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## Research on the Application of Manchu Folk Embroidery in the Design of Cultural and Creative Products

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### Abstract

This paper examines the application of Manchu folk embroidery in modern cultural and creative product design. Manchu folk embroidery is known for its unique beauty and culture, providing a source of inspiration for modern design. This study provides a comprehensive comparison of various Manchu folk embroidery products and scrutinizes the process of integrating Manchu folk embroidery techniques, symbols, and patterns in contemporary product design. The application of Manchu folk embroidery enhances the aesthetic value of modern goods and promotes a close connection between Manchu folk embroidery and modern design, while opening up new markets for traditional artisans. This in turn has contributed to sustainable socio-economic growth of Manchu folk embroidery. The study also identifies challenges to the successful integration of traditional craftsmanship with modern design and suggests potential solutions, emphasizing the need for knowledge sharing and policy support. Thus, this paper argues that incorporating Manchu folk embroidery into cultural and creative product design is a sustainable approach to cultural heritage preservation. These findings have important implications for designers, artisans, and researchers interested in cultural preservation and sustainable development.

**Keywords:** Manchu, Folk Embroidery, Cultural and Creative Products, Design, Application

### Introduction

As the process of globalization continues to evolve, the influence of diverse cultures and arts on the design of cultural and creative products has become increasingly evident. Traditional art has transitioned from the margins to the mainstream, morphing into a vibrant entity that plays a dual role. Manchu folk embroidery is one such cultural pillar that is deeply embedded in the fabric of art and history. Manchu folk embroidery is a traditional art form with a unique aesthetic connotation (Chen, 2020). It is an artistic canvas that vividly depicts the history, culture, and traditions of the Manchu people. This centuries-old art has been able to resist

the passage of time and endure through time, proving its artistic charm. However, its application in cultural and creative product design awaits exploration, and this study provides an exhaustive analysis of Manchu folk embroidery techniques, patterns and motifs in cultural and creative product design. Our exploration focuses on how to integrate the uniqueness of this traditional craft into the architecture of modern design. This fusion aims to enhance its aesthetic implications, give it cultural resonance, and strengthen its competitive position in the domestic and international markets. This fusion not only gives birth to products with visual impact and cultural connotation, but also creates an intimate connection between consumers and the rich Manchu cultural heritage. In addition, it offers new economic prospects for traditional artisans and promotes sustainable socio-economic development of the Manchu folk art form of embroidery. The harmonization of traditional crafts and contemporary design is an intricate process full of twists and turns that requires careful research. This study advocates the integration of Manchu folk embroidery into cultural and creative product design as a viable and sustainable approach to preserving cultural heritage.

### **Problem Statement**

In the current environment where the globalization process continues to accelerate, ethnic cultural creative products have become an important part of the cultural creative industry, which is both a link between ethnic culture and the public to establish a close connection, and also plays an important role in spreading and innovating the connotation of ethnic culture (Da, 2016). As a handicraft rich in profound history and unique artistic value, the application of Manchu folk embroidery in cultural and creative product design helps to organically combine Manchu cultural elements with daily life, increasing the added value of these products, while also achieving the purpose of cultural dissemination and education in a subtle way. The real core of cultural creative products is the combination of culture and creativity, which requires the use of creative design methods to realize the regeneration and utilization of traditional culture and form innovative knowledge achievements in the context of cultural industry with the goal of profit-making and spreading culture (Wei, 2010). A good example is the Manchu folk embroidery cultural and creative products, which integrate the traditional Manchu embroidery cultural elements into the product design so that the final product not only has the characteristics of the ethnic group, but also has high knowledge, high added value, high integration and sustainability. On the one hand, Manchu folk embroidery cultural creative products can be regarded as a modern extension of the traditional culture of each nationality in each country. Its dissemination helps to enhance the visibility, appeal and influence of the traditional culture of the nation. On the other hand, the cultural creative products of Manchu folk embroidery are derived from Manchu folk art, inheriting the morphological style, design elements and symbols of Manchu traditional culture, and integrating the artistic value of Manchu folk embroidery into the product design by creative design, forming products with both rich cultural connotation and practical functions. Manchu folk embroidery itself has a high cultural value, and its elements and patterns deeply reflect the pursuit of a happy life and the unique understanding of life of the Manchu ancestors (Zhang, 2020). Therefore, Manchu folk embroidery cultural and creative product design needs to take Manchu folk embroidery culture as the source of design inspiration, rely on modern material product carriers, and create popular cultural and creative products. These products not only need to fully explore and reflect the spiritual connotation and expression of Manchu folk embroidery culture, but also need to combine the function, usage and modeling elements of the products.

