

การประยุกต์ลวดลายหุ่นจีนหนานจิงในผลิตภัณฑ์ทางวัฒนธรรมและความคิดสร้างสรรค์

The Application of Nanjing Yunjin Patching Patterns in Cultural and Creative Products

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บทคัดย่อ

ผ้าหนานจิงหุ่นจีนถือเป็นงานฝีมือการทอผ้าไหมจีนแบบดั้งเดิมที่มีคุณค่า โดยมีเอกลักษณ์ในด้านทักษะการทอที่ละเอียดและลวดลายสีสันที่หลากหลาย โดยเฉพาะลวดลายเครื่องแบบในสมัยราชวงศ์หมิงและราชวงศ์ชิง ซึ่งเป็นที่รู้จักในเรื่องของลวดลายบนเสื้อเครื่องแบบของขุนนาง ลวดลายเหล่านี้ไม่เพียงแต่เป็นสัญลักษณ์ของลำดับชั้นในสมัยโบราณ แต่ยังเต็มไปด้วยความหมายทางวัฒนธรรมและคุณค่าทางสุนทรียศาสตร์ที่ลึกซึ้ง บทความนี้เป็นงานวิจัยเชิงวิชาการ ที่มุ่งเน้นการวิเคราะห์ภูมิหลังทางประวัติศาสตร์ ลักษณะศิลปะ และคุณค่าสัญลักษณ์ของลวดลายเครื่องแบบของผ้าหนานจิงหุ่นจีน และการประยุกต์ใช้ในผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรม โดยศึกษาถึงการนำลวดลายเครื่องแบบในผลิตภัณฑ์วัฒนธรรมที่สร้างสรรค์ในปัจจุบัน รวมถึงการนำนวัตกรรมมาใช้ในการพัฒนาลวดลายเครื่องแบบในผลิตภัณฑ์ทางวัฒนธรรมและความคิดสร้างสรรค์ที่ตอบโจทย์ความต้องการในยุคสมัยใหม่ การวิจัยนี้ใช้วิธีการศึกษาวรรณกรรม การสำรวจภาคสนาม การวิเคราะห์ข้ามศาสตร์ และการศึกษาเชิงกรณี โดยการวิเคราะห์ประวัติศาสตร์และเทคนิคของผ้าหนานจิงหุ่นจีน รวมทั้งการวิเคราะห์ลึกซึ้งเกี่ยวกับคุณค่าทางวัฒนธรรมของลวดลายเครื่องแบบ โดยใช้มุมมองข้ามศาสตร์เพื่อสำรวจการประยุกต์ใช้จริงในงานออกแบบผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรมในยุคปัจจุบัน

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ผลการวิจัยแสดงให้เห็นว่า ลวดลายเครื่องแบบของผ้าห่านจิงหยุนจินไม่เพียงแต่มีความหมายเชิงสัญลักษณ์ที่ลึกซึ้งเท่านั้น แต่ยังเป็นแหล่งแรงบันดาลใจและทรัพยากรที่หลากหลายสำหรับการออกแบบผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรมในปัจจุบัน ด้วยการออกแบบที่สร้างสรรค์ ลวดลายเครื่องแบบได้รับการฟื้นฟูในผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรม ซึ่งไม่เพียงแต่ส่งเสริมการสืบทอดและการฟื้นฟูทักษะดั้งเดิม แต่ยังเป็นการเติมเต็มพลังใหม่ให้กับอุตสาหกรรมทางวัฒนธรรมอีกด้วย การวิจัยนี้ได้ขยายขอบเขตการประยุกต์ใช้วัฒนธรรมผ้าห่านจิงหยุนจินในสังคมสมัยใหม่ ซึ่งเปิดเส้นทางใหม่ในการปกป้องและนวัตกรรมวัฒนธรรมดั้งเดิม โดยเน้นย้ำถึงศักยภาพในการพัฒนาที่ยั่งยืนของลวดลายเครื่องแบบผ้าห่านจิงหยุนจินในอุตสาหกรรมผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรม และยังเป็นพื้นฐานทางทฤษฎีและแนวทางปฏิบัติที่มีคุณค่าเพื่อการปฏิบัติการออกแบบในอนาคต

คำสำคัญ: ผลิตภัณฑ์สร้างสรรค์ทางวัฒนธรรม, ผ้าห่านจิงหยุนจิน, ลวดลายเครื่องแบบ

Abstract

Nanjing Yunjin brocade represents a treasured form of traditional Chinese silk weaving, renowned for its exquisite craftsmanship and diverse patterns, particularly those used on official uniforms during the Ming and Qing dynasties. These motifs not only signified social hierarchy but also embodied profound cultural meanings and aesthetic values. This study analyzes the historical background, artistic characteristics, and symbolic significance of Yunjin uniform patterns, while also examining their application in cultural and creative products. It further explores how innovation can be integrated into the development of such patterns to meet contemporary cultural and creative demands.

