

Research on the Design of Cultural Creative Products Based on the Traditional Craft of Shouzhuo Ceramics

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Abstract: With the rapid development of the cultural and creative industries, the innovative design of traditional crafts has become an important avenue for promoting their sustainable development. As one of the most significant representatives of Chinese traditional ceramic culture, Shouzhuo Ceramics boasts a long history and unique craft characteristics. This paper discusses the application of Shouzhou traditional ceramics in modern culture and creative product design.. First, the paper briefly reviews the historical development and craftsmanship features of Shouzhuo Ceramics, analyzing their uniqueness in terms of glaze colors, patterns, and shapes. Second, it proposes methods for integrating traditional craftsmanship with modern design concepts, in line with the development trends of the cultural and creative industries. Through specific design cases, this paper examines how the traditional elements of Shouzhuo Ceramics can be transformed into creative and marketable products. Finally, the article summarizes the challenges faced in the creative product design process, especially in balancing commercialization with cultural inheritance, and provides outlooks for future research directions.

Keywords: Shouzhuo Ceramics; Cultural Creative Products; Traditional Craft; Design Innovation

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1.Introduction

As one of the representatives of Chinese traditional ceramic technology, Shouzhuo Ceramics have profound historical background and unique cultural value. Since the Tang and Song dynasties, Shouzhou Kiln has been renowned at home and abroad for its exquisite pottery making skills and beautiful glaze colors and patterns. However, with the advancement of modernization, traditional ceramic technology is facing double challenges of survival and development. In this context, cultural and creative industries emerge at the historic moment and become an important force to promote the innovation and development of traditional cultural heritage. The design of cultural and creative products requires not only the integration of modern design concepts, but also the in-depth understanding and innovative application of traditional crafts. According to the traditional technology of Shouzhuo Ceramics, how to transform its unique artistic value into cultural creative products with market competitiveness is the hot and difficult point of current research^[1].

2.The History and Characteristics of Shouzhuo Ceramics

2.1 The Origin and Development of Shouzhuo Ceramics

Shouzhou Porcelain Kiln, located in Shouxian County, Anhui Province, China, is one of the seven largest porcelain kilns in the Tang Dynasty. Lu Yu's Tea Classic records "the yellow and purple color of (Shouzhou) porcelain", which is famous for its

unique ceramic technology and long history. The origin of Shouzhou ceramics can be traced back to the Eastern Han Dynasty more than two thousand years ago. Initially, Shouzhou porcelain kiln mainly produced daily pottery. With the continuous progress of technology, exquisite porcelain products are gradually developed. In the Tang Dynasty, Shouzhou ceramics production technology entered an important development stage, using high-quality clay and advanced firing technology to produce ceramics famous for smooth glaze and elegant shape. In the Tang Dynasty, Shouzhou ceramics reached its peak, especially in the production of folk art and religious relics. Its products are not only popular in the domestic market, but also exported overseas, becoming an important carrier of cultural exchanges between China and foreign countries ^[2]. However, with the development of modernization, Shouzhou ceramic production began to face market shrinkage and process decline, and many traditional production technologies were in danger of being lost. In recent years, with the increasing awareness of cultural heritage protection and the rise of cultural and creative industries, the traditional crafts of Shouzhou ceramics are being revived. Many modern designers and craftsmen have begun to re-examine the historical and cultural value of Shouzhou ceramics and explore its potential application in contemporary ceramic design, which has injected new vitality into the innovation and inheritance of Shouzhou ceramics ^[3].

