

Innovation Research of Paper Cuttings Art in Ruichang, Jiangxi Province from the Perspective of Social Culture

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ABSTRACT

As a national intangible cultural heritage, Ruichang Paper Cuttings art in Jiangxi Province, China, carries a thousand years of history and national wisdom. With the unique charm of "nothing is empty under the scissors, and cutting is auspicious and blessing", it profoundly explains the feelings and life philosophy of Jiangxi people. This study follows the concept of emphasizing both inheritance and innovation, striving to revitalize this ancient art and attracting more young people's attention and love through inheritance and innovation, ensuring its continuous inheritance and long-term development. In this process, the researchers used literature review, field survey, in-depth interviews and other methods to explore the inheritance and innovation path of Ruichang Paper Cuttings. According to..., the Paper Cuttings work "" was designed, which not only fully conveys the modern aesthetic concept, but also preserves the simple traditional style of Ruichang Paper Cuttings. This exploration result not only opens up new ideas for the inheritance and development of Ruichang Paper Cuttings, but also provides valuable experience reference for other Paper Cuttings arts in design and innovative practice.

Keywords: Ruichang Paper Cuttings, Inheritance, Innovation and traditional patterns

INTRODUCTION

On March 12, 2017, the Ministry of Culture, the Ministry of Industry and Information Technology, and the Ministry of Finance jointly launched the "Chinese Traditional Crafts Revitalization Plan", aiming to properly handle the relationship between the inheritance and development of traditional crafts, and promote the transformation of creativity and innovative development. In this context, Ruichang Paper Cuttings has made good achievements in inheritance and development in recent years.

At present, the key task we are facing is to base ourselves on reality, deeply explore the internal relationship between Ruichang Paper Cuttings art and modern design, and explore new innovation points and innovative paths to achieve innovative breakthroughs in Paper Cuttings art works. The organic integration of Jiangxi regional culture and intangible cultural heritage, with the inheritance and innovation of Ruichang Paper Cuttings art, can effectively strengthen and drive the development of local market economy. This not only allows intangible cultural heritage to integrate into people's daily lives in a new way, but also makes culture and design more closely connected, closer to real-life situations, and showcases its unique cultural and economic value.

Research Objectives

To protect and promote Ruichang culture by utilizing the design achievements of Ruichang Scissors Art Works.

LITERATURE REVIEW

The Artistic Aesthetic Value of Ruichang Paper Cuttings

Chang Paper Cuttings is mainly passed down from family to family among rural women in Xiafan Town, and retains the essence of ancient folk Paper Cuttings, which is of great value in the study of history and folk art. With the development of Chinese culture, it has gradually formed a unique art form and style, which has been passed down through the long river of history with its valuable personality (Shao & Xi, 2006). The artistic aesthetic value of Ruichang Paper Cuttings is mainly reflected in the following aspects:

Primitive Aesthetics of Styling: With "originality" as its prominent feature, it pursues a visual effect of "round like autumn moon, pointed like wheat awns, square like green bricks, missing like jagged teeth, and lines like whiskers" in its styling, showcasing exaggerated shapes and beautiful contours, presenting a unique aesthetic of form.

Rich local characteristics and life mapping: The work is full of rich local characteristics, widely reflecting rural daily life, covering various forms of life, agricultural scenes, simple folk customs, historical allusions, and the style of the times. Its design is free from the limitations of reality, time, anatomy, and perspective. Nature and the new era provide it with rich materials and vitality, vividly reflecting the lives and emotions of local people.

Craft style of integration of the north and the south: Ruichang is located in a unique location where the north and the south meet. After thousands of years of mutual infiltration and infiltration of northern and southern cultures, coupled with the profound influence of local folk customs, Ruichang Paper Cuttings has gradually formed a unique artistic style (Feng & Feng, 2009).

Research on the Theme and Content of Ruichang Paper Cuttings

The choice of Paper Cuttings themes can not only reflect the social and cultural concepts and folk customs of specific regions or groups, but also reflect the most concerned, valued and representative needs and aspirations of the local people from the side, especially those survival issues they face but cannot solve (Feng, 2009). Ruichang Paper Cuttings has a wide range of materials, covering mountains, flowers and birds, labor scenes, myths, opera characters and other subjects. The common decorative patterns include flowers, birds, birds, farmers, and figures, which are used in various forms such as window decorations, flower clusters, and lantern decorations. The content includes traditional totems, auspicious animals, natural landscapes, mythological stories, and daily life. According to the survey, Ruichang Paper Cuttings can be divided into three categories.

