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WAYS OF INTEGRATION OF TRADITIONAL CHINESE EMBROIDERY IN MODERN VISUAL DESIGN

Purpose of the study is to identify innovative ways to integrate elements of traditional Chinese embroidery into contemporary visual design and its significance for cultural heritage and design innovation.

Methodology. The research is systematic and interdisciplinary. The research methodology is based on a combination of historical and cultural analysis and the case method. The historical and cultural background of Chinese embroidery is studied through the analysis of literature, art historical and cultural analysis. The article analyses examples of the use of embroidery in modern design fields, including fashion, graphics, industrial design and digital media, which allowed us to assess the possibilities of their innovative integration.

Results. It has been found that the modern use of traditional embroidery elements in various areas of design not only enriches visual images, but also plays an important role in the dissemination of culture and the development of creative thinking. The innovative application of embroidery elements in fashion design (as a decorative element, as a digital print, as a formative element of clothing), graphic (as a means of communication) and industrial design (as a functional element), digital media (as an audio-visual and sensory experience) and interdisciplinary integration not only demonstrates a wide range of possibilities for combining tradition and modernity, but also provides designers with new sources of inspiration.

Scientific novelty. The article presents a new perspective on the understanding and use of traditional Chinese artistic crafts in contemporary design. Combining the cultural and artistic values of traditional embroidery with the needs of modern visual design opens up wide opportunities for innovative applications and interdisciplinary collaborations, promoting deeper integration of traditional elements into various design fields.

Practical significance. This research opens up new opportunities for using traditional culture in contemporary design to preserve national identity. It will not only stimulate the creative thinking of designers, but also increase public awareness and respect for traditional culture, and promote the prosperity and synthesis of national traditions and design innovation. By preserving national culture and developing contemporary national aesthetic concepts, it ensures that traditional artistic resources remain relevant and influential in a globalised world.

Keywords: Traditional Chinese Embroidery, Modern Visual Design, Cultural Integration, Design Innovation, National Culture.

Introduction. Chinese embroidery, as a traditional form of artistic expression with deep cultural deposits, is an important carrier of contemporary national aesthetic concepts and artistic practices. With the continuous progress of society and cultural evolution, traditional Chinese embroidery has reached an extremely high level in terms of needlework, techniques and colours. This ancient art form not only carries a profound cultural heritage, but also shows the potential for development with the times. The exquisite skills and rich colours of embroidery have evolved over the course of

history, and different schools of embroidery have gradually evolved, such as Suzhou embroidery [29], Shu embroidery [14], Hunan embroidery [19], Cantonese embroidery [11], etc. These embroidery schools have created unique artistic styles, each with its own distinctive regional culture and aesthetic.

The art of Chinese embroidery originated in the late Neolithic period, when people began to use plant fibres and animal hair to make threads for sewing and decorating clothing [3]. From the splendour and delicacy of the Qin and Han Dynasties [25], to the refinement of

techniques and variety of subjects in the Tang and Song Dynasties, to the comprehensive development of the art of embroidery in the Ming and Qing Dynasties and its wide dissemination in the international arena [21], embroidery has demonstrated a rich and far-reaching historical lineage at all stages of history [8]. In terms of cultural value, traditional Chinese embroidery not only reflects the artistic creativity of the Chinese nation, but also contains rich symbolism and deep cultural connotations [20]. During the Qin and Han dynasties, embroidery became an important means of decorating the clothing of the aristocracy as a symbol of status and position [25], while in folklore embroidery was more of an aesthetic pursuit of life and spiritual support [21]. The patterns and symbols used in embroidery have deep cultural meanings, such as dragons, phoenixes and lotus flowers, all of which are important elements in traditional Chinese culture [9].

In today's society, the use of embroidery in contemporary visual design is becoming increasingly popular as cultural diversity expands and art forms merge, and these traditional elements find new stylistic interpretations in design. The creation of products with historical significance and modern aesthetics is becoming more prominent.

Through a deeper understanding of the history and cultural significance of Chinese embroidery, it is possible to better explore the ways in which it can be used in modern design. The combination of traditional Chinese embroidery motifs with modern design concepts plays an important role in fostering respect for tradition.

