



Project4

CHINESE BATIK

2019.5.11-5.30

Self-initiated project



WHAT IS BATIK?

THE ORIGIN OF BATIK

The origin of batik can be traced back to the Qin and Han dynasty more than 2,000 years ago, and even earlier. As an "art" originated from a unique regional lifestyle, batik in Guizhou has become an indispensable part in the normal work of ethnic minority people in Guizhou, a unique cultural phenomenon.

INTANGIBLE CULTURAL HERITAGE

Batik art has been passed down from generation to generation in minority areas and has developed a unique ethnic art style after a long period of development. It is a distinctive national art with a simple concept of animism.

WHY IT NEED TO CHANGE

But with the industrial and economic development, such intangible cultural heritage has gradually dropped out of people's vision, and I hope to bring it back to our life and pass it on. To integrate batik into people's life, eyes should be put on the application of batik, which is, where the batik can be used?

LITERATURE REVIEW

RESEARCH QUESTION: Are the existing propaganda methods diversified and attractive?

Research on the application value of Guizhou batik art in local tourism publicity

Source: China National Expo
author: Shu Zhan , Xiaofeng Hou

In the publicity of local tourism, Guizhou Miao batik art is very rarely presented. Most leaflets, brochures and various billboards have never used batik elements in terms of color, pattern or material. Only a few souvenirs entail certain batik elements, however, they are particularly old-fashioned, and very roughly made, which fails to display the real Miao batik and its cultural significance. Generally speaking, the current application scope of batik is narrow. If we want to broaden its space for development, we need to identify the touch point of traditional craftsmanship and nature, and draw on its unique artistic features and pattern for new design in publicity. In the meantime, it is necessary to renew the tourism products, abandon the sunk cost constraints in traditional publicity, a recreation and innovation incorporating batik elements will have a unique impact on tourism publicity.

CONCLUSION: A few forms.

RESEARCH QUESTION: What kind of value does batik entail?

Explore the value of Buyi batik and its school heritage.

Source: Guizhou Normal University
author: Yijie Wu

Firstly, batik entails practical value. Each batik artifact is a work of art with both aesthetic and practical utility. Secondly, batik reflects cultural value. Art is creative, revealing richer spiritual connotations in tangible materialized forms. Also, batik entails extraordinary artistic value. With the overlapping color of blue and white, blue conveys a sense of simplicity and quietness, which brings the nature sense to our heart, and enables us to discover the harmonious beauty between human and nature.



CONCLUSION: High artistic value.

RESEARCH QUESTION: What are the economic benefits of batik craftsmen?

Research on the survival and development of traditional craftsmen in post-modern

Source: Journal of Baise University
author: Tianxian Deng , Xiaodong Ren

However, with the development of economy and information technology, greater importance has been attached to cultural construction. People are shifting their sights from dazzling modern industrial products to traditional cultural products. Those craftsmen have also realized their own value with the development of creative cultural industry. However, there are still problems. Although batik craftsmen have the skills inherited from the older generation, due to their low education level and language barriers, they are very passive and weak in the market operations of cultural assets. Therefore, most craftsmen are at a low income level.

CONCLUSION: Low income level.

EXPERT INTERVIEW

Offline interview

I contacted a young batik company founder, learned about the current business of their company, they are trying to find new ways to promote batik to help those batik craftsmen in remote areas. I am honored to be invited to cooperate with her.

