

Study on the Design Characteristics and Connotation of Cloud Shoulder Pattern in Qilu Area

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ABSTRACT

This paper focuses on the design characteristics and cultural connotation of cloud shoulder decoration in Qilu area, aiming to reveal the unique value and aesthetic significance of traditional costume art. This paper analyzes its decorative features from the application of the decoration of the cloud shoulder in Qilu area, and points out its uniqueness in the expression of cultural implication. Through the analysis of common auspicious patterns, this paper expounds the important role of cloud shoulder in folk culture, decorative art, social identity and emotional expression. At the same time, the article combines the historical and regional cultural background to reveal the close relationship between the cloud shoulder decoration in Qilu area and Confucianism and folk beliefs.

KEYWORDS

Qilu region; Cloud shoulder decoration; Cultural connotation; Traditional ornamentation; Traditional costume art

1 Introduction

Chinese traditional embroidery art has a long history. In the course of thousands of years of development, it has formed a fine and beautiful artistic achievement. The cloud shoulder with strong regional and contemporary characteristics is the carrier carrying the most embroidery samples. It is not only an important part of clothing, but also contains rich cultural connotations. Cloud shoulder, also known as shawl, shoulder shawl and shoulder strap, is a kind of clothing or ornaments from the shoulder. After historical evolution, it has gradually become a representative clothing and decorative element for ancient women in China, especially after the Ming Dynasty. Cloud shoulder not only carries aesthetic value, but also becomes an iconic symbol for women of all classes to highlight their social identity and personality expression. It occupies an important position in the history of Chinese folk costume culture and contains profound historical and cultural significance.

2 The Development Process of Cloud Shoulder in Qilu Area

Qilu area, namely Shandong Province and its adjacent areas, has been one of the core birthplaces of Chinese civilization since ancient times. The region not only has a long history and profound cultural accumulation, but also presents distinct regional characteristics in terms of geographical environment, social structure and cultural traditions. As a typical representative of northern costume culture, the cloud shoulder in Qilu area integrates the characteristics of local traditional arts and crafts, and embodies the characteristics of Confucian aesthetic concept, forming a symmetrical pattern, regular layout, dignified and dignified style and decoration style.

Cloud shoulder is a kind of decorative clothing accessory covering the shoulder. It is usually symmetrical in the shape of four, six or eight petals. It has the function of protecting clothing, resisting cold and highlighting identity. The interpretation of cloud shoulder in 'Cihai' is 'the decoration of women on their shoulders in the old days.' Cloud shoulder, also known as shawl, formerly known as silk and shawl, plays an important role in the traditional dress of Han nationality in China, and is also an important accessory in the dress. The initial shape of the cloud shoulder is derived from the Ruyi shape. Its structure is radially distributed, and the overall outline is like the shape of the auspicious cloud, so it is named. Its decorative process mostly uses cloud patterns as the main pattern, which is presented through techniques such as weaving and embroidery. When worn, it is draped over the shoulder to form a unique visual and ceremonial effect, so it is called 'cloud shoulder'.

3 Qilu Area Cloud Shoulder Pattern Art Analysis

The decorative elements of cloud shoulders in Qilu area are rich and diverse. They can not only reflect the inheritance of traditional auspicious culture, but also integrate local folk customs and regional characteristics, with distinct symbolic significance and aesthetic value. Through the analysis of its common patterns, patterns and meanings, we can understand the cultural psychology, values and the development of decorative art of the local people more deeply.

3.1 Plant Patterns

The decoration of cloud shoulder plants in Qilu area includes flowers, trees, vegetables and fruits. These elements have strong vitality in the folk Qilu land, and also contain rich auspicious meanings. Among them, flowers are one of the common decorative patterns of cloud shoulders. Most of the flower decorations appear in the form of combination. When applied to the cloud shoulder, one is to directly realistic the flower plants, which can make people recognize their characteristics at a glance. The other is processed by exaggeration, abstraction, deformation, etc., so that people can not identify its type at a glance. The most common flower patterns are lotus, peony, orchid, chrysanthemum and so on.