In terms of praying for children's longevity: In the minds of the people of Ruichang, having children and extending the family line is regarded as the paramount priority. This is not only related to the continuation of clan and family life, the prosperity of offspring reproduction, but also closely linked to love, marriage, childbirth, and nurturing. Therefore, the most prominent and constant theme of Paper Cuttings artists in Ruichang is to sing praises of life reproduction, love, marriage and marriage. This phenomenon is rare in other parts of the country. Around this theme, Ruichang Paper Cuttings has derived a variety of common themes.

1. **Love and Marriage Category:** Cowherd and Weaver Girl, Dragon and Phoenix Chengxiang, Noble Consort Drunken, Hundred Years of Intimacy, Bringing Together to Old Age, Shuangfeng Chaoyang, Liangshan Bo and Zhu Yingtai, Golden Rooster Accompanied by Hibiscus, Butterfly Playing with Golden Melon, Bee Picking Chrysanthemum, Phoenix Playing with Peony, Fish Playing with Lotus, Lu Bu Playing with Diaochan, Butterfly Loves Flower.
2. **Offspring and Descendants:** Kirin Sending Offspring, Guanyin Sending Offspring, Liukai Hundred Offspring, Consecutive Noble Offspring, Early Noble Offspring.
3. **Educational Expectations:** Mother in law's calligraphy, cutting off the machine to teach children, and having five children pass the imperial examination.
4. **Longevity and Auspiciousness Categories:** Deer and Crane in Spring, Pine and Crane in Longevity, Long Life and Wealth, Double Happiness and Longevity, Monkey Stealing Peach.



Figure 1 "Great Prosperity and Good Fortune" Ruichang - Liu Shiyong
Source: *Provided by Ruichang City Cultural Center*



Figure 2 "Butterflies Picking Chrysanthemums" Ruichang - Xu Jujie
Source: *Provided by Ruichang City Cultural Center*

5. **Themes related to abundant clothing, food, fame, and wealth:** Years of surplus, peony wealth and prosperity, joy on the brow, consecutive triple income, attracting wealth and treasures, prosperity and peace, four seasons of wealth and prosperity, icing on the cake, good luck and prosperity, smooth sailing, and both wealth and prosperity.
6. **Themes on exorcism and disaster relief:** Various Bodhisattvas, Kitchen God, Door God, Tianhua Goddess, Earth God, Earth Goddess, etc.
7. **Religious themes:** Various Bodhisattvas, Kitchen God, Door God, Tianhua Goddess, Earth God, Earth Goddess, etc.

Research on Composition Form

Ruichang Paper Cuttings artists have their own interest in schema. The usage habits and hobbies of schemas are closely related to the aesthetic orientation, habits, and tastes of the place.

Do not like to Use Symmetrical Diagrams: In Paper Cuttings art, symmetry is a common practice in Paper Cuttings works in other regions. However, in Ruichang's traditional Paper Cuttings works, it is difficult to find traces of symmetry. Paper Cuttings paper-cut artists are particularly fond of balanced individual patterns. In Ruichang folk Paper Cuttings, use of round flowers and symmetrical patterns is extremely rare. The balanced pattern has unique artistic characteristics, with a full yet asymmetrical form that is not constrained by its shape or borders, and can freely extend and exist independently. Usually, such patterns can even be without borders, showcasing a free spirited artistic tension.



Figure 3 "Same Shoe Flower" Ruichang - Lou Wenxiu
Source: *Ruichang Cultural Center (July 2022)*



Figure 4 "Same Shoe Flower" Ruichang - Fan Puzhi

Source: Ruichang Cultural Center (July 2022)

Do not like to use Patterns that are Suitable for Patterns

In the field of Paper Cuttings art, other regions often prefer to use polygonal or round flower patterns, and round flowers are more common in their works. However, Paper Cuttings artists in Ruichang are not interested in this kind of pattern. In their creation, Tuanhua is extremely rare. Ruichang Paper Cuttings artists especially prefer balanced individual patterns. In composition and layout, they are mainly full but asymmetrical patterns that are not bound by the shape or frame. They can freely extend and exist independently, usually without cutting out the frame. When composing, "S" curves are often used to connect various elements, showcasing a unique artistic tension and dynamic beauty.

1. The main stem is S-shaped.
2. Branches and leaves grow outward in an 'S' shape.
3. Gradually encrypt according to the needs of the space.



Figure 5 Schematic diagram of the "S"-shaped connection method

Source: Photographed by author (October 2022)

Basis for Schema Selection

1. Choose a pattern based on the specific shape of the practical object.
2. Choose a schema based on the author's subjective preferences.
3. Choose the schema according to the needs of the purpose.
4. Choose a schema based on a specific thematic activity.
5. Pay attention to expanding new graphics while making choices.



