

Research on Innovative Design Strategies of Shouzhou Kiln Ceramics under the Narrative of Tea Culture

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Abstract

This study aims to explore innovative design strategies for Shouzhou kiln ceramic art in the context of tea culture narrative. By combining semantic narrative design, user interaction narrative design, and situational narrative design, a systematic exploration was conducted on the expression of Shouzhou kiln ceramic art and tea culture, aiming to provide new inspiration and design ideas for modern ceramic design. Shouzhou kiln ceramics, tea culture narrative,

Keywords

Shouzhou kiln ceramics, tea culture narrative, Innovative design.

1. Introduction

In the new era, the inheritance and development path of Shouzhou kiln has undergone tremendous changes. In June 2022, the State Council issued a document entitled "Notice on Promoting the High Quality Inheritance and Development of Traditional Crafts" issued by the Ministry of Culture and Tourism, the Ministry of Education, the Ministry of Science and Technology, and ten other departments. The document clearly proposes to promote the high-quality inheritance and development of traditional crafts, increase the promotion of traditional crafts, and support the pilot project of integrating and innovating ethnic handicrafts. The development of Shouzhou kiln has ushered in new opportunities, and it can be foreseen that in a certain period of time in the future, Shouzhou kiln will gradually shift towards a development mode with culture and design as core elements.

Chinese tea culture has a long history and a relatively mature cultural system, which contains unique aesthetic concepts, value positions, and philosophy of life in traditional Chinese culture. It can be said to be a microcosm of traditional Chinese culture. Since the establishment of its first glorious milestone in the Tang Dynasty, the "Classic of Tea", it has gone through prosperity and progress in the Song and Ming dynasties, and until the Qing Dynasty, the development of tea culture has reached a state of perfection and beauty. The popularization and promotion of tea culture have also been understood and accepted by the public. In this process, the narrative of tea culture gradually emerged, and its development also progressed and evolved through the collision and fusion of elegance and vulgarity. At present, Shouzhou kiln ceramics lack obvious cultural characteristics in their design, and it is crucial to inject new cultural connotations and strength into ceramic design.

This article intends to study the combination of tea culture elements and Shouzhou kiln ceramics from the perspective of tea culture narrative. By using semantic narrative, interactive narrative, and situational narrative methods, it comprehensively presents the iconic stories, allusions, and even cultural symbols in the history of tea culture. Through narrative, it tells a complete story, interprets its ecological color and various humanistic concepts, in order to promote the inheritance and development of traditional Shouzhou kiln craftsmanship, promote

the dissemination and development of tea culture, enhance the vitality of Shouzhou kiln and tea culture, and provide strategic and theoretical references for cultural design.

2. Tea Culture and Shouzhou Kiln

Chinese traditional tea culture is vast and profound, with a long history. From the Tang Dynasty to the Qing Dynasty, more than a hundred tea works have emerged in the history of ancient tea culture in China. Starting from the first tea work in China, "The Classic of Tea" (written by Lu Yu of the Tang Dynasty), to "Tea Handbook" (written by Mao Wenxi of the Five Dynasties), "Tea Record" (written by Cai Xiang of the Song Dynasty), "Tea Tasting Record" (written by Huang Ru of the Ming Dynasty), "Tea Notes" (written by Wen Long of the Ming Dynasty), "Tea History" (written by Zhang Yuanchang of the Qing Dynasty), and so on. Among them, Lu Yu's "The Classic of Tea" is the pioneering work of the world's tea culture monograph, known as the "Bible" of tea culture. This classic plays an indispensable role in establishing the historical status of Chinese tea culture and promoting the opening and development of Chinese and world tea culture. Where there is tea, there must be tea utensils, and porcelain is the best. As an important porcelain making kiln during the Sui and Tang dynasties, the development of Shouzhou kiln is closely related to the prosperity of tea culture. Since the Chen Dynasty of the Southern Dynasty, Shouzhou Kiln has been firing various ceramic products with its unique porcelain making techniques and style. In the Tang Dynasty, with the rise of tea culture, the ceramic art of Shouzhou kiln also reached its peak. During this period, Shouzhou kiln ceramics were not only numerous in quantity, but also of high quality, becoming an indispensable part of social life at that time. In addition, as a traditional tea making base, Shouzhou Kiln naturally belongs to an important part of ancient tea culture in China. As one of the seven famous kilns in the works of the tea sage Lu Yu, it is recorded in the "Classic of Tea" that "the bowl is located in Yuezhou, followed by Dingzhou and Wuzhou; in Yuezhou, followed by Shouzhou and Hongzhou... Shouzhou porcelain is yellow, and tea is purple." The beautiful encounter between Shouzhou Kiln and tea culture objectively expanded the influence of Shouzhou Kiln and provided a rare masterpiece for future research on Shouzhou Kiln.