In addition to flowers, the decorative patterns of cloud shoulder melons and fruits in Qilu area embody the good wishes of the ancient East for harvest, reproduction and auspiciousness. In the cloud shoulder decoration, symmetrical or combined layout is often used to carry pomegranate, grape, pumpkin, bergamot and other melon and fruit patterns that symbolize multiple sons and multiple blessings and five grains. These melon and fruit patterns not only reflect the concrete reproduction of natural forms, but also through artistic refinement and abstract processing, skillfully integrate into the needle structure of cloud shoulder decoration, and realize the organic unity of realism and decoration. This not only shows the superb skills of the folk craftsmen in Lu, but also reflects the profound ritual culture and folk beliefs. They are not only beautiful totems, but also the sustenance of blessings. They still exude strong regional cultural charm.

3.2 Animal Patterns

The animal ornamentation in the cloud shoulder of Qilu area has distinct symbolic significance and aesthetic characteristics, which is a very representative and important part of the theme of cloud shoulder decoration. These animal patterns not only reflect the ancient people's cognition and respect for all things in nature, but also carry multiple cultural implications such as auspiciousness, exorcism and blessing, reflecting the deep integration of local folk beliefs and traditional aesthetics.

The animal patterns of cloud shoulder decorative elements in Qilu area can be divided into traditional auspicious types, symbolic types, and popular types according to cultural implications. These categories include exotic animals, flowers, birds, grass and insects, poultry, livestock and other elements. They have various shapes and rich forms of expression, showing a clever and dynamic graphic appearance on the cloud shoulder. The traditional auspicious animal patterns of cloud shoulder in Qilu area are mainly based on myths and legends or animals with beautiful allegory, such as liuhai opera toad and kirin sending son in myths, and animals with beautiful allegory include bats, mandarin ducks and fish. Symbolic animals often use their morphological characteristics and behavioral habits to express good wishes such as auspiciousness, happiness and well-being. Such as : dragon, wind, etc. The phoenix is the king of birds in the hearts of people in Qilu area, which is often used to symbolize nobleness, auspiciousness and harmony. Among the decorative elements of cloud shoulders in Qilu area, the favorite animals refer to the animal images that are common in daily life and can coexist harmoniously with human beings. Butterflies are the most common animal elements in the folk patterns of cloud shoulder in Qilu area. Butterflies are not only visually beautiful because of their light, clever and colorful forms, but also endowed with profound symbolic significance in philosophy and literary tradition.

3.3 Character Patterns

The character decoration in the cloud shoulder of Qilu area, as a pattern category with great cultural connotation, not only shows the rich imagination of folk art, but also carries specific moral concepts and auspicious meanings. According to the different themes and functions, the decorative characters of the cloud shoulder in Qilu area can be roughly divided into three categories : historical characters, folklore characters and daily life characters. These characters are skillfully woven into the structure of the cloud shoulder through the skillful hand of the embroiderer and the realistic expression technique, so that the decoration not only has visual beauty, but also contains profound cultural implications. Historical characters such as ' The West Chamber ' ; Yunjian borrows the image of Zhang Sheng and Cui Yingying in the play, presents the characters through exquisite embroidery, and means to send the wearer a good wish for a happy love ; the folk legendary characters include ' Tiger Saving Father ' , ' Five Sons Deng Ke ' and so on ; and the performance of the daily life of the characters of the ' boat together ' is to express the couple hand in hand, the spirit of the common difficulties. In addition, there are daily character image themes such as ' Sanniang Jiaozi Tu ' and ' Liansheng Guizi ' . These themes not only enrich the artistic expression of Yunjian, but also carry profound cultural connotation and value of the times.

3.4 Symbol Decoration

The symbolic decoration of cloud shoulders in Qilu area refers to some geometric decorations, instrument decorations, text decorations with auspicious meanings. This kind of decoration not only has a high degree of decorative and formal beauty in the visual sense, but also carries a profound cultural symbolic significance. For example, the ornamentation of eight treasures, dark eight immortals and other instruments symbolizes Fulu Shouxi, exorcising evil spirits and avoiding disasters ; the text patterns such as " blessing, " " longevity " and " joy " directly express people's good wishes for happiness, longevity and reunion. These symbolic decorations are skillfully integrated into the cloud shoulder structure through fine needlework and layout, so that the wearer can reflect the recognition and sustenance of traditional culture in addition to the decorativeness of clothing.