Manchu folk embroidery cultural creative products, as the medium of national culture and the general public closely linked, plays a vital role in the dissemination of national culture and innovation. Manchu folk embroidery cultural creative product design, through the Manchu cultural elements cleverly integrated into daily life products, both in enhancing the added value of the product, or unknowingly achieve the goal of cultural indoctrination, have demonstrated its far-reaching impact. Cultural and creative products are the core elements of the cultural industry, and their main goal is to realize the dissemination and profitability of culture through the integration of culture and creativity. Therefore, the important connotation of cultural and creative products lies in culture and creativity, aiming to realize the regeneration and utilization of traditional culture through creative design techniques and ultimately produce innovative intellectual achievements.

In the process of studying the design of Manchu folk embroidery cultural and creative products in depth, we found a series of key issues. Firstly, how to combine the characteristic pattern elements of Manchu folk embroidery with modern product design concepts so that it can not only lose its traditional cultural characteristics but also adapt to the aesthetic and living needs of modern society? Secondly, how can the artistic and cultural value of Manchu folk embroidery be fully realized while ensuring the practical function of the product? In addition, how to better disseminate and protect Manchu folk embroidery as an intangible cultural heritage through product design, and provide support for its sustainable development?

These questions constitute the focus of this research paper. We will explore in depth the research on the application of Manchu folk embroidery in cultural and creative product design from both theoretical and practical perspectives, expecting to provide useful references for the design of ethnic cultural creative products, while promoting the innovative development and preservation of ethnic intangible cultural heritage.

### **Research Objective**

1. To study the application of Manchu folk embroidery in modern cultural and creative product design, and to analyze in depth its integration process and methods. To explore the ways of integration of Manchu folk embroidery techniques, symbols and patterns in contemporary product design by comparing and studying various Manchu folk embroidery products.
2. To analyze the impact of Manchu folk embroidery applied to cultural and creative product design and assess its contribution to the aesthetic value of modern goods and the close connection between Manchu folk embroidery and modern design. Also, to explore the role of Manchu folk embroidery in promoting sustainable socio-economic growth and developing new markets for traditional artisans.
3. to explore the challenges of successful integration of Manchu folk embroidery with modern design and to suggest potential solutions. Emphasize the importance of knowledge sharing and policy support for the sustainable development of Manchu folk embroidery.

### **Significant of Study**

Manchu folk embroidery, as an important part of Manchu traditional culture, has a long history and unique artistic value (Wang, 2012). However, in the current context of accelerating globalization, traditional culture is facing increasingly serious challenges, and the preservation and inheritance of cultural heritage has become particularly important. Therefore, the application of Manchu folk embroidery in the design of cultural and creative

products has an important significance of preserving and passing on cultural heritage. By studying the application of Manchu folk embroidery in modern cultural and creative product design, the potential of Manchu folk embroidery can be explored and exploited, and its recognition and influence in contemporary society can be enhanced. This study will explore how traditional Manchu folk embroidery cultural elements can be organically integrated into modern design to form innovative and unique cultural and creative products through an in-depth analysis of the way Manchu folk embroidery techniques, symbols and patterns are integrated into contemporary product design. The study of Manchu folk embroidery in cultural and creative product design can also provide support for the sustainable development of traditional Manchu culture. With the change of society and economic development, traditional crafts are faced with the problems of decreasing market demand and difficulties in passing down skills. By combining Manchu folk embroidery with modern design to create new market and economic opportunities for traditional crafts, more young people can be motivated to engage in learning and developing traditional crafts and promoting the inheritance and development of traditional crafts. Manchu folk embroidery is known for its unique aesthetic connotation and exquisite craftsmanship. Applying Manchu folk embroidery to modern cultural and creative product design can inject a unique aesthetic value into the goods and make them stand out in the market competition. With its unique artistic style and symbolic meaning, the patterns and motifs of Manchu folk embroidery add unique cultural connotation and artistic charm to the products. By studying the application of Manchu folk embroidery in cultural and creative product design, it is possible to explore in depth how the unique aesthetic elements of Manchu folk embroidery can be organically integrated into the architecture of modern design. Researchers can draw inspiration from Manchu folk embroidery to create cultural and creative products with high aesthetic value, thus enhancing the attractiveness and competitiveness of modern goods. The results of this study will provide useful references and guidance for designers and creative industries to promote better use of the aesthetic elements of Manchu folk embroidery in product design and create more innovative and unique products.

