



## INHERITANCE AND INNOVATION OF MEISHAN PAPER-CUT



A Thesis Submitted in Partial Fulfillment of the Requirements  
for Doctor of Philosophy DESIGN  
Silpakorn University  
Academic Year 2023  
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มรดกและนวัตกรรมของการตัดกระดาษ Meishan



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต  
สาขาวิชาการออกแบบ แบบ 1.1 ระดับปริญญาปรัชญาดุษฎีบัณฑิต  
มหาวิทยาลัยศิลปากร  
ปีการศึกษา 2566  
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By  
Mr. Jie SU

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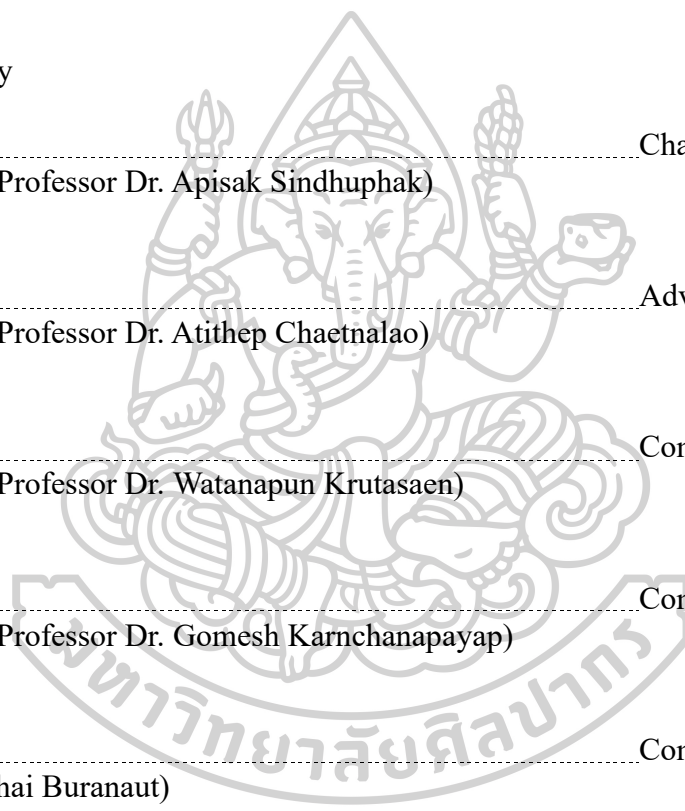
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620430044 : Major DESIGN

Keyword : Meishan Paper-Cut, Research Model, Traditional Culture, Commercialization, Heritage Preservation

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As an intangible cultural heritage of China, Meishan paper-cut art (also referred to as paper-cutting or kirigami) boasts a history spanning over eight centuries. Despite its long-standing history, this unique art form is currently facing umpteen challenges, with its inheritance nearly discontinued. The primary aim of this research was to explore the inheritance and innovation of Meishan paper-cut art. To that end, the researchers developed an innovative research model and corresponding innovative products for the Meishan paper-cut industry.

This research was carried out with the following objectives: 1) To study the difficulties faced in the protection and development of Meishan paper-cut art. 2) To determine the key factors responsible for the losses incurred by the Meishan paper-cut industry. 3) To develop a model that can facilitate the inheritance and innovation of Meishan paper-cut art. 4) To develop innovative Meishan paper-cut products that fulfil market demands. By means of meticulous on-site inspections, exhibitions, expert consultations, inheritor interviews, and seminars, the researchers acquired in-depth insights into the current situation of this unique art form and developed a Meishan paper-cut inheritance and innovation model. This model was subsequently used to create Meishan paper-cut commercial products. The feasibility of this model was evaluated through research meetings. From these inspections, exhibitions, expert consultations, inheritor interviews, and seminars.

The researchers arrived at the following conclusions: 1) The Meishan paper-cut art form and the related industry are currently facing a vast array of challenges, including a decreased number of artisans, a lack of awareness and appreciation among the natives and individuals abroad, economic feasibility, and limited innovation. 2) The key factors leading to the above-mentioned problems are social diversity and the booming popularity of short-form videos. 3) The developed Meishan paper-cut innovation model was implemented by holding on-site seminars, and six sets of Meishan paper-cut commercial products were obtained. After consulting experts, the researchers concluded that the Meishan paper-cut inheritance innovation model has high feasibility. 4) Commercial products developed using the proposed model fulfil market demands. This research is anticipated to contribute to the preservation, protection, and inheritance of Meishan paper-cut traditional culture and will promote the innovative development of Meishan paper-cut inheritance as well as realize the inheritance and dissemination of traditional culture.

## ACKNOWLEDGEMENTS

Dear mentors, judges, and experts:

First, I would like to express my heartfelt thanks to my advisor Assistant Professor Dr. Atithep Chaetnalao for his careful guidance and selfless support throughout the doctoral research process. Your wit, experience and drive are crucial in this process. He not only gave me valuable advice and academic guidance. He also gave me endless care and encouragement. Your rigorous academic teaching and attitude will benefit you throughout your life. Thank you for your patient guidance and unremitting support on my educational journey.

At the same time, I would like to thank my friends who have been with me during my doctoral study. Thank you for your encouragement and support when I encounter setbacks. Your friendship has made my research journey more prosperous and enjoyable.

Finally, I would like to thank all those who have contributed to the inheritance and innovation of Meishan Paper-Cut—especially the traditional artists and researchers of Meishan Paper-Cutting. Your hard work and persistence have allowed Meishan Paper Cutter to be inherited and developed. Thank you for your support and help with my research and for the valuable information and insights you provided in my dissertation research. Thanks to all participants in the interview studies and experiments. Thank you for taking the time to participate in my research and share your experiences and insights. Without your participation and support, my research would not have been possible. Your contribution is of great significance to promoting the inheritance and innovation research of Meishan Paper-Cutting. Your support and help are my motivation and confidence to complete this arduous task. Once again, I would like to express my sincere thanks to everyone!

Jie SU

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

The prime objectives of this research were to study the inheritance and innovation of Meishan paper-cut art form, discuss how to protect traditional crafts in modern society, integrate paper-cut art into contemporary life, and expand its application fields. This issue is worth studying because Meishan paper-cut art is essential to Chinese traditional culture, and its inheritance is crucial to preserving and bolstering the nation's cultural diversity. This research will fill the knowledge gap on Meishan paper-cut art's inheritance and innovation and provide fresh perspectives and methods for its further development. Accumulating evidence suggests that the Meishan paper-cut industry is currently facing losses. Prior research in this field focused on protecting and inheriting traditional skills (Xiaohong, 2005). However, there are only a few studies on Meishan paper-cut art's innovative application and integration into modern society. Researchers have yet to explore how to combine this unique art form with contemporary life and business requirements and expand its application in art design, arts and creative industries, and other domains (Purwaningsih, 2020). Therefore, it is necessary to study further the innovation path and development potential of Meishan paper-cut art. This research field encompasses the inheritance and innovation of Meishan paper-cut art, which, in turn, involves a variety of disciplines such as cultural heritage protection, art design, innovative application, and commercial market and has significant historical, cultural, and artistic values (Chatterji, 2020). As Meishan paper-cut art inheritance and innovation are facing challenges, in-depth research in this field is essential (Xiao Hong, 2005).

Through field surveys, literature research, expert interviews, and seminars, the researchers collected and analyzed relevant historical materials and traditional techniques of Meishan paper-cut art to acquire insights into the status of its inheritance and related challenges and the main reasons behind the losses faced by this art form and the related industry (Cardaci & Angelini, 2019). This research has practical significance in the discipline of art, social progress, and linguistic inheritance. Protecting and

inheriting the intangible cultural heritage of Meishan paper-cut art is conducive to preserving and bolstering the nation's ethnic diversity and traditional crafts (Cardaci & Angelini, 2019). At the same time, the innovative application of Meishan paper-cutting is expected to expand the market space and promote cultural and creative industries. The results will provide insights, inspiration, and reference for academic research and practical application in related fields, as well as promote the vitality and inheritance of traditional crafts (Wei, 2013).

## 1.2 Research Significance

As an essential representative of Chinese ancient intangible cultural heritage, Meishan paper-cut art is crucial to protecting and inheriting the excellent Chinese culture. Through in-depth research into the inheritance and innovation of this art form, the estate and development of its traditional skills can be promoted, and its historical context can be continued. In addition, it aids in integrating traditional craftsmanship with modern art design and expands its application field (Duan et al., 2020). This will imbue the Meishan paper-cut art form with creative artistic inspiration, giving it new vitality in its design. With the rise of cultural and creative industries, Meishan paper-cut art has excellent commercial potential as a distinctive intangible cultural heritage with local characteristics. Studying the innovative application and business model of this unique art form is expected to promote its development in the arts and creative industries and contribute to the prosperity of the local economy and artistic sectors.

Furthermore, modernization entails the risk of losing various traditional crafts (Haitang, 2012). By studying the inheritance and innovation of Meishan paper-cut art, we can explore the sustainable development path of traditional crafts so that they can continue to be inherited and developed in modern society (Sheng, 2015). Research and dissemination also foster cross-cultural exchanges between China and foreign countries (Peng, 2003). By introducing Meishan paper-cut art to the international community, mutual understanding and respect between different cultures can be enhanced, and exchanges and integration of cultural diversity can be promoted (Lu & Ouyang, 2021).

### 1.3 Research Questions

1. What difficulties and challenges does the protection and development of Meishan Paper-Cut face?
2. What key factors lead to the loss of the Meishan Paper Cut?
3. What method can satisfy the inheritance and innovation of Meishan Paper-Cut?
4. How to develop innovative products that meet market demands?

### 1.4 Research Objectives

This research was carried out with the following objectives

1. To study the difficulties faced by the protection and development of Meishan Paper-Cut.
2. To study the key factors leading to the Meishan Paper Cut's loss.
3. To develop a model that can satisfy the inheritance and innovation of Meishan Paper-Cutting.
4. To develop innovative Meishan Paper-Cut products that meet market demand.

### 1.5 Research Importance

The researchers propose an approach using novel art forms and product innovations to solve the problems existing in the traditional culture of Meishan paper-cut art. With the goal to boost the popularity of Meishan paper-cut art form, the researchers developed products that adapted conventional Meishan paper-cut products to modernization and globalization, focusing on preserving cultural heritage, improving people's cultural identity, enhancing public interest, improving economic development, and satisfying market demands. Studying its history and current status contributes to its future growth and ensures it remains a living, vibrant tradition (Xingliang, 2005).

### 1.6 Scope of Research

The research scope includes the scope of information, audience scope, range of commercial value, and design scope.

### **1.6.1 Audience Scope**

This research is expected to be of interest to the following populations:

1. Experts and academicians involved in investigating Chinese art forms, cultural legacies, traditional customs, and sociocultural contexts.
2. Artists and designers interested in traditional crafts, materials, and techniques can learn about Meishan paper-cut art from this work.
3. Educators and trainers who teach and promote traditional crafts and skills can use Meishan inheritors as case studies or models for teaching and training programs.
4. The general public interested in learning about China's cultural heritage, creativity, and innovation. These individuals will assuredly acquire fresh insights into and perspectives on traditional crafts and cultural practices (Lijie, 2018).

### **1.6.2 Range of Commercial Value**

The researchers explored the economic value of Meishan paper-cut art products, including their potential to generate income and employment opportunities for local artisans and businesses. The market potential of these products in cultural and creative industries, such as their application in product design, advertising, cultural tourism, and other aspects, was examined. Integrating this art form into sustainable development strategies such as ecotourism or community tourism can help protect local heritage and support community livelihoods. The influence of Meishan paper-cut art on a wide range of arts and creative industries has attracted attention to its potential to spur innovation, enhance social integration, and foster sustainability (Yang, 2015).

### **1.6.3 Design Scope**

The researchers developed fresh designs by melding Meishan's paper-cut customs with advanced business schemas. These creative designs could showcase paper-cut motifs, cultural travel souvenirs, trade happenings, and others (Ma & Liu, 2017). Collaborating with local inheritor artists and practitioners, prototypes were created and tested to fulfill Meishan's aesthetic, functional, and cultural needs. The researchers assessed the effects of design on Meishan paper-cut art preservation and widespread usage and analyzed its commercialization feasibility. This involved surveys, interviews, and focus group discussions with the public, tourists, and prospective consumers. This step was followed by documentation of the research

process and design outcomes through written reports, visual materials, and presentations and their dissemination through academic publications, exhibitions, and online platforms, increasing local and global awareness and appreciation of Meishan paper-cut art (Shanqiao, 2015).

## **1.7 Research Methods**

### **1.7.1 Research Tool**

The researchers used the following tools in this research.

1. Field research and observation: It was crucial to visit the traditional production area of Meishan paper-cut art or related communities to conduct field research and observation. Through face-to-face communication with paper-cut artists and inheritors, the researchers learned about their traditional crafts, skills inheritance process, and current situation.

2. In-depth interviews: Interviews were conducted with relevant experts, paper-cut artists, inheritors, and local community residents in order to obtain their views, experiences, and opinions on the inheritance and innovation of this art form.

3. Literature review: By consulting libraries, academic databases, and online journals, among other scholarly resources, and reading relevant academic papers, books, and research reports, the researchers gathered insights into prior research findings on the inheritance and innovation of Meishan paper-cut art form.

### **1.7.2 Data Collection Methods**

The researchers collected relevant data by the following methods:

1. Consulting documents, materials, works, field investigations, interviewing experts, and questionnaires.

2. Gathering information from visitors of the innovation exhibition.

3. Collecting data from students participating in workshop activities.

4. Gathering information from experts through interviews.

### **1.7.3 Data Analysis Methods**

The researchers analyzed the data using the following methods:

1. Analyzing data with access to experts.

2. Assessing feasibility through data on student participation in workshop creations.

3. Using network analysis methods to study the dissemination and influence of Meishan paper-cut-art-related information.

4. Data comparison and synthesis, that is, by using the data comparison and synthesis method to find commonalities and differences.

#### **1.7.4 Design Principle**

1. Emphasis
2. Balance and alignment
3. Contrast
4. Repetition
5. Proportion
6. Movement
7. White space

The fundamental principles of design are emphasis, balance and alignment, contrast, repetition, proportion, movement, and white space. Design differs from art in that it needs to have a purpose. Visually, this functionality is interpreted by making sure an image has a center of attention, that is, a point of focus.



## 1.8 Research Framework

Figure 1 enumerates the steps of the research framework.

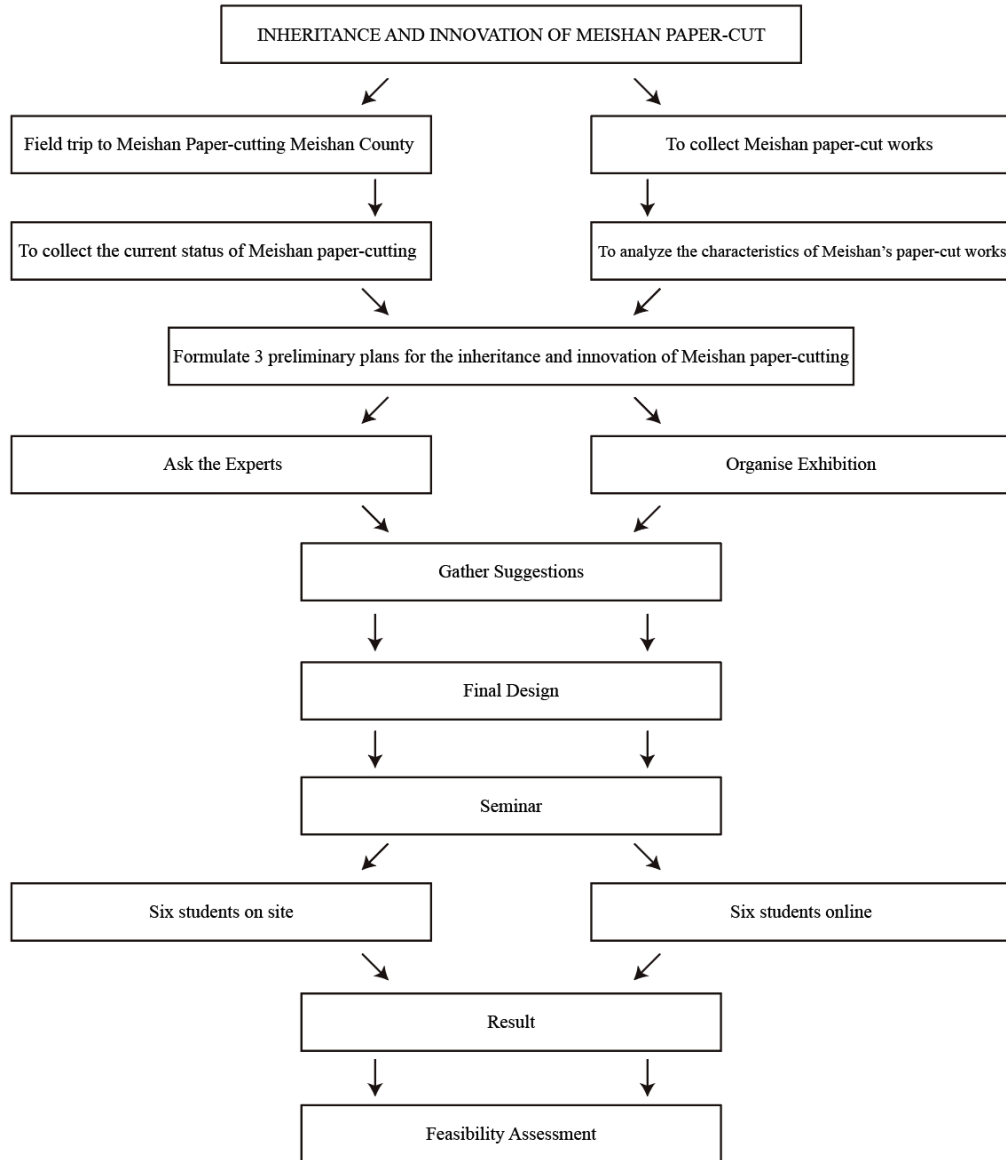


Figure 1 Research Framework

Source: Picture drawn by Author, 2023.

First, an on-site inspection was conducted in Meishan County, where the researchers interviewed the inheritors of Meishan paper-cut art and understood the problems existing in the current situation of this art form. Then, to collect the patterns of Meishan paper-cut artworks, the researchers summarized and analyzed the



characteristics of Meishan paper-cut patterns and carried out preliminary pattern design to provide three sets of Meishan paper-cut art inheritance and innovation plans. Next, the researchers asked experts to hold an innovative exhibition of this art form and collected suggestions by interviewing experts and visitors to complete the final design. After that, a seminar was held to recruit six on-site, online personnel to implement the Meishan paper-cut plan. After the results were obtained, experts were asked to evaluate the feasibility of the plan.

## **1.9 Chapter Summary**

In the first chapter, learned that the background of the research is to explore the inheritance and innovation of Meishan Paper-Cutting and how to protect traditional crafts in modern society, integrate Paper-Cutting art with contemporary life, and expand its application fields. Meishan Paper-Cutting is very important to Chinese traditional culture, and its inheritance is crucial to maintaining the country's cultural diversity. Existing research shows that Meishan Paper-Cutting is facing the risk of being lost as an intangible cultural heritage. However, current research on the innovative application and integration of Meishan Paper-Cutting into modern society still needs to be improved. Therefore, it is necessary to study further the innovation path and development potential of Meishan Paper-Cutting. The research questions include exploring the difficulties and challenges faced by the conservation and development of Meishan Paper-Cutting, the key factors leading to the loss of Meishan Paper-Cutting, the methods to meet the inheritance and innovation of Meishan Paper-Cutting and the development of innovative products that meet market demand. The importance of this study lies in proposing new art forms and product innovations, solving the problems existing in Meishan Paper-Cut traditional culture, enhancing its popularity, and transforming conventional Paper-Cut products into modernization and globalization. To this end, the research questions and objectives are put forward, and the research concept framework is established to lay a good foundation for the follow-up research.

## **CHAPTER 2**

### **LITERATURE REVIEW AND RELATED RESEARCH**

Chapter 2 conducts a comprehensive literature review and related research on Meishan paper-cutting, revealing rich knowledge of Meishan paper-cutting. By delving into existing theoretical frameworks, this study is provided with a solid foundation and a deeper understanding of the complexities of this revered art form. The main points of this chapter are now summarized as follows:

- 2.1 Glocalization Theory
- 2.2 Perspective of Globalization
- 2.3 Historical Development of Chinese Paper-Cut
- 2.4 Introduction of Paper Cutting
- 2.5 Southern and Northern Schools of Paper-Cutting
- 2.6 Paper-Cut Local Factions
- 2.7 Comparison Between Meishan Paper-Cutting and Other Paper-Cutting Traditions
- 2.8 Significance and Importance of Paper Cutting
- 2.9 Regional Characteristics of Hunan Paper-Cut
- 2.10 The Historical and Cultural Context of Meishan Paper-Cut
- 2.11 Raw Materials Used
- 2.12 Manufacturing Process and Technique
- 2.13 Visiting the Inheritors of Meishan Paper-Cutting
- 2.14 Research on innovation of paper-cutting
- 2.15 Current Status of Literature Research
- 2.16 Existing Literature
- 2.17 Research Conflict
- 2.18 Research Gap
- 2.19 Chapter Summary

## 2.1 Glocalization Theory

The concept of “glocalization” was propounded by American sociologist Roland Robertson in the 1990s. He asserted that globalization and localization are not antagonistic relationships but rather bilateral processes of interdependence and mutual penetration. The salient features of this concept are enumerated as follows:

1) Globalization is not a one-way unification process, as localization factors also affect globalization.

2) Globalization requires localization. Global brands or products must be rooted in different local cultures and undergo localization transformation.

3) Localization also requires globalization. The latter can be used to expand and spread local culture to a wider range.

4) The interplay between globalization and localization is a dynamic two-way process, ultimately forming “glocal” products that integrate global and local elements.

5) Different regions can develop unique “glocal” models that not only adapt to globalization but also retain local characteristics.

In essence, according to the concept of “glocalization,” globalization and localization have a dynamic, bilateral interaction (Robertson, 1997). Meishan paper-cutting, as a local traditional craft, is also facing the impact of globalization (Chen Zhong, 2019). On the one hand, paper-cut artists need to carry out localized construction and explore the cultural connotation of folk art (Ye Li, 2022); on the other hand, they need to carry out innovative changes to adapt to the needs of economic globalization (Li Xiao, 2016). More particularly, the inheritance of Meishan paper-cutting can take localized paths such as exploring local characteristics and strengthening skills training to inherit the historical accumulation and cultural essence of folk art (Yang Yang, 2020). At the same time, through product and carrier innovation, it is given new cultural symbols and economic value so that it not only conforms to contemporary aesthetics and lifestyles but also evokes recognition of traditional memories and achieves innovation in the context of globalization (Wu Jiang, 2018).

In a nutshell, the inheritance of Meishan paper-cutting can expand innovative practices by consolidating tradition and can help establish a development path that integrates globalization and localization. This not only adheres to the cultural attributes of traditional crafts but also allows them to be preserved and sublimated in modern

society (Chen Zhong, 2019). This path choice is in consonance with the concept of glocalization and provides ideas for the sustainable development of Meishan paper-cut art.

## **2.2 Perspective of Globalization**

World trends influence Meishan paper-cut art and impact its inheritance in different ways. Globalization contributes to the promotion and innovation of this art form by opening up new markets and via technology and cultural exchanges (Xu, 2011). For example, using an online platform, Meishan paper-cut art manufacturers can reach more customers and increase their market share. They can also utilize different cultures and styles to enhance and diversify their work (Ailiang, 2005). However, globalization also increases the risk of cultural homogenization, commercialization, and the loss of authenticity of the Meishan paper-cut art form (De Gang & Yun, 2010).

An example is the potential threat to the uniqueness and authenticity of Meishan paper-cut artwork due to the mass production and standardization of inherited works (Ai Liang, 2005). Adapting to the changing cultural and economic landscape is the challenge facing this unique art form in modernization. While urbanization and industrialization threaten traditional crafts such as kirigami, modernization also presents opportunities to preserve and develop this art form through technology and resources (Dianliang & Ying, 2017). Integrating paper-cutting into tourism, education, and cultural industries can bring new income and popularity to this cultural heritage (Qi et al., 2021 & Degang & Yun, 2010).

## **2.3 Historical Development of Chinese Paper-Cut**

After reviewing the information on the development of paper-cutting, found that the earliest paper-cutting carrier was a leaf.

### **1. Early paper-cut leaves**

As you can see in Figure 2, a hollow pattern is cut out using leaves



Figure 2 Early paper cut leaves, leaves with patterns carved on them

Source: News.cctv.com, Accessed on November 8, 2023, Accessible from

<https://news.cctv.com/2019/09/18/ARTIMkzfsLETtFeNriSQD7Q190918.shtml>.

After reviewing the information on the development of paper-cutting, the researchers found that the earliest paper-cut carrier was a leaf. Although paper-cutting originated in the Western Zhou Dynasty, paper was not invented at that time. The ancients began to use the techniques of carving, engraving, picking, engraving, and cutting to create patterns on leaves (Wenshan et al., 2019).

## 2. Tang Dynasty Paper-cutting

As can be seen in Figure 3, the elements of Tang Dynasty paper-cutting include Tang Dynasty characters, phoenixes, and flowers.

The themes of paper-cutting in the Tang Dynasty were very wide-ranging, including flowers and birds, figures, landscapes, legends, and myths (Lv, Y., & Huang, R. 2020, December). These diversified themes reflected the diverse cultural and aesthetic needs of society at that time. Paper-cutting in the Tang Dynasty was not only a form of artistic expression but was also used in various social occasions and celebrations (Yin, Z., & Xinzhi, C. 2014). Paper cutouts are often used as decoration, such as when displayed at weddings, festivals, and banquets.



Figure 3 Tang Dynasty Paper-cutting-Sprin

Source: chnmuseum.cn, Accessed on November 8, 2023, Accessible from [https://www.chnmuseum.cn/zp/zpml/gmww/202104/t20210401\\_249449.shtml](https://www.chnmuseum.cn/zp/zpml/gmww/202104/t20210401_249449.shtml).

### 3. Ming and Qing Dynasties

From Figure 4, can see that the Ming and Qing paper-cuts depict a scene of a scholar writing in his study. The elements include characters, flowers, pen and ink, bamboo slips, and desks.



Figure 4 Paper-cuts from the Ming and Qing Dynastie

Source: The photo was taken by Xiang Xiangjing, the inheritor of Meishan paper-cutting, Meishan County on November 8, 2023.

During the Ming and Qing Dynasties, the art of paper-cutting matured and reached its heyday. At that time, more people used paper-cutting as a kind of home decoration to beautify their homes, such as window flowers (Yu, J., Safarov, B., Yi, L., Buzrukova, M., & Janzakov, B. 2023).

## 2.4 Introduction of Paper Cutting

Paper-cutting will be described herein in terms of the types and classifications, its meaning, and so on.

### 2.4.1 Paper Cutting Classification – Tools

When cutting materials such as paper or cardboard, the most common technique is to use scissors. Careful pressure can produce intricate designs, including flowers or animals, by gripping the paper and positioning the blade (Maojun & Liangjing, 2012). Figure 5 shows the successor of Meishan paper-cutting creating paper-cutting.



Figure 5 Meishan paper-cut inheritor uses scissors to create paper-cut works

Source: Photo taken in Meishan County by Researchers ,2022.

Some paper-cut creations in China are done with a carving knife, and precise cuts on paper can be accomplished with knife-cutting techniques, which require careful attention, practice, and appropriate safety measures to avoid injury (Jiale, 2016).

### 2.4.2 Paper Cutting Classification – Form

#### 1. Shadow Puppets

Figure 6 is the paper-cutting tool carving knife taken by the inheritor of Meishan paper-cutting.



Figure 6 Burin

Source: The photo was taken by Xiang Liangjing, the inheritor of Meishan paper-cutting, Meishan County on November 8, 2023.

In China, there are different forms of paper-cutting. Shadow puppetry involves intricate cutouts made of translucent tissue paper that are carefully manipulated behind a screen to create mesmerizing shadow effects. To enhance the experience, music and narration are often combined (Liqun, 1998).

Figure 7 is a shadow puppet from the National Museum of China, a type of paper cutting.



Figure 7 Shadow Puppets

Source: Source: [chnmuseum.cn](http://chnmuseum.cn), Accessed on November 8, 2023, Accessible from [https://www.chnmuseum.cn/zp/zpml/wgwwcp/202012/t20201217\\_248610.shtml](https://www.chnmuseum.cn/zp/zpml/wgwwcp/202012/t20201217_248610.shtml).



## 2. 3D Paper Cutting

Figure 8 is a 3D paper-cut taken in Meishan by an inheritor of Meishan paper-cutting. The picture shows two carp.



Figure 8 3D Paper Cutting

Source: The photo was taken by Xiang Xiangjing, the inheritor of Meishan paper-cutting, Meishan County on November 8, 2023.

Three-dimensional paper-cutting presents the cutouts in a three-dimensional form, adding an enhanced visual sense (Pengfei & Jie, 2014).

## 2.5 Southern and Northern Schools of Paper-Cutting

Chinese paper-cut art form is divided into two primary styles, northern and southern, each with unique features and cultural importance (Yang, C. H. S. 2012).

### 1. Southern style paper cutting

Figure 9 is a northern paper-cut pattern from the China Central Television Network. The content includes cooking scenes, natural landscapes on steps, and figures celebrating festivals.



Figure 9 Southern style paper cutting, the themes are life scenes, natural scenery, flowers and birds

Source: CCTV Net, Accessed on March 13,2021, Accessible from [https://www.cctv.com/folklore/20040720/101523\\_3.shtml](https://www.cctv.com/folklore/20040720/101523_3.shtml).

Nanpai art originated in southwestern China, and its intricate depictions of natural elements and floral patterns are highly recognized for their aesthetic appeal. It symbolizes the quiet side of southern China and embodies the traditional Chinese spirit of resilience (Ying, 2011).

## 2. Northern style paper-cutting

Figure 10 is a paper-cut from the southern genre broadcast by China Central Television, including animals, patterns, and phoenixes.

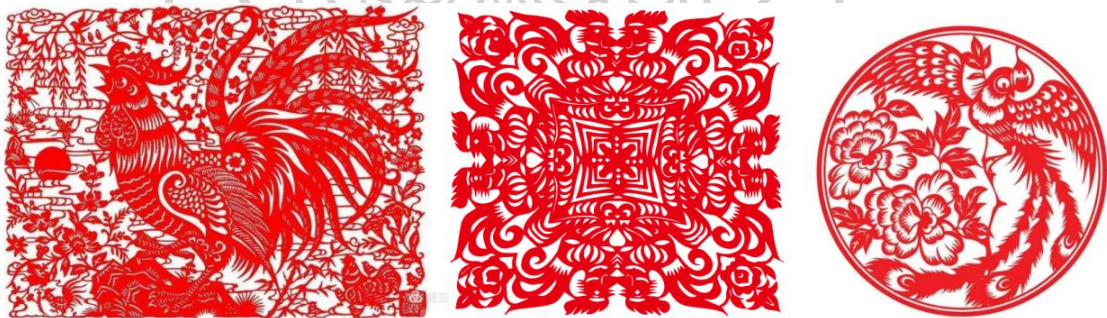


Figure 10 Nanpai Paper-Cutting, Themes include animals, flowers, mythical beasts

Source: CCTV Net, Accessed on March 13,2021, Accessible from [https://www.cctv.com/folklore/20040720/101523\\_3.shtml](https://www.cctv.com/folklore/20040720/101523_3.shtml).