There is a close connection between tea culture and Shouzhou kiln, and their correlation is reflected at multiple levels. Firstly, in tea culture, tea utensils are an essential component, and the quality, material, and craftsmanship of tea utensils all affect the taste and quality of tea. Therefore, the traditional craftsmanship, exquisite craftsmanship, distinctive colors, and vessel types of Shouzhou kiln play a crucial role in the tea culture of tea utensils. Secondly, the historical evolution, characteristics, and inheritance of Shouzhou kiln are closely related to the history, characteristics, spirit, and temperament of Chinese tea culture. Under the influence of tea culture, Shouzhou kiln ceramic art began to focus on expressing the spiritual connotation and aesthetic concepts of tea culture. Through the design and decoration of ceramic tea sets, it showcases the elegant, natural, and harmonious characteristics of tea culture. At the same time, the ceramic art of Shouzhou kiln has also absorbed various elements from tea culture, such as tea poetry, tea paintings, etc., and integrated them into ceramic design, enriching the expression forms and cultural connotations of ceramic art. Tea culture exists in accordance with the basic requirements of life, and tea utensils, as traditional utensils of tea culture, are important symbols of tea culture. Shouzhou kiln is one of the important representatives of tea set production, with a profound ceramic cultural heritage. Since the Tang Dynasty, Shouzhou Kiln has been known for its fire firing and glaze color craftsmanship. It is one of the three major ceramics of the Tang, Yuan, and Ming dynasties, inheriting the core values of traditional Chinese ceramic culture and is a significant historical period in the development of Chinese ceramics.

3. Innovative Design Strategies of Shouzhou Kiln under the Narrative of Tea Culture

3.1. Semantic Narrative Design

In the narrative context of tea culture, the innovative design strategy of Shouzhou kiln needs to fully consider the application of semantic narrative design to achieve the integration of tradition and modernity, enhance the cultural value and user experience of the product.

3.1.1. Metaphorical association

In semantic narrative design, metaphorical association is an important design method. It incorporates the rich connotations of tea culture into the design of Shouzhou kiln tea utensils by extracting and applying traditional tea culture symbols. These symbols include but are not limited to tea leaves, camellias, ancient tea horse paths, tea houses, tea utensils, etc. They not only have unique visual aesthetics, but also carry profound cultural connotations.

Designers should delve into the cultural connotations behind these symbols and cleverly incorporate them into the shape, patterns, and patterns of tea sets. For example, the handle of a teapot can be designed in the shape of curled tea leaves, which is both ergonomic and culturally meaningful; The design of the tea cup can depict the scenery of the Tea Horse Ancient Road, making users feel like they are in the long river of history while sipping tea. This design not only increases the cultural depth of the product, but also allows users to feel the rich connotations of tea culture when using it, triggering emotional resonance.

3.1.2. Fun form metaphor

Fun form metaphor is the integration of natural forms, allusions and stories from tea culture into tea set design, creating products that are both interesting and culturally rich.

Designers can draw inspiration from natural elements such as the shape of tea leaves and the posture of tea trees to transform them into the shape of tea sets. For example, a teapot can be designed in the shape of tea leaves, or the lid of a teapot can mimic the crown of a tea tree. In addition, designers can also incorporate elements from the stories and allusions of tea culture into tea set design. For example, a tea cup can be designed in the style of an ancient tea house, or the shape of a teapot can mimic the image of horses on the ancient Tea Horse Road. The metaphorical design of this interesting form not only increases the fun of the product, allowing consumers to gain a sense of fun during use, but also allows consumers to discover hidden cultural significance in the process of appreciating and using tea sets. This design not only enhances the interactive experience of the product, but also leaves a deep impression of tea culture in the minds of consumers.

In summary, semantic narrative design plays an important role in the innovative design of Shouzhou kiln under the narrative of tea culture. Through the design methods of metaphorical association and interesting form metaphors, designers can integrate the rich connotations and unique charm of tea culture into the design of Shouzhou kiln tea sets, creating products that are both culturally profound and interesting. This not only helps to enhance the inheritance and innovation level of Shouzhou kiln ceramic art, but also enriches the connotation and expression forms of tea culture.

3.2. User interaction narrative design

In the inheritance and innovation of tea culture, user interaction narrative design is a creative and practical method. It closely connects users with tea culture through fun game interaction and interactive narrative, allowing users to not only feel the fun of interaction but also deeply understand and experience the charm of tea culture during use.

3.2.1. Fun game interaction

In the process of spreading tea culture, interactive fun games are an extremely effective means. By designing interesting interactive experiences, this article can greatly enhance user engagement and immersion [8]. For example, when designing a teapot, the mechanical structure can be cleverly integrated, allowing users to enable or close the lid through specific actions (such as rotating the lid, lightly pressing the body, etc.). This operation not only increases the fun of use, but also allows users to immerse themselves more during use. In addition, this article can also add some interesting elements to the design of tea cups. For example, designing a hidden pattern at the bottom of a tea cup, when hot water is poured into the cup, the pattern gradually becomes apparent due to the characteristics of the thermosensitive material. This "magical" change will undoubtedly bring users a sense of surprise and increase the fun of use.

