

## Design Innovation and Exploration of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs

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### Abstract

Under the background of the booming global tourism industry, tourist cities and tourist attractions are all just trying to build local tourism images to better progress their tourist industries. However, the excellent establishment of a tourist industry cannot leave from tourist souvenirs, a kind of derivative industry. The tourist souvenirs as a high value-added industry, take a large proportion among tourism shopping and serve as an important source of income for the tourism industry. This paper researches the tourist souvenir markets in Sichuan Province, analyzes the development status and insufficiency of Sichuan embroidery and Sichuan brocade tourist souvenirs at present, determines the conditions that the products of Sichuan embroidery and Sichuan brocade must have as tourist souvenirs. It also exercised possible studies for the design innovation of Sichuan embroidery and Sichuan brocade tourist souvenirs and finally took some concrete measures for the design of Sichuan embroidery and Sichuan brocade tourist souvenirs.

**Key words:** Sichuan embroidery; Sichuan brocade tourist souvenir series; Design innovation

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### INTRODUCTION

Sichuan embroidery as "the treasure of Sichuan" is always called as one of "Four Major Famous Embroideries" together with Suzhou embroidery, Hunan embroidery and Guangdong embroidery, among which the market share of Suzhou embroidery was 70%-80%, like a bright business card of Suzhou. The tourism has contributed vastly to the development of embroidery industry (Cao & Sun, 2011). It is safe to say that the well-developed Suzhou embroidery is promoting the tourist industry in Suzhou Province to grow further and in turn gained tangible benefits out of it. Compared with Suzhou embroidery, the present situation of Sichuan embroidery shows a worrying prospect.

Sichuan embroidery and Sichuan brocade as a kind of intangible cultural heritage were ranked in the directory on May 20, 2006. Among Sichuan embroidery and Sichuan brocade products, now most of the attentions have been paid to the protection and inheritance, outlining specifically that the design innovation and research of Sichuan embroidery and Sichuan brocade products receive less attention on heritage protection and weave skill inheritance. As we know, the inheritance of a culture is not merely to "keep in current situation" but also need to "carry forward" so we should promote the modern evolution of Sichuan embroidery and Sichuan brocade culture with the help of an external force. We should take Sichuan embroidery and Sichuan brocade products as tourist souvenirs to design and innovate, research and development. First, the prosperous tourism industry can satisfy the requirement of tourism shopping by increasing the production of Sichuan embroidery and Sichuan brocade products which are known as quantitative change. Second, with the development of tourism industry, the market will increase the quantity demanded of tourist souvenirs and also make a stricter request for variety, style and grade of the tourist souvenirs of Sichuan embroidery and Sichuan brocade. The way can be called qualitative change. In that way, the intangible external force causing

qualitative change from quantitative change is the design innovation and research for the tourist souvenirs of Sichuan embroidery and Sichuan brocade. In this approach, the traditional culture of Sichuan embroidery and Sichuan brocade have been protected, inherited and promoted.

## 1. DEVELOPMENT STATUS AND ANALYSIS OF SICHUAN EMBROIDERY AND SICHUAN BROCADE TOURIST SOUVENIRS

Sichuan Province is one of the areas with rich tourist resources in China and there are a lot of products that can serve as tourist souvenirs for design and development, of which Sichuan embroidery and Sichuan brocade possess relatively ornamental value and collection value. On March 25, 2013, Peng Liyuan visited "The Women and Development Foundation" in Tanzania, and gave gifts to the Foundation, including *Two Pandas under Plum Blossoms* which belongs to Sichuan embroidery.

Among Sichuan embroidery products, there are huge striped screen, and also pocket-size works which are taken as fine arts of ornamental value and practicability (Yang, 2009); Real products like costume can be found in the traditional Sichuan brocade products, while Sichuan brocade has been found in the modern times as enjoyable works. Nowadays, there exist many types of Sichuan embroidery and Sichuan brocade as tourist souvenirs in the tourist souvenir market in Sichuan Province. Tourists at home and abroad left a deep impression on various decorations and pendants of Sichuan brocade products (such as some traditional decorations of Sichuan embroidery, *Two Pandas under Plum Blossoms*, *Lotus Fancy Carp*, *Longevity Crane*, *Peony and Two Butterflies*, etc., and many Sichuan brocade products in the market at present, like tablecloths, coaster, scarf, chopstick cover, handbag, wallet, coin purse, etc.) while Sichuan brocade while visiting Jinli and Broad and Narrow Alley in Chengdu.