The research employed literature review, field investigation, interdisciplinary analysis, and case studies. Historical techniques of Yunjin weaving and the cultural values embedded in uniform patterns were examined in depth, with an interdisciplinary perspective used to investigate their practical application in modern creative design. The findings reveal that Yunjin uniform patterns possess not only deep symbolic significance but also provide abundant inspiration and resources for modern cultural and creative product design. Through innovative reinterpretation, these patterns have been revitalized in cultural and creative products, fostering both the preservation and renewal of traditional craftsmanship while injecting new vitality into the cultural industry. This study extends the scope of Yunjin culture's application in contemporary society, offers new pathways for the protection and innovation of traditional culture, and underscores the sustainable development potential of Yunjin uniform patterns within the cultural and creative industries. It also provides a valuable theoretical foundation and practical guidance for future design practices.

Keywords: Cultural and Creative Products, Nanjing Brocade, Patched Clothing Patterns

Background of the Study

Nanjing Yunjin, as one of the essential Chinese traditional textile crafts, is recognized among China's three famous ancient silks, holding a unique historical and cultural significance. Originating in Nanjing, Yunjin weaving boasts a history of over 1,600 years, becoming a representation of Chinese traditional culture through its intricate craftsmanship and rich patterns. In 2009, Nanjing Yunjin was successfully listed in the UNESCO Intangible Cultural Heritage of Humanity, becoming a world - class intangible cultural heritage. Yunjin not only showcases distinctive weaving techniques but also visually expresses deep cultural meaning with its vibrant colors and exquisite patterns. As an essential part of traditional culture, studying and preserving Yunjin patterns holds both historical and practical significance.

Yunjin patterns and designs play an important role in Chinese traditional culture. The patching patterns on Yunjin, particularly during the Ming and Qing Dynasties, were widely used on official uniforms, symbolizing the rank and status of officials. The civil officials' attire featured bird motifs representing literary talent and harmony, while the military officials' clothing was adorned with animal patterns to symbolize martial valor. These varied designs not only fulfilled aesthetic demands but also reflected the social etiquette and cultural values of the time (Wang, 2023). Evolving throughout history, these patterns not only reflect the spiritual life and cultural ambiance of different eras but also serve as a window into traditional society for modern observers (Cheng, 2022).

With the growing awareness of preserving intangible cultural heritage in contemporary society, how to protect and transmit Yunjin culture in the modern era has become an important issue. However, due to the complexity of Yunjin craftsmanship, high production costs, and shifts in modern aesthetic preferences, Yunjin has limited market demand today, facing difficulties in its preservation and continuation (Huang, 2019). While there is a wide variety of existing Yunjin patterns, systematic collection, organization, and research remain inadequate. Given this context, delving into and analyzing Yunjin patterns—especially the artistic characteristics and cultural implications of its patching patterns—and applying them in modern design is not only a way to respect and promote traditional craftsmanship but also an effective approach to enhance the practical value of Yunjin in contemporary life.

In today's thriving cultural and creative industries, incorporating traditional patterns into modern design has become a trend. Nanjing Yunjin's patching patterns, as a symbol of Chinese cultural heritage, possess high design value. The cultural imagery embodied in these patterns—such as auspicious clouds, mythical creatures, and symbolic birds—not only reflects traditional aesthetic values but can also add deep cultural meaning to products in modern design. Centering on Yunjin

patching patterns, conducting research on cultural and creative product design can not only aid in the contemporary dissemination of Yunjin culture but also cater to modern consumers' preferences for individuality and traditional cultural symbols (Li & Luan, 2023).

Therefore, this paper aims to systematically organize and analyze the pattern characteristics and cultural connotations of Nanjing Yunjin patching patterns from a cultural and creative design perspective and to explore their application pathways in modern design. Through this design practice, the study aims to make Yunjin more accessible and appreciated, turning it into a cultural element integrated into daily life.

