



Research on Multi-sensory Experience Design of Zen Tea Culture--The Case of Innovative Design of Chinese Characters

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Abstract: Zen tea culture is a unique cultural experience, which integrates the dual attributes of material and spiritual dimensions, and is a multidimensional cultural experience with tea as the carrier. The article combines Zen tea culture and character design, and explores an innovative design method of Chinese characters based on multi-sensory experience, starting from the perspective of multi-sensory experience of Zen tea culture. Firstly, the Zen tea culture and the theory of multi-sensory experience are outlined; secondly, the elements of Zen tea culture text innovation design are analyzed from the five stages of human perception; finally, a Zen tea culture derivative design based on multi-sensory experience is explored by taking the innovation design of Chinese characters as an example. By exploring the combination of Zen tea culture and character design, it can better adapt to the development of modern society, and better meet the consumers' needs for culture, aesthetics and emotion through design.

Keywords: Zen Tea Culture, Multi-sensory Experience, Innovative Design of Chinese Characters.

1 Introduction

Modern city life is fast-paced and stressful, people are running around in the forest constructed by steel and concrete, and their physiology and psychology are in a state of sub-health for a long time. Over time, there will be a strong desire for nature and peaceful life, and they hope to have multi-sensory experiences that can seek inner balance and relaxation of the self. The natural simplicity of the Zen tea culture precisely meets this need of contemporary people. Zen tea culture is an outstanding representative of traditional Chinese culture, and its spiritual connotation of "righteousness, purity, harmony and elegance" is highly compatible with the needs of contemporary people. Therefore, inheriting the spirit of Zen tea culture in the innovative design of characters can not only create a "Zen mood" that relaxes the body and soothes the mind, but also show the unique beauty of Chinese characters and let people feel the strong traditional Zen tea culture.

2 Multi-sensory Experience Theory and Zen Tea Culture

2.1 Multi-sensory Experiential Theory

Multi-sensory experience is a psychological term that refers to the fact that information obtained from multiple senses can intersect, influence and complement each other, thus creating a sense of wholeness. The theory was proposed by American psychologist Walter Michel and others in the 1960s, emphasizing the role of "perception" in emotional experience. Through the study of perception, Michel found that people's perception of things is the result of the joint action of a number of factors, including vision, hearing, smell, touch, taste, etc. He believed that people's perception of things is the result of a number of factors, including vision, hearing, smell, touch, taste, etc. He believed that there are five basic ways for people to perceive things:

- (1) The sense organs receive input information and form stimuli;
- (2) The stimulus is transmitted to the brain through the sense organs and forms excitement through the nerve tissues;
- (3) The brain synthesizes and analyzes the information to form new perceptions that make some sense;
- (4) The brain evaluates the new perception and forms a judgment;
- (5) Feedback to the neural tissues to form action.

Among these five basic modes of perception, perception is the most important one. When people receive a stimulus, it needs to be processed by the sense organs first, and then the stimulus will be transmitted to the brain through the nerve organization, and only after the brain conducts a comprehensive analysis can the perception be formed[1].

In the process of human perception of things, perception is the most important link. Multi-sensory experience theory emphasizes the role of "perception" in emotional experience, which requires designers to use multiple senses as much as possible in the design process, so as to improve the added value of products or services. In the study of Zen tea culture, the multi-sensory experience theory mainly emphasizes the experience of people in multiple senses, including vision, hearing, smell, taste, etc., and through the comprehensive use of these senses, it can bring better experience to consumers[2].

2.2 Zen Tea Culture

Zen tea culture is a combination of Buddhist culture and tea culture. Zen Tea means that during a tea banquet, tea is used to recite poems and paintings, play the zither and play music, or allow the guests to perform their own tea techniques and tea arts to fulfill their spiritual enjoyment. Zen tea originated in India, with Buddhism as the background. Zen is a type of Buddhism, a school of Buddhism that developed in China after it was introduced from India. Zen Tea Culture PhilosophyThe idea of Zen tea is to reflect the Buddhist philosophy of life through tea tasting, and the philosophies embedded in Buddhism are what tea culture must learn. Buddhists regard tea as a kind

of "Buddha nature", which not only has nutritional value, but also has Buddha nature. Buddhists see tea as a "holy product" that can make people better.

