

Inheritance and Innovation of Guizhou Arts and Crafts in Modern Tourism Products: A Case Study of Miao Silver Ornaments in Southeast Guizhou

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Abstract

This paper takes the Miao silver ornaments, a part of the intangible cultural heritage of the Miao ethnic group in Southeast Guizhou, China, as an example to explore the survival mode and development environment of Miao silver ornaments in contemporary 21st-century tourism cultural products. It aims to study the path of development, inheritance, and innovation, providing a current analysis of the intrinsic culture of tourism commodities. It addresses both the core issue of how to inherit the intangible cultural heritage of Miao silver ornaments in Southeast Guizhou and the concept of continuous development through innovation.

Key words: Guizhou Arts and Crafts in Southeast Guizhou; Inheritance; Innovative Research

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1. CURRENT SITUATION ANALYSIS OF MIAO SILVER ORNAMENT ARTS AND CRAFTS IN SOUTHEAST GUIZHOU, CHINA

Miao silver ornaments, as a significant feature of the Miao ethnic culture in China, particularly represent the arts and crafts of Southeast Guizhou. In 2006, Miao silver ornaments in Southeast Guizhou were included

in the national list of intangible cultural heritage items when Guizhou applied for the declaration of Miao ethnic intangible cultural heritage. In recent years, due to the strong support from the state, the development of national characteristic crafts has been rapid, especially in the protection and promotion of silver ornament arts and crafts culture. With the rapid development of Guizhou's ethnic characteristics, various corresponding cultural enterprises have also increased in different forms, including an increase in the number of practitioners in the field of silver ornament crafts. This developmental environment confirms that the inheritance and innovation of our national arts and crafts are continuously advancing. As a part of the cultural heritage of Guizhou's ethnic minorities, Miao silver ornaments in Southeast Guizhou, with their distinct characteristics and superb craftsmanship, stand independently in modern culture, serving as carriers of arts and crafts. Given the unique expression of silver ornament craftsmanship, it holds a special place in the realm of intangible cultural heritage, deeply intertwined with the local indigenous life. According to existing research in the artistic community, these crafts, as products of human wisdom, embody in their artistic forms the sublimation of human creativity. Based on the living environment, geographical conditions, humanistic environment, and historical background of Southeast Guizhou, the various cultures converge and permeate into the creative process.

Consequently, the current situation of Miao silver ornament arts and crafts in Southeast Guizhou, China, is diverse and vibrant. Firstly, in terms of artistry, Miao silver ornaments in Southeast Guizhou are highly acclaimed for their strong visual impact, wide range of themes, intricate compositions, and exquisite craftsmanship. These silver ornament works not only hold significant positions in Miao traditional festivals and ceremonies but also increasingly attract attention and appreciation from the outside world. Secondly, they hold profound cultural

value, embodying various aspects of Miao history, economy, culture, and art. They reflect the customs, historical culture, and aesthetic tendencies of the Miao people. The design and production process of silver ornaments incorporate Miao myths, religious beliefs, customs, and philosophical thoughts, making them valuable materials for researching Miao culture. Thirdly, the market is gradually expanding. With the development of the tourism industry and socioeconomic progress, the market for Miao silver ornaments in Southeast Guizhou is continuously growing. This not only promotes the production and sales of Miao silver ornaments but also brings positive effects to the local economy. Lastly, there is a dual focus on inheritance and modernization. Efforts are being made to protect and inherit this intangible cultural heritage by integrating traditional craftsmanship with modern design concepts to realize the inheritance of its traditional value and modern applications. Despite its deep cultural heritage and high artistic achievements locally, Miao silver ornament arts and crafts face various challenges in the process of modernization, such as the inheritance of traditional skills, brand building and marketing strategies in the competitive market, and how to better integrate into domestic and international markets.

In summary, the Miao silver jewelry craftsmanship in Southeast Guizhou is not only a treasure of Miao cultural art but also an integral part of local economic development. Through continuous research and exploration, the development of Miao silver jewelry can be further promoted, allowing for innovation in heritage and better protection and development through innovation.

Therefore, the rich and diverse heritage of Miao silver jewelry craftsmanship in Southeast Guizhou is largely attributed to unique regional factors. These culturally distinctive manifestations are a testament to the local people's recognition of Miao silver jewelry craftsmanship heritage.