Research Purpose

1. This study aims to analyze the historical background and artistic characteristics of the pattern of Nanjing brocade patched clothing, explore its symbolic meaning in the ancient hierarchy, and reveal how the pattern of patched clothing expresses social and cultural values through patterns and colors.

2. This study aims to explore the innovative application of Nanjing brocade patched clothing patterns in modern cultural and creative products, analyze how to adapt the patched clothing patterns to modern design needs and give them new cultural vitality by extracting, simplifying and reorganizing traditional elements.

3. This study aims to evaluate the development potential of Nanjing brocade patched clothing patterns in the cultural and creative industry, explore how to promote its inheritance and innovation in modern society, promote the sustainable development of brocade culture, and explore the positive contribution of patched clothing patterns to the cultural industry ecology.

Conceptual Framework

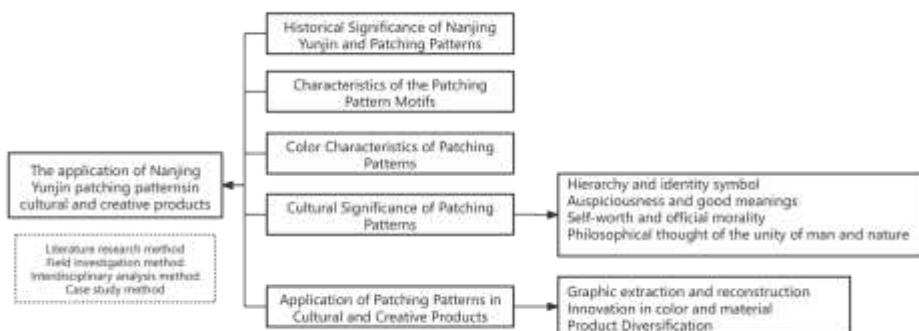


Figure 1: Conceptual Framework

Research Methods

1. Literature Research Method

By consulting historical documents, craft books and research papers related to the patterns of Yunjin Bufu, the development history, patterns and color characteristics of Yunjin and Bufu were systematically sorted out. In particular, by analyzing the literature of the Ming and Qing dynasties, the use and symbolic meaning of Bufu patterns in official uniforms were studied, which provided a theoretical basis for this study. (Wang, 2011)

2. Field Investigation Method

Conduct field investigation in Nanjing to observe the weaving process of Yunjin and the exhibits of Bufu. By visiting the Nanjing Yunjin Research Institute and Jiangning Weaving Museum, and communicating with inheritors, staff, and volunteers, we can obtain first-hand production and design information, observe the application of Bufu patterns in the actual weaving process, and further understand its potential and innovation space in modern design. (Figure 2) (Figure 3)

Inspection location	Subject of investigation	Research Methods	Inspection process	Data collation and analysis
Nanjing Brocade Research Institute	Yunjin intangible cultural heritage inheritor (Zhou Shuangxi). Researchers	Interviews. observations. video recordings	Photographing Yunjin patched clothing fabrics and the weaving process; Communicating with inheritors and researchers; Recording conversation content, Yunjin historical process, and patched clothing pattern classification;	The materials are classified and sorted, focusing on the correlation between Yunjin and Bufu. The data are obtained by cross-comparison with other research methods to supplement and verify the accuracy and systematicness of the research, and summarize the unique value of Yunjin Bufu patterns from the perspective of sustainable development, culture and innovation.
Jiangning Weaving Museum	Staff and volunteers	Interviews. observations. video recordings	Photographing Qing Dynasty dragon robes and official uniforms; Communicating with staff and volunteers;	

Figure 2: Field Survey Methods Table



Figure 3: Patched Clothes on Display at Nanjing Yunjin Research Institute

3. Interdisciplinary analysis method

Combining the theories and methods of cultural studies, semiotics, design and other disciplines, the connotation and symbolic meaning of the Nanjing brocade patch pattern are analyzed from a multidisciplinary perspective. By exploring how the pattern and color matching of the patch pattern reflects the hierarchy, social structure and five elements in traditional Chinese culture, its unique cultural value and artistic charm are further revealed. (Liu, 2020)

4. Case study method

The representative Nanjing brocade patchwork pattern fabric is selected as a case study to deeply analyze its pattern composition, color matching and cultural symbols conveyed by the pattern (Figure 4). Through a detailed study of the design elements of the patchwork pattern, it is explored how it reflects the hierarchy, cultural tradition and aesthetic value. Further analysis of the innovative application of the patchwork pattern in modern design, and how to extract, simplify and reorganize traditional elements to make them more in line with modern market needs, giving these traditional cultural symbols new vitality. Through this process, the brocade culture can be inherited and developed in the modern creative industry, and provide a new direction for the innovation of traditional crafts. (Ji & Lu, 2023)