Analysis of previous researches. In recent years, as scholars and artists gradually pay attention to this field of folk culture, traditional embroidery is gradually being paid attention to, and its research direction mainly focuses on the characteristics of techniques [8; 18; 25; 26], artistic values [3; 6; 23] and historical and cultural background [21].

Traditional Chinese embroidery is not only a decorative art, but also a cultural symbol and historical testimony. The history of its development is a vivid record of China's social changes and aesthetic evolution [26]. Cen J. [3], Yu X. [25], Lee M. [8] addressed the issues of the origin of embroidery art, the evolution of embroidery techniques and style of different historical periods.

Through multi-angle and multi-level analyses, researcher Yan X. H. have revealed the rich connotation and cultural value of embroidery as a traditional art form, and emphasised its potential for application in modern art design and the importance of cultural preservation [23]. These studies lay a solid foundation for understanding the evolution of traditional Chinese embroidery and its contemporary relevance.

The studies by Hu T., Xie Q., Yuan Q., Lv J., and Xiong Q. show that although embroidery techniques remain complex and require a high degree of skill, there is a growing trend to incorporate these traditional elements into modern visual design [6]. In response to the challenges and opportunities of modernisation and transformation, traditional embroidery faces the challenge of how to integrate it with contemporary design concepts.

Some researchers, including Zhou Y. [28], Yang L., Hu H. and Zhou J. [24], have suggested that the innovation and development of traditional embroidery should be promoted through the introduction of modern technological means and design concepts. Traditional embroidery, with the help of modern technology, has achieved improved pattern accuracy and production efficiency through computer-aided design (CAD), 3D printing and AIGC technology [1].

Although researchers have paid great attention to the artistic qualities and historical significance of traditional embroidery and have highlighted its complex technical and cultural values, there are still many challenges in effectively integrating traditional embroidery into modern design.

Statement of the problem. The accelerated pace of modernization presents a dual challenge to traditional embroidery art: the need to preserve its cultural heritage while adapting it to contemporary contexts [22]. In the face of globalization and modern technology, the question of how to reconcile the preservation of traditional values with the modernization of embroidery has become a significant topic of discussion in academic and design circles [2]. At present, under the background of globalisation and the rapid development of modern technology, traditional Chinese embroidery faces new development opportunities and challenges.

The purpose of this article is to examine methods of modernising and transforming traditional embroidery through innovation and integration of contemporary visual design, while upholding respect for traditional cultural values. In light of the imperative to safeguard and disseminate national heritage, express and strengthen regional culture, and reinforce national cultural identity in the context of globalisation, it is essential to integrate traditional Chinese embroidery into diverse design domains. Concurrently, in order to achieve the innovative advancement of traditional embroidery through contemporary methodologies, this paper proposes the utilisation of modern technology to enhance embroidery techniques and expand the applications of embroidery art by integrating contemporary visual design concepts. In the context of globalisation and modern technology, the question of how to balance the relationship between tradition and innovation is a key issue. It is therefore essential to safeguard the fundamental cultural tenets of traditional embroidery and guarantee the distinctiveness and perpetuation of the art form throughout the innovation process, thus preventing the dilution of cultural identity. Through comprehensive research and analysis, this paper will establish a theoretical foundation and practical guidance for the protection and advancement of traditional Chinese

embroidery, facilitating the preservation and evolution of this venerable art form in the modern era.

The results of the research and their discussion. The incorporation of traditional embroidery techniques into contemporary design practices illustrates its versatility and adaptability to a multitude of applications across diverse fields, including apparel design, visual communication design, industrial design, multimedia design, and environmental design. This interdisciplinary integration draws upon the rich cultural heritage and aesthetic value of traditional embroidery to provide innovative and effective solutions to contemporary design challenges. In particular, a systematic approach to integrating ethnic embroidery motifs into design products is able to address complex design issues while simultaneously conferring upon the design products in question a set of cultural connotations, a visual appeal, and an enhanced functionality and utility.

