

Searching for Chinese Song Dynasty Fans Related to Cultural Dimensions

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Abstract

This study examines the formation of fan culture in China during the Song Dynasty, focusing on the cultural expressions inherent in fan making. With the aim of exploring the fan culture of the Song Dynasty, qualitative research methods and descriptive analysis were employed. The cultural dimensions under investigation include connotations, beliefs, lifestyles, aesthetics, materials, and craftsmanship. To conduct this investigation, the researcher visited the Guangdong Provincial Museum and the Guangdong Provincial Arts and Crafts Mall, where a variety of fans were studied and analyzed for their design and usage patterns. The Song Dynasty in China integrated fan-making with the prevailing culture of the era. Through both practical function and distinctive design, the art adorning the fan faces showcased a wealth of calligraphy and painting from Song Dynasty culture. Over generations, this amalgamation evolved into a unique art form. During the Song Dynasty, fan culture thrived, with fan painting transcending mere decoration to become a distinct genre of painting and calligraphy. Artists of the period often utilized the fan's shape as a canvas, showcasing a diverse array of subjects and an exquisite artistic style. Both in design and production, fan makers of the Song Dynasty achieved remarkable levels of artistry. Fans were crafted from a variety of materials and in different shapes, including Paper Fans, KeSiTuan Fans, and Round Silk Fans, each exhibiting round, square, or hexagonal forms, respectively. The paintings and calligraphy adorning these fans were exceptionally refined, frequently executed by renowned artists such as Su Shi, Mi Fu, and Wen Tong, whose works adorned fan surfaces commonly. These artworks not only demonstrated the artists' skill but also reflected the aesthetic and cultural ethos of Song Dynasty society.

Keywords: *Chinese painting, Chinese calligraphy, Fan culture, Cultural and Creative Products, Song Dynasty.*

Introduction

As a result of modern industrialization, fan culture has transcended its original function, expanding its exquisite achievements into various industries due to the characteristic shape and art style of fans. Specifically, the cultural creative industry has developed advanced digital imaging production technology, overcoming many challenges of traditional production processes and seamlessly incorporating cultural themes and characters into creative cultural products. As society evolves, cultural and creative products assume an increasingly vital role in our lives. These products not only enrich our spiritual experiences but also exert profound influences on economic development, social identity, environmental awareness, cultural education, life aesthetics, and innovative industries. Fan culture serves as a conduit for traditional cultural innovation design. Its distinctive shape and intricate imagery position it prominently within the cultural creative product industry. Consequently, the application of high-quality digital imaging to the innovation design process of fan-shaped cultural creative products has garnered attention from scholars. Moreover, advancements in digital reproduction technology have transformed static images into dynamic, engaging visual and sensory experiences, enhancing society's appreciation for and education in the arts. Furthermore, as China's standard of living rises, the art industry's contribution to the national economy grows, reflecting a shift in focus towards spiritual fulfillment in contemporary life. This trend fosters the thriving development of the cultural and creative products market, propelling the cultural and creative industry across various domains, from design and production to sales and personalized customization. These developments align closely with the themes explored in this research paper.

With the advent of the Internet and digital technology, the proliferation of digital images of traditional artwork has surged dramatically. The Smithsonian Institution, the largest museum cluster manager in the U.S., recently announced a groundbreaking initiative: making 2.8 million images available online for free use. This unprecedented move by the Smithsonian, a museum with a 174-year history, signifies a significant shift in educational and research institutions towards creating a web platform where users can not only

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browse online but also freely download, use, edit, transform, recreate, and share these images at their discretion (Surge, 2020). Among the publicly accessible images are iconic paintings featured in textbooks on Chinese art, such as "Luoshen Fu" and "The Painting of Two Sheep." The vast number of newly added and previously archived digital images encompasses a wide array of artistic masterpieces. Notably, the digital images of Song Dynasty paintings and calligraphy, renowned as the zenith of Chinese painting and calligraphy art, have garnered considerable public attention. Consequently, these digital archives serve as invaluable research materials for this paper.

Painters of the Song Dynasty depicted a wide range of subjects in their paintings, from depicting the magnificent scenery of nature to recording tiny grass and flowers, butterflies and beetles, all done in an extraordinary way. Especially for the depiction of urban life and peasant society, portraits and dynamic depictions. The art of painting and calligraphy in China during the Song Dynasty experienced unprecedented development and prosperity. During this period, painting was further subdivided into different disciplines: landscapes, birds and flowers, figures, religious paintings, and miscellaneous paintings. The diversity of subjects also determined the richness of painting techniques, such as heavy coloring, fine line brushwork, and the poet's favorite Plain line-sketching style. The diversity of these techniques and themes expanded the aesthetic of painting and injected new lives into Song Dynasty painting and calligraphy. Among all genres, Song dynasty painters had made landscape paintings to a new height in the ancient world. This was partly due to their philosophy and culture. Scholars of the Song Dynasty emphasized the motto "study of things would lead to true knowledge", so they focused on tracing everything to the fundamentals. As a result, a large number of painters from Song dynasty endorsed on real-life sketching, and they were very inquisitive about the details of things depicted: for example, they invented a variety of rock painting methods, studied coloring techniques, and depicted the physical appearance of the mountains and rivers and the connotation of the spirit to the utmost subtlety. This pursuit of naturalism opened up a new path for the development of landscape painting. Apart from landscape paintings, Song dynasty is famous for its literary painting (literarily, "paintings that are made by intellectuals, especially poets"). These paintings emphasized the expression of personality and emotion, so the lines and brushwork emphasize a spirit of "writing", as compared to the calligraphy of poetry. This style of painting aim at expressing a profound mood with simple lines and light colors, giving people a deep and profound feeling of reuniting with nature. Representatives of Song Dynasty literati painting include the works of Su Shi, Mi Fu, and Wen Tong, whose works are still widely appreciated and researched today. In terms of calligraphy, the Song Dynasty was also characterized by excellence. The calligraphers of the Song Dynasty not only inherited the traditions of their predecessors, but also made innovations in their techniques. Their calligraphic works were characterized by strict law and vigorous strokes, as well as distinctive personalities and unique styles. The representative figures of Song Dynasty calligraphy include Su Shi, Huang Tingjian and Mi Fu, whose works have had a profound influence on later generations. In conclusion, the Chinese calligraphy and painting art of the Song Dynasty made remarkable achievements in terms of technique, subject matter, and aesthetic trends. The works of calligraphy and painting of this period are not only of great artistic value, but also provide us with valuable historical information and cultural heritage.