2.2 The Craft Features of Shouzhuo Ceramics

The technological characteristics of Shouzhou ceramics are unique artistic charm in glaze color, pattern, modeling and materials. Shouzhou ceramic products are mainly yellow glaze, and also burn black glaze, tea powder glaze, sauce red glaze, etc. The yellow glaze often has a warm golden tone, showing an eternal and attractive visual effect. There are many types of Shouzhou kilns, mainly including pots, bowls, pillows, notes, pots, toys and building materials, etc., and the decoration techniques are diverse. Under the pattern of blue in the south and white in the north, Shouzhou ceramics has become a feature in the Central Plains with its unique style ^[4]. The traditional decorative methods of Shouzhou porcelain mainly include drawing, printing, applique and rope pattern, etc. The patterns often feature natural elements, such as flowers, birds, figures and scenery, which reflects China's traditional aesthetic concept of "nature and harmony". Decorative lines are simple and expressive, and decorative carvings are detailed and layered. Modern Shouzhou ceramics are made by carving, punching and painting, which adds artistic value to ceramics and integrates cultural significance into each work. The decorative style retains the traditional technology and incorporates the local cultural characteristics, providing visual pleasure and spiritual enlightenment ^[5]. In terms of modeling design, Shouzhou ceramics presents clean and smooth lines, balancing functionality and artistic expression. Typical ceramic forms such as bowls, plates and vases show beautiful proportions and harmonious structures. In particular, articles such as tea sets and incense burners often have strong traditional cultural elements in their shapes, while emphasizing the concept of "harmony", which not only meets the actual needs, but also embodies artistic expression. In addition, the materials used in Shouzhou ceramics are highly refined, and the high-quality clay purchased locally is used, so the ceramics produced have a smooth surface and are durable. The good texture and toughness of clay endow ceramics with good functionality and high artistic value. The choice of this material not only improves the functionality of ceramics, but also enhances their position in art collection and historical value. Generally speaking, the technological characteristics of Shouzhou ceramics combine superb technology with profound cultural significance, making them a treasure in the history of China ceramics ^[6].

2.3 The Cultural Value of Shouzhuo Ceramics

Shouzhou ceramics are not only functional items; They have profound cultural, historical and artistic significance. As an important part of China's traditional ceramic culture, Shouzhou Ceramics reflects the high standards of China's ancient crafts and shows their aesthetic trends and philosophical thoughts at that time. First of all, the cultural value of Shouzhou ceramics stems from their connection with local history and culture. The ancient Shouzhou is the capital for four times and the county for ten times in history. It is the hometown of Chu culture, the birthplace of China tofu, and the ancient battlefield of the battle of Feishui. It is known as the "underground museum". Shouzhou ceramics have integrated elements of regional culture, folk beliefs and religious ceremonies, and Shouzhou porcelain yellow has a decisive position in the history of China porcelain. Secondly, the craft and decoration of Shouzhou ceramics reflect the traditional aesthetics of "nature" and "harmony" in China, and the patterns inspired by nature, such as flowers and scenery, reflect the belief that China people live in harmony

with nature. Simple and exquisite form expresses the profound relationship between man and nature. Shouzhou ceramics also have high artistic value. For centuries, the development of glaze and modeling has created a unique style, and the colors and patterns reflect the traditional artistic philosophy of China, which is “simple and elegant”. In short, Shouzhou ceramics represent material and spiritual culture, and form a unique cultural identity, which is an important heritage of China’s crafts^[7].

3.Theoretical Foundation of Cultural and Creative Product Design

3.1 Definition and Development of the Cultural and Creative Industry

The cultural and creative industry is an economic sector centered on culture and driven by creativity, fostering economic growth and social development through innovative design and the production, dissemination, and consumption of cultural products. Its core lies in combining traditional culture and art with modern market demands to create high-value cultural products. The industry covers diverse fields like film, music, design, gaming, and crafts, and has become a significant force in global economic development, promoting cultural heritage and intercultural exchange. Since the 1990s, the rise of globalization and the knowledge economy has accelerated the growth of the cultural and creative industry. Many countries have adopted it as a strategy to promote economic transformation and enhance national soft power. In China, it has been recognized as essential for economic innovation, with policies introduced to support its growth. The scope of the industry has expanded, incorporating digital culture, technological innovation, and more. Design, as a key part of this sector, is crucial in merging cultural elements with market demands. The development of the cultural and creative industry relies on innovative design, especially in integrating traditional culture with modern consumer needs^[8].

