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SOUVENIRS AND DEVELOPMENT BASED ON CHINESE QILIN CULTURE

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This paper focuses on the design and development of souvenirs inspired by Chinese Qilin culture. It analyzes the characteristics and symbolic meanings of the Qilin image in traditional Chinese culture and explores how to apply these elements to souvenir design to promote cultural inheritance and tourism development. The research results are aimed at determining the features of the development of souvenir development with traditional cultural symbols of China.

Key words: Chinese Qilin culture, souvenirs, design, cultural inheritance, development

INTRODUCTION

Chinese culture has a long history and is rich in various symbolic cultural elements. Among them, the Qilin, as a mythical and auspicious creature, occupies a significant position. The Qilin is often regarded as a symbol of good fortune, prosperity, and noble spirit in traditional Chinese culture. In different dynasties and folklores, its image has been continuously enriched and passed down.

In modern society, the development of tourism and the increasing demand for cultural and creative products have made souvenirs an important carrier for cultural dissemination. Souvenirs based on traditional cultural elements not only have practical functions but also carry profound cultural connotations, which can help people better understand and remember a certain culture. The design and development of souvenirs based on Chinese Qilin culture are in line with the trend of cultural inheritance and the needs of the market, aiming to show the unique charm of Chinese culture to the world.

PURPOSE

The main purpose of this paper is to systematically sort out the elements of the Qilin image in Chinese culture, including its appearance characteristics (such as body shape, antlers, scales, etc.), symbolic meanings in different cultural backgrounds, and color features. Then, based on these elements, we will explore ways to design souvenirs with strong cultural identities and practical values. By integrating Qilin culture into souvenir design, we hope to enhance people's awareness and recognition of this traditional culture, and at the same time, promote the development of the souvenir market related to Chinese cultural themes, so that



more people can feel the unique charm of Qilin culture during the process of using or collecting souvenirs.

RESULTS AND DISCUSSION

The Qilin in Chinese culture is often depicted with a deer-like body, a single horn on its head (in some descriptions), and scales covering its body like a fish or a dragon. Its overall appearance gives people a sense of grace and mystery [1]. For example, in ancient paintings and sculptures, the Qilin's body posture is usually elegant, with its head held high, symbolizing dignity and nobility.

In terms of symbolic meanings, it represents good luck, peace, and the appearance of sages. In many historical records and folk tales, when a Qilin appears, it is often regarded as a sign of a prosperous era or the arrival of a great person. Different regions may also have some unique interpretations and extensions of its symbolic meaning, which enriches the cultural connotations of the Qilin.

The color design of the Qilin image in traditional Chinese culture is also quite characteristic. It is common to see the use of golden, red, and yellow as the main colors, which are bright and festive colors in Chinese culture. The color golden symbolizes nobility and preciousness, red represents good fortune and vitality, and yellow is associated with imperial power and grandeur in ancient times. These colors not only reflect the aesthetic preferences of the Chinese people but also carry profound cultural significance and symbolic meanings. The Qilin, as a mythical creature, is often depicted with these colors to emphasize its auspicious and noble nature. In various artistic representations, such as paintings, sculptures, and textiles, the Qilin's color scheme is carefully chosen to convey these positive attributes and to resonate with the cultural values of the Chinese people.

When applying these colors to souvenir design, we can use them in different ways. For instance, for a keychain souvenir in the shape of a Qilin, we can use golden lines to outline its body shape to highlight its noble feeling, and use red as the background color of some decorative patterns on its body to add a lively and auspicious atmosphere. Or for a ceramic souvenir, we can use yellow glaze to create an overall magnificent and solemn visual effect, combined with painted Qilin patterns in red and golden to make the souvenir more eye-catching and full of cultural charm [2].

Furthermore, when we integrate contemporary design principles with traditional aesthetics, we have the opportunity to introduce some creative modifications to the color schemes. This can be achieved while preserving the inherent color tones that are characteristic of our heritage. For instance, incorporating subtle gradient effects or introducing a palette of harmonious complementary colors can significantly enhance the appeal of the souvenir designs. Such enhancements ensure that the products resonate with contemporary aesthetic sensibilities, while simultaneously honoring and maintaining the quintessence of Qilin culture.

