



鱼儿凳

New Year paintings, a traditional type of Chinese painting, are disappearing. What we can do as designers to keep the life of the New Year painting alive? I designed a fish-shaped stool based on the collective memory of Chinese New Year painting "Yearly fish". When a person sits on it, the person and the YuErDeng form a classic New Year painting "Yearly Fish", evoking memories of childhood.

This design can also be seen as a design manifesto. Does a New Year painting have to be in 2D? Or are today's cultural and creative products too restricted to a particular design language? Can we create a new way of communicating with traditional culture?

KEYWORDS: Design-driven innovation; New Year painting; Furniture

2022.02

2022.06 In progress

Background

New Year painting is a type of common folk arts and crafts in China. It is a symbol of good wishes for the future. My design aims to explore how industrial design can be used to perpetuate the beautiful symbol of the 'New Year painting' in the face of traditional paper New Year paintings are disappearing nowadays.

NEW YEAR PAINTING

Customs



Pasting New Year paintings
Mainly on their doors, windows and walls
A custom lasted for thousands of year.
Disappearing nowadays

Elements & Meaning



“门神”
Door Gods

Exorcism



“招财童子”
Fortune Kid

Wealth

Fortune



“鱼”
Fish

Surplus

Fortune



“灶神”
Kitchen God

Exorcism

Fortune

Wealth



“莲”
Lotus

Purity

Fortune



“美人”
Beauty

Virtue



“燕”
Swallow

Love



“桃”
Peach

Longevity

Love

Example



History, development trends



With the dramatic change in people's living habits and the development of the Internet, more and more New Year paintings are appearing on the Internet in the form of pictures, while the paper New Year paintings are gradually vanishing.

Research analysis with insights

For thousands of years, New Year paintings have been in paper form, until recent years when they have gradually become available in digital form.

However, they are all in 2D form.

The new generation of young Chinese is very fond of traditional culture, but New Year paintings have not received much attention, why? Because of the gradual disappearance of the activity of putting up New Year paintings, **there is a lack of interactivity between the traditional New Year paintings and people.**

Although the New Year paintings are fading from life, **most young people have fond memories of them from their childhood.**

Design opportunity

2D → 3D



thus
More interactions



Can people be part of the New Year paintings?
Can New Year paintings be turned into household items?

Design concept

the first practice of the research project

I chose the most well-known New Year painting "年年有余 (surplus year after year)" as my first practice to turn the New Year painting to household item.

▼ The well-known New Year painting "年年有余 (surplus year after year)"



Sitting device

My design

The person sitting on it

Q

Why does the FISH appear in this New Year painting?