The bold and thick-lined artistic style originating in northern Chinese provinces, particularly Shaanxi and Shanxi, is commonly known as Shaanxi style and often depicts everyday life with the use of color to express meaning, such as red for auspiciousness

and happiness and yellow for prosperity. The northern style, known for its bold and colorful designs, is said to embody the lively and robust character of the people of northern China. (Wan, 2010).

## 2.6 Paper-Cut Local Factions

The diverse local factions represent different regions and schools of thought and have played a key role in preserving and revitalizing the art form over time.

### 1. Yangzhou

Figure 11 is a local paper-cut in Yangzhou broadcast by China Central Television, with the content of Phoenix.



Figure 11 Yangzhou Paper Cutting, Delicate tailoring

Source: News.cctv.com, Accessed on November 7, 2023, Accessible

<https://news.cctv.com/2018/08/14/ARTIgX7NXMjG4KYDFjU7e89e180814.shtml>.

Yangzhou paper-cutting in China is famous for its exquisite depictions, making it one of the top schools for paper-cutting.

### 2. Shanxi Style Paper-Cut

Figure 12 is a local paper-cut in Shanxi, with large trees and natural landscapes in the content.



Figure 12 Shaanxi Style Paper-Cut, Elements include trees, scenery

Source: Yangbo.cctv.com Online, Accessed on November 7, 2023, Accessible from. <https://yangbo.cctv.com/2021/02/10/ARTImCtvghyXbHwSTWfuwLBO210210.shtml>

The Shaanxi School paper-cut style is known for its harmonious patterns that include animals, plants, and other natural elements.

### 3. Henan Style Paper-Cut

Figure 13 is a paper-cut from Henan Province, and the content is a large market scene.



Figure 13 Paper-Cutting of The Henan School, Large market scene

Source: ent.cctv.com, Accessed on November 7, 2023, Accessible from <https://ent.cctv.com/2016/05/19/ARTIQOsoKqf8ujqDB04AY6n160519.shtml>.

Henan-style paper-cut art has delicate patterns and graceful outlines. Paper-cut works often feature floral elements.

#### 4. Foshan Style Paper-Cut

Figure 14 is a local paper-cut in Foshan, Guangdong. The content is a combination of patterns and characters. The picture comes from the Central Museum of China, abbreviated as YangBo.

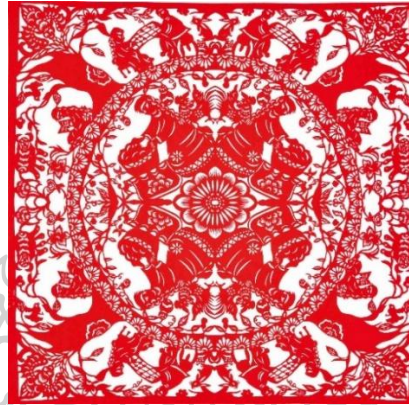


Figure 14 Foshan Paper-Cut Genre, scene of people celebrating

Source: Yangbo.cctv.com, Accessed on November 7, 2023, Accessible from <https://yangbo.cctv.com/2020/07/28/ARTIqEnPhGPdSFnD7Q0T3qBv200728.shtml>.

The colorful Foshan School of Paper-Cutting is famous for its intricate designs featuring mythical beasts such as dragons and phoenixes.

#### 5. Hunan Style Paper-Cut

Figure 15 comes from China's Central People's News Daily. The content in the picture shows the natural scenery of the village.

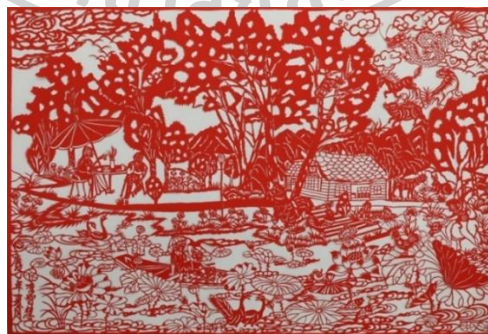


Figure 15 Hunan Paper-Cutting Style. natural scenery

Source: Hn.people.com.cn, Accessed on March 15,2021, Accessible from <http://hn.people.com.cn/n2/2023/0610/c356888-40452220.html>.

Strong lines, detailed designs, and captivating Chinese architecture and landscape portrayals characterize the Hunan paper-cut art style.

In summary, in China, paper-cut traditions vary from region to region, with different techniques and styles. For example, the Yangzhou School of Painting is revered for its intricate designs showing landscapes, animals, and human figures. In contrast, the Shaanxi style has bold, symmetrical designs incorporating bright colors and natural elements such as birds and flowers. At the same time, the Henan School favors exquisite and complex flower and bird patterns, while the Huxian School admires the vitality and whimsy of everyday objects. Other schools, such as the Foshan School, use a variety of rich colors and intricate designs with mythological animal motifs. Likewise, the Hunan style relies on ancient Chinese architecture and landscapes while incorporating solid and bold lines.

## **2.7 Comparison Between Meishan Paper-Cutting and Other Paper-Cutting Traditions**

By discussing Meishan paper-cutting and other paper-cut traditions from different cultural backgrounds and examining the similarities and differences, the researchers will explain the cultural influence, historical roots, and artistic expressions contained in Meishan paper-cutting.

### **1. Compare in terms of color**

Figure 16 is from the Hunan Provincial Museum. The content is a colorful paper-cut - a cow and a monochrome pattern paper-cut of clothes for the Dragon Boat Festival.



Figure 16 Colorful cow (left) and monochrome Dragon Boat Festival health (right)

Source: Hnmuseum.com, Accessed on March 25, 2021, Accessible from <https://www.hnmuseum.com/zh-hans/contentg>.

Use of color: Meishan paper-cutting is mainly monochromatic, and other traditional paper-cut parts appear in color.

## 2. Compare in terms of materials

Figure 17 was taken in Meishan County by the inheritor of Meishan paper-cutting. The content shows the inheritor creating paper-cutting and the dragon using gold foil paper as the carrier.



Figure 17 A is Rice Paper and B is Foil Paper

Source: The photo was taken by Xiang Xiangjing, the inheritor of Meishan paper-cutting, Meishan County on November 8, 2023.

Use of paper: What sets the Meishan lineage apart from other Chinese lineages is the paper used. Meishan paper-cutting is typically made of rice paper, cloth paper, and cardboard, while other parts are made of gold leaf paper.

In summary, compared with other paper-cut art forms, Meishan paper-cuts have more monochromatic colors and more rice-paper materials. Other paper-cuts use colors and materials such as gold foil paper and plastic paper.

## 2.8 Significance and Importance of Paper Cutting

The significance of paper-cutting is reflected in the following aspects:

### 1. Artistic expression

Figure 18 is from China Saoer, Artistic Expression of CNTV, including Flowers and blessing characters.

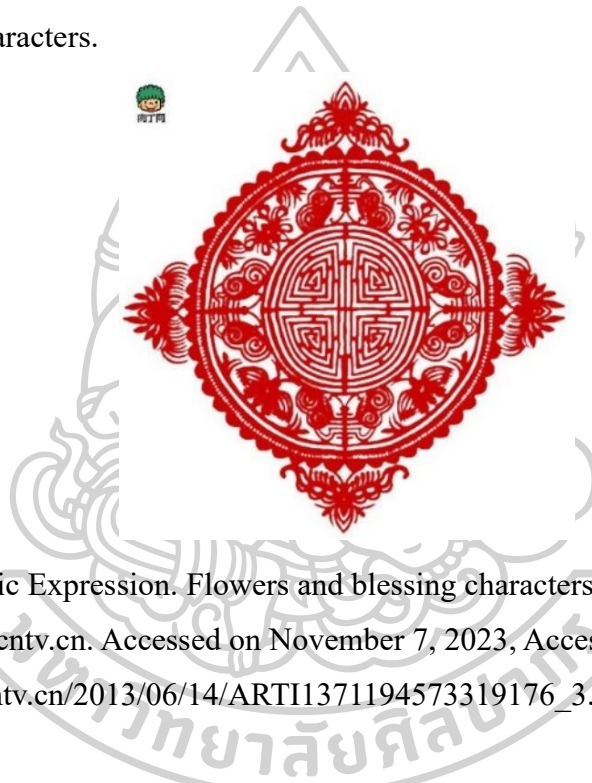


Figure 18 Artistic Expression. Flowers and blessing characters

Source: Shaoer.cntv.cn. Accessed on November 7, 2023, Accessible from. [https://shaoer.cntv.cn/2013/06/14/ARTI1371194573319176\\_3.shtml](https://shaoer.cntv.cn/2013/06/14/ARTI1371194573319176_3.shtml).

Meishan paper-cutting is used for artistic expression. Artists create patterns, animals, plants, and characters through paper-cutting, showing an extended cultural connotation and unique aesthetic value.

### 2. Decoration

Figure 19 is from the Central Museum, which shows the patterned paper-cut window grilles pasted on the windows.





Figure 19 Decoration. Cut paper flowers are taped to the windows

Source: yangbo.cctv.com. Accessed on November 7, 2023, Accessible from <https://yangbo.cctv.com/2021/10/27/ARTIx3IKgQL8wWYLeAnvzWyg211027.shtml>

Meishan paper-cuts often decorate various places and objects. Paper-cut artworks can be used as window decorations, wall stickers, screens, and other forms of adornment to add a festive atmosphere and beauty.

### 3. Celebration Activities

Figure 20 is from China Central Television, which shows the paper-cutting activity held at the Asian Games.



Figure 20 Celebration Activities, Paper-cutting activities at the Asian Games

Source: News.cctv.com. Accessed on November 7, 2023, Accessible from <https://news.cctv.com/2023/09/26/ARTI2Ei39JYDtPcVaXkVnaMN230926.shtml>.

In traditional Chinese festivals or celebrations, Meishan paper-cuts are often used as scene and float decorations to add color to the celebration.

#### 4. Educate

Figure 21 was taken in Meishan County by the inheritor of Meishan paper-cutting. It shows the class of Meishan paper-cutting.



Figure 21 Education and Inheritance, Meishan Paper-cut Teaching Class

Source: The photo was taken by Xiang Xiangjing, the inheritor of Meishan paper-cutting, Meishan County on November 8, 2023

Meishan paper-cuts are used in school education and folk inheritance. In schools, paper-cutting can be used as a part of handicraft courses, allowing students to understand traditional Chinese culture and handicraft arts. At the same time, this art is passed down from generation to generation in the family and community, maintaining its unique traditional value.

#### 5. Souvenirs and Gift

Figure 22 is from China's Central People's News Daily, which shows a fully framed paper-cut gift with the character “福”.



Figure 22 Souvenirs and Gift, Completely framed paper-cut work with the character "福"

Source: [zj.people.com.cn](http://zj.people.com.cn). Accessed on November 7, 2023, Accessible from <http://zj.people.com.cn/n2/2023/0119/c186327-40273493.html>.

Meishan paper-cut products are often made into souvenirs and gifts for special events and meetings or as unique gifts with cultural connotations and traditional significance.

Generally speaking, as an essential part of Chinese traditional culture, Meishan paper-cutting has rich uses, is reflected in artistic creation, decoration, and celebration activities, and plays a vital role in education, inheritance, and cross-cultural exchange (Zhaohui, 2015).



## 2.9 Regional Characteristics of Hunan Paper-Cut

Figure 23 is from the official platform of the Hunan Provincial Government, and the content is the Hunan paper-cut flower, Phoenix.



Figure 23 Hunan Paper-Cut, Paper-cut works with elements such as phoenix and flowers

Source: M.voc.com.cn, Accessed on March 15,2021, Accessible from <https://m.voc.com.cn/xhn/news/202310/18884803.html>.

Hunan paper-cut art is characterized by rough lines and bold brushstrokes, creating a sense of movement and dynamism (Wei, 2013). Skilled artists expertly cut out intricate patterns with knives or scissors. Hunan paper-cutting depicts ancient Chinese architecture, landscapes, and symbols believed to bring favorable fortune. Hunan Province's paper-cut art is a cherished piece of China's cultural inheritance. Its designation as an intangible legacy occurred in 2006. This unique craft persists today through the dedication of genuinely skilled artisans and ateliers (Wei, 2013) (Fenglai, 2016).

## 2.10 The Historical and Cultural Context of Meishan Paper-Cut

Figure 24 explains the cultural development of Meishan paper-cutting. The researchers collected data and compiled it into pictures.

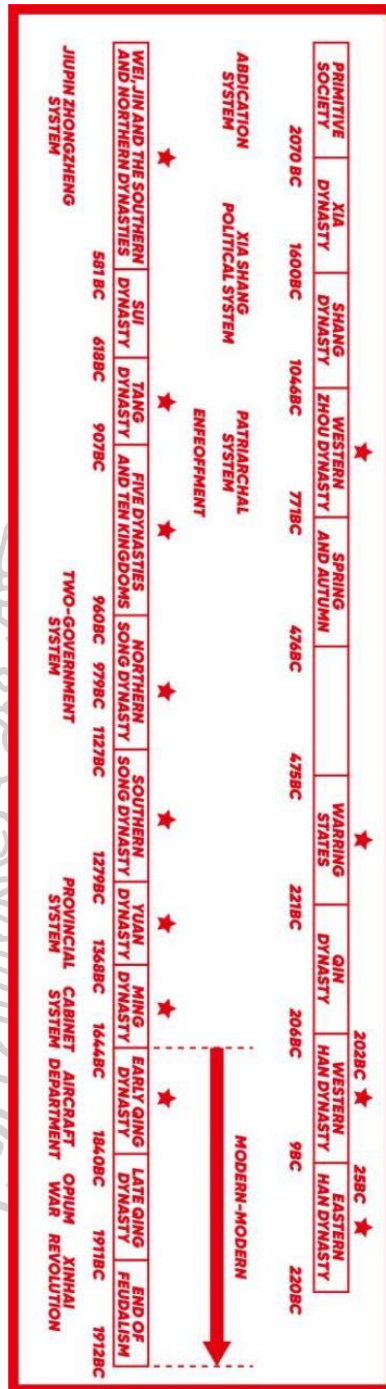


Figure 24 Historical and Cultural Development of Meishan Paper-Cutting

Source: Picture drawn by Researchers, 2022.

Meishan paper-cutting originated in the Ming Dynasty and has a long-standing history spanning seven centuries. It developed rapidly in the Ming and Qing Dynasties and became a major paper-cut art school in Hunan (Shufan, 2007).

Figure 25 is from the Hunan Provincial Museum, and includes paper-cuts of the word "Fu" and a dragon.

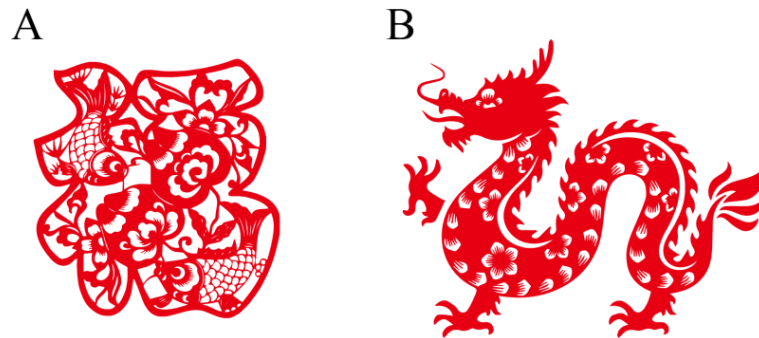


Figure 25 A is Fu Paper Cutting, B is Dragon Paper Cutting

Source: hnmuseum.com, Accessed on November 7, 2023, Accessible from [https://www.hnmuseum.com/zuixin\\_tuijie](https://www.hnmuseum.com/zuixin_tuijie).

Meishan paper-cuts feature many symbols and patterns depicting ancient Chinese architecture and nature. Patterns such as the word “Fu,” dragon phoenix, and peony are believed to bring prosperity and good luck. During cultural festivals such as the Spring Festival, Lantern Festival, and Mid-Autumn Festival in Meishan, the art of paper-cutting is prevalent in public places and at home. Meishan paper-cutting is a popular art form renowned for its complex patterns, bright colors, and local customs. It can convey various feelings and unexpected events, offering a glimpse into the region’s rich cultural heritage. Often displayed at cultural events, Meishan paper-cut artworks can also be used as delicate decorative accents or as inspiration for other artistic efforts (Ma & Liu, 2017).

## 2.11 Raw Materials Used

### 1. Paper

Figure 26 is a photo taken by researchers during a field visit in Meishan County, including rice paper, cardboard, and cloth paper.



Figure 26 Paper: A is Rice Paper, B is Paper Jam, and C is Cloth Paper

Source: Photo taken in Meishan County by Researchers, 2022.

The most important raw material for paper-cutting is paper. Traditionally, Chinese inheritor artists use rice paper, or thin, flexible, strong handmade paper. Today, however, artists may also use other types of paper, such as colored paper or major papers with different textures and weights.

## 2. Tools

Figure 27 is a photo taken by researchers during their inspection in Meishan County. The content is about the tools used in Meishan paper-cutting creation.



Figure 27 Tools for Cutting Paper

Source: Photo taken in Meishan County by Researchers, 2022.

In general, tools can vary according to the artist's preference, but standard cutting tools include scissors, knives, and scalpels.

## 3. Adhesives

Figure 28 is a photo taken by researchers during an inspection in Meishan County, including glue, double-sided tape, and tape.



Figure 28 Adhesives: Glue Figure and Double-sided tape and Tape

Source: Photo taken in Meishan County by Researchers, 2022.

Adhesives are used to hold sheets together, especially for layered or three-dimensional paper-cut artworks. The most commonly used adhesives include glue, tape, and double-sided tape.

#### 4. Color

Figure 29 is a photo taken by researchers during an inspection in Meishan County, including the tools used for coloring: mugs, pencils, brushes, and acrylic paints.



Figure 29 A is Pigments and B is Pigments,C is Marker and D is Pencil

Source: Photo taken in Meishan County by Researchers, 2022.

Dyeing materials can add color to the cutouts, including paints, markers, pencils, and other coloring tools.

## 2.12 Manufacturing Process and Technique

Production technology and techniques include the steps and processes of Meishan paper-cut creation, such as drawing, cutting, and mounting.

### 2.12.1 Design and Drawing

Draft: Meishan inheritor designs are usually sketched or drawn on paper, then transferred to a larger paper or fabric using tracing paper or carbon.



Figure 30 is a photo taken by researchers during their inspection in Meishan County. The content includes paper-cutting drafts and paper-cutting techniques.

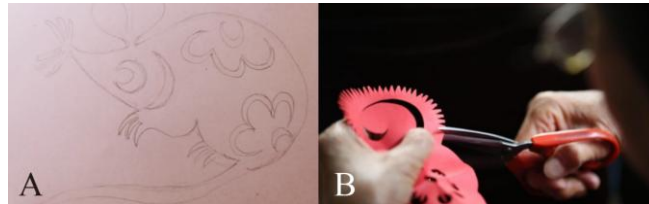


Figure 30 A is Draft Figure and B is Drawing

Source: Photo taken in Meishan County by Researchers, 2022.

Paper-cutting: After transferring the pattern to a paper or material, the artisan carefully cuts the way using a sharp blade or scissors. Even the slightest mistake can ruin the entire design. Therefore, Meishan paper-cut artworks require excellent skill and precision.

Figure 31 is a photo taken by researchers during their inspection in Meishan County, including fish, Fuwa, and lotus.



Figure 31 Mounting Completed Picture

Source: Photo taken in Meishan County by Researchers, 2022.

After cutting out the pattern, it is mounted on a backing material such as silk or rice paper. The backing material provides support and enhances the beauty of the delicate design.

### 2.12.2 Production Techniques

Meishan paper-cut art is famous for its variety of patterns and exquisite craftsmanship, which requires superb skills and attention to detail. It showcases various artistic forms, encompassing multiple types and styles (Jun, 2019; Zhenying, 2004).

#### 1. Freehand Cutting

Figure 32 is a photo taken by researchers during an inspection in Meishan County. The inheritor of Meishan paper-cutting is cutting with his bare hands.



Figure 32 The inheritor is making freehand paper-cutting creations

Source: Photo taken in Meishan County by Researchers, 2022.

Artisans with remarkable mastery and accuracy can expound on freehand slicing to devise elaborate motifs with unmatched flair, devoid of reliance on preexisting patterns or manuals.

#### 2. Symmetric Cut

Figure 33 is a photo taken by researchers during an inspection in Meishan County. The inheritor of Meishan paper-cutting is demonstrating the overlapping cutting technique.



Figure 33 The inheritor is creating symmetrical paper-cutting  
 Source: Photo taken in Meishan County by Researchers, 2022.

In this, the artist folds the paper or fabric in half, cuts one side, and then reveals the results by unfolding the material. The symmetrical cut technique can produce beautiful and harmonious designs.

### 2.13 Visiting the Inheritors of Meishan Paper-Cutting

The researchers visited Meishan County, Yiyang City, Hunan Province, and interviewed the inheritors of Meishan paper-cutting. The inheritors told Ms. Liang Jing that Meishan paper-cutting is currently facing many problems. The main challenges, along with potential solutions, are overviewed below:

1. Decreasing number of craftsmen: Meishan paper-cutting, a traditional craft, is facing a decrease in skilled craftsmen. As younger generations are more attracted to modern pursuits and urban lifestyles, the intergenerational transfer of knowledge and skills has become increasingly challenging. This results in fewer and fewer people learning and practicing the art of Meishan paper-cutting, and they may lose their expertise. Efforts to attract and train young artisans are crucial to the preservation and continuation of this craft (Ma & Liu, 2017).

2. Lack of awareness and appreciation: Meishan paper-cutting needs more recognition and appreciation from surrounding areas and the outside world. The craft is not widely known or celebrated nationally or globally as it deserves to be. Lack of awareness hinders its market potential and ability to reach a wider audience. Meishan

paper-cutting needs to be promoted through exhibitions, cultural activities, and educational activities to increase its visibility and enhance appreciation (Hua & Hongyang, 2023).

3. Economic feasibility: Meishan paper-cutting faces the challenges of the modern market economy. Mass-produced and low-cost decorations often obscure the craftsmanship and uniqueness of Meishan paper-cutting. Therefore, it is difficult for artisans to compete and maintain a viable income through their craft (Wu, 2016). Creating opportunities for Meishan paper-cut artisans to enter larger markets, establish sustainable business models, and demonstrate the value of their handmade products is crucial to their economic well-being (Jianfei & Jianhua, 2009).

4. Limited innovation: Meishan paper-cutting faces the challenge of limited integration of innovation and contemporary elements. In order to attract the younger generation and expand its market appeal, Meishan paper-cutting must strike a balance between retaining its traditional essence and embracing innovative design and technology (Li & Li, 2020). Encouraging craftsmen to explore new forms of artistic expression while maintaining the core characteristics of Meishan paper-cutting can help revitalize Meishan paper-cut craftsmanship and attract a wider audience (Lili, 2021).

Faced with these problems, the inheritors have made many attempts. The inheritors believe that good inheritance is both inheritance and development. Therefore, the inheritors created the concept of "three-dimensional Paper-Cut" based on traditional skills, successfully created three-dimensional and semi-three-dimensional Paper-Cuts such as "Rooster" and "Bauhinia Ball", and won awards in major international and domestic competitions.

When asked about the reason why this form of art is facing the risk of being lost, the inheritor pointed to the following problems:

1. Social background: The rapid modernization of cities in China has impacted traditional culture

2. The rise of diverse cultures: With the booming popularity of short-forms videos, a variety of cultures are accepted by the public, which impacts the traditional culture.

The problems in the culture and the current general environment have led to Meishan paper-cut art needing recovery. Figure 34 is a record of the process of researchers visiting the inheritors of Meishan paper-cutting.



Figure 34 Discuss with Ms. Xiang Liangjing, the inheritor of Meishan Paper-Cutting  
Source: The photo was taken at Xiang Liangjing home in Meishan County, Yiyang City, Hunan Province by Researchers, 2022.

To sum up, the inheritance of Meishan paper-cutting is faced with numerous severe challenges. First, the decline in the number of craftsmen is worrying. Many old Meishan paper-cut craftsmen have gradually left with the changes of the times. At the same time, the new generation of young people is less interested in traditional crafts, leading to a break in the inheritance chain. In addition, the fast-paced and efficient lifestyle of modern society also makes young people more inclined to choose other careers. They may need to have more interest in Meishan paper-cutting, which requires patience and meticulous craftsmanship. Second, the need for more recognition and appreciation is another factor hindering the inheritance of Meishan paper-cutting. For most people, Meishan paper-cutting may be an unfamiliar form of art, and one needs to understand its history, cultural background, and artistic value. Therefore, it is urgent to take adequate measures to encourage more young people to devote themselves to the inheritance of Meishan paper-cutting, strengthen cultural education and publicity, and let more people know and appreciate the value of Meishan paper-cutting.

## 2.14 Research on innovation of paper-cutting

Figure 35 is Project-based learning oriented STEAM: The case of micro-bit paper-cutting lamp, The case of micro-bit paper-cutting lamp studied by Lu, S. Y., Lo, C. C., & Syu, J. Y. (2022).



Figure 35 The case of micro-bit paper-cutting lamp

Source: Design by Shi-Yun Lu, Accessed on March 23, 2022, Accessible from <https://link.springer.com/article/10.1007/s10798-021-09714-1/figures/10>, Page 2571.

The analysis of the Meishan paper-cut innovation case and the advantages and disadvantages of the case provides a valuable reference for developing commercial products that fulfill market demands.

Advantages:

1. Uniqueness and creativity: It can attract the attention and interest of consumers and has a strong commercial advantage. Creative products are usually easier to stand out in the market.
2. Adapt to market demand: Rabbit paper-cut lamps meet the current market demand and trend, can meet consumers' aesthetic and functional needs, and have good commercial advantages.

Shortcomings:

1. There are many similar products: This creative product has been widely tried.
2. Production cost: Handmade kirigami lamps require more time and cost, which affects product pricing and profitability.

3. Sustainability: As a handicraft, paper-cut lamps are limited by materials and manufacturing techniques, making it difficult to produce them on a large scale.

Figure 36 is Paper Cut Lamp from the collection of Shanghai Museum, a paper-cut lamp made of paper-cut.



Figure 36 Paper Cut Lamp

Source: Shanghaimuseum, Accessed on March 23, 2022, Accessible from <https://www.shanghaimuseum.net/mu/frontend/pg/article/id/CI00159103>.

#### Advantages:

1. Creativity and differentiation: The product provides consumers with the experience of making paper-cut lamps, which is a creative and exciting idea. By providing pattern books of different styles, the range of choices for customers has been increased, and the products have certain differentiated competitive advantages in the market.

2. Interactive experience: Consumer participation in the production process will bring a sense of interactivity and participation.

3. Educational value: The product comes with a pattern booklet, operating instructions, glue, and scissors, providing customers with an opportunity to learn and create and has a specific educational value.

4. Customization: A variety of patterns and styles are provided to choose from so that consumers can customize personalized lampshades according to their preferences and needs, increasing the product's attractiveness and competitiveness.

Shortcomings:

1. Difficulty in making: Since the product needs to be made by consumers, some consumers who need to improve at manual work may need help with the product's market acceptance.

2. Supply chain and distribution: The product contains a variety of accessories, such as light bulbs, glue, and scissors. It is necessary to ensure the stability and punctuality of the supply chain and distribution to ensure customer satisfaction.

3. Marketing promotion: Since this is a novel product experience, it may be necessary to invest a certain amount of time and money in marketing promotion, educate consumers to know and understand this product, and increase market awareness.

Figure 37 is Paper Cutting—Joy, a canvas bag with JD.com's IP image made in the form of paper cutting.



Figure 37 Paper Cutting—Joy

Source: Design by Hun Yue, Accessed on March 23, 2022, Accessible from <https://www.zcool.com.cn/work/ZMjc0NTYzNg==.html>.



#### Advantages:

1. Cultural expression: Expressing “joy” through paper-cut art makes the canvas bag not only a practical shopping bag but also a cultural expression and artwork, attracting culture and art lovers.

2. Gift option: As a canvas bag, “paper-cut-joy” may become an exciting gift option. Buyers can gift it to friends, family, or colleagues to spread the blessing of joy and happiness.

#### Shortcomings:

1. Target market: Since “paper-cut-joy” combines the traditional Chinese art of paper-cutting, its target market may largely include people interested in Chinese culture and art, which may limit the number of potential consumers.

2. Competitive pressure: The canvas bag market is highly competitive, and similar cultural-themed design products may also exist. “paper-cut-joy” must be differentiated from competitors in design, quality, and pricing.

3. Raw materials and production costs: The production of canvas bags may involve raw material procurement and production costs, and reasonable cost control is required to ensure product competitiveness and profitability.

Figure 38 is a Stationery design based on Paper-Cut cultural elements created by the designer "I am me", which includes cultural and creative products.

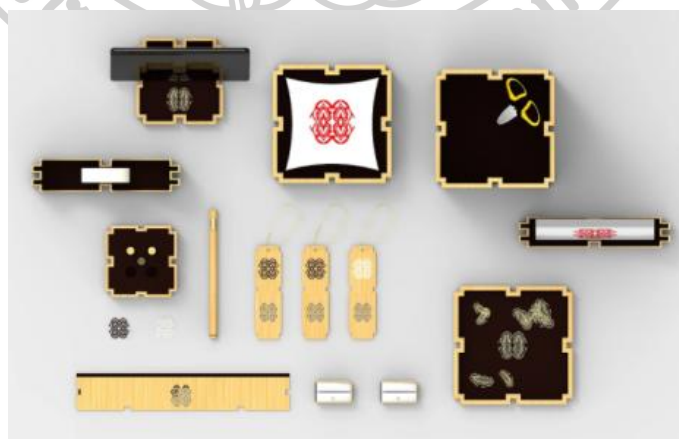


Figure 38 Stationery design based on Paper-Cut cultural elements

Source: Design by I am me, Accessed on March 23, 2022, Accessible from <https://www.zcool.com.cn/work/ZNDA5OTMyMjg=.html>.

#### Advantages:

1. Eco-friendly materials: The use of eco-friendly bamboo and brass materials meets the requirements of modern society for environmental awareness, which helps to attract consumers who pay attention to environmental protection and sustainable development.

2. Inheriting traditional culture: The products use traditional paper-cutting to carve charm to enhance the experience and understanding of traditional culture, which helps to attract consumers who are interested in traditional culture and to inherit and promote traditional culture among the younger generation.

3. Interesting and interactive: The design of the stationery set makes the use process more interesting and interactive. Users can personally participate in the production of paper-cut graphics, which increases the fun and participation of the product.

#### Shortcomings:

1. Production cost: The use of environmentally friendly bamboo and brass materials may increase the production cost of the product, and the pricing strategy needs to be carefully considered to ensure the profitability of the product.

