

# Application of Fuyang Paper Cutting Art in Cultural and Creative Design from the Perspective of Rural Revitalization

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**Abstract** The application significance of Fuyang paper cutting art in cultural and creative design from the perspective of rural revitalization was discussed, and the implementation principles and specific practices of applying the elements and techniques of Fuyang traditional paper cutting art in cultural and creative products with local features were analyzed to provide reference for rural revitalization and development of cultural industry.

**Keywords** Rural revitalization, Fuyang paper cutting, Cultural and creative design

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With the in-depth implementation of the rural revitalization strategy, how to effectively excavate and inherit traditional culture and combine it with modern cultural and creative design has become an important topic to promote the development of rural economy and culture. Fuyang paper cutting has rich historical and cultural connotation. As an important part of traditional Chinese folk art, Fuyang paper cutting is famous for its full composition, as well as rigid and flexible, simple and beautiful, romantic and exaggerated artistic characteristics. In this paper, how to combine the traditional elements of Fuyang paper cutting art with modern design to create cultural and creative products with local characteristics was discussed. It can not only provide new ideas and methods for the inheritance and protection of Fuyang paper cutting art, but also provide useful reference for rural revitalization and development of cultural industry.

## 1 Research background

### 1.1 Research significance

With the development of cultural and creative industries in China, research on the application of Fuyang paper cutting in cultural and creative design from the perspective of rural revitalization is not only the in-depth exploration and inheritance of traditional culture and art, but also the powerful promotion of rural economic and cultural development. The significance of this research will be explained in the following aspects.

First of all, Fuyang paper cutting art is helpful to promote the revitalization of rural culture. Through the in-depth study of Fuyang paper cutting art, its unique artistic value can be dug out, and the connotation and expression

of rural culture can be further enriched. At the same time, integrating the elements of Fuyang paper cutting art into the design of cultural and creative products can create intangible cultural heritage products with local characteristics, and the effective docking of rural “intangible cultural heritage” resources with modern consumer demand becomes an important condition for realizing the inheritance of excellent traditional culture and then promoting the revitalization of rural culture<sup>[1]</sup>.

Secondly, it helps to promote the development of rural economy. The key to rural revitalization lies in economic development, and the cultural and creative industry, as an emerging industry, has broad market prospects and development potential. As an important material of cultural and creative design, Fuyang paper cutting art can provide a steady stream of creative inspiration and cultural support for rural cultural and creative industry. The development of cultural and creative products of Fuyang paper cutting can create new economic growth points, drive the development of related industries, increase farmers' income, and promote the diversified development of rural economy.

Finally, it has important educational significance. Paper cutting is not only a skill, but also contains a kind of indigenous cultural confidence<sup>[2]</sup>. As a folk art form, Fuyang paper cutting art has a unique educational value and function. Through research, young people can be guided to understand and learn traditional culture and cultivate their cultural self-confidence and creativity. Meanwhile, the application of Fuyang paper cutting art can also provide new teaching resources and means for rural education, enrich the teaching content and form, and improve the

quality of education.

To sum up, research on the application of Fuyang paper cutting art in cultural and creative design from the perspective of rural revitalization has important cultural, economic, social and educational significance. In-depth research and practical application can promote the inheritance and development of rural culture, promote the revitalization and prosperity of rural economy, strengthen the cultural exchange and integration of urban and rural areas, and improve the quality and level of rural education.

### 1.2 Research status and development trends at home and abroad

**1.2.1 Foreign research status.** In recent years, foreign scholars have studied paper cutting art increasingly deeply, not only paying attention to the exquisite and unique feature of paper cutting art, but also pay more attention to the cultural connotation and spiritual value of paper cutting art. It is needed to deeply study the historical origin, artistic style and expression techniques of paper cutting art, and strive to dig out the cultural implication and symbolic meaning behind it, which provides more abundant and in-depth theoretical support for the application of paper cutting art in cultural and creative design.

Japan's modern paper cutting art is very rich in form, paper cutting is used in illustration, animation and modern decorative art. Japan also has a “paper museum” and “origami hall”. The “Japan Cutting Painting Association” is the largest paper cutting organization in Japan, and the association holds the “Cutting Painting Art Festival” every other year. Traditional and modern paper cutting in Japan each play their respective roles and coexist with each other<sup>[3]</sup>. Jeju Island in South Korea maintains the tradition of using paper cutting for Shaman sacrificial

ceremonies, and the contemporary paper cutting art in South Korea is also very active<sup>[4]</sup>.

Many American paper cutting is developed on the basis of silhouette art, and some works are called silhouette paper cutting. Paper cutting in Europe is inseparable from contemporary paper and practical design. These creations have a common trend in recent years: in form, they pay more attention to the texture of materials and the flexibility of display; in terms of content, they are closer to social contradictions and daily life.