A

余 = 鱼
 年年有余
 年年有鱼

**The two Chinese character are a harmonic pair*

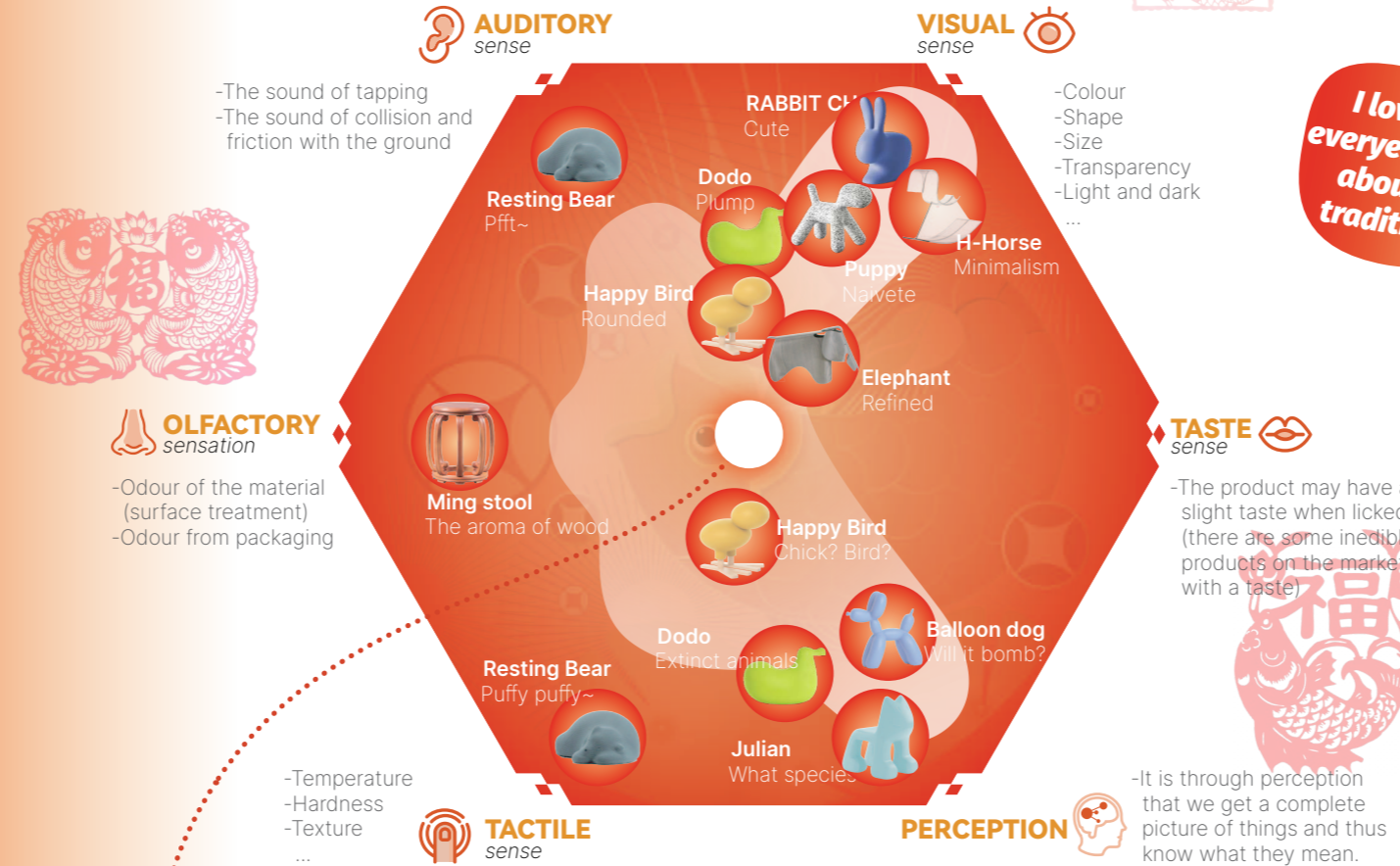
Thus, **fish have taken on the meaning of surplus** in China and are **a symbol of wealth**. Hence, fish would be found in New Year paintings.

The New Year painting "年年有余 (surplus year after year)" has already been a **collective memory** for every Chinese.

I decided to design **a sitting device based on the fish in the New Year's painting**, which, when one sits on it, forms a New Year painting.

Design analysis

Competitor analysis



Product positioning



Persona

I love everything about tradition

Tsai Wenwen
 31 / Public relations staff in Hangzhou

| | | | |
|-----------------------|---|------------------|--------------------------|
| Monthly income | 14000 CNY (1800 EUR) | Hobby | Wearing hanbok * |
| Housing area | 100 M ² (1076.391ft ²) | | Taking photographs |
| Marital Status | Married | | Making up |
| | Has a 4 year old daughter | Character | *Hanbok: Chinese costume |
| | | | Extrovert |
| | | | Young mindset |