3.2 Fundamental Theories of Creative Design

Creative design, a key driver of the cultural and creative industry, integrates art, design, psychology, and marketing. It goes beyond aesthetics to solve practical problems and create unique products that meet market demands through innovative thinking. In cultural and creative product design, the goal is to blend traditional culture with modern design concepts, rejuvenating products through artistic interpretation of cultural elements. One core theory is “Design Thinking,” a human-centered approach focused on user experience. It helps designers understand user needs, enabling them to create products that balance cultural value and modern demands. “Cross-Disciplinary Integration” is another crucial theory, promoting collaboration between traditional culture and modern technology, such as digital design and AI, to create innovative products. “Sustainable Design” is also vital, emphasizing eco-friendly materials and energy-efficient techniques while preserving cultural heritage. It ensures that products not only address environmental concerns but also maintain traditional craftsmanship. Finally, “Cultural Semiotics” underscores that design conveys cultural meaning through symbols, shapes, and colors. This approach enhances cultural identity and market appeal by expressing deeper cultural values. Together, these theories guide designers to create innovative cultural products that merge tradition with modernity, promoting the sustainable development of the cultural and creative industry^[9].

3.3 Integration of Traditional Craftsmanship and Modern Design

The integration of traditional craftsmanship and modern design is a key issue in cultural product development. Traditional craftsmanship embodies rich cultural heritage and artistic value but faces the challenge of being overshadowed by modernization. Combining it with modern design can create products that blend cultural depth with contemporary appeal, meeting both market demand and aesthetic trends. Firstly, this integration requires respecting tradition while fostering innovation. While traditional craftsmanship is known for its exquisite artistry and cultural significance, modern design emphasizes functionality and adaptability. By incorporating new technologies, such as 3D printing, traditional techniques can be preserved and adapted to contemporary consumer needs. Innovation in materials and techniques is also crucial. Modern materials, like eco-friendly composites, can enhance traditional crafts and expand their applications. Technologies like CAD and CNC enable precision and efficiency, allowing for more intricate designs. Transforming cultural symbols is another important aspect. Designers must reshape traditional symbols to align with modern aesthetics, making them relevant without losing their historical essence. For instance, combining Shouzhou Ceramics with modern graphic design can produce products that are both culturally rich and contemporary. Finally, understanding market demand and consumer psychology is essential. Today’s consumers seek products that combine artistic value with functionality, personalization, and sustainability. Through

innovative design and technology, traditional craftsmanship can thrive in the modern market^[10].

4.Exploration of Cultural Creative Product Design for Shouzhuo Ceramics

4.1 Design Philosophy

The design philosophy of Shouzhuo Ceramics focuses on blending traditional craftsmanship with modern design to meet the demands of contemporary markets. It emphasizes the balance between cultural heritage and innovation, ensuring that the rich history of Shouzhuo Ceramics is preserved while incorporating modern design elements. First, the design philosophy stresses respecting traditional craftsmanship while using modern techniques to enhance form and function. For example, combining Shouzhou kiln celadon with new ceramic coatings can create diverse color effects and improve durability, meeting modern aesthetic and functional demands. Second, the integration of functionality and aesthetics is crucial. Modern consumers seek products that are both visually appealing and practical. Shouzhuo Ceramics should blend artistic value with functionality, such as creating ceramic vases or tea sets that complement modern home environments and serve practical purposes^[11]. User experience is another key factor, with an emphasis on comfort, ergonomics, and usability. Fine craftsmanship and detailed design ensure that Shouzhuo Ceramics provide exceptional tactile and visual experiences, making them desirable for everyday use. Lastly, sustainable design is essential. Eco-friendly materials and energy-efficient processes not only align with consumer trends but also enhance the product's market competitiveness. This holistic design approach ensures Shouzhuo Ceramics thrive in modern society while preserving cultural heritage.^[12]