In the field of *fashion design*, embroidery, as a traditional decorative technique, has been used for a long time. By adding exquisite details and culturally significant patterns to the surface of garments, embroidery not only enhances the visual aesthetics of garments, but also strengthens the textural characteristics of garments, giving them a unique competitive advantage in the market. As a form of flat composition, embroidery can not only beautify the fabric, but also bring a unique tactile experience through its unique texture. The application of embroidery in apparel design not only plays the role of aesthetic decoration, but also plays an important role in conveying cultural identity and traditional values. Therefore, as a key element in the fusion of traditional craftsmanship and modern design, embroidery has an irreplaceable and important position in modern clothing design.

Embroidery is a traditional craft with a history spanning thousands of years in Chinese culture. It has developed a rich vocabulary of colours, patterns and techniques which continue to provide inspiration for modern

garment design. The integration of traditional Chinese embroidery in fashion design can be defined as a fusion and innovation of styles. As time has progressed, the role of clothing has evolved beyond its original functions of mere protection and warmth. Instead, its aesthetic value has become increasingly prominent, becoming a vehicle for the expression of personal style and cultural taste [13]. The combination of traditional embroidery techniques with contemporary fashion design principles not only enhances the decorative qualities of the resulting garments but also optimises their composition, revitalising traditional embroidery techniques while promoting their continued practice and development. The resulting designs align with both traditional Chinese aesthetics and contemporary fashion trends. The integration and innovation of this style not only ensures the continued existence of the traditional craft in the context of a new design background, but also infuses modern clothing design with a rich cultural connotation and a unique artistic value.

Incorporating traditional embroidery techniques into modern clothing design, combining traditional embroidery elements with modern fashion design concepts, can enhance the decorative nature of the clothing, while optimising the composition, giving new vitality to traditional embroidery, promoting its inheritance and development, and creating clothing that has a sense of traditional Chinese aesthetics but also meets the trend of modern fashion [18]. For example, the designers of the Dior brand reinterpret embroidery patterns, materials, and colors in a modern way, skillfully employing principles of contrast and balance to showcase a unique fashion aesthetic (Fig. 1a). The embroidery is finely spread along the edges of the garment, creating a dynamic sense of flow, and subtly integrating traditional art into the language of modern garment design.

The use of modern embroidery goes beyond a single ethnic style; it abandons the practice of directly copying traditional patterns and instead absorbs their spiritual essence to

create a design that is both modern and culturally deep. Such designs can be either bold innovations in texture and colour, or in-depth explorations in material and technique.

The digital transformation of embroidery has had a significant impact on its integration into clothing. By combining traditional embroidery techniques with modern digital printing technology, designers can display traditional motifs in an abstract form. This fusion gives the work a sense of globalised fashion while maintaining the unique flavour of the regional culture (Fig. 1b).

Embroidery in modern clothing design manifests itself as an aesthetic translation in a cultural context, where designers no longer use traditional embroidery as an additional decoration, but as a strong design element, organically integrating it into the overall conception of the garment. In this fusion, embroidery breaks through the traditional boundaries and dialogues with the modern design language to form a new expression. Add that embroidery as a source of inspiration determines the shape of the garment and the shaping of three-dimensional decorative elements for example, lotus-shaped decor or a hood in the shape of a dragon's head (Fig. 1c).

The combination of traditional embroidery craft and modern clothing design represents an optimal synthesis of cultural heritage and innovation [7]. The integrative processes not only facilitate the diversified development of modern clothing design but also enhance the international influence of Chinese culture, facilitating a deeper understanding and appreciation of Chinese culture among a broader global audience.

The concept of cultural visual integration is fully embodied through embroidery, a traditional Chinese craft, which, when integrated into visual communication design, can enhance the cultural connotation and visual appeal of the work. The intricate and multi-layered embroidery patterns serve to enhance the overall texture and artistic merit of the work. The use of traditional colours conveys a deep

cultural heritage, while the variety of embroidery techniques provides a rich creative approach to the design. Through this fusion, traditional craftsmanship is passed on, while new vigour and creativity are injected into modern design.

In the field of *graphic design*, the introduction of traditional embroidery is seen as an innovative practice of cultural visual integration. This practice is aimed at transferring elements of traditional embroidery – such as patterns, colours and textures – into the visual language of design, which is becoming widespread in advertising, branding, packaging design, etc. [10]. In this way, traditional embroidery is transformed from a simple handicraft to a visual narrative that resonates with consumers.

