

Part 2

Design of Silk flower(Intangible Cultural Heritage)

Color



fbd313
pistil



c52974
petal



THE VELVET FLOWER IS MADE BY TWINING-NATURAL MULBERRY-SILK AROUND A BRASSERIE FOR A VELVET STICK



0b5ea7
petal



88c5d2
petal



THE BASIC-COMPONENT OF-VELVET FLOWERS, WHICH IN TURN CAN BE TWISTED INTO VARIOUS SHAPES.

02

DESIGN OF SILK FLOWER

DESIGN FOR INTANGIBLE CULTURAL HERITAGE/ INNOVATION-DRIVEN DESIGN/ CO-CREATION



WHAT'S THE SILK FLOWER?



THE VELVET FLOWER, TOGETHER WITH THE SILK FLOWER AND THE SOLA FLOWER, IS KNOWN AS “THE ROYAL COURT FLOWER”, AS SUCH FLOWERS WERE ONCE USED BY NOBLE LADIES AT ROYAL COURT AS HAIRPINS TO SUBSTITUTE FRESH FLOWERS.

THE VELVET FLOWER IS MADE BY TWINING NATURAL MULBERRY SILK AROUND A BRASS WIRE FOR A VELVET STICK, THE BASIC COMPONENT OF VELVET FLOWERS, WHICH IN TURN CAN BE TWISTED INTO VARIOUS SHAPES.



APPEARANCE

FIGURES

BIRDS, BEASTS, AND OTHER AUSPICIOUS FIGURES: AS CHINESE CULTURE FAVORS AUSPICIOUS HOMOPHONY, PHOENIX, BAT, CORNUCOPIA AND GOLD FISH ARE THE COMMON FIGURES. FOR EXAMPLE, IN CHINESE CULTURE, BAT (BIAN FU) AND PEACH (SHOU TAO) HAVE THE HOMOPHONIC AUSPICIOUS MEANING OF “HAPPINESS AND LONGEVITY” (FU SHOU), TWO PERSIMMONS (SHI ZI) MEAN “EVERYTHING GOES WELL” (SHI SHI RU YI), BAT (BIAN FU) AND BRASS COIN (TONG QIAN) SUGGEST “IMMEDIATE HAPPINESS ”(FU ZAI YAN QIAN), AND SINCE GOLDFISH (JIN YU) IS HOMOPHONIC WITH “GOLD AND JADE” (JIN YU), IT SYMBOLS “ABUNDANT WEALTH IN THE FAMILY” (JIN YU MAN TANG), AND ETC.

AS ITS NAME SUGGESTS, THE VELVET FLOWER IS USUALLY IN THE SHAPE OF VARIOUS FLOWERS, SUCH AS PEONY, CHRYSANTHEMUM, PLUM BLOSSOM, LILY, JASMINE, AND GARDENIA.

MATERIALS

MULBERRY SILK: SILK CAN BE DIVIDED INTO RAW SILK AND BOILED-OFF SILK (ALSO CALLED “VELVET”). RAW SILK FEELS STIFFER AND IS SUITABLE FOR MAKING BIGGER VELVET FLOWERS WHILE BOILED-OFF SILK IS SOFTER AND SUITABLE FOR MAKING FINER AND SMALLER FLOWERS.

BRASS WIRE: BRASS WIRE SERVES AS THE FRAMEWORK OF VELVET FLOWERS TO FIX SPIRALED SILK AND FOR MODELING. AT ROYAL COURT, THE SILVER WIRE WAS ONCE USED TO REPLACE BRASS WIRE.

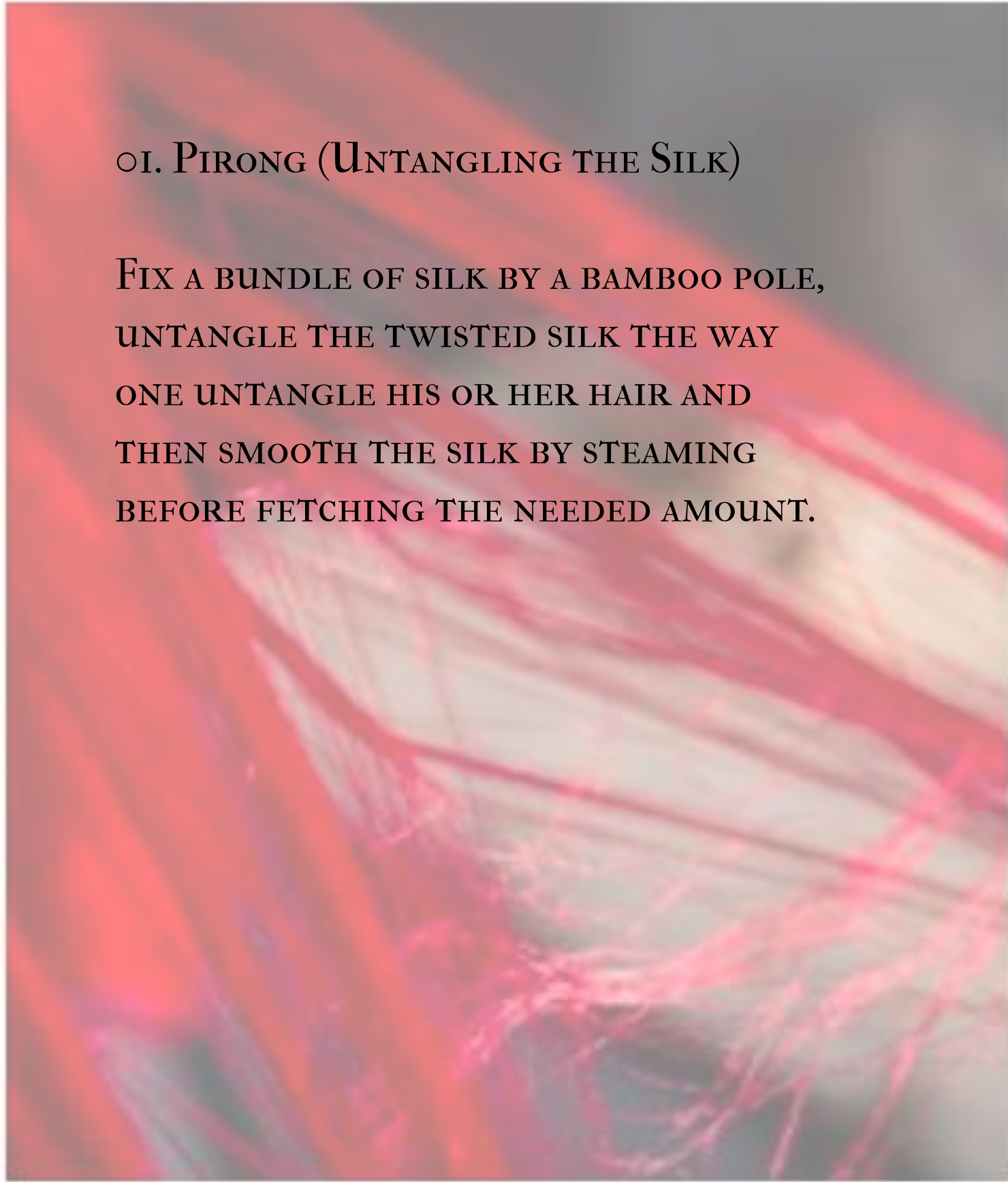
COLORS

THE VELVET FLOWER BOASTS BRIGHT AND HIGH COLOR CONTRAST. COLORS OF REAL FLOWERS AND COLORS WITH AUSPICIOUS MEANINGS, LIKE RED, YELLOW, BLUE AND GREEN, ARE MOST COMMONLY APPLIED. FOR FESTIVALS, THE RED COLOR WOULD GAIN PROMINENCE.