In addition, the application cases of paper cutting art in foreign cultural and creative design are rich and diverse. Its application scope is constantly expanding, and its influence is constantly improving. In the future, with the strengthening of international cultural exchanges and the continuous development of cultural and creative industry, the application prospects of paper cutting art in foreign countries will be broader.

**1.2.2 Domestic research status.** Research on the application of Fuyang paper cutting art in cultural and creative design has been paid more and more attention by domestic scholars. With the in-depth implementation of the country's rural revitalization strategy, the cultural value and economic potential of traditional folk art have gradually emerged, and the research and application of paper cutting art has also made some progress. For example, Liu Manli<sup>[5]</sup> analyzed the origin and artistic style of Zhangpu paper cutting, and pointed out that because

of its obvious artistic characteristics, simple language and simple production, it is widely used in contemporary art design. Based on the contemporary value of Meishan paper cutting, Deng Shiwei et al.<sup>[6]</sup> innovatively proposed display APP, DIY handwork and animation, and game design with the help of modern media, and conducted some profound and perfect research on the cultural and creative design of paper cutting. The practicability is worth learning from, and the research is more comprehensive and profound.

Besides, in the field of rural education, paper cutting art has been widely introduced into the classroom. In 2023, "Tongxinyuan" dream aid team from Jiangxi Institute of Applied Science and Technology entered the Central Primary School of Wangying Town, Yangxin County, Huangshi City, Hubei Province to carry out summer volunteer teaching activity. On July 8, "Tongxinyuan" dream aid team carried out a special practice activity of intangible cultural heritage paper cutting course. Through the teaching of paper cutting course and the imparting of paper cutting knowledge, they ignited the creative fire in the hearts of rural students, and led the inheritance and development of rural culture. This way of integrating traditional culture into education helps cultivate the new generation's interest and love for traditional culture.

### 1.3 Research object and goal

In this paper, the application of Fuyang paper cutting art in cultural and creative design

from the perspective of rural revitalization is studied. By refining and analyzing its traditional elements, the uniqueness and charm of Fuyang paper cutting art can be better understood, thus providing a solid theoretical basis for its application in cultural and creative design. When the combination of Fuyang paper cutting art and cultural and creative products is explored, it is necessary to fully consider the policy orientation and actual needs of rural revitalization, and explore how to promote the inheritance and development of rural culture through the application of paper cutting art.

In-depth research on the application of Fuyang paper cutting art in cultural and creative design mainly focuses on how to combine this traditional art form with modern cultural and creative design, deeply excavate the artistic value and cultural connotation of Fuyang paper cutting, and explore its innovative application and marketization prospects in cultural and creative design, so as to promote the inheritance and development of rural culture and drive the growth of rural economy. The research framework is shown in Fig.1.

## 2 Fuyang paper cutting art

### 2.1 Historical context

The history of Fuyang paper cutting art can be traced back to the Southern and Northern Dynasty, more than 1,700 years ago. In the Ballad of Mulan, one verse describing the heroine Hua Mulan show the application of paper cutting as a headwear in people's life. Fuyang paper