Figure 6 Riding a horse back to her mother's home - Liu Shiyong

Source: Photographed by author (September 2023)

Research on Schema and Pattern Combination

The Paper Cuttings artists in Ruichang hold a high respect for tradition, and any suitable patterns handed down by the older generation will not be changed at will. In the eyes of artists, these animal and plant patterns have long been endowed with specific attributes and emotions, becoming artistic symbols that convey emotions such as joy, blessings, wishes, pursuits, grief, remembrance, and mourning. The traditional techniques and knowledge they inherit are the major principles that have undergone long-term development, socialization, and standardization. These patterns and patterns have long been recognized and understood by local communities, representing a specific aesthetic concept and orientation of a group. In the local area, this pattern is quite representative and authoritative, and is the core value of Ruichang Paper Cuttings art inheritance.



Figure 7 Commonly used symbolic elements in traditional Ruichang paper-cutting

Source: Ruichang Cultural Center (July 2022)

Research on the Characteristics of Styling

After thousands of years of mutual infiltration and infiltration of North and South cultures, Ruichang Paper Cuttings has gradually formed the artistic characteristics of fine and thick, hardness and softness through the inheritance and development of folk artists in previous dynasties. In particular, the innovative expression method of interaction between yin and yang, the combination of falsehood and reality, and the abnormal technique of "non hollowing out" make the work implicit but elegant, mysterious and profound, more three-dimensional, vivid characters, and lifelike expressions, unique in China's Paper Cuttings art, and become the cultural treasure of the Chinese nation. Ruichang Paper Cuttings has its own characteristics in cutting methods.

- **Expressing 'Casualness':** Ruichang Paper Cuttings is not limited by reality, time and space, and anatomy in modeling, which is "random" (Zheng & Wang, 2015). The traditional folk Paper Cuttings in Ruichang basically adopts the technique of iconology, that is, the external contour representation. In addition to strictly following the traditional formula left by the ancestors, everything else is free. That is to say, once the theme is determined, the selection and linking of patterns, the structure and layout of the image, the form of composition, and the techniques and skills of expression are all free, which can fully unleash human imagination, creativity, and intelligence. Not intentionally depicting the structural features, physiological characteristics, temporal and spatial limitations, and scientific attributes of an object, let alone being constrained by perspective and anatomy. On the screen, the artistic images they depict unfold flat without obstructing each other, either neatly arranged, evenly decorated, or abstractly exaggerated, taking their form and preserving their meaning, everything is arbitrary, and can be described as 'natural inaction'.



Figure 8 "Lion Rolling a Ball" Ruichang - Zhou Yulan

Source: Photographed by the author

- **North South Integration:** Ruichang Paper Cuttings skillfully combines the dexterity of the south with the roughness of the north, showing the characteristics of combining hardness and softness. It not only has the masculine beauty of the northern Paper Cuttings, which is bold and full of sunshine, but also has

a strong knife flavor, pays attention to decoration, and its overall style is simple and unrestrained; Without losing the exquisite beauty of southern Paper Cuttings, which is exquisitely carved, soft and exquisite, the composition is exquisite, the knife technique is exquisite, and the image is realistic. (Feng & Feng, 2009) From the perspective of specific application, the decoration style of unmarried girls or newly married young women is similar to that of southern Paper Cuttings, showing exquisite features; While the lights, paper ties and decorations on children's bodies are similar to the northern Paper Cuttings, reflecting the grand style. In terms of cutting method, Ruichang Paper Cuttings also has both the northern and southern styles, which have both the powerful and thick style in the north and the flexible and delicate characteristics in the south.

- **Non hollow techniques:** The unique Paper Cuttings techniques of Paper Cuttings artists in Ruichang look somewhat similar to those of southern Paper Cuttings, but are different from them because they are always thin and have their own style. This Paper Cuttings technique is particularly prominent in the theme of flowers and birds, which is the "non hollowed out" technique in the folk Paper Cuttings art of Ruichang. The "non hollowing" technique is rarely seen in other places so far. It is a Paper Cuttings technique that people usually do not use or dare not use. The characteristic of non hollow is that the scissors are already in place, with faint traces but no hollow, creating an artistic effect that is sometimes blurry and sometimes clear, creating a hazy beauty that appears and disappears. Ruichang Paper Cuttings is endowed with implicit, hidden and beautiful charm and obscure and mysterious color. This unique skill also adds a touch of light to the art treasure house of Paper Cuttings in China.