TECHNIQUE

01. PIRONG (UNTANGLING THE SILK)

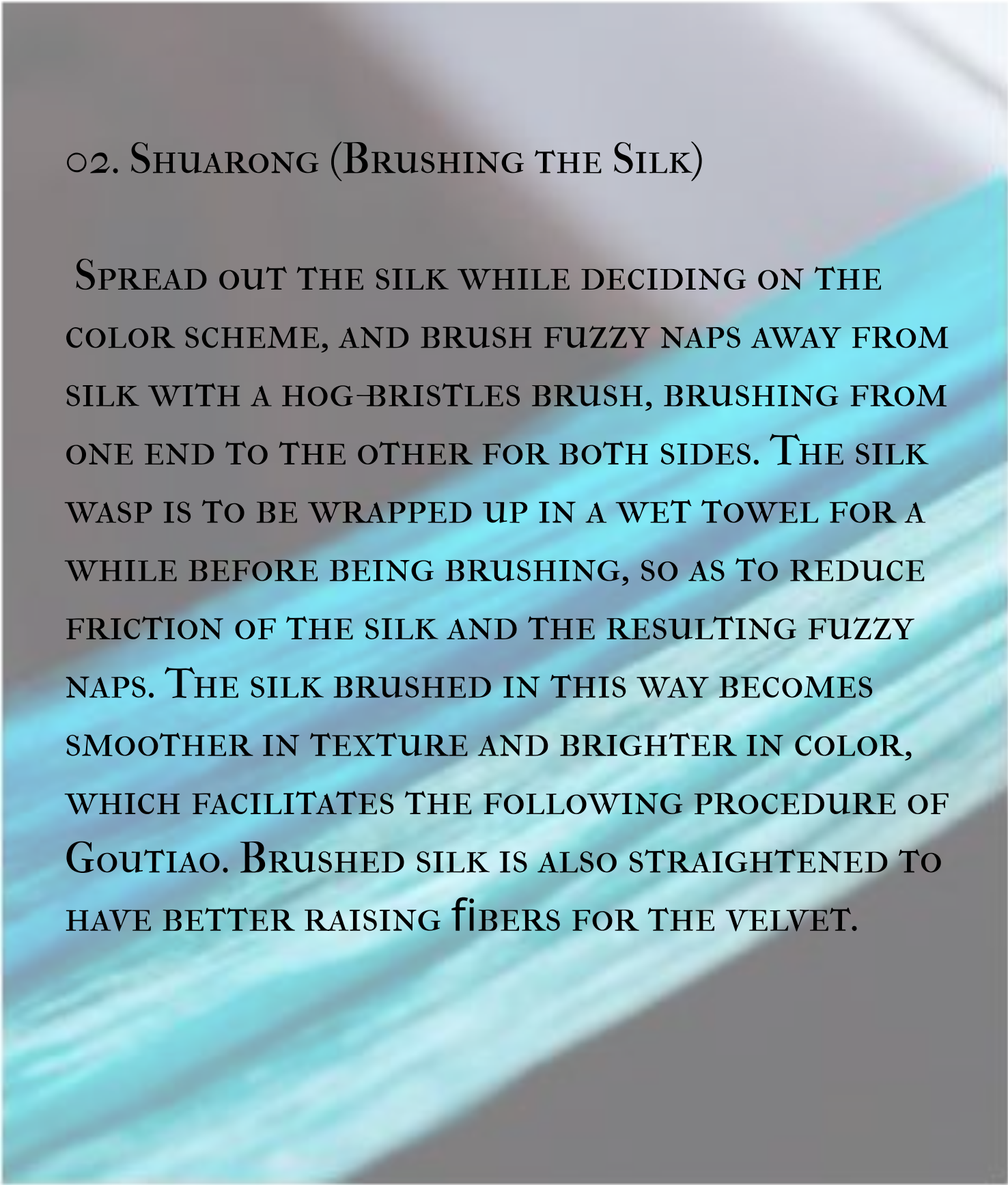
FIX A BUNDLE OF SILK BY A BAMBOO POLE, UNTANGLE THE TWISTED SILK THE WAY ONE UNTANGLE HIS OR HER HAIR AND THEN SMOOTH THE SILK BY STEAMING BEFORE FETCHING THE NEEDED AMOUNT.