2. DESIGN AND APPLICATION INHERITANCE OF MIAO SILVER JEWELRY CRAFTSMANSHIP IN CONTEMPORARY TOURISM PRODUCTS IN SOUTHEAST GUIZHOU, CHINA

2.1 Delving into Artistry, Unearthing Cultural Treasures, Stimulating Application Inheritance

In recent years, due to strong support from the government, the entire Chinese intangible cultural heritage has received extensive protection, leading to a blockchain-like development trend in the creation of silver jewelry tourism products formed by Miao silver jewelry craftsmanship in Southeast Guizhou. As a heavyweight

attraction for tourists, Guizhou's Miao silver jewelry craftsmanship culture drives the economy, promotes regional population flows, and stimulates consumption of silver jewelry craftsmanship products. Under the Belt and Road Initiative, the value lies in cultivating silver jewelry craftsmanship, promoting local tourism cultural products, and advancing the integrated development of commerce, culture, and tourism.

While delving into artistic craftsmanship, attracting tourists with silver jewelry culture creativity meets consumer needs. By developing and utilizing Miao silver jewelry craftsmanship products, the cultural stories embedded within Miao silver jewelry culture are rendered tangible, aiming for novelty and value in the products. By integrating forms, stories, beliefs, and functions into the design of products such as the Miao mythological story "Butterfly Mother" and totems, flowers, birds, insects, fish, and sun drums, the intrinsic value of these artifacts is realized.

In contemporary design of cultural and creative products, storytelling is central to artistic value. In major cities, there are an astonishing number and variety of cultural and creative products associated with popular tourist destinations, such as Suzhou Museum, Hanshan Temple, Humble Administrator's Garden, Lingering Garden, and Lion Grove. Each tourist attraction typically has a cultural and creative center that derives inspiration from the history, aesthetics, and craftsmanship of the site. The resulting economic benefits often amount to billions. For example, Suzhou Museum offers a wide range of cultural and creative products such as popsicles, tapes, sketchbooks, postcards, commemorative dolls, and cardholders, each uniquely appealing. Therefore, it is evident that the Miao silver jewelry craftsmanship in Southeast Guizhou can follow a similar path, leveraging its geographical and cultural heritage, and the artistic genes embedded in its minority history and culture, to stimulate application inheritance.

Thus, by fully understanding the local cultural characteristics of Southeast Guizhou and their impact on local tourism and social development, we can incorporate the forging techniques, silver jewelry shapes, storytelling elements, and cultural connotations of silver jewelry craftsmanship into product design and promotion. By harnessing the indigenous cultural characteristics, the application of silver jewelry craftsmanship can be significantly expanded, stimulating inheritance and simultaneously catering to local tourism and economic development. This surge in enterprise and employment opportunities addresses local livelihood issues and satisfies both spiritual and material needs of the people.

2.2 Inheriting Silver Jewelry Craftsmanship, Promoting Local Culture

In the economically developed region of Southeast Guizhou, the main city is Kaili, while the local towns

and counties such as Zhaoxing, Huangping, Liping, Shibing, and Xijiang Qianhu Miao Village are also significant. Kaili, as the capital of the region, boasts 33 different ethnic minorities, with Miao and Dong ethnic groups being predominant. With the trend of commercial development and tourism in Kaili, there are corresponding ethnic costume streets, ethnic museums, and ethnic food streets.

In Southeast Guizhou, regardless of which county mentioned earlier, the development of Miao silver jewelry has seen numerous silver jewelry shops along ethnic streets. According to research and surveys, initially, there were only a few silver jewelry shops. However, with social changes and the support of the government's reform and opening-up policies towards the intangible cultural heritage of ethnic minorities, the number of shops has increased dramatically to meet market demands in contemporary times. The main varieties of Miao silver jewelry craftsmanship in Southeast Guizhou are based on ethnic stories, living environments, totems, and beliefs. They include silver horns (Figure 1), silver necklaces (Figure 2), rings (Figure 3), silver pendants (Figure 4), various types of silver earrings, silver hats, ear pillar ornaments (Figure 5), and bracelets (Figure 6).



Figure 1
Silver Horns



Figure 2
Silver Necklace



Figure 3
Ring

There are also bracelets, clothing ornaments, and bells. These varieties are rich, pursuing the weight of silver jewelry, exquisite craftsmanship, unique shapes, and auspicious meanings, all of which reflect the improvement in people's living standards and are faithfully reflected in the specific historical heritage and folk life of the local area. In such an artistic environment, the emotional colors and cultural temperament of the local ethnic groups are promoted and continued, and it is evident that craftsmanship inherits and promotes. With the strong advocacy and protection by the state, as well as social development, migrant workers often spend a lot of money to purchase silver jewelry when they return home. In such an environment, the craftsmanship of silver jewelry receives protection and inheritance of local culture. Due to market demand, societal changes, and the need for product innovation, Miao silver jewelry craftsmanship contributes significantly to tourism products, adding vibrant colors to them. Therefore, the development of products that have personality, uniqueness, creativity, and reflect ethnic culture not only effectively protects and inherits local ethnic cultural characteristics but also serves as a key point for tracing the historical and cultural roots of the local area. It promotes and disseminates local Miao silver jewelry tourism products, which is an important path to achieving economic benefits at the local level.