Figure 9 "Avalokitesvara Sitting on a Lotus" Ruichang - Lei Zaihua
Source: Provided by Ruichang City Cultural Center

RESEARCH METHODOLOGY

Data Collection

- Literature review: systemically sort out the relevant literature on the aesthetic value, theme content, composition form, pattern and pattern combination, modeling characteristics of Ruichang Paper Cuttings art, and explore its rich cultural connotation, regional characteristics and unique art forms in the inheritance and development, so as to lay a theoretical foundation for innovative design.
- Field survey: researchers visited Jiangxi Intangible Cultural Heritage Research and Protection Center, Zhu Puguang's Paper Cuttings studio, Ruichang Paper Cuttings Museum, Tongyuan Silhouette Cultural Park Scenic Spot, Xiafan Town Comprehensive Cultural Station and other places to obtain first-hand information.
- Case study: focus on the representative works of Paper Cuttings of Ruichang, summarize the artistic characteristics of Paper Cuttings of various inheritors, and summarize their diversified styles in form and style.
- Questionnaire research: carry out research around Paper Cuttings culture, inheritance and innovation in Ruichang, collect data in the form of questionnaires, and the results will provide reference for Paper Cuttings innovation in Ruichang.
- In depth interview: conduct semi-structured interviews with inheritors and artists of Ruichang Paper Cuttings, and obtain key information according to preset questions.

Data Analysis

- Literature analysis: combing the literature, we found that Ruichang Paper Cuttings contains local characteristic patterns and rich historical themes, which not only highlights the value of cultural heritage,

but also provides inspiration and path for contemporary art creation and innovative design, helping traditional art to glow in modern society.

- On site data analysis: through on-site interviews with inheritors and Paper Cuttings masters, the public's views and suggestions on the innovation, inheritance and development of Paper Cuttings art in Ruichang were comprehensively collected to provide data support for the formulation of scientific protection and development strategies.
- Case study analysis: With the help of case studies, explore the diversified innovative forms of Paper Cuttings in Ruichang, and provide a reference scheme for the artistic innovation and sustainable development of Paper Cuttings intangible cultural heritage in Ruichang.

RESEARCH RESULTS

Strategies for Protection and Inheritance of "Ruichang Paper Cuttings"

Protection and Inheritance Strategies

1. Innovation and integration to meet the needs of the times: Under the background of the new era, Paper Cuttings art in Ruichang needs to be actively innovated to meet the city's new pursuit of traditional folk art. This can not only show the unique charm of Paper Cuttings works, but also stimulate more people's interest in the protection, inheritance and innovation of Ruichang Paper Cuttings's intangible cultural heritage, help it to deeply integrate into modern life, and achieve more vigorous development (Ke, 2022)
2. Improve the level of creative practice: deepen the understanding of Paper Cuttings in Ruichang from both theoretical and practical aspects, and closely combine the traditional Paper Cuttings art with modern life. On the one hand, the creators should improve their Paper Cuttings skills, accumulate traditional symbols and patterns, and combine the characteristics of the times to create works with personal characteristics; On the other hand, it is necessary to expand the scope of cross-border cooperation in Paper Cuttings art and stimulate the next generation's interest in intangible cultural heritage and Paper Cuttings (Li, July 2022)
3. Create unique characteristics of works: Paper Cuttings works should avoid popularization and should not blindly follow the trend. We should focus on showcasing the most distinctive and meaningful things around us, attract audiences with unique work styles, and stand out in inheritance and development. "(Yu, 2022)

Protection and Inheritance of Preferences

The research results reveal that although nearly half of the audience have a strong interest in Ruichang Paper Cuttings, the design style is lack of innovation, the theme and content are single or outdated, which seriously restricts its development. When exploring the path of innovation, the innovation of theme and content is most expected by the public, which indicates that the public hopes that Ruichang Paper Cuttings will be integrated into the atmosphere of the times and modern life elements.

In terms of theme selection, historical and traditional themes still occupy an important position, which reflects that innovation cannot be separated from the profound cultural heritage of Paper Cuttings in Ruichang. Meanwhile, modern daily life and natural scenery themes are also widely favored, providing a rich source of innovation. In terms of pattern preference, auspicious meanings and flower and plant patterns have become the first choice of the audience because of their beautiful meanings and close to nature. Therefore, in the process of innovative design, it is not only necessary to continuously strengthen these classic elements, but also to have the courage to try more diverse character, animal patterns, and textual symbols to meet the diverse aesthetic needs of the public.

Innovative Design Strategy of Ruichang Paper Cuttings Art Works

Design Concept

The essence of the innovative design of Ruichang Paper Cuttings art lies in inheriting the tradition and integrating modern elements to seek harmonious coexistence with the times. Designers dig deeply into the traditional culture of Paper Cuttings in Ruichang, refine and optimize the traditional symbols, and integrate modern aesthetic concepts to create works that are both distinctive and meet the needs of the current era, so as to maintain the authenticity and inheritance of Paper Cuttings in Ruichang.