Pirong (Untangling the Silk)
劈绒

02. SHUARONG (BRUSHING THE SILK)

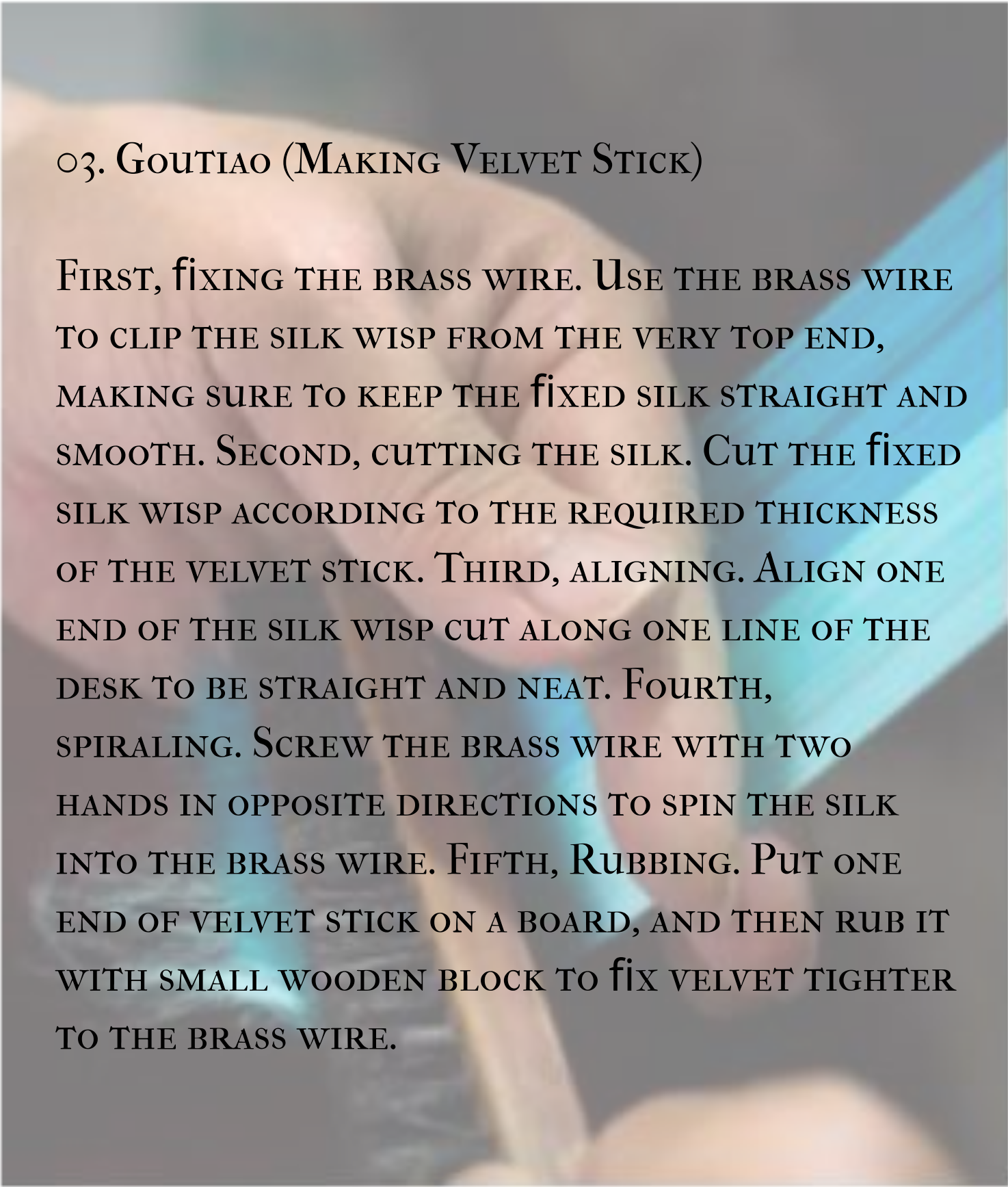
SPREAD OUT THE SILK WHILE DECIDING ON THE COLOR SCHEME, AND BRUSH FUZZY NAPS AWAY FROM SILK WITH A HOG-BRISTLES BRUSH, BRUSHING FROM ONE END TO THE OTHER FOR BOTH SIDES. THE SILK WASP IS TO BE WRAPPED UP IN A WET TOWEL FOR A WHILE BEFORE BEING BRUSHING, SO AS TO REDUCE FRICTION OF THE SILK AND THE RESULTING FUZZY NAPS. THE SILK BRUSHED IN THIS WAY BECOMES SMOOTHER IN TEXTURE AND BRIGHTER IN COLOR, WHICH FACILITATES THE FOLLOWING PROCEDURE OF GOUTIAO. BRUSHED SILK IS ALSO STRAIGHTENED TO HAVE BETTER RAISING FIBERS FOR THE VELVET.



Fenrong (Color Scheming)
分绒（配色）

03. GOUTIAO (MAKING VELVET STICK)

FIRST, FIXING THE BRASS WIRE. USE THE BRASS WIRE TO CLIP THE SILK WISP FROM THE VERY TOP END, MAKING SURE TO KEEP THE FIXED SILK STRAIGHT AND SMOOTH. SECOND, CUTTING THE SILK. CUT THE FIXED SILK WISP ACCORDING TO THE REQUIRED THICKNESS OF THE VELVET STICK. THIRD, ALIGNING. ALIGN ONE END OF THE SILK WISP CUT ALONG ONE LINE OF THE DESK TO BE STRAIGHT AND NEAT. FOURTH, SPIRALING. SCREW THE BRASS WIRE WITH TWO HANDS IN OPPOSITE DIRECTIONS TO SPIN THE SILK INTO THE BRASS WIRE. FIFTH, RUBBING. PUT ONE END OF VELVET STICK ON A BOARD, AND THEN RUB IT WITH SMALL WOODEN BLOCK TO FIX VELVET TIGHTER TO THE BRASS WIRE.



Goutiao (Brushing the Silk)
勾条（刷绒）

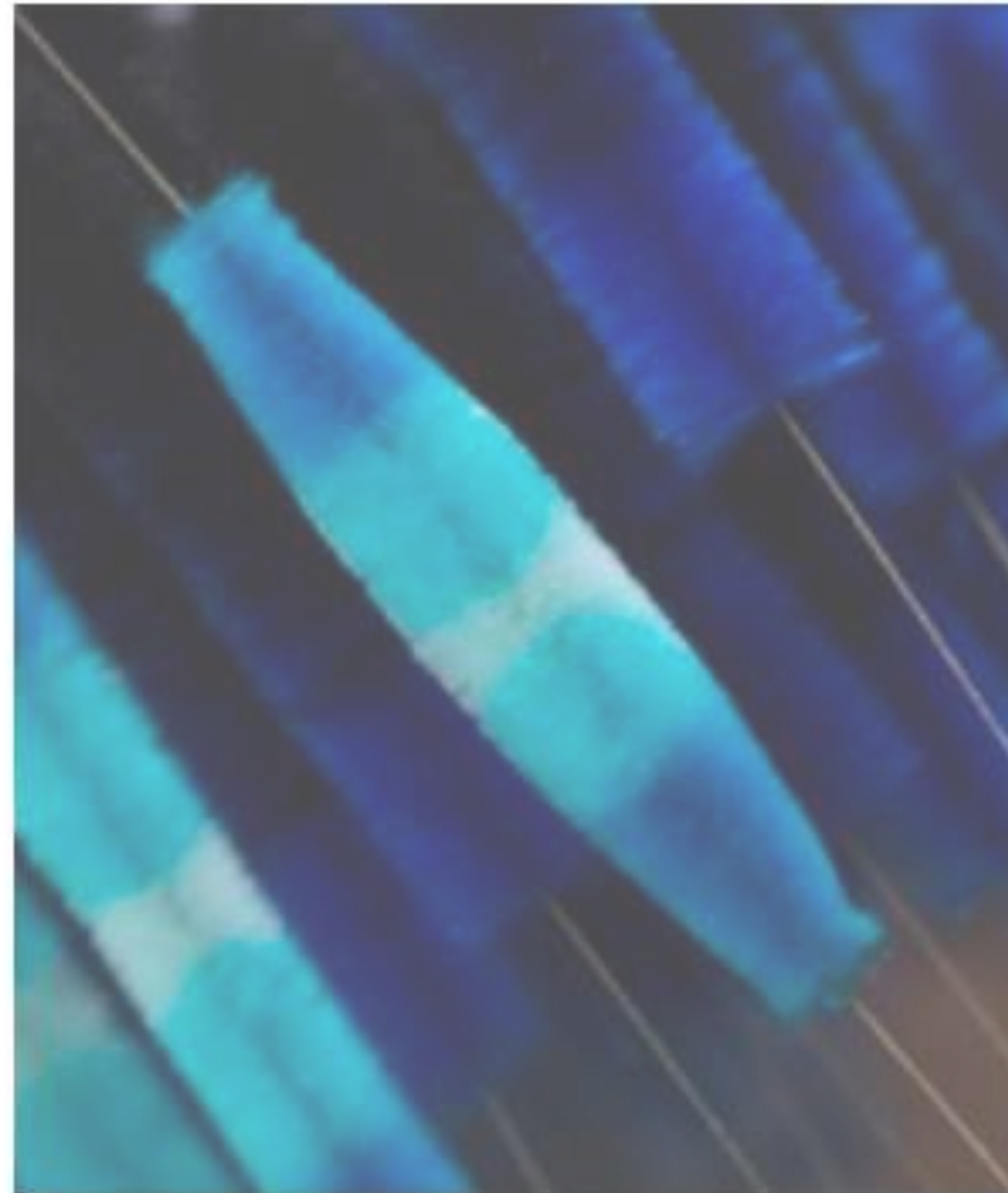
TECHNIQUE

○4. DAJIAN (TRIMMING VELVET STICK)

TRIM THE VELVET STICK TO REQUIRED SHAPE BY SPINNING IT WITH THE LEFT HAND, WHILE TRIMMING IT WITH SCISSORS IN THE RIGHT HAND.



