

# The Role and Strategies of Pattern Design in Intangible Cultural Heritage Preservation

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**Abstract:** This paper explores the pivotal role of pattern design in the preservation of intangible cultural heritage and its associated strategies. Initially, it establishes pattern design as a crucial component of intangible heritage, embedding rich historical and cultural information, and serving as a key medium for cultural transmission and innovation. Through literature review and theoretical analysis, the study examines the multifaceted functions of pattern design in heritage preservation, including the construction of cultural identity, the integration of tradition and modernity, and the promotion of cultural dissemination. Special attention is given to digital preservation strategies, employing technologies such as virtual reality, augmented reality, and 3D printing for long-term preservation and widespread dissemination of patterns. Additionally, the paper discusses the potential of pattern design in fostering the cultural creative industry and enhancing transmission and innovation through education and community involvement. The conclusion highlights that effective pattern design preservation strategies should integrate traditional craftsmanship with modern technology, emphasizing public participation and cultural awareness. Implementing these strategies ensures the vitality of intangible cultural heritage, fostering cultural diversity and social harmony.

**Keywords:** Pattern Design; Intangible Cultural Heritage; Digital Preservation; Cultural Transmission; Innovation Strategies

## 1. Introduction

**1.1 Research Background and Significance**  
Intangible cultural heritage encompasses a rich

array of folk traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship. As an essential component, pattern design reflects the history, beliefs, and aesthetic concepts of various societies and ethnic groups through visual art. Protecting intangible cultural heritage and ensuring its continued transmission in modern society is a key means of enhancing national cultural confidence. In recent years, with the development of globalization, big data, and artificial intelligence, the role and strategies of pattern design in the protection of intangible cultural heritage have garnered significant attention. This study aims to analyze the multiple functions and specific strategies of pattern design in the protection of intangible cultural heritage through theoretical exploration, providing theoretical support for the protection and innovation of cultural heritage.

## 1.2 Research Objectives and Methods

The primary objective of this study is to explore the specific roles and implementation strategies of pattern design in the protection of intangible cultural heritage. Through literature review and theoretical analysis, the research will outline the current status and challenges of pattern design in the protection of intangible cultural heritage and propose feasible protection and promotion strategies in combination with modern technological means. The study will employ methods such as historical analysis and cultural deconstruction to conduct a detailed discussion on the functions of pattern design in different cultural contexts, ultimately forming a systematic and scientific protection strategy.

## 1.3 Review of Domestic and International Research

Domestic research on the pattern design of intangible cultural heritage has yielded

considerable achievements. Wang Xiaoying (2024) explored the application of Qiandongnan Miao embroidery patterns in modern fashion design, finding that traditional embroidery patterns are not merely decorative but also symbols of cultural expression and identity. Zeng Yunyi and He Hua (2015) focused on the application of intangible cultural heritage elements in visual communication design, using Zhuang brocade patterns as an example to demonstrate how traditional patterns can be integrated into modern visual design. Pan Quan and Hong Die (2022) showed that folk embroidery pattern design plays an important role in enhancing public cultural identity. Their study on Qing embroidery patterns revealed that these traditional patterns can strengthen local cultural identity and pride. Similarly, Li Chen and Liang Hao (2021) explored the visual interactive expression of traditional costume pattern design in new media displays, emphasizing the potential of digital displays to enhance the dissemination of traditional culture. Xi Huiqian et al. (2020) investigated the application of Guangxi Zhuang brocade patterns in modern storage product design, showcasing the innovative application of traditional cultural elements in modern product design. Li Xuejiao (2024) studied the innovative application of traditional opera shoe elements in modern fashion design, exploring the combination of traditional culture and modern design. Additionally, Guo Fei (2023) focused on the application of Miao patterns in cultural IP image design, demonstrating the potential of traditional patterns in modern brand building. Jiang Ge (2023) applied Mao Nan ethnic mask art to cultural and creative product design, showcasing the revival of these ancient art forms in the contemporary market. Feng Yuan (2023) discussed the application of Jingchu intangible cultural heritage patterns in illustration design, further expanding the application field of traditional patterns. Tan Shuo (2023) proposed digital protection strategies for Guangxi Zhuang embroidery pattern design, suggesting methods for preserving and disseminating traditional culture through digital means. Liu Huifang (2022) studied the design and application of Huaxian shadow puppet visual elements in illustrations, further demonstrating the value of traditional cultural elements in modern art

