



民族晨彩设计融合活态传承

Ethnic Morning Color Design Integration and Living
Communication Department



THE LIBRARY OF INHERITANCE AND
INNOVATION OF MINORITY CLOTHES

少數民族服裝與服飾
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图案设计 | 现代扎染

Pattern Design | Modern Tie-dye

扎 (za) 染，作为我国珍贵的非遗文化，折射出民族风情与审美情趣，影响了世界审美与艺术

As a precious intangible cultural heritage in China, za dye reflects the national customs and aesthetic taste, and affects the world aesthetics and art.



susan Fang

扎染有多种分类，白族扎染、黎族扎染、日本扎染等等。

Tie-dye can be divided into Bai, Li and Japan.



其中，**现代扎染**是针对传统扎染、蜡染和蓝印花布这三种传统染色工艺提出的一个全新概念，**是运用现代技术制作的具有现代审美的商业性艺术产品。**

Among them, modern tie-dye is a brand-new concept proposed for three traditional dyeing processes of traditional tie-dye, batik and blue printing cloth, which is a commercial art product with modern aesthetics made by using modern technology.

SAMUEL GUI YANG 2021 SS

现代扎染不仅工艺变化多样，而且图形风格的审美取向更具多样性。

Modern tie-dyeing not only has various processes, but also has more diverse aesthetic orientations of graphic styles.

扎染审美风格的差异性，源于扎染艺术风格、工艺手法、历史演变和民族文化等方面的不同，也是扎染文化顺应时代创新和发展的结果。

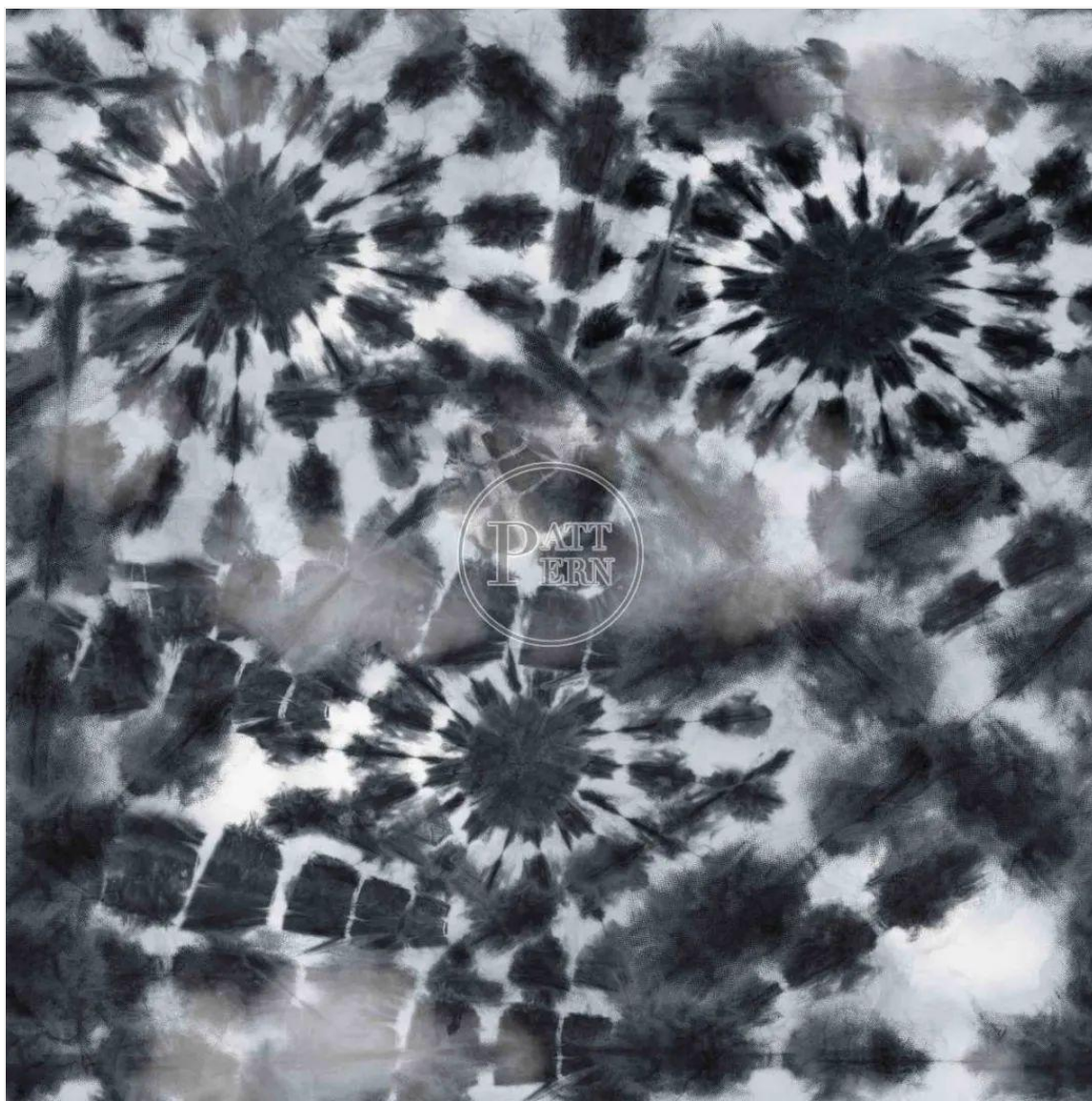
The difference of tie-dye aesthetic style comes from the difference of tie-dye artistic style, craftsmanship, historical evolution and national culture, which is also the result of the innovation and development of tie-dye culture in line with the times.