Figure 4
Silver Pendant



Figure 5
Ear Pillar Ornaments



Figure 6
Bracelet

3. RESEARCH ON DESIGN INNOVATION OF MIAO SILVER JEWELRY CRAFTSMANSHIP IN CONTEMPORARY TOURISM PRODUCTS IN SOUTHEAST GUIZHOU, CHINA

3.1 Extraction and Summary of Elements of Miao Silver Jewelry Craftsmanship in Southeast Guizhou

To better integrate the innovation of Miao silver jewelry craftsmanship in Southeast Guizhou into modern design, it is necessary to conduct in-depth analysis and extraction of the elements of Miao silver jewelry craftsmanship in Southeast Guizhou, refining its core elements to achieve analytical purposes. These elements typically include typical totems, symbols, colors, patterns, shapes, and even manufacturing techniques. For example, common patterns found in Miao silver jewelry in Southeast Guizhou include phoenixes, flowers, suns, butterflies, as well as unique spiral shapes and delicate line engravings, all of which can be extracted and applied as elements in modern design. Through in-depth research into Miao culture and the history of silver jewelry, designers can innovate based on the essence of ethnic aestheticism, creating new products that meet modern aesthetic standards.

During the process of innovative design and extraction, Southeast Guizhou in China has experienced

rapid development, and Miao silver jewelry craftsmanship is an inherent product of the local culture, a fact that has been evident for a long time. With the development of social culture, the transformation of Miao silver jewelry craftsmanship occurs gradually in response to changing lifestyles, aesthetic concepts, and forms of consumption, thereby altering the research value of its design innovation. Whether it's thematic stories, external appearances, craftsmanship, material applications, or functional purposes, these are all aspects of people's cognition of silver jewelry. Changing any one of these factors entails a spiritual and psychological change. Therefore, attempting to innovate the design of silver jewelry craftsmanship in line with more tourism products through mere imitation is not advisable. Instead, it requires new cultural deconstruction, integration of aesthetic viewpoints and craftsmanship that infiltrate local ethnic cultural values, and achieving a seamless integration of silver jewelry craftsmanship with contemporary tourism product design innovation, even better incorporating it into modern tourism design innovation.

3.2 Transitioning the Aesthetic Orientation of Miao Silver Jewelry Craftsmanship in Southeast Guizhou

With the development of society and cultural exchange, people's aesthetic concepts are constantly evolving. Therefore, the design of Miao silver jewelry in Southeast Guizhou also needs to adapt to the aesthetic demands of the times. This may mean adjustments in material selection, the use of colors, and innovation in styling to attract modern consumers. At the same time, designers can explore the possibility of combining Miao silver jewelry from Southeast Guizhou with modern fashion elements, such as incorporating minimalist, abstract, exaggerated, and conceptual modern design concepts, making the products both culturally rich and fashionable.

Due to social development, government support, and the increasing reverence for silver jewelry among the populace, enterprises and shops selling silver jewelry have dramatically increased in response to market demand. This ensures the innovation and research of silver jewelry craftsmanship. Previously, few young women in Southeast Guizhou attended local festivals such as the "Sister Festival" or "Drum Festival" in traditional attire, but now, people are willing to spend considerable sums on silver jewelry, driving the flourishing development of silver jewelry and laying a better foundation for innovation among its inheritors. With abundant market demand and aesthetic pursuits, innovation in silver jewelry craftsmanship is naturally underway. For instance, the local emphasis lies in women's attire, distinguishing between formal and casual wear. Formal wear, especially, features prominently, as women's aspirations for festivals and family worship focus on their silver jewelry. Silver jewelry is used in various categories such as women's

clothing, accessories, pendants, chest ornaments, back ornaments, foot ornaments, and head ornaments, each playing a significant role in formal attire, and none can be omitted.

As the times change and aesthetics evolve, combining the ethnic aesthetic of Miao silver jewelry in Southeast Guizhou with modern aesthetic trends is key to achieving the dual goals of cultural inheritance and market acceptance. Designers need to explore design languages that respect the original cultural characteristics while aligning with modern aesthetic habits. For example, integrating minimalist and abstract modern design concepts with the traditional intricate patterns of Miao silver jewelry can create new tourism products that are both culturally rich and fashionable.