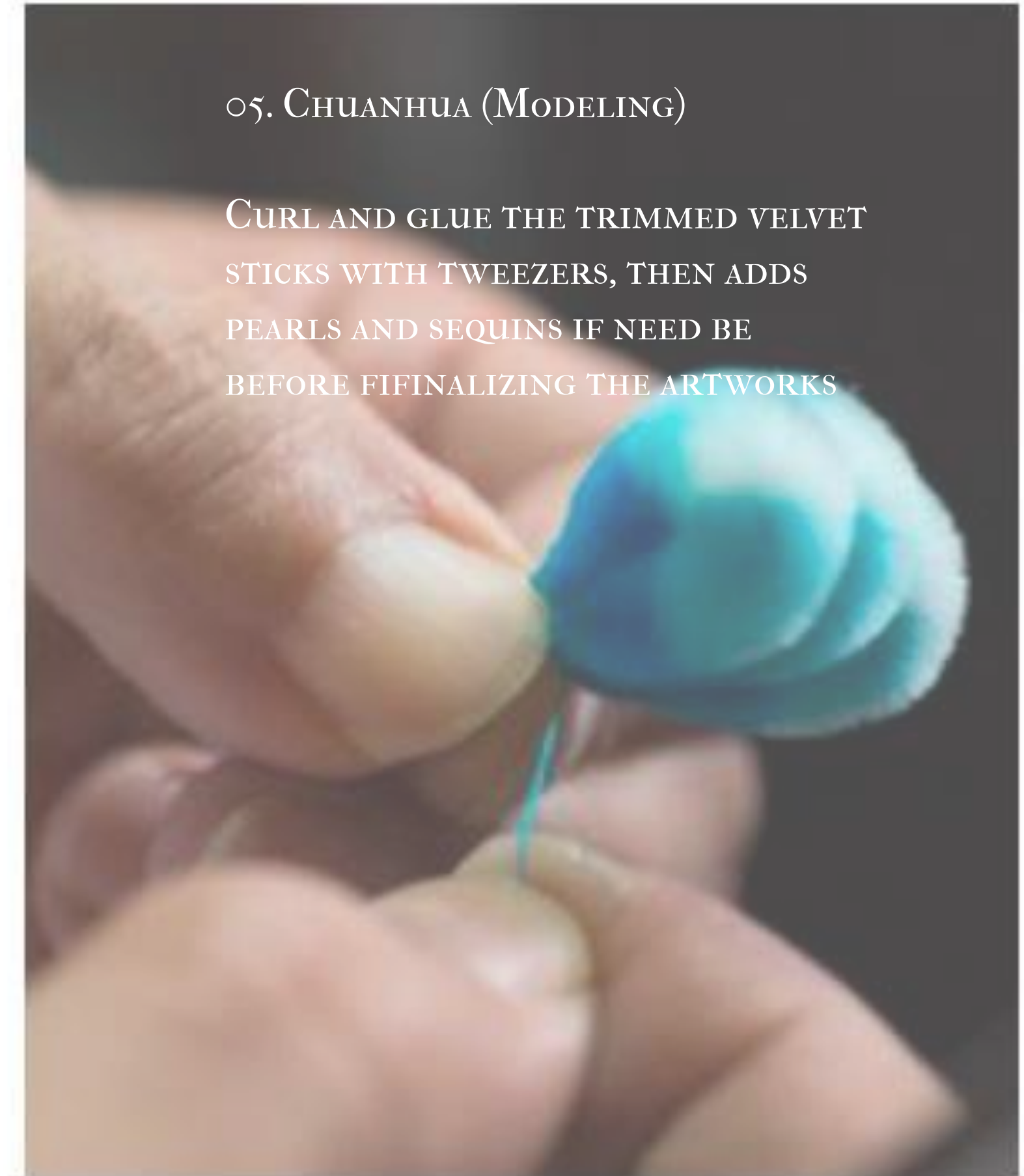
Da Jian (Trimming Velvet Stick)
打尖



Trimmed Velvet Stick
打尖好的绒条

○5. CHUANHUA (MODELING)

CURL AND GLUE THE TRIMMED VELVET STICKS WITH TWEEZERS, THEN ADDS PEARLS AND SEQUINS IF NEED BE BEFORE FIFINALIZING THE ARTWORKS



Chuanhua (Modeling) 1
传花 1

TOOLS



SCISSORS
BIG SCISSORS USED FOR GOUTIAO
AND SMALL SCISSORS USED FOR DAJIAN

HOG-BRISTLES BRUSH
USED TO SMOOTH THE SILK

TWEEZERS
USED FOR CHUANHUA

NEEDLE COMB
USED FOR COMBING LONG AND
THICK VELVET STICKS IF NEED BE

RUBBING BOARD
A WOODEN BOARD USED FOR
GOUTIAO

CHARACTER

ROYAL COURT FLOWER (HAIRPIN FLOWER)

IN THE HAN DYNASTY, IT HAS BECOME POPULAR TO WEAR HAIRPIN FLOWERS. THE FRESH FLOWERS USED AS HAIRPINS VARY WITH SEASON, INCLUDING PEONY, CORNELL, ROSE, PLUM BLOSSOM, APRICOT BLOSSOM, AND POMEGRANATE BLOSSOM. IN THE TANG DYNASTY, THE FASHION OF PINNING FLOWERS PREVAILED, AND BUN WITH PINNED FLOWERS WAS REFERRED TO AS “FLOWER BUN”. THE GREAT POET LI BAI ONCE DESCRIBED FLOWER BUN AS “FINE BUN PINNED WITH SWEET FLOWERS” IN HIS “POEMS ON THE PLEASURE IN ROYAL COURT”. IN THE SONG DYNASTY, MEN WOULD ALSO WEAR FLOWERS IN THEIR HAIR; ESPECIALLY IN FESTIVALS WHEN MALE OFFICIALS WOULD PIN FLOWERS ON THEIR HEADPIECES, AS DESCRIBED IN A POEM THAT “THERE’S NO NEED TO URGE THE SPRING TO COME BY DRUM, CAUSE SPRING WILL COME WITH THE LORD WHEN NEW YEAR’S DAY SETTLES DOWN; PEONY-ROSE AND ALL KINDS OF FLOWERS AND BUDS, VYING IN BLOOM ON THE OFFICIALS’ HATS.” SINCE THE SONG DYNASTY, FEWER AND FEWER MEN WEAR FLOWERS WHILE THE TREND OF HAIRPIN FLOWERS HAS BEEN KEPT BY WOMEN



CHARACTER

THE VELVET FLOWER AND "PROSPERITY"

SHARING A SIMILAR PRONUNCIATION
"RONG-HUA" AS THE WORD FOR
"PROSPERITY" IN CHINESE, THE VELVET
FLOWER IS SEEN AS A LUCKY CHARM IN
CHINA. THE VELVET FLOWER IS ALSO A
NECESSARY ACCESSORY FOR NANJING
LOCALS FOR "ONE EVENT AND THREE
FESTIVALS", THE ONE EVENT BEING
THE WEDDING WHILE THE THREE
FESTIVALS REFERRING TO THE SPRING
FESTIVAL, THE DRAGON-BOAT FESTIVAL
AND THE MID-AUTUMN FESTIVAL.