根据不同流行文化的影响，现代扎染整体可归为以下几类风格。

According to the influence of different popular cultures, modern tie-dyes can be classified into the following types as a whole.



01 / 精致写实



JY01300535



精致是指符合形式美的对称、均衡等规则，写实是指正确、完整、忠实的描写。

Exquisiteness refers to the symmetry, balance and other rules that conform to the beauty of form. Realism refers to the correct, complete and faithful description.

该风格的扎染艺术，在创作方法上运用传统经典扎法，并辅以精致的点、线、面的图案构成，作品也大多具有很强的完整性、装饰性，或呈现细致、柔美的外观效果。

This style of tie-dye art uses traditional classic tie-dyeing methods, supplemented by exquisite patterns of dots, lines and surfaces. Most of the works also have strong integrity and decorativeness, or present meticulous and soft appearance.





Altuzarra Spring 2022 Ready-to-Wear



由于在图案设计、工艺设计、点粒扎花和染色工艺等方面要求较高，精致写实风格常见于高级时装、高档艺术面料、日本和服等。

Due to the high requirements in pattern design, process design, dotting and dyeing technology, exquisite and realistic styles are commonly seen in high-end fashion, high-end art fabrics, Japanese kimono, etc.

02 / 现代写意

YY01300096

写意，如同即兴创作的中国画，不拘泥形式，简练、无拘无束。

Freehand brushwork, like improvised China paintings, is simple and unrestricted.

现代写意风格工艺手法相对简单灵活，色彩丰富，具有灵活多变、抽象写意的现代艺术风格。

The craftsmanship of modern freehand brushwork style is relatively simple and flexible, rich in colors, and has a flexible, abstract and freehand brushwork style of modern art.