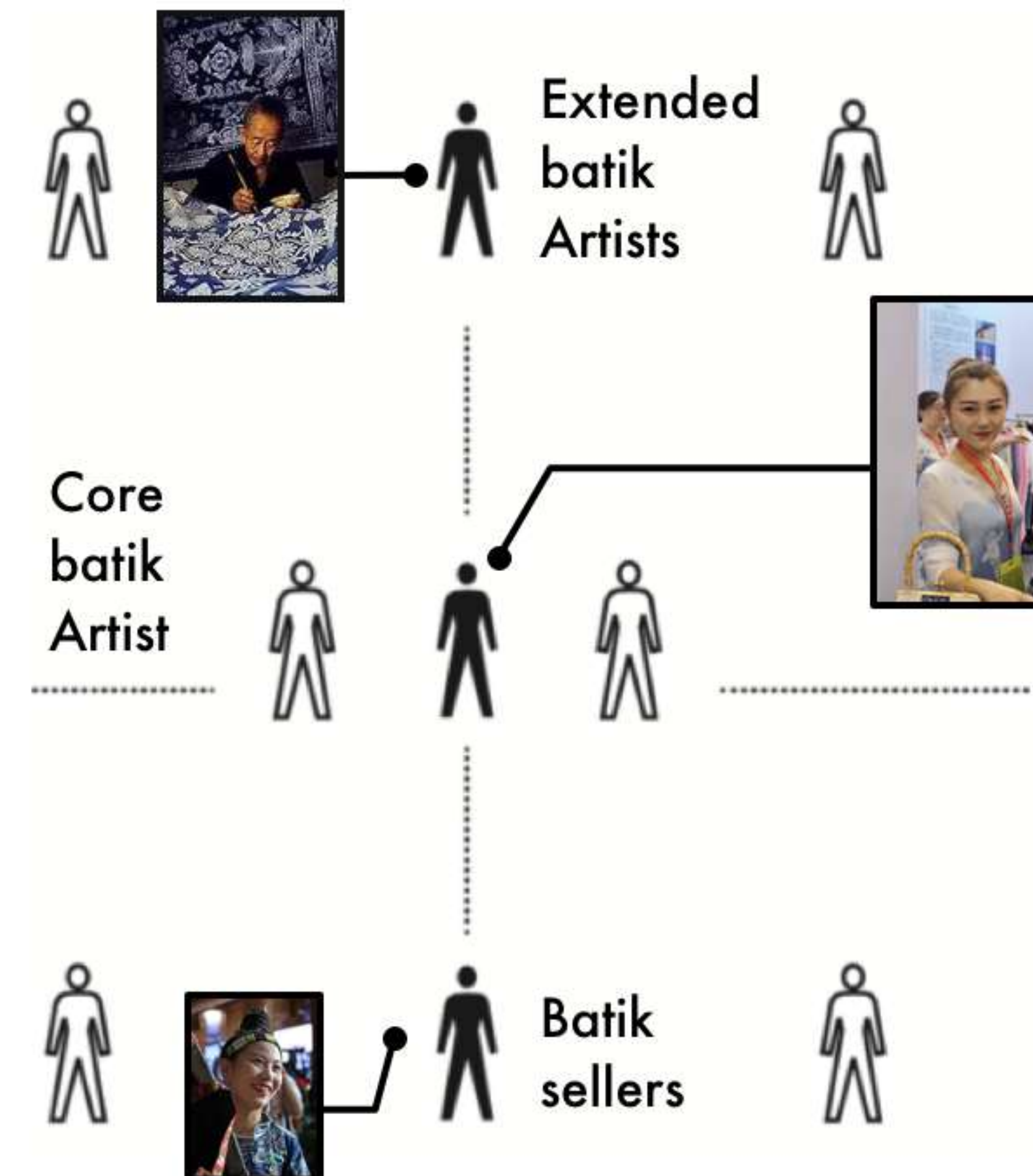
Founder: Xuanxuan Zhang

“As a batik cultural inheritor, I have been trying to let more people understand batik and like it.”

Shuyirensheg Batik art Co., Ltd

Boarder reach

With her introduction, I interviewed some batik artists and sellers.



Current Situation

The time cost of batik production is very high, but due to the lack of packaging, lack of publicity, craftsmen in remote areas often sell batik at very low prices. Therefore, many batik artists have switched to other more financially rewarding jobs, which cripples cultural transmission.