The core concepts of Zen tea culture are "no thoughts" and "no appearance". The so-called "no thoughts" means not to think about things and not to think about others. And "no-phase" means not to deliberately pursue a particular form, but to face everything with a natural, relaxed and peaceful attitude. In Zen tea culture, there is no constraint of thought and action, and there is no utilitarian purpose. It is only when people incorporate such thoughts and actions into their lives that they can truly realize the true meaning of Zen tea.

Tea culture has a long history in China, where it originated, and is an important part of ancient Chinese culture and art. Tea culture has a long and profound history and is a bright pearl in the traditional culture of the Chinese nation. Tea culture has unique spiritual connotation and expression. It not only implies people's material life, but also implies people's spiritual life. It is both material and spiritual, or the carrier of social culture. At the same time, it is also a symbol of people's pursuit of truth, goodness and beauty, and the pursuit of high ideals, noble sentiments and perfect personality. It is not only a simple way of life, but also a state of art. In China, tea and Zen have an unbreakable bond, Zen and tea in the spirit of a common place: "Zen" is a philosophical thought is also a spiritual realm, that life should be like tea, to maintain its true nature and nature; and "Zen" and "Tea" has the same connotation: "Zen" refers to the state or practice of meditation in Buddhism; while "tea" represents Zen and life. Zen and tea are similar in nature, but due to the different historical backgrounds and social statuses of the two, the expressions and connotations of Zen and tea are also different, with Zen mainly manifested in the inner world of the enlightened, and tea mainly manifested in the way of life and the spiritual realm. The philosophy, wisdom and cultivation contained in Zen and tea culture are what people seek, and it is an important part of traditional Chinese culture[3].

With the development of the times, the Zen tea culture is also evolving and changing. For example, in modern society, many people will perform tea art and poetry in tea banquets, which are a form of Zen tea. In addition, some Zen tea lovers will also express Zen tea culture through tea ceremony.

3 The Intersection Of textual Innovation and Multi-sensory Design

Chinese characters are the spiritual support of the Chinese people, they are the carrier of a country's culture, and even more so, the carrier of traditional Chinese culture, which is not only the crystallization of the wisdom and labor of the Chinese people, but also a symbol with a deep cultural heritage. Chinese characters are rich in content and form, and their internal composition, form and design methods all contain rich cultural connotations. Chinese characters have the basic functions of "pictogram", "ideogram" and "referent", as well as their unique visual elements and semantic connotations.

With the improvement of people's living standard and aesthetic level, people pay more and more attention to spiritual enjoyment and pursuit. Chinese characters, as part of traditional culture, are a kind of beauty in themselves, and people's pursuit of beauty is also rising, so people have put forward new demands for Chinese character design: the meaning of characters should meet the requirements of information communication, dissemination and visual aesthetics in modern society. The role and significance of Chinese characters in information communication can make people realize the beauty of Chinese characters themselves, and also convey the information carried by the words to the audience and bring them pleasant spiritual enjoyment.

With the development of the times and the progress of the society, people's demand for Chinese characters is not only confined to the ideological function of the characters themselves, but also pursues more and more the aesthetic sense of Chinese characters in visual communication. The concept of "multi-sensory experience" in the field of design is based on this demand. "Multi-sensory experience" is to increase people's interest in products or services by creating multi-sensory experience, so that the audience can get more emotional experience and better information transmission.

3.1 Zen Tea Culture and Textual Innovation

The multi-sensory experience design of Chinese characters is in fact to give full play to the visual elements and semantic connotations of Chinese characters to create a design with multi-sensory experience. A good example of this is "Zen Tea". The word "Zen" originally refers to a realm in Buddhist teachings, a realm achieved by Buddhists in their practice of meditation, which refers to observing the world and life with the purest, most subtle and most delicate Zen principles. Tea, on the other hand, is a unique Chinese beverage that is inextricably linked to Zen.