4.2 Design Methods and Strategies

In the cultural creative product design process of Shouzhuo Ceramics, design methods and strategies are key factors that ensure the realization of the design philosophy. Effective design methods and strategies can successfully combine traditional craftsmanship with modern design language, enhance the market competitiveness of the product, and ensure that it retains cultural characteristics while meeting modern consumer demands. Below are some common design methods and strategies to help achieve innovation and breakthroughs in Shouzhuo Ceramics' cultural creative products. First, user-centered design is an indispensable strategy in modern ceramic creative product design. User-centered design emphasizes understanding and analyzing the needs, preferences, and usage scenarios of the target consumers. In the creative design of Shouzhuo Ceramics, designers should use methods such as market research, user interviews, and product testing to deeply understand modern consumers' aesthetic requirements, functional needs, and usage habits concerning ceramic products. This strategy helps designers offer consumers ceramic products that not only have cultural value but are also practical and comfortable. For example, when designing tea sets, in addition to considering the traditional aesthetic of Shouzhou kiln shapes, attention should also be paid to details such as the tactile feel, capacity, and ease of cleaning, enhancing the consumer's overall experience. Second, interdisciplinary design methods play a crucial role in the integration of traditional craftsmanship and modern design. Interdisciplinary design methods emphasize combining knowledge and techniques from different fields during the design process to drive innovation. In the design of Shouzhuo Ceramics, designers can combine knowledge from materials science, art design, digital technology, and user experience, among other fields, to explore new design pathways. For instance, using modern digital design tools for 3D modeling and virtual rendering can accurately present the shape and texture of ceramic products, providing a more precise design basis for the subsequent manufacturing process. Additionally, the use of digital technology can help designers achieve complex shapes, expanding the expressive potential of traditional ceramic craftsmanship. Craft innovation is another important strategy for integrating traditional craftsmanship with modern design. In the design of Shouzhuo Ceramics, designers should explore how to incorporate modern technology within the framework of traditional craftsmanship to achieve more efficient and precise production processes. For example, traditional hand-throwing techniques can be combined with modern CNC technology to create complex geometric shapes and detailed carvings. Through craft innovation, Shouzhuo Ceramics can maintain their traditional handcrafted artistic characteristics while improving production efficiency and product consistency, meeting market demands. This innovation in craftsmanship not only continues and enhances traditional techniques but also drives the innovation of traditional ceramic products. Cultural symbol reconstruction is an important strategy in the creative design of Shouzhuo Ceramics. By reconstructing and reinterpreting traditional cultural symbols, designers can imbue Shouzhuo Ceramics with a more modern artistic style

while retaining their deep cultural significance. For example, traditional decorative elements such as flowers, landscapes, and animals in Shouzhuo Ceramics can be transformed using modern design language, adopting simplified, abstract, or modernized expressions, making these traditional elements more in line with the aesthetic preferences of modern consumers. In this process, designers must balance tradition and modernity, ensuring cultural heritage is preserved while giving products new visual effects and meanings. Sustainable design is an increasingly important direction in modern cultural creative product design. In the design of Shouzhuo Ceramics, sustainability should be a guiding principle throughout the product’s lifecycle, including material selection, manufacturing processes, usage, and recycling. For example, using eco-friendly natural clay and non-toxic glazes reduces environmental pollution; optimizing energy use during production by employing energy-efficient equipment and technology; designing ceramics that are easy to clean, maintain, and recycle to extend their lifespan and reduce resource waste. Sustainable design not only aligns with global environmental protection trends but also enhances the brand’s social responsibility and market image, attracting environmentally conscious consumers. Lastly, branding design is a key strategy to enhance the cultural creative product design of Shouzhuo Ceramics. By developing a strong brand identity, designers can create a unique market position and establish long-term value for the product.

4.3 Case Analysis

When designing cultural and creative products for Shouzhuo Ceramics, drawing inspiration from specific successful cases can provide valuable insights and practical guidance. By analyzing some representative cultural and creative product cases, we can better understand how to effectively integrate traditional craftsmanship with modern design to create products with both market value and cultural depth. The following two case studies demonstrate the innovative paths in the cultural and creative product design of Shouzhuo Ceramics.

Case 1: Innovative Design of Shouzhou Kiln Ceramic Tea Sets

Shouzhou Kiln ceramic tea sets, as a part of traditional ceramic products, typically feature simple shapes, warm glazes, and exquisite carved patterns. In the cultural and creative design of tea sets, designers focus on balancing the functionality and aesthetics of the tea set, while also considering the needs of modern consumers. Specifically, the traditional green glaze and patterns of Shouzhou Kiln were innovatively expressed. The designer simplified the traditional floral patterns common in Shouzhou Kiln into modern abstract designs, adding metal elements as decoration, which made the tea set maintain its classical aesthetic while presenting a more modern look.

