

Research on the Innovative Design of "Pan Wang Seal" Pattern of Yao Nationality in Northern Guangdong

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Abstract. As one of the national intangible cultural heritages, "Panwang Seal" pattern is a typical symbol of Yao nationality. It has various forms, bright colors and profound cultural connotation. It has special decorative significance and high research value. It is of great significance to persist, develop and carry forward the excellent traditional culture of Yao nationality by deeply exploring the connotation and style characteristics of Yao nationality's "Panwang seal" pattern in northern Guangdong. "Panwang Seal" pattern provides rich materials and inspiration for modern pattern design, and researches and develops the patterns of Yao nationality in northern Guangdong, while protecting and spreading the national culture.

Keywords: Yao Nationality in Northern Guangdong; Pan Wang Seal; Pattern Innovation Design.

1. Introduction

The Yao nationality is an ancient and time-honored minority nationality in China. In northern Guangdong, Yao people mainly live in Shanyao and Pai Yao. Guangdong Ruyuan is known as "the hometown of Shanyao in the world". Liannan Yao Autonomous County is the only place in China and even the whole world where the folk customs are relatively intact. Both of these two groups belong to Panyao branch, which is typical of believing in and offering sacrifices to Panwang. "Panwang Seal" is an important symbol of Panwang culture of Yao nationality and one of the typical symbols of Yao nationality. It has special decorative significance and cultural symbolic significance. Yao's "Panwang Seal" pattern is an important part of traditional Chinese pattern. It has a long history and carries the national culture connotation, national spirit and national aesthetics of Yao people since ancient times. This paper intends to conduct a systematic analysis of the cultural connotation and style characteristics of "Panwang Seal" pattern and design research on pattern innovation, which plays a role in protecting and spreading Yao culture.

2. Northern Guangdong Yao "Pan Wang Seal" Pattern Connotation

2.1. Overview of "Pan Wang Seal" Pattern



Figure 1. Pai Yao "Pan Wang Seal"



Figure 2. Guo Shan Yao "Pan Wang Seal"



Figure 3. Bai Pants Yao "Pan Wang Seal"

(Photo credit: The author)

The costume culture of each branch of the Yao nationality has its own characteristics. The colorful patterns of the costumes are mostly derived from the images of flowers and trees, insects, fish, birds and beasts in nature, showing the Yao people's love and respect for nature. Among them, the "Panwang Seal" pattern is one of the most representative patterns of the Yao people, which has specific symbolic significance to the Yao people and is widely used in the Yao costumes in various regions. Among them, the "Panwang seal" pattern of the three branches of Pai Yao, Guo Shan Yao and White pants Yao is the most famous (Figure 1, 2, 3).

2.2. "Pan Wang Seal" Pattern Folk Significance

For a nation with no national script and only its own language, "Panwang Seal" is not only a daily decorative pattern, but also a memory carrier of national culture.

"There are no mountains in Lingnan and no Yao." In history, the Yao people were forced to migrate for a long time in order to avoid war and live deep in the mountains for generations. They put the animals and plants in nature, as well as the magnificent mountains and rivers, after subjective thinking to create, extract a variety of graphic patterns, woven into the "Pan Wang seal" pattern, and give its unique charm. For example, the fishbone pattern, zigzag pattern, tofu plaid pattern and so on. From the point of view of the creation theme, it reflects the Yao people's infinite insight into life, so as to express their yearning for a better life. The dragon dog pattern is closely related to hunting in production activities. These patterns not only record the deeds of Yao ancestors who fought bloody battles and crossed mountains in search of a new home, but also convey the respect for their ancestors and gratitude for all things natural.

With the change of life style and social concept, the "Panwang seal" pattern has undergone subtle changes, and the original ancestor worship and totem worship concepts are gradually weakening, showing strong decorative characteristics. After 2000, due to the impact of commodity tourism economy, there appeared auspicious Chinese symbols such as "all the best", "peace" and "blessing", as well as images such as sycamore tree, ginger, sunflower, female figure pattern and southern fruit. The rich and wonderful patterns reflect the Yao people's simple and healthy aesthetic taste, as well as their love for life, nature and national culture.

