

## Original Paper

# Shaanbei Cloth Art—A Pioneer of Non-Heritage Cultural Creation for College Students

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### **Abstract**

*Shanbei Cloth Art is one of the representatives of folk handicrafts in Sanqin Land, a unique folk handicraft in northern Shaanxi, which mainly uses cloth, silk and satin as the main raw materials. It usually aims to express the beautiful aspirations of folk life and convey the meaning of life fullness. And one of the most distinctive when it comes to a series of tiger shoes products, tiger shoes production techniques as early as some years ago has been included in China's intangible cultural heritage, since the "Dictionary" on the "tiger shoes" interpretation for: the end of the Qing Dynasty, women in the Palace of the women's embroidered shoes, which are embroidered with a first head, called the tiger head shoes.*

### **Keywords**

*Traditional cloth art, folk culture, northern Shaanxi intangible cultural heritage*

False name in addition to evil, why not call for the head of the tiger!" Note: "five or six years, the palace family every embroidered animal head on the shoes, in order to avoid ominous, called the tiger head shoes. Knowledge that: tiger, banner also, military image also." Two books recorded in the tiger shoes culture is not comprehensive, but it can be seen that the tiger shoes inheritance from a long time, has a unique cultural value.

Both include the use of value and artistic heritage value. And people give it the function of driving away ghosts and evil spirits. Tiger shoes complex workmanship, just in the tiger head on the

technology used to include embroidery, plucking flowers and other stitches, in the original embroidery based on the integration of Chinese painting and calligraphy art. The technique of embroidery has been recorded as early as in the Book of Songs. Folk embroidery not only has material use value, but also serves as an image carrier of folk culture to satisfy spiritual needs.

### **1. Project Background**

Since the 18th National Congress of the Party Central Committee, General Secretary Xi Jinping has talked about traditional Chinese culture on many occasions, expressing on the one hand his recognition of traditional Chinese culture and traditional thought and value system, and on the other hand his respect for it. In his speeches on different occasions at home and abroad, General Secretary Xi Jinping, as a leader, has shown the spirit of the Chinese government and the Chinese people, and has inspired and revitalized the cultural self-confidence of the Chinese people.

And this project this inheritance of intangible cultural heritage as the foundation, organic dynamics combined with the current situation of Shaanxi cloth, the tiger shoes cultural value of the depth of excavation, enhance the sense of independent innovation, to promote the integration of marketing diversification, change the stereotyped marketing concepts, so that the tiger shoes and other handicrafts into the public's field of vision, this move on the one hand to the intangible cultural heritage heritage inheritors to bring benefits, while also expanding the consumer market, but also the non-genetic inheritance of the road a part of the power. Strength. Shaanbei cloth art initial scale construction cost is low, low risk.

### **2. Research Significance**

With the rapid development of the economy, people's living standards have been greatly improved, the material level is changing day by day, more and more diversified culture into people's lives. Therefore, the children's shoes for children with diverse styles, rich content, full functionality, loved by children and parents, but because of the fixed form of tiger shoes and a relatively single function, so that the tiger shoes gradually faded out of people's field of vision. Not only lost the use value of tiger shoes, more challenging is the tiger shoes are facing a serious challenge of inheritance, our team believes that the cultural value of Shaanbei cloth tiger shoes has not yet been effectively explored, people's objective impression of the value of the level of just staying in the shallow, just look at it as a currency exchange for the main general equivalents. In addition, the tiger shoes inheritance process is complex, few young people are willing to spend time and energy to learn the inheritance. With the help of this opportunity, we can make tiger shoes appear in people's life again, and at the same time restore the cultural value of tiger shoes to explore its cultural vitality.

### 3. Research

The main research content of this project lies in how Shanbei Cloth Art has come into the public's view. The process from culture to commodity is an expression of abstraction to concrete, simplifying the necessary internalization process and turning it into a product that is more easily accepted by the masses. It is also through the simplest and the most common way to the northern Shaanxi fabric art of non-heritage culture implanted into the lives of the masses. Deepen the important role of the non-heritage culture in the public awareness level, thus promoting product innovation, production reform and other major brand building issues in northern Shaanxi fabric art. And make the masses realize the scientific value, market value, historical and cultural value of Chinese non-heritage culture. There is no doubt that this is the importance of the masses to recognize the non-heritage culture shaping. It is of key importance to awaken people's consciousness of protection, to promote the solution of problems in the inheritance of non-heritage items, and to promote applied protection.