In this process of integration, traditional patterns are not just referenced on a superficial level, but the cultural and historical meanings behind them are explored to create designs that represent the spirit of the brand and convey complex concepts [1]. Embroidery elements are expressed and extended through the designer's artistic process. The designer blends traditional embroidery patterns with modern design concepts to create unique visual effects, which appear across various media, including print and digital formats.

To exemplify, the poster in Figure 2a makes use of intricate embroidery patterns that add depth and complexity through the principles of symmetry and layering. Contemporary poster designs are enhanced by the chromatic and textural elements of traditional embroidery, as illustrated in Figure 2b, which evinces the adaptability of embroidery techniques with vibrant hues and geometric motifs. These designs maintain the traditional elegance of embroidery while infusing modern visual communication with vitality.

Embroidered patterns are being used in packaging design to create surfaces that are both tactile and visually appealing, thereby resonating with cultural heritage (Fig. 2c). Fonts

inspired by embroidery are becoming increasingly popular in signage, as they imbue text with a distinctive and nuanced cultural dimension. In the context of book covers and illustrations, embroidery fragments serve as the foundation for the creation of images that exhibit a multitude of layers of meaning and texture within the visual narrative. Moreover, icons and logos incorporate embroidery elements to generate memorable, culturally significant brand images. Ultimately, the integration of embroidery elements into contemporary design enhances visual communication while simultaneously exemplifying the innovation and heritage of traditional craftsmanship.

Moreover, the incorporation of embroidery alters the composition and colour scheme, thereby reinforcing the overarching communication strategy. The application of embroidery motifs is not merely an exercise in visual splendour; rather, it is an effective means of conveying messages, enhancing brand identity and appealing to target audiences in various cultural and market contexts. This modern interpretation and recreation of traditional cultural resources not only promotes innovative design development but also strengthens the role of design works as carriers of cultural communication. It is an effective combination of the aesthetics of traditional art with the functionality of modern design, which enriches the expression of graphic design and conveys deep cultural values for the brand.

In conclusion, this approach to integrating culture not only enhances the expressiveness of graphic design but also conveys profound cultural values, thereby contributing to the brand's identity and appeal, enhancing visual communication, and demonstrating innovation and the preservation of traditional techniques.

Embroidery patterns are employed in a multitude of physical products to create surfaces that are both tactile and visually appealing. For instance, in packaging design, embroidered patterns are realised through

printing or embossing, imparting product packaging with a distinctive texture and cultural connotation. In the design of home furnishings, embroidery elements serve as a conceptual foundation for decorating pillows, bedding and curtains, among other items, transforming everyday products into decorative items with artistic value.

In the case design of electronic products, designers apply embroidery patterns of the product through laser engraving or special coating technology to increase the uniqueness and cultural connotation of the product. In the design of clothing and fashion accessories, embroidery is not only used directly as a decorative element, but is also applied to fabrics made of various materials using embroidery pattern transfer printing technology, giving the products a unique visual effect and feel.

Furthermore, the application of embroidered patterns to ceramic and glass products via carving or spraying techniques not only enhances their functionality but also imbues them with a distinctive artistic charm. In the context of furniture design, embroidered patterns are integrated into wooden or metal surfaces, thereby imparting historical and cultural depth to the furniture.

In the field of *industrial design*, the use of traditional embroidery serves to enhance the aesthetic value and cultural significance of the product itself. Injecting artistry into everyday objects elevates them into cultural symbols and expressions of aesthetics. Traditional embroidery is no longer limited to superficial decoration in this process, but becomes an important element in giving products specific cultural attributes and deep artistic value. In the concrete implementation of product design, the use of embroidery is carefully considered to ensure that it complements the practicality and functionality of the product. While pursuing artistic expression, the designers gave in-depth consideration to the product's life cycle, the user's interactive experience and the durability of the materials. In order to be in harmony with

modern living conditions and consumer needs, embroidery patterns and styles are coordinated with the product design concept to create products that meet both practical and aesthetic needs. At the same time, production costs and process complexity are also factors that cannot be ignored in the design decision-making process. Designers have the opportunity to preserve the traditional charm of embroidery while taking into account the feasibility and economic benefits of modern manufacturing.