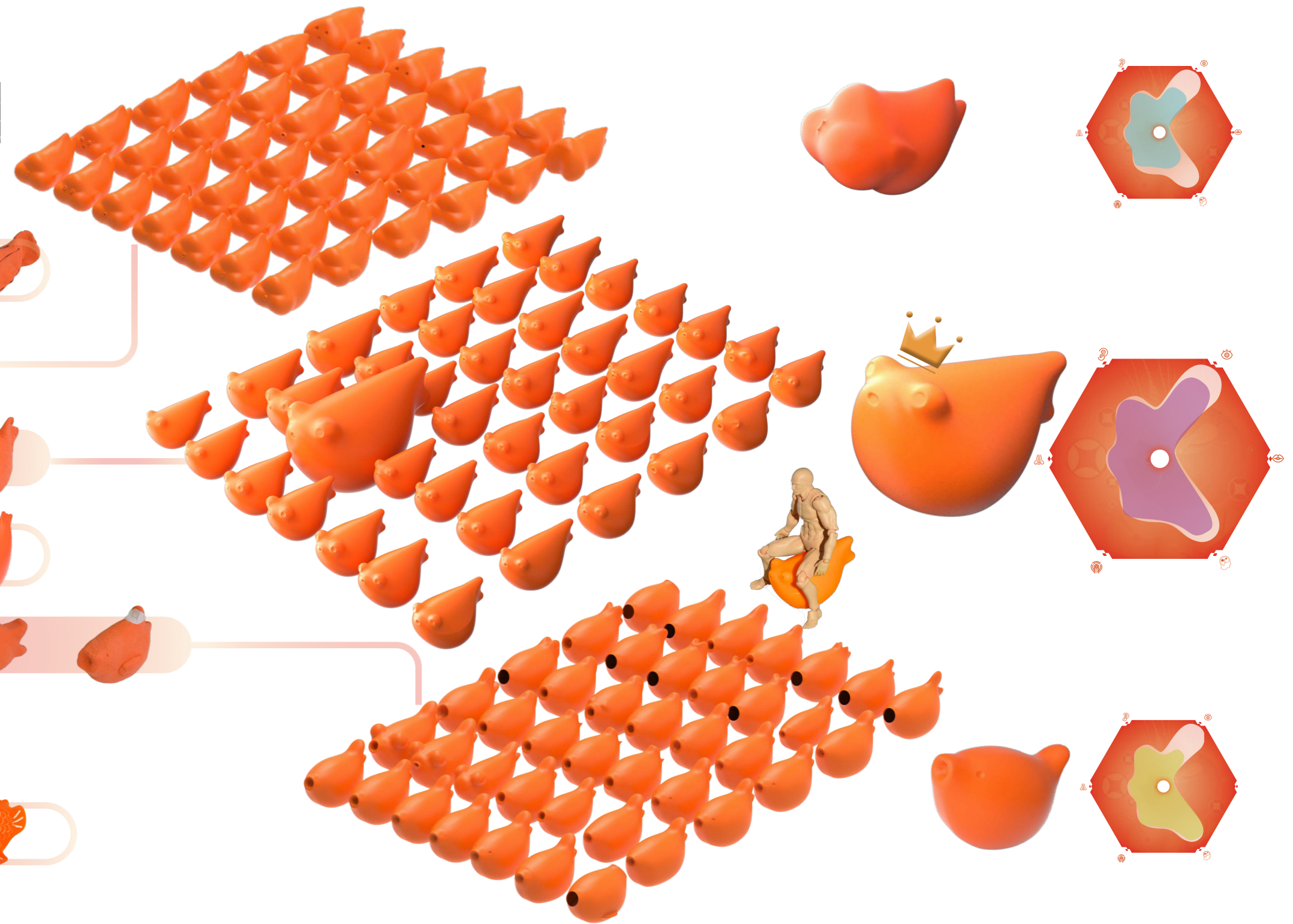
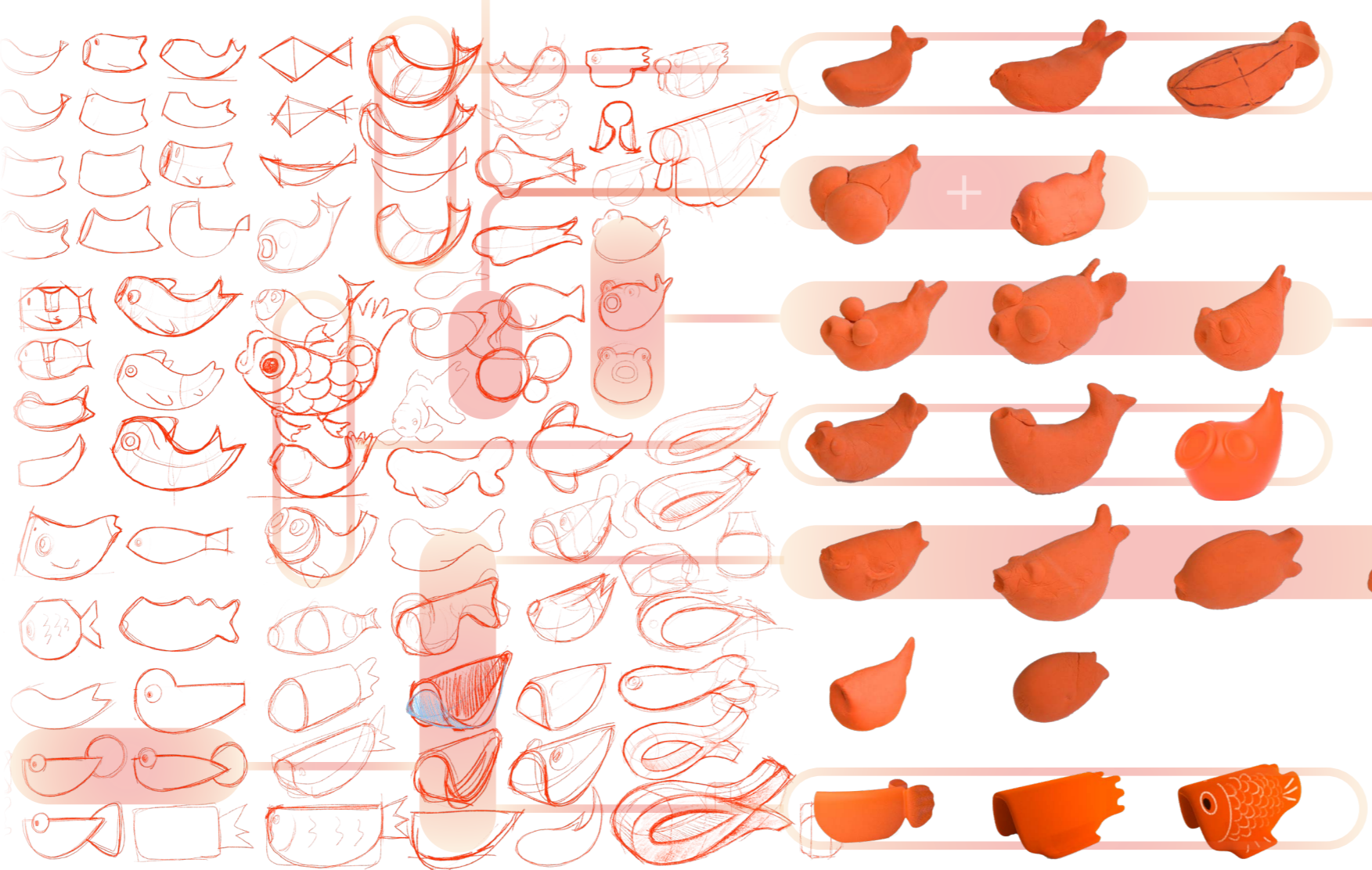
