



Research on Innovation and Development of Chinese Traditional Silver Jewelry Products under Service Design Thinking

Wei Yu

Nanning University, Nanning 541699, Guangxi, China

DOI: 10.32629/asc.v3i1.612

Abstract: Chinese traditional silver jewelry is a unique kind of handicraft under the intangible cultural heritage. This jewelry has reflected certain characteristics of its time and cultural background. With the changing environment and the Internet economy, the protection and developmental policies of traditional silver jewelry are also changing. Service design is a new extension of the traditional design field under the post-industrial era and an all-round realization of the designing process. The work aims to solve the problem of the development model of traditional silver jewelry technology in modern society, to put forward the strategic design of transforming the traditional product design mode into cultural service by using the concept of service design, and to explore the strategy of traditional silver jewelry product design innovation. The method of case analysis was used to analyze the classical case. Using service design thinking and methods, through the user experience map, the role map and motivation matrix with consumers, craftsmen, designers, and network platform as the core are established, and the development strategy and innovative service model of traditional silver jewelry products at three levels of product innovation, resource development, and cultural inheritance are constructed. Through the establishment of a multi-role interconnection service platform, explore the protection strategy of traditional silver jewelry skills, improve the social and cultural value of traditional silver jewelry, bring new opportunities to the design of traditional silver jewelry products, and better promote the development of traditional culture.

Keywords: traditional silver jewelry, service design, the genetic bearing

1. Background of Chinese traditional silver jewelry

Chinese silver jewelry has a history of more than 4,000 years. As one of China's intangible cultural heritages, it is a cohesion of Chinese ethnic minority culture and an important symbol for a civilization to identify itself. It has great research value and it is a traditional craft that needs to be preserved. Traditional silver jewelry conveys the spirit and feelings of the craftsman and reflects the uniqueness of the wares through hand-made methods which differ greatly from the modern mechanized way of production. With the development of economic globalization, the traditional silver jewelry forging technology is slowly being lost. In 2018 <The Ministry of Culture on strengthening the protection of the intangible cultural heritage of productive guidance "to protect the intangible cultural heritage of productive work put forward clear guidelines and basic theory of opinions"> points out that for the policy for protecting intangible cultural heritage is "protect, rescue first, use reasonably, and inherit development". Therefore, for the productive protection of the national intangible cultural heritage of traditional silver jewelry, it is necessary to face the market, enhance ideology, rebuild the sense of identity, and actively innovate in combination with regional cultural characteristics to meet the needs of the times.[1]

2. Developmental situation of Chinese traditional silver jewelry

Intangible cultural heritage refers to all kinds of practices, performances, beliefs, and skills as well as related utensils, ornaments, paintings, and cultural cradles that are regarded as their cultural heritage by tribes, collectives, and sometimes individuals.[2] Most of the traditional Chinese silver jewelry is custom-made by hand. From a crafting point of view, it pays attention to the delicate and the exquisite. It is imbued with the emotion and uncertainty that modern machinery production does not have. Up to now, China's traditional silver jewelry design and production are still generally based on small workshops with families as units. Inheritance, continuation, and development of silver jewelry craft are passed on through the form of father to son, son to grandson. In this field, inheritors are important successors who can pass on the legacy. However, due to the influence of modern production, interest pursuit, and other factors, the number of inheritors engaged in modern silver jewelry handicrafts is on the decline. This results in difficulties in the inheritance of silver jewelry handicrafts.

3. Analysis of the role of Chinese traditional silver jewelry in service design

Service for the purpose of user demand that includes all production activities other than industrial. In the chain of social production activities, the importance of service has become more and more prominent, and it has presently become the vanguard force driving economic growth. [3]It is also a multidisciplinary approach to design. ENGINE Service Design stated in 2010, "Service design is design expertise that helps develop and deliver great services. Service design projects improve factors such as ease of use, satisfaction, customer loyalty, and effectiveness. It incorporates these factors into the domain of environment, communications, and production, as well as using a people-centered approach." [4]

In the design and manufacture of traditional silver, builders have the main roles, silver is produced by the craftsmen subjective consciousness of what they give priority to, but in the new service economy paradigm, the importance of the consumer is gradually strengthening, personalized customization demand has become an important inspiration for product innovation, the traditional mode of production for the silver ignores the role of the user, it already cannot satisfy the need of service design, Therefore, to a certain extent, it has led to the dilemma of the modern development of traditional silver decoration techniques. Under the design concept of "people-oriented" and in the context of new technology and new demand, the participants in the service design system should be analyzed from the perspective of service when thinking about the traditional silver jewelry culture.

