

# Application of Huaiyang Cloth Tiger Symbol Element in Cultural and Creative Product Design of Intangible Cultural Heritage Theme Hotel

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## Abstract

The theme of this design is the cultural and creative product design of Huaiyang cloth tiger theme hotel. With the theme of "eating delicious food and tasting history", Shichang Jianbu tiger theme hotel advocates the spirit of tiger culture from design to construction, from operation to publicity, and takes urban architecture as the carrier of human history. "Cloth tiger theme cultural and creative product design" connects cloth tiger with hotel publicity, creates a brand of tiger culture hotel and focuses on promoting tiger culture. Through the design of cloth tiger theme hotel, we can deepen our understanding and love of intangible cultural heritage, and hope that more people can pay attention to intangible cultural heritage and inherit China's excellent traditional culture.

## Keywords

Cultural and Creative Product Design; Intangible Cultural Heritage; Huaiyang Cloth Tiger.

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## 1. Introduction

Huaiyang cloth tiger theme hotel, from design to construction, from operation to service, takes the city and architecture as the carrier of human history and advocates the spirit of intangible cultural heritage. The hotel is located in Zhoukou City, so the types of intangible cultural heritage themes are local intangible cultural heritage projects in Zhoukou. Huaiyang cloth tiger is a very popular intangible cultural heritage project. It has a very long history and unique image characteristics. Most of them are mounted with yellow cloth. The modeling and decoration are very simple and have their own unique charm.

By observing the modeling characteristics of Huaiyang cloth tiger, this paper summarizes its image, simplifies it into geometric graphics and lovely cartoon image, and applies it to the cultural and creative design of the hotel, so that everyone can fully feel the charm of intangible cultural heritage.

## 2. Research Background and Purpose

Huaiyang cloth tiger theme hotel takes "eating food and tasting history" as the main concept, from design to construction, from operation to service, and takes urban architecture as the carrier of human history, advocates the spirit of tiger culture and creates the brand of tiger culture hotel. In the early days, people worshipped tigers, which led to the emergence of cloth tigers. People's worship of tigers can be traced back to the time of Fuxi. Liu Yaohan, a famous ethnic scholar, said that in his book, a new investigation into the origin of Chinese civilization, "Fuxi was originally the totem of the tiger. After the Qin and Han Dynasties, some historians thought of the dragon. Seeking the source, the cloth tiger originated from people's worship of the image of the tiger totem. The image of the tiger totem originated during Fuxi and existed before the emergence of the dragon totem. As a traditional Chinese folk art, the cloth tiger is deeply favored by the folk people. In the primitive society, the vulnerability

of mankind itself, coupled with the wind, thunder and lightning Now, the tiger is regarded as a symbol of power. The tiger is considered invincible and very protective of its children. There is a saying that "it is not children that tigers poison". Then, people regarded the tiger as the God of reproduction and the protector of life. Generally, cloth tigers express cloth tiger culture in the form of double head pillows. Cloth tigers perfectly combine beauty and simplicity in artistic design, maintain the national style and spirit, and support and develop according to the characteristics of folk arts and crafts. This can play a deeper role in the inheritance of intangible culture.

Zhoukou's intangible cultural heritage is very rich and loved by everyone, but its protection and inheritance are facing a major test. Through the design of Huaiyang cloth tiger theme hotel, the intangible cultural heritage culture is expressed with urban architecture as the carrier, so that more people can see the intangible cultural heritage of Zhoukou, understand the intangible cultural heritage of Zhoukou, and even fall in love with the intangible cultural heritage of Zhoukou, so that it can be protected to a greater extent and passed on better.

### 3. Design Process

The first step is to collect relevant data about Huaiyang cloth tiger. By visiting the non heritage inheritors of Huaiyang cloth tiger and consulting the relevant information of cloth tiger on the Internet, we can better understand the current situation and extract the color, pattern, shape and other elements of cloth tiger (Fig. 1).

The second step is the design of hotel logo. The logo design closely follows the theme image of the cloth tiger. Through concise extraction of the teeth and big eyes of the cloth tiger, the top of the logo is an image of the word "King", which is a unique feature on the tiger's head. The image of the word "King" is like the bone pattern of the tiger. The three elements of teeth, eyes and King character are combined together, like a tiger with teeth, claws and swaying tail. In terms of color, the confident, lively and powerful red and hopeful green are used to express the confidence in the rejuvenation of the traditional cloth tiger culture (Fig. 2).