To broaden their horizons, designers draw inspiration from modern life, explore new materials, create new themes and patterns with contemporary characteristics, eliminate outdated elements, and inject new vitality into artistic development. By skillfully integrating these new patterns and themes into the works, we can not only enrich the content and themes of Ruichang Paper Cuttings, show the style of the new era, but also retain its regional

cultural characteristics and diversity. In addition, innovative design pays attention to the combination of aesthetics and interest, and explores the integration of traditional and modern technology, such as using digital technology to design patterns, which injects new vitality into Paper Cuttings art.

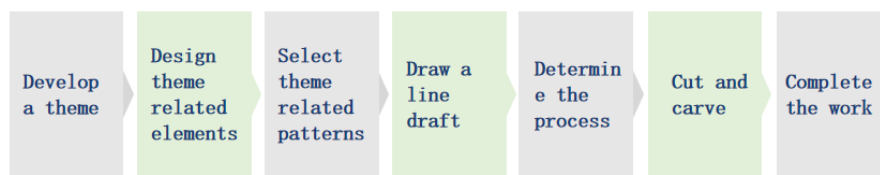


Figure 10 Design Concept and Steps

Source: Author (September 2024)

Extraction and Design of Patterns

Researchers drew inspiration from the cultural landmark Suojiang Tower in Jiujiang City and extracted a series of design elements rich in local characteristics. As one of the three famous buildings in Jiangnan, China, Suojiang Tower is an important cultural landmark in Jiujiang. Not only is it a scenic spot in Jiujiang, but it is also a cultural symbol that can fully showcase Jiujiang's natural scenery, profound historical heritage, and modern construction achievements. These design elements extracted from Suojiang Building provide a wealth of theme choices for Ruichang Paper Cuttings art, and also open up a new path for the innovation and development of Paper Cuttings art.

Table 1 Results of Innovative Pattern Analysis

Theme photo introduction element extraction	Theme photo introduction element extraction	Theme photo introduction element extraction	Theme photo introduction element extraction
Fish Playing Lotus		Ruichang Paper Cuttings classic works, paper works of Liu Shiyang, the inheritor of national intangible culture	
Immortal picking osmanthus		Ruichang Paper Cuttings classic works, works of Wang Mulian, the inheritor of intangible culture	
Mandarin ducks picking lotus		Ruichang Paper Cuttings classic works, from Paper Cuttings artist Tao lanxiang	

Source: Author (December 2024)

Innovative Design of Ruichang Paper Cuttings Works of Art



Figure 11 Prosperous Lotus, Abundant Ears, and Lucky Fish

Source: Researchers (December 2024)

Researchers call this Paper Cuttings "Prosperous Lotus, Abundant Ears, and Lucky Fish", which combines traditional charm and modern design elements. It is presented by hollowing out. The bowl in the work is composed of the traditional patterns of Ruichang Paper Cuttings, including the classic traditional patterns of Ruichang Paper Cuttings, traditional patterns of lotus, fish, pumpkin and their cultural meanings. At the same time, innovative techniques such as using modern lines to form rice are used to make the traditional elements show a modern style. The main color of red is full of visual impact. The simple and smooth composition and exquisite details reflect the superb skills of the creator, realize the perfect combination of tradition and modernity, and demonstrate the unique charm of Ruichang Paper Cuttings.

On the basis of faithfully preserving the essence of traditional patterns, this work ingeniously gives the patterns a new aesthetic dimension, thus highlighting the unique charm and rich diversity of Ruichang Paper Cuttings art. It not only demonstrates extraordinary value as an independent artwork, but also contains vast potential for expansion, indicating that it can be deeply integrated into the design category of cultural and creative products in the future, and become a highlight element in fields such as scene arrangement, further expanding its application boundaries and artistic influence.



Figure 12 Prosperous Lotus, Abundant Ears, and Lucky Fish

Source: Researchers (December 2024)

The work cleverly blends classic legends with historical and cultural landscapes. In the center of the screen, a carp is swimming upstream against the current, leaping high towards the towering Dragon Gate. Accompanying it is the White Deer Cave Academy, which is one of the important birthplaces of ancient Chinese education and culture, and enjoys the reputation of "the first academy in the world" and "the first academy in the world". The White Deer Cave Academy is a sacred hall of academia, symbolizing the opening of wisdom and the nurturing of ideas. Through this artwork, researchers vividly depict the spirit of overcoming difficulties, breaking through oneself, and achieving leaps through the classic legend of "carp jumping over the dragon gate". Express our best wishes for continuous progress, climbing new heights, and creating brilliance.