creation. Qi Rongyao (2022) researched the design and innovative application of traditional Jin opera costume patterns, highlighting the importance of traditional theatrical culture in modern design. Pang Ruohan and Li Dongna (2022) explored the inheritance and innovative application of Manchu paper-cut patterns, emphasizing the new applications of traditional paper-cut art in modern design. Chen Luqing (2021), in the context of rural revitalization, discussed the design of a digital protection platform for Qingshen bamboo weaving patterns, proposing protection strategies that meet the needs of modern society. Wang Gaozhen (2022) demonstrated the role of intangible cultural heritage images in cultivating aesthetic literacy through the study of decorative patterns of Pizhou "paper-plastic lion heads." Yin Wenting (2021) focused on the cultural and creative design strategies of Chengbu Miao embroidery dragon patterns from the perspective of female aesthetics, revealing the diverse applications of traditional patterns in modern cultural and creative product design. Yin Hainan et al. (2021) researched the innovative application of Guangxi Zhuang brocade patterns in contemporary cultural and creative product design, showcasing the vitality of traditional culture in the modern market. Liu Jiajun et al. (2024) explored the branding promotion strategies of Taoyuan woodcarving under the perspective of rural revitalization, highlighting the importance of traditional craftsmanship in modern brand building. Ma Liyao and Feng Liying (2024) discussed the contemporary value and living transmission of Li dragon blanket art, demonstrating the enduring vitality of traditional craftsmanship in modern society. Gao Ya (2024) further explored the artistic characteristics of traditional Yang opera costume patterns, revealing their application potential in modern art design. Zheng Yulin et al. (2024) focused on the design of cultural and creative lighting products from the perspective of Dongyang intangible cultural heritage, showcasing the unique charm of intangible cultural heritage in modern product design. Internationally, scholars have also conducted extensive research on the protection and innovative application of traditional culture and pattern design. For instance, some Japanese researchers have focused on the application of traditional kimono patterns in

modern textile design, emphasizing the balance between cultural inheritance and modern innovation. Similarly, Indian scholars have studied the application of traditional Indian textile patterns in modern fashion design, finding that these traditional patterns not only enhance the cultural value of products but also increase market competitiveness. European research tends to focus more on protection and inheritance. French and Italian scholars have deeply studied the application of traditional patterns in modern cultural heritage protection, proposing methods for preserving and disseminating traditional culture through digital means. Specifically, these studies emphasize the digital archiving and virtual display of patterns, considering this an important approach to protecting intangible cultural heritage.

In the spirit of the Two Sessions, the protection of intangible cultural heritage is closely related to social development. The policies and proposals of the Two Sessions repeatedly emphasize cultural confidence and the construction of cultural soft power, encouraging the protection and inheritance of traditional culture. In this context, pattern design, as an important carrier of cultural heritage, must be incorporated into the national cultural strategy. The current societal demand for cultural identity and cultural innovation also provides new opportunities and challenges for the protection and application of pattern design. The development of digital technology offers new platforms for the dissemination and application of traditional patterns, while cultural exchanges in the context of globalization bring new understanding and application scenarios for traditional patterns. For example, Tan Shuo (2023) proposed that preserving and disseminating traditional culture through digital means can not only enhance the influence of traditional cultural elements but also promote the global dissemination of culture. This aligns closely with the integration of the digital economy and cultural construction mentioned in the Two Sessions, demonstrating the mutual promotion between policy and academic research. Additionally, the rural revitalization strategy and the development of cultural tourism also provide new directions for the protection and application of traditional patterns. Liu Jiajun et al. (2024) proposed branding promotion

strategies to integrate traditional woodcarving, an intangible cultural heritage element, into the modern market, protecting traditional culture while promoting local economic development. Similarly, Chen Luqing (2021) designed a digital platform to protect Qingshen bamboo weaving patterns, a strategy that not only enhances the efficiency of cultural protection but also increases public participation in cultural heritage.

In summary, both domestically and internationally, scholars are actively exploring the roles and strategies of pattern design in the protection of intangible cultural heritage. From theoretical research to practical application, the protection and innovation of pattern design have always been an important part of traditional cultural protection. Combining the spirit of the Two Sessions and current societal hotspots, future research and practice should focus more on the application of digital means and the development of innovative strategies to better inherit the excellent traditional Chinese culture and enhance cultural confidence.

## **2. The Role of Pattern Design in Intangible Cultural Heritage**

### **2.1 Construction of Cultural Identity**

Pattern design plays a significant role in the construction of cultural identity. Cultural identity refers to the sense of belonging and recognition that individuals or groups have towards a particular culture or cultural element. As a carrier of culture, patterns carry rich historical information and cultural symbols that can trigger cultural memories and emotional resonance through visual stimuli. Traditional Miao embroidery patterns, such as geometric designs and floral motifs, embody rich ethnic cultural connotations. When showcased through modern clothing, they can effectively promote the spread and recognition of Miao culture, thereby enhancing cultural identity.

