

Brief Analysis on the Development of Grass-Knitting Industrialization

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Abstract

Straw weaving is a traditional handicraft in China, which is characterized by the use of local herbs as raw materials, after artistic processing, to make beautiful and practical handicrafts, such as straw hats, straw mats and so on. This kind of craft has a long history and a wide range of distribution. It is very popular in Hebei, Shandong, Zhejiang and other places in China. Among them, Hebei Daming grass-knitting is listed in the second batch of national intangible cultural heritage list in 2008, and other local straw weaving crafts are also listed as provincial and municipal intangible cultural heritage in succession. Since the report of the 19th National Congress of the Communist Party of China in 2017 put forward the strategy of rural revitalization for the first time, the CPC Central Committee has always attached great importance to rural revitalization. In 2021, the Law of the People's Republic of China on the Promotion of Rural Revitalization was adopted to provide legal guarantee for the work of rural revitalization and clearly put forward measures to protect agricultural cultural heritage and intangible cultural heritage. Combining straw weaving technology with rural revitalization and developing straw weaving industry in rural areas can not only promote the inheritance and development of intangible cultural heritage, but also produce economic benefits and drive rural revitalization. However, in the process of combining the two, there are many problems.

Keywords: intangible cultural heritage, Xinhe straw weaving, industrialization

1. Development Status of Straw Weaving Process

1.1 Straw Weaving Skills Difficult "Out of the Circle"

As an intangible cultural heritage, the art of straw weaving is not like clay sculpture, paper cutting out of the circle, into people's daily life. This is closely related to the publicity of intangible cultural heritage. In the previous work, the author released a questionnaire, the results show that more than half of the people do not buy straw-knitted products because they do not understand, and proposed that straw-knitted products need strong innovation. This shows that the publicity work of the draft is not in place. Today, in the era of big data, the author tries to use platforms such as Xiaohongshu, Tiktok and WeChat public account to publicize the art of cursive editing. Although it can attract certain users, most of the craftsmen in this industry pay attention to each other. The whole operation mode is closed-loop and does not leave the circle. There is still a need to innovate and strengthen communication methods and efforts

1.2 The Competitiveness of Straw-Knitted Products Has Declined

Straw weaving is originally a traditional process dominated by practicability, which can be said to have been passed down almost invariably since ancient times. The raw materials are still herbaceous plants, with a single color and lack of new ideas. Even with the appearance of new materials such as color belts, beauty has not been greatly improved; its woven works are still daily necessities, and with the development of industrial society, many industrial products have long been able to meet people's needs. Straw weaving products are no longer necessities, and straw sandals and straw weaving bags are faced with the risk of disconnection from the times. In fact, the usability is also greatly reduced. The willingness of people to buy straw products is not high.

1.3 The Inheritance of Straw Weaving Is Limited

Because of the limitation of straw weaving itself, its inheritance is also affected. As a traditional art in intangible cultural heritage, clay sculpture and paper-cut are very popular. When carrying out aesthetic education courses in schools, you can often see clay structure lessons and paper-cut lessons, but rarely special courses for straw weaving. Teenagers also prefer clay sculptures with various materials, colors and postures. In addition, through

the author's field investigation, it is found that most of the inheritors of straw weaving skills are middle-aged and old rural women, and the young people's willingness to learn straw weaving is not strong. The inheritance of straw weaving also faces the dilemma of aging.

1.4 The Straw Market Lacks Dynamism

Because of the lack of aesthetic elements, there is a lack of a broad market for straw-made works whose main function is practicality. But in fact, usability can be replaced by industrial products. Today people buy straw products, more eye is its beauty. But the color is monotonous, the style is single, how can attract people's attention, stimulate people's desire to buy?

2. Successful Examples of Straw Weaving Industrialization

Based on the field investigation and online survey of Xinhe Town in Pingdu City, the author found that Xinhe Town had accumulated a lot of experience for the development of straw weaving, and it was effective. Taking Xinhe Town as an example, the author discusses the successful experience of its development of straw weaving industry.

Shandong Jiaodong area is the area where grass weaving is prevalent. Xinhe Town, Pingdu City, adjusts measures to local conditions, skillfully combines the inheritance of non-heritage with rural revitalization, establishes the brand of "finger elephant", forms the grass weaving industry cluster, and forms the "non-heritage" town.

Xinhe Town mobilized men, women and children, and the whole people participated in the construction of straw weaving industry, realizing the local transfer of rural surplus labor force. Many people don't know the art of straw weaving because it doesn't adapt to the industrialized society. But the enterprise leads the technical personnel to teach the farmer to weave the craft, lets the farmer stay indoors can easily make money. It can not only realize the inheritance of "non-inheritable", but also gain benefits in the process of inheritance, killing two birds with one stone. In the process of visiting the farmers, we also noticed that many farmers have taught their grandchildren this trade, in the yard, the market can also see children seriously woven figure. The straw is really alive.

Xinhe Town has opened up the domestic market by taking advantage of the emerging e-commerce sales mode, and used the popular short video platform to publicize the straw weaving skills and sell straw weaving products. At the same time, offline activities also follow the pace, with the strong support of government departments, to carry out sales and exhibition activities, to bring the works of straw and weaving out of Qingdao, to the country. "Zhijian Elephants - Shandong Pingdu New River Grass Weaving Non-heritage Technology Exhibition" was held in Beijing Traditional Culture and Art Center, attracting domestic and foreign tourists to watch the grass weaving works and experience the grass weaving technology, greatly promoting the spread of "Intangible heritage" culture.

Register the brand trademark of "Finger Elephant" and recruit partners and operators globally. By creating high-end brands, the brand competitiveness and cultural connotation of products are improved, and more artistic value and aesthetic interest are given to straw weaving. Many straw weaving elements are combined with fashion brands to go to the international stage.

Through the way of linking farmers, enterprises and markets, we can develop the straw-knitted industry, innovate the development mode, transform the industrial cluster into the industrial cluster, break the traditional mode of tourism consumption and street-spread consumption, and establish cooperative relations with many local universities, develop new products and promote their innovation.

3. Significance of Straw Weaving Industrialization

The development of the industrialization of straw weaving skills, especially in rural areas, with the cooperation and support of the government and enterprises, can promote the transformation of the local surplus labor force, increase the employment posts, and increase the income easily without leaving home, which is a good way to consolidate the achievement of poverty alleviation.

The straw is the national intangible cultural heritage, but the intangible heritage must not be a fixed self-sealing and closed-loop development, and should be effectively inherited and spread in a new way in the new era. Combine the grass-knitting memory with the new media platform, innovate the publicity form, cater for the spiritual and cultural needs of young people, expand the popularity and influence of grass-knitting, make more and more people fall in love with the grass-knitting skills, and inherit the "Intangible heritage" cultural genes.

Grass-knitted products have extremely rich cultural connotation and spiritual value. It is the crystallization of

diligence and wisdom of generations of Chinese people. It can not only have certain artistic aesthetic value, but also be used as an ornamental object and handicraft, and also has practical value. The straw hat can shade and absorb sweat, and can bring cool to people in hot summer and has more environmental protection value. Instead of being burned or crushed and buried, the straw in the wheat field should be made into straw paintings and small baskets with practical decoration.

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