A good example is the keyboard, which combines culture and functionality using traditional Chinese embroidery techniques (Fig. 3). The embroidery on each keycap is based on traditional drawings with exquisite craftsmanship and a variety of colours. It is designed as a unique and easily recognisable symbol, and the main functions of the keys are clearly marked on the keycaps in high contrast. Standard letters or symbols are retained on commonly used function keys, and these markings are distinguished from the embroidery pattern by high contrast colours, ensuring that users can quickly and accurately identify the keys visually. This design demonstrates that cultural elements can be infused into modern electronic products through decorative additions and craftsmanship innovations while maintaining the functionality of the product. This exploration of traditional Chinese craftsmanship applied to modern design reflects the adaptability and relevance of traditional art in modern design practice. By balancing aesthetic appeal and practicality, this keyboard demonstrates how traditional techniques can be harmoniously integrated with contemporary product design.

A common way to integrate embroidery into industrial product design is to combine a fabric surface with innovative embroidery technology. For example, a series of embroidered audio products with a metal shell has a fabric base with Henan Bian embroidery elements, so as to make the audio products more Chinese characteristics (Fig. 4).



Fig. 1. Integration of traditional Chinese embroidery into the design of modern clothes:
a – embroidery as a decor, Christian Dior, Fall 2014 Couture Collection;
b – embroidery as a digital print, Christian Dior, Summer 2022 Fashion Collection;
c – embroidery as formative element of clothing, Cultural Creation of the Palace Museum, China, 2024



Fig. 2. Embroidery in visual communication design: a, b – Embroidery in Posters, China, 2024;
c – embroidery in the Packaging Design, Shu Uemura X Qiang Embroidery Cleansing Oil Packaging, Japan, 2015

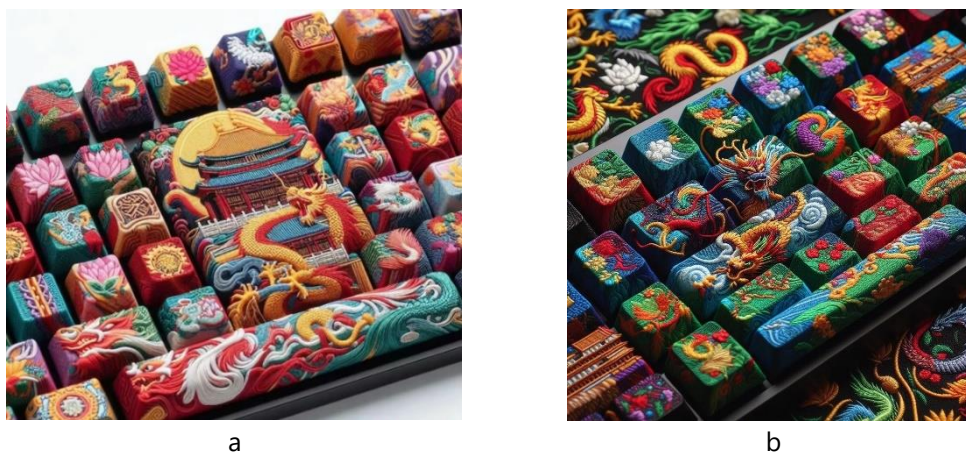


Fig. 3. Keyboard using traditional Chinese embroidery techniques, China, 2024 [16]