2. Target market: Although the product combines the characteristics of traditional paper-cut culture and modern stationery, its target market may primarily focus on specific consumer groups who are interested in traditional culture and environmental awareness, and it is necessary to ensure accurate market positioning.

3. Competitive pressure: The market for cultural and creative products and stationery is fiercely competitive. There may be competitors for similar creative products, and they need to have certain competitive advantages in terms of design, quality, and marketing.

4. Sales channels: To introduce the stationery set to the market, it is necessary to choose a suitable sales channel to ensure that it can effectively reach the target consumer group and increase the popularity of the product.

Figure 39 is Chaoyang Paper-Cut 2020 Golden Mouse Blessings packaging design.



Figure 39 Chaoyang Paper-Cut 2020 Golden Mouse Blessings

Source: Design by Pinellia Culture, Accessed on March 23, 2022, Accessible from <https://www.zcool.com.cn/work/ZNDMwNzEyNjg=.html>.

#### Advantages:

1. Uniqueness and differentiation: Paper-cut cultural and creative products have unique design and artistic value, which makes them unique in the market and can attract consumers' attention and interest further.

2. Increase added value: Paper-cut cultural and creative products integrate traditional paper-cut art and modern artistic and innovative concepts, which makes everyday stationery such as ordinary handbags, red envelopes, and packaging boxes more valuable and meaningful and increases the added value of products.

3. Emotional resonance and emotional connection: Paper-cut cultural and creative products may arouse people's emotional resonance with traditional culture and handicrafts, allowing consumers to establish an emotional connection with the product, which helps to increase product recognition and loyalty.

4. Market potential: As a creative product that incorporates cultural elements, paper-cut artistic and innovative products are anticipated to attract specific consumer groups, such as culture lovers and art collectors, and have the potential to succeed in particular markets.

Shortcomings:

1. Production cost and production difficulty: Since paper-cut cultural and creative products involve complex paper-cut production processes and unique materials, production costs and problems may be increased, resulting in limited pricing or reduced profitability of products.

2. Target market and audience restrictions: Paper-cut cultural and creative products may mainly attract specific consumer groups interested in traditional culture and handicrafts, limiting the scope of potential audiences.

3. Market competition: The cultural and creative market is highly competitive. Similar innovative products may have competitors and need specific competitive design, quality, and pricing advantages.

4. Marketing and publicity: Paper-cut cultural and creative products must invest specific resources and energy in marketing and advertising to increase product popularity and market share.

In summary, these insights include inspirations and techniques used, increasing appreciation for and educating others about the cultural significance of this traditional art form. Helps promote and raise awareness of Meishan paper-cut art's importance in Chinese culture. These innovative paper-cut products are highly commercial but are not enough to solve the problems of inheritance and innovation of Meishan paper-cut art form.

## **2.15 Current Status of Literature Research**

In terms of traditional skills, many researchers have conducted in-depth research on the scissors skills, pattern design, and paper selection of Meishan paper-cutting. For example, scholars such as Li Xin have systematically sorted out the traditional scissors skills of Meishan paper-cutting and discussed the technical characteristics and inheritance methods of different styles and schools. Regarding traditional crafts, researchers are committed to digging out the unique technological process and material selection of Meishan paper-cutting. Scholars such as Wang Jian explored the inheritance of traditional Meishan paper-cut crafts in local communities through field research and interviews. They discovered that the inheritors made a series of innovations in selecting paper and the production process.

Regarding traditional education, some scholars have paid attention to the inheritance and cultivation of traditional Meishan paper-cut skills. Zhao Gao and others proposed strengthening the construction of the traditional Meishan paper-cut education system and promoting the inheritance of traditional skills. They called for educational activities on the inheritance of Meishan paper-cutting in schools and communities to cultivate interest in young people intrigued by this unique art form. Regarding traditional values, some scholars have studied the status and significance of Meishan paper-cutting in social culture. Zhang Song and other scholars believe that the traditional Meishan paper-cutting carries folk wisdom and emotion and is integral to local community culture. They have emphasized that the inheritance of Meishan paper-cut art must adhere to the tradition's essence and core values to still have a unique cultural value in modern society. With the continuous advancements brought by social change and modernization, the inheritance, and innovation of Meishan, this art form has attracted much attention. The research on innovative Meishan paper-cut art also covers a range of aspects, including technological innovation, artistic innovation, and cultural innovation.

Regarding technological innovation, some researchers have begun to explore the application of digital means in the inheritance and innovation of Meishan paper-cutting. Li Li and others proposed to bring Meishan paper-cutting into the virtual reality space to realize the innovation of multimedia expression. Applying such digital technology can bring new opportunities for the inheritance and promotion of Meishan paper-cutting and attract more young people to participate in the learning and creation of Meishan paper-cut artworks. In terms of artistic innovation, researchers have explored the combination of traditional Meishan paper-cutting with other art forms to create a new form of artistic expression. Liu Guanxiang and other scholars have integrated Meishan paper-cutting into stage art and installation art through practical exploration, enriching the expression forms of traditional paper-cutting and giving it a broader artistic space. Regarding cultural innovation, some scholars have paid attention to the fashion and aesthetic value of Meishan paper-cutting in modern society. Translators and other scholars have found that in modern society, Meishan paper-cutting has attracted the attention of more young people through cooperation with the

fashion industry and cross-border innovation and has promoted the re-spreading of traditional paper-cut art.

Altogether, the research on the inheritance and innovation of Meishan paper-cutting covers the skills, crafts, education, and values of inheritance and the technology, art, and culture of innovation. Scholars have put forward their views and suggestions from different perspectives, providing valuable references and inspiration for the inheritance and development of Meishan paper-cutting. However, many researchers have proposed new ideas in terms of innovation, but they need help to simultaneously cover the two aspects of inheritance and innovation well. Some researchers have outstanding innovations, but these innovations need to be stronger. It is challenging to solve the problem of Meishan paper-cut inheritance and innovation with more than one innovative product (McAnany & Yoffee, 2009; Wengrow & Graeber, 2018).

## **2.16 Existing Literature**

Recent studies have demonstrated that the research fields related to the inheritance and innovation of Meishan paper-cutting have garnered massive scholarly attention. Scholars have been actively exploring various aspects of this traditional art form, illuminating its heritage, evolution, and contemporary applications.

Previous research also reveals the challenges the Meishan paper-cut tradition and the related industry face in the face of modernization and globalization. The effects of social change, urbanization, and shifting cultural values have prompted scholars to examine the best ways to preserve the authenticity and essence of this traditional art form while promoting its adaptation and innovation for contemporary audiences. Scholars are striving to strike a balance between preserving ancient techniques and embracing modern artistic expressions, ensuring the continuity and relevance of Meishan paper-cutting in an ever-changing world.

Studies have proven that technological advances, especially in digitization and virtual reality, have great potential to revitalize Meishan kirigami and attract younger generations to participate in this art form. The researchers explored the integration of Meishan paper-cutting into a virtual reality environment, providing new avenues for its display and creating an immersive experience for a global audience. By embracing

modern technology, this art form has found new ways to transcend geographical barriers, reach a wider audience, and gain appreciation beyond traditional boundaries.

First, many studies have emphasized the critical position of Meishan paper-cutting in Chinese traditional cultural heritage. Through historical research and case studies, Zhang, Wang, and Chen and Li, Wu, and Zhou have revealed the long history and profound culture of Meishan paper-cut heritage. These researchers have provided important clues to understanding the origin, evolution, and cultural connotation of Meishan paper-cutting and conducted in-depth excavation on the core value and significance of inheriting Meishan paper-cut art tradition. Many studies jointly recognize the challenges and opportunities that this art form faces in modern society. With the transformation of society and the development of modernization, issues such as regional cultural characteristics, educational inheritance, and digital technology mentioned in the literature have become vital issues to be resolved in its inheritance and innovation. These studies provide us with an in-depth understanding of how to strike a balance between tradition and modernity, protect the purity of traditional art, and, at the same time, give it new vitality and development space.

The research methods used in the literature are diverse, covering multiple research aspects, from field research, interviews, historical research, and digital technology. Wang and Liu (2019) have discussed the innovative methods in the digital age that can bring new ideas to the inheritance and development of Meishan paper-cutting. The ideas of Sun and Chen (2022) involving the integration of Meishan paper-cutting into virtual reality can help carve a new path for technological preservation. The educational issues discussed emphasize the essential educational support of Meishan paper-cut inheritance. These diverse research methods provide us with more possibilities for a comprehensive understanding of the inheritance and innovation of Meishan paper-cutting.

Chen and Wu and Wang, Xu, and Li have delved into the status of Meishan paper-cutting in Chinese traditional cultural heritage. Chen and Wu have emphasized the value of this art form as a vital representative of the excellent traditional Chinese culture. Wang, Xu, and Li have elaborated on its long-standing cultural heritage and historical evolution.

Zhou and Zhang and Jiang have paid attention to the inheritance and innovation of the Meishan paper-cut art form in the digital age. Zhou and Zhang proposed an innovative method of introducing Meishan paper-cutting into virtual reality and other digital technologies to enhance its communication effect and attract more young people to participate. Jiang emphasized that this art form has formed a unique regional cultural feature in a specific area and pointed toward the vital influence of regional culture on its inheritance.

Guo, Liu, and Wang and Zhao and Chen have underscored the critical role of education in inheritance. Guo, Liu, and Wang remarked that education is the foundation of Meishan paper-cut inheritance and proposed an education reform and training plan to promote its inheritance. Zhao and Chen, through aesthetic analysis, have expounded on the unique artistic charm of Meishan paper-cutting and recognized the importance of education for more people to understand and inherit this unique art form.

Zhang and Wang and Chen, Liu, and Sun explored the artistic expression and innovation of Meishan paper-cutting. Zhang and Wang, through field investigations and case studies, explored the application and challenges of traditional techniques in contemporary art innovation. Chen, Liu, and Sun focused on the artistic expression and inheritance of Meishan paper-cutting through aesthetic analysis and empirical research, recognizing the inheritance methods and application prospects of Meishan paper-cutting in contemporary society.

Finally, Li and Zhang and Xu and Li have discussed the inheritance and innovation of Meishan paper-cutting. Li and Zhang, through empirical research, explored the inheritance and development of Meishan paper-cutting in digital platforms such as virtual reality. Xu and Li shed light on the vital position of Meishan paper-cutting in community cultural inheritance, emphasizing its social value as a symbol of regional culture.

In general, these documents have an everyday cognition in the research on the inheritance and innovation of Meishan paper-cutting, including the vital position of Meishan paper-cutting in traditional culture, the protection and inheritance of traditional skills, the inheritance and innovation in the digital age, and the influence of education on inheritance. At the same time, their research methods have their characteristics, covering field surveys, interviews, digital technology and other



methods, and in-depth research on the inheritance and innovation of Meishan paper-cutting from different perspectives. These studies collectively build a multi-dimensional cognition of Meishan paper-cut inheritance and innovation and provide a valuable reference for further in-depth research and promotion of the same.

### **2.17 Research Conflict**

The degree of influence of digital technology on the preservation of traditional kirigami techniques in Zhang et al. (2021) remains contentious. While some assert that digitization offers new opportunities for broader dissemination, others have expressed apprehensions about the possible loss of authenticity and traditional craftsmanship. Whether there is a cooperation between the fashion industry and traditional paper-cutting and to what extent, Li et al. (2020) determined that the revival of the art form is controversial. While proponents argue that such collaborations can appeal to younger audiences and enhance cultural relevance, skeptics worry that commercialization could dilute the cultural essence of the art. The influence of regional cultural factors discussed in the study by Wang and Liu (2019) on the preservation and inheritance of Meishan paper-cutting has been debatable in cultural heritage research. Some researchers argue that regional identity is vital in promoting continuity in the arts. In contrast, others emphasize balancing regional uniqueness and broader cultural appreciation. To what extent the fusion of Meishan kirigami and virtual reality proposed by Sun and Chen (2022) has influenced the traditional aesthetics of this art form is still a topic that can ignite polarizing debates. Some view this technological innovation as enriching artistic expression, while others express concerns about possible separation from the original cultural context. Liu et al. (2018) studied the role of education in preserving Meishan paper-cuts and concluded that it had been a subject of controversy. While some researchers emphasize the importance of formal education for passing technology on to future generations, others underscore the importance of informal learning and community-based practices. As explored in Chen and Wu's study (2022), the extent to which the artistic innovation of Meishan paper-cutting influenced its social value and cultural significance is debatable. Some researchers argue that artistic innovations have expanded art's influence and relevance, while others worry that sweeping changes could erode art's historical integrity. As discussed in Zhou's study (2019), whether the

application of modern designs in Meishan paper-cutting will lead to the decline of traditional crafts is currently highly debated. Modern design can bring fresh perspectives and attract new audiences, while others worry that it may stray from art's core principles. As suggested in Zhang and Wang's research (2020), the extent to which collaborations between contemporary artists and traditional kirigami practitioners have influenced artistic continuity and cultural heritage has been discussed. Some researchers advocate interdisciplinary collaboration to revitalize the arts, while others warn against compromising its traditional essence. Wang et al. (2019) studied the influence of the artistic expression of Meishan paper-cutting on its social and cultural value. Some researchers believe that artistic innovations contribute to the revival of art culture, while others question whether these innovations are consistent with the traditional aesthetics that society values. As explored in Jiang's study (2021), whether and to what extent the promotion of Meishan paper-cutting in the context of cultural tourism affects the preservation of its authenticity is a polarizing topic. Some researchers believe tourism can increase awareness and appreciation, while others express apprehensions about potential commercialization and commodification. Guo et al. (2018) have discussed how the regional cultural background influences the aesthetic and artistic expressions of Meishan paper-cutting. The topic has divided the research community, where some researchers argue that regional differences enrich artistic diversity, while others accentuate the need to preserve core artistic elements. Whether the fusion of Meishan kirigami and contemporary installation art, as presented in Zhao's research (2020), determines the continued relevance of the art form is debated. Some researchers believe this interdisciplinary exploration appeals to younger artists and audiences, while others question the compatibility between the installation art and traditional kirigami techniques.

The extent to which collaborations between traditional artisans and contemporary designers have influenced the preservation and innovation of Meishan kirigami has been a topic of discussion, as studied by Xu and Li (2019). Some researchers advocate interdisciplinary collaboration to ensure art's adaptability, while others warn against diminishing its cultural significance. Chen et al. (2021) explored whether and to what extent Meishan paper-cutting was introduced into stage performance and theatrical art. The impact on historic heritage conservation has

generated much debate. Some researchers felt the stage adaptation could introduce the art to a broader audience, while others expressed concerns about possible departures from its original context. As proposed by Li and Zhang (2022), the extent to which the combination of virtual exhibitions and online platforms affects the accessibility and continuity of Meishan kirigami remains controversial. While some researchers highlighted the benefits of digital accessibility, others discussed potential challenges in preserving the tactile and spatial aspects of the art form.

These different research conflicts and debates contribute to a comprehensive understanding of the complexity of the preservation and innovation of Meishan kirigami. By acknowledging these diverse perspectives, researchers can engage in productive discussions and develop comprehensive strategies to preserve and promote this significant cultural heritage.

## **2.18 Research Gap**

### **2.18.1 Lack of Previous Research**

While the historical significance and cultural value of Meishan paper-cut art have been extensively studied, more is needed to know about the impact of digital technology on the preservation of traditional paper-cut techniques. The role of digitization in disseminating and preserving art forms needs to be more specific and studied. To date, there needs to be more discussion of potential conflicts between the traditional craft of Meishan paper-cutting and modern design. While some researchers have explored the integration of elements in contemporary art, there needs to be more information on the impact of these innovations on the art form's authenticity and cultural heritage. Compared with the plethora of research on the educational aspects of Meishan paper-cut art conservation, more information is needed on the role of informal learning and community practice in promoting continuity in the art form.

Further investigation is needed to understand the impact of community engagement on its spread. Although some studies have focused on the influence of regional cultural factors on the preservation and inheritance of Meishan paper-cutting, more details are required about the specific mechanism by which regional characteristics promote the continuation of this art form; that is, more research is needed to explore how regional cultural elements interact with conservation efforts. While the

integration of Meishan kirigami with virtual reality and digital platforms has been explored, there needs to be more research into how digitalization and these technological advances affect this art form's traditional aesthetics and artistic expression. Despite growing interest in promoting Meishan paper-cutting through cultural tourism, comprehensive research on the potential challenges of commercialization and commercialization still needs to be done.

Further research is needed to address how cultural tourism affects the integrity and conservation of this intangible cultural heritage. Although the benefits of interdisciplinary collaborations with contemporary artists have been recognized, there needs to be more information on how these collaborations have affected the traditional craft and technical skills of Meishan paper-cut art. More in-depth research is warranted to assess the impact of such collaborations on the continuity of this art form. While some studies have explored the artistic innovation of Meishan paper-cutting, there needs to be more research regarding the potential tension between artistic experimentation and preserving historical integrity. Further research is needed to balance artistic innovation with the protection of traditional artistic elements.

Simply put, although substantial progress has been made in the research on the preservation and innovation of Meishan paper-cutting, some areas still need to be explored further. Addressing these research gaps will shed light on the challenges and opportunities for safeguarding this significant cultural heritage.

#### **2.18.2 Previous Research Flaws**

Despite the growing interest in the topic, the limitations of existing research are becoming more apparent as more research is conducted. One notable limitation of research on this topic is that some studies need a comprehensive understanding of this art form's social and cultural significance. Although many studies have focused on its artistic expression, technical aspects, and historical development, they have often overlooked the broader social impact and cultural value of Meishan paper-cutting in the local community. To fully understand the significance of this traditional art form, future research should take a more holistic approach, considering its sociocultural context and its role in identity formation and community cohesion.

Another area for improvement is the need for a standardized framework for evaluating the success and impact of Meishan paper-cut innovations.

Existing studies often rely on subjective assessment and qualitative analysis, leading to interpretation bias and hindering the comparison of results between different research projects. To overcome this limitation, researchers should develop more objective and measurable indicators to evaluate the effectiveness and sustainability of various innovative approaches.

Existing discourses must also be revised to resolve the potential conflict between tradition and modernity in the preservation and innovation of Meishan paper-cutting. While some studies underscore the importance of preserving the historical integrity of art and traditional craftsmanship, others advocate embracing contemporary elements and collaborations to attract new audiences and ensure their relevance in the modern world. This dilemma requires further investigation to find a balanced approach that respects art heritage while promoting its development to meet contemporary needs.

Furthermore, many studies require longitudinal data or follow-up evaluations to trace the long-term impact of innovations in Meishan paper-cut art. In other words, the sustainability of innovative practices and their impact on the art form's continuity still needs to be explored. Longitudinal studies can provide valuable insights into the effectiveness of conservation and innovation efforts over time and help identify potential future challenges and opportunities.

In addition, existing research tends to focus on specific aspects of paper-cut art preservation and innovation, such as digital applications or collaborative projects with contemporary artists. While these studies provide valuable insights into certain key aspects of the topic, they overlook the systemic interconnections between various conservation strategies and innovative efforts. A more comprehensive, interdisciplinary approach is needed to explore how different initiatives complement and interact with each other to promote the overall conservation and development of Meishan paper-cut art.

In conclusion, recognizing and addressing the limitations of existing research on Meishan paper-cut art preservation and innovation is critical to advancing the understanding of and practice in this field. By conducting more comprehensive, interdisciplinary, and longitudinal studies, researchers can better understand the

challenges and opportunities of preserving and promoting this valuable cultural heritage.

Zhang, Wang, and Chen (2021) and Li, Wu, and Zhou (2020) discussed the status of this art form in Chinese traditional culture. However, these studies did not shed light on the protection and inheritance of traditional skills. Therefore, scholars need to pay more attention to balancing the preservation and innovation of traditional paper-cutting in contemporary society.

Wang and Liu (2019) have proposed a method of digital innovation but have not accounted for the impact of digital inheritance on traditional paper-cut skills and potential challenges. More efforts should be directed toward understanding the limitations of digital technology in preserving the authenticity of craftsmanship and the inheritance of traditional craftsmanship.

Sun and Chen's study (2022) emphasized the critical influence of regional culture on inheritance. However, the work does not fully elucidate how differences affect the inheritance of Meishan paper-cutting. The research can further examine the specific influence of regional cultural characteristics on paper-cut inheritance.

Liu, Li, and Zhang (2018) and Chen and Wu (2022) have paid attention to the role of education in inheritance, but they may have yet to thoroughly study the impact of different education models on the inheritance of paper-cut skills. Further research could explore how traditional knowledge and innovative approaches can be integrated into education. Wang, Xu, and Li (2019) and Zhou and Zhang (2020) have discussed artistic expression and innovation, but they have not accounted for the cultural conflicts that Meishan paper-cut innovation may cause. More research can explore how to balance innovative and traditional elements to ensure that the cultural value of this art form is not affected. Jiang (2021) and Guo, Liu, and Wang (2018) have elaborated on the influence of the digital age on inheritance and development but have not considered the influence of digital technology on the traditional aesthetics of Meishan paper-cutting. Further research could delve into the potential impact of digitization on the way art is expressed and passed on. Zhao and Chen (2019) and Zhang and Wang (2020) have discussed the innovation and modern application of Meishan paper-cutting but have not elaborated on the technical difficulties that may arise when

traditional techniques and modern designs are integrated. More research can explore how to balance traditional craftsmanship and the innovative needs of modern design. Chen, Liu, and Sun (2021) and Li and Zhang (2022) have shed light on the application of Meishan paper-cutting in stage art and installation art but have yet to fully explore the artistic effect of Meishan paper-cutting in different performance scenarios. Further research can compare the effects of different performance forms on paper-cut art. Xu and Li (2019) have explored the impact of digital exhibitions and online platforms on Meishan paper-cutting but have yet to consider digitalization fully – the limitations of technology in the inheritance of traditional paper-cut skills. More research can elaborate on the impact of digital technology on inheritance methods to give full play to the role of digital platforms in Meishan paper-cut inheritance.

These research deficiencies provide the direction and focus of further research. Future research can focus on these aspects to fully understand Meishan paper-cut inheritance and innovation challenges and opportunities. At the same time, reasonably bridging these research gaps can improve the academic value and practical significance of Meishan paper-cut inheritance and innovation research.

## **2.19 Chapter Summary**

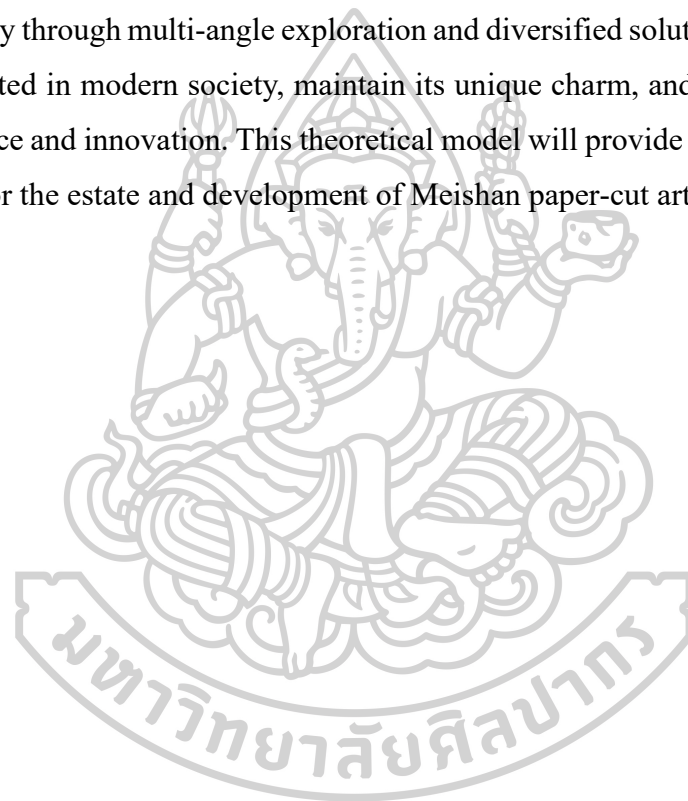
Through literature review, field investigation, and expert interviews, the researchers explored the roots of Meishan paper-cut art and analyzed the influence of cultural and historical factors on its development and the possibility of paper-cutting.

First, by consulting relevant scholarly materials and documents, the researchers comprehensively understood the historical and cultural background of this art form. Second, by interviewing the inheritors of Meishan paper-cutting, the researchers gained an in-depth understanding of the meaning of Meishan paper-cut patterns and identified problems such as decreased paper-cut craftsmen, limited innovation, and young people's lack of interest in this art form and the willingness to inherit it. These issues are directly or indirectly related to the rapid development of society, urbanization, multiculturalism, and the rise of short-form videos.

To inherit and innovate Meishan paper-cut art, the researchers have learned from the attempts of Meishan paper-cut inheritors. Then, through a comprehensive literature review, the researchers examined prior research results on Meishan paper-cutting,

understood different viewpoints and research methods, and summarized and analyzed their shortcomings. Previous studies were often limited to a single product innovation or solution, which is challenging regarding inheritance and innovation. Therefore, exploration from multiple angles is necessary, and so are the solutions to realize the commercial transformation of Meishan paper-cut art to attract the interest of young people to achieve the critical goals of inheritance and innovation.

By referring to this series of research results, the researchers finally came up with ideas and theoretical models for the inheritance and innovation of Meishan paper-cutting. Only through multi-angle exploration and diversified solutions can this art form be rejuvenated in modern society, maintain its unique charm, and achieve the success of inheritance and innovation. This theoretical model will provide helpful guidance and reference for the estate and development of Meishan paper-cut art.





## **CHAPTER 3**

### **HOW TO CONDUCT RESEARCH**

In this chapter, the researchers chose high-efficiency, high-quality, and practical research methods to delve into the ancient art form of Meishan paper-cutting. Summarizing the research process and explaining the steps provides valuable guidance for researchers interested in exploring this art form. To ensure the high-efficiency and quality of research, the researchers have combined previous research experience to select appropriate research tools, data collection methods, data analysis methods, and evaluation tools. In terms of data collection, the researchers used different approaches, including interviews, on-site inspections, review of literature and materials, questionnaires, and expert opinions, to obtain comprehensive and accurate information. These methods helped the researchers better understand the inheritance and innovation of Meishan paper-cutting and reveal its significance and challenges in the context of society and culture.

The researchers used qualitative research methods to conduct detailed studies and interpret the data in data analysis and to organize and summarize the elements of Meishan paper-cutting by coding and classification to form a map of Meishan paper-cut elements to provide a basis for subsequent inheritance and innovation work.

In addition, quantitative research methods, questionnaires, and other tools were used to collect a large amount of data and conduct statistical analysis to understand the public's awareness and interest in Meishan paper-cut art. These quantitative data facilitated the evaluation of the effect and feasibility of the Meishan paper-cut inheritance and innovation model.

By choosing high-efficiency, high-quality, and practical research methods and tools, the researchers intended to conduct a comprehensive and in-depth study of the ancient art form of Meishan paper-cutting to provide substantial theoretical and practical support for inheritance and innovation and, at the same time, provide valuable experience and guidance for other researchers, and promote the better legacy and development of Meishan paper-cutting, a precious intangible cultural heritage.

### 3.1 Introduction

Figure 40 enumerates the steps of the research method.

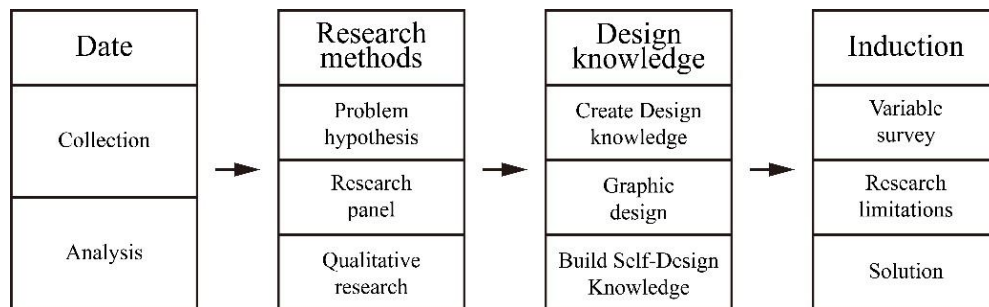


Figure 40 Research Methodology Visualization Diagram

Source: Picture drawn by Researchers, 2022

The first step involved data collection, including Meishan paper-cut artworks and related products, followed by data analysis and summarization. Next, a research team was set up to conduct research on the problem. This chapter explains how the researchers collected and analyzed data to examine the inheritance and innovation of Meishan paper-cutting. Based on the pattern design of Meishan paper-cut products, qualitative research methods were used to summarize and establish graphic design knowledge and self-design knowledge. The research content is as follows.

### 3.2 Research Methodology

Qualitative research methods helped the researchers deeply understand all aspects of Meishan paper-cut inheritance and innovation, uncover problems and trends, and provide suggestions and prospects for future development. Through qualitative research methods, the researchers have contributed to the protection and development of Meishan paper-cutting, an important cultural heritage.

### **3.3 Expert Assessment Team**

Six knowledgeable individuals were selected in the research group for the thesis experts.

#### **3.3.1 Meishan Paper-Cut Inheritor-Xiang Liangjing**

Xiang Liangjing was born in Xianxi Town, Anhua, Hunan Province, in 1962. His credentials include a college education, and he is recognized as a Hunan paper-cut artist and graphic designer. Xiang Liangjing is a member of the China Arts and Crafts Society Folk Arts and Crafts Association and serves as the Director of Hunan Paper-Cut Research Association. Currently, he is the general business agent for “Shennan” and “Goose” brands of student electronic products in Zhejiang Province.

He has concentrated on studying the art of paper-cutting for decades, trying to innovate. Professionals in the domain of inheritor artwork may offer viewpoints about the technical features of the creation, including appropriate skills, tool application, and the past progression of the inheritor. As the successor of Meishan paper-cutting, he passed on this traditional knowledge to research team members through dictation, demonstrations, and guidance, introducing other members to the paper-cut process. He has mastered the basic skills of an inheritor and knows how to create complex inheritor patterns. He assisted the research team in collecting and organizing relevant documents and conducting an in-depth investigation into their historical origins.

#### **3.3.2 Brand Design Experts Ma Quan**

Ma Quan received a Bachelor of Arts degree from the Central Academy of Arts and Design in 1987. She went on to earn a PhD from the China National Academy of Arts and become a graduate student and doctoral supervisor at the Department of Visual Communication Design, Academy of Arts & Design, Tsinghua University. Additionally, Ma Quan serves as the deputy secretary-general of the Design Committee of the China Packaging Federation and is a member of the Academic Committee of the China Advertising Association. She was primarily responsible for planning the brand image and visual identity, brand promotion and communication, as well as user experience design. Additionally, she provided constructive advice on branding for this research.

### **3.3.3 Art Historians Fu Gang**

Fu Gang (male, Han nationality) was born on October 15, 1955. He is a native of Jiangsu Province and graduated from the Department of History of Peking University in January 2001, majoring in ancient Chinese history, and obtained a doctorate. Currently, he is a professor at the research center and a representative of the project “‘Spring and Autumn’ and ‘Han Dao’ – Research on Politics and Political Culture in the Han Dynasty.” He was mainly responsible for art history research, collecting Meishan paper-cut pattern elements, and using professional knowledge and research capabilities to help the research team deeply explore the art history and art theory of Meishan paper-cutting and understand its status and significance. He also provided a professional academic perspective, including educational guidance and research methods for Meishan paper-cut art, to the research group members.