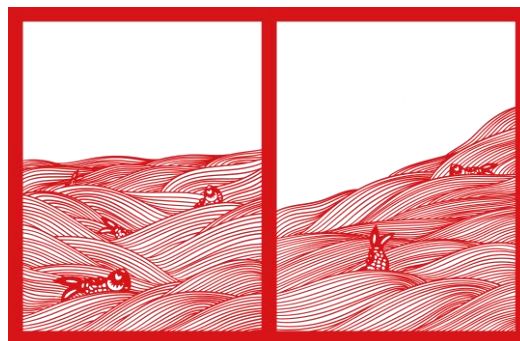


Figure 13 Ruishui Fish Dream

Source: Researchers (December 2024)

This is a Paper Cuttings work showing the modern simple style. In terms of visual composition, researchers apply modern design concepts to express dynamic modern water ripples through repetitive composition. The rippling lines on the water surface are simple and smooth, abandoning traditional and complex decorations. By simply changing the rhythm of the lines, a visual effect of flowing water and sparkling waves is created, as if one can feel the speed and power of the water flow, full of modern atmosphere.



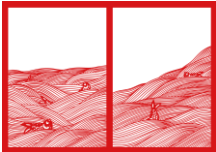
Figure 14 Auspiciousness Embodied in the Character 'Rui'
Source: Researchers (December 2024)

The work draws inspiration from traditional art elements and reinterprets and innovates upon them. The outer contour of the image is shaped like the Chinese character "Rui" from Ruichang. This character embodies profound auspicious implications. It represents the crystallization of people's long - held hopes for a good life since ancient times, symbolizing favorable weather for a good harvest and smooth progress in all affairs. It's as if the auspicious light safeguards generations of Ruichang people. Inside the outline of the character "Rui", classic Ruichang paper - cutting elements such as fish, birds, phoenixes, pomegranates, longevity peaches, and flowers are incorporated, creating a vibrant and auspicious world. This conveys wishes for prosperity, happiness, and a fulfilling life, symbolizing an annual surplus, fertility, and thriving prosperity. The researcher breaks away from traditional composition patterns and borrows elements of modern painting composition, making the picture full and rich while maintaining order. This work embodies the researcher's deep love for their hometown and boundless yearning for a better life.

Evaluation of Paper Cuttings Works

Table 2 shows the evaluation of the satisfaction of Ruifei genetic inheritors and experts on Paper Cuttings works.

Table 2. Evaluation of Satisfaction with the Inheritance and Innovation of Paper - cutting Works

Works Exhibition				
Works name	Ruilian Fengsui Qingsurplus	Longmen Book Rhyme	Ruishui Fish Dream	“Rui”zi Chengxiang
Topic	Mean	Mean	Mean	Mean
Reflect the artistic style of Ruichang Paper Cuttings	4.79	4.68	4.66	4.83
Reflect regional characteristics	4.81	4.87	4.71	4.79
The application of traditional elements	4.85	4.61	4.65	4.83
Regional identification fusion	4.65	4.85	4.66	4.63
Carrying cultural connotations	4.80	4.80	4.75	4.82
Total	4.77	4.76	4.72	4.78

Source: Author (December 2024)

According to the data in Table 2, inheritors and experts of intangible cultural heritage have highly praised the performance of Longmen Shuyun in terms of inheritance and innovation, with an average score of 4.79 points. And 'Rui Lian Feng Sui Qing Yu' achieved a score of 4.81 points with its outstanding performance in inheriting tradition. In addition, several other works have also received high praise, demonstrating extraordinary artistic value.

The work "Longmen Calligraphy" ingeniously combines classic legends and historical and cultural landscapes. This integration not only shows Ruichang Paper Cuttings's adherence to classic themes, but also reflects its innovative spirit of keeping pace with the times and absorbing modern art concepts. It injects new vitality into the traditional Paper Cuttings art and opens up a unique development path, allowing the audience to experience the charm of modern art while feeling the charm of traditional culture.

Inheritors and experts unanimously spoke highly of Ruilian Fengsuiqing Surplus, believing that the work reproduces the classic pattern of Ruichang Paper Cuttings, "fish playing with lotus". The fish and lotus complement each other, and the layout of the picture is just right, presenting a harmonious and unified beauty, fully showcasing the unique innovative style. In terms of styling design, the designer is ingenious in combining the traditional "fish playing with lotus" pattern into a unique shape. This design not only fully retains the beautiful implication of life reproduction and prosperity contained in the combination of fish and lotus in Ruichang Paper Cuttings culture, but also endows them with a new carrier and connotation, making traditional elements shine in the modern context. Under the careful carving of modern design thinking, the traditional theme of "fish playing with lotus" has successfully revitalized. This not only continues Ruichang Paper Cuttings's wish for life reproduction and a better life, but also highlights the innovative exploration of art in the process of inheritance, which effectively highlights the artistic vitality of Paper Cuttings in Ruichang as it keeps pace with the times.