As a traditional craft requiring a high degree of skill and experience, Manchu folk embroidery can provide new market and economic opportunities for traditional artisans through its application in cultural and creative product design. Under the impact of modern industrialization and mechanization, traditional crafts are facing challenges such as reduced market demand and difficulties in passing on their skills. Combining Manchu folk embroidery with modern design can create new sources of employment and income for traditional artisans and improve their social status and living standards. By studying the application of Manchu folk embroidery in cultural and creative product design, we can explore how to combine traditional craftsmanship with modern design to create more development opportunities for traditional artisans. This research will provide an in-depth analysis of the technical characteristics, design elements and artistic values of Manchu folk embroidery and explore how to fully demonstrate the unique charm and skill level of Manchu folk embroidery in product design. Researchers can also propose relevant policies and measures to support the development of traditional crafts and improve the skill level and competitiveness of traditional artisans.

### **Manchu Folk Embroidery**

Manchu folk embroidery, as one of the traditional Chinese handicrafts, has a long history and rich cultural background. Manchu is one of China's ethnic minorities, and its embroidery art occupies an important position in Manchu culture (Wang, 2009). Manchu folk embroidery has a long history and was initially used mainly for dress decoration in the royal court and noble society. Over time, Manchu embroidery gradually spread to the folk and became an important art of home decoration and gift making. Manchu folk embroidery is closely related to Manchu culture, which not only shows the aesthetic concept and artistic talent of Manchu people, but also contains a rich cultural connotation and national spirit. Embroidery works are often themed on plants and animals, natural landscapes, myths and legends, etc. Through delicate embroidery techniques and unique symbolic patterns, they convey the Manchu people's understanding and reverence for nature, life and the universe. Manchu folk embroidery is known for its unique techniques and artistic style. Its characteristics include delicacy, finesse and vibrant colors. Manchu embroidery often uses materials such as silk and cotton threads to express patterns and motifs through the interlacement of embroidery needles, collage and fine embroidery lines. The smooth stitching, exquisite pattern composition and fine detailing of embroidery give a sense of visual beauty and tactile texture. In Manchu folk embroidery, the inheritance and innovation of techniques play an important role. The inheritance of techniques is usually achieved through a master-apprentice system or family traditions, where experienced older artists pass on their skills to their descendants. At the same time, embroidery artists also focus on innovation, combining modern design concepts and craft skills to combine Manchu embroidery with modern fashion and cultural and creative industries to make it better suited to the needs of modern society and markets. The patterns in Manchu folk embroidery are very unique and rich in symbolic meaning and cultural connotation. These patterns reflect the religious beliefs, historical heritage, myths and legends and wisdom of life of the Manchu people. Common symbols in Manchu embroidery include divine animal motifs such as dragons, phoenixes and unicorns, which signify power, good fortune and happiness. Also, there are motifs of flowers, plants and natural elements that represent harvest, prosperity and good fortune. In addition, the geometric patterns and motifs in Manchu embroidery have unique aesthetic and decorative effects. These symbols and patterns are not only carriers of artistic expression, but also important components of Manchu culture. By using the symbols and patterns of Manchu folk embroidery in modern cultural and creative product design, the cultural heritage of Manchu can be inherited and promoted, and at the same time, modern products are given unique national characteristics and aesthetic value.

### **Application of Manchu folk embroidery in the design of cultural and creative products**

As a traditional craft, Manchu folk embroidery has a long history and unique artistic value. With its exquisite skills, rich patterns and unique cultural connotations, Manchu folk embroidery products have been widely noticed and welcomed in the market. With the development of modern cultural and creative industries, more and more designers and companies have started to incorporate Manchu folk embroidery into their product designs to attract consumers and increase the competitiveness of their products. The market profile of Manchu folk embroidery products shows that there is great potential and business opportunities in this field. The integration of Manchu folk embroidery with cultural and creative product design is an important process of combining traditional craftsmanship with contemporary aesthetic concepts. Studies have found that Manchu folk embroidery

techniques, symbols and patterns have rich creative potential and can provide unique inspiration and elements for modern designers. In the fusion of Manchu folk embroidery and cultural and creative product design, designers create novel and individual products by changing the color, shape and structure of the patterns. This fusion not only demonstrates the artistic charm of Manchu folk embroidery, but also injects cultural and historical connotations into modern design, giving the products more depth and storytelling. The application of Manchu folk embroidery provides an important enhancement to the aesthetic value of modern goods. The patterns, colors and detailing that come from traditional craftsmanship make the products more unique, exquisite and elegant. The design of Manchu folk embroidery cultural and creative products not only focuses on the aesthetic appearance, but also emphasizes the emotional communication between the product and the user. Through the use of Manchu folk embroidery, modern goods can go beyond functional needs and become a medium to convey culture and emotion, giving consumers a richer experience and emotional resonance.

