but also maintain the characteristics of the craftsmanship itself. It is necessary to adapt measures to local conditions and apply techniques according to aptitude. [5]

3.2 Special attributes of handicraft

With the advent of the handicraft era, people's design aesthetics and artistic concepts have evolved and updated. In this process, a large number of new materials and techniques emerged, and the special attributes of handicrafts gradually emerged.

Personalized and highly maneuverable. It can be done by hand by learning part of the theory and basic exercises, which is friendly to craft lovers. Crafts with a handmade process are unique, and each work has the temperature and special techniques of the author when making it.

The inheritance of the "craftsman spirit" is an important feature of handicrafts. In September 2021, the spirit of craftsmanship was incorporated into the great spirit of the Chinese Communists' spiritual pedigree. At the same time, China Central Television also vigorously promotes the craftsman spirit, greatly improving the people's understanding of the traditional craft and the craftsman spirit. Some higher vocational colleges incorporate the craftsmanship of intangible cultural heritage into the curriculum. The teaching and education of culture is a process of internalization, which requires long-term and various stages of education, as well as the active creation and cooperation of the social environment. [6] Because learning traditional handicrafts is not only the respect of craftsmanship but also the inheritance of craftsmanship spirit.

3.3 The value shift of traditional handicrafts: from material production to experience service

B. Joseph Pine, the originator of the experience economy, divides experience into four types: entertainment, education, escapism, and aesthetic experience. [7] Service design is most concerned with how to create value for users, reorganizing various resources with intangible services. Thus, in the innovative development of traditional handicrafts, the combination of the two can generate economic value and promote the development of culture. Crafting practices offer participatory and autonomous activities in which one finds the joy of sovereignty. In the Internet age, the protection of traditional handicraft's intangible cultural heritage has evolved from a single industrial behavior to a multi-field and multi-role participation social behavior. [8] The participation of various industries, including the government, society, and schools, has enabled the spread of traditional culture. And the handicraft experience activities integrated with the concept of the experience economy and service design can transform traditional handicrafts, bring new forms of life and entertainment experience for people, and become another highlight of traditional handicrafts and cultural and creative industries.

4 Innovation and integration of handicrafts and elderly lifestyles

4.1 Exploration and practice of handicraft

Combined with the special attributes of handicrafts, we find that the elderly group fully conforms to the development and inheritance of traditional handicrafts. On the economic level, according to the report "Research on the Development and Indicator System of China's Aging Industry" released in Beijing on March 1, 2022, from 2017 to 2020, the total group consumption of China's elderly population will be about 3.3 trillion yuan to 3.3 trillion yuan. It is estimated that the total consumption of China's elderly population will be about 12 trillion yuan to 15.5 trillion yuan in 2030.

With the continuous expansion of the elderly population, the consumption potential of China's elderly population will continue to rise in the future. Their consumption can not only improve their quality, but also be conducive to the development of the national economy. We visited 5 elderly communities and conducted questionnaires and interviews with 50 elderly people. The results showed that 90% of the elderly are willing to carry out traditional handicraft cultural and recreational activities in the above form. While traditional crafting is very popular in senior circles, the activity has not gained popularity.

4.2 The impact of handicrafts on the lifestyle of the elderly

Given the above research, we carried out practical activities to verify that the elderly are suitable for the development and inheritance of traditional culture. We connected with 3 elderly communities to carry out handicraft practice activities, and 20 people experienced each activity. The elderly volunteer to sign up until the registration is full. The activities are tie-dye scarf making, jade rabbit lamp making, and cloisonné enamel making, all three of which are intangible cultural heritage items. The prices are 100 yuan/person, 150 yuan/person, and 200 yuan/person, and the activity duration is 2.5 hours.

4.3 Thinking and innovative inheritance of traditional handicraft

To sum up, traditional handicraft is different from other existing activities of the elderly (such as traditional Chinese mahjong, playing cards, square dancing, etc.) in that it is relatively high-end and elegant. Traditional handicraft is the crystallization of the wisdom of the Chinese nation for thousands of years. It is also an outstanding representative of the ancient culture of the Chinese nation, so its knowledge content and artistic achievements are worthy of our in-depth exploration and research.

5 Conclusions

In recent years, the number of elderly people in our country has been increasing year by year, but most experts and scholars pay attention to nursing homes, geriatric medical institutions, geriatric health care products and so on, but few people pay attention to the way of entertainment projects for the elderly. Therefore, entertainment programs for the elderly have been mentioned in some history. This paper proposes a new form of entertainment for elderly care services, which integrates the concept of experience economy and service design into the traditional manual design, realizing the transformation from product to service concept. The elderly like and demand such entertainment activities. The modernization of traditional handicrafts is not only for the development of traditional handicrafts but also for the benefit of mankind. Therefore, this research also provides new development ideas and new development possibilities for the economic system of the elderly market.

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