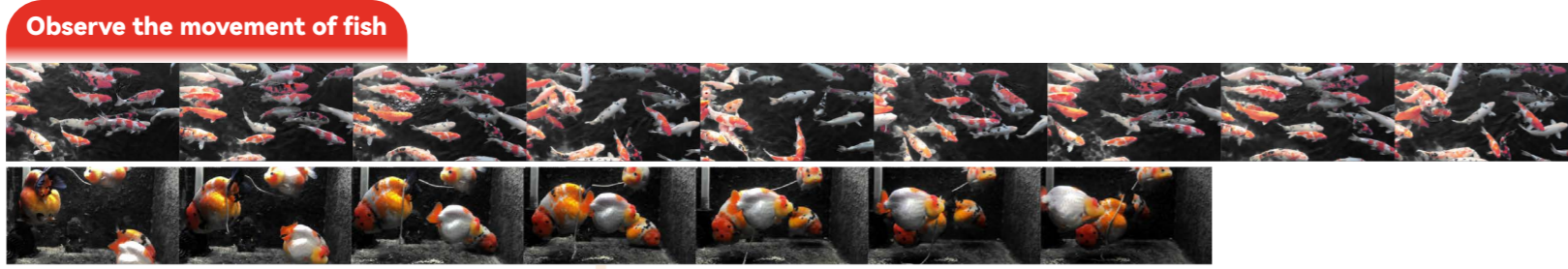