Although these products represent the exquisite skill of Sichuan embroidery which can reveal the excellent traditional culture of Sichuan Province, the following several shortcomings will be found in Sichuan embroidery and Sichuan brocade products as tourist souvenirs by the way of investigation, analysis and summary:

### 1.1 With Old-Fashioned Themes and Styles, Lack of Innovation

Firstly, there is always little innovation of themes of Sichuan embroidery products, like traditional landscape, flower and bird, fish and bug, beast, etc. (Zhu, 2008); However, the themes of traditional Sichuan brocade products rooted in auspicious patterns (i.e. Yuhe Dermatoglyphic Pattern meaning that some patterns show good implications). in people's heart, such as animals, plants, words, tattoos, etc. established by usage (J.P. Wang

& Wang, 2002). Although such themes express people's yearning for happy, they break away from the core of modern home for decoration. Theme contents show limitations for the surroundings displayed. Thus tourists have very few choices.

Secondly, the frame modeling of Sichuan embroidery products is of simplex features. Various plank frames have been taken as framework to support most Sichuan embroidery products at present. Such frames have the same features that they all have traditional hollow woodcarving patterns and most plank frames are black and dark red. In other words, the decorative frames with specific style will qualify the service environment of Sichuan embroidery products.

### 1.2 The Value of Products Is Too Simplex and With Few Choices

Sichuan embroidery products mainly take the function of decoration but lack of practicability, such as some decorations and pendants. For tourists who have such need for decoration, picking the products will never be bored with it and fondle admiringly; while for tourists who don't use the products for decoration, only taking them as small commemorative products, it will be pivotal to touch them to buy real products with commemorative value.

### 1.3 The adaptation of the Products Is Poor and Not Close to the Modern Life

The Sichuan brocade products mainly pay attention to practicability, like quilt cover, tablecloth, cushion cover, scarf, and cup mat. However, there are also some Sichuan brocade products with decorative function, such as scroll. As home supplies mainly with decorative function, such as quilt cover, tablecloth, cushion, coaster, etc., their patterns most are modelled after an antique or relatively traditional, which makes harmful for Sichuan brocade products in modern home environment;

### 1.4 The Volume Is Too Huge and Inconvenient to Carry

Traveling light is the first thing that tourists will first think about while travelling. But there many Sichuan embroidery products with different volumes, such as floor screen of 1.8 m, table model decoration of 0.3 m, relatively speaking, the latter is easier to be souvenirs for sale. But the scale of 0.3 m is still relatively huge for draw-bar box that tourist usually taking and the height almost occupies half of draw-bar box of 24 yards (38 cm×60 cm×28 cm). If tourists use draw-bar box of 20 yards (34 cm×50 cm×20 cm), the space left will be imagined. In addition, this does not include the space that the package of Sichuan embroidery products takes. This will make tourists wanting buying the Sichuan embroidery decoration as souvenir stuck in the middle.

### 1.5 Simple Packaging Without Grade Distinction

It is often said that a perfect painting will be consisted of 30 % painting and another 70% coming from mounting, so do

the Sichuan embroidery and Sichuan brocade as an artwork and also a type of tourist souvenirs. Now the packaging of Sichuan embroidery and brocade in the market is simple and flimsy, also lack of distinction in level and grade, which will make tourists distrust the quality of Sichuan embroidery and Sichuan brocade products, especially disappoint the people who want to buy some as gifts.