Cultural identity is not only a resonance within a particular group but also an important asset in cross-cultural communication. In the context of globalization, pattern design should be adaptively adjusted according to different cultural backgrounds and aesthetic needs. Through modern interpretation and innovative design of traditional patterns, it can attract attention and interest in overseas markets,

thereby achieving the effect of cultural dissemination. In this process, patterns not only exist as design elements but also serve as important media for cultural exchange.

## **2.2 Integration of Tradition and Modernity**

Another important role of pattern design in the protection of intangible cultural heritage is the integration of tradition and modernity. Although traditional patterns possess a sense of history and cultural accumulation, if they remain in traditional forms, they are likely to become marginalized. Therefore, in the protection of intangible cultural heritage, it is necessary to combine traditional patterns with modern design needs and technological means, allowing them to flourish in new cultural contexts.

Today's designers and artists integrate traditional patterns into various aspects such as fashion products, architectural design, and graphic design through innovative thinking and modern design methods. For example, traditional Zhuang brocade patterns can be applied to modern storage product design, not only maintaining the aesthetic characteristics of traditional patterns but also giving them new practicality and market competitiveness. This integration of tradition and modernity not only achieves the effective of patterns but also enriches the cultural connotation of modern design, enhancing the cultural added value of products.

## **2.3 Promotion of Cultural Dissemination**

Pattern design also plays an indispensable role in promoting cultural dissemination. Through patterns, a natural visual language, it is possible to achieve human communication and understanding across language and cultural barriers. The advent of the digital era has provided new opportunities for the dissemination of pattern design. Through media such as the internet, social media, and virtual reality, traditional patterns can be quickly and widely transmitted globally, attracting more attention and recognition.

In addition, the application of pattern design in cultural and creative products greatly promotes cultural dissemination. As a medium, traditional patterns can enter the daily lives of ordinary people through cultural and creative products, becoming part of cultural consumption. These products not only increase

the visibility and influence of cultural heritage but also enhance people's awareness and appreciation of traditional culture in subtle ways.

## **3. Digital Protection Strategies for Pattern Design**

### **3.1 Application of Digital Technology in Pattern Protection**

Digital technology bears an important responsibility in the protection of pattern design. Traditional patterns face issues such as physical fragility and difficulty in skill, while digital means can comprehensively preserve the form, color, and structure of patterns. Using high-precision scanning and digital image processing, patterns can be accurately converted into digital data for preservation and dissemination.

Digital technology is not merely about replication and storage; it can also discover the rules and characteristics of pattern design through data processing and analysis, providing support for further cultural research. These data can be used to create databases for scholars, designers, and the public to query and use, and can also be shared globally through the internet, achieving the purpose of cultural dissemination.

### **3.2 Virtual Reality and Augmented Reality Technologies**

Virtual reality (VR) and augmented reality (AR), as important components of digital technology, greatly expand the possibilities of pattern protection and display. VR technology can present traditional patterns vividly to the audience through virtual exhibitions and virtual museums, allowing them to experience the charm of cultural heritage firsthand. AR technology can overlay virtual information in real environments, enabling dynamic display and interactive experiences of patterns, enhancing the audience's sense of participation and interest.

In specific applications, VR/AR applications can be developed to integrate historical backgrounds, manufacturing processes, and cultural significance of traditional patterns, allowing audiences not only to see beautiful patterns but also to deeply understand the cultural stories behind them. This immersive experience helps to enhance the audience's

sense of identity and belonging with traditional culture, promoting its and dissemination.

### **3.3 3D Printing Technology**

3D printing technology provides new ways for the protection and reproduction of pattern design. Using 3D printing technology, damaged or lost traditional patterns can be accurately restored and reproduced, bringing them back to life. At the same time, 3D printing technology can be used to create physical models of pattern design for teaching, research, and exhibitions. This technology not only extends the lifespan of pattern design but also allows it to gain new applications and value in modern society.

For example, traditional pattern elements can be integrated into modern fashion accessories using 3D printing technology, achieving a perfect combination of tradition and modernity. This combination not only preserves the unique charm of traditional cultural elements but also gives modern design new inspiration and creativity, further promoting the application of pattern design in the protection of intangible cultural heritage.

## **4. Application of Pattern Design in the Cultural and Creative Industry**

### **4.1 Development Status of the Cultural and Creative Industry**

The cultural and creative industry, as a new engine for economic development, has been rapidly growing globally in recent years. In China, the cultural and creative industry has become an important force in promoting economic transformation and cultural prosperity. As an important part of the cultural and creative industry, the application of pattern design in creative product design not only enriches the types and forms of cultural and creative products but also enhances their cultural added value and market competitiveness.

For instance, traditional patterns can be applied to various daily consumer products such as fashion clothing, home goods, and cultural souvenirs. By combining with modern design elements, these products not only have a deep cultural heritage but also meet modern aesthetic and consumption concepts. Such products not only meet the demand for cultural consumption but also subtly disseminate

traditional culture.