Fan as a new thing invented and used to meet the needs of people in the life of the cool, it is from the primitive material needs of the initial point of departure, on this basis and then transformed to a higher spiritual level. The development of the fan is the embodiment of this law, the fan's initial value is reflected as a practical tool for life, and the value system formed later are built on this basis. The fan with practical function should be the first fan made by human beings. The fundamental difference between human beings and other animals is that they can make and use tools. The practical function of the fan is mainly embodied in two aspects, one is by waving the fan to speed up the air flow so that the body surface of the sweat evaporation and cooling; one is with the fan shielding and covering effect to resist dust and sunlight. From the shape of the fan can reflect the different class characteristics, short handle and long handle is an important feature of the early fan, used for self-service is a short-handled fan, while the long-handled fan is not convenient for their own use, but the servants to serve the master's tools. From the unearthed fan artifacts where the tomb has reflected the owner of the fan on the use of the situation. Ancient women often used fans as a means of self-adornment or concealment. With the more and more exquisite and skillful production of the fan, the short-handled small fan exudes a sensual graciousness and dashing, which has a

strong contrast with the rationality and majesty of the long-handled large fan. The small fan of this decorative role is in fact the beauty of the decorative effect of the decorative manner, the fan evolved into a kind of people for their own beauty decoration of the celebrities and elegant tools. Young women to fan to cover their faces to hide their shame, more and more show it's gentle and lovely. And later carry more convenient folding fan rise, a lot of good talent is fan is not away from the hand, the fan has become elegant and noble, melancholy pleasure dashing the best design. Song dynasty fan is very artistic and literary atmosphere and the entire social atmosphere of the Song dynasty has a close relationship, through the study of the Song dynasty fan, we can understand the social background and people's habits, the Song dynasty fan has diversity and uniqueness, which the overall shape of the fan is exquisite and beautiful, simple and elegant, full of rich atmosphere of simplicity, extremely close to the Chinese nation's spiritual temperament and the traditional thought of the creation of things, has a very high artistic, historical and so on, the best design. It has high artistic and historical research value.

Literature Review

During the Song Dynasty, fan culture was inherited and developed through many generations, becoming a unique cultural art form. It has a long history and a far-reaching origin, and is one of the tools of life representing the development of human civilization in the world, as well as an integral part of the culture of the Chinese nation. At present, the development of modern industrialization, fan culture has a practical function on the basis of the characteristics of its shape and fan art show, was more derived from other fields, in which the application of high-quality digital images of cultural creative products combined with the help of digital technology to solve a lot of difficulties in the traditional production process, the invention of more modern production technology, the fan culture is fully embodied in the traditional cultural theme of the creative arts product design. The fan culture is fully embodied in the traditional cultural theme of cultural and creative product design.

There are 46 Chinese files (with cross-themes) on the evolution of Song Dynasty traditional painting and calligraphy art and fan culture related to the theme of the paper, of which 16 are on the theme of "Traditional Painting and Calligraphy Digital Images", 19 are on the theme of "Fan Culture", 11 are on the theme of "Cultural Creative Products", and 11 are on the theme of "Traditional Painting and Calligraphy Digital Images". There are 46 articles (cross-cutting themes), of which 16 are on "Digital Images of Traditional Painting and Calligraphy", 19 on "Fan Culture", 11 on "Cultural Creative Products" and 13 on "Digital Media Art". For example, "The Origin of Fan Imagery and Its Development in Song Lyrics" describes that during the two Song dynasties, fans were a must-have item for the court ladies' court and the common people's homes. Social book fan, painting fan, selling fan, hiding fan, playing fan trend is becoming more and more prevalent, and the emergence of the painting business and word shop, it can be seen at that time the fan became a commodity began to circulate. The fan surface and handle of the fan, even including the pendant, are the important material basis of this artefact, directly affecting the shape and sense of decoration. (Shi & Yu, 2023), full of craftsmanship and artistic value of the fan in the Song Dynasty can only appear in the court, nobles, rich merchants. During the Song Dynasty, it was a custom in the palace to give fans at every Dragon Boat Festival. According to Wu Zimu "dream sorghum record" records, the Song Dynasty in the Dragon Boat Festival this day, the palace to "imperial book koi pomegranate painting fan, ai tiger, yarn pi section and other things, give all the cabinet, zaijie, Prince". In folklore, young women to fan to cover their faces to hide their shyness, more and more show it's gentle and lovely. Later, with the rise of folding fans, which were more convenient to carry, many beautiful people were not able to leave their hands without a fan, and the fan became the best design of elegance and nobleness, and melancholy pleasure and dashing (Yang, 2011). During the Song Dynasty, a new form of painting - "fan painting" appeared in the history of Chinese painting. The Song dynasty's strong aesthetic thought of painting, artistic atmosphere, and the imperial court's advocacy of fan painting at that time, among other factors, pushed Song painters to create works on the surface of the fan with the help of the fan's shape, which was delicately arranged by painters to make the big bigger picture out of the small one. Painters have always been accustomed to the conventional vertical scrolls and long scrolls of Chinese paintings of yesteryear, and turned to create on the fan, the size and shape of which have become limited and small. To a certain extent, the reduction in the size of the painting reduced the time required for painting and the difficulty of creation,

making it easier to show the "moods and colors of the objects", but it also put severe demands on the artistic skills of the literati, as well as their ability to select and arrange the scenery (Ji Shanshan, 2021). What makes fan calligraphy and painting different from other forms is that its aesthetic significance does not stop at the form itself, but transcends it, with a deep and broad cultural meaning. Therefore, fan calligraphy is by no means as simple as 'fan + calligraphy' or 'calligraphy written on the fan', but rather a comprehensive aesthetic object, which, in addition to the aesthetic significance of the calligraphy itself, also includes the material and craftsmanship of the fan bone, the material and color of the paper, as well as the aesthetic connotation formed by the integration of the three. It is because of the unique aesthetic significance of the fan that fan calligraphy has been loved by Chinese calligraphers throughout the ages, and favored by literati, collectors and the general public, linking art and life, elegance and vulgarity (Han, 2020).