IN A TRADITIONAL NANJING WEDDING,
RED VELVET FLOWERS ARE
INDISPENSABLE
FOR THE BRIDE. IN THE BRIDAL SEDAN
CHAIR COMING TO FETCH THE BRIDE SITS
A KID, WITH BOTH PARENTS ALIVE AND A
TEAPOT IN THE HAND, WHO IS KNOWN
AS "THE TEAPOT CARRIER". IN THE
TEAPOT, THERE IS SOME FRESH WATER
AND A PIECE OF BEAN CURD, ON TOP OF
WHICH IS A RED VELVET FLOWER IN THE
SHAPE OF A BAT, AS BOTH THE BEAN
CURD (Dou Fu) AND BAT (Bian Fu)
HAVE A CHARACTER SHARING THE SOUND
OF "Fu", MEANING BLESSINGS IN
CHINESE. THE BRIDESMAID WILL HELP
WEAR THE VELVET FLOWER IN THE
BRIDE'S
HAIR BEFORE COVERING THE RED VEIL
TO
BOARD THE SEDAN CHAIR.

CHARACTER

THE VELVET FLOWER AND YUNJIN BROCADE (SILK CULTURE)

IT IS SAID THAT THE CRAFT OF VELVET FLOWERS PROSPER THANKS TO THE GENEROUS SUPPLY OF SILK SCRAPS LEFT FROM MAKING YUNKOM BROCADE INDUSTRY.

THE VELVET FLOWER HAS GONE THROUGH THREE PHASES: ROLLED VELVET FLOWER, SCRATCHED VELVET FLOWER AND SPIRALED VELVET FLOWER. NANJING VELVET FLOWERS MENTIONED HERE REFER TO THE SPIRALED VELVET FLOWER. THE ROLLED VELVET FLOWER IS THE ORIGINAL FORM OF VELVET FLOWER THAT USED PAPER FOR THE MODELING BEFORE SPINNING SILK AROUND THE PAPER FRAMEWORK. BASING ON TECHNIQUES OF THE ROLLED VELVET FLOWER, THE SCRATCHED VELVET FLOWER, ADDED A PROCEDURE OF SCRATCHING TO REMOVE THE NAPS OF THE VELVET. FROM THE LATE OF QING DYNASTY, THE TECHNIQUES OF SPIRALED VELVET FLOWER HAVE BECOME MATURE AND HANDED DOWN FROM GENERATION TO GENERATION.

RESEARCH

THE WORKSHOP OF SILK FLOWER



PHOTOGRAPHIC EQUIPMENT

WE WENT TO THE SILK FLOWER OF WORKSHOP WHICH LOCATED IN GAN XI'S FORMER RESIDENCE OF NANJING INTANGIBLE CULTURAL HERITAGE MUSEUM

RESEARCH



THE WORKSHOP OF SILK FLOWER

RESEARCH

QUESTIONNAIRE

Q1 Do you know anything about velvet flower?
1 I have never heard of it 2 I have heard of it 3 I know it 4 I have a deeper understanding about it

Q2 Please choose from the following adjectives which you think best describe velvet flower Kind and lovely, classical and gorgeous, exquisite, other words

Q3 Please select the works you think best match the characteristics of velvet flower Look for pictures, animals, plants and so on

Q4 What kind of velvet flower products can arouse your desire to buy jewelry small furnishing a large home apparel other

Q5 What do you think is the most unacceptable weakness about velvet flower? Color saturation is too high, not durable, not very popular, high price



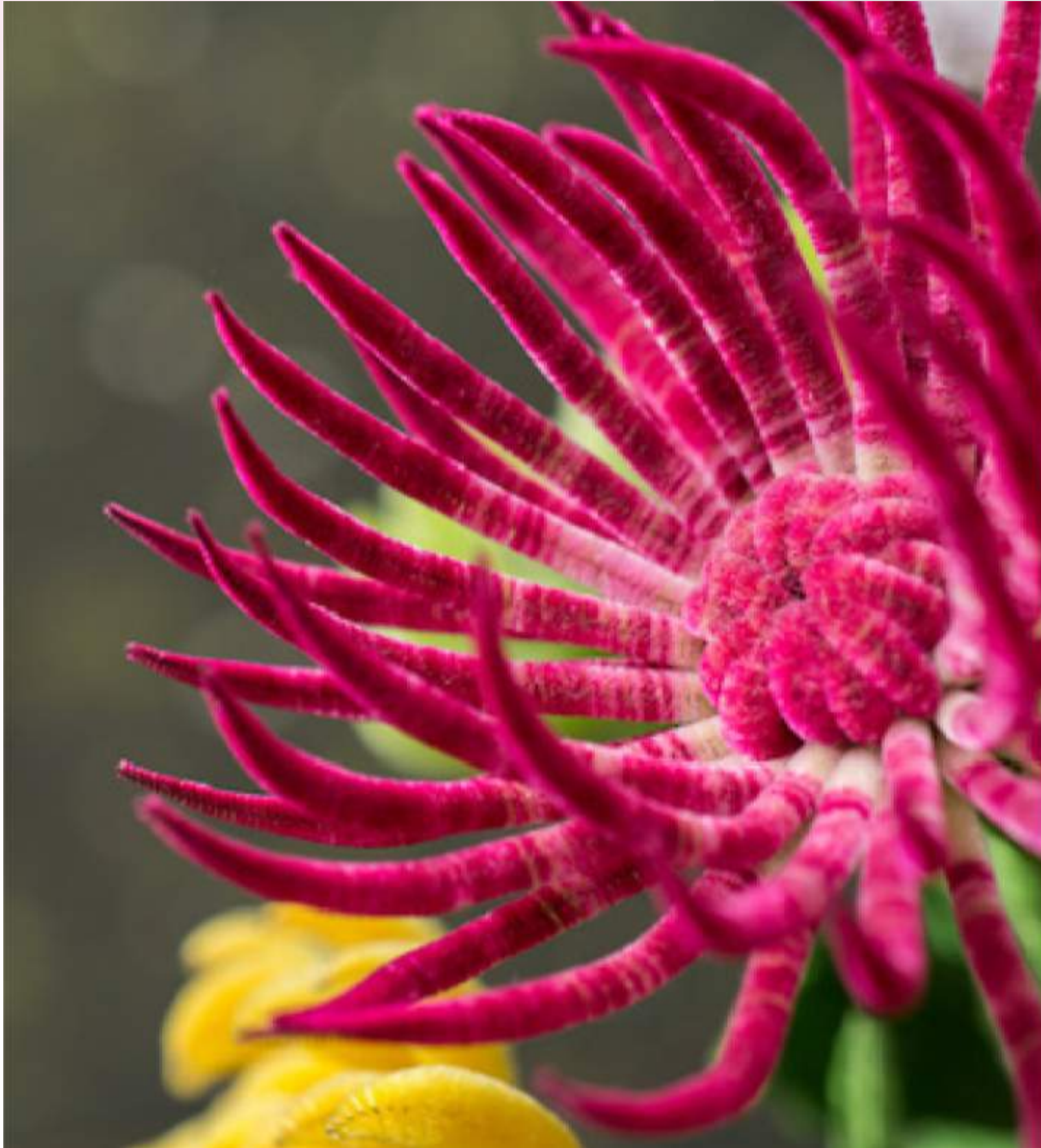
Q6 Please write an idea of the product form of velvet flower (optional)