### **1.6 High Price and Unsuitable for the Public Purchase**

Because the production cycle of Sichuan embroidery and Sichuan brocade pure handmade products is long, skilled embroidery workers are needed to complete the production, so the price is relatively high, according to various sizes and degrees of difficulty, 300-500 yuan for cheap ones and thousands for expensive ones, it is the objective fact that more than tens of thousands yuan will be paid as for those high-end collectibles. Then, as for “visit it” tourists, the shopping time in the short journey is actually very limited. It needs time for deep consideration to purchase a piece of tourist souvenir however expensive it is, and then high-price products may lose competitiveness, which is listed within the scope without consideration by common tourists.

### **1.7 Lack of Brand Awareness**

At present, Sichuan embroidery and Sichuan brocade products come mostly from small workshops, few manufacturers can form an overall scale, and only Chengdu built “Sichuan embroidery township and Sichuan embroidery heritage base of China” for inheritance and protection of intangible cultural heritage in 2009. However, since Sichuan embroidery and Sichuan brocade have been listed in the world intangible cultural heritage directory in 2006, Sichuan embroidery and Sichuan brocade products haven’t owned formal brands, without the advertisements and publicity of systematic, complete and large-scale Sichuan embroidery and Sichuan brocade brand images.

To sum up, various deficiencies may exist in the theme, style, value, volume, packaging and brand, making the design and development of Sichuan embroidery and Sichuan brocade tourist souvenirs in the “malnutrition” state obviously under the large trend of vigorous development of tourism in Sichuan Province.

## **2. DESIGN INNOVATION AND EXPLORATION OF SICHUAN EMBROIDERY AND SICHUAN BROCADE TOURIST SOUVENIRS**

### **2.1 Product Positioning of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs**

#### **2.1.1 Function Positioning of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs**

From the perspective of design innovation of Sichuan embroidery and Sichuan brocade tourist souvenirs,

the product positioning shall start with the function positioning, namely, to start the product practicability. From the investigation feedback of tourists, it is not difficult to find that the tourists have very high practical demands for this kind of tourist souvenirs, mostly daily necessities. Therefore, the innovative design of Sichuan embroidery and Sichuan brocade tourist souvenirs shall break the limit of traditional Sichuan embroidery and Sichuan brocade and select common products in the life of ordinary people, with the integration of Sichuan embroidery and Sichuan brocade elements. Such as business card holder, bookmarks, U disk, mouse pad, the monthly card bag, key chain, mobile phone chain, IPAD bag, etc.. Ultimately, the functions of Sichuan embroidery and Sichuan brocade tourist souvenirs are positioned at the thought of giving priority to practical products with decorative products and collective products as supplements.

#### **2.1.2 Volume Positioning of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs**

Nowadays, portable products become more and more beloved by ordinary people, particularly for tourist souvenirs. The volume of Sichuan embroidery and Sichuan brocade tourist souvenirs have been positioned with the characteristics of compact, light and easy to carry, which can make the tourists to avoid the occurrence of the situation that the product volume is so large as affecting the purchase selection. In addition to various kinds of small daily life products mentioned previously, it also can design and develop Sichuan embroidery and Sichuan brocade series of jewelry, such as pendants, bracelets, earrings and other products with the texture of Sichuan embroidery and Sichuan brocade.

#### **2.1.3 Grade Positioning of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs**

Tourist souvenirs are the same as ordinary commodities, which need grade division in similar products as well, namely, the grade positioning of products, while grade positioning also includes three aspects of quality positioning, packaging positioning and price positioning, which are used to define the standards of high-end, medium-end and low-end products of Sichuan embroidery and Sichuan brocade tourist souvenirs, to meet the needs of different levels of tourists, such as the high-grade gorgeous gift set, and economical combination of simple packaging and bulk products.

### **2.2 Specific Measures of the Design Innovation of Sichuan Embroidery and Sichuan Brocade Tourist Souvenirs**

“Design of Sichuan embroidery and Sichuan brocade tourist souvenirs” belongs to “product design” according to its classification, it is just because three confined words of “Sichuan embroidery and Sichuan brocade”, “tourist” and “souvenir” are added in front of “product design”, making the product design have a sense of limit

and territoriality, so the design principles of it beyond four most basic characteristics of usability, suitability, sense of beauty and innovation. Simply speaking, on the basis of the four points, the literal characteristics of “Sichuan embroidery and Sichuan brocade”, “tourist” and “souvenir” shall be integrated into the product design, forming the principles in terms of the design innovation of Sichuan embroidery and Sichuan brocade tourist souvenirs ultimately.