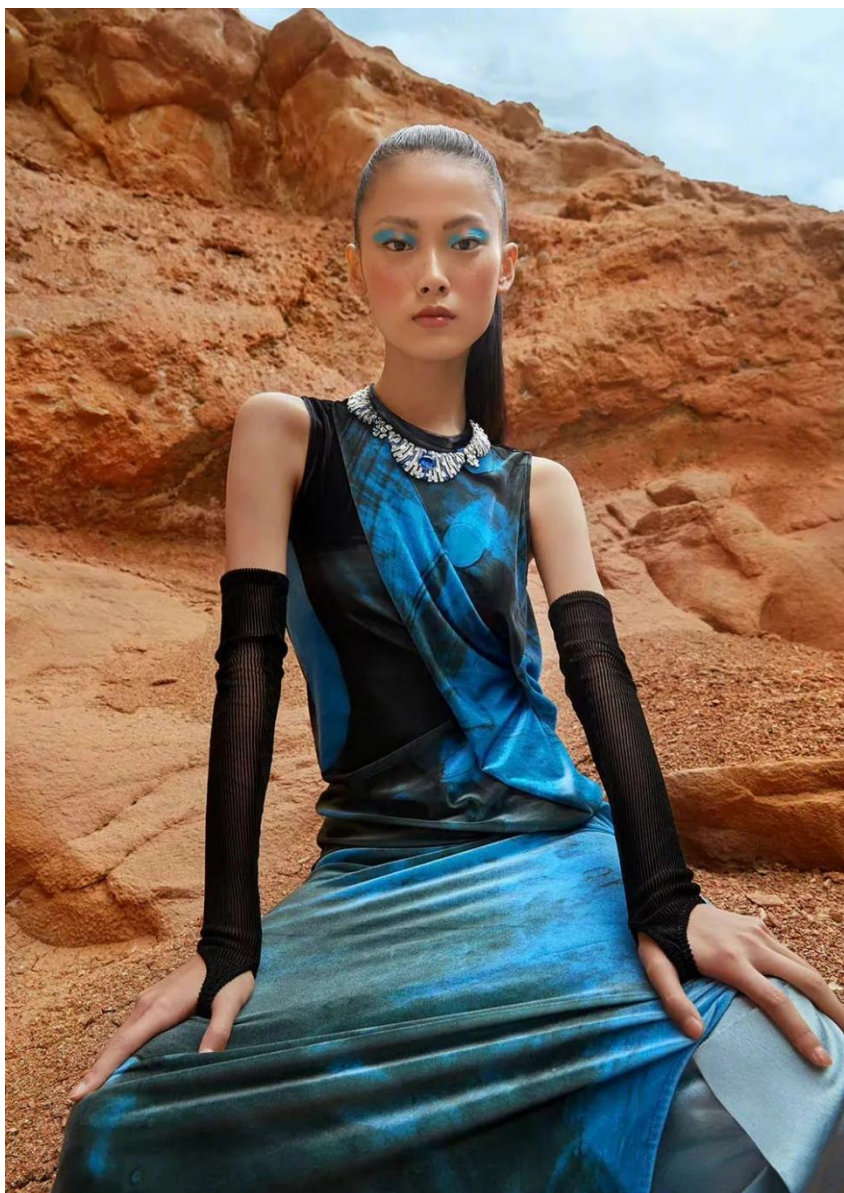
Angel Chen 2021 AW





其扎染艺术作品有两大特点：一，追求创作中的即兴之美；二，表达不拘成法的自由之美。

Its tie-dye art works have two main characteristics: first, pursuing the beauty of improvisation in creation; second, expressing the beauty of freedom that does not constrain the law.