RESEARCH

CONCLUSION

ACCORDING TO THE RESULTS OF THE QUESTIONNAIRE, THE PUBLIC'S UNDERSTANDING OF VELVET FLOWER IS LIMITED, WHICH IS BASICALLY LIMITED TO THE TRADITIONAL INTANGIBLE CULTURAL HERITAGE OF VELVET FLOWER. THE CLASSICISM AND NOBLENES OF VELVET FLOWER ARE MAGNIFIED BY THE PUBLIC, WHILE ITS TEXTURE AND HANDICRAFT AFFINITY ARE IGNORED. AT THE SAME TIME, PEOPLE HAVE CERTAIN EXPECTATIONS FOR THE PORTABLE VELVET FLOWER PRODUCTS, BUT THE VULNERABILITY OF VELVET FLOWER ITSELF IS THE BIGGEST CONCERN OF THE PUBLIC FOR VELVET FLOWER PRODUCTS.

ACCORDING TO THE RESEARCH



WE KNOW THAT YOUNG PEOPLE'S UNDERSTANDING OF SILK FLOWER IS LIMITED TO ITS TRADITIONAL IMAGE AS AN INTANGIBLE CULTURAL HERITAGE. THE SILK FLOWER IMAGE IN THEIR MIND IS MORE CLASSICAL AND NOBLE, AND THIS IMAGE NOT CATER TO FADDISH TASTE FOR MODERN PEOPLE. THE DELICATE TEXTURE AND DAILY PRODUCT OF SILK FLOWER CRAFT ARE IGNORED BY THE PUBLIC. FOR SILK FLOWER PRODUCTS, THE PUBLIC PREFER TO THE HANG-CARRY PRODUCT WITH THE SIGNIFICANT FEATURES, BUT THE LOW DURABILITY OF SILK FLOWER IS THEIR BIGGEST CONCERN.

ACCORDING TO THE PREVIOUS QUESTIONNAIRE, SILK FLOWER PRODUCT DESIGN DIRECTION SUMMARIZED AS THE FOLLOWING THREE KEYWORDS:

1. FASHION
2. VIRTUALITY
3. DIY

CONCEPTUAL DESCRIPTION OF THE THREE KEYWORDS

VIRTUALITY

KEEP THE APPEARANCE OF SILK FLOWER PRODUCTS IN THE FORM OF VIRTUAL MODELS,AND ENHANCE THEIR DURABILITY, ENTERTAINMENT AND INTERACTION (SHARE WITH THEIR FRIENDS).



FASHION

THE NEW APPEARANCE OF TRADITIONAL CRAFT AND THE EXPRESSION OF INDIVIDUALITY IN DAILY LIFE.



DIY

ADVOCATE EXPERIENTIAL CONSUMPTION AND CREATE A CHANCE TO CLOSELY FEEL THE TEXTURE OF SILK FLOWER.



BRAINSTORM

FOR THE SPECIFIC DESIGN SCHEME OF THE ABOVE THREE KEYWORDS, WE DID A BRAINSTORM. WE COMBINED WITH THE EXISTING CASES AND CONSIDERING THE TECHNICAL FEASIBILITY, AND WE CAME UP WITH THREE DIFFERENT IMPLEMENTATION SCHEMES FOR EACH KEYWORD. OUR VISION IS TO BE ABLE TO CONNECT THE FINAL SOLUTION OF EACH KEY WORD TOGETHER, AND EVENTUALLY FORM A WHOLE SET OF NEW PATTERN OF SILK FLOWER PRODUCTS.



[VIRTUALITY]

IN THE ASPECT OF INTERNET TECHNOLOGY, THE MOST IMPORTANT POINT IS TO INTERCOMMUNICATE ENTITY AND VIRTUAL DATA. WE BELIEVE THAT THE RECOGNITION DEGREE OF QR CODE TECHNOLOGY IS HIGH AND STABLE, AND 3D MODELING IS WITHIN THE RANGE THAT CAN BE ACHIEVED. AR IS ABANDONED BECAUSE ITS LIMITED RECOGNITION DEGREE AND NARROW APPLICATION SCOPE.



[FASHION]

WE COMPARE THE TRADITIONAL AND MODERN USES OF THE SILK FLOWER, AND WE BELIEVE THAT THE SILK FLOWER IS MORE INTIMATE AND IN LINE WITH THE FASHION TREND AS THE NECKLACE AND CLOTHES THAT CAN BE TOUCHED AND HANDLED. (THE HEADRESS IS INCONVENIENT TO TOUCH BECAUSE IT IS EASY TO MESS UP THE HAIR STYLE)



[DIY]

THE PRODUCTION TECHNOLOGY OF SILK FLOWER IS RELATIVELY COMPLICATED, WHICH IS NOT SUITABLE FOR THE PUBLIC TO EXPERIENCE AND PARTICIPATE IN, SO IT IS ABANDONED. HOWEVER, WE BELIEVE THAT USERS CAN EXPERIENCE THE MATCHING PROCESS OF FINISHED SILK FLOWER PARTS AND TRY TO ARRANGE THE VIRTUAL WORLD.

THE FINAL SOLUTION OF CONCEPTUAL DESCRIPTION

PRODUCT INTRODUCTION

OVERSIZE NECKLACE



MATCH



GRADIENT CLOTHES

WE CHOOSE SILK FLOWER AS THE COMPONENT OF OVERSIZE NECKLACE. SILK FLOWER WITH DIFFERENT SHAPES IN DIFFERENT POSITIONS OF THE SILVER CHAIN CAN FORM A PERSONALIZED SCENE, WHILE THE GRADIENT CLOTHES ARE SIMPLE AND FASHIONABLE, AND CAN REFLECT THE DIFFERENT BACKGROUND STYLE OF THE SCENE THROUGH DIFFERENT COLOR MATCHING.(FOR EXAMPLE, A RED-BLACK GRADIENT COLOR —LAVA; YELLOW AND GREEN GRADIENT COLOR—GRASS; BLUE AND WHITE GRADIENT COLOR—BLUE SKY, ETC.)