3.5 Combination Decoration

In the combination decoration of cloud shoulder in Qilu area, the expression techniques such as borrowing, metonymy, homophony and analogy are often used to skillfully lay out the auspicious pattern combination on the whole cloud shoulder. With the help of embroidery technology, the creators show the beautiful stories and visions that are difficult to express in language through vivid patterns. These combined decorations are not only auspicious symbols and festive symbols, but also carry people's yearning for a happy life. In the collocation and combination of various decorative elements, it not only shows the profound cultural heritage of Qilu area, but also truly reflects the rich and colorful folk life.

Cloud shoulder has the characteristics of rich patterns and diverse meanings. In the design and production process of each cloud shoulder, people's subjective emotions and good expectations are integrated, which is particularly evident in various combinations of decorative patterns with profound meanings. In the combined decoration of the cloud shoulder in Qilu area, 'lion rolling embroidered ball', 'kylin sending son', 'liuhai opera gold toad', 'erlong opera pearl' and other themes are commonly used in combination decoration.

4 Study on the Connotation of Cloud Shoulder in Qilu Area

The cloud shoulder in Qilu area has important historical, cultural, social and emotional artistic value. Cloud shoulder from the unique style to exquisite decorative patterns, all show a unique artistic language. From the spiritual level, the cloud shoulder in Qilu area carries the national emotion and ideal, which is the intuitive embodiment of the pursuit of national spirit and aesthetic consciousness. Therefore, the interpretation of cloud shoulder from multiple perspectives is not only a practical product of people's daily life, but also a rich and far-reaching symbolic cultural symbol in the process of creation.

4.1 The Epitome of Folk Culture

As an important component of traditional costumes, cloud shoulder carries profound folk cultural connotation and complex symbolic system. Its form not only has the material and social characteristics of folk culture, but also embodies the national folk characteristics in the use of color, the inheritance characteristics of folk crafts, as well as the regional cultural attributes contained in the emotional symbolic function and decorative elements in decorative expression, showing multi-dimensional cultural symbols and meaning structure.

In the Qilu area, the cultural implication carried by the cloud shoulder is not only reflected in its shape and pattern, but also in the seasonal selection and folk customs in its production process. There is a unique local tradition that cloud shoulders are mostly made in spring. At this time, the temperature is suitable, the maker's fingers are soft and delicate, and it is not easy to adhere to the silk thread. Therefore, the finished products are often bright in color and smooth in outline. This production habit not only condenses the working people's wisdom in grasping the natural rhythm in their daily life, but also embodies the profound spiritual and cultural connotation. It embodies the aesthetic concept and value system accumulated by the Chinese nation in the long-term production practice. It is a precious part of the traditional culture of the nation and continues to radiate cultural vitality in different times and regions.

4.2 The Carrier of Regional Aesthetics and Decorative Art

The themes of Fengchuan Peony, successive years, butterfly love flowers and so on, which are embroidered on the shoulders of the clouds, are mostly directly or indirectly derived from the simulation or generalization of natural forms, and give them specific folk significance. Each region has a shape and decoration process that conforms to the local folk characteristics. In the production of cloud shoulders, according to the personality, region and preferences of different producers, a free cloud shoulder design is created. From the perspective of content, cloud shoulder is a cultural carrier that concretely presents people's life ideals, attitudes and emotions. In the limited space of women's shoulders, it carries and conveys women's emotional expression and inner feelings, reflecting rich spiritual connotation and aesthetic concept. From a technical point of view, the cloud shoulder shows a delicate and ingenious craft beauty. Through the orderly and delicate shuttle movement of needles and threads, it gives the fiber a sense of flexibility, reflecting the traditional aesthetic ideal of 'harmony between man and nature, integration of things and me', so that the cloud shoulder is not only a costume component, but also an artistic carrier that expresses the spiritual meaning of cohesion.