### **3.3.4 Business Design Experts Mu Hong**

Mu Hong graduated from the Chinese Department of Tianjin Normal University. Currently, he serves as the President of Advertiser Culture Group, Vice President of the China Advertising Association, and Review Chairman of the China Advertising Great Wall Award and Advertiser Award. Additionally, Mu Hong is the Co-Chairman of the Advertiser Business Alliance, Chairman of Creative Planet Network, CCTV Strategy Consultant of the Advertising Department, and the Founder of the Advertising Academy. He provided valuable insights into the potential of Meishan paper-cutting in terms of market demand, appropriate pricing strategies, compelling promotions, and successful marketing techniques. He was mainly responsible for market analysis and research, business strategic planning, marketing and advertising, partnership, and business development. He provided a commercial perspective and strategic support for the inheritance and innovation of the Meishan paper-cut art form.

### **3.3.5 Graphic Design Experts Xuwei Zhang**

Xuwei Zhang, the legal representative of Haining Zhongtian Advertising Communication Co., Ltd., and also a shareholder of Haining Zhongtian Advertising Communication Co., Ltd., Jiaying San Miluo Culture Communication Co., Ltd., Zimoying (Shanghai) Cultural and Creative Co., Ltd., has been actively involved in graphics research for over two decades. He examined the visual level of Meishan paper-cut products, condensed them, and extracted components to obtain potential

creative inspiration. He was primarily responsible for evaluating and giving suggestions on visual design.

### 3.3.6 Visual Design Experts Yuan Jian

Ms. Yuan Jian, Executive Chairman of the Academy Award and Brand Outsourcing, brings over a decade of experience in visual design. She has also served as a visual consultant for numerous brands. She was mainly responsible for the research group's graphic design and creative design committee and, through her visual composition and design skills, showed the inheritance and innovation of Meishan paper-cut art.

### 3.3.7 Research Team Assistants

Figure 41 is a photo of the research team during the researchers' inspection in Meishan County. The researchers included Junjun Fan, Yangzhou, Sujie, Cao Xiyu, and Huang Fanghong.



Figure 41 Assist the Researcher in taking a group photo in Meishan County  
Source: A group photo of the researcher and the team assisting the research in Meishan County, 2022.

A team was formed to assist the researcher in investigating the inheritance and innovation of Meishan paper-cutting. The following are the members of this team:

Zhou Yang: Responsible for collecting and summarizing the graphic elements of Meishan paper-cutting and maintaining records of the suggestions given by various experts.

Xiyu Cao: Responsible for implementing research-related activities, personnel arrangements, date arrangements, etc.

Fanghong Huang: Responsible for keeping the team's research records, filming, etc.

Junjun Fan: Responsible for market data collection and research.

Researchers: Responsible for communicating with various experts, understanding suggestions, making related designs, and giving guidance to team members.

### **3.4 Data Collection Methods**

A qualitative research method was used to collect relevant data on the Meishan Paper Cut.

#### **3.4.1 Collection Method**

##### **1. Interviews**

Semi-structured interviews were conducted with Meishan paper-cut artists and experts to gather valuable insights into the heritage and innovation of this art form as well as their experiences and views.

##### **2. Questionnaire**

Quantitative data on the popularity of paper-cutting in Meishan and the practitioners' and the public's attitudes toward paper-cutting were collected through surveys. Surveys were distributed in person to collect data from a large number of respondents. The questionnaire was designed, and its overall relevance was determined using the formula:  $\text{Total Relevance of Items} = \frac{\text{Total Score of All Other Questions}}{\text{Total Score of All Questions}}$ . Formulas were used to evaluate the relationship of individual questions in the survey to the overall survey score and to determine whether each question contributes to the overall structure being measured. Item-total correlation values ranged from -1 to 1, with higher values indicating stronger correlations between individual issues and the overall structure. The resulting values represent the relationship between each question and the overall structure. The total relevance of an

item was estimated by adding the scores from all other inquiries (excluding the question being assessed) and dividing by the total score for all questions.

The points for the question were added, and then the total score for all questions was divided by this entire score. Each answer required a rating on a 5-point Likert scale. If the correlation of all items in the third question was estimated, the metrics indicated the association between the third query and the overall evaluation structure.

Higher item-to-total correlation values indicated a more vital link between individual issues and the overall structure. In comparison, lower values denoted a weaker link. This information helped decide which questions should be removed from or added to the survey to measure the overall structure. Using item-total correlations helped the researchers identify redundant or irrelevant questions, improve research quality, and assess survey question validity, as well as ensure that their investigations accurately and efficiently measure expected structures (Gliem & Gliem, 2003).

### 3. Likert Scale

The Likert scale is a rating scale used to measure the degree to which a respondent agrees or disagrees with a statement. Using a 5-point Likert scale, each item was scored on a scale of 1 to 5, with the following possible answers corresponding to scores of 1, 2, 3, 4, and 5: “strongly disagree,” “disagree,” “neutral,” “agree,” “strongly agree.” The researchers and survey authors used the 5-point Likert scale to gather participants’ opinions, attitudes, and perceptions of various topics. Scores obtained from this scale can be used to analyze responses and draw conclusions about the views or attitudes of the population being studied.

### 4. Questionnaire Evaluation

The six experts named earlier judged the questionnaires to suggest necessary adjustments for its optimization.

### 5. Case Study

The researchers conducted a case study of Meishan paper-cut artists or groups to acquire a detailed understanding of the inheritance and innovation of art forms.

## 6. Focus Group

A focus group discussion was organized with Meishan paper-cut practitioners or enthusiasts to attain an in-depth understanding of the collective experience and perspectives of the group and various aspects of Meishan inheritor heritage and innovation, such as using new materials or techniques.

### 3.4.2 Data Analysis Method

The researchers used the following methods to analyze the data.

#### 1. Content Analysis

This method was used to analyze data systematically and objectively to identify relevant patterns and themes. The inheritor was asked to discover familiar patterns, techniques, and motifs.

- Encoded data categorized data using an encoding method. One instance could be assigning codes to inheritor creations based on their theme, technique, and pattern.

- Analyze data and discover trends and motifs in encoded information with tools like NVivo to facilitate assessment.

#### 2. Thematic Analysis

By discovering themes and regularities in the gathered information, the researchers uncovered recurring patterns in interviews conducted with inheritor experts and academicians. The process of conducting a thematic exploration is typically comprised of the following steps: to check the complete picture of the data obtained and explore the emerging themes and patterns from the data. An instance of this is analyzing the interviews with inheritor artists that uncovered the initial codes, including the significance of the Meishan inheritor's tradition or the impact of innovation on the art form's evolution. One approach was to cluster initial codes into more prominent themes, such as combining traditional principles with patterns/techniques to form a preservation theme for the Meishan paper-cut tradition. The pieces were refined and revised to ensure that they stayed true to the gathered information and accurately reflected the core focus of the research inquiry.

#### 3. Statistical Analysis

Analyzing data using statistical techniques helped the researchers uncover patterns and trends, such as shifts in topic popularity over time. A variety of



steps were necessary to conduct statistical analysis. The process entailed gathering and tidying information to guarantee its precision and entirety. This analysis helped the researchers understand the relationship between the history and evolution of the pattern and its prevalence over time. Statisticians often have to choose a technique appropriate for their objectives in data analysis (Ghasemi & Zahediasl, 2012). One example is regression analysis. Analyzing the data using statistical methods and interpreting its outcomes is crucial for this process. For data encoding and classification, different methods were employed in this research based on the data being studied. In the context of Meishan paper-cut works, a visual coding scheme was used to categorize them based on technique, theme, or material used. For analyzing interviews with inheritor artists, a text-based coding scheme was used to classify responses according to themes and patterns. For dependable outcomes, it was imperative to have a clear and concise coding system designed based on the research question and dominant trends. Once finalized, the data were classified and coded using the NVivo software, allowing one to scrutinize the data for patterns and trends

#### 4. Challenges and Solutions

When scrutinizing data, it is imperative to remain unbiased due to researcher bias influencing data interpretation (Grcar, 2014). Striving for impartiality and thoroughly documenting the coding and classification procedure can help overcome this obstacle. Multiple researchers conducting independent analyses can also strengthen the validity and consistency of the results. An effective coding scheme is crucial to analyzing extensive datasets with various variables, and software tools like NVivo can assist with navigating this challenge. One possible approach is to analyze smaller data subsets separately before combining the results. Taking a systematic and iterative process, including feedback from other researchers or experts in the field, is crucial in addressing this challenge of analyzing coding schemes and topics.

### 3.5 Limitations of the Research Method

In the pursuit of understanding the inheritance and innovation of Meishan paper-cutting, it is essential to acknowledge the limitations inherent in the chosen research method. While our study successfully sheds light on various aspects of this intricate art form, it is essential to recognize the constraints and potential shortcomings that may

impact the findings and interpretations. Understanding the scope of research by accepting these limitations committed to ensuring transparency and providing a comprehensive understanding of the scope of our study. The presentation offers an opportunity to reflect on the methods' limitations, such as the availability and accessibility of critical resources. Additionally, this acknowledgment allows future research endeavors to build upon these limitations, addressing them and advancing our knowledge of the inheritance and innovation of Meishan paper-cutting with improved methodologies and expanded perspectives. The following aspects that fell short in this research can be improved upon by future researchers.

1. The number of participants in the study is limited. The sample size needs to be increased to fully understand the inheritance and innovation of this art form (Zhang et al., 2019).

2. Subjectivity, biases, and opinions of respondents during the research might have influenced the information obtained. Therefore, the objectivity of the research results cannot be guaranteed.

3. The study's timeframe was restricted, potentially impacting the scope of the information acquired.

4. Language barriers existed, as the investigation was conducted with individuals who spoke either Mandarin or Meishan dialect, which might have constrained the researchers' capacity to comprehend and decipher information precisely.

### **3.6 How to Address or Mitigate these Limitations**

The following measures are recommended to mitigate these disadvantages to a certain extent.

1. Increasing the sample size to fully comprehend the inheritance and innovation of the Meishan paper-cut art form: upcoming research ought to incorporate a broader and more diverse group of individuals.

2. Using multiple data collection methods: using surveys, observations, and case studies for data collection can enhance objectivity in future research.

3. Extending the study period: by lengthening the duration of the investigation, a profound and exhaustive examination of the research can be carried out.

4. Hiring translators to cope with the challenge of linguistic diversity: upcoming research is suggested to employ proficient translators skilled in both Mandarin and Meishan dialects.

### **3.7 Chapter Summary**

In this study, the researchers used qualitative research methods and conducted a comprehensive theme exploration through interviews, field investigations, literature review, data review, questionnaire surveys, and expert opinions to gain an in-depth understanding of the inheritance and innovation of Meishan paper-cutting. These research tools and data collection methods have been widely used in previous studies and have been proven to play a vital role in researching the inheritance and innovation of Meishan paper-cutting.

Through interviews and on-the-spot investigations, the researchers gained an in-depth understanding of the views and experiences of Meishan paper-cut inheritors, artists, and communities to obtain their views on traditional paper-cut techniques and their understanding of innovation. Consulting literature and materials helped the researchers understand the historical evolution of Meishan paper-cutting, the characteristics of conventional techniques, and existing research results. This process provided essential knowledge and theoretical support for this research. The questionnaire survey helped collect a large amount of data and understand the perception and opinions of a broader audience on Meishan paper-cut art. At the same time, expert opinions provided valuable academic advice and professional perspectives and deepened the researchers' understanding of the research topic.

Compared with previous studies, the methods and tools adopted in this study have similar advantages. These methods have been widely used in prior research and proven to have high-efficiency, practicality, and quality assurance in the research on the inheritance and innovation of Meishan paper-cutting. By fully drawing on previous experience and methods, the researchers ensured the reliability and validity of this study. Finally, the researchers will provide readers with practical enlightenment and suggestions for the inheritance and development of Meishan paper-cutting.

## **CHAPTER 4**

### **DATA ANALYSIS AND DESIGN RESULTS**

This chapter elaborates on the research results attained by collecting, refining, and classifying the elements of Meishan paper-cutting through rigorous analysis as well as a map of Meishan paper-cut elements. The researchers had set up Meishan paper-cut art inheritance workshops in colleges and universities to incorporate intangible cultural heritage into the education system and provide young people with opportunities to learn and inherit Meishan paper-cut skills.

At the same time, the researchers developed innovative products to cater to the preferences and needs of young people. These products integrated traditional Meishan paper-cut elements with modern design so that this art form will be more widely recognized and spread among the younger generation. To promote the inheritance and innovation of its cultural heritage, the researchers also carried out a series of Meishan paper-cut cultural activities to promote the legacy and creation of the intangible cultural heritage. These activities included exhibitions, demonstrations, competitions, and exchange activities, aiming to strengthen the society's awareness of this art form and pique public interest and attention to intangible cultural heritage.

To spread the Meishan paper-cut inheritance and innovation model to more people, the researchers designed a manual, recorded each step and experience in detail, and shared it with other institutions. At the same time, the researchers held workshops to engage young people, encourage them to create innovative products that suit their preferences and assess the credibility and applicability of the model.

#### **4.1 Meishan Paper-Cut Classification**

After the on-the-spot investigation of Meishan paper-cut art, a large number of collected elements were classified and summarized into four categories.

##### **1. Conventional Paper Cutting**

Figure 42 is the Meishan paper-cut pattern extracted and scanned by the researchers, with the content of Bamboo and mountains.



Figure 42 Conventional Paper Cutting Bamboo

Source: The Researchers Scanned the Pattern and Extracted it, 2022.

Generally produced through a simple process for sale. Figure 42 depicts conventional paper-cutting, which contains elements of bamboo and stone.

## 2. Folk Custom Paper-Cutting

Figure 43 is the application of Folk Custom Paper-Cutting photographed by researchers in Meishan, including quilts, pillows, and towels.



Figure 43 Folk Custom Paper-Cutting Pillow

Source: Photo taken in Meishan County by Researchers (2022)

These include paper-cuts for local customs and culture. As can be seen from Figure 43, Meishan paper-cut patterns are applied to quilts, pillows, and towels.

## 3. Festival Paper Cutting

Figure 44 is the Festival Paper Cutting Quilt decoupage for festival photographed by researchers in Meishan, which shows plumeria flowers with paper-cut stickers on the eggs.



Figure 44 Festival Paper Cutting Quilt decoupage for festival  
Source: Photo taken in Meishan County by Researchers, 2022.

Decoupage is a paper-cut often used during festivals. Figure 44 shows plumeria flowers, which are used to celebrate the birth of a child.

#### 4. Zodiac paper cutting

Figure 45 is Zodiac sheep and Zodiac rabbit photographed by researchers in Meishan. The content is Zodiac sheep and Zodiac rat.



Figure 45 Zodiac sheep and Zodiac rabbit

Source: Photo taken in Meishan County by Researchers, 2022.

These include paper-cuts made with the theme of the zodiac. As evident in Figure 45, the zodiac animals sheep and rat are generally given as gifts to friends and relatives.

## 4.2 Selection of Meishan Paper-Cut Patterns

### 1. Regular Paper Cutting

Visual aesthetics: Consistent with visual aesthetics in design, the picture is balanced, harmonious, and visually appealing, with precise cutting lines and cleanly cut and well-defined overall shapes and no rough edges or cracks.

Historical meaning: Passed down from ancient times to modern times.

Cultural background: Year after year, there are more than (Fish)

Pattern: Fish

Symbolic: Means surplus every year

### 2. Cultural and creative peripherals

Visual aesthetics: Products have cultural references or themes that affect their meaning and value. Products involve experimentation and the use of new processes and materials. Innovative and creative, maintaining a tight connection to its cultural roots. Ease of use and enhance its usefulness.

Historical meaning: The open market is popular in modern times.

Cultural Background: Goose is used in weddings.

Pattern: Goose

Symbolic: Couples in pairs

### 3. For festivals

Visual aesthetics: Strong cultural implication, superb technology, closely connected with culture.

Historical meaning: Passed down from ancient times to modern times.

Cultural background: Used during childbirth.

Pattern: Frangipani

Symbolic: Healthy growth of children

### 4. Chinese zodiac

Visual aesthetics: The design accurately represents the zodiac signs, and the design is well-balanced and visually appealing. The paper-cut design should express

symbolic meaning, the cutting line should be precise and clean, and the overall shape of the cutting should be clearly defined.

Historical meaning: Passed down from ancient times to modern times.

Cultural Background: Chinese zodiac

Pattern: Sheep

Symbolic: Sanyang Kaitai

After extraction-classification, analysis, and expansion of paper-cut graphics, the attribute implication of drawings was considered. The following points were considered.

1. Cultural background: Paper-cutting is a folk art form whose form, technique, and meaning vary from region to region and culture. Analyzing an inheritor from a cultural perspective involves examining its historical roots.

2. Visual aesthetics: Inheritor is a highly visual art form that relies on intricate designs, shapes, and patterns to create stunning visual effects. The researchers analyzed the art of the inheritor from a visual aesthetic point of view, including evaluating its composition, color, texture, and overall beauty.

3. Technical skills: decoupage requires high skill, patience, and precision. The researchers analyzed inheritor art from a technical perspective by evaluating the artist's expertise with cutting tools, paper materials, and techniques used to create the artwork.

4. Symbolism: Inheritor often carries symbolism embedded in its images, motifs, and themes. Unpacking the significance of inheritor through a semiotic lens entails unraveling concealed meanings and references to culture and symbolism expressed through the art.

5. Historical significance: the art of inheritor has a long history over many years. It reveals the changes in society, culture, and art throughout the ages. When looking at inheritor from a historical perspective, it is essential to explore how inheritor has evolved and influenced other forms of art and cultural practices.

#### **4.2.1 Paper-Cut Pattern Extraction and Classification Summary**

The first step was to group patterns according to their unique characteristics and styles. The history and art styles that influenced Meishan paper-cutting were understood by grouping patterns into different sections. Meishan's paper-cut tradition involves various techniques and styles vital in safeguarding and



popularizing the area's distinct cultural heritage. Researchers and artists can exploit this understanding of Meishan's diverse patterns and styles to formulate inventive and individualized designs by fusing traditional techniques with contemporary concepts (Maojun & Liangjing, 2012). To sum up, the classification and induction of inheritor patterns were crucial for this research because they helped the researchers to gain insight into the evolution and development of Meishan inheritor. Furthermore, this process helped preserve and promote the art of inheritor and lay the foundation for future research and innovation. The Meishan paper-cuts were extracted and divided into four categories: ordinary paper-cuts, custom paper-cuts, festival paper-cuts, and zodiac paper-cuts. In Figure 46, A is a photo of the Meishan paper-cut fish pattern, B is the line drawing and pattern scanned and produced by the researcher, and C is the new designed pattern.



Figure 46 Fish Pattern Extraction Extension

Source: The Researchers Scanned the Pattern and Extracted it, 2022.

In Figure 47, A and C is a photo of Meishan paper-cut frangipani pattern, B is the line drawing and pattern scanned and made by the researcher, and D is the designed new pattern.

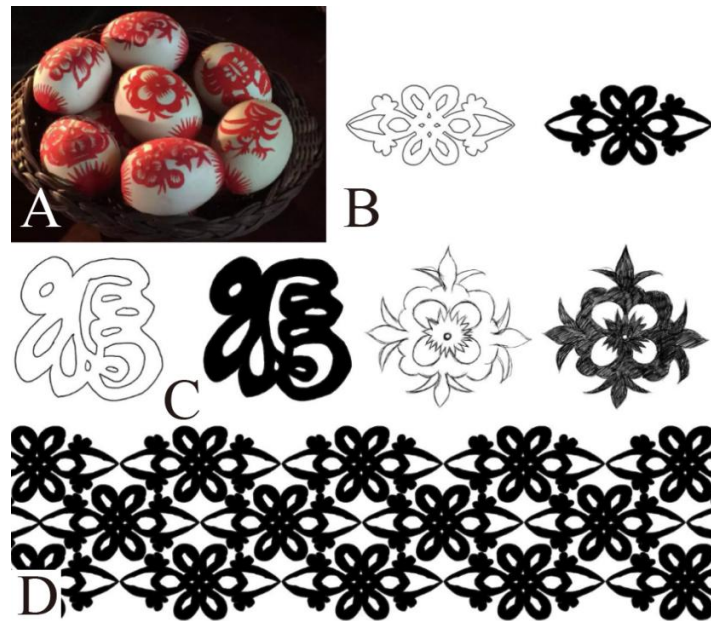


Figure 47 Festival Paper-Cut pattern extraction extension

Source: The Researchers Scanned the Pattern and Extracted it, 2022.

In Figure 48, A is a photo of the swan pattern on the Meishan paper-cut pillow, B is the line drawing and pattern scanned and made by the researcher, and C is the new designed pattern.

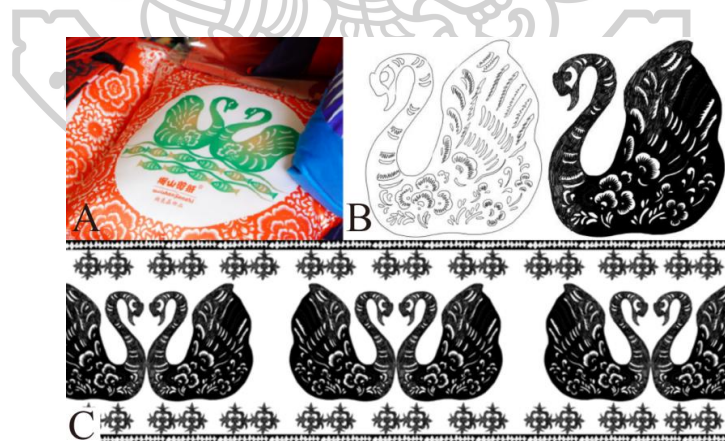


Figure 48 Festival Paper-Cut Pattern Extraction Extension

Source: The Researchers Scanned the Pattern and Extracted it, 2022.

In Figure 49, A is a photo of the Meishan paper-cut zodiac sheep pattern, B is the line drawing and pattern scanned and produced by the researcher, and C is the new designed pattern.

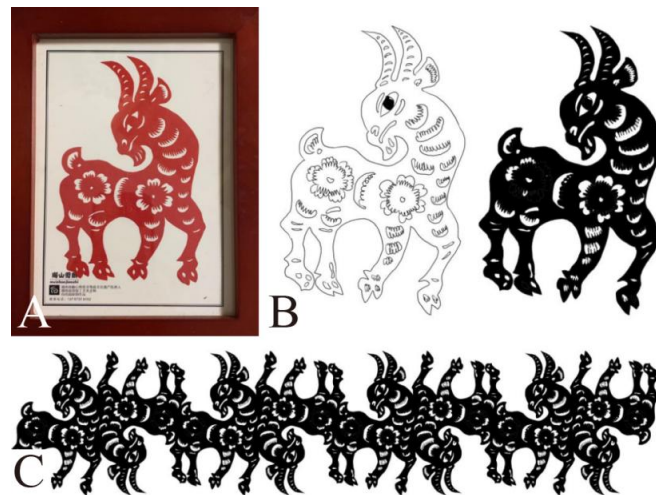


Figure 49 Zodiac Paper-Cut pattern extraction extension

Source: The Researchers Scanned the Pattern and Extracted it.

For example, in Figure 46, the Meishan paper-cut pattern fish is scanned and extracted, and then the pattern is designed repeatedly. In Figure 47, the Meishan paper-cut pattern is scanned, extracted and designed into a pattern. In Figure 48 and Figure 49, the swan and sheep are scanned, extracted and designed into a pattern.

#### 4.2.2 Pattern Combination

Figure 50 is a record of the process of selecting and analyzing patterns. The photo was taken at the Meishan paper-cut workshop held in Meishan County in June 2022.



Figure 50 Design Process Records

Source: The Photo was Taken at the Meishan Paper-Cut Workshop in Meishan County, 2022.

The extracted Meishan paper-cut patterns were analyzed and selected. Graphic extensions were made along with the combination of classified paper-cut patterns to get brand-new graphics.

Figure 51 combines the Meishan paper-cut swan pattern and the egg flower pattern to create a new pattern.



Figure 51 Festive Paper-Cut Fish Folk Paper-Cut Pattern Combination

Source: Picture drawn by Researchers, 2022.

Figure 52 Combine the fish pattern with the egg flower pattern and butterfly pattern to design a new pattern.

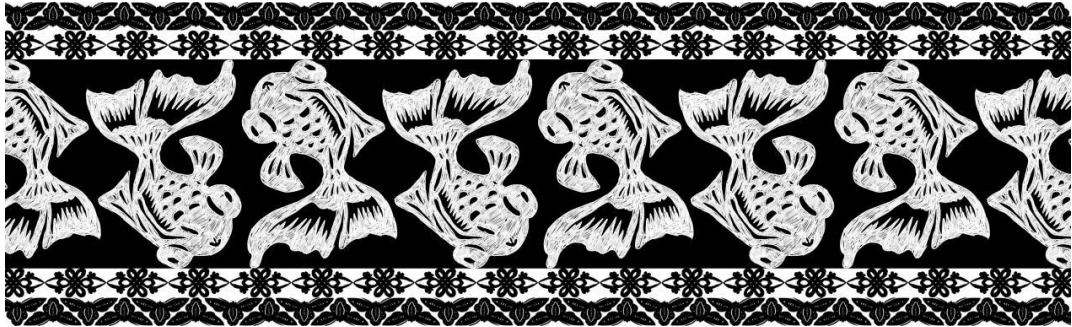


Figure 52 Combination of Regular Inheritor and Festive Inheritor

Source: Picture drawn by Researchers, 2022.

Figure 53 combines the zodiac sheep pattern with the flower pattern to design a new pattern.

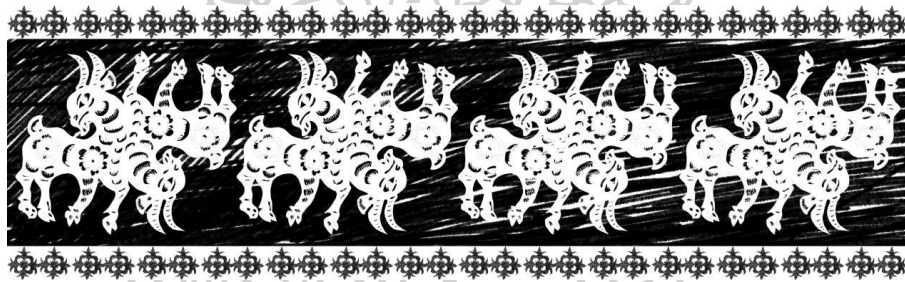


Figure 53 Combination of Zodiac and Festival Paper-Cut Patterns

Source: Picture drawn by Researchers, 2022.

Combine the patterns extracted from Meishan paper-cutting to design a new pattern and complete the design preparation work.

### 4.3 Meishan Paper-Cut Innovation and Innovation Plan Proposed

According to literature review, on-the-spot investigation, case analysis, data search, and other methods, the researchers learned from its excellent places and avoided its shortcomings. To this end, three Meishan paper-cut innovation plans were devised, namely, brand building, innovation model inheritance, and marketing planning.

### 4.3.1 Innovation Mode 1 Establish Meishan Paper-Cut Brand Image "Cutting Clouds and Jianshui"

In this era of rapid modernization and a changing cultural landscape, the preservation and promotion of this ancient craft face significant challenges. To address these challenges, the researchers delved into the areas of heritage and innovation of Meishan paper-cutting, with a special emphasis on building a brand image that upholds tradition while appealing to contemporary audiences.

The brand was named "Caiyunjianshui." The brand concept is the unity of nature and humans, which implies the mythical elements in Meishan paper-cutting. Cutting creates all things, which refers to the rich elements of Meishan paper-cutting, water, wood, and Tsinghua. It symbolizes the folk landscape of Meishan paper-cutting.

Figure 54 is the focus of the brand image design. The brand is named Caiyunjianshui. The brand concept is the unity of nature and man, which implies the mythical elements in Meishan paper-cutting. Cutting creates all things, which means the rich elements of Meishan paper-cutting, water, wood and Tsinghua. It symbolizes the folk landscape of Meishan paper-cutting.



Figure 54 Cutting cloud Jianshui Brand

Source: Picture drawn by Researchers, 2022.

The aim of this study was twofold: first, to explore the heritage of Meishan paper-cutting through its historical and cultural roots, and second, to explore

new ways of promoting and revitalizing this art form through the development of visual brands. By studying the origins, techniques, and symbols of Meishan paper-cutting, the researchers strove to understand the fundamental principles that have shaped this unique art form over the centuries. Considering consumers' changing preferences and needs from this research, the researchers were committed to developing a strategy that could effectively position the designed brand as a preferred brand to ensure long-term sustainability and relevance in the modern world.

The importance of brand building is reflected in the importance of establishing the brand image of Meishan paper-cutting, which lies in bridging the gap between tradition and innovation, protecting inheritance, promoting development, and improving the awareness and understanding of Meishan paper-cutting among a wider audience at home and abroad. This increased visibility will contribute to China's cultural heritage and foster intercultural dialog and appreciation while educating and engaging audiences to appreciate the artistry and cultural narrative embedded in Meishan paper-cutting. As the world becomes more interconnected, interest in traditional art forms and crafts increases. Meishan paper-cutting has the potential to attract international markets due to its beauty and cultural significance. Creating a brand image that embodies the essence and contemporary aesthetics of Meishan paper-cutting can create opportunities for cultural exchange and economic growth (Honghong, 2017). Through initiatives such as workshops, exhibitions, and collaborations, brand identity can promote cultural preservation and revitalization (Honghong, 2017).

#### **4.3.2 Innovation Mode 2 Inheritance and Innovation Research Model**

Figure 55 is a visualization of the Meishan paper-cut inheritance and innovation model. The design of this model is divided into three steps. First, the researchers established the Meishan paper-cut design guide, developed Meishan paper-cut innovative products, and held Meishan paper-cut research activities.

Open Meishan paper-cutting workshop	Paper-cut product innovation	Intangible Heritage Research
Meishan paper-cut map	Cultural tourism product design	product exhibition
Inheritance and Innovation of Meishan Paper Cutting		

Figure 55 Inheritance and Innovation Research Model

Source: Picture drawn by Researchers, 2022.

The researchers propose the following inheritance and innovation model of Meishan paper-cutting. The model consists of three interrelated steps: 1) organizing the Meishan paper-cut workshop; 2) commercialization of products; 3) organization of intangible cultural heritage research activities. This comprehensive approach was adopted to develop and present a practical model combining inheritance and innovation for Meishan paper-cutting. Each step in the model serves a distinct purpose, contributing to the overall goal of preserving the art form's tradition while facilitating its adaptation to contemporary contexts (Honghong, 2017).

#### Step 1: Setting up the Meishan paper-cut workshop

With the aim of integrating Meishan paper-cut art into the education system, workshops were set up in colleges and universities to create a nurturing environment where students can learn and practice their craft under the guidance of experienced artisans and teachers. By incorporating Meishan inheritance into the curriculum, students can deepen their understanding of this art form, acquire essential skills, and develop a passion for its conservation.