THE FINAL SOLUTION OF CONCEPTUAL DESCRIPTION

EXPERIENTIAL CONSUMPTION



PRACTICAL CASE



SHARE



USERS CHOOSE TO BUY THEIR FAVORITE SILK FLOWER PARTS AS NECKLACE ACCESSORIES

MATCH AND INSTALL SILK FLOWER PARTS ON THE NECKLACE

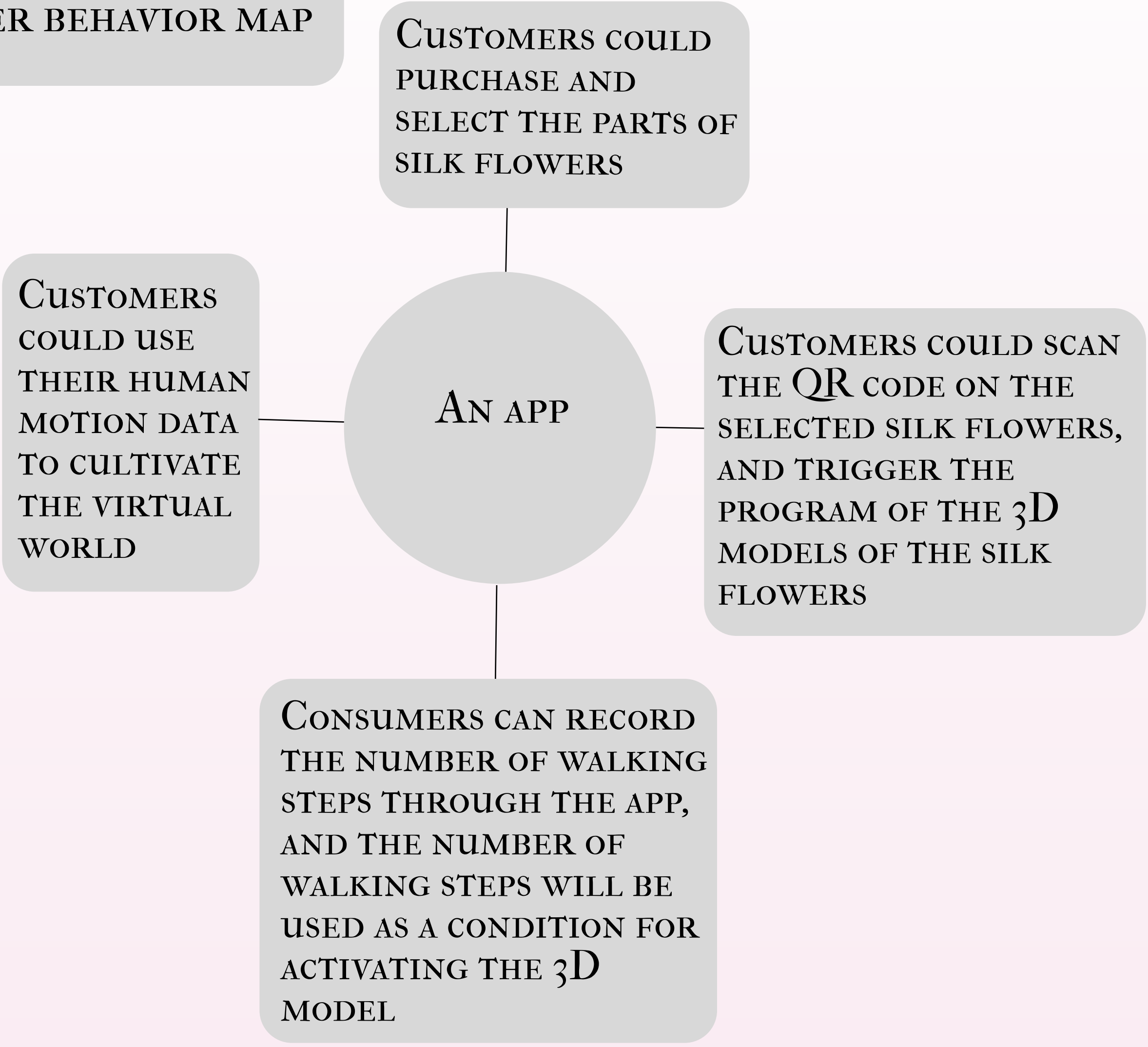
SCAN THE QR CODE ON EACH SILK FLOWER PACKAGE AND IMPORT IT INTO THE WEB DATABASE FOR VIRTUAL SCENE LAYOUT

QR CODE E-CARD: USERS CAN SCAN THE QR CODE TO EDIT AND SAVE THE CONTENT OF PHYSICAL GREETING CARDS ON THE VIRTUAL WEB PAGE, WHICH IS COMPATIBLE WITH MORE MULTIMEDIA FORMS (MUSIC, VIDEO, GAMES, ETC.), AND THEN SHARE THE CONTENT TO OTHERS THROUGH THE GENERATED QR CODE.

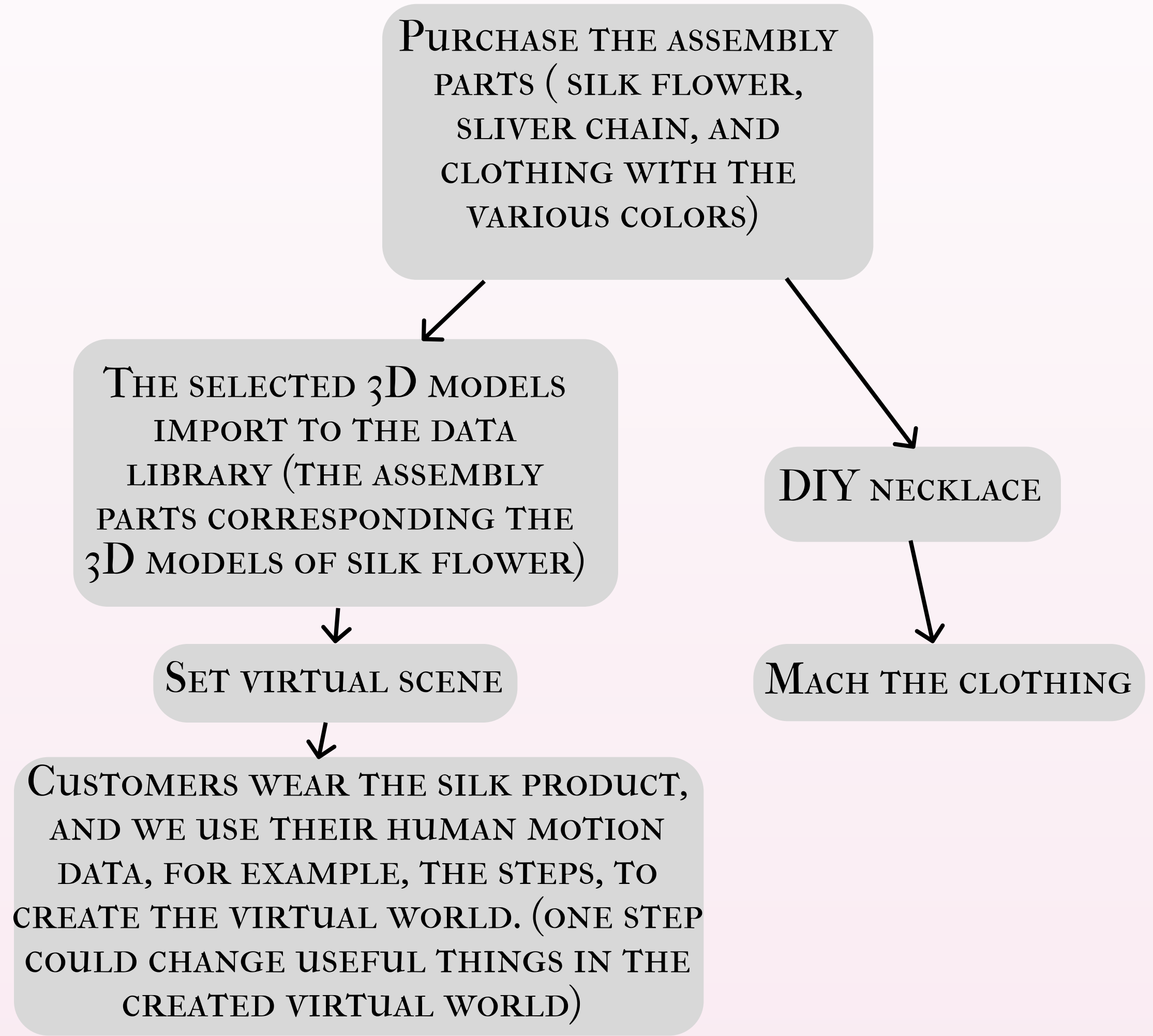
REALISTIC FASHIONABLE CONSUMABLE PRODUCT ——— REFLECT THE PERSONALITY AND LIVELY OF CONTEMPORARY YOUTH.

