

EXPLOITING BROCADE PATTERNS AND DESIGNING TOURISM PUBLICATIONS

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Brocade is a handicraft product with a long tradition that has been passed down through generations by artisans in ethnic minority villages and hamlets. Created by skillful hands with special materials and colors, brocade is an indispensable beauty in the material and spiritual life of each ethnic group in Vietnam. Possessing a unique beauty, brocade has been applied in many areas of life. With the fashion, many designers have used brocade material in performance collections. The delicate beauty of brocade creates costumes imbued with the traditions of the Vietnamese people, many collections are highly appreciated and create a beautiful impression on neighboring countries. With graphic design, brocade is also a unique material chosen by many designers. In particular, the success can be mentioned in the way of exploiting the beauty of brocade to design cultural publications for tourism.

Keywords: *Brocade; Pattern; Costume; Publication design; Tourism.*

1. Introduction

Brocade is considered a symbol expressing the cultural and spiritual life of ethnic minorities. Each type of brocade fabric has its own cultural identity, associated with the fine customs and traditions of the place where it was produced, this has made the brocade of Vietnam's ethnic minorities to be famous for many generations. A type of fabric handwoven from fibers derived mainly from flax, cotton and hemp, the surface of brocade fabric is woven in great detail. There are many techniques to create brocade fabric, different pieces of brocade, with patterned boxes emerging thanks to hand embroidery, there is also a process to create brocade fabric done on a loom. Brocade fabric is a long-standing product used by ethnic minorities to make all kinds of costumes. Today, this type of fabric is not only used in villages and hamlets but is also favored by many people because of the outstanding advantages it brings.

2. Research overview

Approached from an artistic perspective, it can be said that brocade is the leading fabric in combining multiple colors to create unique characteristics for the fabric. Each region and ethnic group will have different colors and patterns, symbolizing their own meaning for each national identity. Each pattern will be a symbol for a different religion, belief and outlook on life. Although each pattern woven into the fabric represents each ethnic group's unique identity, but what they have in common is that the colors used

to dye the fabric fibers are not from chemical dyes but are taken from nature. Each region will have different ways of weaving brocade, however, they all go through similar weaving steps. Brocade is used quite a lot in the field of applied arts.

From brocade embroidery pieces, brocade textiles, this product is applied to many areas of life. The main application is using brocade to sew traditional costumes. Costumes of ethnic minorities are considered works of art that record the development process and life of the nation. It is the totality of art forms from colors, patterns, materials, expressions... Traditional costumes are also one of the important elements that constitute the cultural identity of each community and ethnic group. Brocade patterns decorated on the costumes of each ethnic minority group reflect their working life, spiritual values, people's conceptions of nature and all things. Costumes are important factors to clearly identify and distinguish the characteristics of one ethnic group from another, it not only carries a strong cultural identity, but also contains artistic and historical values of each nation. In addition, brocade is also the main material to create head scarves for women of the Thai, Ha Nhi, Red Dao ethnic groups... each type of scarf represents the cultural identity and traditions of each region. Brocade scarves are a work of art and the scarves will also be woven with unique patterns according to each identity and tradition of each place where it was made. Brocade scarves are not only used by ethnic minorities, but today they are also a popular

fashion trend favored by many people.

3. Research method

The article uses an interdisciplinary approach method to floral design, culture, ethnology; method of collecting secondary documents, method of analyzing and synthesizing secondary documents on brocade, graphics, patterns, symbols applied to tourism product design. Inheriting the results of researchs that have been achieved, the article focuses on identifying the values of patterns on brocade, proposing solutions to apply brocade patterns to design tourism publications with unique nuances, creating a mark for local and national tourism products.

4. Research results

In the field of graphic design, designers often follow the trend of using photos of ethnic costumes or exploiting the beauty of patterns shown on brocade. Each characteristic feature of each ethnic minority's pattern is identified and selectively incorporated into the design. It can be seen that, for Mong brocade fabric, the surface of the fabric is woven with patterns in the shapes of crosses, gongs and nails continuously and dynamically changing. In addition to the above patterns, the fabric is also combined with squares or triangles and broken-shaped borders. Brocade fabrics of the Dao ethnic group prefer simple patterns as well as a higher density between the pattern and the fabric background than in other regions. And the main color of the Dao ethnic group is usually red on black cloth. Brocade patterns of the Muong ethnic group also symbolize the mountains and forests and nature, specifically gac seeds, star anise, chestnut flowers, canarium fruit,... The special feature of Tay ethnic group brocade fabric is the arrangement of dark diamond-shaped patterns on a white background. The Lo Lo ethnic group uses the patchwork technique of colorful fabric patterns with clear layouts on a black fabric background. Thai ethnic group brocade fabrics are very prominent because they are woven in many different colors such as red, black, purple, white and green. The patterns are arranged symmetrically. In addition, patterns on Thai ethnic group brocade fabric also represent the eternity of nature and the universe. It can be seen that the exploitation of the beauty of brocade is in many products designed for cultural publications serving tourism such as: Design of a set introducing the art of Mong ethnic group's beeswax painting using ethnic motifs by Nguyen Trung Kien, Poster design for the event "Vietnam Brocade Cultural Festival" by Quan Thi Hien, Standee design by "Vietnam Brocade Festival 2023 - Lipstick" by Nguyen Phuong Chi, brochure design

"Brocade" by Mac Thi Quynh Anh,...