The design of this fun game interaction not only enhances the interactivity of the product, but also allows users to have a deeper understanding of tea culture through gamification. In the process of interaction, users can not only feel the charm of tea culture, but also learn about tea culture in a relaxed and enjoyable atmosphere, achieving the effect of integrating education with entertainment.

3.2.2. Interactive Narrative

Interactive narrative design is a more in-depth way of user interaction. It designs a series of interactive scenes related to tea culture, allowing users to participate in the narrative of tea culture during use, thereby gaining a deeper understanding of the history, allusions, and legends of tea culture. For example, this article can design an intelligent tea set that not only has the functions of traditional tea sets, but also contains rich tea culture content. During the use of tea sets, users can trigger electronic devices inside the set by touching, rotating, tilting, and other actions to play audio, video, or animated content related to tea culture. These contents can tell the historical allusions and legendary stories of tea culture, as well as introduce the cultivation of tea trees, tea picking, and production techniques.

This interactive narrative design not only increases the fun and interactivity of the product, but also provides users with a platform to learn and experience tea culture. During use, users can gain a deeper understanding of various aspects of tea culture and experience the unique charm of tea culture through interaction with tea utensils. At the same time, this design also improves user satisfaction and loyalty to the product, promoting the inheritance and development of tea culture.

3.3. Contextualized Narrative Design

Contextualized narrative design plays a crucial role in tea culture innovation, as it creates contexts closely related to tea culture, allowing users to experience, understand, and spread the charm of tea culture more deeply.

3.3.1. Situational experience and spatial integration

The primary task of contextualized narrative design is to perfectly integrate the usage context of tea sets with the spatial environment. As an important place for experiencing tea culture, the design of tea rooms should fully consider the activity functions, plot, and spirit of the space. Through multi sensory experiences such as visual, auditory, olfactory, and tactile senses, tea rooms can evoke users' imagination of specific artistic conception, creating a peaceful and comfortable atmosphere. In the layout of the tea room, traditional tea culture elements such as bamboo, stones, water features, etc. can be used, combined with appropriate lighting and background music, to create a space that is both in line with the characteristics of tea culture and has a sense of modernity. This design not only allows users to relax their mind and body while tasting tea, but also allows them to unconsciously feel the unique charm of tea culture.

3.3.2. Digital situational narrative

With the continuous development of modern digital technology, digital situational narrative has brought new possibilities for experiencing tea culture. By utilizing virtual reality (VR) or augmented reality (AR) technology, users can experience the history and stories of tea culture firsthand. Through VR technology, users can wear helmets and enter a virtual tea garden, experiencing the process of tea cultivation, picking, and production firsthand. During this process, users can witness the growth process of tea with their own eyes, understand the characteristics and production techniques of different types of tea. In addition, users can interact with historical tea culture celebrities, listen to their stories and insights, and thus gain a deeper understanding of the history and connotation of tea culture. AR technology can display real-time information and scenes related to tea culture in the tea room. By installing the corresponding AR application on a mobile phone or tablet, users can see virtual tea culture elements in the tea room, such as the growth process of tea trees and tea picking scenes. This immersive experience not only enriches the user's visual and auditory experience, but also enhances the interaction and connection between the user and tea culture.

3.4. Role substitution in situational narrative

Character substitution narrative design is an innovative way of experiencing tea culture. By allowing users to play different roles, such as ancient tea merchants, tea masters, or tea culture scholars, users can gain a deeper understanding of the characters and stories in tea culture.

When designing an interactive tea table, modern technologies such as sensors and displays can be utilized to provide users with a rich experience of character substitution. Users can select the role they want to play by touching the screen and complete a series of tasks related to tea culture according to the system prompts [11]. These tasks may include learning the classification and identification methods of tea, understanding the history and inheritance of tea culture, etc. During the process of completing tasks, users will immerse themselves in a virtual world of tea culture, interacting and communicating with different characters. This way of substituting characters allows users to have a deeper understanding of the characters and stories in tea culture, and feel the status and role of different characters in tea culture. At the same time, this design also enhances the fun and interactivity of learning, allowing users to learn and experience tea culture in a relaxed and enjoyable atmosphere.

In summary, situational narrative design is of great significance in the innovation of tea culture. By integrating the usage context of tea utensils with the spatial environment, utilizing modern digital technology to create an immersive tea culture experience, and using role-playing narrative design, this article can provide users with a richer and more in-depth tea culture experience. This will help to better inherit and develop tea culture, and increase public awareness and interest in tea culture.

4. Conclusion

On the path of inheriting and innovating tea culture, this article constantly explores and practices various design strategies in order to bring new vitality and energy to this ancient culture. From semantic narrative design to user interaction narrative design, and then to contextualized narrative design, this article attempts to interpret and interpret the profound connotation of tea culture from multiple dimensions and levels. Through semantic narrative design, this article delves into the symbols and symbolic meanings in tea culture, combining traditional cultural elements with modern design concepts to create tea sets and tea room spaces that are both culturally profound and interesting. This design strategy not only enhances the cultural value of the product, but also allows users to deeply feel the charm of tea culture during use.

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