VIRTUAL FANTASY AMUSEMENT PARK —— MAKE FULL USE OF THE INTERNET SHARING AND ENTERTAINMENT AS A MARKETING TOOL.

USER BEHAVIOR MAP



ACTIONS



USER SCENARIO



CUSTOMIZATION& DIY:

USERS WILL PARTICIPATE IN THE SELECTION OF PARTS, AND DIY THE VARIOUS PARTS OF THE SILK FLOWERS TO MAKE A PRODUCT.



FASHION STYLE

ACCEPTABLE COST AND APPEARANCE PROVIDE CUSTOMERS DAILY LIFE APPLICABLE FASHION WEAR.



INTERACT WITH VIRTUAL WORLD

COMMUNICATE REALITY AND VIRTUAL WORLD THROUGH PEDOMETER AND OTHER SENSING DEVICES AND QR CODE.

Customization& DIY

SELECT THE ASSEMBLY
PARTS(PRIZE AND
QUANTITY)



prize: 2\$
quantity: < 1 >



prize: 2\$
quantity: < 1 >



prize: 2\$
quantity: < 1 >

buy them now

CUSTOM
NECKLACE(TEXTURE AND
QUANTITY)



Shape < Shirt >

Color <  >

Size S M L XL XXL

CUSTOM CLOTHING(SHAPE, COLOR AND SIZE)



Texture
< Silver >

Layers:
< 2 >

buy it now

FASHION STYLE



THEME SHOW



I. MODERN RED (摩登绛红)

2. THE GREEN OF SPRING WATER(春水初生)

VIRTUAL INTERACTION

CUSTOMERS SCAN QR CODE
INTERFACE (PLEASE SCAN THE
QR CODE IN THE FRAME)——
OPEN LINK



STEP COUNTING INTERFACE (TOTAL
STEPS: TRAINING SCHEDULE)



VIRTUAL INTERACTION



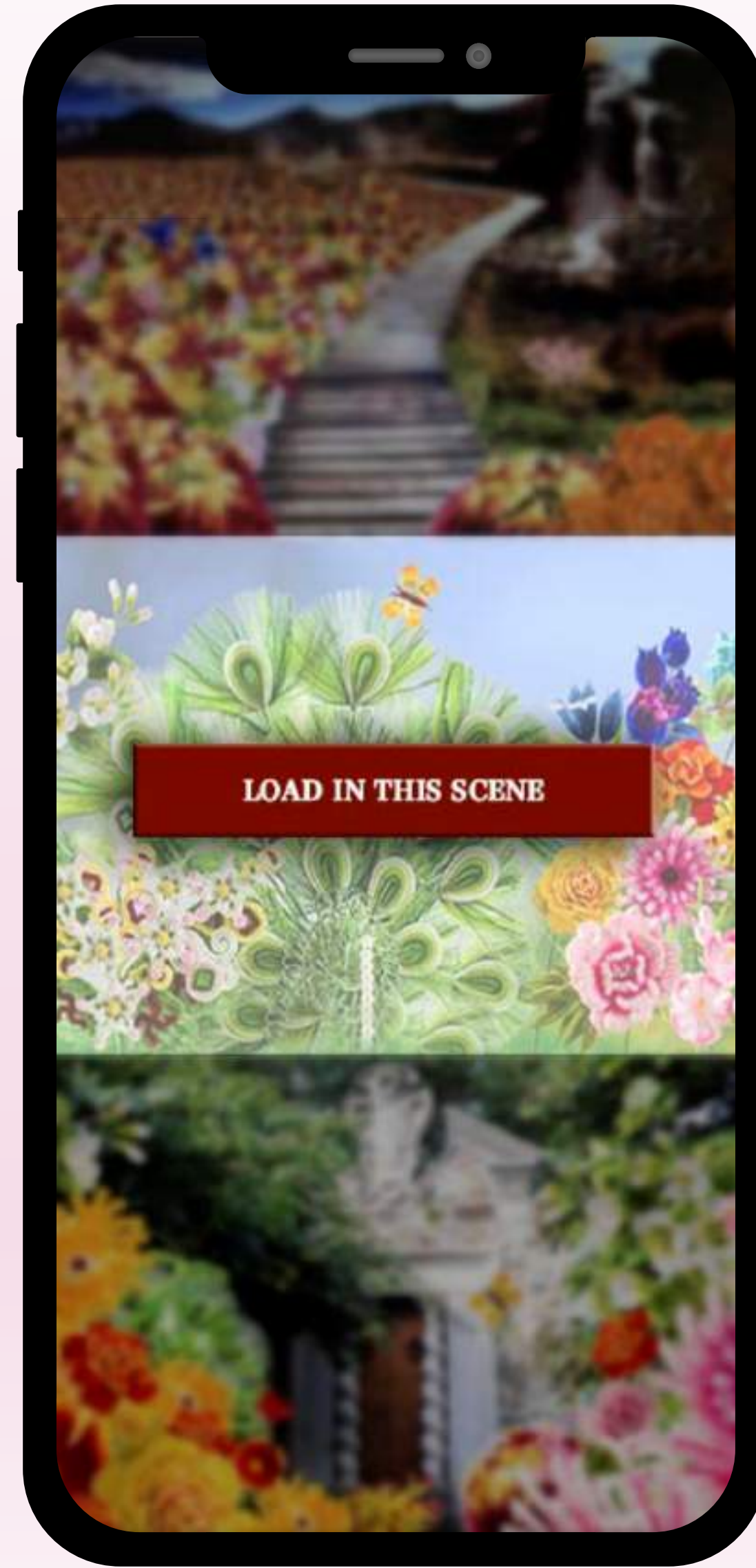
SCENE LAYOUT INTERFACE

(SAVE, UNDO, REDO, SHARE)



VIRTUAL INTERACTION

VISIT THE VIRTUAL SCENE



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Part 3

The Vitality of Everydayness

Color



Italian tuscan brass (Country Style)——
hotel building



The vitality of spring



RURAL OBJECTS IN THE EXHIBITION

TREE RINGS SYMBOLIZE TIME