### 4. Methodologies

This project is based on the basis of the characteristics of northern Shaanxi cloth, through visits to folk craftsmen, the tiger shoes, tiger hat traditional patterns and innovative design solutions for collection, organization and editing. Expand publicity in the early stage, so that tiger shoes from the national culture into the ordinary people. With the help of traditional paper media and multimedia platforms for multi-channel dissemination, while coordinating the planning of offline research reports and folk art exhibitions and other popularization for the whole society. The key to the implementation of the objectives of the previous period lies in how to introduce culture, at this time the demand for capital is relatively small, when the transition is completed after the publicity period, training or selection of tiger shoes inheritors, combined with such activities as "non-heritage into the school", initiated to popularize the tiger shoes production techniques, history and culture to all levels of students. At the same time, a file will be set up to track and train interested students or people from all walks of life. Invite the professional disciplines of colleges and universities to build joint research and creation with cultural and creative studios, so that the design talents of colleges and universities can come into contact with tiger shoes and understand the culture of tiger shoes. Creative gifts that emphasize both traditional culture and contemporary innovation are researched and developed to enhance the cultural identity of university students to the tiger shoes project, thus bringing together high-level and high-knowledge inheritors. We set up a teaching base of "non-heritage training center" to recruit folk inheritors, and through the combination of tourism projects and cultural and creative projects, we improve the basic production level of the inheritors and nourish their core qualities. At the same time, the traditional production techniques of tiger shoes are persistently maintained, and in the face of the changing trend of innovation and creativity, the essence of innovation is still maintained, so as to keep the core cultural connotations of the tiger shoes project. Pioneering to maintain the subjective creative initiative, tell the story of non-heritage in the first place, recounting the story of the artists behind the tiger shoes

followed. Creating new possibilities for the tiger shoes with the help of short videos and driving the dissemination and sales of tiger shoes' peripheral products through the flow is an innovative test to adapt to the contemporary economic context, and it is also a necessary internal motivation for its protection and inheritance development. Cultural tourism as an important promotional opportunity as well as sales channels, the process of cultural exchanges, the unique value system of the tiger shoes dissemination, to promote the creative transformation of its cultural connotation, innovative development, to give the project ontology contemporary needs of the cultural spirit.

## 5. Reach a Verdict

This project is based on the folk culture of northern Shaanxi Cloth Art, selecting the most characteristic part of it - tiger shoes, combining the righteousness and innovation, and playing the role of dialectical unity of the two. The tiger shoes of the current conditions of the emphasis on institutional reform, mechanism reform, product innovation and brand building and other key issues to improve the treatment of the same period of time, we take into account the once only over-emphasis on how to create and improve the reform and forget the essence of the starting point is in the protection. We learn from the important speeches of General Secretary Xi Jinping about the position of traditional Chinese culture, and hope that through the implementation of this project, we can achieve the role of tiger shoes to return to today's life, and the non-heritage culture has been emphasized. According to the content of the specific implementation of the project, we take into account the historical and cultural value, scientific value and market value of the tiger shoes, to take online and offline simultaneous publicity, on the one hand, to expand the audience of the tiger shoes, on the other hand, in the process of publicity to continue to look for suitable cultural heirs through the "non-heritage culture into the school", Through the implementation of several sub-projects, such as "Inheritor Program" and "Non-heritage Training Center", which cover inheritors of different age groups, different educational conditions and different occupational types, the main project has been supplied with the necessary blood flow. Through the implementation of this project, the preliminary preparations have experienced bottlenecks such as lack of technical level and overall slow growth, but after learning from the experience of implementing many non-heritage cultural and creative projects, the product marketing strategy is carried out according to the test marketing situation, and the original handcraft production is retained in the production process, from the sole to the dozen or so processes such as piping and trimming, etc., which is a very high requirement for the product production, and the detailed part of the toe of the shoes such as embroidery and plucking, etc., is even more sloppy, so as to ensure the quality of the products. The embroidery and plucking of flowers in the detailed part of the toe are even more sloppy, so as to show the high practical value of the product. With the platform built by the project, our team hopes that the tiger shoes can be recreated from history to people's eyes. More important than the economic value is the inheritance. We are only an insignificant part of the non-genetic heritage, but we always keep in mind that our lives are like grass, but our hearts are in the mountains.

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