3.2 Concrete Example

Human perception can be divided into five stages:

Visual stage - the stage from information input to processing; this stage is mainly based on the consumer's sensory stimulation of the product or service, the shape, color, material and other visual elements of the product or service. Products in this stage to give consumers a deep impression, in order to produce psychological associations, so as to form the purchase behavior. For example: in the creative design of the word "tea", the first step is to analyze the consumers' visual perception of the word "tea", such as the appearance of the word "tea" in the product, what design elements are needed, what colors and materials are used, and so on. For example, if the word "tea" appears in the product, what design elements should be used, what colors and materials should be used, etc.

Auditory stage - from information processing to the stage of generating meaning; this stage is mainly based on the consumer's auditory stimulation of the product or service, the product or service voice, text, graphics and other sound information processing, and generate meaning.

For example, some exhibition halls usually add voice commentary when introducing exhibits in words, which can make the viewers receive the information more quickly and arouse people's interest.

Perception stage - from information processing to the formation of psychological judgment; this stage is mainly based on the consumer's perception of the product or service, the overall impression of the product or service to evaluate and form a judgment.

Action stage - from information processing to the stage of feedback to the neural organization; this stage is mainly based on the consumer's perception of the product or service, the appearance, function, performance, etc. of the product or service to evaluate and draw conclusions.

Reflection stage - the stage of feedback from action to the formation of new perceptions; this stage is mainly through the reflection on the behavior of the product or service, so as to make adjustments to its design, production, use and so on[4].

To summarize, in the process of human perception of things, perception is the most important link. Multi-sensory experience theory emphasizes the role of "perception" in emotional experience, which requires designers to use multiple senses as much as possible in the design process, so as to improve the added value of products or services. In the study of Zen tea culture, the multi-sensory experience theory mainly emphasizes the experience of human in multiple senses, including vision, hearing, smell, taste, etc., and through the comprehensive use of these senses, it can bring better experience to consumers. Through the use of multi-sensory experience theory, it can make consumers have a better psychological and emotional experience of the innovative works of Chinese characters of Zen tea culture[5].

4 Zen Tea Culture Text Innovation Design Program Based On Multi-sensory Experience

The design is based on multi-sensory experience, with Zen tea culture as the theme and text innovation design. The design is inspired by the eighteen procedures of Zen tea ceremony, i.e. boiling water (burning incense and putting palms together), Hou Tang (listening to the tide of the Dharma Sea), washing cups (the wheel of the Dharma is always revolving), scalding pots (bathing Buddha in the fragrant soup), enjoying tea (Buddha flicking the flower), pitching tea (the Bodhisattva entering the prison), rinsing water (diffuse sky and Dharma rain), washing tea (all streams return to the clan), brewing tea (covering the Qiankun), dividing tea (the sound of the water in the streams), honoring tea (all living things), smelling the aroma (the five qi facing the Yuan Yuan), observing colors (Caoxi observing water), savoring tea (following the waves and waves), thanking tea (eating tea again). (Caoxi water observation), tasting tea (with the waves), aftertaste (the wonderful consciousness), thank you tea (and then eat tea to go)[6]. Redesigned to incorporate the elements of the Buddha's hand.

The Buddha's hand pose, also known as Buddha's hand seal or Buddha's hand seal phase, is a common expression of hand gestures in Buddhism. In Buddhism, hand

gestures are considered a very important body language that can convey specific meanings and symbols. Buddha hand postures usually consist of hands forming specific gestures, each with its own unique meaning. Some of the common Buddhist hand postures include the Seal of Giving Fearlessness, the Seal of Meditation, the Seal of Turning the Wheel of Dharma, the Seal of the Meditation Staff, and many more. These postures and gestures are widely used in Buddhist rituals, meditations, and practices, and are intended to help practitioners cultivate inner concentration, calmness, and right mindfulness, as well as to express respect and admiration for the Dharma and the Buddha[7]. Elements such as the joints of the Buddha's hands, the curvature of the fingers, and the holding of the Rudraksha are extracted from the form of the Buddha's hands, and combined with the introduction of the Zen Tea Culture Tea Ceremony process for the text design.