2.3. "Pan Wang Seal" Pattern Aesthetic Value

In terms of form: Since Panwang printing patterns mostly appear in the form of embroidery in Yao costumes, and the common technique in Yao embroidery belongs to the cross-stitch technique. Yao embroidery women arrange each single pattern into a variety of neat and beautiful combination forms through the continuous combination and change of straight lines and squares in the cloth pattern, which is rich in layers and combines the virtual and the real. It has an abstract and simple beauty and can arouse people's association. Due to the variety of combination forms of Panwang printing patterns, there are many types of elements involved, but there are basic shapes that standardize it. Therefore,

Panwang printing pattern not only has the diversity of elements, but also has the unity of form. The two are both opposite and coordinated, which constitutes the harmonious beauty of Panwang seal pattern.

In addition to art works, geometric visual forms can not only spread rhythmic beauty, but also adapt to the development of technology. In the handicraft period, the complex and concrete embroidery patterns undoubtedly brought heavy workload to the local embroiderers. Simple geometric patterns can not only improve the work efficiency of embroidery women, but also facilitate wide dissemination.

As a traditional symbol of Yao culture, Panwang Seal not only carries the profound history and national spirit, but also embodies the beauty of Yao traditional costumes. This kind of figure is not only decorative, but more importantly, it expresses the religious beliefs, values and survival methods of the Yao people. They are not only beautiful, but more importantly, they convey the essence and connotation of Yao culture and are an important part of Yao culture.

3. Northern Guangdong Yao "Pan Wang Seal" Decorative Language

3.1. "Pan Wang Seal" Modeling Decoration Language

The "Panwang seal" of the Yao nationality is usually embroidered in the form of a combination pattern on the Yao clothing. The "Panwang seal" of each branch is square, but the size and decorative position of the "Panwang seal" on the Yao clothing of each branch are different. For example, the "Panwang seal" pattern appears on the front and back of the shirt of Bai Trousnyao, Hua Lanyao and Guo Shanyao. The "Panwang Seal" pattern appears on the headwear or shawls of Qingjuyao, Pai Yao and Arrowhead Yao.

The Yao ethnic group is numerous and widely distributed in the south of China. Due to their escape from the war, the Yao ethnic group migrated to the south and settled in the mountains. At the same time, the Yao ethnic group integrated with the local culture in the process of dispersions and migrations, coupled with the underdeveloped transportation, the communication with their own ethnic group or other ethnic groups was not frequent, which led to the phenomenon of "ten li different sounds and ten Li different customs". Therefore, the "Panwang seal" of each branch is also different due to regional differences, cultural environment and other factors, but all changes are inseparable, and the "Panwang seal" of each branch also maintains its unique rules. "Panwang Seal" pattern is the most recognizable combination pattern in Yao clothing pattern, "Panwang seal" pays attention to the balance in the arrangement, has its unique rhythm and rhythm. The combination pattern is usually centered on a square box, and one or more square boxes form a "back shape" pattern area. In the middle of the back word, the main pattern is "cross shape", "rice shape" or "X shape", the average subdivision of a number of interval plates, and the plates are filled with patterns.

Art is the product of a certain social and economic basis, and its special form is inevitably determined by the conditions of production. In history, the Yao people lived in the mountains for a long time to avoid wars and conflicts, and their living environment was relatively primitive. The filling pattern theme of the Yao people's "Panwang Seal" pattern was mostly chosen from daily life. The primitive daily living environment prompted the Yao people's decoration themes to be mostly plant pattern, animal pattern and humanoid pattern, which were also the three main aspects of the Yao people's life. Guo Shan Yao "Pan Wang print" often matched patterns are octagonal pattern, million word pattern, dragon dog pattern, human pattern, ghost pattern, bird pattern, sawtooth pattern, four-leaf lotus pattern, pine cone pattern, boundary shape pattern and animal hoof print. The "Panwang seal" of Pai Yao is also symmetrical as a whole, with a diamond square as the center, and the periphery is also set with one or more square boxes to form a zigzag structure, and the middle is filled with "cross" or "X word" to distinguish the eyeball pattern; The filling patterns commonly used in Pai Yao are eye pattern, boundary pattern and horse pattern.

3.2. "Pan Wang Seal" Color Decoration Language

As we all know, the Yao people dress decoration five colors, adhere to the principle of five colors, so the clothing on the "pan Wang seal" is usually red, yellow, blue, white and black five colors of silk for embroidery. According to mythic stories, Panhu is a god dog with five colors of hair, so the clothing of Panhu's descendants is mostly characterized by five colors. As far as Paiyao "Panwang seal" is concerned, it is mostly red and white matching, adding corresponding colors according to different paiyao branches, such as embroidering eye lines with red embroidery thread, adding yellow or white in the middle of each eye line for matching.