What can we do?

Reduce the time cost of production.



Simple modern packaging for batik.



Publicity through large platforms.



Promoting batik products through new retailing, incentivizing batik craftsmen.



Improve the quality of products, and raise the price for middle-class consumers.





TRAVEL



HISTORY



READING



DRIVING



ART COLLECTION

SELF DEFINING LIFESTYLE

life-
style

+

It refers to a group of young people with decent income and certain purchasing power, they have good aesthetic taste, and pursue quality life. They are willing to try new things and embrace emerging brand concepts and trendy lifestyles, and they don't refuse to pay for knowledge.



BIG CITY



NEW RETAIL



SMART PRODCUTS



FOOD



GYM



DECORATION



ART EXHIBITION

DESIGN OBJECTIVE



CULTURAL INHERITANCE

CRAFTSMAN SPIRIT

The spirit of craftsman is conveyed in the products, and the culture will stay if people pay, in a sense, consumption is protection.

VALUE CREATION

LIFE AESTHETICS

Incorporating the concept of life aesthetics into the design of new batik products, redefining the value of batik.

NEW INTERPRETATION

CONTRACTED DESIGN

The subtle and exquisite batik is totally handmade and is presented as decoration, which doesn't cost the batik craftsman much time.

CULTURAL EMPOWERMENT

HIGHLIGHT DETAILS

It is necessary to present the unique artistic value of pure handwork and show the special "ice crack" to consumers.

INSPIRATION

Crossover brand cooperation is the best way to reshape the impression of products in consumers' minds, and batik is in need of such image reshaping. By incorporating modern design and cooperating with other brands, batik can be known by more people.



Take the milky sugar "Toffee White Rabbit" as an example. It cooperates with fragrance brands, skin care brands, Godiva etc, such cooperation has generated hot topics. Consumers actively talk about the interesting products, the radiative and powerful advertising effect facilitates brand expansion and and reshape their brand image.

"Yitiao" takes a leap from a content producer in new media to new retail. They target the new middle class consumers. The pictures above are products of their Palace Museum series.

MUJI & BATIK

I redesigned the existing MUJI products with batik elements.



WHY MUJI?

1. MUJI's minimalist design concept entails craftsmanship.
2. Yamamoto Naoki (Managing Director of MUJI) once noted: I believe that Chinese consumers will re-examine their traditional culture and the Chinese market will gradually make a transition from irrational consumerism to valuing more valuable elements like culture in product purchasing. Therefore, incorporating Chinese culture into MUJI's product design is in line with the general design principles of MUJI and will be welcomed by Chinese consumers.
3. MUJI's relatively high pricing mainly targets the Chinese middle class, but with the accelerated development of e-commerce and new retail in China, MUJI needs to adjust itself to adapt and attract Chinese customers.

YITIAO & BATIK

The batik is presented as a picture hanging on the wall, with a QR code attached, consumers access texts and pictures to know everything about the batik artifacts.



