

Research on the Development Status and Path of the Traditional Folk Tie-dye Industry in Dali

-- Based on the Background of the Rural Revitalization Strategy

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Abstract

In the context of the rural revitalization strategy, the protection, development and inheritance of the traditional folk handicraft industry have attracted more and more attention, which can provide new momentum for promoting the transformation and development of rural economy and society. As China's intangible cultural heritage of Yunnan Dali tie-dye technology with its profound cultural connotation, history and unique process has been praised, but due to the traditional process on the traditional technology, market competition, lack of unified management and shortage of funds of practical problems, its protection, development and inheritance are in the bottleneck, this paper through the present situation analysis of Dali folk traditional tie-dye industry and fully tap the market demand, for the local tie-dye culture, to further develop the tie-dye culture and inheritance to provide certain reference.

Keywords

Dali Folk Traditional Tie-dye; Rural Revitalization; Present Situation Analysis.

1. Introduction

The rural vitalization strategy is a major decision and plan made at the 19th National Congress of the Communist Party of China. It is a major historical task for finishing building a moderately prosperous society in all respects and building a modern socialist country in all respects. It is the overall focus of the work related to agriculture, rural areas and farmers in the new era. The implementation of the rural revitalization strategy has put forward higher requirements for the inheritance, innovation and development of rural culture, especially the innovation and development of traditional folk handicrafts, which is the power source and important content to promote the transformation and development of rural economy. Among many folk handicrafts rich in regional characteristics, Dali tie-dye technology in Yunnan province has been highly praised for its profound cultural connotation and historical heritage, and has broad prospects for future development. With the further promotion and implementation of the rural revitalization strategy, Dali tie-dye technology in Yunnan province is constantly exploring new development modes to cope with many challenges and opportunities under the background of rural revitalization, and promoting the construction of traditional folk craft models. Tie-dye art not only has a long history and tradition in China, but also is deeply loved by people all over the world. In the United States, South America, Africa, India, Iran, Indonesia and many other countries and regions have tie-dye production and production, especially in Japan, as early as in Nara era, tie-dye technology from China, due to the exquisite technology and beauty, won a lot of people love, "tie-dye kimono" enjoys a high reputation in Japan. Today's fashion industry, whether at home or abroad, tie-dye is a new "darling". This paper will in Yunnan Dali folk tie-dye industry, for example, through the Dali in Yunnan tie-dye culture of the field investigation and visit, understand the present situation and development of tie-dye culture, which

combining with the characteristics of local tie-dye, its strong historical culture and market demand, for the local tie-dye culture to explore a reasonable path, and will further develop the tie-dye culture and inheritance [1].

1.1. Research Significance and Background

1.1.1. Research Meaning

With the development of the current now and the progress of science and technology, national culture got more attention, in constant change, many national culture will lose the uniqueness, so, the revitalization of the rural national culture, keep its unique characteristics, protect and make good use of rural national culture, let inheritance people see the dividend, willing to continue to inheritance and development of national culture, thus continuously cultural confidence, enhancing a community consciousness of the Chinese nation, to enhance the national cultural heritage people own cultural confidence, keep the national culture.

1.1.2. Research Background

The rural vitalization strategy is a major decision made at the 19th National Congress of the Communist Party of China. It is a major historical task for finishing building a moderately prosperous society in all respects and building a modern socialist country in all respects. It is the overall focus of the work related to agriculture, rural areas and farmers in the new era. The rural revitalization strategy gives priority to agricultural and rural development. The goal is to establish and improve systems, mechanisms and policies for integrated urban and rural development, and accelerate the modernization of agriculture and rural areas, in accordance with the general requirements of thriving industries, livable ecology, civilized local customs, effective governance, and a prosperous life.