3.3 Cross-Border Design Innovation of Miao Silver Jewelry Craftsmanship in Southeast Guizhou

Cross-border design innovation refers to the integration of elements of Miao silver jewelry craftsmanship with other fields to create entirely new products. It is also the key to achieving the dual goals of cultural inheritance and market acceptance by combining the ethnic characteristics of Miao silver jewelry from Southeast Guizhou with modern aesthetic elements. Designers need to explore design languages that respect the original ethnic characteristics while aligning with modern aesthetic perspectives. For example, the design elements of Miao silver jewelry can be applied to modern cosmetics, jewelry, clothing, home decoration, and other fields. Alternatively, minimalist and abstract modern design concepts can be combined with the ethnic patterns of Miao silver jewelry to create new tourism products that are both culturally rich and modern. In addition, exploring the integration with digital technology, such as using 3D printing technology to make silver jewelry or developing virtual reality experiences related to silver jewelry, interactive application games, and more, can allow more people to experience and understand this ethnic craft in novel ways. Such cross-border collaboration can not only bring new vitality to Miao silver jewelry craftsmanship but also expand its market influence.

The craftsmanship of Miao silver jewelry primarily lies in its artistic and atmospheric qualities. Dressing up in formal attire for festivals allows people to enjoy beauty and experience spiritual pleasure. In Miao culture, the more silver jewelry a family has, the wealthier it is considered, and a woman's status in marriage is determined by the richness of her attire. Innovative design of silver jewelry occupies an important position in this space, with carving being the main technique. Its craftsmanship is closely linked to cultural roots. For example, the mythological story of the "Butterfly Mother" inspires corresponding silver jewelry designs such as butterfly earrings, bracelets, and necklaces. Similarly,

stories like the "Sun Drum" inspire silver jewelry designs resembling copper drums, including drum-shaped earrings.



Figure 7
Butterfly Earrings



Figure 8
Butterfly Bracelet



Figure 9
Drum-shaped Earrings

(Images 1-9 are from the wholesale Miao silver shop in Kaili, Southeast Guizhou), as well as drum-shaped bracelets, and others. Because of the respect for ancestors and the worship of totems expressed in the stories, not only does the craftsmanship of silver jewelry add beauty to the ornaments, but it also reflects the cultural values of the locality. In these creations, innovation is based on cultural heritage. In recent years, there have been collaborative designs with brands, such as innovative lipstick patterns for cosmetics brand Huaxizi and patterns for air powder. These collaborations integrate contemporary concepts,

leading to product innovation and the resurgence of silver jewelry craftsmanship in another domain, thereby creating distinctive local tourism product characteristics for silver jewelry craftsmanship.

In recent years, with the dramatic increase in storefronts and brand collaborations, the sales performance of cultural and creative products of silver jewelry craftsmanship has soared locally. This remarkable achievement in cross-border innovation of silver jewelry craftsmanship meets consumers' sensory and visual expectations, thus achieving a perfect fusion in the research model of innovative design.

4. CONCLUSION

The Miao silver jewelry craftsmanship in Southeast Guizhou, China, radiates its inherent brilliance in the deep-rooted cultural heritage of the region, perfectly interpreting ethnic characteristics and charm. Starting from the root culture, tourism products aim to stimulate the economy, promote inheritance, induce innovation, and establish a more solid foundation. While delving deeper, the development of silver jewelry craftsmanship aligns with societal demands, combining contemporary design elements, focusing on cosmetics, and emphasizing youthful brand design. This presents a unique landscape in today's market and effectively enhances the image of silver jewelry craftsmanship. Image shaping, core competitiveness in tourism, elevation of the local ethnic economy, steady progress in local ethnic cultural construction, and the establishment of a stable path for the application and inheritance of Miao silver jewelry craftsmanship, coupled with innovative design, achieve impeccable image of inheritance and innovation. Therefore, the Miao silver jewelry craftsmanship in Southeast Guizhou, China, is an invaluable cultural heritage without doubt. In contemporary tourism product development and design, the combination of inheritance and innovation not only protects and promotes this

intangible cultural heritage but also enhances its market competitiveness, attracting more consumers. Innovation is not merely imitation and replication but rather creative transformation based on a profound understanding of ethnic cultural characteristics. Through continuous research and practice, Miao silver jewelry craftsmanship in Southeast Guizhou is bound to shine in the new era of the 21st century, serving as a bridge connecting the past and the future.

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