

The Employment of the Style of Sanxingdui Relics ' Ancient Shu Civilization in Modern Products ' Experiments and ...

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ABSTRACT

The craze of Eastern design has already swept the world recently; however, the vast majority of Eastern designs are not about fusing its spirit into products, but simply tagging its code on them. fully grasp how traditional cultures expand their meanings and display their spirit, and therefore make traditional cultures blossom and cultivate in modern designs. On top of that, product designs can meet international standard and win their identification. With cultural traits transforming product design in three-layer analysis, we can discover that how Sanxingdui culture influences the feature of designing. Theocratic thinking plays a vital role in the way Ancient Shu people design the visual form; namely, they put emphasis on the critical parts while designing. analyzing the spiritual aspect between Sanxingdui Times and today ' s world can re-investigate the mutual relationship between product and men. Sanxingdui products serve as an agent that is used to communicate with god in ritual activities. In the old days, the only path that can make people feel God ' s power depends on the visual form. Nowadays, we can employ technology to imitate God ' s abilities such as controlling light, sound, smell and taste. This is because we learn from Mother Nature and later develop science and technique, two of which come into technology. We can make people realize that the reason why Ancient Shu people accentuate the visual performance is they worship power, and through the performance of functions, enabling Ancient Shu people to own power they aspire for. Product Design select modern life products - smart phone, acoustic and wall lamp to employ Sanxingdui Style in modern designing. With the visual design highlighting product ' s function, the design of Sanxingdui Style ' s product belongs to instinctive feeling, and owns God ' s power, life and natural state of affection.

Keywords : Sanxingdui culture、 Relational Aesthetics、 Cultural products

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