The use of color in a nation's clothing also reflects the spiritual subconscious of the nation, and has diversified symbolic significance in different social environments. As one of the 56 ethnic groups in China, the five-color view of the Yao people is similar to the traditional five-color view of the Chinese nation. The Yao people also use the national desire to decorate the "Pan Wang Seal" pattern through color decoration, and different colors represent different meanings.

Red is red, which symbolizes the endless vitality. It is widely used in Yao embroidery to express the respect of the Yao people for their ancestors, thanking their ancestors for their bravery and creating a better life. Usually red is also used in festive festivals, indicating the importance of the festival.

The meaning of white is mostly lifeless, no hope, meaning the sadness of death, but also used in funeral rites; But white also means purity and inviolability.

The color variations of Panwang prints of the Yao nationality vary widely, and can be divided into two kinds of color matching methods, high purity and low purity, according to color matching and visual effects. Taking the representative Pai Yao Pan Wang Seal as an example, the following table summarizes its basic color values (see Figure 4). The overall color purity and brightness are high, the whole picture is black as the base, the red is spread out in a large area, the embellishment of high purity and brightness of yellow, white and green, dispersed the crowded feeling covered with red, so that the overall picture jumps and has rhythm.





Pan Wang Seal	Color Extraction	C	M	Y	K
		11	96	92	0
		78	42	100	0
		11	20	95	0

Figure 4. Analysis of basic color value of Pai Yao "Pan Wang Seal" pattern

Through the analysis of Yao's "Panwang Seal" pattern shape and color decoration language, it is helpful to grasp the innovative practice of Yao's "Panwang Seal" pattern.

4. The Innovative Design of "Pan Wang Seal" Pattern of Yao Nationality in Northern Guangdong

Yao embroidery pattern is rich in patterns, "Pan Wang seal" pattern as the most iconic pattern of Yao, the artistic effect shown is unique. Therefore, it carries out innovative design, extracts, learns from and re-colors, and designs a simple and clear personality pattern with fashion elements, which is also the inheritance and modern expression of Yao's decorative pattern and Yao's "Panwang Seal".

4.1. Direct Use of Patterns

"Panwang Seal" pattern is the most recognizable combination pattern in Yao clothing pattern, "Panwang seal" pays attention to the balance in the arrangement, has its unique rhythm and rhythm.

In view of the particularity of "Panwang Seal" decoration, in its innovative design, we can first use the direct reference way for pattern design. The "Panwang seal" of White pants Yao and Guo Shan Yao is often used on the back of the shirt, which belongs to the back flower (Figure 5). In the modern innovative design of "Panwang Seal", the original structural form of "Panwang Seal" can be directly borrowed. In the arrangement of patterns, the composition form commonly used by Yao nationality is adopted, and single pattern patterns are arranged into matrices for pattern innovative design (Figure 6). This pattern can be made into silk scarves, bed sheets, quilt covers, etc. (see Figure 7 and 8), which can be used in people's daily necessities and integrated into life, aiming to let more people know the "Panwang Seal" pattern and understand the traditional culture of the Yao nationality.



Figure 5. Shan Yao "pan Wang print" dress pattern

(Photo credit: The author)

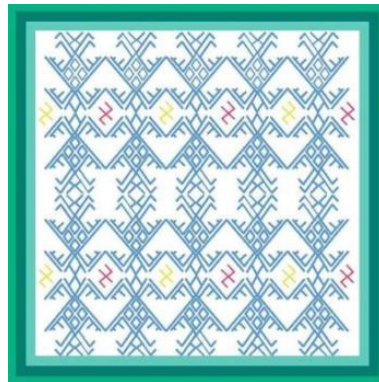


Figure 6. "Pan Wang Seal" pattern innovative design



Figure 7. "Pan Wang Seal" Pattern Creative design (Silk Scarf)



Figure 8. "Pan Wang Seal" Pattern Creative Design (Bedding)

(Photo source: All are self-drawn by the author)

The advantages of direct use of patterns are as follows: at present, there are few innovative application studies on Yao decorative patterns or "Panwang seal" decorative patterns, and the general public's understanding of them is limited, resulting in low public awareness of patterns. Therefore, designers should first avoid excessive design, such as excessive splitting and excessive abstraction, when making innovative designs. In the innovative design, it should be based on maintaining its original basic framework, from the styling characteristics, color patterns of the original form of interest, after the public has a preliminary understanding of its pattern, and then carry out the next breakthrough innovative design and application.