Figure 4: Patterns of The Patched Uniforms of Civil Officials and Military Officials

Research Results

1. Historical Significance of Nanjing Yunjin and Patching Patterns

The research indicates that the origins of Nanjing Yunjin can be traced back to the Yuan Dynasty, reaching its peak development during the Ming and Qing dynasties. The renowned status of Yunjin is attributed not only to its luxurious visual impact but also to its extremely intricate production techniques, which involve the use of jacquard looms and luxurious materials like gold, silver, and colored silk threads. As a culmination of meticulous hand-weaving techniques, Nanjing Yunjin is known

for its complexity and attention to detail, with finished products often reserved for royal ceremonial attire and everyday garments within the imperial court. During the Ming and Qing dynasties, Nanjing, as the capital city, became the primary production center for Yunjin, where it was extensively used in official garments and patching patterns, symbolizing imperial authority and reinforcing the structured hierarchy of the feudal system (Zhang, 2013) (Figure 5).



Figure 5: Nanjing Yunjin

The patching pattern, also known as "patchwork robes," features a "patch" (or patching motif) on both the front and back of the garment (Figure 6). The origins of these patterns can be traced back to the Zhou Dynasty. The Rites of Zhou meticulously documented the official attire system, stipulating that officials of different ranks wear distinct attire, laying the foundation for the later official attire system (Fang, 2021). By the Tang Dynasty, animal motifs began to appear on official garments, marking officials' positions. For instance, during Empress Wu Zetian's reign, officials were granted embroidered robes with eight-character inscriptions and symbols like eagles and leopards, denoting rank through these powerful animal motifs. This practice evolved into the patching patterns seen in official attire during the Ming and Qing dynasties.

The patching pattern became an official rank marker in the Ming Dynasty. In the 24th year of Hongwu (1391), it was decreed that officials' daily attire should include patch motifs on round-collared robes. Civil officials' robes featured avian patterns, such as cranes and pheasants, symbolizing elegance and wisdom, while military officials' robes bore ferocious animal motifs, like lions and tigers, symbolizing bravery and strength. During the Qing Dynasty, the patching pattern system was preserved and further refined, combining Han and Manchu elements to give the garments greater stylistic and hierarchical complexity in both pattern and color (Wang, 2023).



Figure 6: Qing Dynasty Patchwork Pattern

2. Characteristics of the Patching Pattern Motifs

The defining characteristics of the patching pattern motifs lie in their strict adherence to the hierarchical system and function as symbols of rank, embodying the feudal society's emphasis on power and status. As a crucial component of official attire, patching patterns not only serve a decorative purpose but also convey an official's identity and rank through precise motif design, making them highly recognizable. Through elements like theme, composition, and layout, these motifs express hierarchical distinctions, constructing a visually clear hierarchy of status and respect (Niu & Zhang, 2024).

First, the official uniforms of civil officials were decorated with different bird patterns according to their ranks: cranes for the first rank, golden pheasants for the second rank, peacocks for the third rank, wild geese for the fourth rank, white pheasants for the fifth rank, herons for the sixth rank, wild geese for the seventh rank, orioles for the eighth rank, and quails for the ninth rank. The official uniforms of military officials were decorated with ferocious beasts, with the following patterns: unicorns for the first rank, lions for the second rank, tigers and leopards for the third and fourth ranks, bears for the fifth rank, leopards for the sixth and seventh ranks (ferocious beasts), rhinos for the eighth rank, and seahorses for the ninth rank (a mythical amphibious animal). These patterns not only reflected the ranks of officials, but also demonstrated the admiration and respect for civil governance and military exploits in traditional culture through the exquisite brocade weaving technique. (Figure 7)