#### Step 2: Product commercialization

By focusing on the commercialization of products, the market share and economic vitality of Meishan paper-cut art products was increased. This involved converting designs into commercially viable products such as home decor, fashion accessories, and souvenirs. By combining traditional techniques with contemporary aesthetics and incorporating them into modern products, Meishan paper-cuts can appeal to a broader range of domestic and foreign consumer groups. Commercialization



created economic opportunities for local artisans and increased the visibility of Meishan paper-cutting as a unique cultural heritage, promoting awareness and appreciation of this art form.

#### Step 3: Intangible cultural heritage research activities

This step involved emphasizing the importance of research and documentation for protecting and promoting Meishan paper-cutting as an intangible cultural heritage. It involved helping those interested in this art form provide research conditions so more people can contact and feel the intangible cultural heritage. This will aid future conservation efforts, inspire innovation, and contribute to the scholarly discourse surrounding traditional art forms.

The inheritance and innovation model of Meishan paper-cut art is of great significance to the preservation and development of this ancient art form. Its objective is to ensure the transfer of knowledge and skills to the younger generation by setting up Meishan paper-cut workshops in colleges and universities. The model addresses the potential loss of expertise by cultivating a new group of passionate practitioners. Through product commercialization, this model not only improves the economic prospects of local artisans but also introduces Meishan paper-cutting to a broader audience. By transforming traditional designs into modern products, the model makes Meishan paper-cut artworks more accessible and relevant to everyday consumers, increasing its market demand and commercial viability.

#### **4.3.3 Innovation Mode 3**

Figure 56 is the main visual picture of the Meishan Paper-Cut Culture Communication Planning Case. The picture shows a Meishan paper-cut cow.



Figure 56 Innovation Mode Meishan Paper-Cut Culture Communication Planning Case

Source: Picture drawn by Researchers, 2022.

Effective dissemination was considered decisive in protecting and promoting Meishan paper-cut's intangible cultural heritage. As an art form deeply rooted in Chinese tradition and symbolism, Meishan paper-cutting has excellent cultural and artistic value. To ensure its continued recognition and appreciation, the researchers propose a comprehensive communications plan to raise awareness, engage diverse audiences, and foster a sense of pride and ownership within the local community. Through targeted communication strategies and platforms, the researchers aimed to protect the heritage of Meishan paper-cutting and establish a framework for effectively disseminating its unique cultural and artistic significance.

This innovation mode is significant for protecting, promoting, and inheriting this precious art form. Effective communication bridges the gaps between the past and the present, covering the rich tradition of paper-cutting in Meishan. By documenting and sharing this art form's historical and cultural significance, the program has ensured that it is recognized as a valuable part of China's intangible cultural heritage. Its tradition has been preserved through effective dissemination to ensure its authenticity and integrity for future generations to appreciate and inherit.

The communications program has empowered the local community by fostering a sense of pride, ownership, and active participation in Meishan paper-cut conservation. The program has strengthened social cohesion, identity, and

intergenerational connections through community engagement initiatives such as local exhibitions, workshops, and cultural festivals. Local communities are inspired to take pride in their cultural heritage, be the torchbearers of the culture, and contribute to its continued vitality. Meishan paper-cut art form attracts audiences worldwide with its exquisite design and profound cultural heritage. The communications plan was intended to position the Meishan paper-cutting tradition on a global level, ensuring its recognition as a preeminent form of artistic expression. The program has helped promote cross-cultural understanding, appreciation, and respect for Meishan paper-cut art by engaging with the international community, promoting cultural exchange, and presenting the art form through exhibitions and digital platforms. This global recognition has not only enhanced the reputation of Meishan paper-cutting but also opened the door for cultural exchange, cooperation, and economic opportunities. It has encouraged dialog between different artistic traditions and promoted a greater awareness of the diversity of the global intangible cultural heritage.

#### **4.4 Query Expert and Revise**

Experts were asked about the three proposed Meishan paper-cut plans. Since on-site inquiries were not possible during the COVID-19 pandemic, online meetings were conducted. As stated earlier, the experts included history experts, business experts, Meishan paper-cut inheritors, and graphic experts. Figure 57 is a screenshot of the online meeting, which lasted 68 minutes and 25 seconds.



Figure 57 Expert Online Consultation

Source: Screenshot of Preliminary Design Expert Visit Online Meeting, 2022.

### 1. Ask the expert – Online

The researchers described the study and explained the three options, which each expert rated.

Regarding the Caiyunjianshui brand design, historical experts concluded that this plan may help people hear more about Meishan paper-cutting, but it cannot really help us inherit and innovate this art. Graphic design experts concluded that brand image design can attract some people's attention but requires more practical actions to make this art more appealing and modern. Business experts agreed that branding is useful, but it alone is not enough for Meishan paper-cutting to thrive economically. The inheritors of Meishan paper-cutting opined that more concrete plans are needed to ensure that our traditional art is preserved and passed on. Experts generally believed that although the brand design scheme is helpful for the inheritance and innovation of Meishan paper-cutting, it is not strong enough.

#### *About Meishan Paper-cut Inheritance and Innovation Model*

Historical experts opined that this plan is the best plan and can help us inherit the history and culture of Meishan paper-cutting. Pattern design experts remarked that the scheme offers abundant opportunities to combine traditional patterns with modern needs and make Meishan paper-cutting more appealing. Business experts believed that this model not only has heritage value but also promotes the development of the local

economy and community. The inheritors of Meishan paper-cutting noted that this plan meets the current needs of Meishan paper-cutting and can help the inheritance and innovation of Meishan paper-cutting. Compared with the other two plans, this plan is more comprehensive and has wider coverage.

*About Meishan Paper-Cut Culture Communication Plan*

History experts remarked that cultural dissemination is important, but Meishan paper-cutting requires more practical actions to inherit the history of this art form. Pattern design experts believed that communication planning can promote Meishan paper-cutting, but there is a lack of specific plans to inherit and innovate this art. Business experts opined that this plan has potential, but it requires more economic and market-related measures, and its implementation will be cumbersome and require a large amount of work.

The inheritors of Meishan paper-cutting noted that this plan lacks practical implementation aspects and only solves the inheritance problem of Meishan paper-cutting.

When historical experts considered the inheritance and innovation of Meishan paper-cutting, they noted that the second option is the most promising option. This plan includes the establishment of Meishan paper-cut workshops, the development of paper-cut pattern booklets, innovative products, and research activities, which can better inherit and pass on the historical and cultural value of Meishan paper-cut art. Through workshops, people can learn the traditional art of paper-cutting, while the development of pattern books and innovative products helps integrate this traditional art into modern life. This will help preserve the tradition of Meishan paper-cutting and inject new vitality into it.

Pattern design experts favored the second option because it offers rich opportunities for innovation. In the field of pattern design, one can explore new changes and applications of traditional Meishan paper-cut patterns and, at the same time, create brand-new patterns to make them suitable for different products and scenarios. This helps attract a wider audience and increases the visibility of Meishan paper-cutting while offering more opportunities for creators to showcase their design talents.

Business experts considered the second option a wise commercial choice. By setting up workshops, developing products, and hosting research events, they suggested

creating multiple revenue streams and increasing market exposure for Meishan paper-cutting. This can help boost the local economy and community while attracting tourists and customers. This model offers a comprehensive business plan that leads to sustainable economic growth.

Meishan paper-cut inheritors strongly supported the second option because it emphasizes inheritance and innovation. As a Chinese tradition, Meishan paper-cutting needs to be passed on to future generations, and it also needs to be revitalized in modern society. Through workshops, pattern books, innovative products, and study activities, this tradition can be preserved, and more people can understand and appreciate our culture. The inheritors of Meishan paper-cutting were willing to participate and teach their skills to ensure that this precious heritage could be passed on.

In summary, experts generally opined that the Meishan paper-cut inheritance and innovation model is the most promising and practical solution. This plan comprehensively considers the aspects of inheritance, innovation, business, and cultural communication and provides a more comprehensive plan for the development of the Meishan paper-cut tradition.

Based on the opinions of the above experts, the second plan – the Meishan paper-cut inheritance and innovation model – was recognized as the most promising choice. It combines the elements of history, design, business, and inheritance and can comprehensively promote the inheritance and innovation of Meishan paper-cutting, injecting new life and value into this traditional culture.

## 2. Ask the Expert - On site

Figure 58 shows the recorded photos of this meeting. In addition to these experts, some students were also invited to observe.



Figure 58 Ask for Expert Opinion Face to Face

Source: Preliminary Design Experts Visit On-site Meeting Shooting, 2022.

Due to the communication shortcomings of the online meeting, the researchers conducted on-site interviews with experts during the liberation of China's pandemic. The meeting was held at the Hunan Institute of Technology, and invited guests included history experts, business experts, and graphic design experts who participated in the online meeting previously, in addition to the inheritors of Meishan paper-cutting.

Experts were asked on-site, and their opinions were largely consistent with those expressed during the online meeting. The experts provided explanations and supplements on the three options, which are summarized as follows:

**History expert:** Building a brand image is a superficial promotion method. Although it can increase people's awareness of Meishan paper-cutting to a certain extent, in the long term, it may not be enough to ensure that this tradition is passed on. On the other hand, the Meishan paper-cut inheritance and innovation model focuses on practical actions, including establishing workshops, developing new products, and holding research activities. This will help ensure that skills are passed on and engage more young people to learn about our history.

**Pattern design expert:** Regarding the patterns of Meishan paper-cutting, establishing a brand image may require some iconic designs, but it is usually limited to

a certain degree of consistency. The Meishan paper-cut inheritance innovation model provides wider innovation opportunities for pattern design. The expert suggested the researchers try a variety of novel patterns and integrate traditional patterns with modern styles to meet the needs of different target audiences.

**Business expert:** The expert suggested to the researchers that building a brand image may not be enough to see Meishan paper-cutting become a commercial success. The Meishan paper-cut heritage innovation model covers more activities related to economic growth, such as developing innovative products, establishing workshops to attract tourists and create employment opportunities, and organizing research activities to attract more participants. These activities can help create more business opportunities and provide support for the continued development of Meishan paper-cutting.

**Meishan paper-cut inheritors:** Meishan paper-cut inheritors were most concerned about how to ensure that our traditional skills were passed on to the next generation. The Meishan paper-cut inheritance and innovation model includes many plans that are beneficial to Meishan paper-cut, such as establishing workshops, developing pattern books and innovative products, and holding research activities, which will provide us with more opportunities to teach skills and let more people know about Meishan.

### 3. Evaluation criteria

Experts evaluated the following aspects: visuals, aesthetics, originality, complexity, inheritance, availability, innovation, and expectation.

### 4. Expert assessment tool

$Z = N/R$   $N$  = each score/total score. The product was considered up to standard when  $Z$  was greater than 0.8 (significant). It was considered to require changes when  $Z$  was greater than 0.65 and less than 0.75. When  $Z$  was less than 0.65, it was considered to be below the minimum standard. Experts assigned scores from the following aspects out of five points. Experts used research tools to score the three proposed solutions to determine the solution.



## 5. Expert Scoring Results

Table 1 Expert Consultation Results

	Mode 1	Best Mode 2	Mode 3
visual Aesthetics	3.6	4.1	3.1
Originality	3.7	3.8	3.2
Complexity	3.2	3.6	4.1
Inheritance	3.5	3.9	3.2
Availability	4.1	3.5	3.1
Innovation	4.2	3.5	3
Expected	3.6	3.6	3.2
Comprehensive Value	0.74	0.742	0.65
Z=N/R			

Experts generally believed that the three programs are all very good, but the research model of inheritance and innovation is the most prominent and comprehensive. After scoring by experts, it can be seen from the results that the establishment of workshops, commercialization of products, and innovative models of intangible cultural heritage research scored the highest. The research design followed this innovative model.

In summary, the Meishan paper-cut inheritance and innovation model was recognized as the most promising and practical solution because it provides a more comprehensive plan to ensure the inheritance and innovation of this valuable tradition. Experts were questioned at the scene, and they confirmed their original views.

### 4.5 Set up Meishan Paper-Cut Workshops in Schools

In order to promote the inheritance and innovation of Meishan paper-cutting, this program has provided a unique opportunity to incorporate this art form into educational courses to attract and stimulate the minds of young people. By introducing students to the skills, history, and cultural significance of Meishan paper-cutting, the researchers strove to cultivate their creativity, enhance their appreciation of traditional

art, and instill a sense of cultural identity and pride. Through hands-on workshops, students were able to develop their artistic skills, problem-solving skills, and critical thinking while promoting collaboration and cultural exchange. By exploring the establishment of Meishan paper-cut workshops in schools, the researchers envisioned a dynamic, interactive learning environment that not only preserves the heritage of this art form but also allows the next generation to become guardians and innovators of Meishan paper-cutting.



Figure 59 Meishan Paper-Cutting Workshop

Source: The photo was taken at the Meishan Paper-Cutting workshop of Changde University, Hunan, China, 2022.

The Meishan paper-cut workshop has allowed students to be exposed to Meishan paper-cutting, improved students' artistic creation abilities, deepened their understanding of Chinese culture and enhanced their cultural awareness. Setting up a Meishan paper-cut workshop in a university was found to be of great benefit to both students and Meishan paper-cutting as it helped maintain and promote traditional Chinese culture while enhancing cultural awareness and appreciation.

#### 4.6 Procedures for Setting up a Workshop

Figure 60 expresses the cooperation model between Meishan paper-cutting and schools, including the relationship between schools, inheritors and students.

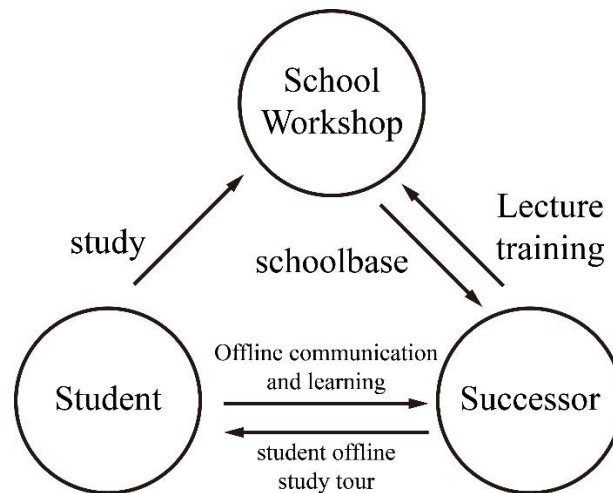


Figure 60 The School Establishes the Operation Model of Meishan Paper-Cut Workshop

Source: Picture drawn by Researchers, 2022.

The model was divided into three parts: students, inheritors, and school workshops. The inheritors regularly teach at the school. The school was used as a base for the inheritors. Students attend classes regularly in the workshops and go to the inheritors in Meishan County once a semester. The workshops opened included on-site inspections, and the inheritors could conduct on-site communication and teaching with students.

#### 4.7 Meishan Paper-Cut Pattern Extraction and Classification

Meishan paper-cut art form has captivated artists, scholars, and enthusiasts with its exquisite craftsmanship and profound cultural connotation. Complex design, iconic patterns, and meticulous invention reflect the artistic excellence and traditions of Meishan. The researchers delved into a comprehensive exploration of the unique attributes that define this unique and extraordinary art form. By closely examining the various elements that contribute to the beauty and distinctiveness of Meishan paper-cut

art, such as technique, style, subject matter, and cultural context, the researchers aim to provide a nuanced understanding of its artistic essence. Through this analysis, the researchers sought to unravel the intricate layers of meaning embedded within each piece, highlighting the cultural and historical narratives permeating Meishan paper-cut art.

#### 4.7.1 Conventional Paper Cutting

Figure 61 shows the patterns selected by the researchers, including eggplant, bamboo, peach, tomato, pattern, plum blossom, grape, lotus, lucky bag, character, pomegranate, and butterfly. These all belong to Regular Paper Cutting.

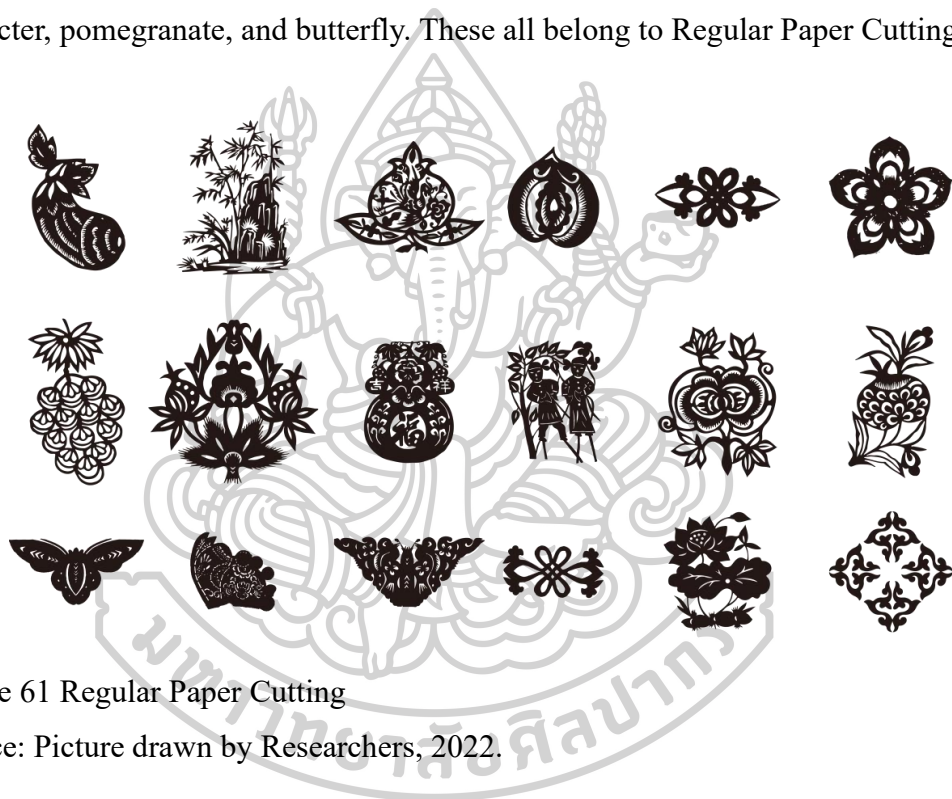


Figure 61 Regular Paper Cutting

Source: Picture drawn by Researchers, 2022.

For conventional paper-cutting, materials such as flowers, trees, and butterflies are mostly everyday things, generally appearing as a single element.

#### 4.7.2 Custom Paper-Cutting

Figure 62 and Figure 63 shows the Custom Paper Cutting selected by the researcher, including human figures, unicorns, mythical beasts, chickens, swans, swallows, and fish.



Figure 62 Custom Paper Cutting

Source: Picture drawn by Researchers, 2022.

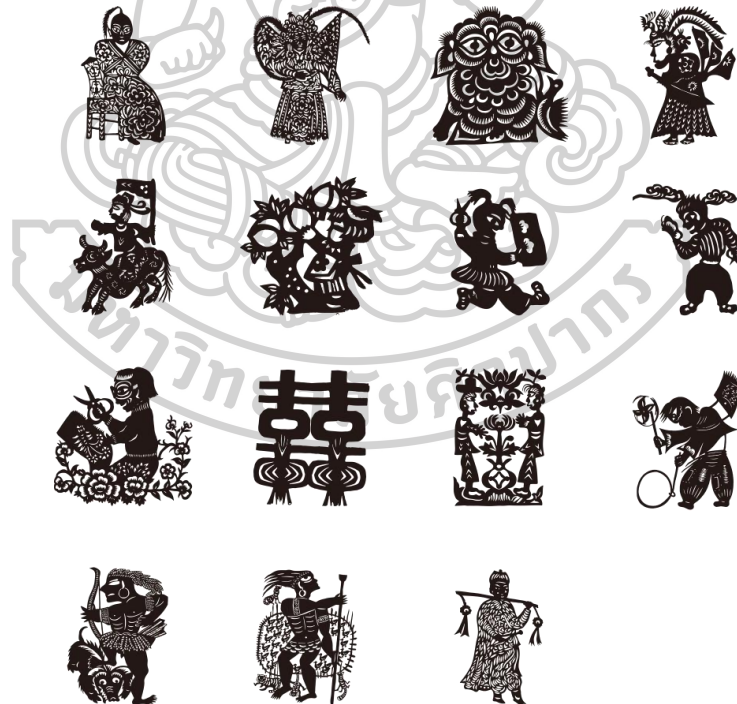


Figure 63 Custom Paper Cutting

Source: Picture drawn by Researchers, 2022.

The elements of custom paper-cutting mostly express the unique local customs.

#### 4.7.3 Festival Paper-Cutting

Figure 64 is the Festival Paper-Cutting screened by researchers.



Figure 64 Festival Paper-Cutting

Source: Picture drawn by Researchers, 2022.

The elements of custom paper-cutting mainly express the unique local customs or the paper-cutting used in holding custom activities.

#### 4.7.4 Zodiac Paper-Cut

Figure 65 is the Zodiac Paper-Cut selected by the researchers.



Figure 65 Zodiac Paper-Cut

Source: Picture drawn by Researchers, 2022.

The content includes the Chinese zodiac.

#### 4.8 Pattern Collection

The researchers collected, classified, and summarized the pattern elements of Meishan paper-cutting to provide accurate reference and inspiration for later design innovations. The details are divided into four parts: regular paper-cutting, traditional paper-cutting, zodiac paper-cutting, and festival or folk paper-cutting and made into a map

##### 1. Regular Paper Cutting

Figure 66 is the front side of the design guide obtained by summarizing the extracted Regular Paper Cutting. The front side includes the pattern and the meaning of

the pattern. Figure 67 The back side of the Regular Paper Cutting guide is a step guide for pattern design.

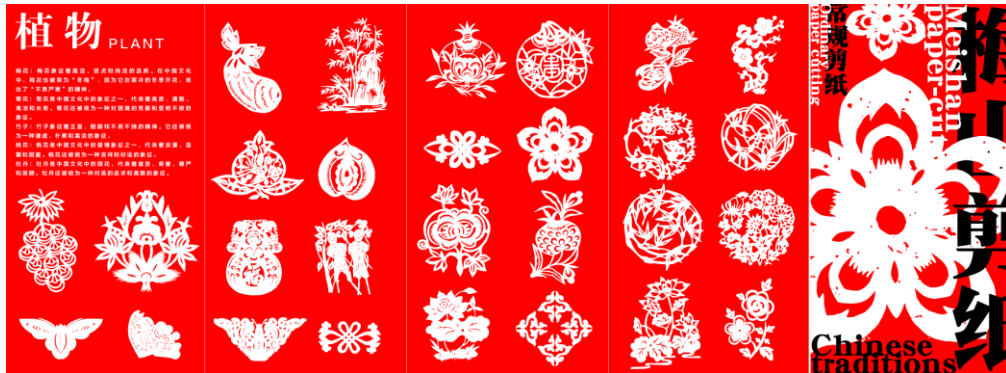


Figure 66 Regular Paper Cutting Design Guidelines - Front

Source: Design by Researchers, 2022.



Figure 67 Regular Paper Cutting Design Guidelines - Reverse side

Source: Design by Researchers, 2022.

Includes classical Meishan paper-cut pattern elements, such as flowers, animals, plants, etc. In the map, they are categorized according to theme and style, making it convenient for researchers and designers to find and refer to.

## 2. Custom Paper Cutting

Figure 68 is the front side of the design guide obtained by summarizing the extracted Custom Paper Cutting. The front includes the pattern and the meaning of the pattern. Figure 69 The back of the regular paper cutting guide is a step-by-step guide to pattern design.





Figure 68 Custom Paper Cutting Design Guidelines – Front  
 Source: Design by Researchers, 2022.



Figure 69 Custom Paper Cutting Design Guidelines - Reverse side  
 Source: Design by Researchers, 2022.

Mainly covers style elements related to traditional traditions, such as weddings and festive paper-cutting. Customized paper-cutting is the application of Meishan paper-cutting in specific scenes, which brings people happiness and other pleasant feelings. Each type is described in detail, accompanied by related text instructions, which are convenient for researchers and designers to understand and use.

### 3. Zodiac Paper Cutting

Figure 70 is the front side of the design guide obtained by summarizing the extracted Zodiac Paper Cutting. The front includes the pattern and the meaning of the pattern. Figure 71 The back of the Zodiac Paper Cutting guide is a step-by-step guide to pattern design.

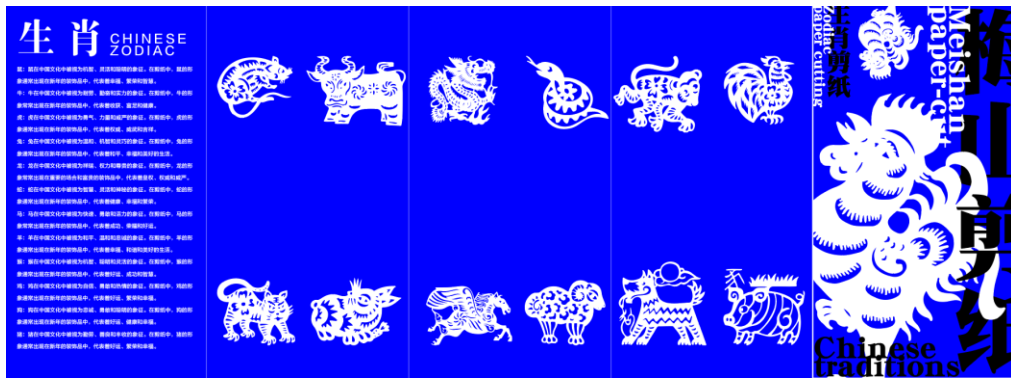


Figure 70 Zodiac Paper Cutting Design Guidelines – Front  
 Source: Design by Researchers, 2022.

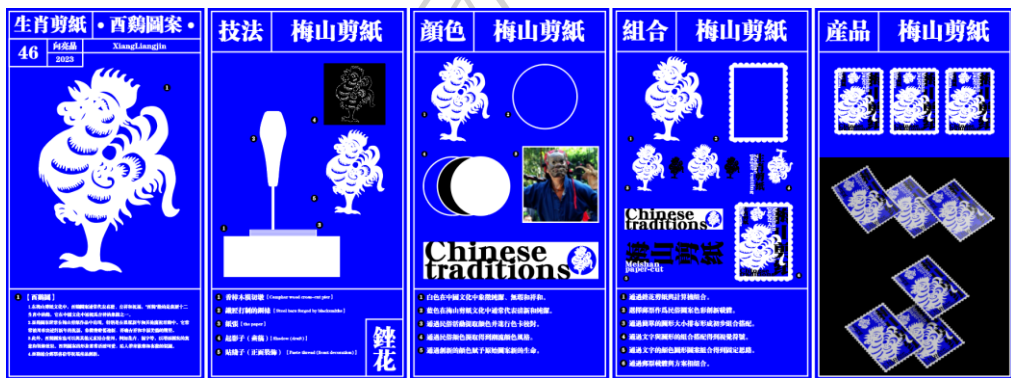


Figure 71 Zodiac Paper Cutting Design Guidelines - Reverse side  
 Source: Design by Researchers, 2022.

This style plays a vital role in Chinese culture. Each zodiac sign represents unique and extraordinary qualities and symbols. This map lists the cutout-style elements common to each constellation. It provides coherent basic information and symbol meanings to help researchers and designers better understand and use them. Design guidelines are provided for each kirigami type.

#### 4. Festival Paper Cutting

Figure 72 is the front side of the design guide obtained by summarizing the extracted Festival Paper Cutting. The front includes the pattern and the meaning of the pattern. Figure 73 The back of the Festival Paper Cutting guide is a step-by-step guide to pattern design.

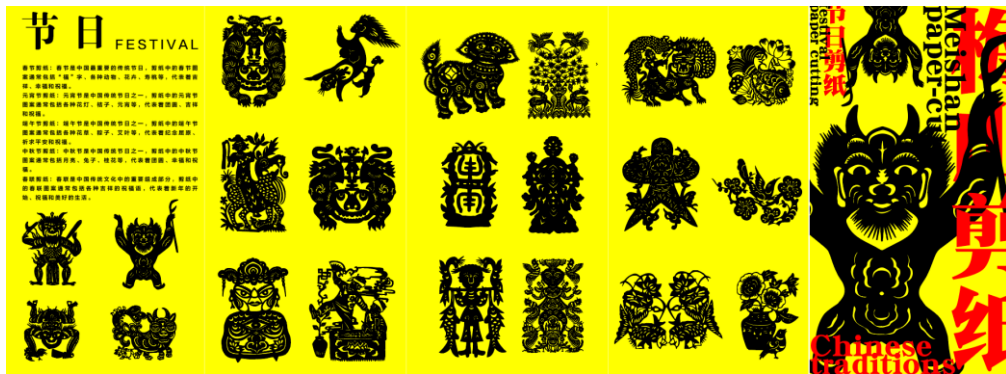


Figure 72 Festival Paper Cutting Design Guidelines – Front

Source: Design by Researchers, 2022.



Figure 73 Festival Paper Cutting Design Guidelines – Reverse side

Source: Design by Researchers, 2022.

Mainly showcases the motif elements related to folk customs, stories, and traditional beliefs, such as myths and folk stories. It has cultural connotations and magical and supernatural imagination. Its detailed descriptions and illustrations have provided many sources of inspiration for later designs.



Figure 74 Atlas

Source: Design by Researchers, 2022.

The design guide was made into a five-fold page, which was found to be convenient for people to use and carry. At the same time, the four design guides were stacked together to form a small manual.

Different cultures were designed according to the design manual to achieve other effects. This includes the meaning of graphic elements: graphic design, color description, format fields, rendering, etc., to allow Meishan paper-cut lovers and artists to better create Meishan paper-cut culture and intangible cultural heritage. This picture offers a comprehensive and systematic pattern element reference for the design and subsequent innovation of Meishan paper-cutting. Meishan paper allows us to understand better and inherit the cultural connotation of this traditional craft. At the same time, it also provides rich creative resources for modern design innovation. In collecting the atlas, the researchers reviewed its historical content, introduced the pattern examples and relevant literature of Meishan paper-cutting in detail, and discussed the same with paper-cut artists – traditional artisans and experts in related fields. Through the “Meishan Paper-Cut Atlas,” researchers and designers can easily

search and select Meishan paper-cut pattern elements to match specific needs and creative themes. The map also promotes the inheritance and innovation of the Meishan paper-cut tradition and adds new vitality and creativity to the development of traditional crafts.

The researchers hope that “Meishan Paper-Cut Atlas” will become an indispensable reference tool for Meishan paper-cutting. The presentation of this picture promotes the inheritance and innovation of Meishan paper-cutting, provides researchers and designers with a variety of pattern element resources, and stimulates their creativity and artistic expression, with the hope to inherit and carry forward the unique charm of Chinese traditional crafts. Let more people understand, love, and participate in the tradition and innovation of Meishan paper-cutting.

## **4.9 Cultural Tourism Product Design**

Product innovation was carried out according to the extracted patterns. Meishan paper-cut artwork was transformed into a cultural and creative product, produced to make it trendy and younger, increase commercial value, and drive economic development.