**Fig. 1** Huaiyang cloth tiger



**Fig. 2** Hotel logo design

The third step is to extract materials. Take the color, shape and implication of cloth tiger as the creative source, extract the original pattern and color, transform the pattern and change the color on the basis of its shape, innovate the image of cloth tiger, design different images of cloth tiger, and apply it to the cultural and creative product design of Huaiyang cloth tiger theme hotel.

#### 4. Design Practice of Cultural and Creative Products in Huaiyang Cloth Tiger Theme Hotel

The cultural and creative design of Huaiyang cloth tiger theme hotel is divided into two parts. One part is the cultural and creative design of Huaiyang cloth tiger theme hotel itself, and the other part is the cultural and creative design of the theme for the Spring Festival.

##### (1) Geometric figure cloth tiger hotel cultural and creative design

The tiger's geometric pattern and the tiger's teeth are selected as the basis of the tiger's geometric pattern, according to the geometric features of the tiger's eyes (figures 3 and 4). There are many kinds of items used in the hotel. According to the display effect of design works, cultural and creative products such as throw pillows, badges, warning signs, handbags, canvas bags, bookmarks and envelopes are finally selected, including large objects and small objects, which makes the display effect more hierarchical (figures 5, 6, 7 and 8).



Fig. 3 Aided graphic design



Fig. 4 Two party continuous arrangement



Fig. 5 Handbag application



Fig. 6 Wine set application



Fig. 7 Canvas bag application



Fig. 8 Badge application

## (2) Cultural and creative design of cloth tiger hotel with Spring Festival theme

The Spring Festival element is combined with the tiger element, which is mainly represented by the four elements of "happiness, wealth, longevity and happiness", which is drawn in a flat style. Blessing God is dressed in official clothes and has a pleasant face. He holds Ruyi and a scroll with "lucky stars shining". His clothes are decorated with blessing words and peony flowers to bring people happiness and well-being. Lu Shen, smiling, holding gourd and brush, implies rising step by step. The longevity star is kind-hearted, holding a peach in his right hand and a crutch in his left hand to bless people's health and longevity. The God of joy, holding red envelopes and firecrackers, adds color to the harmony of the happy event and meets people's wishes for peace and joy (Fig. 9).



Fig. 9 Cloth tiger spring festival cartoon image

Red envelopes are also a custom of the Spring Festival, also known as lucky money, homophonic for "sneaky". The implication for children and elders is different. The two red envelopes designed are

used in two aspects. The design highlight of the first red envelope (Fig.10) is that the shape breaks the traditional color and adopts the color of the four elements of "happiness, wealth, longevity and joy". The four red envelopes are "send happiness, get wealth, longevity and joy", which can be given to the younger generation or elders according to the word meaning. The red envelope and Spring Festival couplets are given to the guests who book the new year's Eve dinner in the hotel as gifts. The design highlight of the second red envelope is the combination of greeting cards and red envelopes. The shape of the red envelope is composed of four-way continuous drawings composed of "fortune, longevity and happiness" elements, plus blessing words; On the front of the card, there is the image of the four gods of "blessing, wealth, longevity and happiness" and a blessing message. On the back is a small story about the legend of New Year customs. The red envelope is given to the guests who check in at the hotel.



Fig. 10 Red envelope design

In addition to some items required for the Spring Festival, the cartoon image of cloth tiger is also used in some cultural and creative products such as mobile phone cases, brooches and bookmarks (figures 11, 12, 13 and 14).



Fig. 11 Bookmark Design



Fig. 12 Canvas bag design



Fig. 13 Pillow design



Fig. 14 Badge design

## 5. Conclusion

The cultural and creative products made this time are closely connected with cloth tiger theme hotel. The derivatives of cloth tiger theme hotel are small, convenient and easy to carry. Giving them to customers is also a publicity of tiger culture. When you enter the cloth tiger theme hotel, you will feel the strong tiger culture, understand the relevant knowledge of tiger culture, truly achieve the publicity of tiger culture, make more people want to learn and understand, and continue to inherit the excellent traditional culture.

There are many kinds of intangible cultural heritage in China. It is the crystallization of the wisdom of the Chinese nation and is of great significance to us. Protecting and inheriting intangible cultural heritage is something that everyone should pay attention to. Especially for designers, intangible cultural heritage can provide us with a lot of design inspiration. In recent years, intangible cultural heritage has received more and more attention. There are many ways to carry forward intangible cultural heritage. As designers, we should show the essence of intangible cultural heritage through different carriers and different ways, so that more people can understand it.

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