There are various forms of souvenirs that can incorporate Qilin culture. In addition to the aforementioned keychains and ceramic products, there can also be Qilin-themed postcards (fig.1, a), handicrafts made of wood (fig.1, b) or resin, and even Qilin-shaped plush toys (fig.1, c).



When it comes to postcards, we have the capability to print vibrant and colorful images of the mythical Qilin creature on premium quality paper. Each postcard is thoughtfully designed to feature not only these stunning images but also to include insightful cultural introductions on the reverse side. This allows individuals to send these postcards as thoughtful gifts while simultaneously disseminating the rich cultural heritage associated with the Qilin. For those who appreciate the tactile beauty of handcrafted items, we offer wood or resin handicrafts that showcase the intricate carving techniques used to depict the Qilin's body shape and texture in exquisite detail. These handcrafted pieces are not only a testament to the artisan's skill but also provide a sense of artistry and uniqueness that is highly valued by collectors and enthusiasts alike. Additionally, we have designed plush toys in the adorable and cuddly likeness of the Qilin, which are particularly favored by children and young adults. These soft toys are crafted to be both endearing and comfortable to hold, making them perfect companions for play or as decorative items. Through these various products, we aim to make Qilin culture more approachable and appealing to a broader audience, ensuring that the legacy of this mystical creature continues to be cherished and celebrated.

In terms of materials, we should choose materials that are both durable and can well reflect the characteristics of Qilin culture according to different forms of souvenirs. For example, for high-end souvenirs, we can use precious materials such as jade or enamel to create a more refined and valuable feeling; for mass-produced souvenirs, we can choose plastic or fabric materials that are cost-effective to meet the needs of different consumer groups [3].



Fig. 1. Examples of souvenir products based on Qilin in Chinese culture: a - Qilin painting; b - Qilin key chain; c - Qilin plush toy

The souvenirs designed based on Qilin culture play an important role in cultural inheritance. They are tangible carriers that can directly present the charm of Qilin culture to people. Whether it is tourists traveling in China or people interested in Chinese culture abroad, these souvenirs can help them have a more intuitive understanding of Qilin culture and further stimulate their interest in exploring more traditional Chinese cultures.



In terms of development, with the continuous improvement of people's cultural consumption awareness, the market demand for cultural and creative souvenirs is increasing. Souvenirs with Qilin culture have unique selling points and cultural competitiveness. They can not only enrich the product categories of the souvenir market but also drive the development of related industries such as design, production, and sales, forming a complete industrial chain and promoting economic development while spreading culture.

CONCLUSIONS

Through the exploration and discussion of the design and development of souvenirs based on Chinese Qilin culture, it can be seen that Qilin culture has rich elements and profound connotations that can be well integrated into souvenir design. By carefully extracting and applying its image characteristics, symbolic meanings, and color designs, we can create a variety of souvenirs with both cultural and practical values. These souvenirs are of great significance for promoting the inheritance and dissemination of Chinese Qilin culture and also have a positive impact on the development of the souvenir market and related cultural industries. In the future, continuous in-depth research on Qilin culture and more innovative design attempts are needed to make the souvenirs based on this culture more attractive and influential in the global cultural market.

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ВАСИЛЬЄВА О., СЮЙ Лун **СУВЕНІРИ ТА ЇХ РОЗРОБКА НА ОСНОВІ КИТАЙСЬКОЇ КУЛЬТУРИ** **ЦИЛІНЬ**

Робота присвячена питанням дизайну сувенірної продукції, створеної на основі китайської культури. Проаналізовано характеристики та символічні значення зображень міфологічної істоти Цилінь у традиційній китайській культурі. Результати досліджень спрямовані на визначення особливостей розробки сувенірної розробки з традиційними культурними символами Китаю.

Ключові слова: китайська культура Цилінь, сувеніри, дизайн, культурна спадщина.