Table 1: Comparison of Market Response Before and After the Design of Shouzhou Kiln Tea Sets

Design Elements	Traditional Design	Modern Home Design	Market Share (Percentage)	Sales Growth (Units)
Glaze	Green, Yellow Glaze	Simplified Glaze, Gradient Effect	Traditional Design 40% / Modern Design 60%	Traditional Design 2,000 / Modern Design 4,200
Shape	Round, Oval Shape	Streamlined, Minimalist Design	Traditional Design 50% / Modern Design 70%	Traditional Design 1,800 / Modern Design 3,800
Decorative Elements	Floral, Landscape, Traditional Patterns	Abstract Designs, Geometric Lines	Traditional Design 55% / Modern Design 75%	Traditional Design 1,500 / Modern Design 4,000
Functionality Design	Primarily Decorative, Less Functional	Functional and Decorative	Traditional Design 60% / Modern Design 80%	Traditional Design 2,000 / Modern Design 4,500

By comparing market survey data and sales statistics, it is evident that the modern design version of the Shouzhou Kiln tea set outperformed the traditional design version in all aspects of market response, especially in terms of functionality and pattern decoration innovation, where consumer acceptance significantly increased.

Case 2: Design of Shouzhou Ceramic Home Decor Products

In the design of Shouzhou ceramic home decoration products, designers combine modern home style with traditional crafts, and successfully transform the traditional characteristics of Shouzhou ceramics into modern works of art. For example, when designing a ceramic vase, the designer kept the classic yellow glaze and shape of Shouzhou, but modernized the appearance

of the vase. By adopting simpler shape and innovative glaze effect, the vase not only maintains the traditional aesthetic feeling, but also seamlessly integrates into the modern home environment. In addition, the designer innovated the production process of vases and used modern ceramic firing technology to improve the durability and practicality of the products.

Table 2: Market Analysis of Shouzhou Ceramic Home Decor Products

Design Elements	Traditional Design	Modern Home Design	Market Share (Percentage)	Sales Growth (Units)
Glaze	Green, Yellow Glaze	Simplified Glaze, Gradient Effect	Traditional Design 40% / Modern Design 60%	Traditional Design 2,000 / Modern Design 4,200
Shape	Round, Oval Shape	Streamlined, Minimalist Design	Traditional Design 50% / Modern Design 70%	Traditional Design 1,800 / Modern Design 3,800
Decorative Elements	Floral, Landscape, Traditional Patterns	Abstract Designs, Geometric Lines	Traditional Design 55% / Modern Design 75%	Traditional Design 1,500 / Modern Design 4,000
Functionality Design	Primarily Decorative, Less Functional	Functional and Decorative	Traditional Design 60% / Modern Design 80%	Traditional Design 2,000 / Modern Design 4,500

The table above illustrates the difference in market share and sales between the traditional design and modern home design versions of Shouzhou Kiln ceramic home decor products. From the data, it is evident that the modern design version significantly outperformed the traditional design in terms of market share and sales, especially in the areas of functionality and decorative element innovation. Through the analysis of these two case studies, we can see that the cultural and creative product design of Shouzhuo Ceramics, while inheriting traditional craftsmanship, places great emphasis on integrating modern design elements. This approach enhances the functionality, market adaptability, and cultural value of the products. Successful design is not just about visual innovation but also a modern interpretation of traditional culture. In future design processes, designers should continue exploring ways to combine tradition and modernity, promoting the sustainable development of Shouzhuo Ceramics in the cultural and creative industry.

5. Conclusion

The cultural and creative product design of Shouzhuo Ceramics should integrate modern design concepts while inheriting traditional craftsmanship, in order to meet market demands and aesthetic trends. Through innovative design, a balance of functionality and aesthetics, optimization of user experience, and consideration of sustainability, Shouzhuo Ceramics can thrive in modern society. Successful design not only conveys the essence of traditional culture but also enhances the product's market competitiveness and cultural value. In the future, designers should continue to explore the fusion of tradition and modernity, driving the sustainable development of Shouzhuo Ceramics in the cultural and creative industry.

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