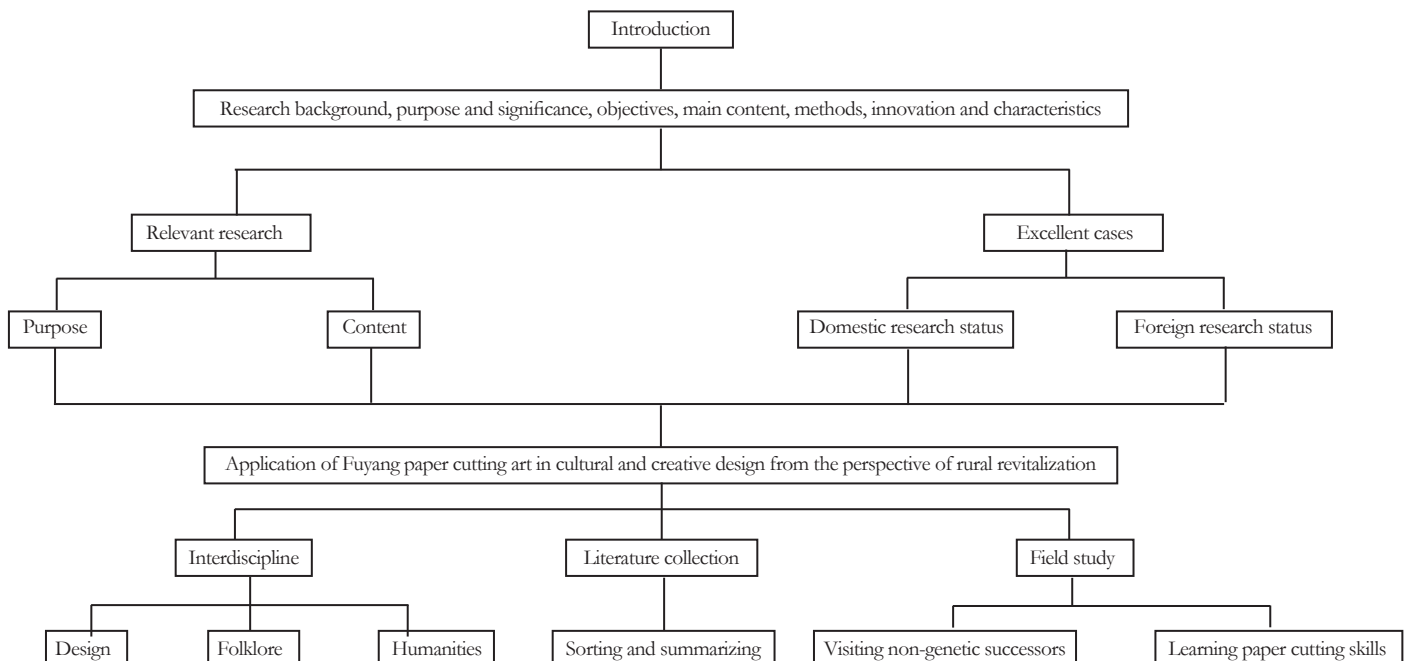


Fig.1 Framework

cutting existed in the Tang and Song Dynasty, and flourished in the Ming and Qing Dynasty, forming a unique artistic style. In 1982, Fuyang paper cutting works participated in the *Dream of Red Mansions* exhibition in Beijing, and in that year, the Folk Art Research Office in Fuyang area founded the magazine *Folk Art*<sup>[7]</sup>. In 2006, Fuyang paper cutting was included in the list of representative projects of provincial intangible cultural heritage. In 2008, Fuyang paper cutting was included in the list of representative projects of national intangible cultural heritage.

## 2.2 Technical characteristics

**2.2.1 Technical techniques.** Tools for Fuyang paper cutting production are simple, including a scissors or carving knife, as well as all kinds of colorful paper. In terms of technical techniques, Fuyang paper cutting generally adopts in monochrome, color, collage and other forms, and uses cutting, engraving, tearing and other techniques, forming a unique artistic style.

**2.2.2 Artistic style.** Fuyang paper cutting is firm but gentle in shape. The outline is more bold, rough and concise, while the interior decorative lines are delicate and neat, and are mostly random curves and arcs, making the picture filled with smart and elegant beauty. Fuyang paper cutting uses exaggeration, deformation and contrast techniques and the contrast of block surface and lines, and combines thick and thin lines to form the effects of virtual-real comparison, black and white clarity, and hardness and softness<sup>[8]</sup>.

**2.2.3 Subjects.** The subjects of Fuyang paper cutting is divided into four kinds: auspicious festival, flowers, birds, fish and insects, folk opera and real life, which involve various fields such as literature, history, life and production. These subjects are mostly based on nature, and are good at depicting labor scenes and rural life, as well as the portrayal of characters (Fig.2-4).

## 2.3 Problems of Fuyang paper cutting

The intangible cultural heritage gradually shows its unique value in the modern background. As an intangible cultural heritage, Fuyang paper cutting has a long history and profound cultural deposits, but it also faces some problems and challenges in the current social environment.

**2.3.1** There is a lack of talents of creating paper cutting. Between tradition and civilization, there seems to be an opposing mindset, which leads to the extinction and change of the intangible culture of many nations<sup>[9]</sup>. Fuyang is an economically lagging area, most rural young people go out for work, so that the inheritance of folk paper cutting skills in the countryside has been impacted. Paper cutting needs longterm

practice and innovation. However, many folk artists gave up their paper cutting skills to do business or go out for work. Even if there are folk artists who continue to engage in paper cutting, most of them stick to the skills passed down by their ancestors or teachers, and lack the motivation for development and innovation.

**2.3.2** Traditional market is limited. The original soil of Fuyang paper cutting is life. People's life, production characteristics and customs, folk customs and traditional customs, etc. have become the source of paper cutting art creation<sup>[10]</sup>. However, in the paper cutting market and art exhibition, the copying, plagiarism, patchwork and duplication of paper cutting works are serious. As a result, the market is flooded with a large number of rough-made paper cutting works with the same shape, making it difficult for truly excellent works to stand out. Meanwhile, paper cutting in other regions also has a certain impact on the demand for Fuyang paper cutting, which leads to the continuous decline of the demand for Fuyang paper cutting<sup>[11]</sup>.