Intangible cultural heritage is an important part of the excellent traditional Chinese culture. To protect, carry forward and carry forward the intangible cultural heritage is of great significance to continuing the historical context, strengthening cultural confidence, promoting exchanges and mutual learning among civilizations, and building China into a strong socialist culture. The "difference" intangible cultural heritage protection planning "is for the implementation of the fourteenth of the People's Republic of China for national economic and social development and 2035 vision outline and national" difference " cultural reform development plan, further intangible heritage protection work of programmatic planning, clear path for the intangible heritage development in the future."Planning" clearly pointed out about intangible preservation method, protection path, and the relationship between the intangible and social development, the main measures include establishing high quality intangible research base, set some targeted intangible research topic, etc., and from the material and spiritual level to increase support for inheritance, arouse the enthusiasm of the genetic bearing heritage, promote the core inheritance of systematic and life.

2. Development Status

2.1. Tie-dye Status Quo in China

In recent years, with the rise of China-fashion, more and more people began to pay attention to Chinese traditional culture, and the originally lonely traditional craft has also attracted the attention of more young people. In 2006, tie-dye was selected in the First Batch of National Intangible Cultural Heritage List. As the application areas, Dali City and Zigong City also developed the dyeing and weaving industry, and the tie-dye products produced were exported to overseas supply and demand, which has become an important weaving and dyeing products. Zigong tie-dye and Dali tie-dye are famous at home and abroad with their simple and fresh characteristics, attracting the attention of a large number of handicraft lovers at home and abroad. In addition to inheritance, the tie-dye technology also keeps pace with The Times and

pursues innovation. Tie-dye can also absorb the techniques of traditional Chinese painting, oil painting and decorative painting, forming a Zigong tie-dye that seeks static in motion, coarse and fine, abstraction and concrete combination. Dali tie-dye is a further deep processing of the traditional process, and uses plant dyes to dye natural and healthy tie-dye works [2].

2.2. Current Status of Tie-dye in the Modern Textile Industry

Now the textile printing and dyeing industry adopts mechanized production, clothing cloth is made by printing machinery, high production, good quality, low cost, beautiful patterns. However, with the diversification of people's aesthetic taste and the complex of returning to nature, and the full display of the pursuit of self, the unique tie-dye clothes are popular on the street, especially the knitted T-shirts in summer and the knitted hats in winter. Some printing and dyeing factories take advantage of the trend and hire people to do bulk tie-dye production, specializing in the production of fine tie-dye clothing and accessories. Thus it can be seen that tie-dye clothing also began to develop towards scale and industrialization.

2.3. Current Status of Tie-dye in Raw Material Mining

Dali tie-dye not only overcomes the side effects of modern dyes that are harmful to human health, but also is easy to use materials. Its raw materials are mainly Liao grass, isatidis root and mugwort on Cangshan. Pure natural dyes will not cause any harm to the surrounding ecology, and the discharge of sewage will not cause any damage to crops. Traditional dyes are mainly isatidis and indigo. Compared with chemical dyes, they have natural color, fade slowly, do not hurt the cloth, durable, comfortable to wear, and will not produce adverse irritation to human skin. The dye like isatis root still contains certain anti-inflammatory cool and refreshing effect at the same time, have anti-inflammatory health care effect to the skin, in hot summer, the clothings that plant dye sew still has the effect of summer heat. In the return to nature, advocate health care today, tie-dyed cloth is widely used to make clothes, quilts, pillow towel, tablecloth and other articles with human skin blind, especially by people's favor.

3. Problems Existing in the Development of the World

3.1. Have No Successor

Tie-dyeing is a traditional process, most of which are purely handmade. However, due to the wide use of woven products, more and more people ignore this traditional process. Moreover, with the changes of society, the mechanized production of textile printing has been popularized, which has greatly impacted the manual printing and dyeing industry. In this case, the tie-dye technology gradually lost the space for survival and development, and the number of artists decreased greatly, and the production practice was stalled, and it is now in an endangered state. If not rescued in time, it is bound to die out quickly.

3.2. The Vicious Competition in the Market

With the continuous development of social economy, the growing competition between industry and industry, vicious competition is inevitable and increasingly serious, tie-dye is given priority to with family cottage production, under the vicious competition in the market, produce only weight, not heavy, tie-dye products pattern uniform, let tie-dye crafts as the value of cultural treasure, must is not conducive to the development of tie-dye technology.