3.1 Consumer demand analysis

Chinese silver ornaments have various shapes, but the patterns of traditional silver ornaments are too complicated and it is difficult to match outfits. Under the traditional supply and marketing mode, consumers have increased demand for product customization, hoping to buy products that meet their own aesthetic requirements.

3.2 Analysis of craftsman's needs

The manufacturing of Chinese traditional silver jewelry has the tradition of transferring within the family, which restricts the development to a certain extent. The main problems in the creation and development of silver jewelry are the obvious decrease in the number of inheritors and practitioners; the lack of protection; the inheritance and sustainability of the skills of silversmiths. The silversmith does not get a good return for his work. These all stem from the conflict of the market-oriented business model, income, and an influx of modern and foreign culture. Some craftsmen are in pursuit of short-term benefits, thus making the silver product quality uneven. This coupled with the lack of ideal living environment for silver technology in the process of modern development, and the consumer market, the lack of sustainable development, productive lack of protective measures, therefore traditional silver is in desperate need of a networking platform, making the work of artisans have more market value.

3.3 Designer needs analysis

Modern silver jewelry designers have broken through the traditional family workshop production style of jewelry making, and instead, they adopted more advanced technology and a technique that focuses on individualistic expression. Through unique artistic techniques, it breaks through people's definition of traditional silver ornaments and endows silver ornaments with a vitality that bares artistic examination, which is completely different from the traditional craftsman's production method. However, in terms of craft, designers have a lack of understanding of traditional culture and they need to learn from craftsmen in terms of craft flow. Through the demand analysis of the service objects, it is found that the three requirements are consistent, which can be divided into three aspects after induction: the physical demand of the product, the experience demand of the skill, and the inheritance demand of the culture, which provides guidance for the proposal of the service design strategy of the traditional silver jewelry craft.

4. Service design mode of traditional silver ornaments

Excellent service design will be user-centered, it can provide users with a good experience, and bring more business opportunities. It can improve conversion rate and increase benefits, create common value for users and enterprises, and realize value sharing. [5] With the continuous development of science and technology, Internet and artificial intelligence technologies are becoming more and more mature, which have been widely applied in various industries and have penetrated into every aspect of people's production and life. [6] The development of the new generation of information technology is used to promote the innovation-driven development of traditional industries, and the combination of the Internet and culture is used to promote the upgrading and integration of cultural industries.

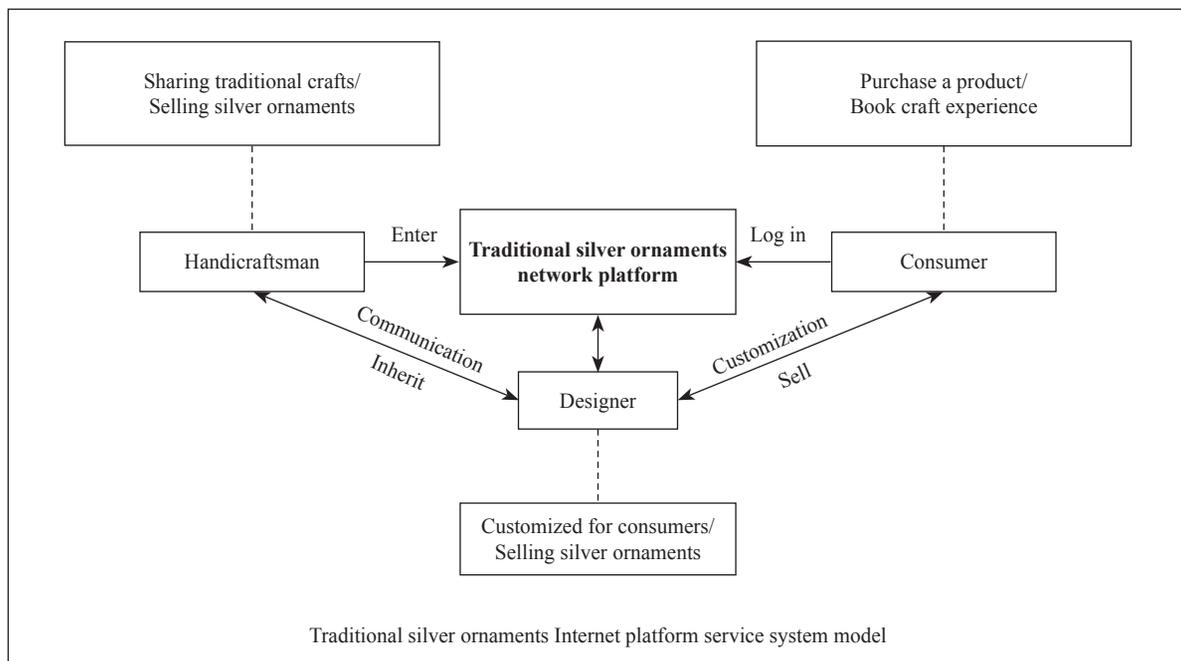
With the development of the Internet economy, the application of various mobile clients and new media has been integrated into all aspects of people's lives, and the advantages of the "Internet" platform have gradually emerged. [7] Based

on the analysis of the interaction between designers, consumers, and craftsmen in the traditional silver jewelry Internet platform architecture, a network platform is built based on the production protection of silver jewelry. This method can realize the organic combination of product functions, user experience, and interface visual effects. [8]