CONCLUSIONS AND DISCUSSION

The "intergenerational transmission" of intangible cultural heritage is a new creation that cultural traditions are constantly endowed with in the practice of generations, and it is not static. Xiang Zhaolun, former Deputy Minister of the Ministry of Culture and Tourism, said in a lecture at the "Intangible Cultural Heritage Classroom" at the Shanghai Library: "The intergenerational transmission of intangible cultural heritage is not the same thing or the same way of passing it down forever. In his article "Promoting the high-quality development of folk literature and art", Pan Lusheng said: "To inherit and carry forward the excellent traditional Chinese culture, we must adhere to creative transformation and innovative development." The dynamic inheritance of Ruichang Paper Cuttings needs to deeply understand this connotation, and show the creative transformation and innovative development of intangible cultural heritage through flexible inheritance. So, on the basis of inheriting tradition, new strategies should be formulated to make up for the shortcomings in the process of protecting and inheriting, and create a good development environment. The specific strategies are as follows.

1. Inheritance and innovation of inheritance models

On the one hand, we maintain the traditional way of oral transmission, while on the other hand, we encourage diverse forms of inheritance and focus on cultivating young successors. In the field of education, build a long-term education system, integrate Paper Cuttings into school curriculum, set up workshops, and local universities can set up Paper Cuttings art inheritance centers. In terms of socialization, through multi-channel promotion, the public's awareness of Paper Cuttings was improved.

2. Inheritance and innovation of cultural protection

Utilizing modern technology for record keeping and building a digital exhibition platform. Inheritors should actively explore new ways of communication and market development. At the same time, because the intellectual property rights of Paper Cuttings works are vulnerable to infringement, it is necessary to formulate perfect intellectual property regulations to protect the rights and interests of Paper Cuttings artists.

3. Inheritance and innovation of intangible cultural heritage

Intangible cultural heritage innovation injects new vitality into traditional culture such as Paper Cuttings in Ruichang. The protection of the original environment of Paper Cuttings in Ruichang is the foundation, covering the folk atmosphere, the living and creative conditions of inheritors, and ensuring their healthy growth in the local environment. At the same time, strengthen cultural subjectivity, deeply reveal and promote the cultural connotations behind it, enhance public awareness and emotional resonance, in order to maintain cultural diversity and artistic value. In addition, through re creation with modern elements and aesthetic perspectives, cultural exchanges are promoted, which not only deepens the understanding of multiculturalism, but also promotes the diversity and inclusive development of culture, helps Ruichang Paper Cuttings go global and shows its unique charm.

4. Inheritance and innovation of artistic works

On the basis of respecting tradition, we focus on innovation in themes and techniques. Theme innovation includes in-depth exploration of traditional and endangered themes, as well as refining new themes that reflect the characteristics of life in the new era. In terms of style, diversity should be pursued to meet different aesthetic needs. In terms of technological innovation, new media technology is used to design,

repair and restore, explore new techniques such as three-dimensional Paper Cuttings, splicing Paper Cuttings to enhance expressiveness, and strengthen cross-border cooperation, such as integration with music, dance, drama and other forms of art, to broaden communication channels and audience scope. Through these innovative paths, Ruichang Paper Cuttings can enhance the value of art appreciation and realize the contemporary revival of ancient art while maintaining authenticity and practicality.

RECOMMENDATIONS

Ruichang Paper Cuttings's inheritance and innovation work covers many core subjects such as the government, enterprises, educational institutions, cultural and creative studios, and Paper Cuttings artists. It is urgent to gather the wisdom and strength of all sectors of society, strengthen inheritance and innovation, promote its sustainable development, and integrate with featured products, cultural and creative industries, and tourism industries to achieve harmonious progress. Based on the research results of senior scholars and practitioners, the following specific suggestions are proposed:

Build an Open Platform for Creative Exchange

In order to build a comprehensive, open, inclusive and dynamic Paper Cuttings inheritance and innovation ecosystem in Ruichang, the key is to integrate the power of the government, enterprises, educational institutions and Paper Cuttings artists, and form an open cooperation framework of resource sharing and complementary advantages (Zhang & Li, 2020). This ecosystem aims to promote cross-border cooperation and deepen the cross domain integration of knowledge, skills and creativity, not only to help the inheritance and development of Paper Cuttings art, but also to provide reference for the protection of other intangible cultural heritage.

