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DEVELOPMENT OF BRANDING FOR THE PROMOTION OF THE CULTURAL AND CREATIVE PRODUCT "SHANXI CLOTH TIGER"

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This study innovates the traditional Chinese pattern of the appearance image of the "Shanxi Cloth Tiger" by applying elements to graphic design and cultural and creative derivatives, injecting fresh elements into the Cloth Tiger and achieving the goal of promoting traditional Chinese art.

Key words: Traditional Chinese Art, Cultural Heritage, Design Innovation, Cultural Promotion

INTRODUCTION

With the advancement of technology, the rapid rise of the toy industry, and regional differences, people in southern China and overseas have limited knowledge and relatively low recognition of Chinese cloth art culture, especially the intangible cultural heritage project of cloth tigers. As a traditional Chinese folk craft, the "Shanxi Cloth Tiger" also faces monotonous appearance and color issues. To solve this problem, an innovative design of the "Shanxi Cloth Tiger" is proposed by integrating traditional Chinese patterns, adding fresh elements to the cloth tiger and thus promoting the inheritance and development of other traditional cultures.

PURPOSE

The purpose of this study is to address the problems faced by the "Shanxi cloth tiger" culture: to promote innovation in styling and color, making it more in line with modern aesthetic needs; strengthen the influence of China's intangible cultural heritage, and promote the sustainable development and market-oriented operation of cloth tiger culture.

RESULTS AND DISCUSSION

1. Extraction and Reconstruction of Visual Symbols

The visual symbols of the Shanxi cloth tiger are the core embodiment of its cultural significance. In artistic and creative design, designers can extract typical visual elements of the cloth tiger, such as the tiger's head, stripes, and claws, and then reconstruct and innovate them. For example, the tiger's head can be simplified into geometric shapes and applied to stationery, clothing, home goods, and other peripheral products. This approach preserves the essence of traditional culture while giving the products a modern touch [1].

2. Use of Color and Emotional Expression



The color scheme of the cloth tiger has a strong emotional expression function. Traditional cloth tigers often use vibrant colors such as red, yellow, and black, symbolizing celebration, auspiciousness, and strength. As shown in Figure 1, in cultural and creative design, designers can draw inspiration from the cloth tiger's color scheme and apply it to modern products to enhance their emotional appeal. For instance, in stationery design with a cloth tiger theme, red and yellow can create a lively and festive atmosphere, attracting the attention of younger consumers [2].

3. Material Selection and Cultural Heritage

The traditional material of the cloth tiger is fabric, which has a soft and warm texture. Designers can combine traditional materials with modern ones, preserving the traditional feel of the cloth tiger while adding new functionality to the products. For example, as seen in Figure 2, eco-friendly materials can be used to create cloth tiger-themed pillows and cushions, aligning with modern consumers' environmental values while retaining the cultural characteristics of the cloth tiger [3].



Fig. 1. Cloth Tiger Stationery Box



Fig. 2. Cloth Tiger Cushion

4. Multisensory Experience Design

To enhance the emotional expression and cultural dissemination of cultural and creative products, designers can incorporate multisensory design principles, integrating visual, tactile, and auditory elements into product design. For example, in a cloth tiger-themed music box design, the visual image of the cloth tiger can be combined with traditional musical elements to create a product with cultural depth and emotional resonance.

This paper emphasizes the importance of integrating the cultural elements of the Shanxi cloth tiger into cultural and creative product design to create items that evoke emotional resonance and cultural heritage. Through the extraction and reconstruction of visual symbols, the use of color, material selection, and multisensory experience design, designers can enhance the emotional expression and dissemination of cultural and creative products. Future research can further



explore the fusion of traditional culture and modern design, promoting the innovation and development of Chinese folk art.

CONCLUSIONS

This study emphasizes the importance of integrating modern design concepts into traditional intangible cultural heritage techniques to create products that combine market competitiveness and cultural value. By combining traditional craftsmanship with modern aesthetics, intangible cultural heritage artisans can evoke cultural identity, enhance product added value, and strengthen the emotional connection between consumers and traditional handicrafts. Research has shown that when modern design elements are harmoniously combined with traditional craftsmanship, the market appeal and cultural dissemination of intangible cultural heritage products will be significantly enhanced. Taking the transformation of "Shanxi Shanxi Cloth Tiger" as an example, the innovative transformation of intangible cultural heritage requires a comprehensive consideration of cultural inheritance, market demand, and product positioning. By creating brands such as "Little Tiger" and releasing tiger related products, not only has its cultural value been enhanced, but it has also brought considerable economic benefits to craftsmen. This innovation based on inheritance has achieved a win-win situation between traditional Chinese art and the market, injecting new vitality into intangible cultural heritage skills.

The integration of modern design concepts provides important tools for intangible cultural heritage inheritors to promote the sustainable development of intangible cultural heritage. By continuously exploring the integration of tradition and modernity, inheritors of intangible cultural heritage can constantly expand the boundaries of cultural products and enhance the inheritance effect and market competitiveness.

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РОЗРОБКА БРЕНДИНГУ ДЛЯ ПРОСУВАННЯ КУЛЬТУРНО-КРЕАТИВНОГО ПРОДУКТУ «ШАНЬСІСЬКИЙ ТКАНИННИЙ ТИГР»

Це дослідження направлене на інноваційні зміни традиційної китайської моделі зовнішнього вигляду «Шаньсіського тканинного тигра», застосовуючи елементи графічного дизайну та культурних і творчих похідних, вносячи свіжі елементи і досягаючи мети просування традиційного китайського мистецтва.

Ключові слова: *традиційне китайське мистецтво, культурна спадщина, інновації в дизайні, популяризація культури.*