Official ^官	product ^物	Official ^官	product ^物
Wen'Yipin ^文	Crane ^鹤	Wu'Yipin ^武	Qilin ^{麒麟}
Wen'Erpin ^文	Golden pheasant ^{锦鸡}	Wu'Erpin ^武	Lion ^{狮子}
Wen'Saopin ^文	Peacock ^{孔雀}	Wu'Saopin ^武	Leopards ^豹
Wen'Sipin ^文	Cloud goose ^{云中雁}	Wu'Sipin ^武	Tiger ^虎
Wen'Wupin ^文	Silver pheasant ^{银鹤}	Wu'Wupin ^武	Bear ^熊
Wen'Liupin ^文	Heron ^鹭	Wu'Liupin ^武	Between ^鹿
Wen'Qipin ^文	Bull ^牛	Wu'Qipin ^武	Rhinoceros ^犀
Wen'Bapin ^文	Quail ^{鹌鹑}	Wu'Bapin ^武	Rhinoceros ^犀
Wen'Jiupin ^文	Long-tailed sparrow ^{长尾雀}	Wu'Jiupin ^武	Seahorse ^{海马}

Figure 7: Animal patterns corresponding to official products

Secondly, the themes of the patterns on the official uniforms are mainly animals and plants with rich symbolic meanings. The patterns of the official uniforms for civil officials and military officials are different, which clearly distinguishes the identities of officials. The official uniforms for civil officials usually use bird patterns, such as cranes, peacocks, and pheasants. Cranes are regarded as symbols of longevity and elegance, reflecting the noble and clean image of civil officials, implying the moral cultivation and spiritual temperament of civil officials in the feudal bureaucracy (Ke, 2019). In addition, peacocks and pheasants, as auspicious birds, are also endowed with good wishes and auspicious meanings, which are consistent with the elegant style pursued by civil officials. These bird patterns not only decorate clothing, but also express the wisdom, literary talent and noble image of civil officials. (Figure 8)



Figure 8: Civilian Official Uniform Pattern

The official uniforms for military officials mostly use ferocious beast patterns, such as lions, unicorns, tigers and leopards, etc. These ferocious beast patterns symbolize the fighting spirit and strong physique of military officials with their majesty, strength and bravery. Among them, the Qilin is regarded as a symbol of auspiciousness, benevolence and righteousness, implying that military officers take it as their duty to "be loyal and brave to protect the country". The lion and tiger and leopard patterns emphasize the bravery and majesty of military officers, reflecting the strength and courage of military officials. The pattern characteristics of these beasts not only have visual impact, but also reflect the functional characteristics and social status of military officers at the cultural level. (Figure 9)

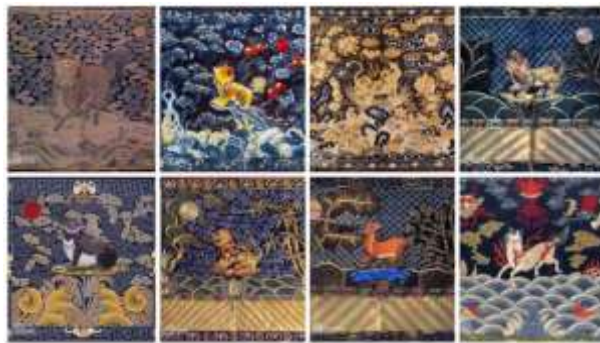


Figure 9: Military Officer Uniform Pattern

Third, the pattern of the patch pays attention to symmetry and order in the composition and layout, forming a solemn and regular visual effect. Usually, the pattern of the patch adopts a symmetrical composition method, with the main pattern located in the center of the patch, and surrounded by symbolic pattern elements such as auspicious clouds, flames, sea water and cliffs to enrich the layering of the picture (Ke, 2019). This symmetrical layout not only makes the pattern of the patch more beautiful and balanced, but also conveys an atmosphere of authority and dignity. For example, the auspicious cloud pattern symbolizes blessing (Figure 10), the flame symbolizes brightness and prosperity, and the sea water and cliffs symbolize tenacity and stability, implying that officials can be steady and lasting and protect peace (Bai & Wang, 2020) (Figure 11). These auxiliary patterns make the pattern of the patch rich in visual effects, creating a solemn and stable atmosphere, and further highlighting the rank and status of the official uniform.



Figure 10: Lucky Cloud Pattern



Figure 11: Sea Water River Cliff Pattern

Fourth, the patterns on the patch also follow certain traditional pattern layout specifications. Each element occupies a specific position in the composition and strictly follows the hierarchy. For example, on the patch of the Ming and Qing dynasties, the center of the patch is the main animal pattern, such as birds or beasts, and the auxiliary patterns around it are extended through patterns such as auspicious clouds and sea water and cliffs, which firmly focus the overall composition on the central position, thereby highlighting the visual center role of the main pattern. This design not only ensures that the patterns of the patch are clearly layered, but also clearly expresses the hierarchy visually, ensuring the recognition of the official identity.