The government plays a core leading role in this process, providing institutional guarantees and financial support, creating a good social atmosphere, promoting the industrialization of intangible cultural heritage, and enhancing its social awareness and influence (Li & Liu, 2018). The government should also build a diversified display platform to promote the public display and dissemination of intangible cultural heritage, such as Paper Cuttings art festival, art exhibition, etc., enhance the social awareness of Ruichang Paper Cuttings, stimulate creative inspiration, and broaden the artistic boundaries (Chen & Sun, 2021).

Enterprises need to explore the combination path of Ruichang Paper Cuttings and the modern market, develop cultural and creative products with distinctive regional characteristics, broaden sales channels, and seek the balance point between cultural heritage and economic benefits (according to the case analysis of Zhao Yu, Zhou Hong, 2020 Study on the Commercialization Path and Model of Intangible Cultural Heritage).

Educational institutions need to incorporate Ruichang Paper Cuttings into the curriculum system, and cultivate young people's interest and skills in Paper Cuttings through interest classes, workshops, summer camps, cultural experiences, online courses, second classrooms and other forms, so as to inject fresh vitality and youth strength into the sustainable development of Paper Cuttings art (refer to the education model in the Practice and Exploration of Intangible Cultural Heritage Education Inheritance in 2019 by Liu Fang and Li Na).

Precise Positioning and Integrated Development of Diversified Industries.

In order to more effectively promote the commercialization of Ruichang Paper Cuttings, the primary task is to clarify its market positioning. This process needs to dig deeply into the cultural essence of Ruichang Paper Cuttings, and accurately capture the modern aesthetic trend and market demand. Zhao Yu and Zhou Hong pointed out in the Research on the Commercialization Path and Mode of Intangible Cultural Heritage (2020) that the key to the success of the commercialization of Paper Cuttings art is to deeply understand and inherit the cultural heritage of Ruichang Paper Cuttings, and at the same time to have a keen insight into the market dynamics.

By excavating the artistic, aesthetic and social values of Ruichang Paper Cuttings, we can combine it with cultural and creative derivatives for innovative applications. This integration not only enriches the connotation of cultural product design, but also promotes the integration and development of intangible cultural heritage and modern industry, thus attracting more people to pay attention to art and folk art, and promoting the common prosperity of Ruichang Paper Cuttings and diversified industries.

Deepen the Innovative Research and Development of Paper Cuttings Works

In order to create Paper Cuttings works with both traditional charm and contemporary aesthetics, we need to integrate traditional techniques and modern design concepts. This viewpoint has been supported by many scholars. Li Ming (2018) pointed out in his book "The Integration Path of Traditional Craftsmanship and Modern Design" that by cleverly integrating traditional techniques with modern aesthetic elements, products can be created that retain the essence of tradition while also conforming to modern aesthetics, thereby expanding market acceptance.

Artists can draw inspiration from traditional folk art, such as traditional patterns, themes, handicraft techniques, etc., and integrate them into new works. Interpret existing traditional works and give them new meanings, perspectives, or cultural backgrounds; This can be achieved by changing the plot, colors, materials, and other aspects of the story. The re-creation of folk art can also involve combining traditional and modern elements to create new works of art that blend tradition and modernity, which can contribute to the inheritance and renewal of traditional art (Wang Shucun, 2007). Re-created works often reflect the artist's observations and reflections on society and culture, and can convey specific information, values, or historical stories through art. Recreation can help protect and inherit traditional folk art, bring it into a new era, and attract a wider audience.

Build an Influential Brand IP

Relying on the unique charm of Paper Cuttings paper cutting, create a brand IP with recognition. Through the telling of brand stories, refining of cultural symbols and multi-channel marketing, enhance the international popularity and influence of Paper Cuttings paper cutting, and make it an important carrier to spread Chinese culture. At the same time, cooperate with industries such as tourism and education to expand the brand's market space. Moreover, it has carried out cross-border cooperation with well-known brands in other industries, launched co branded products or theme exhibitions, and enhanced the fashion and influence of Ruichang Paper Cuttings.

Integrate Innovative Concepts and Talent Cultivation

The diversified development of Paper Cuttings art needs to gather wisdom and resources from different fields, including designers, artists, entrepreneurs, etc., to jointly promote the innovation and development of Paper Cuttings art. This viewpoint is consistent with Zhang Wei's (2019) discussion in "Innovative Development Strategies for Intangible Cultural Heritage". He pointed out that the innovative development of intangible cultural heritage cannot be achieved without the broad participation and support of all sectors of society. Only by forming a strong innovative force can traditional culture be promoted for prosperity and development in the new era.

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