Tea cakes are a traditional tea product popularized mainly in China and some other Asian countries. Tea cakes have some unique characteristics. Firstly, it can be kept for a long time and its quality improves over time, as tea leaves gradually release more aroma and flavor during the aging process, so the longer the tea cake is aged, the better the quality of the tea cake will be. Secondly, the pressed form of the tea cake makes the tea easier to carry and store, and more conducive to making tea. In addition, the process of making tea cakes gives the tea more complexity and depth. Tea cakes are used during tea tasting, and in order to brew the tea cakes, they need to be separated from the whole piece and broken into smaller pieces suitable for brewing tea. The tea cakes are then placed in a teapot or teacup and filled with hot water for brewing. The aging and fermentation process of the tea cake results in a tea broth that is rich in aroma and complex in flavor. This process requires patience and meditation, and is therefore also suitable for Zen culture. As a special tea product, tea cake not only has a unique flavor and aroma, but also carries the history and tradition of tea culture. For tea lovers, savoring tea cakes is a pleasure and an exploration of the art and culture of tea[8].

Incense Seal, also known as Xiang Dao Seal, Incense Wood Seal or Incense Seal, is a kind of cultural artwork related to the incense ceremony. It is carved from a special incense wood material and is used to print patterns, words or seals related to the incense ceremony. Incense seals are often used in incense ceremonies, cultural events, personal collections or gift giving. Incense seals not only have decorative and artistic value, but also carry the spirit and philosophy of incense ceremony. In the incense ceremony, the use of incense seals can be printed with related patterns or words to express the admiration and gratitude to nature, life, the universe and so on. Incense seals are also one of the important tools for practitioners of the incense path, and using them to make seals and leave imprints is considered a ritual act connected to the incense path. The use of tea as a spice for sealing and burning incense is more in line with the concept of Zen tea culture, and at the same time satisfies the interest of spice lovers, so it can be said to be a multi-functional act.

Combining the design text with the tea cake and printing of incense in the form of a derivative product highlights even more the olfactory and gustatory parts of the multi-sensory experience, enabling consumers to further experience the charm of Zen tea culture.

5 Conclusions

The research on multi-sensory experience text innovation design of Zen tea culture is the integration and innovation of various forms of expression such as text, pattern and colour, and the process of multi-sensory design of textual information. The research on multi-sensory experience text innovation design of Zen tea culture explores the multi-sensory experience of text, interprets Zen tea culture from the perspective of text innovation design, visually enriches the expression form of Zen tea culture, psychologically enhances the user experience, and culturally improves the user literacy. Through the combination of Zen tea culture and multi-sensory experience, on the one hand, it can strengthen the user's understanding and cognition of traditional Chinese culture, and enhance cultural self-confidence; on the other hand, it can better reflect the user's emotional identity and value identity of traditional Chinese culture, so that people can better feel the charm of traditional Chinese culture. Therefore, in today's era, combining Zen tea culture with multi-sensory experience can not only better promote and disseminate Chinese traditional culture, but also let people better feel the charm of Chinese traditional culture. The study of multi-sensory experience textual innovation design in Zen tea culture is a process of multi-sensory design of textual information, which enables users to have a more comprehensive experience sensually, emotionally and culturally. This paper only explores the multi-sensory experience text innovation design in Zen tea culture, and in the actual application, the design scheme can be adjusted according to different situations, and the multi-sensory experience can be integrated into different design activities.

Based on the Zen tea culture text innovation design scheme is user-centred, based on Zen tea culture, and put forward for the purpose of enhancing user experience, with the exploration and practice of combining Zen tea culture and multi-sensory experience design deepening, the text innovation design based on the Zen tea culture will be continuously upgraded again.

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