### **4.9.1 Souvenirs**

A set of Meishan paper-cut cultural and creative souvenirs were created to promote and preserve Meishan cultural heritage and to boost the local economy by creating demand for quality local products. It can help local artists and artisans specializing in paper-cutting generate income. These artists can showcase their skills and artistic talents and promote their cultural heritage to a broader audience. It can also help to preserve the traditional skills and style of Meishan paper-cutting. Artisans can help keep these techniques alive and relevant in the modern world by using traditional methods and materials to create souvenirs. Promoting unique and culturally significant handmade items is essential, especially in contrast to the increasing demand for mass-produced goods. Furthermore, it facilitates cross-cultural exchange and mutual understanding. Visitors who purchase these souvenirs can take Meishan’s artistic heritage home, spreading awareness of this art form beyond the region. It helps people from different backgrounds to appreciate and understand the cultural heritage of Meishan more deeply.

In general, creating Meishan paper-cut cultural and creative souvenirs is necessary and crucial for protecting Meishan cultural heritage, promoting local economic development, and promoting cultural exchanges and understanding. It is a meaningful and tangible way to celebrate and showcase the region's unique artistic traditions.

Figure 75 is a product stamp made using the design guide



Figure 75 Stamp

Source: Design by Researchers, 2022.

As a small artwork and cultural carrier, stamps promote art, inherit culture, provide educational resources, and have commemorative significance by conveying the characteristics and information of Meishan paper-cutting. Designing a Meishan paper-cut souvenir stamp can promote this traditional art form to a broader audience and enhance the popularity and influence of this form of art.



Figure 76 Postcard

Source: Design by Researchers, 2022.

As a simple, exciting, and popular communication medium, postcards are important for inheriting culture, expressing emotions, and commemorating. These can help disseminate the characteristics of Meishan paper-cut art and promote communication and sharing.

Figure 77 is a product Sachet made using the design guide.



Figure 77 Sachet

Source: Design by Researchers, 2022.

The Meishan paper-cut commemorative bag has the significance of inheriting and protecting art performances, cultural experience, and dissemination. It can help protect the traditional craftsmanship and cultural connotation of Meishan paper-cutting so that more people can understand Meishan paper-cut simultaneously. The sachet is also a provider of Meishan paper-cut art, depicting the beauty and artistic value of this art form for people to appreciate and feel the charm of Meishan paper-cutting. They are making Meishan paper-cut commemorative sachets that can promote the characteristics of Meishan paper-cutting and promote further dissemination and recognition. Meishan paper-cut sachet is a traditional gift that expresses concern and blessings for others as well as conveys the value and charm of Meishan paper-cut culture.

#### 4.9.2 Trendy Brand Products of Culture and Tourism

Creating a series of Meishan mass brand products with cultural creativity is a valuable way to promote Meishan's cultural heritage and attract young audiences. It can serve as a bridge between traditional inheritor techniques and modern aesthetics. It makes the art form more accessible and appeals to a broader audience.

One of the main functions of Wenchuang Meishan paper-cut products is to help preserve and promote traditional Meishan paper-cut skills and styles in a contemporary context by combining modern design elements and materials. Artisans can create innovative products that appeal to a new generation interested in something other than traditional art forms, which can help expand the Meishan paper-cut market beyond the region and reach a wider audience by creating stylish and unique products. Artisans can attract the attention of tourists and those who may have yet to experience the art. This can broaden the scope of appreciation of Meishan paper-cut products and promote cultural heritage to a broader audience. It can also boost the local economy by creating demand for quality local products and help local artisans and those specializing in the art of inheritor earn money and create new jobs.

Branding Wenchuang Meishan edge-cut-paper products is a necessary and essential step in promoting this traditional art to a modern audience by combining traditional technology with modern design. Artisans can create creative and attractive products that expand the market beyond the region. At the same time, it maintains the cultural heritage of Meishan paper-cutting.

Figure 78 is a product Canvas Bag made using the design guide.



Figure 78 Canvas Bag

Source: Design by Researchers, 2022.

Commercial canvas bags are essential in publicity and promotion: art and innovation exhibition, business promotion and brand promotion, and sustainable economic value and influence. As a mobile advertising medium, canvas bags can promote the characteristics of Meishan paper-cutting. Meanwhile, the artistic depiction



and cultural connotation of this form of art on canvas bags are also blended with innovative design elements. It can attract attention from a wider audience. Canvas bags can be part of the Meishan paper-cut brand to promote trade and branding, increasing brand awareness and market competitiveness. In addition, commercial canvas bags have economic value and lasting influence. They can provide financial support for the succession and innovation of Meishan paper-cutting and continuously display and promote the brand image and cultural characteristics of Meishan paper-cutting. Therefore, Meishan paper-cut commemorative canvas bag's design enables the inheritance and innovation of Meishan paper-cutting and facilitates the promotion and recognition of this form of art in the commercial market, increasing its impact and business value.

Figure 79 is a product T-Shirt made using the design guide.



Figure 79 T-Shirt

Source: Design by Researchers, 2022.

As a mobile advertising medium, clothing culture can spread and publicize the characteristics and information of Meishan paper-cutting by displaying the artistic image and cultural connotation of Meishan paper-cutting on cultural shirts. They are combined with innovative design elements. As part of the Meishan paper-cut brand, cultural shirts can enhance brand awareness and market competitiveness. People who wear Meishan paper-cut artistic shirts can find common interests and values. Building a close community and providing support and cooperation opportunities for the inheritance and innovation of Meishan paper-cutting, commercial, and cultural

shirts also have economic value and lasting influence. Meishan paper-cut cultural costumes are sold as commodities, which will generate commercial benefits and income. It also provides financial support for the inheritance and innovation of the Meishan paper-cut tradition. Cultural clothing also has the characteristics of long service life and far-reaching influence as it can continuously display and publicize the brand image and cultural attributes of Meishan paper-cutting. Therefore, the design of the commercial Meishan paper-cut cultural shirt not only promotes the inheritance and innovation of this form of art but also facilitates the promotion and recognition of the retail market, increasing its influence and commercial value. As a fashion item, cultural clothing can not only spread the characteristics of Meishan paper-cutting but can also demonstrate and contribute to artistic charm and cultural connotation.

Figure 80 is a product Face Mask made using the design guide.



Figure 80 Face Mask

Source: Design by Researchers, 2022.

The Meishan paper-cut mask plays a protective role and promotes the unique characteristics of Meishan paper-cut art as well as highlights the artistic innovation charm of Meishan paper-cut, leading to brand promotion. As required, the mask has a large audience. The wearer, in turn, becomes an advertiser for the brand's campaign. Meishan paper-cut mask design can be integrated into Meishan paper-cut techniques or related patterns and arouse people's interest in Meishan paper-cutting. Commercial Meishan paper-cut masks can also increase brand awareness and market competitiveness.

The design of Meishan paper-cut masks also plays a role in social responsibility and faces related challenges. In the context of the COVID-19 pandemic and infectious diseases, wearing a mask is a social responsibility to protect the health of oneself and others. Meishan paper-cut masks not only provide adequate protection but also convey a positive message and cultural impact on society. People wear these masks to express their respect and support for the traditional culture of Meishan paper-cutting. At the same time, it conveys the awareness of caring for and protecting others.

Figure 81 is a product Phone Case made using the design guide.



Figure 81 Phone Case

Source: Design by Researchers, 2022.

The Meishan paper-cut mobile phone case publicizes and promotes the characteristics of the Meishan paper-cut culture and demonstrates its artistic and innovative charm. Phone cases are used and displayed by many people. Therefore, it has significant market influence. The commercial Meishan paper-cut mobile phone case can play the role of promotion and branding and improve brand awareness and market competitiveness.

Moreover, besides providing strong support for the inheritance and innovation of Meishan paper-cut art, these mobile phone cases can also meet people's needs for personalized accessories. The choice of mobile phone case reflects personal aesthetic taste and cultural pursuit. People who use Meishan paper-cut mobile phone cases can express their love and recognition for this unique and beautiful form of art. As a visible object in daily life, the mobile phone case can attract the attention of others and arouse interest in Meishan paper-cutting. To sum up, the Meishan paper-cut mobile

phone case design with a commercial appearance is of great significance and value. Meishan paper-cut culture and art have thus been integrated into everyday life, which has injected new vitality into the inheritance and innovation of Meishan paper-cutting.

Figure 82 is a product Mouse Pad made using the design guide.



Figure 82 Mouse Pad

Source: Design by Researchers, 2022.

The Meishan paper-cut mouse pad is of great significance and value. Like other products, it can also promote Meishan paper-cut culture and art through daily use and display and provide a platform for art and innovation. The paper-cut skills and uniqueness of this art form can be displayed to arouse people's interest. As a part of the brand, the Meishan paper-cut mouse pad can increase brand awareness and market competitiveness. In addition, its high-quality design can provide users with a comfortable experience and improve work efficiency. The design of this mouse pad integrates the culture and art of Meishan paper-cutting into daily office scenes, adding new vitality to the inheritance and innovation of Meishan paper-cutting.

Figure 83 is a product Blind Box made using the design guide.



Figure 83 Blind Box

Source: Design by Researchers, 2022.

Surprise boxes are a widespread phenomenon of consumer culture. Customers cannot predict the specific content when purchasing, and only after opening the box can they see the content inside. Each surprise box usually contains one small item. One or more items may randomly belong to different series or themes. The surprise box originated in Japan, has recently gained widespread recognition, and is used widely in toys, with audiences including children, teens, and adults, attracting fans and collectors alike. Essential buyers need to know what they are getting.

Moreover, this “surprise” fuels curiosity and a desire to accumulate. Each surprise box item may have a different rarity or limited edition, which allows collectors to pursue and trade unique collectibles. The surprise box phenomenon has been fueled by the rise of social media. People often show off their surprise box purchases and share the unboxing process.

Moreover, show off their collection of rare items on social platforms. This social interaction makes the surprise box a natural public consumption experience. It enhances the connection and communication between people. The Meishan paper-cut surprise box is of great significance and value. It can stimulate the inheritance and innovation of this form of art and promote its cultural and commercial exchanges

through dissemination and promotion. Innovation and creativity increase product exposure and expectations.

Figure 84 is a product Mobile Phone Holder made using the design guide.



Figure 84 Mobile Phone Holder

Source: Design by Researchers, 2022.

As a commonly used mobile phone accessory, mobile phone holders have a large audience. Meishan paper-cut mobile phone holder will attract consumers' attention and increase the popularity of this unique form of art. Through its design and promotion, traditional Meishan paper-cut art can be integrated into modern life. While adding value to people's daily lives, it also provides business development opportunities for the inheritance and innovation of Meishan paper-cutting.

Figure 85 is a product Mirror made using the design guide.



Figure 85 Mirror

Source: Design by Researchers, 2022.

Meishan paper-cut pocket mirror is of great significance and value. Through inheritance and cultural performances, new ideas are injected into the inheritance and innovation of Meishan paper-cutting. It involves customization, the combination of art and practicality, brand promotion and market competitiveness, the development of cultural and creative industries, social significance, and protection. It inspires and promotes the cultural dissemination and business development of Meishan paper-cut art.

Figure 86 is a product Folding Fan made using the design guide.

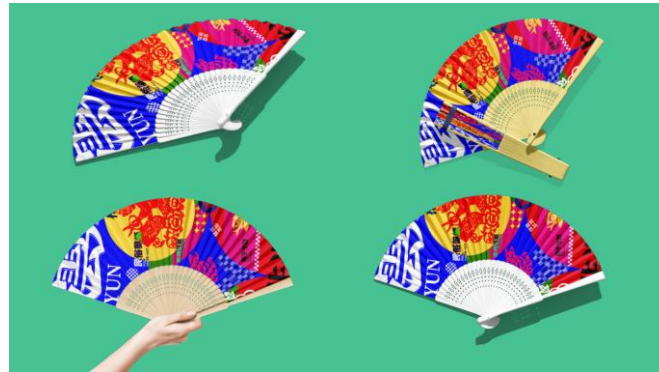


Figure 86 Folding Fan

Source: Design by Researchers, 2022.

Similar to other products, paper fans, and Meishan folding fans are of great significance and value. Through inheritance and cultural performances, new ideas are injected into the inheritance and innovation of Meishan paper-cut art. It involves integration of art and function, customization, brand promotion and market competition, development of cultural and creative industries, social significance, and cultural protection. It also promotes the cultural dissemination and commercial development of Meishan paper-cut art.

Figure 87 is a product Water Cup made using the design guide.

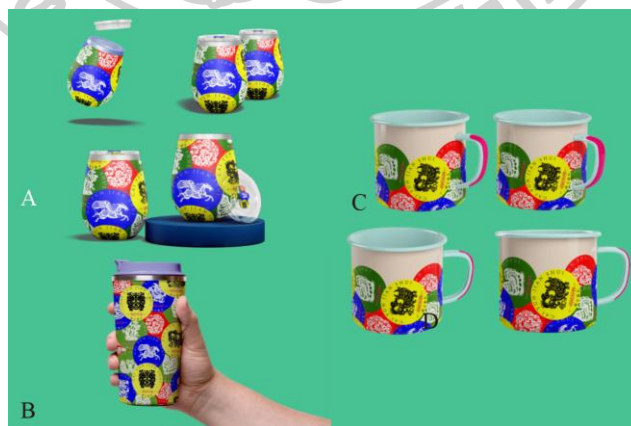


Figure 87 Water Cup

Source: Design by Researchers, 2022.

Meishan Paper-Cut cups are of great significance and value. Participate in the inheritance of Meishan Paper-Cutting by inheriting and promoting Meishan



Paper-Cut culture, cultural expression and personality display. Improve product-added value and market competitiveness, develop cultural and creative industries, environmental protection and sustainable development, social responsibility and public welfare activities, stimulate innovation vitality, and promote cultural communication and commercial development of Meishan Paper Cutter.

Figure 88 is a product Sun Umbrella made using the design guide.

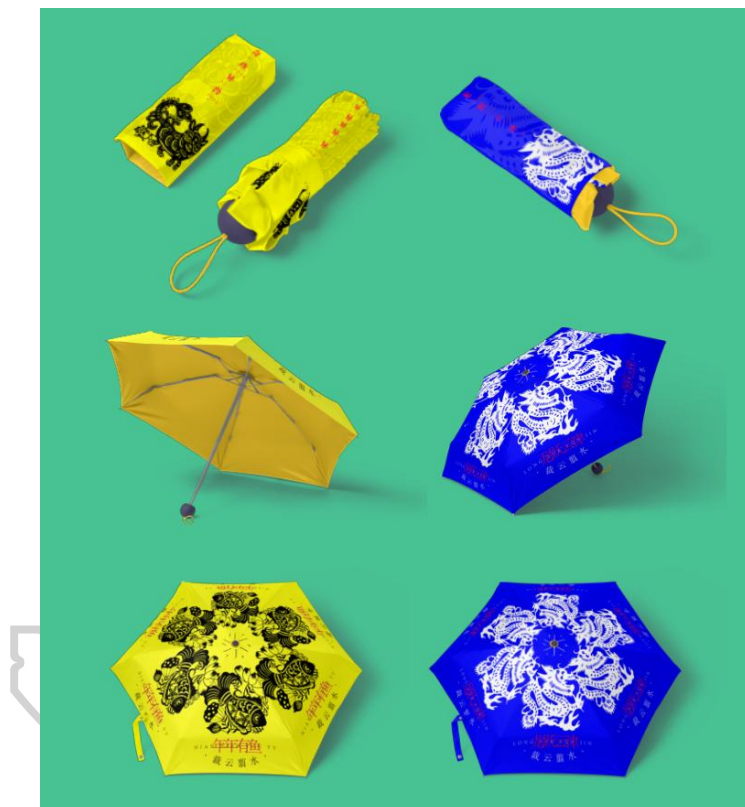


Figure 88 Sun Umbrella

Source: Design by Researchers, 2022.

Like the above products, other products, namely, Meishan paper-cut cups, parasols, and messenger bags, are of great significance and value as they play a role in the inheritance of Meishan paper-cutting by inheriting and promoting Meishan paper-cut culture, cultural expression, and personality display. For instance, parasol, a commonly used shading tool, can increase consumer interest in sun protection and health, expand market and business opportunities, and embody innovation and design value. All these products help improve product-added value and market

competitiveness, develop cultural and creative industries, environmental protection and sustainable development, social responsibility, and public welfare activities, stimulate innovation vitality, and promote cultural communication and commercial development of Meishan paper-cutting.

Figure 89 is a product Messenger Bag made using the design guide.



Figure 89 Messenger Bag

Source: Design by Researchers, 2022.

Meishan Paper-Cut messenger bag has great significance and value. It can not only inherit and carry forward Meishan Paper-Cut culture but also increase product uniqueness and artistic value. Create business opportunities and increase added value. While promoting local economic and community development, it also carried forward the spirit and value of Meishan Paper. - Severing and enhancing consumers' cultural experience and emotional connection. By designing the Meishan Paper-Cut messenger bag, the charm of Meishan Paper-Cut is combined with the fashion market. Revitalize cultural inheritance and innovation. Promote the development and application of Meishan Paper-Cut in the field of trade.

#### 4.9.3 Summary

The program was aimed to design and develop cultural and creative products of a commercial nature and to promote the inheritance and innovation of Meishan paper-cutting as well as promote market development and cultural impact

through the historical background of the artistic charm of these products and the unique cultural connotation of Meishan paper-cut art. This work has emphasized the importance of commercial products, which not only expand the market scope of Meishan paper-cut art but also provide more opportunities and platforms for inheritance and innovation. The design and sales of these products combine Meishan paper-cut art with life to create artistic and creative products that can attract consumers.

Furthermore, each product has a unique connotation. Through the research and design of these commercial and cultural creative products, economic benefits have also been generated, employment opportunities have been increased, the image of Meishan paper-cut art has been enhanced, and its influence at home and abroad has been expanded. It has positively contributed to the industry's development and the inheritance of the Meishan paper-cut culture. The inheritance and innovation of Meishan paper-cutting is not only at the theoretical level but has also provided concrete plans and strategies for business development at a practical level.

#### 4.10 Intangible Cultural Heritage Research × Meishan Paper-Cutting

Figure 90 is a flow chart of Meishan paper-cutting research activities, including Activity Introduction, Paper Cutting Experience, Visit the Exhibition, Communication and Sharing.

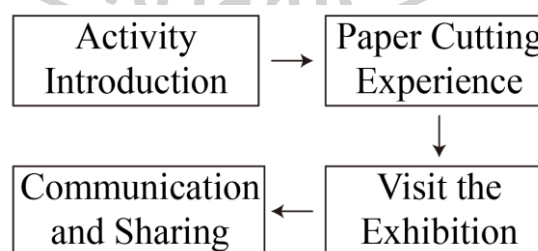


Figure 90 Flow chart of Meishan paper-cutting research activities

Source: Picture drawn by Researchers, 2022.

Acquiring intangible cultural heritage research activities is necessary to promote and protect Meishan paper-cutting's cultural heritage and contributes to greater

awareness and understanding of the art form and its continued conservation and development. One of the main functions of the research activity was to document and analyze the technique and style of Meishan paper-cutting (Haitang, 2012). By studying the art form's history, cultural significance, and artistic technique, researchers could gain a deeper understanding of its unique characteristics and ensure its preservation for future generations. Hosting research events also helps to promote cultural exchange and understanding. Researchers and scholars from different cultural backgrounds can share their knowledge and opinions on Meishan paper-cutting, contributing to a broader audience's deeper appreciation and understanding of the art form. Networking among scholars, artisans, and experts allows for the sharing of cutting-edge technologies and materials fostered by research activity, which encourages innovative design and promotes the advancement of Meishan paper-cutting as an art form. Promoting and safeguarding the cultural heritage of Meishan paper-cutting is achieved through research activities aimed at documenting, analyzing, and communicating intangible cultural expressions, yielding more significant insights into this art form (Feng, 2003).

#### 4.10.1 Preliminary Preparation

Figure 91 shows the materials needed for Meishan paper-cutting study activities, including eraser, pencil, gouache, rubber band, glue stick, ruler, magnet, doily, paper, and scissors, Aprons, masks, stickers, paper cups, work badges.



Figure 91 Material Preparation

Source: Photo taken in Meishan County by Researchers, 2022.

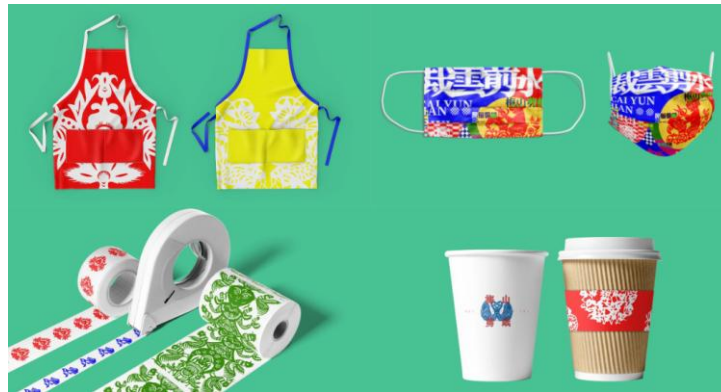


Figure 92 Name Card

Source: Design by Researchers, 2022.

For this investigation, it was necessary for the researchers to become well-versed in the background, traditions, and legacy of Meishan paper-cutting, for which the researchers consulted relevant books and documents and contacted the local heritage inheritors to learn more about intangible cultural heritage knowledge and skills. At the same time, the researchers needed to prepare some necessary tools and materials, such as paper cutters, colored paper, samples, and promotional materials.

#### 4.10.2 Activity Introduction

Before the commencement of the activity, the researchers introduced the historical and cultural background of Meishan paper-cutting, its origin, development process, technical characteristics, the local intangible inheritance, and the current situation of this art form to guide the participants to better understand and appreciate its artistic charm and increase their zeal and enthusiasm.

#### 4.10.3 Paper Cutting Experience

The paper-cut experience was the event's highlight, where participants were allowed to experience the skills and charm of Meishan paper-cutting personally. They used some paper-cut knives, colored paper, samples, and other tools and materials and were provided with paper-cut tasks of varying difficulty levels according to their ages and skill levels so that they could freely create paper-cut products according to their interests and imagination. On-site guidance was arranged from some local Meishan paper-cut non-heritage inheritors or professionals to help participants better master paper-cut skills and creation methods.

#### **4.10.4 Communication and Sharing**

After the participants completed the paper-cut product creation, they were asked to share their works and experiences so that they could communicate and learn from each other, discuss their creative ideas and innovations, and share their paper-cut skills and experiences. At the same time, local Meishan paper-cut non-heritage inheritors or professionals were invited to comment and share on-site so that participants could better understand the creative ideas and innovations of Meishan paper-cut art.

#### **4.10.5 Visit the Exhibition**

Before the end of this event, a visit was arranged for the participants to the exhibition related to Meishan paper-cut art to understand the local intangible cultural heritage and the development status of Meishan paper-cutting. At the same time, participants can learn the inheritance and innovation experience of other intangible cultural heritage projects, enriching their knowledge and experience of the intangible cultural heritage.

#### **4.10.6 Summary**

After the activity, the researchers summed up and reflected to help the participants acquire a deeper understanding of the advantages and shortcomings of the activity. Participants were asked to share their feelings and experiences, and feedback and suggestions were collected from them to improve event planning and organization. At the same time, the selection and display of the participants' creative works encouraged the participants to exert greater creativity and innovative spirit in the inheritance and innovation of Meishan paper-cutting.

## 4.11 IIS Inheritance · Innovation · Studies Pattern Design Guide Manual

The Meishan paper-cut inheritance and innovation model was made into a design guide manual. Figure 93 and Figure 94 are pictures of the Meishan paper-cut inheritance and innovation model manual.



Figure 93 IIS(Inheritance · Innovation · Studies) Pattern Design Guide Manual  
Source: Design by Researchers, 2023.

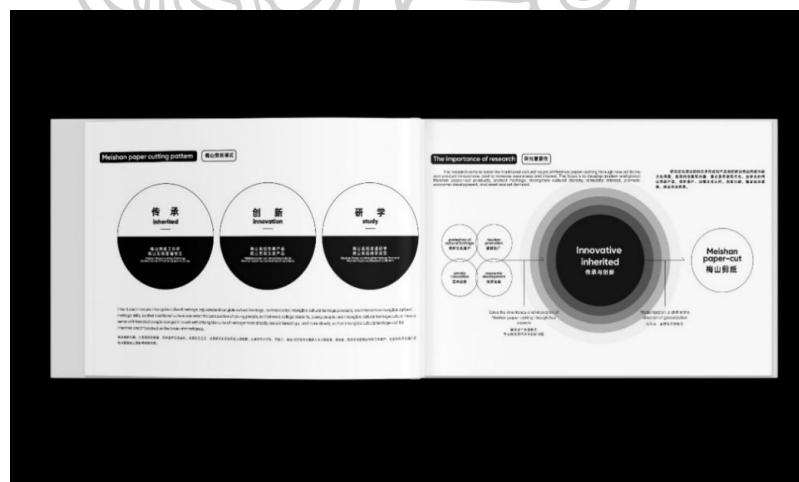


Figure 94 IIS (Inheritance · Innovation · Studies) Pattern Design Guide Manual  
Source: Design by Researchers, 2023.

The Meishan paper-cut inheritance and innovation model was made into a design guide manual,

with the aim to guide and inspire designers on the inheritance and innovation of this unique form of art and cross the boundaries of tradition and innovation to create unique and impactful Meishan paper-cut designs. It represents rich cultural heritage and unique aesthetic value, and its purpose is to guide designers to explore the possibility of innovation while actively respecting tradition.

Meishan paper-cutting has been inherited and innovated through the model of “Establishing University Workshop, Product Commercialization, Intangible Cultural Heritage Research Activities.” This approach has not only facilitated the better inheritance of this culture with new carriers, new forms, and models but also led to the commercialization its products. It is anticipated to bring economic growth to Meishan and realize a design-driven economy.

## 4.12 Meishan paper-cut innovative works exhibition

The products designed using the design guide were exhibited at the International College of Hunan University of Arts and Sciences, with many students, teachers, and professors invited to participate.

### 4.12.1 Preliminary Preparations

Figure 95 shows the preliminary preparations for the exhibition.



Figure 95 Exhibition Site

Source: Photo Shoot by Researchers, 2023.

Photos were captured at the International School of Hunan University of Arts and Sciences, including images of the poster material information for the exhibition, etc.



#### 4.12.2 On-site Exhibition

Figure 96 is an on-site record of the exhibition, including students watching innovative products, interviewing students, explaining to students, questionnaires, etc.



Figure 96 Exhibition Site

Source: Photo Shoot by Researchers, 2022.

This exhibition showcased the treasures of the traditional art of Meishan paper-cutting, aiming to promote the innovation and inheritance of its culture through the combination of traditional art and modern design. At the same time, it also opened up opportunities and new forms of expression for Meishan paper-cutting, where the participants could enjoy the creative and experimental results of Meishan paper-cutting. Unique works of art were created while respecting tradition and pursuing modernity. These innovative creations opened up new possibilities that incorporated elements of contemporary society and culture. This exhibition is anticipated to become a starting point for the innovation and inheritance of Meishan paper-cutting and attract more people's attention and participation.

### 4.13 Audience Feedback and Satisfaction

This included analyzing survey respondents' feedback, comments, and satisfaction to understand the strengths, weaknesses, and areas for improvement of this unique form of art and its products.

#### 4.13.1 Attribute Survey of 100 Respondents

Table 2 summarizes the visitors to the exhibition of Meishan paper-cut innovative works.

Table 2 100 Personnel Attribute Data Questionnaire

Gender	Male	Female					
Quantity	36	64					
Age	Under 18	18-24	25-34	35-44	45-54	55-64	65 years or older
Quantity	12	39	19	16	9	4	1
Profession	Student	Full Time Employee	Part-Time Job	Self Employed	Retire	Housewife	
Quantity	39	22	12	7	8	12	
Educate	Below High School	Some Colleges or Technical Schools	Bachelor's Degree	Master	Ph.D		
Quantity	12	23	36	22	7		
Household Income	Less than 3000 yuan	3001- 6000 yuan	6001- 10000 yuan	More than 10,000 People			
Quantity	0	56	18	36			
How much do You know about Meishan Paper- Cutting.	very Familiar	Somewhat Familiar	Not Familiar	With			
	9	27	64				

The survey data reveal that the respondents were predominantly female, with a significant number falling in the age group of 18–34 years. Students comprised the largest professional category, closely followed by those with some college or technical school education. Household income varied, with a substantial portion falling in the range of 3001–6000 yuan. However, most respondents were unfamiliar with Meishan paper-cutting, while a smaller percentage had some level of

familiarity, and a few were very familiar. These findings provide valuable insights for targeting specific demographics and addressing the knowledge gaps when promoting Meishan paper-cutting.

#### 4.13.2 Questionnaire Survey

A questionnaire-based survey was conducted with visitors to the exhibition as the respondents.

Table 3 Questionnaire Data

Have you heard of Meishan Paper-Cut?	YES	NO			
Quantity	36	64			
How did you hear about this exhibition?	Social Media	Friends or Family	Local News or Media	Other	
Quantity	45	32	23	0	
What is your overall impression of the exhibition?	Very Good	Good	General	poor	
Quantity	57	23	13	7	
Which of the following products do you think are the most innovative?	1	2	3	4	5
Quantity	22	20	11	18	29
Did you buy any products at the show?	YES	NO			
Quantity	82	18			
you purchased the product what motivated you to purchase it?	Its Designer Aesthetics	Its Practical Use	Its Cultural Significance	Other	
Quantity	41	27	32	0	
Will you consider buying Meishan Paper-Cut products in the future?	YES	NO	Maybe		
Quantity	91	6	3		

The summary of results presented in Table 3 shows that about 36 respondents had heard of Meishan paper-cutting, while 64 respondents did not know much about it. Social media was recognized as the main source of information, accounting for 45 respondents, followed by friends and family, accounting for 32 respondents. Regarding the overall impression of the exhibition, 57 respondents said that the impression was very good, 23 thought the impression was good, 13 thought the impression was average, and only 7 said the impression was poor. At the exhibition, Product 5 was considered the most innovative by 29 respondents, while Products 1 and

2 were also highly recognized, where 82 respondents purchased the products in the exhibition. The buyers' main purchasing motivations included the product's design, beauty, practicality, and cultural significance. Most notably, 91 respondents said they would consider purchasing Meishan paper-cut products in the future, which provides potential opportunities for future marketing. These data help guide the publicity strategy and product promotion direction of Meishan paper-cutting. It can be seen from the questionnaire results that most of the respondents were highly appreciative of the exhibition, which reflects their recognition of research and innovative products – a powerful test of feasibility.

#### 4.14 Product on Shelves

Figure 97 shows Business Expert-Yuan Jian giving a lecture. The photo is provided by the expert himself.



Figure 97 Business Expert-Yuan Jian

Source: Photos provided by Business Expert-Yuan Jian himself, 2022.

Business expert Yuan Jian gave wise advice on how to choose innovative Meishan paper-cut products. As researchers are far from their homeland and face limitations in resources and production channels, experts suggested that researchers produce a small portion of products first. This choice is mainly based on the following factors:

1. Low-cost, small-scale production: Compared with other products, mirrors, mobile phone airbag holders, mouse pads, stamps, and other products have lower production costs and can be produced on a smaller scale. With limited budgets and resources abroad, this is a distinct advantage.