Human beings create things to achieve the three major functions of utility, aesthetics and ceremonial. Since modern society fan as a ceremonial function in China gradually faded, with the development of industrialization as a practical tool for the fan's demand has also greatly reduced. Only the aesthetic fan has not been reduced, arts and crafts of the fan not only develops the fan category, art aesthetic also affects many other aspects, such as modern graphic design, clothing design, architectural design have a large number of fan elements of the use. In the G20 summit business leaders' souvenir gift box, a city jade water grinding bone silk fan is particularly eye-catching - elegant light yellow bamboo jade fan bone, comfortable when opened; round fan head and copper fan nails, exuding a modern, simple atmosphere; silk fan hand-painted plum, orchid, bamboo pattern, corresponding to the fan named "Dark Fragrance and Sparse Shadow", "Orchid Spitting Fragrance" and "Clear Wind Shaking Cui", implying the style of an elegant gentleman and a country of culture and etiquette (Lu, 2016). The application of digital regeneration of Song Dynasty cultural elements is a new term that has emerged with modern digital technology. Calligraphy and painting relics are fragile, and computers first intervened in the field of art around the 1960s, while the earliest manifestation of art given by computers was to give the functions of artistic image memory, aesthetic judgement, assisting in artistic creation and artistic performance, so that it could ensure that the existing field or style of art could be better integrated and manipulated for it (Shen, 2014). Most of the traditional painting and calligraphy works of the Song Dynasty were preserved with different degrees of defects and damage due to the long period of time, and the fan works were even more seriously damaged, therefore, how to recover these damages due to nature or man-made damage is a problem that must be faced by the protection of traditional paintings and calligraphy, and in order to restore the original appearance of those damaged works, this problem has been plagued by thousands of years, and the emergence of the digital high-fidelity technology really brings a new way of preserving the traditional paintings and calligraphy works, and the digital high-fidelity technology has brought a new way of preserving them. The emergence of digital high-fidelity technology has really brought a new dawn to traditional painting and calligraphy, through the digital technology of reproduction can easily restore the original appearance of the original works, such a new perspective of painting and calligraphy restoration to many researchers and traditional painting and calligraphy art seekers has brought a huge impact and breakthrough (Liu, 2012). For example, the painter Zhan Ziqi's painting "Spring Festival", after the use of digital technology, the paintings on the identification of the collection of the seal was removed, the audience was able to see it for the first time to restore the ancient painting and calligraphy prints (Liu, 2012). In the design of cultural creative products, how to combine the digital images of calligraphy and painting with the design concept is an important challenge. In order to solve this problem, designers need to have a deep understanding of the connotation and spirit of traditional culture and integrate it into their designs.

Research Methodology

In this study, researchers used qualitative research and descriptive analysis methods to search for fans related to the cultural dimension and connotation of the Song Dynasty in China. Beliefs, lifestyle, aesthetics, materials, and craftsmanship are as follows:

Cultural design of fan system. Fan shape system is very recognizable visual symbols, the fan itself has its own different shape system, as the human face in general, there are many different shapes, such as according to the shape of the points, there are round, oval, inverted oval, square, rectangular, trapezoidal, inverted trapezoidal, rhombus, pentagonal and so on. The product's concept, style, connotation, humanity, market, quality and other information are expressed through the in-depth excavation of the Song Dynasty painting and calligraphy characteristics. Because of the variety of materials and techniques used to make the edge of the fan, many different fan shapes can be collected in the traditional calligraphy and painting digital images of the Song Dynasty. Therefore the traditional fan shapes of the Song Dynasty provide an effective reference for modern innovative design. The innovation of fan-shaped cultural creative products with the theme of traditional calligraphy and painting of the Song Dynasty is designed based on the popular fan culture of the Song Dynasty. In the design process, the digital images of Song Dynasty traditional calligraphy and painting are used as the basis, the shape of Song Dynasty fan is extracted, and modern design thinking and technology are used to innovate, which is extracted and translated into a new product that contains the Song Dynasty traditional culture and is applicable to modern life. Before carrying out the Song Dynasty traditional painting and calligraphy themed fan-shaped cultural and creative product design, this study adopts a mixed qualitative and quantitative research to analyze the consumer population's category demand for fan-shaped cultural and creative products, and uses eye-tracking instruments to conduct quantitative research and analysis; and collects expert interviews through descriptive analysis methods to conduct research and analysis.

The aesthetic design of the fan shape system. At present, the shape of the fan is not confined to the traditional shape, shaped fan is a square cut off the corners, some are cut into the shape of a similar ancient shield, sword coins, which can be described as a fancy new, a wide variety; and the visual presentation of the fan's image, due to the distortion of the original image material, which directly leads to a large number of low-quality artistic content of the traditional painting and calligraphy cultural and creative products flooded the market, so the fan shaped system of the aesthetics of the innovative design of the assessment by the greatly questioned by consumers. This study integrates fan-shaped cultural and creative products with modern daily life, aesthetic taste, and consumer demand, and extracts the "beautiful" components of traditional Song Dynasty paintings and calligraphy, such as landscape, figures, birds and flowers, and other elements, and applies them to product design. As the theme of cultural communication and tourism derivatives, cultural and creative products should focus on the cultural experience of the audience. This experience can be reflected through the meaning of the product and the elements of cultural stories. Fan-shaped cultural and creative products are the products of effective integration of Song Dynasty painting and calligraphy culture and fan system. With the characteristic advantages of Song Dynasty fan culture, the R&D products should closely follow the Song Dynasty painting and calligraphy art, especially the elements of calligraphy, landscape, figures, flowers and birds, do not imitate the market homogenized product samples, focus on the theme, highlight the cultural and artistic connotations of the Song Dynasty painting and calligraphy creative products, and form the characteristic logo of the Song Dynasty fan culture. This study adopts a mixed qualitative and quantitative research to evaluate the product design by analyzing and processing the percentage and sample mean value after collecting data through questionnaires. Satisfaction evaluation is divided into 5 levels (highest = 5 points, highest = 4 points, medium = 3 points, low = 2 points, lowest = 1 point).