## 3 Strategies for the application of Fuyang paper cutting in cultural and creative design

### 3.1 Principles of cultural and creative design of Fuyang paper cutting

**3.1.1 Inheritance.** Under the background of rural revitalization, Fuyang paper cutting, as a traditional folk art with profound cultural heritage and unique artistic charm, is particularly important in the application of cultural and creative design. In the process of cultural and creative design, it is necessary to respect and retain the traditional characteristics of Fuyang paper cutting, such as its unique artistic style, techniques and cultural connotation, and avoid excessive commercialization or modernization.

**3.1.2 Culture.** In the process of cultural and creative design, it is needed to dig deep into the connotation of Fuyang paper cutting, such as farming culture, folk beliefs and so on. The design works convey the cultural spirit contained in Fuyang paper cutting. Fuyang paper cutting is from daily life, related to the life of the people, and improves the cultural added value of products<sup>[12]</sup>. Cultural and creative works promote the cultural value of Fuyang paper cutting, so that more people understand and recognize this traditional folk art. At the same time, it will also inject more cultural impetus into rural revitalization.

**3.1.3 Innovation.** On the basis of maintaining traditional characteristics, Fuyang paper cutting is

innovatively transformed by actively combining modern design concepts. Through the use of new materials, new technology and modern aesthetic concepts, cultural and creative design works not only have traditional charm, but also meet the modern aesthetic needs. It can not only reflect the cultural and artistic connotation of Fuyang paper cutting, but also promote the economic development of Fuyang under the background of rural revitalization.

## 3.2 Implementation of cultural and creative design of Fuyang paper cutting

**3.2.1** Extracting paper cutting elements to create featured cultural and creative products. In the cultural and creative design, the typical elements of Fuyang paper cutting can be extracted, such as animals, plants, people, etc., and they are integrated into the product design to create cultural and creative products with local characteristics. For example, in the Tang and Song Dynasty, there was a popular custom of "Loujinzuosheng", in which "sheng" was a cut pattern made of gold foil or paper<sup>[13]</sup>. Home decorations, stationery, clothing accessories, etc. with paper cutting as theme can be designed, so that people can feel the charm of traditional culture in daily life.

**3.2.2** Combining modern design concept to innovate the expression form of paper cutting art. With the continuous development of cultural and creative products, the public has put forward higher requirements for the packaging image of cultural and creative products. The packaging of cultural and creative products with beautiful appearance and design sense is also a cultural and creative product in essence<sup>[14]</sup>. During the inheritance of Fuyang paper cutting art, the combination with modern design concepts should be paid attention to. Modern design techniques and materials can be used to innovate and transform paper cutting art to make it more in line with modern aesthetic needs. According to the background of the times and social hot spots, paper cutting works with a sense of the times and practical significance should be created. Through theme innovation, paper cutting art can better integrate into modern society and transmit positive energy. For instance, digital technology can be used to digitize paper cutting patterns, and then they are applied to various design fields. Paper cutting art should be combined with modern sculpture and installation art to create more modern works with visual impact. For example, through AI painting technology, a picture that is more in line with the current young people's aesthetic can be obtained (Fig.5).





Fig.2 Can dance



Fig.3 Naohai



Fig.4 Crouching tiger



Fig.5 AI painting of Fuyang paper cutting

**3.2.3 Expanding the application field to enrich the expression of paper cutting art.** In addition to the traditional decoration and collection functions, Fuyang paper cutting can also be expanded to a wider range of application. Paper cutting elements can be applied in different design fields, which can not only enhance the cultural connotation and artistic value of design works, but also let more people understand and love Fuyang paper cutting art. For example, paper cutting elements can be incorporated into the packaging design of gift boxes, wine bottles, and food. The hollow effect and pattern beauty of paper cutting are used to enhance the visual appeal of products. In addition, it should cooperate with other art forms such

as painting, sculpture, photography, etc., so as to broaden the creative ideas and expression techniques of paper cutting art.

#### 4 Conclusions

Rural revitalization needs the support and promotion of cultural revitalization. As an important part of China's traditional folk art, Fuyang paper cutting has been applied in cultural and creative design, which not only helps to inherit and carry forward traditional culture, but also injects new cultural impetus into rural revitalization. Therefore, a correct understanding and evaluation of the contemporary value of folk paper cutting is the basic premise for activating folk paper cutting as a valuable cultural resource[15], making Fuyang paper cutting play a greater role and value in cultural and creative

design.

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