3. Color Characteristics of Patching Patterns

Research indicates that the color characteristics of Qing Dynasty patching patterns primarily reflect the strict hierarchical system and cultural symbolism of feudal society. The selection of colors not only aligns with the Five Elements philosophy but also strictly follows social rank divisions. Patching patterns generally use deep-toned backgrounds, such as green, black, and dark red, which symbolize dignity and authority, making them suitable for the formal requirements of official attire.

The colors in Qing Dynasty patching patterns were closely tied to social rank. High-ranking officials' patching patterns used brighter and more vivid colors to signify their noble status. For instance, the primary colors in ceremonial robes included green, red, yellow, white, and black, which correspond to the Five Elements—wood, fire, earth, metal, and water, respectively. In contrast, intermediary colors like red and purple were considered secondary and were restricted to commoners or informal attire, creating a clear visual hierarchy. This distribution of colors not only

enhanced the recognizability of official attire but also allowed an official's rank, virtues, and other implicit qualities to be symbolized through color (Zhang, 2013).

The use of colors in civil and military officials' attire differed significantly. Civil officials' patching patterns generally favored warm and bright tones, with avian motifs often featuring red and yellow shades that symbolize literary talent, wisdom, and benevolence. This color scheme complemented the refined image expected of civil officials. For example, the crane motif, used in first-rank civil official attire, often employed white and red tones, underscoring ideals of purity and nobility. Conversely, the patterns for military officials typically used cooler, more austere colors like blue and black, with touches of purple. This cool color palette conveyed a sense of dignity and strength, reinforcing the authoritative appearance of military officials (Niu & Zhang, 2024). For example, the leopard print pattern for the third-rank military officer has a blue base color, with purple and a small amount of red, expressing a solemn and powerful aura, fully embodying the brave image of the military officer (Figure 12).

Patching patterns also pay close attention to the contrast between warm and cool colors, especially in military designs. For instance, the qilin motif's primary colors are blue and purple, projecting a stoic and resilient image fitting for military ranks. To enhance visual contrast, designers often added warm tones, such as red in flame motifs, to balance the cool color base. This juxtaposition of warm and cool tones amplifies the visual impact of the patterns, giving the patching patterns an overall style that is dignified, composed, and visually dynamic (Figure 13).



Figure 12: Qing Dynasty Heald Embroidery Peacock Civil Official Third Rank Patches



Figure 13: Qing Dynasty Third Rank Military Officer Leopard Pattern Patches

4. Cultural Significance of Patching Patterns

As a treasure in traditional Chinese silk weaving craftsmanship, the patterns of Yunjin Bufu not only have exquisite artistic shapes and high craftsmanship value, but also carry profound cultural connotations. The design of these patterns reflects the hierarchy, moral values, political symbols and the philosophical idea of the unity of man and nature in feudal society.

4.1 Hierarchy and Identity Symbol

The design of Yunjin Bufu patterns is rigorous and symbolic. It is not only a decoration, but also a symbol of hierarchy and power. In the Qing Dynasty, the patterns of Bufu were used to distinguish the ranks of officials. Civil officials and military officials used auspicious birds and auspicious beasts as the main patterns, respectively, which showed the elegance and wisdom of civil officials and the bravery and strength of military officials. The flying bird patterns such as cranes and peacocks on the civil officials' Bufu symbolize the nobleness, integrity and wisdom of civil officials, and reflect the admiration for civil governance; while the beast patterns such as lions and unicorns on the military officials' Bufu represent bravery and majesty, symbolizing respect and expectations for martial arts. As the official position was promoted, the complexity and exquisiteness of the patterns on the official robes increased. This design not only made the official robes have aesthetic value, but also visually clarified the official's social status and power.

4.2 Auspiciousness and good meanings

In the patterns of the brocade official robes, the symbolic meaning of auspicious birds and beasts runs through them. According to the habits of traditional Chinese culture, the animals in the patterns are mostly auspicious and good meanings. For example, the crane symbolizes longevity and nobleness, the peacock represents auspiciousness and wealth, and the unicorn represents benevolence and peace. Through these patterns, the official robes convey the wishes for auspiciousness, happiness,

and prosperity, and show people's yearning for a better life. In addition, the common elements such as sea water and cliffs in the patterns also symbolize the meaning of the eternal national destiny and the continuation of life.