Practical design of fan shape. Practicality and functionality are two major attributes that cultural creative products need to have in addition to cultural and aesthetic properties. Fan-shaped cultural and creative products focus on combining the ancient fan-shaped system with modern lifestyle to create practical items that have both traditional cultural flavor and meet modern aesthetic needs. For example, designers will fan elements into daily necessities such as the use of "cold enamel" process, without burning metal to fill the color, through the color changes between the color blocks to form a specific graphic, used in the design and production of earrings, brooches; the use of modern 3D printing custom with the Song Dynasty cultural characteristics of the "plum, orchid, bamboo, chrysanthemum" pattern, These cultural creative products are both beautiful and practical. 2023 new LV Tilsitt fan-shaped bag with the shape of the

traditional Chinese fan as the bag design reference material, innovative geometric curved edge shape is very recognizable, simple and stylish shape, the color of the double spelling, the classic metal buckle, the flap design is also equipped with the signature S-lock The combination of fan culture and modern life products is perfectly realized. In addition, the innovative design of the ancient fan shape has also been applied to modern interior design, becoming a new favorite of space decoration. High-quality digital images can effectively reduce their production costs and improve the picture quality of this type of image vision-centered products, assisting interior design to achieve the expected aesthetic standards of the public to improve the living environment and appreciation of ideas. This study adopts descriptive analysis method and collects expert interviews for research and analysis.




Fan-shaped creative, emotional design. An important feature of traditional painting and calligraphy cultural creative products is "traditional and innovative", through the acquisition of traditional painting and calligraphy images of cultural elements and innovative application. The acquisition of traditional painting and calligraphy cultural elements in the design of fan-shaped cultural and creative products is considered from these aspects: Chinese character pattern elements. In the design of cultural and creative products, we can fully combine the graphic elements of Chinese characters, utilize the glyphs and strokes of various traditional calligraphic fonts of Chinese characters, and extract their artistic aesthetics, so as to improve the cultural connotation of the cultural and creative products; traditional festival elements. Chinese traditional calligraphy and painting are rich in narrations and depictions of the background and customs of each traditional festival. For example, the elements of couplets and paper cuttings in the Spring Festival can be applied to the fan design, so as to make the product fit with the festival atmosphere; the element of living environment. Song Dynasty is an important turning point in Chinese history, in terms of cultural philosophy and theoretical thinking, Song Dynasty is the full maturity of traditional Chinese humanism and the rise of modern humanism, this feature is reflected in the field of Song Dynasty aesthetics, Song Dynasty painting and calligraphy artists created works reflecting on the one hand, the deep national crisis, and on the other hand, reflecting a high degree of economic and cultural prosperity, recording people's life of sweet and sour, joy and sorrow; and On the other hand, they reflected the high degree of centralization, which embodied the social environment of this historical period and contained rich humanistic ideas. Therefore, it is important to draw traditional cultural elements from the image stories to provide inspiration for the design of cultural and creative products. When designing products, in order to avoid ambiguity in interpretation and understanding, "common" emotional elements should be used as much as possible for different consumer groups, and specific emotions should be implanted to complete the design. In this study, a mixed qualitative and quantitative research was used to analyze the expectations and suggestions of consumer groups on the content and form of fan-shaped cultural and creative products, and the product design was evaluated by analyzing and processing the percentage and sample mean value after collecting data through questionnaires. Satisfaction evaluation was categorized into 5 levels (highest = 5 points, highest = 4 points, medium = 3 points, low = 2 points, lowest = 1 point).



Serialized design of fan shape system. Fan shape system because of its uniqueness has a key role in enhancing the benefits and value of fan-shaped cultural and creative products. Serialization of cultural and creative product design refers to the arrangement of a series of related cultural and creative product designs in a certain order in the cultural and creative industry, forming a design mode with wholeness and systematicity. This design approach aims to improve the overall benefit and value of the product, while enhancing consumer experience and satisfaction. This study adopts a descriptive analysis method and conducts research and analysis by collecting expert interviews.

Research Results

The search results for fans in the Song Dynasty of China are related to cultural dimensions, and it is found that the number of fan cultures formed in the Song Dynasty of China is related to the art, calligraphy, and painting of the Song An period, with very high artistic achievements. The researchers presented it in the form of a relationship analysis table, as shown in the following table.

Table 1 Fan Search Related to Connotation in the Song Dynasty of China



| Order | Fan List | Cultural dimension of connotation |
|-------|---|---|
| 1 |  <p data-bbox="316 712 502 741">Ceremonial Fan</p> | <p data-bbox="632 434 1398 763">The Tales of the Wise Empresses of the Past Dynasties shows a courtesan holding a ceremonial fan to emphasize the nobility and majesty of the owner's status. Fan pattern is painted, red lacquer foliage-shaped Sumeru-style base, the face of the high waist, carved above and below the lotus petals up and down. The red lacquer elephant carrying a vase on the seat, meaning "peace and prosperity". The lower end of the fan pole is inserted into the vase, the lower end of the fan and the fan pole are made of copper, and the copper leaf is inlaid with jade chime pattern and double-fish pattern, implying "auspicious celebration".</p> |
| 2 |  <p data-bbox="316 1171 464 1200">Circular Fan</p> | <p data-bbox="632 869 1398 1160">Ancient Chinese celebrity "Su Dongpo" used his calligraphy and painting talents to inscribe and paint on the fan surface, which made the fan sold quickly and solved the debt of the fan maker, reflecting the people's pursuit of calligraphy and painting art in the Song Dynasty. This is a short story rich in philosophy and life wisdom. Su Dongpo in the story, with his intelligence and good qualities, used calligraphy and painting to improve the appreciation value of the fan, solved the people's difficulties, and won people's respect and love.</p> |
| 3 |  <p data-bbox="316 1816 485 1845">KeSiTuan Fan</p> | <p data-bbox="632 1397 1398 1722">From the Northern and Southern Dynasties of the Wei and Jin dynasties to the Song Dynasty, fans became a common theme for poets to express their love. Tao Ye, the concubine of Wang Xianzhi, a calligrapher of the Eastern Jin Dynasty, used the fan as a medium to express her deep feelings of love with Wang Xianzhi. In her "Reply to Wang's Fan Song", the fan not only symbolizes the beauty and brightness of love, but also demonstrates its function of covering the face, through which Peach Leaf conveys her shyness and longing, and the fan becomes a witness to and a support for the feelings of the two.</p> |
| 4 | | <p data-bbox="632 1912 1398 2038">Ancient Chinese woman "Ban Ji" stands alone under a palm tree with a fan in her hand. Although the painting is bright-eyed, pink-cheeked, beautiful posture, but the look is frustrated and thoughtful. In front of the garden, there is a Sichuan anemone with</p> |