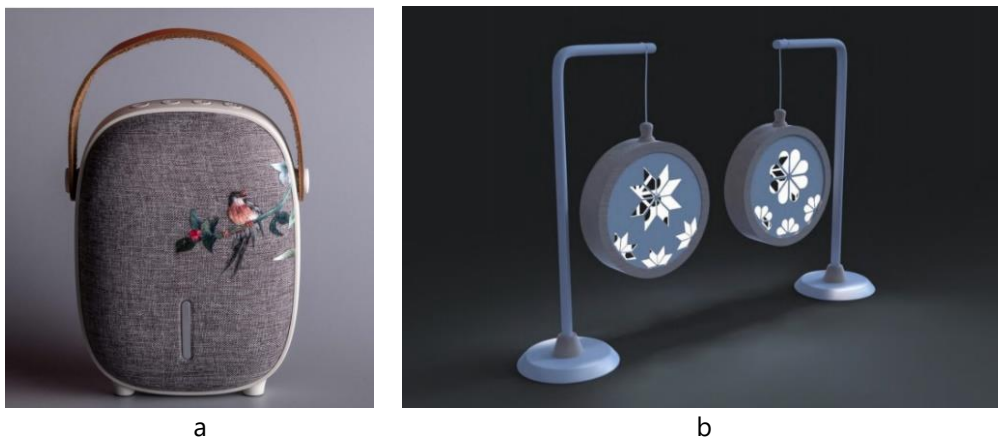


Fig. 4. Embroidery in industrial design: a – Embroidery sound, China, 2019;
b – “Qiang Hua” Lamp Design, Zhu Simeng, China, 2023.

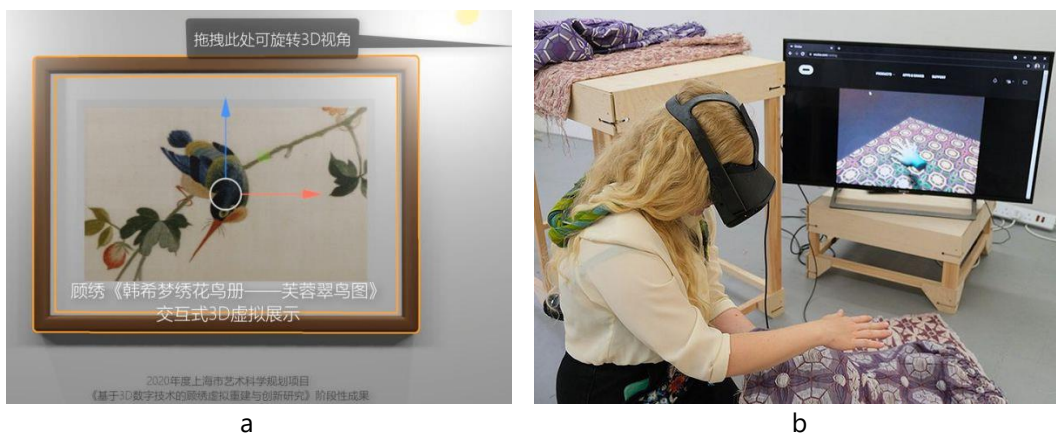


Fig. 5. Embroidery in digital media: a – Interactive 3D Virtual Display of Gu Embroidery's Han Xi Meng Embroidered Birds and Flowers, Hibiscus and Kingfisher, Shanghai, China, 2022;
b – VR interactive embroidery display, Ganit goldstein, London, UK, 2021



Fig. 6. Cross-disciplinary integration of embroidery into the visual and communicative space:
a – Application of Embroidery Art in Interior Design, Li Bin, Central South Forestry University of Science and Technology, China, 2014;
b – Suspended Landscapes, Amanda McCavour, Toronto, Canada, 2024;
c – The use of embroidery patterns in commercial spaces, CHAGEE, China

This design not only enriches the appearance of the stereo, but also reflects the organic combination of traditional Chinese culture and modern technology [17].

The method of stylising and simplifying the elements of traditional Chinese embroidery allows not only to visually express a unique ethnic style, but also to reasonably implement the functional side of the design product. The design of this series of lamps breaks through the definition of traditional embroidery, and innovatively extracts the "Qiang flower" element of Qiang embroidery as the hollow decoration of the lamp shell, demonstrating the interaction of light and shadow. By combining the traditional embroidery craft with modern design concepts, the work also embodies the perfect fusion of cultural inheritance and innovative development, further enriching the artistic expression of contemporary lamp design.

Therefore, the use of traditional embroidery in industrial design represents a modern interpretation and innovative application of traditional craftsmanship, which not only enriches the visual and sensory aspects of industrial products, but also reinforces the role of the product as a cultural carrier.

By incorporating artistically processed embroidery elements into everyday products, designers provide consumers with the opportunity to experience traditional Chinese aesthetics, while at the same time offering design choices with deep cultural roots for a globalised market.