3.3. Lack of Unified Management

Brain drain and market crisis factors, make the tie-dye inheritance crisis, but in such a critical situation, but no relevant institutions or departments to coordinate, to coordinate the tie-dye crafts and control, provide beneficial guarantee for the cost of tie-dye crafts, which hindered the inheritance and tie-dye technology development.

3.4. Lack of Funds

Due to the neglect of the tie-dye process by the industry and experience, the capital investment is small, and the large-scale production cannot be formed, which makes the tie-dye present no characteristic and no quality situation, and fails to show the real value of tie-dye.

4. Inheritance and Development of Tie-dye

4.1. Rural Revitalization Promotes Tie-dye Development

The report of the 19th National Congress of the Communist Party of China put forward the rural revitalization of the development strategy, tie-dye as Chinese traditional folk craft, is the focus of the strategy of rural development object, capital injection to create the development platform for tie-dye, and provide guidance for folk workshops, led to more and more people especially young people began to work about tie-dye technology, in solving the problem of no successor also led to the development of employment.

4.2. Innovative Development

Tie-dye using natural plants, proprietary Chinese patent medicine for dye, raw materials, low carbon environmental protection, the national sustainable development strategy development, in the development of tie-dye, folk artists improved the traditional dyeing art in dye extraction, modeling, solid color problems, give full play to the pure Chinese herbal medicine plant dye health value, the traditional dyeing art combined with modern aesthetic. Carried out the "brigade" + " fusion development mode, to strengthen the intangible products, wen and docking production and marketing platform at all levels, combining with the local cultural characteristics and industrial advantage, create regional characteristics of tea, folding fan, sachets universiade gift, wen and gift series and tourism products, can promote the development of tie-dye technology [3].

4.3. With the Help of the Internet to Realize the Protection and Inheritance of Tie-dye Technology

In this era of rapid development of the Internet, you can know the world without leaving home. To protect and inherit tie-dye techniques, and to call on the public to pay attention to the inheritance of tie-dye techniques. The establishment of tie-dye database can make the technology better protect and develop, and at the same time provides a convenient channel for the public to understand the tie-dye technology and realize information sharing.

4.4. Establish a National Brand

Tie-dye technology has never had its own brand. Only by establishing a brand with national characteristics can the development of Weishan tie-dye technology be effectively promoted, and the tie-dye art can be known, understood and loved by the public in China and even in the international market, and the soul of tie-dye can be inherited [4].

4.5. Strengthen Integrated Development of Production, Learning and Research

Tie-dye technology in China for a long time, because tie-dye process has not been effective promotion, tie-dye cannot cause repercussions in teenagers, unable to let teenagers group feel tie-dye has a unique artistic aesthetic feeling, tie-dye in elective courses, let young students can actual contact with tie-dye technology, with practical operation, fully drive its interest in tie-dye, make it feel the unique aesthetic feeling of tie-dye art. At the same time in our country universities, should carry out the Chinese traditional culture into campus activities and courses, let the students have a more profound understanding of tie-dye, using its own design theory basis and innovative thinking, for tie-dye gives more fashion, conform to the development trend of beauty, make tie-dye technology better into society, leading the fashion trend [5].

5. Conclusion and Suggestion

The investigation of this paper shows that the traditional folk tie-dye industry in Yunnan Dali is constantly developing under the implementation of the rural revitalization strategy. From small-scale production to overseas sales, from the traditional dyeing technology to the absorption of different color elements, from small workshop production to large-scale production, Dali tie-dye has been working hard to develop. Tie-dye is effectively combined with painting technology and costume design, keeping pace with The Times and making the traditional culture more vitality.

However, there are also many problems in its development, such as the vicious competition in the market, the lack of funds, poor management and the lack of traditional skills, which make the tie-dye culture fall into a dilemma and cannot carry out effective publicity and education to the masses. Only constantly exploration to solve such problems, continuous innovation tie-dye mode, with the help of the Internet to protect and develop the tie-dye technology, to establish a national brand and other means to tie-dye industry protection and inheritance, believe that tie-dye technology in the future will be more people understand and like, then its inheritance and protection is no longer a problem.

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