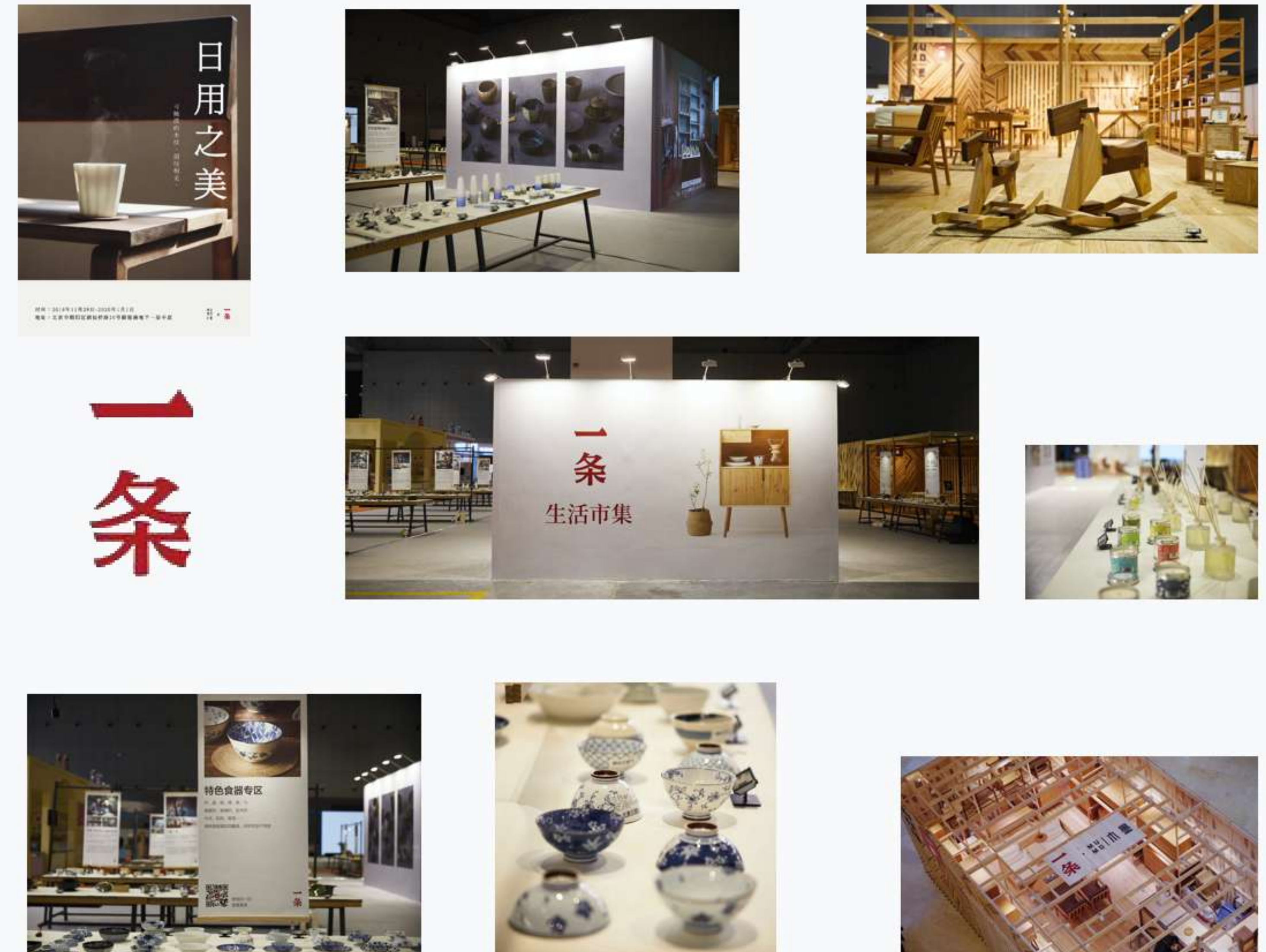
Exquisite packaging design



Scan QR code, get product story



Very thin metal frame for quality



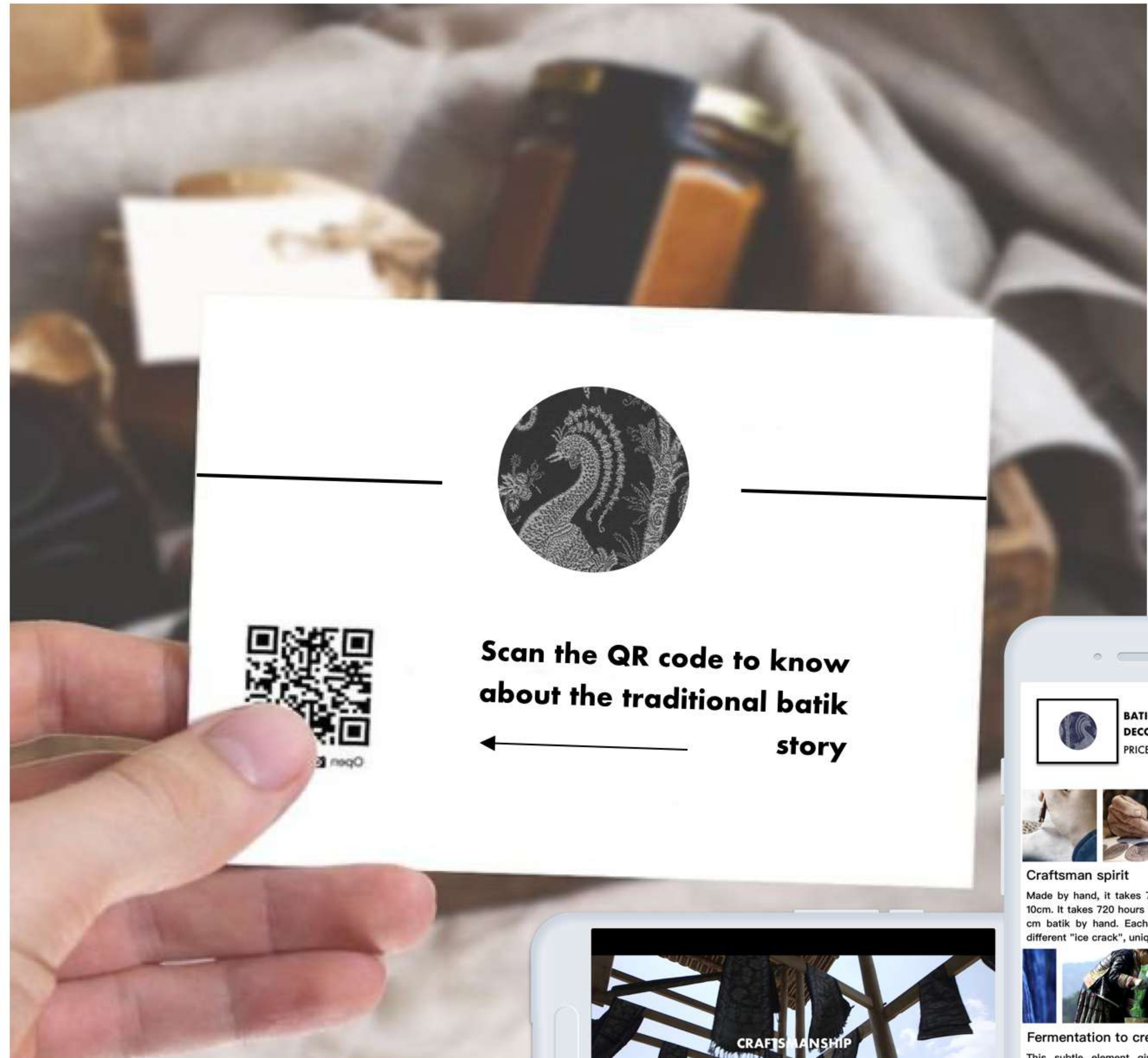
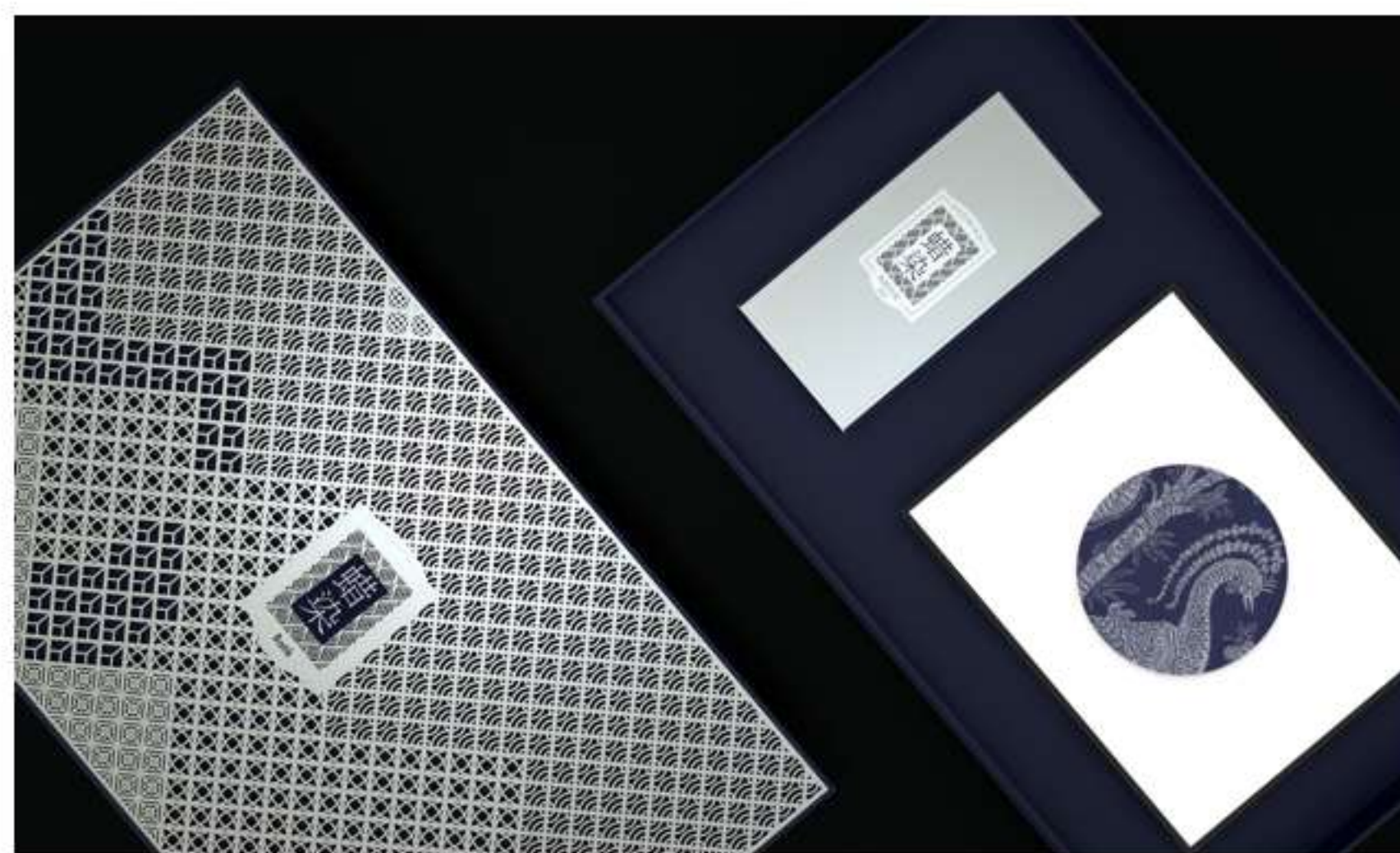
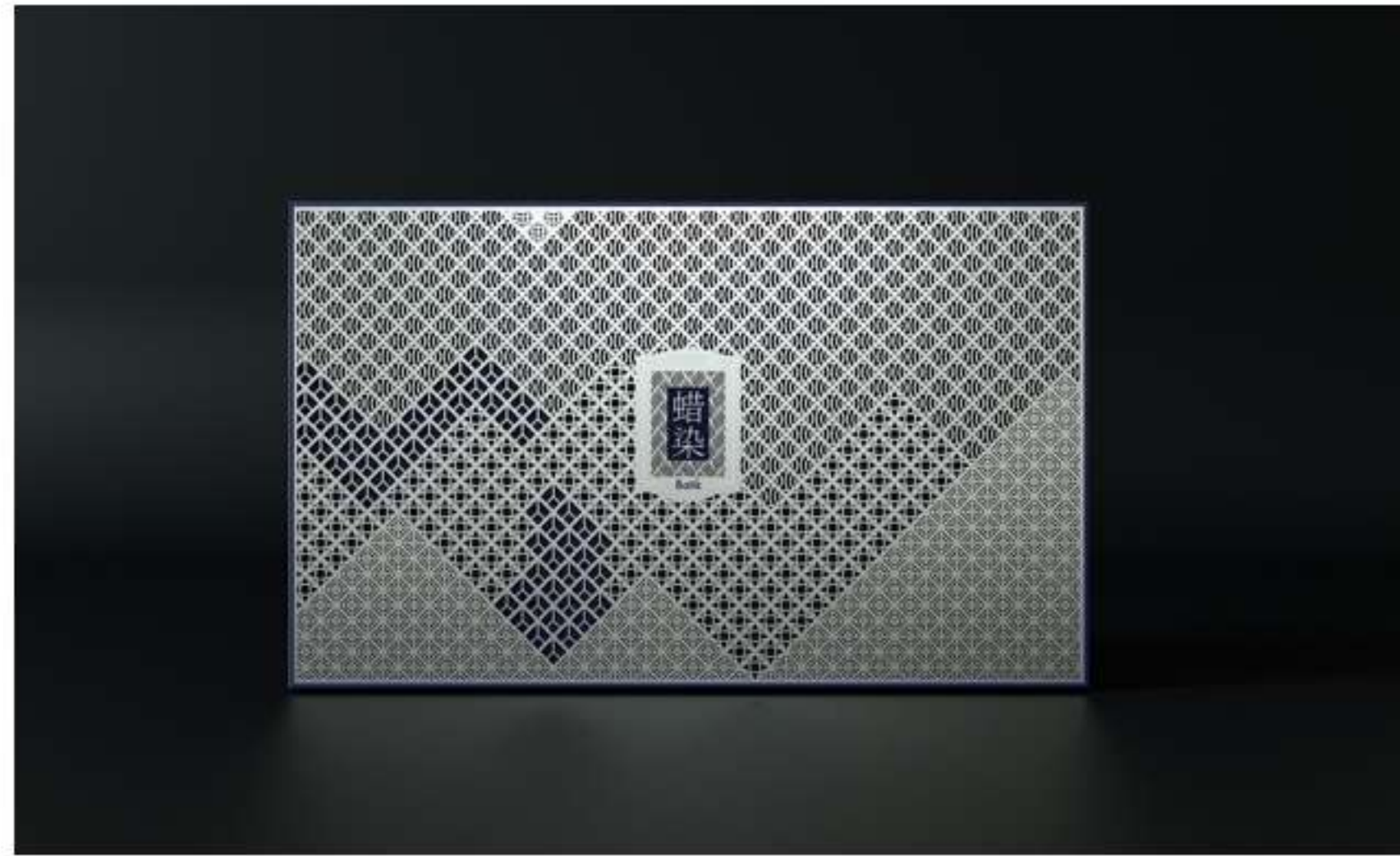
WHY YiTiao?

1. Yitiao is China's largest new retailing buyer store. It collects various good products in life. It targets the new middle class consumers, which is the same as we do.

2. Content entrepreneurship—e-commerce transformation—new retail. As an online new media video platform, Yitiao excavates its offline business. Yitiao filters users through content, as Yitiao believes that value added content can be a powerful weapon to attract customers and gain their loyalty.

MORE DETIALS

I made a package design for batik products. Besides, when consumers find batik products offline, they can scan the QR code to view the graphic introduction and relevant video.



Video link: <https://www.xinpianchang.com/a31119?from=channel>
Quoted from "xinpianchang.com".

VALUE FLOWCHART