2. Market demand: This product type is a general-purpose daily necessity, and the market demand is extensive. They can usually attract a stable consumer base and maintain a specific volume.

3. Test market response: Meishan paper-cut innovative products can be produced and put on the market to test market response and can offer valuable market feedback and consumer opinions, which can help to adjust and improve the design and production of other innovative products.

4. Establish brand awareness in advance: In general, more innovative products with a particular market influence can be launched by making products in advance and establishing brand awareness. This helps increase exposure and sales opportunities for new products.

5. Ease of mass production: The manufacturing process of mirrors, stamps, mouse pads, and mobile phone airbag brackets is relatively simple, which is convenient for mass production. This research could help meet the needs of potential wholesale and retail customers and improve production efficiency and economic benefits.

Therefore, experts suggested small mirrors, stamps, mouse pads, and mobile phone airbag brackets should be prioritized as small production targets. These products have market potential and are ideal for piloting innovative products in a foreign environment. With the launch of these products and the accumulation of market response, a solid foundation was laid for successfully promoting more innovative products.

#### **4.16 Xiaohongshu Publishes Data Feedback**

Innovative products produced using the Meishan paper-cut heritage innovation design guide were published on Xiaohongshu, China's top traffic app, and related data were provided to evaluate the feasibility of the guide.

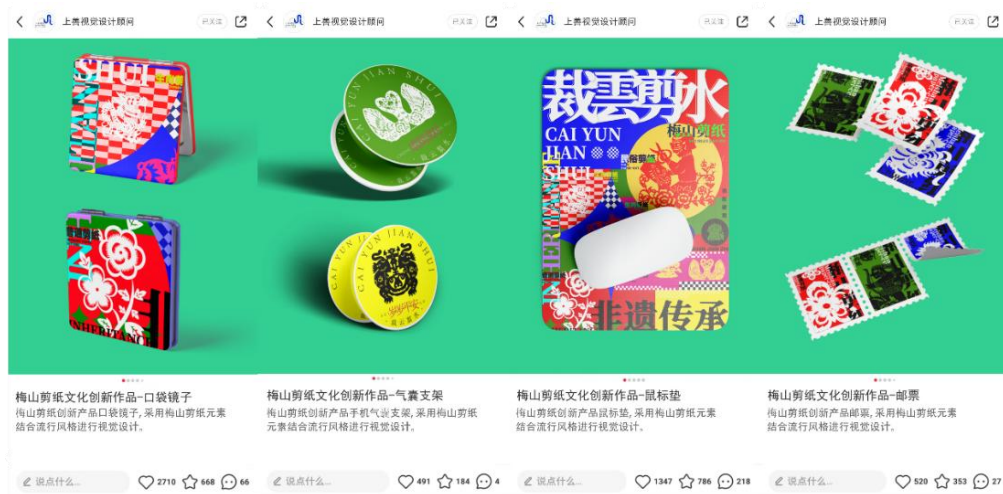


Figure 98 Xiaohongshu Publishes Data Feedback

Source: Photo Shoot by Data Screenshot Researchers, 2022.

There are several reasons for publishing products to the Xiaohongshu app:

1. Broad user base: The app has many active users, especially young female users. These users are intensely interested in fashion, beauty, lifestyle, and other content and are potential buyers and consumers. By publishing products on Xiaohongshu, we could more directly contact this high-quality user group, increasing product exposure and sales opportunities.

2. Strong social communication effect: Xiaohongshu is a social e-commerce platform where users can like, comment, forward, and send private messages. If the product can arouse the interest and resonance of users, they are likely to share the product with their social circles to form a spreading effect. This will bring more attention and care to the product, helping to increase brand awareness and user recognition.

3. Effective shopping orientation: Xiaohongshu is a shopping-sharing platform where users can directly purchase their favorite products while browsing the content. Publishing products on Xiaohongshu allows users to comprehend the features, advantages, and purchase channels of products, provides a convenient shopping experience, and increases the possibility of users buying.

4. Brand promotion opportunities: Publishing products on Xiaohongshu, in addition to direct sales, could also use the cooperation of well-known bloggers and

Internet celebrities for brand promotion. Cooperating with influential bloggers and letting them recommend and evaluate products could attract more users' attention and trust and help shape and spread the brand image.

5. Intuitive display effect: On Xiaohongshu, the features and usage effects of the product can be intuitively displayed in the form of pictures, texts, and videos. It is easier for users to understand and accept the product's advantages, so it is easier to generate purchase intentions. Through exquisite pictures and vivid videos, users can be deeply impressed, and the attractiveness of products can be improved.

Finally, the products were published on the Xiaohongshu app on June 1, 2023. Over a week, there were more than 7,000 traffic feedback reports for pocket mirrors, mobile phone airbag brackets, mouse pads, and stamp products. The measurement proved the feasibility of the Meishan paper-cut inheritance and innovation model, and many young people have loved the products produced through this model.

#### 4.17 Seminar - Silpakorn University On-site Workshop Research

##### Activities

Figure 99 is the main visual picture of Silpakorn University On-site Workshop Research Activities. The content includes the name of the activity and the names of participating professors.



Figure 99 Silpakorn University On - site Workshop Research Activities

Source: Design by Researchers, 2023.

It was a great honor to have a thesis tutor assistant. Atithep Chaetnalao (Professor, PhD), Watanapun Krutasaen (Assistant Professor), and students and team participated in this research. The event was held on June 24–25, 2023, from 10:00 AM to 4:00 PM.

This event provided a unique platform to guide everyone to create innovative products with innovative models. This process involved inheriting and protecting traditional art and using creative thinking and teamwork to create unique and innovative products. Each participant was believed to have unique creativity and imagination and hoped to contribute positively to the inheritance and innovation of intangible cultural heritage and Meishan paper-cutting.

#### 4.17.1 Pre-event Preparation

Figure 100 shows the materials prepared in the early stage of the event. The content shows the researchers cutting posters in the print shop.



Figure 100 On site Material Production

Source: Photo Shoot by Researchers, 2022.

Figure 101 is a photo record of the event, including the posting of posters and the production of certificates.



Figure 101 Material Production Photo Record

Source: Photo Shoot by Researchers, 2022.



Preliminary preparations were made for this event, including invitations, main visual posters, atlases, stamps, postcards, certificates, and on-site printing, cutting, and photographing records, as well as inviting esteemed tutors Prof. Dr. Atithev Chaetnalao and Prof. Dr. Watanapun Krutasaen. The event date, event time, and event process were discussed in advance to make the event run smoothly.

#### 4.17.2 Day 1: June 24, 2023

Figure 102 shows the first day of the seminar, which shows a group photo of researchers and professors and a photo record of professors looking at posters.



Figure 102 Activity Site Record

Source: Photo Shoot by Researchers, 2022.

This event was organized to explore the inheritance and innovation of Meishan paper-cutting and stimulate students' creativity and teamwork spirit through the guidance of innovative models.

#### 4.17.3 Innovative Scientific Research Activities on June 24

Figure 103 Members participating in the workshop include online and on-site members, creating products based on the Meishan paper-cut design guide.



Figure 103 Introducing the Event in Detail

Source: Photo Shoot by Researchers, 2022.

Event presentations were from 10:00 AM to 10:15 AM. In this session, the researchers elaborated on the event's intention, goal, and expected results so that everyone could understand the same.

From 10:15 AM to 10:45 AM, the researchers outlined the methodology of the event and explained the process of the event and the sequence of events to help everyone better understand the arrangement and content of the entire event.

From 10:45 AM to 11:00 AM, everyone was allowed to relax and prepare for the next activity stage.

Figure 104 shows the researcher explaining the relevant knowledge of Meishan paper-cutting and the use of the design guide to the participants in the seminar.



Figure 104 Workshop Introduction

Source: Photo Shoot by Researchers, 2022.

Q&A and discussion from 11:30 AM to 12:00 PM. During this session, students were allowed to ask any questions or concerns and engage in discussions related to the event's theme. Active participation in sharing opinions and ideas was encouraged.

12:00 PM to 1:30 PM was reserved as lunchtime to let everyone rest and replenish energy as well as prepare for the afternoon work.

From 1:30 PM to 4:00 PM, the working group stage was conducted. Six groups were formed, each subdivided into two groups. Each group developed two plans, but only one set of plans was chosen to create a joint project. Group members

were encouraged to discuss and share ideas to build innovative Meishan successor product concepts. At the same time, it provided each group with constructive criticism and guidance to help them better develop their ideas.

Through such an arrangement, everyone was expected to give full play to their potential in this event and jointly explore the inheritance and innovation of Meishan paper-cutting to contribute our wisdom and efforts to the future development of Meishan paper-cut art.

#### 4.17.4 Innovative Scientific Research Activities on June 25

Figure 105 is the main visual poster made from the results of the second day's workshop.



Figure 105 Innovative Scientific Research Activities on June 25

Source: Design by Researchers, 2022.

The Meishan paper-cut innovation research model activity on June 25 was a wonderful and meaningful thinking collision actively planned by our team. Six research groups discussed and formulated implementation plans and innovatively explored the inheritance and development of Meishan paper-cut art. During this activity, all groups of students exhibited a positive attitude and full participation. They developed a strong interest in the artistic expression and cultural connotation of Meishan paper-cutting and made full use of teamwork to share and exchange ideas and opinions.

The trainees actively displayed their creativity and imagination during the program implementation's discussion and production stages. Each group of students conducted in-depth discussions around the traditional elements and modern design concepts of Meishan paper-cutting and put forward unique and outstanding product ideas. They flexibly used different paper-cut techniques, color matching, and material selection and combined Meishan paper-cutting with contemporary art to create a series of unique and innovative works.

This activity allowed students to learn more about Meishan paper-cutting and opened up unlimited creative space. The research subjects became the guardians and promoters of traditional art, creating more opportunities and platforms to let Meishan paper-cutting go out of the conventional category, keep pace with the times, communicate and integrate with different fields, and make more outstanding contributions to the inheritance and innovation of Meishan paper-cutting in the future.

Figure 106 shows a researcher instructing research members to use the Meishan paper-cut inheritance and innovation model to produce Meishan paper-cut innovative products.



Figure 106 Implement the Plans Developed by the Working Groups

Source: Photo Shoot by Researchers, 2022.

Day 2: June 25, 2023

From 10:00 AM to 12:00 PM: Execution of concept proposals

The plans developed by the working groups were implemented. Focus was placed on the tangible application of selected concept proposals.

From 12:00 PM to 1:30 PM: Lunch.

Figure 107 is a record of the completed works of the members who participated in the workshop.



Figure 107 Innovative Product Exhibition

Source: Photo Shoot by Researchers, 2023.

From 1:30 PM to 2:30 PM: Innovative product exhibition.

Innovative creations resulting from the workshop tasks were displayed. The design journey was discussed, along with lessons learned from each product's development.

Figure 108 is a photo record of on-site seminar members explaining the work.



Figure 108 Participant Interviews and Workshop Summary

Source: Photo Shoot by Researchers, 2023.

From 2:30 PM to 4:00 PM: Participant interviews and workshop summary

Interviews with participants were arranged to collect their insights and experiences. The central discoveries, results, and knowledge gained from the workshop were summarized. An opportunity was created for participants to provide feedback and suggestions for enhancements.

#### 4.17.5 Come to Fruition

Figure 109 is the innovative product Time Clipping Timer created by Junjun Fan through the Meishan paper-cut design guide.



Figure 109 Innovative Products Time Clipping Timer

Source: Design by Fan Junjun, 2023.

“Cutting Time,” an innovative product, was inspired by the unicorn pattern, one of the standard and symbolic patterns in Meishan paper-cutting. A timepiece was designed to combine this ancient motif with an innovative pattern. This timer is not just a functional tool but also a work of art, which shows the perfect fusion of tradition and modernity through the combination of exquisite paper-cutting of a unicorn pattern and a clock function. “Cutting Time” denotes the preciousness of time. Every time the timer is started, it reminds us to cherish every passing moment. It takes exquisite paper-cut art as the carrier, and through the flow of time, it calls people to pay attention to and protect traditional culture. The work was intended to trigger people’s thinking about time and arouse interest and attention to traditional art.

Figure 110 is the innovative product Shoes created by Sichen Kong through the Meishan paper-cut design guide.

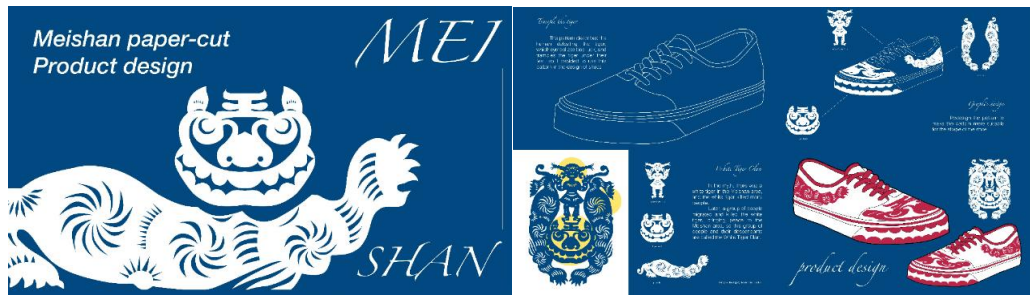


Figure 110 Innovative Products Shoes

Source: Design by Sichen Kong, 2023.

The tiger graphic was chosen as the design element of Meishan paper-cut shoes. The tiger symbolizes bravery, strength, and majesty in Chinese culture and is regarded as a symbol of auspiciousness. The tiger graphic was chosen to convey this message of strength and blessing while incorporating it into the design of the contemporary shoe.

The innovation of Meishan paper-cut shoes lies in combining traditional art and modern fashion. Through the delicate paper-cut process, the tiger graphic or pattern was displayed on the surface of the shoes, adding a unique artistic atmosphere to the shoes. This shoe has a comfortable wearing experience and a stylish appearance and demonstrates the exquisite craftsmanship of Meishan paper-cut artists and the value of traditional culture. The work was targeted to appeal to people and help promote traditional culture by designing and producing innovative products that integrate the ancient art form of Meishan paper-cutting with modern fashion.

Figure 111 is the innovative product Beaming created by Ziyi Qi through the Meishan paper-cut design guide.

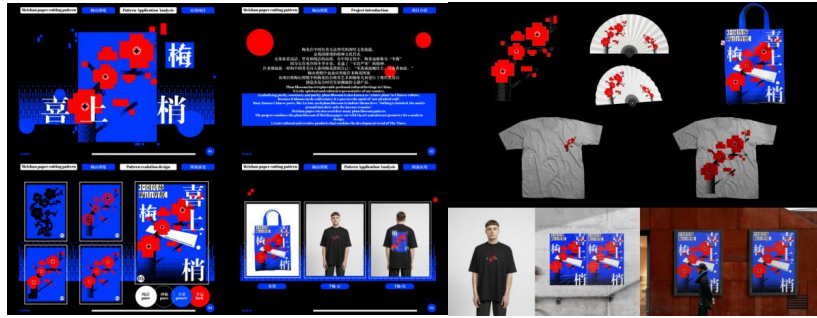


Figure 111 Innovative Products Beaming

Source: Design by Ziyi Qi, 2023.

The plum blossom pattern was used as the design element of the Meishan paper-cut pixel-style poster. Plum blossoms have a special symbolic meaning in Chinese culture, representing the qualities of perseverance, purity, and perseverance. This pattern was chosen to convey this beauty and meaning while presenting it in a pixel style on the poster. The innovation of Meishan paper-cut pixel-style posters lies in combining traditional art and modern design. Using the pixel style of expression, the plum blossom pattern was presented abstractly and concisely, showing the unique charm and artistic appeal of Meishan paper-cut art. This work is a beautiful poster and a new interpretation and innovation of the traditional Meishan paper-cut craft. It displays the patterns and textures of Meishan paper-cutting through abstract pixelation, making it more in line with modern aesthetics and communication methods. This innovative model has injected new vitality into traditional art, allowing more people to appreciate and understand the charm of Meishan paper-cutting from a new perspective.



Figure 112 is the innovative product CD created by Fanghong Hang through the Meishan paper-cut design guide.

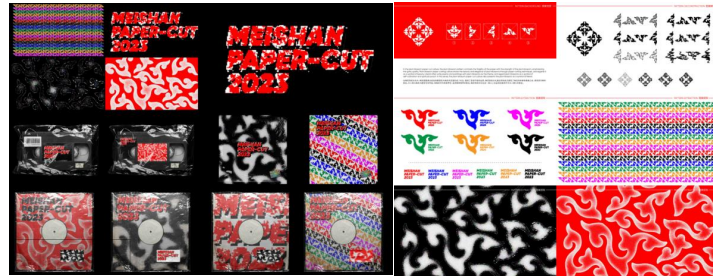


Figure 112 Innovative Products CD

Source: Design by Fanghong Hang, 2023.

In Chinese culture, clouds symbolize freedom, boundless space, and unpredictable weather. It is a dynamic element in nature, symbolizing people's longing and pursuit. The cloud pattern was chosen to convey a vast musical world and unlimited artistic imagination in the CD packaging. It endows CD packaging with a unique sense of art and visual effects. This innovative model combines traditional handicrafts with modern design and presents the charm of Meishan paper-cutting through unique techniques, bringing a new artistic experience to CD packaging.

Figure 113 is the innovative product Longyue Yunjin created by Wenjia Gong through the Meishan paper-cut design guide.



Figure 113 Innovative Products Longyue Yunjin

Source: Design by Wenjia Gong, 2023.

In Chinese culture, the dragon symbolizes auspiciousness and authority and is widely regarded as an essential totem in Chinese traditional culture. It symbolizes strength, dignity, and hope. By choosing the dragon pattern, the researchers aimed to convey the mystery and nobility of Meishan paper-cutting in the poster as well as to stimulate people's interest and love for traditional Chinese culture. In terms of innovation mode, the image of the dragon was presented in the poster innovatively by adopting Meishan paper-cut skills and innovative thinking. Through the clever use of paper-cut techniques and modern design tools, a unique dragon-shaped pattern was created, combining the exquisite skills of Meishan paper-cutting and the creativity of modern art. This innovative model combines traditional craftsmanship with modern design and endows posters with unique beauty and visual impact through unique techniques. This was intended to show the beauty and magic of Meishan paper-cutting, attract the audience's attention through innovative ways, and trigger exploration and research on Meishan paper-cutting.

Figure 114 is the innovative product Warbler T-shirt created by Fan Lihao through the Meishan paper-cut design guide.



Figure 114 Innovative Products Paper Warbler T-shirt

Source: Design by Fan Lihao, 2023.

Swallows symbolize auspiciousness, happiness, and freedom in Chinese culture. It is a beautiful migratory bird that symbolizes good luck and family harmony. By choosing the pattern of swallows, the cultural shirt conveys the blessing and connotation of Meishan paper-cutting and, at the same time, hopes to inspire people's yearning for nature and harmony. Regarding innovative models, a vivid and unique swallow pattern was created on cultural shirts, combining the essence of

Meishan paper-cutting with elements of modern culture. This innovative model combines traditional handicrafts with modern design and endows cultural shirts with a unique artistic sense and fashion style through unique techniques.

#### 4.17.6 Summary

Figure 115 shows a group photo of members including professors after the seminar.



Figure 115 Group Photo

Source: Photo Shoot by Researchers, 2023.

This event is an essential milestone in the inheritance and innovation of Meishan paper-cutting. The created works will attract more people's attention and recognition and become a model of the fusion of Meishan paper-cut tradition and innovation. The researchers look forward to continuing similar innovative research activities, providing more opportunities for participation and development. Through such activities, the researchers will continue to explore and promote the inheritance and innovation of Meishan paper-cutting, injecting new vitality and charm into it. In the process, it is necessary to continuously tap into and discover more innovative potentials of Meishan paper-cutting and encourage future researchers to maintain their love for traditional culture and simultaneously be brave to try and innovate. By combining modern design and technology, Meishan paper-cutting will open up a broader space for development, making it better integrated into contemporary society and market needs. After two days of intense discussion, production, and innovation, the Meishan paper-cut innovation workshop was successfully concluded. After two days of hard work and cooperation, six unique and innovative Meishan paper-cut works were created.

The innovative products demonstrate the creativity and enthusiasm of the research topic in the inheritance and innovation of Meishan paper-cutting. It combines traditional paper-cut techniques, patterns, modern design concepts, and innovative elements to create unique, artistic, and practical works. The event's success is inseparable from the innovative research model, centered on researchers, focusing on cultivating the creativity of researchers, and profoundly participating in creation through cooperative discussions and practical operations to better understand the connection between Meishan tradition and innovative paper-cutting. The feasibility of the innovative research model was fully verified in this activity. The research subjects learned how to draw inspiration from tradition, how to solve problems with innovative thinking methods, and how to apply them to the creation of Meishan paper-cutting. This interdisciplinary learning method provides a broader perspective and releases great creative potential.

#### **4.18 Chapter Summary**

The designed innovative research model is a far-sighted and strategic move aimed at addressing the challenges faced by Meishan paper-cut inheritance and promoting its innovative development. Through the extraction and classification of a large number of visual elements of paper-cutting, the researchers have deeply explored the traditional beauty of Meishan paper-cutting and integrated it into modern innovative design, realizing the organic combination of cultural inheritance and innovation.

First, it was a wise move to establish Meishan paper-cut college workshops in colleges and universities. Cooperating with colleges and universities helped make use of the rich resources of the school, including the creativity of students and the guidance of professional educators, to provide more possibilities for the innovation of Meishan paper-cutting. In the workshop, students acquired an in-depth understanding of the traditional skills and cultural connotations of Meishan paper-cutting and could combine it with modern life in a creative way to produce novel Meishan paper-cut innovative products.

Second, organizing these cultural heritage activities helped increase public awareness and interest in this unique form of art. By holding exhibitions and activities, more people could participate in it, feel the charm of Meishan paper-cutting, and deepen

their understanding of its intangible cultural heritage. This has not only enhanced the popularity and influence of Meishan paper-cut art but has also laid a foundation for the promotion and sales of innovative products.

During the implementation of the model, by organizing exhibitions and collecting audience data, the researchers could better understand the market's response to innovative products and grasp consumer needs and preferences. Such market feedback is highly valuable and can help researchers adjust and improve product design, ensure that products meet market demand, and improve product competitiveness and attractiveness.

It is worth mentioning that releasing some products online, especially on the Xiaohongshu app, is a smart marketing strategy as this app is a popular social e-commerce platform with a large number of young users. By displaying Meishan paper-cut innovative products on this platform, more target audiences could be attracted, and the potential market of products could be expanded. After receiving more than 7,000 likes, favorites, and comments, it is obvious that the innovative products of Meishan paper-cutting are popular among young people, which proves the market potential and commercial value.

Finally, making the Meishan paper-cut inheritance and innovation research model into a manual and verifying it in the seminar was an important measure to demonstrate the feasibility of the model. By sharing model manuals and holding seminars, more researchers and practitioners could be attracted to pay attention to the inheritance and innovation of Meishan paper-cutting. Six high-quality, innovative products were harvested in the seminar, further proving the success and effectiveness of the model.

Overall, the Meishan paper-cut inheritance and innovation research model is a work full of vitality and prospects. It has explored a new path for the inheritance and innovation of traditional culture, effectively combined intangible cultural heritage culture with modern life, and brought new opportunities for the inheritance and development of this unique form of art. By continuously promoting the implementation and improvement of the model, more new vitality and creativity can be injected into the future of Meishan paper-cutting, and more contributions can be made to the new vitality and charm of traditional culture in modern society.

## **CHAPTER 5**

### **CONCLUSIONS OF RESEARCH FINDINGS DISCUSSION AND SUGGESTIONS**

In the previous chapters, the researchers described this comprehensive study on the inheritance and innovation of Meishan paper-cutting, discussing related skills, craftsmanship, education, and value. This chapter provides an in-depth discussion of the research results and offers relevant suggestions and prospects.

The chapter sheds light on some problems and deficiencies in previous studies, such as the impact of digital technology on the safety of traditional crafts, the conflict between conventional aesthetics and artistic innovation, and the effect of educational models on inheritance. The root causes of these problems are discussed, followed by researchers' views and recommended solutions. In the discussion, the critical factors of Meishan paper-cut inheritance and innovation are explored in-depth, such as social change, digital technology, community participation, and cultural tourism. The role and influence of these factors in Meishan paper-cut inheritance and innovation are discussed to lay a solid foundation for future development, research, and practices.

Finally, some suggestions and prospects based on the current research results are proposed to promote the sustainable development of Meishan paper-cut inheritance and innovation. The chapter discusses how to protect the authenticity of traditional crafts in the digital age, balance the relationship between traditional aesthetics and modern art innovation, and promote the traditional skills of Meishan paper-cutting through education and community participation. Through the discussion and suggestions in this chapter, the researchers hope to provide a valuable reference for the research and practice of Meishan paper-cut inheritance and innovation and make a contribution to the protection and development of this critical intangible cultural heritage.

## 5.1 Conclusion

### 5.1.1 The Difficulties Faced by the Protection and Development of Meishan Paper-Cut

Figure 116 is a photo record of a visit to the inheritor of Meishan paper-cutting. The content is about communicating with the inheritor of Meishan paper-cutting and asking questions.



Figure 116 Discuss with Ms. Xiang Liangjing, the inheritor of Meishan Paper-Cutting  
Source: The photo was taken at Xiang Liangjing's home in Meishan County, Yiyang City, Hunan Province, 2022.

The researchers sought to answer these questions: (1) What difficulties and challenges are faced in the protection and development of Meishan paper-cut art? And (2) What key factors led to the loss of the Meishan paper-cut tradition? To that end, the researchers visited Meishan County, Yiyang City, Hunan Province, to meet with the inheritors of Meishan paper-cut art. Xiang Liangjing asked many questions of the inheritors. The inheritor said to Ms Liangjing that Meishan paper-cutting is currently facing many problems; the main overview is as follows:

1. The number of artisans has decreased: This traditional craft is facing a decline in the number of skilled artisans. Intergenerational transfer of knowledge and skills is becoming increasingly challenging as younger generations are more attracted to modern pursuits and urban lifestyles. This has resulted in fewer people learning and practicing Meishan paper-cut art, and they may lose professional knowledge. Efforts to

attract and train young artisans are critical to the preservation and continuity of this craft (Ma & Liu, 2017).

2. Lack of awareness and appreciation: Meishan paper-cutting requires more recognition and appreciation from the surrounding area and beyond. The craft is not widely known or celebrated nationally or globally. Lack of awareness hampers its market potential and the ability to reach a wider audience. There is a need to promote this unique form of art through exhibitions, cultural events, and educational activities to increase its visibility and foster greater appreciation (Hua & Hongyang, 2023).

3. Economic feasibility: Meishan paper-cut art faces the challenge of the modern market economy. Mass-produced and low-cost decorations often belied the craftsmanship and uniqueness of Meishan paper-cutting. Therefore, it is difficult for artisans to compete and maintain a viable income through their craft. Creating opportunities for Meishan paper-cut artisans to enter larger markets, establishing sustainable business models, and demonstrating the value of their handmade products are critical to their economic well-being (Jianfei & Jianhua, 2009).

4. Limited innovation: Meishan paper-cutting is faced with the challenge of limited innovation and integration of contemporary elements (Li & Li, 2020). In order to appeal to the younger generation and expand its market appeal, Meishan paper-cut artists must balance preserving its traditional essence and embracing innovative designs and techniques. Encouraging artisans to explore new forms of artistic expression while maintaining the core characteristics of Meishan paper-cut art can help revitalize their craft and appeal to a broader audience (Lili, 2021).

Faced with these problems, the inheritors have made numerous attempts. The inheritors believe that good inheritance involves both inheritance and development. Therefore, the inheritors created the concept of “three-dimensional paper-cutting” based on traditional skills and successfully created three-dimensional and semi-three-dimensional paper-cutting such as “rooster” and “bauhinia ball” and won awards in major international and domestic competitions.

### **5.1.2 The Key Factors Leading to the Meishan Paper Cut's Loss**

When asked about the reason why the Meishan Paper Cut is at risk of being lost, the inheritor said that the problems of the Meishan Paper Cut itself, on the one hand, and the other hand, can be summarized as



When asked about the reason why this art form and related industries are at risk of being lost, the inheritor identified the problems, which are summarized as follows:

1. Social background: The rapid modernization of Chinese cities has impacted traditional culture. With the acceleration of urbanization, the social environment in which Meishan paper-cutting thrives has undergone tremendous changes. Traditional handicraft production and technology are competing with modern production methods and technology. This has led to the gradual weakening of interest and enthusiasm of inheritors and younger generations in traditional paper-cut skills. Urbanization has also brought about changes in people's work and lifestyle, making them busier, focusing on modern entertainment and consumption, and reducing their attention and participation in traditional culture.

2. The rise of multiculturalism: With the growing popularity of short-form videos, a variety of cultures are now accepted by the public, impacting traditional culture. Emerging forms of entertainment and cultural consumption patterns have attracted the younger generation's attention, making the conventional Meishan paper-cutting gradually lose its appeal among young people. At the same time, the inheritance of traditional culture requires long-term study and practice, and the rapid information dissemination and instant gratification of cultural needs in short-form videos make young people more inclined to contact short-term and fast cultural products, lacking in the inheritance of traditional paper-cut skills. The challenges within the cultural context and the prevailing environmental conditions have necessitated the recovery of Meishan paper-cutting.

### **5.1.3 Develop a Model that Can Satisfy the Inheritance and Innovation of Meishan Paper-Cutting**

Figure 117 and Figure 118 is a manual design guide for the production of Meishan paper-cut inheritance innovation model developed by researchers.



Figure 117 IIS(Inheritance · Innovation · Studies) Pattern Design Guide Manual

Source: Design by Researcher, 2023.

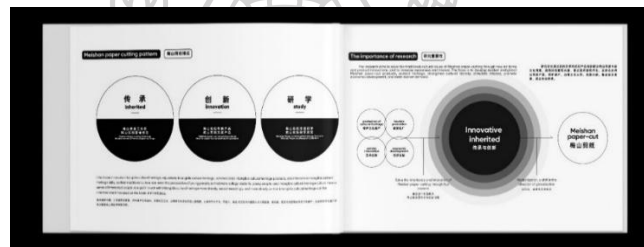


Figure 118 IIS(Inheritance Innovation Studies) Pattern Design Guide Manual

Source: Design by Researchers, 2023.

This design guide was created to inspire designers on the inheritance and innovation of Meishan paper-cutting and to cross the boundaries of tradition and innovation to create unique and impactful Meishan paper-cut designs. It represents rich cultural heritage and unique aesthetic value, and its purpose is to guide designers to explore the possibility of innovation while actively respecting tradition.

A new design language was discovered through the in-depth research and practice of Meishan paper-cutting. Using new materials and cross-border cooperation with other fields, creativity, and efforts finally led to the inheritance and innovation of Meishan paper-cutting. It strengthened the future development of this ancient art.

Figure 119 is a diagram of the Meishan paper-cut Inheritance Innovation and Studies model developed, including the framework of the model and the content contained in the model.