OUDE WAAG 21 AW

OUDE WAAG 21 AW

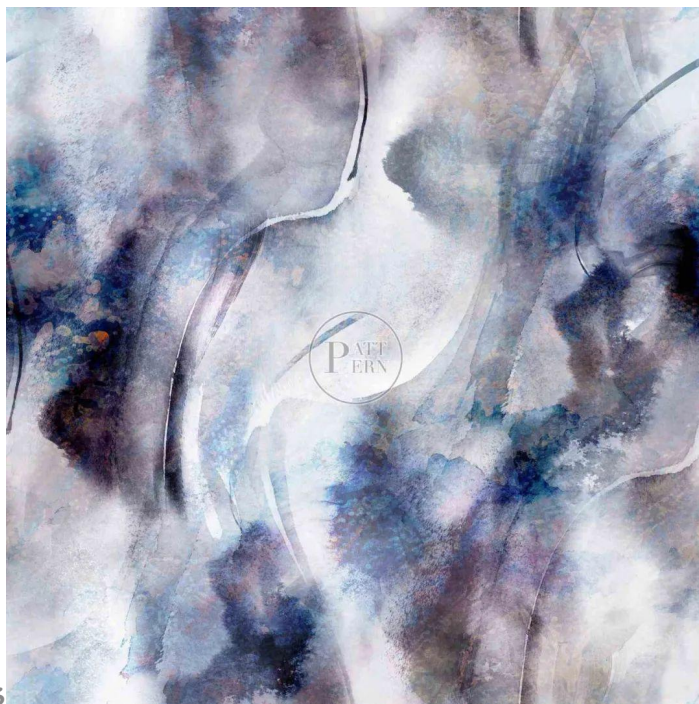


这类作品，其染艺变化无迹可寻、随意灵动，兼具现代艺术的形式美感和中国绘画大写意之风格。

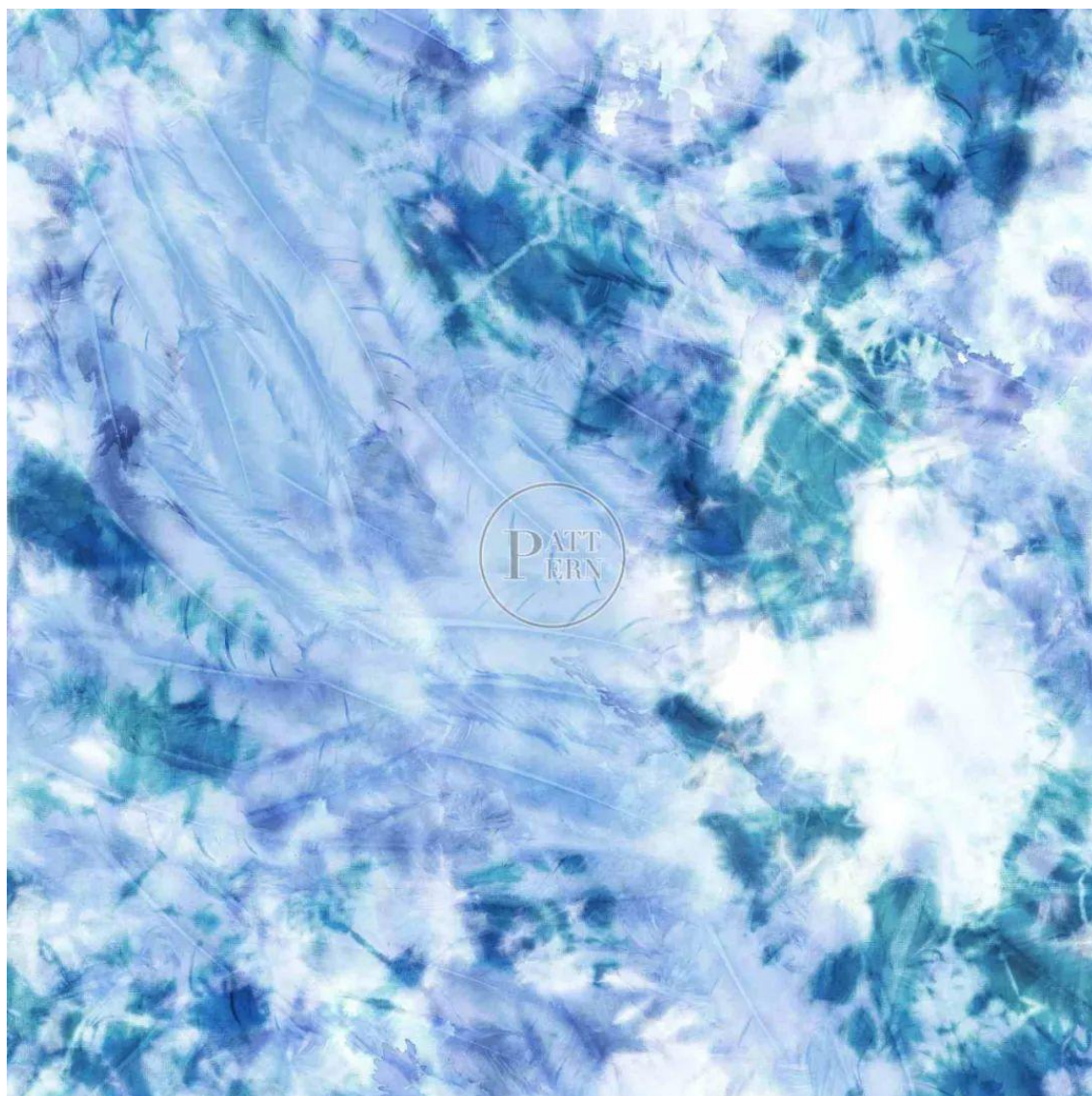
This kind of works, whose dyeing art changes untraceable, casual and vivid, combines the formal aesthetics of modern art and the style of freehand painting in China.

适合设计师用来诠释时代个性、现代生活方式，并进行视觉创新与探索。

It is suitable for designers to interpret the personality of the times and modern lifestyle, and to carry out visual innovation and exploration.



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03 / 田园乡村



JYD14844



田园乡村风格造型简单、色彩明快，具有自然、简朴的随意美，风格柔和自然。

The rural style is simple in shape and bright in color, with natural, simple and casual beauty and soft and natural style.





Jason Wu 2022 SS





当今人们日益渴望突破社会城市发展的桎梏，崇尚回归自然本色的生活，自由田园情调正是历史回归和自然回归的表现。

Nowadays, people are increasingly eager to break through the shackles of social urban development and advocate the life of returning to the nature. The free pastoral tone is the expression of the return of history and nature.

这类扎染艺术作品以段染工艺为代表，呈现明亮的色块效果，体现出原始、自然、朴素的田园柔情美，与当今回归自然本色的价值观相契合。

This kind of tie-dye artwork is represented by the dyeing process, presenting a bright color block effect, reflecting the primitive, natural and simple idyllic tenderness and beauty, which is in line with today's values of returning to the natural color.