Idea development

Design language



Because in the traditional Chinese context, affluence and wealth are usually associated with cuteness, fatness and softness. Therefore I wish my fish to be cute and plumpy.





YuEr Deng

Children and adults alike can play as fortune kids riding this fish.

Production

I make the choice of production materials and processes based on my final design.

Material

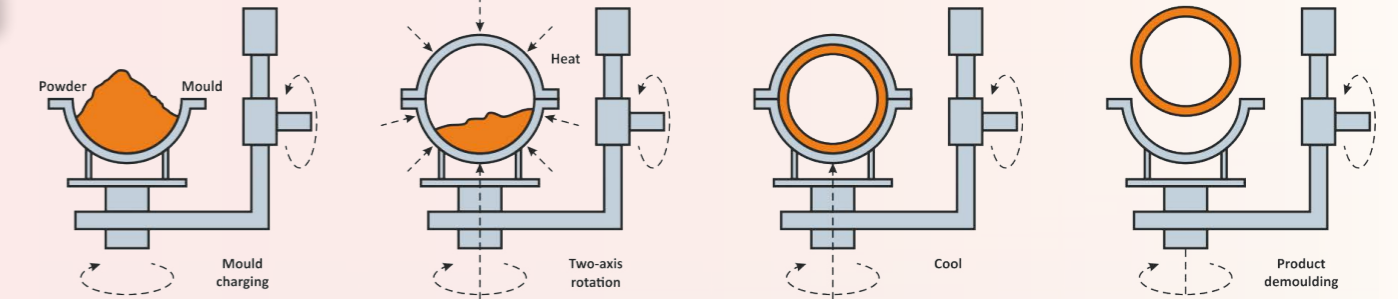
LLDPE
(Linear low-density polyethylene)



Production methods

Rotational moulding

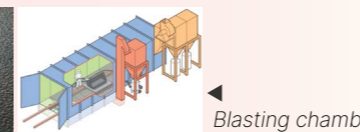
Rotational moulding



Surface treatment on the mould surface

Sandblasting

Diameter of sandblasted grit: 1.5 mm



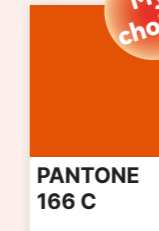
Blasting chamber

Colour

I believe that the design should reflect a Chinese context of celebration, of abundance. Red and orange are the best choices.