4.3 Self-worth and official morality

The patterns of official robes not only reflect social hierarchy and political symbols, but also contain the pursuit of officials' self-worth. Bird patterns on civil officials' official uniforms are often seen in postures such as standing on a stone with one foot, looking up to the sky, etc., implying the diligence and integrity of officials, and expecting them to be noble, upright, and selfless when serving as officials. The beast patterns on military officials' official uniforms symbolize bravery and strength, suggesting that military officers should have a strong physique and a fearless spirit to protect the country and the people. These patterns not only express society's expectations of officials' moral character, but also reflect the feudal society's high attention to morality, responsibility, and power.

4.4 Philosophical thought of the unity of man and nature

The composition of the patterns on the official uniforms of the Qing Dynasty embodies the philosophical thought of "the unity of man and nature". The patterns on the official uniforms usually use the pattern of the sun in the upper part, which symbolizes the supreme status of the emperor; the flying birds and beasts in the middle symbolize the connection between man and nature, and express the harmonious unity of mankind, destiny, and social order; the sea and cliff patterns are often seen in the lower part, representing the earth and the mountains, symbolizing the stability and eternity of the country. This composition pattern not only shows the relationship between humans and nature and the universe, but also reflects the pursuit of the ideal of "harmony between man and nature" in traditional Chinese culture, and expresses the expectation for harmony and unity among the country, society and individuals.

5. Application of Patching Patterns in Cultural and Creative Products

The application of Nanjing brocade patchwork patterns in modern cultural and creative products is mainly through the extraction, simplification and reorganization of traditional elements, ensuring that it can't only retain the essence of traditional culture, but also adapt to modern aesthetic and functional needs. This process gives new vitality to traditional cultural symbols, expands the expression of patchwork patterns in contemporary design, and also enhances the cultural added value and market competitiveness of products.

5.1 Graphic Extraction and Reconstruction

Designers extract elements with strong symbolic meanings from patchwork patterns, such as auspicious patterns such as cranes and unicorns, simplify their details and make them more modern. For example, the folding fans and seals in the Forbidden City's cultural and creative design adopt this method, rearranging and combining the bird and beast patterns of patchwork, which not only enhances the decorativeness of the product, but also increases its practicality. This design method makes traditional elements closer to the aesthetic needs of modern people while maintaining its profound cultural heritage. (Figure 14) (Figure 15)



Figure 14: Crane Folding Fan



Figure 15: Kirin Seal

5.2 Innovation in Color and Material

The traditional patterns of patched clothes are mainly in strong blue, red and black, but in modern cultural and creative products, designers use bright contrasting colors to enhance the visual impact. For example, the "Crane Sea" silk scarf product launched by the creative lifestyle brand "BCZW" (Ben Chu Zi Wu) is also inspired by the auspicious crane in traditional patched clothes. Through bold contrasting color design, such as the combination of red, orange and blue, it gives the traditional pattern a new vitality and modernity. This color innovation not only enhances the visual expression of the product, but also makes it more attractive in the market, which is in line with the aesthetic orientation of young consumers. (Figure 16)



Figure 16: Crane Sea

5.3 Product Diversification

The patched clothing pattern has been widely used in the design of various creative life, home life, and clothing products, especially in customized products for young consumer groups (Bai & Wang, 2020) (Figure 17). With the increase in personalized needs, the application of patched clothing patterns in scenes such as office, commuting, and home life has gradually increased (Figure 18). These products not only have a strong visual expression in appearance, but also provide a good aesthetic experience, meeting consumers' needs for both aesthetics and functionality. Through the innovative application of patched clothing patterns, these cultural and creative products show the perfect fusion of tradition and modernity, and expand the application boundaries of patched clothing patterns. (Figure 19)



Figure 17: "Seawater and River Cliff" Embroidered Wallet



Figure 18: "Creative Bookmarks for Civil and Military Officials" **Figure 19:** "Crane Robe" Clothing

In summary, the application of Nanjing brocade patched clothing patterns in modern cultural and creative products demonstrates its great potential in innovative design and cultural inheritance. By extracting traditional elements, innovating colors, and diversifying products, the patched clothing patterns not only enhance the modernity of traditional crafts, but also inject new vitality into the development of the cultural industry and broaden the dissemination and application of brocade culture in modern society.

Conclusion

This study systematically analyzes the historical background, cultural connotation and application of the pattern of the patched clothes of Nanjing brocade in modern cultural and creative products, deeply explores the importance of the patched clothes pattern in brocade culture, and provides new ideas for its inheritance and innovation in contemporary society.