The integration of embroidery with *digital technologies* allows designers to enhance traditional embroidery elements in product design, creating intricate patterns with precision and efficiency. The digitisation of intangible heritage has become a popular trend in the creation of design products.

Through high-precision digital scanning and simulation technology [15], every stitch and thread of embroidery can be accurately captured and reproduced on digital media. This not only provides unprecedented convenience

for the preservation and recording of embroidery art, but also lays a solid technical foundation for its inheritance and development. Through digital media technology, embroidery patterns, colours, stitches and motifs are displayed in a layered, heterogeneous or gradual way, so that the viewer can intuitively feel its cultural connotation in the process of appreciation. In addition, through in-depth cultural analysis, it can reveal cultural diversity and make up for the deficiencies in previous designs, thus promoting the overall innovation in the field of art and design [24].

The application of embroidery elements in digital media creation, such as web design, digital artwork creation, and even virtual reality and augmented reality content production, has become more and more widespread. For example, designers cleverly integrate embroidery patterns, colours and stitches into them, so that the works have a sense of modernity without losing the charm of traditional culture. And the interactive digital display of traditional handicrafts can combine human-computer interaction, animation demonstration and video narration, allowing users to experience the production process of traditional handicrafts as the maker, providing them with a new audio-visual experience [5], and this method effectively promotes the dissemination and promotion of traditional handicrafts [27] (Fig. 5). The fusion of multiple methods not only enriches the artistic expression, but also gives traditional art a new lustre in modern digital media.

The digitalisation of embroidery also provides strong support for the dissemination and promotion of embroidery art. With the power of the Internet and social media, embroidery works can be quickly spread around the world, so that more people can appreciate the charm of this traditional art. At the same time, through virtual reality and augmented reality technology, viewers can also get an immersive art experience, further deepening their understanding and love of embroidery art. From a deeper perspective, for

the protection and innovation of traditional culture, the digitisation of embroidery is of great significance. It not only provides a new method and path for the inheritance of traditional culture, but also builds a bridge for its communication and integration with modern culture [4]. Through this integration, we can better inherit and develop traditional culture, but also promote the innovation and development of modern culture.

The integration of digital technology and the traditional art of embroidery present a vast array of design possibilities. It not only enhances the artistic expression, but also facilitates the preservation and advancement of culture. With the ongoing advancement of science and technology and the increasing integration of culture, it is reasonable to anticipate that this integration will result in the creation of more remarkable works of art and the introduction of more vibrant cultural experiences for humanity.

In recent years, cross-disciplinary integration has emerged as a pivotal strategy for fostering creativity and innovation in the field of design. This approach recognises that the convergence of diverse perspectives and expertise facilitates breakthroughs and more comprehensive solutions.

Cross-discipline integration has become an important trend in the multifaceted sphere of design. It emphasizes finding commonalities between different design fields, combining the finesse of traditional embroidery elements with the diversity of modern design to create transdisciplinary innovative works [12]. This integration transcends the boundaries of fashion, graphic and industrial design and extends to broader fields such as multimedia art, interior design and landscape design. For example, embroidery elements are widely used in interior design (Fig. 6a). The integration of embroidery into home décor serves to enhance the overall aesthetic appeal of the space, while simultaneously preserving the distinctive character of the traditional craft (Fig. 6b). Conversely, the utilisation of embroidery

elements in installation art, such as the hanging of embroidered landscapes, enables the creation of a distinctive visual effect that harmoniously combines the natural and the artistic.

Interdisciplinary cooperation, especially between the fields of science, technology, medicine and art, is driving the innovation and development of digital embroidery (Fig. 6c). These interdisciplinary fusions not only open up new spaces of expression for traditional embroidery, but also provide a rich cultural background and creative potential for modern design, demonstrating the vast possibilities of traditional embroidery in contemporary design.