The application of Manchu folk embroidery not only provides new creative materials for modern designers, but also brings opportunities for traditional artisans to explore the market. As the popularity of Manchu folk embroidery in cultural and creative product design continues to grow, traditional artisans have the opportunity to collaborate with designers and companies to create more competitive products for the market. This collaboration will not only help traditional artisans maintain and pass on their skills, but also expand their production scale and increase their income levels, thus promoting the sustainable development of Manchu folk embroidery. Manchu folk embroidery has important applications in modern cultural and creative product design. It provides modern designers with rich creative materials and enhances the aesthetic value of modern goods, while opening up new market opportunities for traditional artisans. However, the process of integrating Manchu folk embroidery with modern design faces some challenges, such as how to balance tradition and innovation, and how to protect intellectual property and cultural heritage. Therefore, knowledge sharing and policy support are key factors to promote the application of Manchu folk embroidery. The findings of this paper have important implications for designers, artisans, and researchers in the field of cultural preservation and sustainable development, and provide new perspectives and ideas for the sustainable development of Manchu folk embroidery and cultural heritage preservation.

### **Methods of Manchu folk embroidery applied in cultural and creative product design**

Combining traditional craftsmanship with modern design presents a number of challenges. First, traditional crafts are usually handmade, while modern design is more focused on efficiency and mass production. This leads to possible difficulties and increased costs in the production process. Secondly, traditional crafts often have their unique symbols and patterns, while modern design is more focused on individuality and diversity, and therefore needs to meet the needs of modern consumers while maintaining traditional styles. Finally, traditional crafts often have specific cultural backgrounds and symbolic meanings, while modern design is more international and commercialized, and may need to find a balance between cultural heritage and commercialization. To overcome the challenges of combining traditional crafts and modern design, a number of potential solutions and innovative approaches are needed. First, modern technologies and techniques, such as computer-aided design and digital printing, can be introduced to improve production efficiency and quality control. Second,

traditional craftsmanship can be combined with modern elements through innovative design to meet the needs of modern consumers. This includes incorporating novel shapes, materials and functions in product design and exploring new application areas for traditional crafts. In addition, innovation and transmission of traditional crafts can be promoted through collaboration with contemporary designers, artists and artisans to introduce new embroidery techniques and pattern designs. Knowledge sharing and policy support are necessary to promote the integration of traditional crafts with modern design. Knowledge sharing can be achieved by establishing collaborative platforms between artisans, designers, and researchers to promote the exchange and collaboration of techniques and designs. This can include organizing seminars, research projects and workshops to facilitate the transfer of experience and expertise. Policy support can be achieved through the development of relevant laws, regulations and policy measures. The government can provide financial support, tax incentives and intellectual property protection to encourage the development and innovation of traditional crafts. In addition, the government can promote relevant education and training programs to provide the transfer of skills and knowledge and train a new generation of designers and artisans. Incorporating Manchu folk embroidery into cultural and creative product design can contribute to sustainable socio-economic growth. First, the application of Manchu folk embroidery enhances the aesthetic value of modern goods and attracts more consumers' attention and willingness to buy, thus bringing more income and employment opportunities for traditional artisans. Secondly, the close connection between Manchu folk embroidery and modern design has injected new vitality and innovation into traditional crafts, making it more widely recognized and inherited in contemporary society. In addition, the development of Manchu folk embroidery can lead to the development of related industries, such as textile, tourism and cultural and creative industries, thus promoting the growth and prosperity of the whole society's economy. The integration of traditional crafts and modern design faces some challenges in the application of Manchu folk embroidery, but potential solutions and innovative approaches also exist. Knowledge sharing and policy support are essential to facilitate the integration of traditional crafts and modern design. The integration of Manchu folk embroidery into cultural and creative product design can promote sustainable socio-economic growth, providing important research directions and practical implications for designers, artisans, and researchers interested in cultural preservation and sustainable development. Through the rational use of modern technology, innovative design, and effective cooperation mechanisms, an organic combination of traditional crafts and modern design can be achieved, realizing the dual goals of cultural heritage preservation and economic development.

## **Conclusion**

The research on the application of Manchu folk embroidery in the design of cultural and creative products is of great significance. It not only helps to preserve and inherit traditional Manchu culture, enhance the aesthetic value of modern goods, and promote the development of traditional crafts, but also promotes cultural exchange and awareness, and explores the integration of traditional crafts and modern design. These findings will have important implications for designers, artisans, and researchers interested in cultural preservation and sustainable development, and provide useful references and guidance for practice and policy development in related fields. Researchers can also further promote the application of Manchu folk embroidery in cultural and creative product design through



knowledge sharing and policy support, and promote the sustainable development of traditional Manchu culture.

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