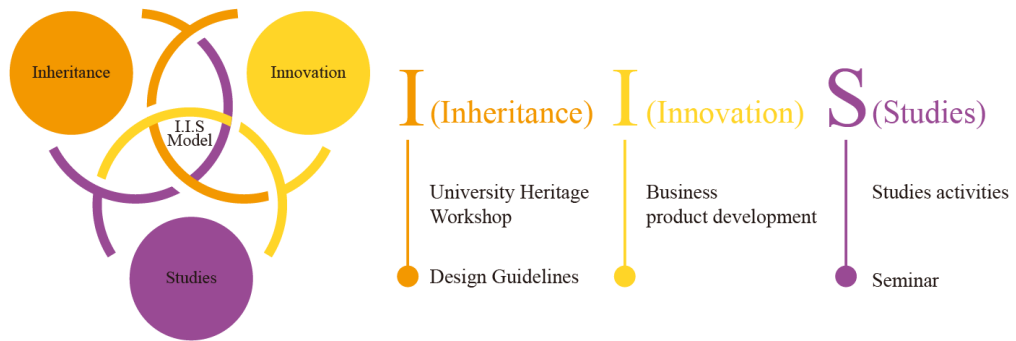


Figure 119 ISS (Inheritance · Innovation · Studies) Model

Source: Picture drawn by Researchers, 2023.

The model consisted of three steps: (1) Inheritance: to establish Meishan paper-cut inheritance workshops in colleges and universities and develop Meishan paper-cut design guidelines; (2) Innovation: to develop Meishan paper-cut commercial products; (3) Exhibition: to hold Meishan paper-cut studies and hold Meishan paper-cut seminars.

Figure 120 is the Meishan paper-cut atlas and design guide developed by the researchers. Figure 120 is a five-fold page made by researchers from the Meishan paper-cut atlas.

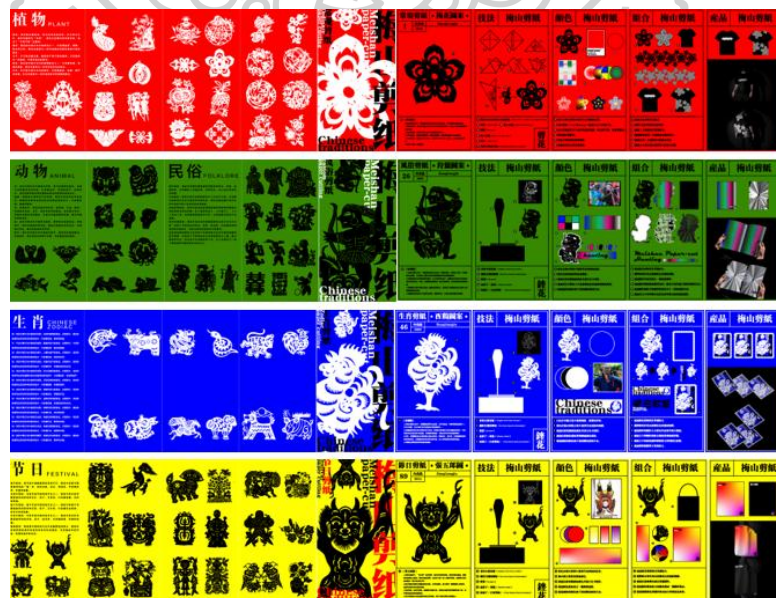


Figure 120 Regular Paper Cutting

Source: Design by Researchers, 2022.

The pattern elements of Meishan paper-cutting were collected, classified, and summarized to create a model and an album, including ordinary paper-cutting, folk paper-cutting, custom paper-cutting, and twelve zodiac signs. Different cultures were designed according to the design manual to achieve special effects. This includes the meaning of graphic elements. Graphic design, color description, format fields, rendering, etc., allowed Meishan paper-cut enthusiasts and workers to better create Meishan paper-cut culture and intangible cultural heritage. This picture was intended to provide a comprehensive and systematic reference for pattern elements for the design and subsequent innovation of Meishan paper-cutting. This allowed us to better understand and inherit the cultural connotation of this traditional craft. At the same time, it also provided rich creative resources for modern design innovation. In assembling the atlas, its historical content was reviewed. The researchers have introduced in detail the pattern examples and related literature of Meishan paper-cutting and conducted relevant exchanges and discussions with paper-cut artists – traditional craftsmen and experts in related fields. The researchers strove to accurately and comprehensively present the theme elements of Meishan paper-cutting to provide useful reference and inspiration for researchers, designers, and enthusiasts. Through the Meishan Paper-Cut Atlas, future researchers and designers can easily search and select Meishan paper-cut pattern elements to match specific needs and creative themes. This picture also promotes the inheritance and innovation of Meishan paper-cutting and adds new vitality and creativity to the development of traditional crafts.

#### **5.1.4 Develop Innovative Meishan Paper-Cut Products that Meet Market Demand**

Figure 122 is a diagram of Meishan paper-cut innovative products developed by studying the human eye through Meishan paper-cut innovative design guidelines. The phase includes designing of cultural shirt, mask, mobile phone case, canvas bag, satchel, umbrella, water cup, folding fan, mirror, blind box, mobile phone holder, and mouse pad.



Figure 121 Products designed through Meishan paper-cut inheritance and innovation model, A is cultural shirt, B is mask, C is mobile phone case, D is canvas bag, E is satchel, F is umbrella, G is water cup, H is folding fan, I is mirror, J is blind box, K is mobile phone holder, L is mouse pad  
Source: Design by Researchers, 2022.

A number of Meishan mass brand products were designed with cultural creativity and considered a valuable way to promote Meishan's cultural heritage and attract young audiences. It could serve as a bridge between traditional inheritor techniques and modern aesthetics and could make the art form more accessible and appeal to a broader audience. One of the main functions of Wenchuang Meishan paper-cut products is to help preserve and promote traditional Meishan paper-cut skills and styles in a contemporary context by combining modern design elements and materials. Artisans can create innovative products that appeal to a new generation interested in something other than traditional art forms. This can help expand the Meishan paper-cutting market beyond the region and reach a wider audience by creating stylish and

unique products. Artisans can attract the attention of tourists and those who may have yet to experience the art, broaden the scope of appreciation of Meishan paper-cutting, and promote cultural heritage to a broader audience. It can also boost the local economy by creating demand for quality local products and help local artisans and those specializing in the art of inheritor earn money and create new jobs.

Branding of Wenchuang Meishan edge-cut-paper products is necessary to promote this traditional art to a modern audience by combining standard technology with modern design. Artisans can create creative and appealing products that expand the market beyond the region. At the same time, it maintains the cultural heritage of Meishan paper-cut art.

## **5.2 The Main Findings of the Research**

The main findings include the following aspects.

### **5.2.1 Discovery of Visiting Heirs**

According to the inheritors of Meishan paper-cutting, there are currently four problems in Meishan paper-cutting: (1) The number of craftsmen has decreased; (2) Lack of awareness and appreciation; (3) Economic feasibility; (4) Limited innovation; and (5) Urbanization, rapid development, the rise of short-form videos era, and the impact of multiculturalism are why young people do not favor this form of art.

### **5.2.2 Key Findings of the Literature**

The extant literature reveals that Meishan paper-cut art has received a lot of scholarly attention and research. Factors such as digital technology, education, artistic innovation, and regional culture play a vital role in the inheritance and innovation of Meishan paper-cutting. At the same time, creation and protection must be considered to ensure the safety and development of traditional paper-cutting. These research results provide practical guidance and reference for the inheritance and innovation of Meishan paper-cutting and support the sustainable development of this unique art form. However, through the summary and analysis of the existing research literature, it is not easy to solve the inheritance and innovation of Meishan paper-cutting with a single solution.

### 5.2.3 Key Findings of the Design

The main finding is the successful development of a Meishan paper-cut inheritance and innovation research model, which offers a more convenient method for most Meishan paper-cut lovers and researchers. This research model encompasses multiple dimensions: traditional skills, crafts, education, values, and technological, artistic, and cultural innovations. By cooperating with the university to set up a paper-cut college workshop, the researchers delved into the traditional aesthetics of Meishan paper-cutting and integrated it into modern innovative design, realizing the organic combination of cultural inheritance and innovation.

The public's awareness and interest in Meishan paper-cutting was improved by holding intangible cultural heritage activities. Through exhibitions and activities, more people were attracted to participate, feel the charm of Meishan paper-cutting, and acquire an in-depth understanding of the connotation of its intangible cultural heritage. This helped improve the popularity and influence of Meishan paper-cut art and lay a foundation for the promotion and sales of innovative products.

By organizing exhibitions and collecting audience data, the researchers could better understand the market's response to innovative products and grasp consumer needs and preferences. Such market feedback is precious for adjusting and improving product design, ensuring that the product meets market demand, and improving the competitiveness and attractiveness of the product.

The researchers released some innovative products on the Xiaohongshu app, a popular social e-commerce platform with many young users. By displaying the creative products of Meishan paper-cutting on this platform, more target audiences can be attracted, and the potential market of products can be expanded. Based on more than 7,000 likes, favorites, and comments, the innovative products of Meishan paper-cutting are clearly popular among young people, proving its market potential and commercial value.

Finally, the research model was made into a manual and verified in the workshop as an important measure to confirm the feasibility of the model. By sharing model manuals and holding seminars, more researchers and practitioners can be attracted to pay attention to the inheritance and innovation of Meishan paper-cutting.

Six high-quality paper-cut art innovations were harvested at the workshop, further proving the success and effectiveness of the model.

The main finding of this design is the successful development of the Meishan paper-cut inheritance innovation research model, which provides robust methods and strategies for the inheritance and development of Meishan paper-cutting. Through cooperation in setting up paper-cut academy workshops, holding intangible cultural heritage activities, market research, and online promotion, the researchers have made remarkable progress in the field of inheritance and innovation of Meishan paper-cut and have contributed to the new vitality and charm of traditional culture in modern society. By sharing research models and holding seminars, the researchers have also successfully attracted the attention of more researchers and practitioners, bringing more attention and development opportunities to the inheritance and innovation of Meishan paper-cutting.

### **5.3 Research Results Discussion**

#### **5.3.1 Discussion on the inheritance and innovation model of Meishan paper-cutting**

1. The Meishan paper-cut inheritance and innovation model consists of three parts: establishing university workshops, developing Meishan paper-cut pattern design guidelines, Meishan paper-cut commercial innovative product development, and Meishan paper-cut research activities. It not only focused on the dissemination of traditional culture but also emphasized industrial application and commercial operation. The prime focus was on cultural dissemination and talent cultivation, and is responsible for exploring and disseminating the traditional cultural connotation of Meishan paper-cutting. The product development part focused on applying traditional craftsmanship to modern product design through market-oriented means to achieve the integration of traditional innovation. The research activity part was accomplished through active promotion and personal participation of the public, which can enhance the public's awareness and sense of participation in intangible cultural heritage. The three parts not only maintain the essence of traditional cultural inheritance but also take into account the commercial and educational needs of contemporary society, achieving the organic unity of tradition and modernity, protection, and development.



The three parts have a clear division of labor, which not only inherits traditional cultural dissemination but also considers industrial applications, achieving an organic combination of inheritance and innovation.

2. The next was the construction of inheritance bases, and by setting up university workshops, resources could be integrated, and it was also convenient to cultivate creative and research talents. Publishing design guidelines helped standardize and promote creation. Relying on the establishment of inheritance bases in universities, the researchers could make full use of the resource advantages of universities in terms of teachers and technology, integrating the power of creation, research, and teaching of Meishan paper-cut skills. At the same time, the researchers could carry out standardized training through a professional teaching environment, and export inherited talents. The publication of design guidelines, which stipulates creative styles, technological processes, evaluation standards, etc., demonstrated a standardized guiding role in the creation of Meishan paper-cutting. It could promote the inheritance of paper-cut art in a more systematic and standardized direction and also provide a clear basis for creators. Universities are rich in resources, and setting up workshops can bring about synergistic effects. Design guidelines formed the basis for standardized creation.

3. The product development process followed market-oriented principles, and innovative designs were conducted on the basis of retaining traditional elements so that the products fulfilled modern aesthetics and needs. In general, product development must be guided by market demand. Only by meeting the aesthetic and functional needs of modern consumers can real commercialization be achieved. On this basis, through the retention of traditional paper-cut elements and the integration of innovative design, the product not only has the cultural connotation of traditional craftsmanship but also conforms to the modern design style, achieving the organic unity of traditional innovation. Market orientation is the key to product success while retaining traditional elements and achieving innovative design.

4. Research activities improve the public's sense of participation and identity through personal experience and contribute to cultural dissemination. In this work, research activities allowed the public to experience paper-cut creation by themselves rather than just passively accepting knowledge. This personal participation helped bring a stronger sense of experience and accomplishment, enhance the public's

awareness and enthusiasm for participation and recognition of intangible cultural heritage, and contribute to the dissemination and promotion of intangible cultural heritage. Personal experience helped improve public participation and recognition more than passive acceptance.

### **5.3.2 The Importance of Meishan Paper-cutting Inheritance and Innovation Model Development**

1. An industrial development goal was established for Meishan paper-cutting, making it a vibrant cultural industry rather than a rigid exhibit. This model clearly puts forward the goal of industrialization development, not just the preservation of traditional skills, so that Meishan paper-cutting can be transformed from a passive state in the past into a cultural industry full of vitality and development momentum. Industrialization has endowed it with economic functions and also given it endogenous power for sustainable development. The researchers have clarified the direction of industrial development to make Meishan paper-cutting a dynamic cultural industry.

2. The formulation of design guidelines helped promote the standardization of creation and make inheritance more sustainable. The formulation of the design guide has clearly regulated the creation of Meishan paper-cutting, which has not only ensured the quality and standardization of creation but has also enabled the creation methods and requirements to be recorded, which is conducive to the continued inheritance of Meishan paper-cut skills. Standardized creations can be repeated, but personal experience is difficult to completely inherit. The emergence of design guidelines enhances the sustainability of inheritance. Design guidelines help standardize creation and make inheritance more systematic.

3. The application of this model can help cultivate cultural and creative enterprises related to Meishan paper-cutting. By developing paper-cut products, these enterprises not only promote traditional culture but also achieve economic benefits, transforming Meishan paper-cutting from simple, basic traditional skills to integrated design. Model application can incubate Meishan paper-cut-related enterprises and increase economic value.

4. Through research and other activities, the public's understanding and recognition of Meishan paper-cut culture was found to be improved. The study activities helped break the traditional knowledge-transfer model. Through personal

experience, the public was found to have a more intuitive understanding of Meishan paper-cutting and could also cultivate a sense of cultural identity and inheritance, which is conducive to the dissemination and promotion of intangible cultural heritage. In sum, research activities helped enhance the public's sense of participation and identity.

5. The model also has important reference significance for the inheritance and innovation of other traditional craft projects. This model integrates the concepts of protection, inheritance, and innovative development and provides a model that can be used as a reference for other intangible cultural heritage projects. It can also realize traditional craftsmanship by establishing multiple inheritance bases, writing design guides, developing products, and holding research activities in the future. Simply put, this model is of immense significance in inspiring other traditional craft innovations.

### **5.3.3 Compare similarities and differences with other studies**

1. Other studies have emphasized the design application of paper-cutting in modern products, which is consistent with the direction of this research. Research by other scholars has also realized the application of paper-cut elements to modern product design, which is consistent with this study's emphasis on inheriting innovation through product development. Other studies have also focused on innovative applications of kirigami in modern products.

2. Most of the other studies are case studies or technical discussions, while this study has constructed a complete systematic model. Other works mostly focus on the design of individual product cases or the analysis of certain creative techniques, but this study further builds a systematic and complete inheritance and innovation model of Meishan paper-cutting on the basis of cases, with a more macroscopic and comprehensive research perspective. Other studies are mostly case analysis, while this study constructs a complete system.

3. This study places more emphasis on the inheritance of traditional cultural connotations rather than just design innovation. While integrating innovation, this study pays more attention to exploring the traditional cultural connotation behind Meishan paper-cutting and how to inherit this cultural connotation. This is different from other studies that only focus on external morphological innovation. This study pays more attention to the inheritance of traditional cultural connotations.

4. From a research perspective, other studies focus on paper-cut technology or product innovation, while this study is more comprehensive and systematic. While other studies primarily focus on specific creative skills and product innovation design, this study constructs a complete innovation model with a more macro and comprehensive research perspective, taking into account system elements such as inheritance base, design specifications, product development, and research activities. Other studies largely focus on technology or product innovation, while this study is more comprehensive and systematic.

5. This study constructs a relatively unique inheritance and innovation model of Meishan paper-cutting through a multidisciplinary approach. This research integrates multidisciplinary perspectives, such as cultural inheritance, industrial design, business model, educational experience, etc., and uses a multidisciplinary comprehensive approach to build a model, making the research methodology more unique and systematic. This study uses a multidisciplinary comprehensive approach to construct a relatively unique model.

Figure 122 is a diagram of the research results of other scholars and the results of this study in Chapter 2, including The case of micro-bit paper-cutting lamp, Paper Cut Lamp, 3. Paper Cutting—Joy, JD.com designed in the form of paper cutting Mall IP image, 4. Stationery design based on Paper-Cut cultural elements, 5. Chaoyang Paper-Cut 2020 Golden Mouse Blessings.



Figure 122 The results of this study are consistent with those of other scholars  
Source: Design by Researchers, 2023.

#### 5.4 Suggestion

##### 1. Establish educational programs:

To mitigate the key factors contributing to the loss of Meishan paper-cut art and tradition, the implementation of educational programs is vital. These programs can be designed to engage and educate the younger generation, fostering an appreciation for the art form and encouraging them to become practitioners or enthusiasts. Collaborations with local schools and cultural institutions could be explored for this purpose.

##### 2. Encourage collaborations and cross-generational learning:

In developing a model for the inheritance and innovation of Meishan paper-cutting, promote cross-generational learning and collaboration. Encourage experienced artisans to mentor and transfer their skills to younger generations. This can be achieved through apprenticeships, workshops, and cultural exchange programs.

##### 3. Market research and product development:

To fulfill market demand for innovative Meishan paper-cut products, conduct thorough market research to identify current trends, consumer preferences, and potential niches. Collaborate with artisans and designers to create products that

combine traditional craftsmanship with contemporary aesthetics. Additionally, consider exploring e-commerce platforms to reach a broader customer base.

4. Organize regular workshops and seminars:

Continuing from this successful seminar, consider establishing a series of workshops and seminars dedicated to Meishan paper-cutting. These events should cover various aspects, from history and techniques to contemporary applications. Involve experts, scholars, and artisans in these gatherings to acquire diverse perspectives and insights.

5. International collaboration and promotion:

Explore opportunities for international collaboration to increase the visibility of Meishan paper-cutting on a global scale. Consider participating in international art exhibitions and cultural exchange programs to introduce Meishan paper-cutting to a wider audience, including different age groups and ethnicities.



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**APPENDICES**

### APPENDIX A

Photos from the exhibition of Meishan paper-cut inheritance and innovative works



## APPENDIX B

Photos from the exhibition of Meishan paper-cut inheritance and innovative works  
Questionnaire survey of exhibitors

Have you heard of Meishan Paper-Cut?	YES	NO			
Quantity					
How did you hear about this exhibition?	Social Media	Friends or Family	Local News or Media	Other	
Quantity					
What is your overall impression of the exhibition?	Very Good	Good	General	poor	
Quantity					
Which of the following products do you think are the most innovative?	1	2	3	4	5
Quantity					
Did you buy any products at the show?	YES	NO			
Quantity					
you purchased the product what motivated you to purchase it?	Its Designer Aesthetics	Its Practical Use	Its Cultural Significance	Other	
Quantity					
Will you consider buying Meishan Paper-Cut products in the future?	YES	NO	Maybe		
Quantity					

## APPENDIX C

## Questionnaire respondent attribute table

Gender	Male	Female					
Quantity							
Age	Under 18	18-24	25-34	35-44	45-54	55-64	65 years or older
Quantity							
Profession	Student	Full Time Employee	Part-Time Job	Self Employed	Retire	House wife	
Quantity							
Educate	Below High School	Some Colleges or Technical Schools	Bachelor's Degree	Master	Ph.D		
Quantity							
Household Income	Less than 3000 yuan	3001-6000 yuan	6001-10000 yuan	More than 10,000 People			
Quantity							
How much do You know about Meishan Paper-Cutting.	very Familiar	Somewhat Familiar	Not Familiar With				



## APPENDIX D

### Meishan paper-cutting workshop related documents

#### Preparation photos

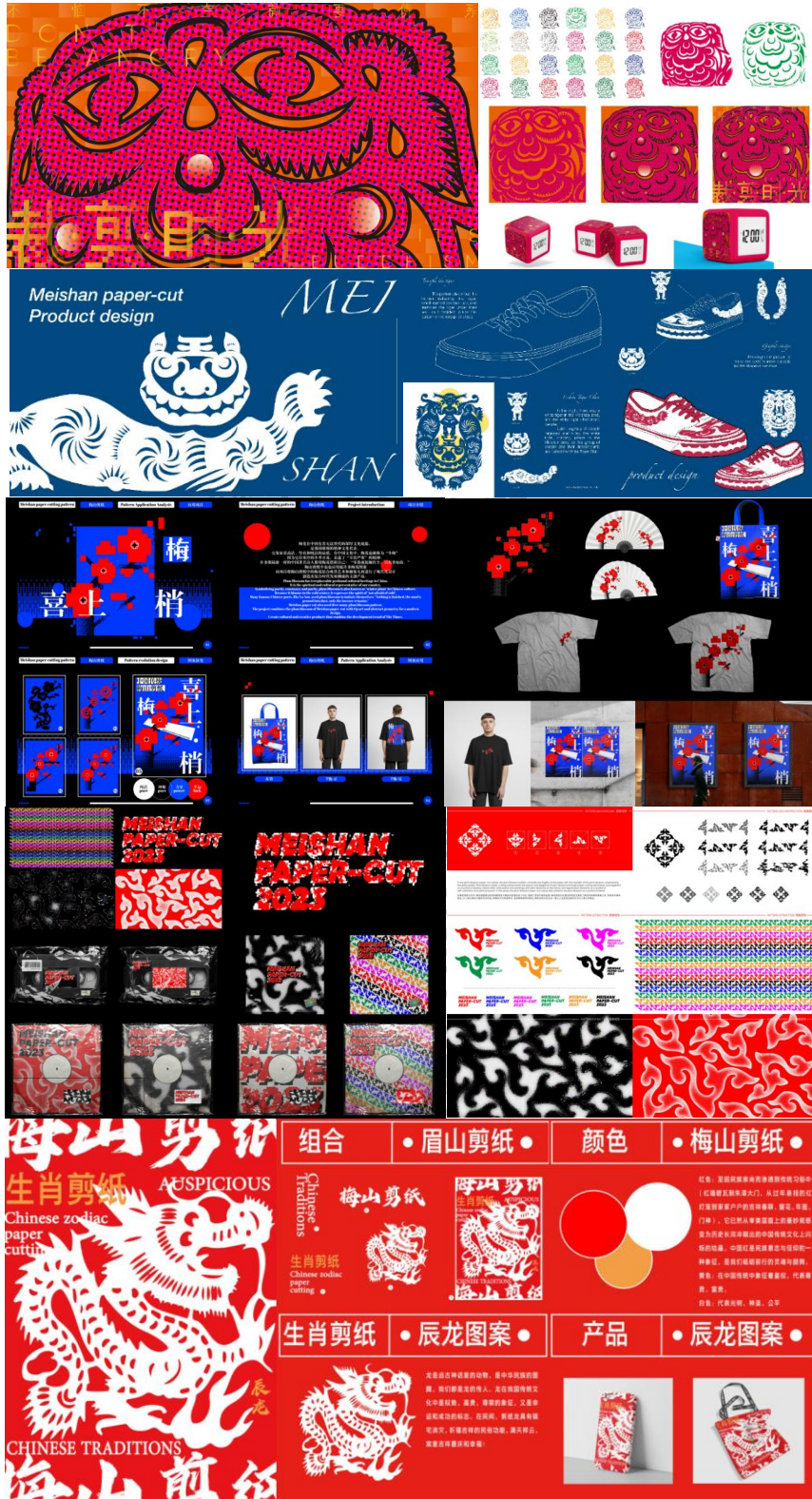


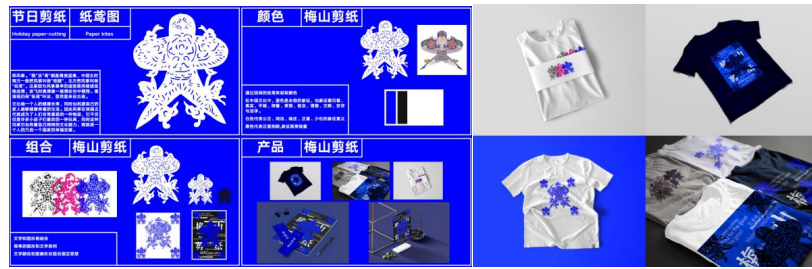
#### Workshop site photos





Workshop results





Internet publishing



## APPENDIX F

### Proofreading and Editing Service Verification Certificate



#### Proofreading and Editing Service Verification Certificate

Paper Title: INHERITANCE AND INNOVATION OF MEISHAN PAPER-CUT ART

Author's Name: Jie Su

This is to verify that I, Mr Dale Jackson, have performed copy-editing services, including (but not limited to) proofreading and editing services for the paper shown above.

(Signature)

Date: 21 November 2023

\*\*\*\*\*

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## APPENDIX G

Manuscript Accepted for publication



คณะอักษรศาสตร์ มหาวิทยาลัยศิลปากร วิทยาเขตพระราชวังสนามจันทร์  
 เลขที่ 6 ถนนราชมรรคาใน ตำบลพระปฐมเจดีย์ อำเภอเมือง จังหวัดนครปฐม 73000  
 โทร./โทรสาร : 0 3425 5096 อีเมล: journal.arts.su@gmail.com  
<https://so08.tci-thaijo.org/index.php/artssu/home>

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วันที่ 20 พฤศจิกายน 2566

เรื่อง การตอบรับบทความเพื่อตีพิมพ์ในวารสารอักษรศาสตร์และไทยศึกษา

เรียน Mr.Su Jie and Dr. Atithep Chaetnalao

ตามที่ท่านได้ส่งบทความให้วารสารอักษรศาสตร์และไทยศึกษาพิจารณาเพื่อตีพิมพ์เผยแพร่เรื่อง “การศึกษาความเป็นไปได้ของมรดกการตัดกระดาษเหมือนขนและแบบจำลองนวัตกรรม (Feasibility Study of Meishan Paper-Cutting Inheritance and Innovative Model)” ในขณะนี้ผู้ทรงคุณวุฒิได้ทำการตรวจประเมินคุณภาพบทความแล้วและทางกองบรรณาธิการได้พิจารณารับบทความของท่านไว้ลงตีพิมพ์เผยแพร่ในวารสารอักษรศาสตร์และไทยศึกษา ปีที่ 46 ฉบับที่ 1 มกราคม – เมษายน 2567 เมื่อบทความตีพิมพ์เผยแพร่แล้ว ท่านสามารถเข้าถึงบทความได้จากเว็บไซต์ของวารสารตามลิงก์ <https://so08.tci-thaijo.org/index.php/artssu/home> ที่แจ้งมานี้ต่อไป

จึงเรียนมาเพื่อทราบ

ขอแสดงความนับถือ

A handwritten signature in blue ink, which appears to read "จุชาทิพย์ จันทร์สุน", is written over a faint, larger version of the same signature.

(ผู้ช่วยศาสตราจารย์ ดร.จุชาทิพย์ จันทร์สุน)

บรรณาธิการวารสารอักษรศาสตร์และไทยศึกษา

วันที่ ๐๖/๑๐/๒๕๖๖



Graduate School,  
Suratthani Rajabhat University  
Muang, Surat Thani, 84100

1 November 2023

Title Paper accepted for publication  
To Su Jie and Asst.Prof. Atitthep Chaetnalao

The editorial team would like to inform you that your paper “Developed Social Media Marketing for Changde Museum” has been reviewed and accepted for publication in Suratthani Rajabhat Journal Vol. 12(1) (January – June 2025).

As for the publication of your manuscript, it must first go through the editing, a process that aims to prepare it for online publication; maybe during this process you will need to make some small changes. We will let you know. We would like to thank you for publishing the paper with us.

Best regards,

  
(Dr. Kewalin Angkananon)

The editor of Suratthani Rajabhat Journal

Graduate School  
Telephone 077 - 913381  
Fax 077 - 913382  
E-mail sru.journal@gmail.com

# APPENCIX H

Award

ide



## International Designer Club Awards 2023

**AWARD**  
Stu Level, Nominations

**DESIGN**  
SuJay

**Instructor**  
Atithep Chaetnalao

**TITLE**  
Meishan Paper-cutting Workshop<sup>®</sup> themed poster design

**SCHOOL**  
Silpakorn University

[www.ivcda.org](http://www.ivcda.org)

  
Chairman of the Jury



International Designer Club Awards 2023

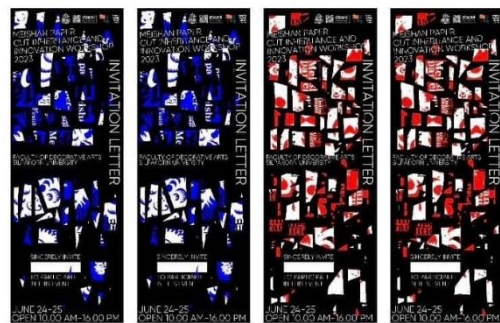
AWARD : Stu Level, Nominations

DESIGN : SuJay

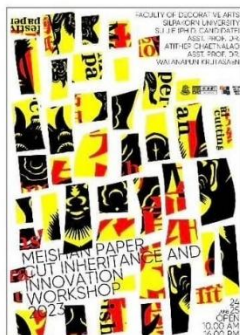
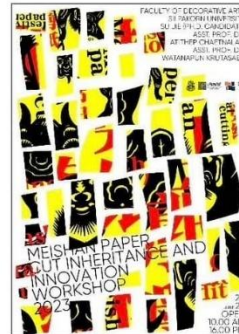
Instructor : Atithep Chaetnalao

TITLE : Meishan Paper-cutting Workshop" themed poster design

SCHOOL : Silpakorn University







## VITA

<b>NAME</b>	Su Jie
<b>INSTITUTIONS ATTENDED</b>	Faculty of Decorative Arts, Silpakorn University
<b>PUBLICATION</b>	2024 Su Jie, & Atitthep Chaetnalao,V. (2024). Feasibility Study of Meishan Paper-CuttingInheritance and Innovative Model.Silpakorn University, Journal of Arts and Thai Studies, 46(1),1-17.  2025 Su Jie, & Atitthep Chaetnalao,V. (2025). Developed Social Media Marketing for Changde Museum.Suratthani Rajabhat University, Suratthani Rajabhat Journal, 12(1),1-31.
<b>AWARD RECEIVED</b>	International Designer Club Awards 2023 AWARD : Stu Level, Nominations DESIGN : SuJay Instructor : Atitthep Chaetnalao TITLE : Meishan Paper-cutting Workshop" themed poster design SCHOOL : Silpakorn University