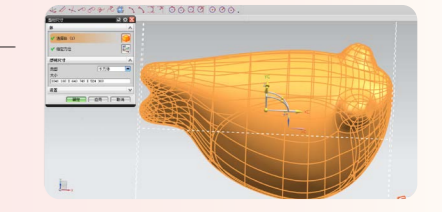
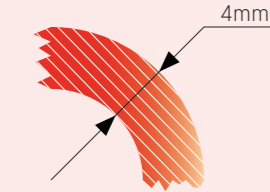
丹红
#ea4f28

My choice



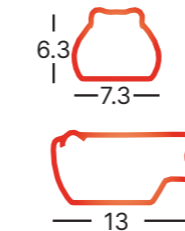
Thickness mechanical analysis

4mm (at least)

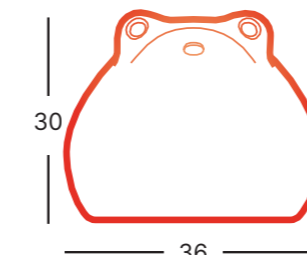


Dimensional data

Unit: cm

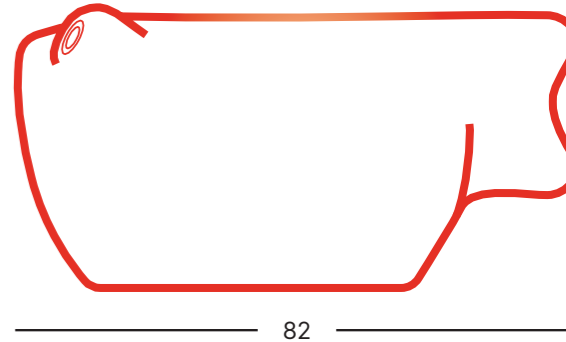
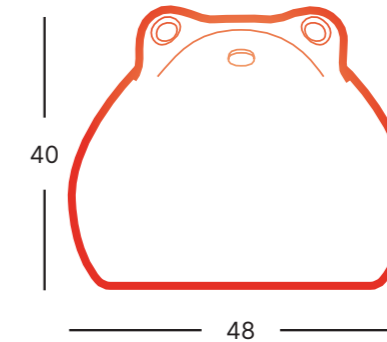
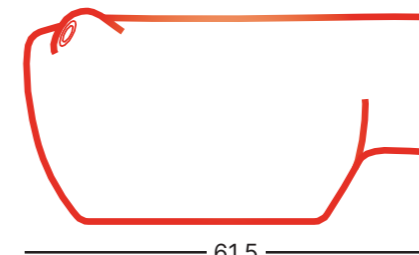


S



M

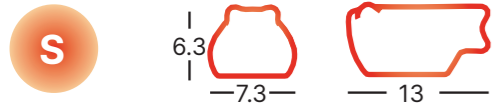
2.3 KG



L

3.8 KG

Prototype 1



Material: plastic; UV; varnish



3D printing



Sanding



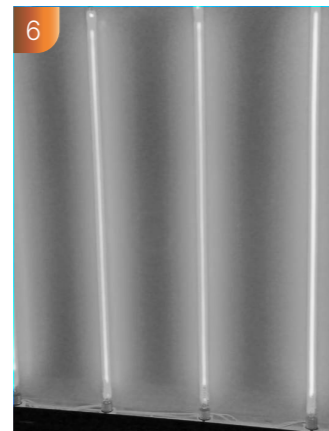
Checking the surface



Matt white primer



UV paint spraying



UV lamp irradiation; Varnish



Packaging design

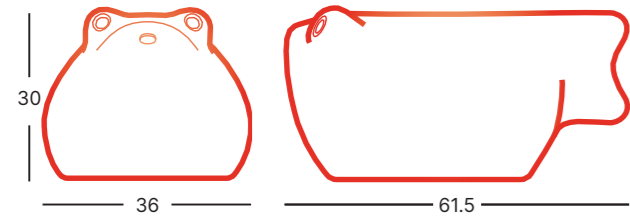


Concept: Inspired by the packaging used by live fish sellers on Chinese online shopping platforms when sending live fish by post: an inflatable transparent plastic pillow with the right amount of water inside, and a fish.