Figure 1. Design of a set introducing the art of beeswax drawing of the Mong ethnic group using ethnic motifs by Nguyen Trung Kien

5. Discussion

Designing a set introducing the Mong ethnic group's beeswax painting art using ethnic motifs on brocade, Nguyen Trung Kien used the typical blue and indigo tones of dyed fabric and a variety of images showing the steps to create patterns and express textures using beeswax painting art. One of the special things that create the brand of the Mong ethnic group's linen brocade is the creation of patterns and motifs using the unique technique of embroidery on colored fabric and drawing unique beeswax patterns. In particular, the process of drawing beeswax on linen is the most important step, because the drawing must be beautiful and clear. The drawing process alone took a week or a month to complete. Besides the images of brocade fabrics and artisan manipulations, products and product packaging are also inspired by these brocades. The product chosen by the designer is a friendly fabric bag in cream color combined with a brocade fabric finished using the beeswax painting technique. The packaging also exploits patterns from beeswax-printed brocade, mainly geometric patterns such as squares, rectangles, diamonds and stylized motifs of flowers, leaves, animals represented by the blue and indigo strokes on cardboard background dotted

with pink and purple letters are quite delicate.



Figure 2. Poster design for the event “Vietnamese Brocade Cultural Festival” by Quan Thi Hien

Choosing the event design for *Vietnam Brocade Cultural Festival 2024*, Quan Thi Hien used brocade as the main role in the overall layout. With the first poster, the designer used brocade to cover nearly 2/3 of the poster in the image of a flared dress. The second poster uses excerpts of several pieces of brocade in a square layout that are enlarged and arranged spread out over the background of the poster, above the brocade motifs is an image of an ethnic girl in traditional clothes inspired by traditional brocade.



Figure 3. Standee design of “Vietnam Brocade Festival 2023 - Lip color” by Nguyen Phuong Chi

Brocade is also the main source of inspiration that Nguyen Phuong Chi chose to design the logo and standee for *Vietnam Brocade Festival 2023 - Lipstick*. The designer used an array of brocade with geometric patterns typical of ethnic patterns combined with *Color Block* style, a design trend that combines two or more geometrically shaped color blocks on the same object to create the event’s logo are shown on both the text and the image. Even though it only occupies a small area on the standee, these new combinations create a highlight, creating an interesting and eye-catching logo, still giving viewers the feeling and association of a piece of traditional brocade fabric of the northern mountainous people shows modernity in shaping, to be suitable for graphic design and contemporary fashion life. Along with the horizontal and vertical color patches on the logo, the repeating method is implemented on the overall design of the standee. These vertical and horizontal lines are placed very cleverly on the almost flat background of the product. The minimalism of the background perfectly complements the complexity of the characters’ costumes and the ethnic motifs sculpted on them. Each image is exploited and included in the design of this event’s graphic products, showing the uniqueness in using patterns, stylizing flowers according to traditional pattern layouts, geometric motifs serve as cushion and intermediate motifs. The fonts in all designed products are presented in a minimalist form to highlight the complexity of the brocade motifs.



Figure 4. “Brocade” brochure design by Mac Thi Quynh Anh

Brocade is also the main object throughout the brochure design called *Brocade* by Mac Thi Quynh Anh. The designer has fully exploited the elements of patterns, costumes, bags, scarves, souvenirs using brocade to create brochures for tourism.

6. Conclusion

The whole world is pursuing sustainable fashion trends. That is also the typical advantage

of brocade, the brocade materials are all woven from natural fibers, the dyes are also natural colors. Besides being used in high-end fashion, brocade patterns can also be applied in graphic designs and used in home decoration such as on ceramic vases, carpets, tea cups,... Graphic design inspired by brocade is also one of the dominant trends in recent years. Exploiting the beauty of traditional brocade

not only preserves ethnic cultural values, but also contributes to local socio-economic development.

Besides, the honoring of indigenous cultural elements and the exploitation of brocade is an opportunity to open the door to the international market for Vietnamese designers while at the same time the designs of cultural publications serving tourism to create a development tinged with identity.

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KHAI THÁC HOA VĂN THỔ CẨM THIẾT KẾ ẨM PHẨM DU LỊCH

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Thổ cẩm là sản phẩm thủ công có truyền thống lâu đời được các nghệ nhân truyền nghề lại qua các thế hệ trong các bản làng, buôn làng của người dân tộc thiểu số. Được tạo nên bởi những bàn tay khéo léo với chất liệu và màu sắc đặc biệt, thổ cẩm là nét đẹp không thể thiếu trong đời sống vật chất, tinh thần của từng tộc người ở Việt Nam. Mang một nét đẹp riêng, thổ cẩm đã được ứng dụng trong nhiều lĩnh vực đời sống. Với thời trang, nhiều nhà thiết kế đã sử dụng chất liệu thổ cẩm trong các bộ sưu tập trình diễn. Về đẹp tinh tế của thổ cẩm tạo nên những trang phục mang đậm nét truyền thống của người dân Việt, nhiều bộ sưu tập được đánh giá rất cao và tạo được ấn tượng đẹp với các nước bạn. Với thiết kế đồ họa, thổ cẩm cũng là một chất liệu độc đáo được nhiều nhà thiết kế lựa chọn. Đặc biệt, thành công có thể kể đến là cách thức khai thác vẻ đẹp của thổ cẩm cho thiết kế ấn phẩm văn hóa phục vụ du lịch

Từ khóa: Thổ cẩm; Hoa văn; Trang phục; Thiết kế ấn phẩm; Du lịch.