### **2.2.1 Integration of Regional Culture and National Culture Characteristics**

As tourist souvenirs, Sichuan embroidery and Sichuan brocade products shall not only show the superb skills, but also embody the unique regional culture and national culture. Take the food culture as an example. Sichuan Province, because of the terrain factor of basin, makes the annual average temperature at 18°C in West Sichuan plain, humid and rainy. Therefore, the food characteristics of local people eating “spicy” food for fending off the cold and dehumidification are formed, which is just the Sichuan food culture. The food culture with Sichuan characteristics have been integrated into the design of Sichuan embroidery and Sichuan brocade tourist souvenirs, for example, the elements on behalf of “spicy” chili, pepper and hot pot are added to Sichuan embroidery and Sichuan brocade tourist souvenirs, to make the distinctive characteristics of food culture with Sichuan characteristics impressed on the mind of tourists. Another example is architectural culture, Sichuan residential architecture is very rich, which is also affected by the national culture and immigration culture, forming various architectural structure forms and decoration characteristics of Sichuan Han residence, Tibetan residence, Qiang residence, Yi residence, etc. (Li, 2009). Various types of residential architectural elements have been integrated into Sichuan embroidery and Sichuan brocade tourist souvenirs, so that tourists can generally understand the characteristics of the nations and residential architecture in Sichuan Province through the tourist souvenirs, achieving the role of culture transmission, which is also a good entry point of design innovation after all.

In a word, the cultural characteristics shall be integrated into the design of Sichuan embroidery Sichuan brocade tourist souvenirs, to expand various kinds of characteristic culture generated by “region” and “nation”, and these characteristic culture have been systematically and rationally applied to the tangible products of Sichuan embroidery and Sichuan brocade, to transfer the characteristics of regional culture and national culture with the products as the carrier.

### **2.2.2 The Theme Positioning of the Products and Series Designing**

According to preliminary market survey, it can be founded that the themes of Sichuan embroidery and Sichuan brocade tourist souvenirs in the present markets show

traditional and old-fashioned. Therefore, during design innovation, the theme positioning shall be paid more attention to Sichuan embroidery and Sichuan brocade products, as close as possible to the modern life, such as Q size panda, Q size Chinese Zodiac, Q size cartoon characters of Sichuan embroidery products, and straight lines, large block, geometric figures of Sichuan brocade, etc.; meanwhile, the age groups of users of different themes should be divided making audiences more specific.

On the one hand, we can design products in series in accordance with one theme, such as previous Sichuan embroidery works “Plum Blossoms, Orchid, Bamboo and Chrysanthemum” and “Seasons” which will attract tourists loving collection to choose and buy in the form of set, such as Sichuan residents series, Sichuan food series, Sichuan minority costume series, etc.; on the other hand, peripheral products of some useful articles can be developed, such as notebook and pen bag, handbag, cosmetic bag and mirror, laptop and its peripheral products, etc. so that suits can be grouped to raise the value of Sichuan embroidery and Sichuan brocade tourist souvenirs.

### **2.2.3 The Product Type and Volume Settings**

On the type of product, we try to design everyday small items with practical features, such as wallets, card holder, business card holder, hand bags, bookmarks, key chains; or the small items used by cell phones and computers, such as U disk, mouse pads, router, mobile phone chain, dust plug, mobile phone bags. Thus in order to induce visitors to buy the products, we need to use usefulness of the product to encourage consumers’ purchase behavior. At this point, Suzhou embroidery currently is doing relatively better. The volume of the product is designed in small size, easy to carry, to try to avoid tourists on the road to give up buying due to the inconvenient factors. Therefore, small living items are the reasonable choice.