4.2. The Second Innovation of Pattern

The second innovative design of pattern design is based on the original pattern, according to a certain law to carry on a series of design changes to the pattern. Professor Xun Shenglan, an expert in traditional art design and modern art design, has analyzed and summarized the framework of new ethnic graphics in New Ethnic Graphics, which has a good guidance for this study. The second innovation of pattern mainly includes associative reconstruction and secondary abstraction, at least retain one of the basic characteristics of the original pattern, use some artistic design techniques, and follow the law of design aesthetics to carry out innovative design.

4.2.1. Associative Creation

The premise of "associative reengineering" is to deeply explore the pattern material, combine to expand its connotation, and carry out new design imagination on the basis of the original pattern. "Association" is to regard the original pattern or element as a "matrix", and brainstorm around the "matrix" to trigger different imaginations, which can be real things, or ghosts and whimsical fantasies, which is more colorful and creative in the choice of subject matter. Applying this method to the innovative design of traditional ethnic patterns will break the sense of imprisonment and era inherent in traditional elements, and have a new era style. Shanyao "Pan Wang seal" pattern is a rectangular structure, the frame structure is progressive, but too neat frame limits the innovative design of the pattern. First of all, the most representative loops and single patterns in the "Panwang printing" pattern were extracted (as shown in Table 1), and the pattern innovation design was carried out according to different angles and quantities (as shown in Figure 9). This pattern can be made into silk scarves (see Figure 10) and used in People's Daily necessities, so that more people can know the "Panwang seal" pattern and understand the traditional culture of the Yao nationality.



Figure 9. "Panwang Seal" Pattern Innovative design

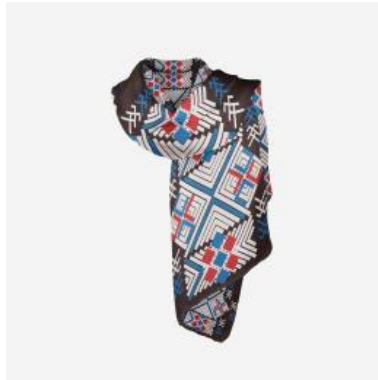


Figure 10. "Panwang Seal" pattern creative design (Silk scarf)

(Photo source: All are self-drawn by the author)

4.2.2. Quadratic Abstraction

The second abstraction is the beginning of pattern innovation. Abstract is mainly manifested in two aspects: First, the extraction, splitting and modification of traditional pattern elements, the use of simple methods to extract classic elements, and then exaggerated innovative design on the original pattern. Enhance the visual effect, and re-group to achieve the purpose of innovative design. Second, based on abstraction, the change of traditional patterns makes the original patterns more formal, more concise and more modern. The following figure (Figure 11) shows the innovative design of Panwang printing pattern by means of secondary abstraction. The pattern modeling and color matching are all oriented to the preferences of young people, which is suitable for making patterns into mobile phone cases, stamps, jigsaw puzzles, postcards, etc. (Figure 12). Starting from the age group of young people, they can enhance their cognition of Yao culture in a subtle way.



Figure 11. "Pan Wang Seal" pattern innovative design



Figure 12. "Pan Wang Seal" Pattern Creative Design (Postcard)

(Photo source: All are self-drawn by the author)

5. Conclusion

Panwang print pattern is a bright pearl in Yao ethnic pattern. It originates from Yao myths and legends, and is now mostly used in Yao costumes. It is the expression form of Yao people's collective consciousness and national concept, and represents the exquisite skills and national wisdom of Yao people. This article interprets and analyzes the design semantics of Panwang seal from the two angles of pattern connotation, "shape" and "color", which is conducive to deeply understanding and understanding the cultural connotation of Panwang Seal pattern, so as to carry forward and inherit the Yao culture and national characteristics. Combining traditional patterns with modern design, the Panwang print pattern is extracted, explored and innovatively applied from the aesthetic perspective of modern design, so that traditional patterns can still play their unique charm in the new era, which helps to enrich modern design resources and semantic connotation, while injecting cultural elements into modern design and enhancing its own identification, improving the utilization rate and dissemination rate of traditional patterns. The protection of our cultural heritage is also of great significance and function.

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