4.3 The Confucian Concept of Rule of Rites and the Symbol of Social Identity

Throughout the development of cloud shoulder, its evolution in production process, use scene, modeling structure and decoration technique contains rich and deep cultural connotation, reflecting people's social identity, cultural exchange mode, psychological value orientation, aesthetic concept, life custom and religious belief and other social and cultural factors.

Based on the surface analysis, the cloud shoulder worn by women in the Ming and Qing Dynasties when they married was exquisite and complicated, and the production process was exquisite and exquisite, not losing the advanced customization of the current fashion brand. Based on deep exploration, Yunjian can be classified as the art of needlework, which is a tool to show the value and family status of traditional women. For example, the 'embroidery households' in the Song Dynasty specialize in embroidery trade, and the 'boudoir show' prevalent in the Qing Dynasty has become an

important means for women to assist the family economy. These phenomena not only reflect the actual function of embroidery in traditional social and economic activities, but also in the context of traditional culture.

The skill of 'needlework' is one of the important criteria to measure whether women are 'dexterous' in traditional culture, and it is also an important symbol to judge their identity, status and interpersonal relationship in the family. In China's folk, women must embroider a lot of things to the future parents-in-law's family before they get married. The most important thing is to embroider a cloud shoulder to wear when they get married, which also shows that the cloud shoulder in Shandong is mainly worn by the bride when she gets married. At the same time, women's status in the husband's family after marriage and whether they are respected are often based on the superb level of their embroidery skills, showing the deep cultural meaning of embroidery in women's social role identity.

4.4 The Value Expression of Folk Emotion

As a traditional costume decoration component, cloud shoulder not only has decorative and practical functions, but also reflects the expression of folk emotions. In traditional society, cloud shoulders are mostly hand-stitched by female characters in the family. They use exquisite embroidery skills and weaving techniques to conceive and embroider artistic patterns carrying their emotional implications and aesthetic views with the help of the symbolic characteristics of animal and plant images and ecological phenomena in nature. The expression of the connotation of these patterns and the meaning of weaving and embroidery conveys Chinese traditional culture in a silent art form, and profoundly affects people's ideas and cultural identity.

The weaving of cloud shoulder is mainly based on embroidery. Embroidery, as the main expression of traditional costume decoration techniques, carries the main life content of women in traditional Chinese society. When a woman is getting married, she should prepare dowry for herself, sew clothes and close-fitting embroidery for her future husband, and elaborately embroider gifts for her parents-in-law. In his own wedding dress, especially the cloud shoulder is the most detailed, one needle and one thread embroidered flowers, birds, fish and insects, one thread of weaving auspicious meaning. The cloud shoulder is in the repeated shuttle of this needle, pinning their thinking on the future life, showing the quality of women's dexterous and gentle care, reflecting the rich and sincere emotional world of civil society.

5 Conclusion

This paper focuses on the design characteristics and cultural connotation of the cloud shoulder pattern in Qilu area, and analyzes its performance at the level of implication. The study found that cloud shoulder not only has unique aesthetic value as a costume decoration, but also carries important significance in etiquette norms and cultural inheritance. The hierarchical processing and auspicious pattern application of cloud shoulder patterns in Qilu area directly reflect the deep integration of regional culture and Confucianism. The development of cloud shoulder patterns has promoted the innovation of traditional costumes in form and connotation, but how to avoid the weakening of symbolization, the single way of inheritance and the disconnection from contemporary design in modern society is still an urgent problem to be solved. By strengthening the digital protection of traditional patterns, deepening the cross-border integration with modern design, and paying attention to the re-creation of cultural connotations, designers can promote the cloud shoulder patterns in Qilu area to gain new vitality in the contemporary era. In the future, with the continuous advancement of cultural heritage protection and design innovation, the research and application of cloud shoulder patterns in Qilu area will be more extensive and in-depth. Designers and academic circles should keep up with the development of the times and continue to explore the coordination path between tradition and modernity, so that Yunjian can shine new luster in the clothing and cultural expression of the new era.

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