### **2.2.4 The Choice of Auxiliary Materials of the Products**

Such kind of fabric products as Sichuan embroidery and Sichuan brocade sometimes they need other hard materials as auxiliary or support. As the choice of this kind of auxiliary material, at present all kinds of wood is a best choice, such as rosewood, chicken wing wood, the price is expensive and they make ordinary tourists away. But bamboo is a plant which Sichuan is rich in. It grows fast, the price is low, and it is environmental protection item. In recent years, the design and development of bamboo products are hot, and it has received vast majority of consumers’ recognition, so you can consider to choose bamboo as auxiliary material, it reduce the cost of materials of the products, which will make Sichuan embroidery and Sichuan brocade tourist souvenirs more popular.

### **2.2.5 The Improvement of Product Packaging Design**

Packing of the products not only has the effect of protection products, but also can reflect and even increase

the value of the product. In the packaging of Sichuan embroidery and the Sichuan brocade, we should pay attention to the following three aspects in the tourist souvenirs:

First, we need to pay attention to the packing on the theme. Namely, the packaging and the product itself should reflect the same cultural connotation and the cultural taste. Second, the packaging shape, we should meet the principle of lightweight and it is easy to carry, at the same time it can also be designed in series of modeling, style, color packaging and achieves the goal of distinguishing the product class. Third, the packaging materials should be possible to meet pressure, environmental protection, but also can enhance the durability of box and aesthetic. Visitors can't abandon packing box, along with packing box I. Such as Sichuan brocade box, bamboo box, etc..

### 2.2.6 The Product Brand Building

Product brand building is corporation behavior. We must have a specialized production and sale of Sichuan embroidery and Sichuan brocade enterprise for its own product brand positioning in the minds of consumers establishing a good Sichuan embroidery. We need to build product image, so that visitors were well aware of the company's products range, product quality, and social reputation. Thus Sichuan souvenirs like embroidery have the organization which can organize a good reputation and influence to promote the Sichuan embroidery, brocade products, reputation. In turn, Sichuan embroidery, brocade products of its name and reputation to deepen its brand image.

In summary, from the six joint actions of the above, we can make Sichuan embroidery and Sichuan brocade souvenirs designed to achieve the purpose of innovation.

## CONCLUSION

The depth development of the tourism industry has a great relationship with the degrees of tourism souvenir industry. Tourism souvenir industry is one indispensable part of the whole tourism industry. The image of tourist souvenir industry can be seen as even the image of tourism destination. To some extent, tourism souvenirs provide visitors with one of the most intuitive basis for evaluation of tourism image. And selected Sichuan embroidery and Sichuan brocade. As tourist souvenirs design innovation in the object of study, because Sichuan embroidery and Sichuan brocade have four conditions as tourist souvenirs design innovation. The first one is because of the Sichuan

embroidery and Sichuan brocade. Is one of the souvenirs in the products market, but the current development status has not been able to better reflect the original advantage; Secondly, Sichuan product varieties of embroidery and preface are relatively rich It can be used as a tourist souvenirs design and development of more products and derivatives; A third is the value of the product itself is in relatively high starting point compared with other products design innovation. It has certain advantage in the price of the products; Fourth, the most important is the embroidery and Sichuan brocade. Have very significant regional cultural characteristics. They can perfectly reflect the local characteristics of tourist sites. So we need to study how to reflect integration of regional and ethnic culture theme, product positioning, product type selection, the volume of the product positioning, product packaging design improvement and so on. We can should take specific measures to effectively implement.

The author of this paper researched Sichuan embroidery and the Sichuan brocade. Tourist souvenirs are in innovation design. The products are relatively small, only in the series of small products, such as computer peripherals, series small products, notebook and pen bag series, hand bag, cosmetic bag, and small mirror series products and so on. In summary, therefore, the conclusion is relevant. It cannot be biased, but this kind of embroidery, Sichuan brocade. Tourism memorial series product design innovation. We need to put forward some constructive suggestions, his comprehensive design and development of these products need further exploration and research.

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