| | | |
|---|---|---|
| |  | blossoming stamens, by which the artist wants to imply that the season is already the end of summer and the cool of fall. |
| 5 |  | The most famous painting of the Northern Song Dynasty, "Riverside Scene in Qingming Festival", is the Cattail Leaf Fan. In the painting, on the street next to the butcher's store, a man walks and a man rides a horse to meet each other, and both of them are holding a fan in their hands, and the man who walks is covering his face with the fan. |

Source: Collect and organize by Author

Table 1 shown: The Song dynasty ruling class implemented the "Chongwen" policy measures, which greatly stimulated the creative passion of the painters and the people's interest in art, so that the artistic atmosphere of the whole society became increasingly strong. With the spread of this artistic fervor, the fan as a communication carrier, in the Song Dynasty calligraphy and painting art under the auspices of the subtle influence of people's lives.

Table 2 Fan Search Related to Belief in the Song Dynasty of China


| Order | Fan List | The cultural dimension of faith |
|-------|---|--|
| 1 |  | In the beginning is as a nobleman or emperor of the role of the ceremony, let a person feel honored and the supremacy of the right. This fan Wei and Li Zhang, mainly long-handled, this long-handled fan is not only a status symbol, or the emperor's patented products. |
| 2 |  | In the Chinese masterpiece "Romance of the Three Kingdoms", Zhuge Liang is depicted as making full use of the image of "feather fan and spandex scarf" to put heavy psychological pressure on the enemy army, and has won many times by surprise. China's Song Dynasty masterpiece "Water Margin" is also written in many places to the fan, such as Liangshan good man in Wu with is also holding a feather fan. Feather fan is mostly used by army generals and military divisions with a certain leadership status. |





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|---|--|--|
| 3 |  <p>Tuan-Shan</p> | <p>The unique round shape and handle of the fan, a traditional Han craft and artwork also known as the palace fan or dandy fan, symbolizes reunion and friendliness, as well as good luck and good fortune. Originally favored by the nobles of the court, the fan gradually spread to the common people towards the end of the Heian period and became a daily item for a wider range of people.</p> |
| 4 |  <p>Folding Fan</p> | <p>Folding fan, initially known as waist fan, was once the favorite of the royal family and dignitaries. Fan painting and calligraphy is generally fine to neat for the top. Because the fan is small and stick to the hand, it is suitable for close observation, in general, birds and flowers are often better than simple flowers, more complex landscapes and figures are better than sparse landscapes, color is better than ink, gold paper is better than paper, etc., at the end of the Song Dynasty has become the upper class men and women general use to drive away the summer heat appliances.</p> |
| 5 |  <p>Cattail Leaf Fan</p> | <p>Cattail Leaf Fan is commonly known as bushel fan. It is the most popular fan in China, also known as "Kwai fan". With the size of the sunflower leaves, cut into different specifications of the circle, branding sunflower fan is branded on the fan surface of the figures, landscapes, etc., the style of ancient and elegant. It is a cool tool for the common people.</p> |

Source: Collect and organize by Author

Table 2 shown: The fan appeared as a cooling object, but as history progressed, the fan evolved from a cooling object to a class status symbol. In the process of artifact design, practical value and function are the key factors that designers consider first. These practical values are often reflected in the versatility of the artifacts, bringing people a convenient living experience. However, in addition to practicality, artifact design also needs to pay attention to the needs of the spiritual dimension and humanistic care. Through the presentation of different forms of fans, it shows that fans in the Song Dynasty have become a symbol representing status. This design philosophy not only reflects the designer's deep understanding of human needs, but also demonstrates the perfect combination of human wisdom and creativity.

Table 3 Fan search related to lifestyle during the Song Dynasty in China

| Order | Fan List | Lifestyle and cultural dimensions |
|-------|---|---|
| 1 |  | <p>In ancient summer, princes and nobles or ordinary no matter people, .cool the most frequent use of the fan</p> |


| | | |
|---|---|---|
| | Cooling Folding Fan | |
| 2 |  <p>Wedding Ceremony Fan</p> | <p>Ceremonial fan is a device used to cover the sun. At the beginning, it was used as a ceremonial role of nobles or emperors, kind of folk ceremonial and later it evolved into a equipment used only at the time of marriage.</p> |
| 3 |  <p>Concealed small Tuan-Shan</p> | <p>Women often use it as a decorative item to wear with them. Fan at this time is similar to the use of the red head or veil, covering the bride to play a role in, can maintain part of the mystery, appearing to be the bride delicate and a little shy feeling.</p> |
| 4 |  <p>Male Folding Fan</p> | <p>During the Song Dynasty, literature was developed, and the folding fan became a standard item for Song literati and ink-writers. Because it was easy to open and close, and easy to carry, Song literati and artists often splashed ink and wrote their feelings on the folding fan.</p> |
| 5 |  | <p>Used for decoration, just like a modern day designer bag, it not only highlights the status of the fan holder, but also shows the woman's aesthetic and different style.</p> |

| | | |
|--|--------------------|--|
| | Feminine Tuan-Shan | |
|--|--------------------|--|

Source: Collect and organize by Author

Table 3 shown: Song Dynasty fans are delicate and elegant, enriching people's lives, not only with the function of cooling, but also carrying cultural connotations, becoming a medium of communication between literati and elegant people, and also reflecting the aesthetics of the times. Its popularity promoted the development of the fan industry, driving the related industrial chain, promoting social and economic development, and enriching the people's spiritual and cultural needs.