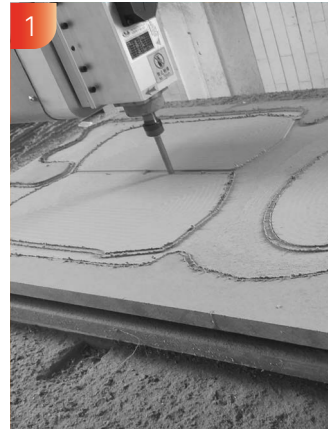


Prototype 2

M



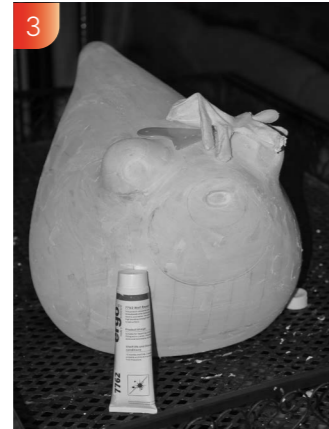
Material: density board; putty; matt white primer; aerosol (RAL2004)



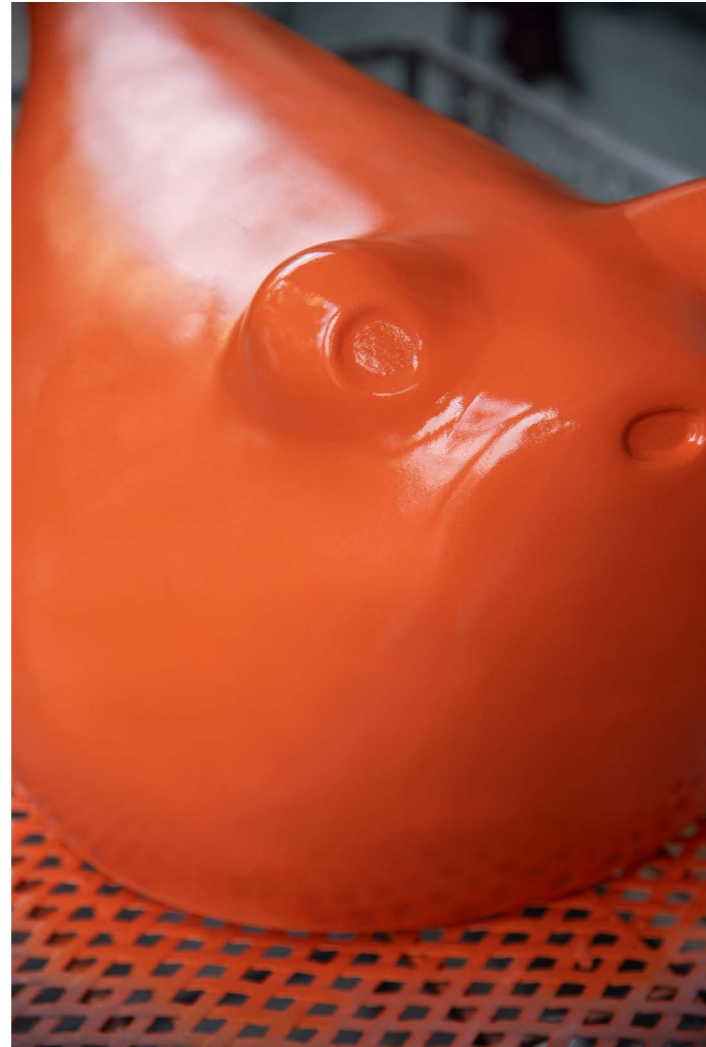
CNC; density board



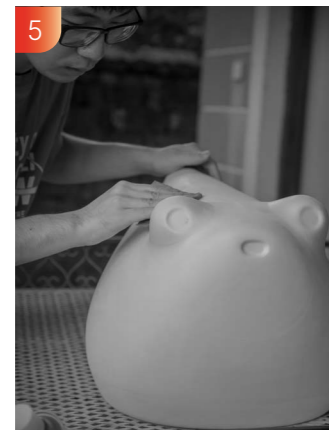
Bonding of each density layer



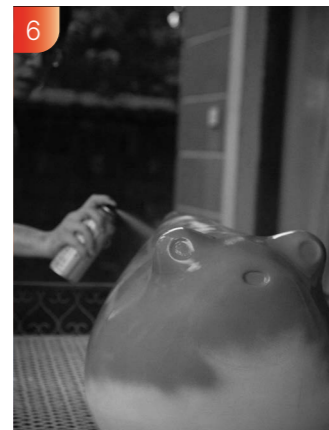
Covered with putty; sanded



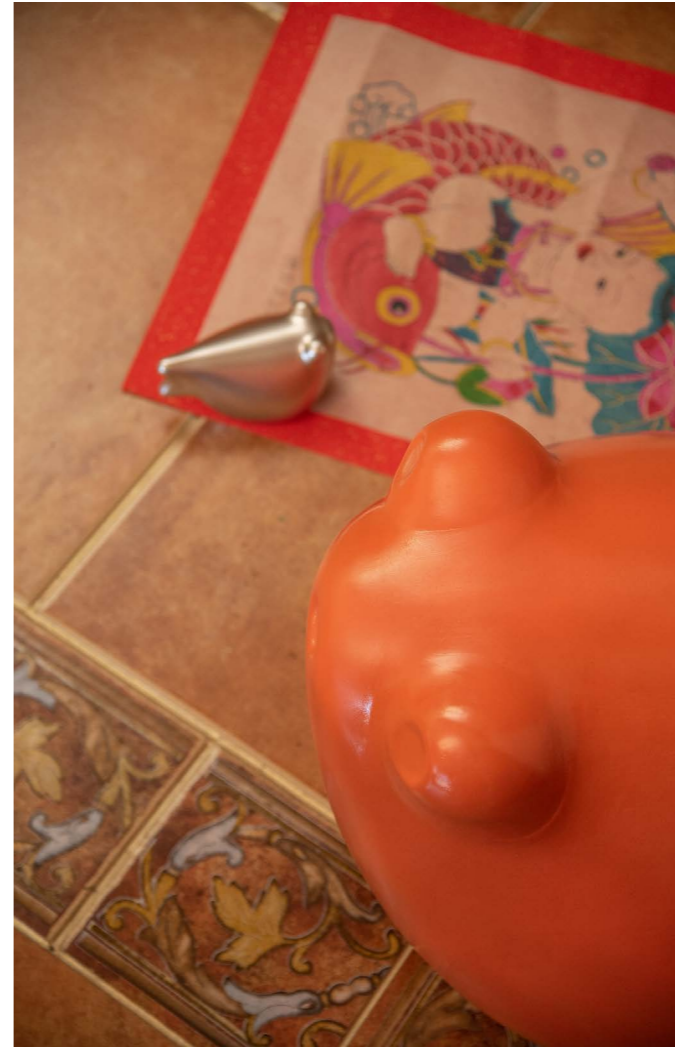
Matt white primer



Sanding



Spraying of colour paint



▲ Shooting in the studio



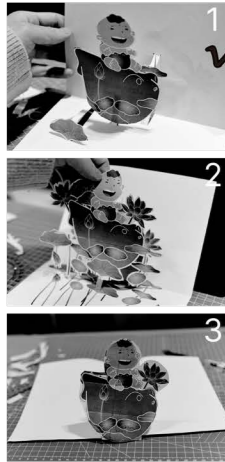
Packaging design

Prototype

Packaging box



Three types of pop-ups



鱼儿凳
means "fish stool" and the box can be seen when the cover is removed.

I decided to adopt the **pop-up book** format for the packaging design. The aim is to echo the 2D to 3D connotation.

The pattern is not only very similar to waves, but also to fish scales.

The lotus flower and the lotus leaf are common elements in the typical Chinese New Year painting "年年有余 (surplus year after year)", and therefore also appear in my packaging design.