The study shows that the pattern of the patched clothes of Nanjing brocade not only has profound historical and cultural value, but its artistic design and pattern patterns reflect the hierarchy and social structure of ancient China. Through the pattern distinction between the patched clothes of civil officials and military officials, the patched clothes pattern shows the visual expression of the official identity of traditional culture, embodies the noble temperament of civil officials and the brave spirit of military officials. The patched clothes pattern, with its unique symbolic meaning and aesthetic design, provides a solid cultural foundation for the brocade culture and provides a valuable reference for its innovative application in modern cultural and creative products.

This study also shows that the patched clothes pattern has great potential for application in modern design. By extracting and reorganizing traditional patterns, its innovative design in modern cultural and creative products can be realized, so that the patched clothes pattern not only maintains the essence of its historical culture, but also can be combined with modern aesthetic needs, giving new vitality to traditional culture. This process not only enhances the cultural added value of Yunjin products, but also promotes the improvement of its market competitiveness and further expands the application scenarios of Yunjin culture in contemporary society.

This study fills the gap in the research on the patched clothing pattern, emphasizes its dual value of cultural symbolism and artistic beauty, and provides theoretical support for the sustainable development of Yunjin. Through the exploration of digital display and innovative design, the study proposes a modern transformation path for the patched clothing pattern of Yunjin, which promotes its wide application in the cultural industry. In particular, the potential of the patched clothing pattern in high-end customization and modern design provides a new direction for the revival of Yunjin culture, and also provides valuable experience for the protection and innovation of intangible cultural heritage.

In summary, this study not only provides a new perspective for the cultural inheritance and innovation of Nanjing Yunjin patched clothing pattern, but also opens up a new path for its wide application in modern cultural and creative industries. By combining traditional culture with modern design, the value and cultural significance of the patched clothing pattern are more fully reflected, injecting new vitality into the sustainable development of Yunjin.

Research Suggestions

1. Design Innovation and Modernization of Patterns

Combining Nanjing Yunjin patching patterns with modern design trends, it is recommended to simplify traditional motifs and innovate with color schemes to align with contemporary aesthetics. Techniques such as geometric and abstract transformations can make these traditional patterns more suitable for today's cultural and creative product designs.

Leveraging high-tech materials and modern production techniques can enhance the applicability of Nanjing Yunjin in cultural products like apparel and home goods. For instance, using new eco-friendly materials allows products to retain traditional artistic style while incorporating modern functionality.

2. Enhancing Cultural Promotion and Market Branding

Creating a brand culture around Nanjing Yunjin through online and offline exhibitions, design competitions, and museum displays will boost public awareness and interest in Yunjin patching patterns.

By using social media and new media marketing, the cultural background and design stories of Nanjing Yunjin patching patterns can reach younger audiences. Formats such as short videos and live streaming bring traditional culture closer to everyday life, enhancing market appeal.

3. Integrating Cultural Tourism Resources

Incorporating Nanjing Yunjin patching patterns into Nanjing's cultural tourism industry by combining historical cultural displays with the sale of cultural and creative products can stimulate local economic development. Establishing Yunjin-themed cultural zones or creative parks in Nanjing can attract tourists and consumers, thereby boosting the local economy.

Integrating Nanjing Yunjin elements into tourism products, such as scarves and accessories, can spread Yunjin culture to a broader audience of visitors.

4. Strengthening the Protection and Inheritance System

Providing policy support by encouraging local governments, intangible cultural heritage protection organizations, and enterprises to jointly protect and pass down Nanjing Yunjin traditions is essential. Formulating subsidy policies to support artisans and encouraging more young people to learn and innovate in Yunjin craftsmanship will aid preservation efforts.

Increasing the training of Nanjing Yunjin artisans by establishing training and transmission centers can foster a generational model of skill preservation, bringing together master artisans, experienced craftsmen, and young learners to revitalize the craft.

5. Enhancing Market Support

Expanding sales channels for Nanjing Yunjin to include e-commerce platforms, themed stores, and cultural expos will make Yunjin products more accessible to consumers.

Collaborating with high-end design brands to incorporate Yunjin patching patterns into modern fashion design will enhance the artistic value and added value of these products, establishing them as iconic symbols within the cultural product market.

Through these strategies, the application of Nanjing Yunjin patching patterns in cultural and creative products can achieve greater innovation and heritage, offering a feasible pathway for the modern development of traditional culture while fostering the sustained growth of the cultural and creative industries.

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