Table 4 Fan Search Related to Aesthetics in the Song Dynasty of China


| Order | Fan List | Aesthetic cultural dimension |
|-------|---|--|
| 1 |  <p>Landscape Painting Fan Painting</p> | During the Song Dynasty in China, as the art of painting flourished, paintings on folding fans, especially landscape paintings, flower and bird paintings, as large as mountains and high peaks, as small as weeds and flowers in flower and bird paintings, insects and fowls, were all transported with great care and skillful strokes. |
| 2 |  <p>Flower-and-Bird Tuan-Shan Painting</p> | Song Huizong's "Dai Sheng Tu", fine brushwork, really solid and neat, extremely flexible brush. Dai Sheng bird feather crown gorgeous, claws clasp several branches, long and thin, strong; branches and leaves and flowers outlined in detail, sparse and natural. |
| 3 |  <p>Landscape Tuan-Shan Painting</p> | "Moonlight Night Tide" depicts Lin'an (present-day Hangzhou, Zhejiang Province) mid-autumn night tide watching situation, detailed depiction of the Qiantang River sparkling waves, Hangzhou years of tide-watching pleasure, the picture hanging high under the bright moon, the noble families and eunuchs in the platform pavilion to enjoy the surge of the waves. The figures are all shaped with powder and then outlined in ink, fully demonstrating the spectacular situation of people watching the tide on the night of the Mid-Autumn Festival. |
| 4 | | "Autumn Window Reading Picture" depicts distant mountains, trees, springs, study, upright and lush pines, frost maple leaves in the waterfront courtyard, a man reading in front of the window, and the |





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| |  <p>Landscape Tuan-Shan Painting</p> | boy serving. The painting shows the leisure of the literati. |
| 5 |  <p>Calligraphy Tuan-Shan Painting</p> | Wen Zhengming, a famous calligrapher of the Song Dynasty, inherited the calligraphy and painting styles of "Erwang" of the Jin Dynasty, Huang Tingjian of the Song Dynasty, and Zhao Meng of the Yuan Dynasty, and his brushwork is fine and strong, and his characters are rounded. |

Source: Collect and organize by Author

Table 4 shown: The Song Dynasty emphasized culture, and poetry, painting, and calligraphy entered a period of unprecedented creativity. It reflected the daily life of the Song literati. Song people's fans were mostly inked, mostly reflecting their unique aesthetic interests. With the prevalence of fan painting, fan selling and fan hiding, fan stores and painting merchants also came into being, thus promoting the rapid development of the fan-making process.

Table 5 Fan Search on Materials and Craftsmanship in the Song Dynasty of China



| Order | Fan List | Cultural dimensions of materials and craftsmanship |
|-------|---|---|
| 1 |  <p>Round Silk Fan</p> | Round Silk Fan are finely crafted and gorgeously decorated. The more popular ones are mainly round doughnut fans, petal-shaped doughnut fans, rectangular doughnut fans, banana-style doughnut fans, tung-leaf palace fans, oval palace fans, square doughnut fans, and hexagonal doughnut fans. Chinese embroidery was already very exquisite in the Song Dynasty. The Round Silk Fan was often embroidered with flowers, birds, fishes and insects, landscapes, as well as figures and statues of Buddha. |



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| 2 |  <p>Kesi Tuan Fan</p> | <p>Kesi Tuan Fan is a kind of silk fabrics made of group fan, it is raw silk for the warp, colorful silk for the weft, the use of warp and weft weaving method, the formation of patterns as if the knife carving traces of the general, so it is also known as engraved silk. The Kesi Tuan Fan is different from that of embroidery, which floats on top of the base material, and the whole work is natural, and the finished product has the same pattern on the front and back sides, which is the same as that of double-sided embroidery. Due to the scarcity and high production cost of woof, it has become the first choice of high-end consumer groups.</p> |
| 3 |  <p>Puxi Axe Style Fan</p> | <p>It is a kind of look like "axe" of the ancient fan. Like half of the fan; material is not a fan using woof, embroidery process made of silk fan, but with thin bamboo woven bamboo fan, this "chopper" shaken up cannot be as uniform as the fan force, bamboo and then thin is not as lightweight as silk.</p> |
| 4 |  <p>Feather Fan</p> | <p>When making a feather fan, it is necessary to go through many processes such as feather picking, feather selection, feather brushing, feather washing, feather trimming, slice trimming, slice sewing, handle mounting, whole rows, and down decorating, etc. The feathers used for making the fan are pure white. The feathers of the fan, the pure white feathers for the top, choose neat and clean for the top, the rest of the material are filled with coarse fan material. If you want to change the original color of the feathers, you need to dye the feathers. Where the production of feather fan, the arrangement of feathers must be symmetrical on both sides, generally only in a bird of prey plucked from the left and right wings of the same position of the plume to match the molding.</p> |
| 5 |  <p>Folding Fan</p> | <p>Folding fan material selection more and more refined, extremely strange and poor skill. Fan bone useful ivory, tortoiseshell, sandalwood, incense, bamboo dumplings, and a variety of wood. Craftsmanship, there are inlays, carved lacquer, lacquer sprinkled with gold, annealed lacquer. There are also hollow side bone, hidden inside the very small thirty-two cards. There are hollow body, filled with foreign incense. There are even empty round hinges with very small dice hidden in them. These folding fan bone, are carved with a variety of patterns, the preparation of the most bizarre. There are also fan bone imitation swallow tail shape, more fan bone nail hinge hidden inside, the appearance of a trace cannot be seen. As for the fan surface, there are white paper three alum, there are colorful, there are paste incense coated surface, there are pounded gold, there are sprinkled gold.</p> |


Source: Collect and organize by Author

Table 5 shown: Song Dynasty fan production is unique, exquisite craftsmanship, the main material from the bamboo, wood, paper, silk, etc., styles are diverse, clever design. Decorative techniques, including painting, carving, inlay, etc., skillful. Fans were not only used for cooling, but also as a medium of cultural exchange, reflecting the aesthetics and style of the time. Its production and popularization promoted the development of related industries and enriched people's lives, with deep cultural significance and value, showing the brilliant achievements of crafts and culture in the Song Dynasty.