Building a regional culture-oriented service platform is an effective way to promote the rapid development of the regional cultural industry.[9] In order to seek sustainable development and industry upgrade of intangible cultural heritage, the original mode of production must be changed in combination with the current Internet platform, so that the Internet can promote the diversified development of cultural industries and fully display the value of traditional silver jewelry.

The traditional silver jewelry Internet platform service system is mainly built around marketing, design, and learning, and an interactive mechanism is established through the interaction between designers, craftsmen, and consumers.

First of all, designers realize the innovation of silver jewelry products through the platform and make use of the traditional craft of silver jewelry craftsmen in tandem with their own professional skills to carry out the functional innovation based upon modern life culture; the form innovation from the aesthetic appreciation of the times; the technological innovation from the modern technical means and the cultural innovation from the regional characteristics. In the process of inheritance and development, the production, protection, and inheritance of Chinese silver jewelry can be realized. Second of all, the platform builds a convenient online sales platform for artisans and designers and utilizes modern product circulation mode to enhance the cultural charm of silver jewelry, facilitate online circulation and promote product sales. Moreover, the platform connects silver jewelry craftsmen and consumers, which builds an Internet communication platform for the traditional silver jewelry craft; and provides opportunities for communication and learning for numerous cultural participants.



5. Summary

Chinese traditional silver jewelry craft contains a rich cultural value. It is not only the cultural symbol of the Chinese nation but also the artistic treasure of Chinese culture. Constructing the Chinese traditional silver jewelry network platform from the perspective of service design has important practical significance for protecting and inheriting Chinese traditional silver jewelry skills, carrying forward excellent traditional culture, meeting the diverse needs of consumers, and broadening the creativity and possibility of silver jewelry. In future research, there are many possibilities for development in the traditional silver jewelry industry. With the support of Internet technology, innovative product forms can be built, product boundaries can be extended, the scientific and technological content and volume of the traditional silver jewelry industry can be improved to add new vitality for the long-term development of the traditional silver jewelry technology.

Acknowledgments

This paper is supported by the following project funds: Guangxi Private key professional Arts and crafts Project Achievement (No.2021MBZDZY0); Guangxi Education science planning 2021 private special project stage results

(No.2021ZJY668); Guangxi higher education teaching reform project key project stage achievement (No.2019JGZ163); Nanning Institute of innovation and integration of educational reform project stage results (No.2020XJZC06).

References

- [1] ZHANG Yan, ZHANG Jie. Research on the productive protection of traditional handicrafts based on the dynamic inheritance of intangible cultural heritage in Tianjin [J]. *Packaging Engineering*, 2019, 40(4): 192-196.
- [2] Ouyang Hong, Library and Protection of Intangible Cultural Heritage in Western Minority Areas [J]. *Journal of Changsha Railway University (Social Science Edition)*, 2011.06.15
- [3] Zhang Jianfeng, Cao Quanxi, Xu Dantong et al. Research on Inheritance and Innovation Path of Embroidery Pattern [J]. *Hunan Packaging*, 2019, 34(05):63-66.
- [4] Zhou Xin. User Experience of AR Walking Navigation Map Based on Character Image Design. *Art Review*, 2020, (4):150-152.
- [5] Luo Shijian. Research Status and Progress of Service Design. *Packaging Engineering*, 2018, (24): 43-53. DOI: 10.19554/j.cnki.1001-3563.2018.24.009
- [6] Zhou Wenying. Research on the optimization of rural tourism and leisure management in the era of "Internet +". *Agricultural Economics*, 2016, (06): 40-42.
- [7] LYU Ni. Analysis of circulation organization platform operation strategy based on "Internet +" [J/OL]. *Research on Business Economics*, 2019, (24): 113-116.
- [8] TAN Kun, LIU Zheng-hong, and LI Ying. Research on APP interface design in the context of inheritance and innovation of intangible cultural heritage [J]. *Packaging Engineering*, 2015, 36(8): 60-63.