Conclusions. The fusion of traditional Chinese embroidery and modern visual design demonstrates how traditional art and modern design elements can enrich visual language and cultural expression. The study shows that applying traditional embroidery elements to different design fields not only enriches the visual image, but also plays an important role in the development of cultural communication and creative thinking. In fashion design, embroidery, as a decorative and molding element, injects new cultural connotation and artistic value into modern clothing design. In graphic design, embroidery elements enhance the three-dimensionality and diversity of visual presentation through the application of symmetry and hierarchy, which makes the design works have more cultural depth in advertising, branding and packaging design. In industrial design, embroidery combines with the practicality and functionality of products to enhance the uniqueness and cultural connotation of products. In digital media design, embroidery is combined with virtual reality and augmented reality technology, which improves the fineness of artistic expression and supports the protection and promotion of traditional embroidery art. In terms of interdisciplinary cooperation, the prospects for wide application and rich creative potential of embroidery elements in modern design were demonstrated, for example, in

interior design and art installations in commercial spaces, reflecting the perfect fusion of traditional craftsmanship and modern design.

The study found that although technological advances have opened up new possibilities for the modern application of embroidery, designers still need to maintain the traditional essence of embroidery and fulfil modern aesthetic needs when transforming traditional elements into modern design language. Future trends will focus on the combination of tradition and modern technology, such as digitization and

augmented reality, to experience embroidery culture and history. As a bridge of cultural exchange, embroidery elements will play a more important role in cross-cultural design projects. Designers need to deeply understand and respect the tradition and keep innovating so that embroidery can show its cultural vitality in the global design field and become a creative platform connecting the past and the future. To summarize, the innovative application of traditional embroidery in modern visual design promotes the diversified development of the design field and enhances the international influence of Chinese culture.

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ШЛЯХИ ІНТЕГРАЦІЇ ТРАДИЦІЙНОЇ КИТАЙСЬКОЇ ВИШИВКИ В СУЧАСНИЙ ВІЗУАЛЬНИЙ ДИЗАЙН

Мета. Метою дослідження є визначити інноваційні способи інтеграції елементів традиційної китайської вишивки в сучасний візуальний дизайн та її значення для культурної спадщини та дизайнерських інновацій.

Методологія. Дослідження носить системний та міждисциплінарний характер. Методологія дослідження ґрунтується на поєднанні історико-культурного аналізу та кейс-методу. Історичні та культурні передумови китайської вишивки досліджуються шляхом аналізу літератури, мистецтвознавчого і культурологічного аналізів. У статті проаналізовано приклади використання вишивки в сучасних сферах дизайну, зокрема в моді, графіці, промисловому дизайні та цифрових медіа, що дозволило оцінити можливості їхньої інноваційної інтеграції.

Результати. Виявлено, що сучасне використання традиційних елементів вишивки у різних сферах дизайну не лише збагачує візуальні образи, але й відіграє важливу роль у поширенні культури та розвитку креативного мислення. Інноваційне застосування елементів вишивки у дизайні одягу (як елемент декору, як цифровий принт, як формотворчий елемент одягу), графічному (як засіб комунікації) і промислового дизайні (як функціональний елемент), цифрових медіа (як аудіо-візуальний та сенсорний досвід) та міждисциплінарній інтеграції не лише демонструє широкий спектр можливостей поєднання традицій та сучасності, але й надає дизайнерам нові джерела натхнення.

Наукова новизна. У статті представлено новий погляд на розуміння та використання традиційних художніх ремесел Китаю в сучасному дизайні. Поєднання культурно-мистецьких цінностей традиційної вишивки з потребами сучасного візуального дизайну відкриває широкі можливості для інноваційних застосувань та міждисциплінарних колаборацій, сприяючи глибшій інтеграції традиційних елементів у різні сфери дизайну.

Практична значущість. Це дослідження відкриває нові можливості для використання традиційної культури в сучасному дизайні задля збереження національної ідентичності. Воно не лише стимулюватиме творче мислення дизайнерів, але й підвищить обізнаність громадськості та повагу до традиційної культури, а також сприятиме процвітанню та синтезу національних традицій та дизайнерських інновацій. Зберігаючи національну культуру та розвиваючи сучасні національні естетичні концепції, вона гарантує, що традиційні мистецькі ресурси залишатимуться актуальними та впливовими в умовах глобалізації.

Ключові слова: традиційна китайська вишивка, сучасний візуальний дизайн, культурна інтеграція, дизайнерські інновації, національна культура.

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