Table 6 Summary of Fan Relationships in the Song Dynasty (Based on the number of fans studied, as shown below)

| N O . | Fan List | Connotation | Belief | Life style | Aesthetics | Materials craftsmanship |
|-------------|---|---|---|---|---|---|
| 1 |  Ceremonial Fan | <p>Ancient emperors travel necessary ceremonial fan. It is not for the use of the wind, but has a certain ornamental and symbolize the majesty of the imperial power.</p> | <p>As the role of nobility or the emperor's ceremonial, so that people feel supremacy of honor and power. This fan Wei and Li Zhang, mainly long-handled, this long-handled fan is not only a status symbol, or the emperor's proprietary products.</p> | <p>Ceremonial fan is a device used to cover the sun. At the beginning, it was used as a ceremonial role of nobles or emperors, and later it evolved into a kind of folk ceremonial equipment used only at the time of marriage.</p> | <p>"Ceremonial fan" is a stag-shaped ceremonial fan that was used as a ceremonial tool to show rank and to protect oneself from the wind and dust, and a feathered ceremonial fan in the form of a stag, which is similar to this form, appears in Dunhuang wall paintings.</p> | <p>The lower end of the pole of the palace fan is inserted into a vase, the lower end of the fan and the pole of the palace fan are made of copper, and the copper leaves are inlaid with jade chime and double-fish motifs.</p> |
| 2 |  Tuan-Shan | <p>A fan, also known as a palace fan or dandy fan, is a traditional Chinese Han craft characterized by a round shape with a handle, symbolizing reunion, friendliness and good fortune.</p> | <p>Initially, the fan was mainly loved by the court nobles, and then gradually popularized to the common people, became the daily necessities of a wider range of people.</p> | <p>Women often use it as a decorative item to wear with them. Not only can it highlight the identity of the fan holder, but also show the woman's aesthetic and different style. Play a role in covering the</p> | <p>The fan is an important fan category, in China's traditional handmade art category into a school, has a rich artistic expression. For example, embroidery fan, painting and embroidery fan, wool and embroidery combined fan and other</p> | <p>There are various shapes of fans, and they are designed according to your own preferences, but the more popular ancient fans are round fans, petal-shaped fans, rectangular fans, banana fans, tung-leaf fans, oval fans, square fans,</p> |

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| | | | | bride | forms. | and hexagonal fans. |
| 3 |  <p>Folding Fan</p> | <p>Folding fan, also known as "poly head fan", "folding fan", is an indispensable pocket-sleeve elegant thing in Chinese culture. A folding fan is mainly composed of two parts, namely, the fan bone and the fan face.</p> | <p>It used to be the favorite of the royal family and big officials and nobles. At the end of the Song Dynasty has become the upper class men and women common summer apparatus.</p> | <p>During the Song Dynasty, literature was developed, and the folding fan became a standard item for Song literati and ink-writers. Because it was easy to open and close, and easy to carry, Song literati and artists often splashed ink and wrote their feelings on the folding fan.</p> | <p>Fan painting and calligraphy is generally refined to the neat for the top. Because fan is small and hold in the hand, it is suitable for close observation, in general, birds and flowers are often better than simple flowers, more complex landscapes and figures are better than sparse landscapes, color is better than ink, gold paper is better than paper and so on.</p> | <p>Folding fan material selection more and more refined, extremely strange and poor skill. Fan bone useful ivory, tortoiseshell, sandalwood, incense, bamboo dumplings, and a variety of wood. Craftsmanship, there are inlays, carved lacquer, lacquer sprinkled with gold, annealed lacquer. There are also hollow side bone, hidden inside the very small thirty-two cards. There are hollow body, filled with foreign incense. There are even empty round hinges with very small dice hidden in them.</p> |
| 4 |  | <p>Feather Fan is a fan made of bird feathers. It is an ancient traditional Chinese handicraft. Feather fan is not only a</p> | <p>Mostly used by army generals and military divisions with a certain leadership status.</p> | <p>The feather fan is not only a tool to relieve summer heat and mosquito repellent, but also can be used for decorative</p> | <p>The feather fan has always been famous for its soft texture, flat and thin wool, and exquisite style.</p> | <p>Feathers used in feather fan is different, the class of high and low different. Common goose feather fan and carving plume fan.</p> |

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| | Feather Fan | good product to relieve summer heat and mosquito repellent, but also can be used for decoration. | | purposes. | | Goose feather fan made of white goose feathers, there are also gray. Shape has round, waist round, chicken heart shape, Buddha's hand shape and so on. Each feather is less than eight or nine inches long, generally with feathers ranging from ten to forty. Carved plume fan is more upscale, the general feather length of more than a foot, each feather width of one or two inches, to ten or so feathers can be edited into a fan. Feather color or pure black, or brown. |
| 5 |  <p>Cattail Leaf Fan</p> | Pouqui fan is commonly known as bushel fan. It is the most popular fan in China, also known as "Kwai fan". With the size of the sunflower leaves, cut into different specifications of the circle, branding | Cooling tools for the common people | The Cattail Leaf Fan is a symbol of the countryside. People use the large bushy fan not only to drive away the heat and shake in the coolness, but also to retain the fan's simple and durable function. | The cattail is semi-circular, the petiole is the handle, lightweight, inexpensive, fine smell has a faint fragrance | Sunflower leaves after picking, the first sun 20 days, after drying with sulfur fumigation for a whole night, the color becomes white, good-looking and not easy to bugs; smoked and then washed, dried, and flattened |

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| | | sunflower fan is branded on the fan surface of the figures, landscapes, etc., the style of ancient and elegant. | | | | with a heavy weight, and finally, with the size of the sunflower leaves cut into different specifications of the round, and then the silk, silk edge of the edge, and still use the handle for the fan handle. Back and forth more than 20 procedures, meticulous. |
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Source: Collect and organize by Author

A summary of the relationship between taming fans in the Song Dynasty. The overall political stability of the Song Dynasty and the rationalization of its policies led to the rapid development of the economy of the whole society. Fan in the Song Dynasty occupies a very important position, the development of fan culture benefited from the overall economic situation in the Song Dynasty and other aspects of the prosperity of the fan in the social environment at that time has become more popular, coupled with the rapid development of handmade industry, so that the fan industry in the Song Dynasty economy has been sufficient to develop the soil. Song Dynasty cultural atmosphere is very strong, the development of calligraphy and painting art reached the peak of Chinese art, and directly affect the aesthetic needs of the people of Song Dynasty as well as the tendency of the artists to create, which led to the formation of a unique academic. The fan culture of the Song Dynasty is very close to the spiritual temperament of the Chinese nation and the traditional idea of making things, and has high artistic and historical research value.

Conclusions

The search for fans in the Song Dynasty of China is intertwined with cultural aspects, particularly regarding the application and influence of traditional painting and calligraphy art in educational communication. The fan culture of the Song Dynasty, marked by the fusion of calligraphy and painting, served as a significant vehicle for political propaganda, cultural transmission, aesthetic education, and cultural exchange, leveraging the unique shape and function of the fan. The development and preservation of Chinese fan culture during the Song Dynasty laid a sturdy foundation for the continuity and advancement of traditional Chinese art. Furthermore, it furnished abundant resources and experiences for the subsequent evolution of modern Chinese culture and artistic creation.

Discoveries in terms of faith. Fan painting and calligraphy" in the Chinese fan culture of the Song Dynasty is still an important area in education and transmission. Although modern education methods and cultural environments have changed considerably, the experiences and lessons of Song Dynasty painting and calligraphy in education and transmission are still worthy of our reference. For example, the Song Dynasty focused on combining the art of calligraphy and painting with education, using calligraphy and painting education as a kind of quality education, an educational model that can help students cultivate their aesthetic sense and cultural cultivation, and improve their humanistic qualities and comprehensive abilities. It is not only of great significance for understanding the development course of ancient Chinese culture and art, but also of great significance for today's calligraphy and painting education and cultural inheritance. At the same

time, Song Dynasty painting and calligraphy art also emphasizes on practice and innovation, and this spirit can also inspire modern art education. In addition, it is worth mentioning that the application and influence of Song Dynasty painting and calligraphy were not only limited to the territory of China, but also influenced the culture and art of neighboring countries and regions. For example, the literati of the Song Dynasty had exchanges and mutual understanding with the cultures and arts of countries such as Japan and Korea, and such cultural exchanges had a far-reaching impact on the cultures and arts of East Asia. At the same time, with the increase of exchanges between China and the West, the influence of Song Dynasty painting and calligraphy art also gradually extended to the West. Many Western artists were inspired by Chinese painting and calligraphy and thus reflected the influence of Eastern art in their works. In today's context of globalization, Chinese culture and art are gradually moving towards the world stage, exchanging and integrating with the cultures and arts of other countries around the world. Therefore, we need to spread the spirit and charm of Song Dynasty painting and calligraphy to a wider international community through the medium carrier of the fan, to promote the exchange and integration of Chinese and Western culture and art, and to promote global cultural diversity and the prosperity and development of human civilization.

Discovered in terms of lifestyle. In terms of improving people's lives, the study of Chinese fan culture in the Song Dynasty helps to promote modern cultural and creative product design with traditional cultural themes. Fan-shaped cultural and creative products with traditional cultural themes can improve people's lives in a variety of ways the fan, as a traditional heat dissipation tool, can effectively bring a cool breeze to people. In modern society, although devices such as air conditioners and electric fans have become very common, carrying a fan is still a very practical choice for special occasions such as outdoor picnics, beach vacations or indoor activities. Designers of cultural and creative products can design fan-shaped products that are both beautiful and practical, such as portable small fans, folding fans, etc., to meet the needs of people on various occasions; increase the interest of life: fan-shaped cultural and creative products can add a sense of fun to life through their unique design and exquisite patterns.

In terms of aesthetics, it was found that with a unique design and beautiful patterns. For example, some fan-shaped decorative paintings, fan-shaped hanging ornaments or fan-shaped ornaments can be placed indoors as part of the home decoration, so that people can appreciate the beauty and feel the beauty of life at the same time; dissemination of cultural knowledge: as a traditional cultural element, the fan contains a wealth of cultural connotations. By designing fan-shaped cultural and creative products, these cultural knowledge can be passed on to more people. For example, some fan-shaped cultural and creative products themed on ancient poems, paintings or historical stories can let people understand and learn traditional cultural knowledge while appreciating the beauty; as a gift to convey emotions: fan-shaped cultural and creative products can also be used as a special gift to convey emotions. For example, an exquisite fan can be given to friends and relatives as a birthday gift, wedding gift or souvenir to express one's blessings and feelings. Such gifts with cultural connotations and practical value can often leave a deep impression.

In conclusion, the exploration of Chinese fan culture during the Song Dynasty enables us to gain deeper insights into the essence and distinctive traits of Chinese culture. Moreover, it serves as a source of inspiration for modern education and cultural endeavors. Utilizing research findings, we can effectively inform the design and creation of fan-shaped traditional culture-themed cultural and creative products, thereby enhancing people's lives by infusing them with comfort, intrigue, and cultural depth. Consequently, this study facilitates the dissemination of traditional Chinese art and fosters exploration in the design of cultural creative products centered on traditional themes. Its practical significance and historical value lie in its contribution to the preservation and evolution of Chinese culture and its role in fostering exchange and mutual advancement within human civilization.

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