### **4.2 Application of Pattern Design in Cultural and Creative Products**

Pattern design is widely and richly applied in cultural and creative products, mainly in fashion clothing design, home decoration, stationery design, digital product accessories, and other fields. These products not only possess aesthetic value but also carry profound cultural connotations, enhancing the emotional connection between consumers and products.

In fashion clothing design, traditional patterns can be redesigned through elements such as color, shape, and pattern, forming a unique fashion style. For example, patterns derived from Peking opera facial makeup can be used on T-shirts, bags, and other daily clothing, retaining the charm of traditional art while meeting modern fashion aesthetics. Such designs not only trigger retro trends in the fashion world but also provide a stage for traditional culture to showcase and revive.

Home decoration is another important field for the application of pattern design. Traditional patterns of flowers, birds, and beasts, after modern technological improvements, can appear on wallpapers, carpets, curtains, porcelain, and other home products. This not only beautifies living spaces but also subtly promotes cultural awareness in daily life.

In stationery design, notebooks, bookmarks, folders, and other items themed around patterns not only fulfill practical functions but also allow consumers to experience the beauty and tranquility of culture in daily use. This cultural infiltration deeply rooted in daily life significantly enhances people's identity and interest in traditional culture.

In the digital product field, more and more designers are applying pattern design to products such as phone cases, laptop bags, and headphone shells, creating a tech trend full of cultural charm. This cross-border integration not only opens up new application scenarios for pattern design but also promotes the development of the cultural and creative industry.

### **4.3 Market Potential of Pattern Design**

With the continuous upgrading of global cultural consumption, the market potential of pattern design is increasingly evident. Market research, cultural and creative themed products



are gaining more and more favor from consumers. In 2021, the global cultural and creative industry market reached \$3.5 trillion, with products featuring pattern design seeing a continuous rise in market share, showing strong growth momentum.

This growth is not only reflected in the domestic market but also in the international market. Oriental cultural symbols represented by Chinese porcelain patterns, Japanese kimono designs, and Indian textile patterns, when combined with modern design concepts, are gradually gaining a foothold in the international market. Many foreign consumers show a strong interest and love for these products with a strong cultural color, driving the export of cultural products and the international development of the cultural industry.

The market potential of pattern design also lies in its extensibility. With the advancement of technology and the diversification of design methods, pattern design can be integrated into more innovative products and experiences, such as virtual clothing in virtual reality and personalized decorative items through 3D printing. These emerging applications not only meet the modern consumer's pursuit of uniqueness and individuality but also provide new paths for the and innovation of traditional culture.

## **5. The Inheritance and Innovation of Pattern Design**

### **5.1 The Role of Education in the Inheritance of Pattern Design**

Education plays a crucial role in the inheritance of pattern design. Through systematic education, the historical background, cultural connotations, and technical characteristics of pattern design can be passed on to the next generation, ensuring the effective of traditional skills. Educational content should cover both theoretical and practical aspects, teaching students the basic knowledge and skills of pattern design while also providing hands-on experience with the craft processes and creative techniques of pattern design.

Specifically, relevant courses can be offered, pattern design workshops can be held, and students can be encouraged to participate in real cultural and creative projects to cultivate

their interest and abilities in pattern design. Additionally, collaboration with museums and cultural art organizations can facilitate extracurricular educational activities, allowing students to experience the charm and value of pattern design in authentic cultural environments.

### **5.2 Community Participation and Cultural Awareness**

The role of the community in the of pattern design cannot be overlooked. Community participation can achieve widespread cultural and social recognition. Community activities such as pattern design exhibitions, lectures, and workshops help to enhance residents' understanding and appreciation of traditional culture, increasing their sense of participation and recognition.

Moreover, community cultural organizations can establish platforms for cultural between culturalers and young students, promoting the interaction of skill and innovation. Through oral and hands-on practice, deep exchanges and emotional connections can be established between community elders and the younger generation, ensuring the continuation and innovation of traditional pattern design skills.

Cultural awareness refers to people's recognition and pride in their own culture, serving as an intrinsic motivation for the and innovation of pattern design. Through education and community activities, people's understanding and recognition of traditional culture can be enhanced, stimulating their interest and passion for pattern design. Cultural awareness is reflected not only in the respect and inheritance of traditional culture but also in active participation in cultural innovation and development. Through continuous learning, practice, and innovation, people can create new cultural products and design forms that meet contemporary needs based on traditional patterns.

### **5.3 Combining Traditional Skills with Modern Design**

Creating pattern design products that traditional culture while meeting modern aesthetic needs requires the organic combination of traditional skills and modern design. Traditional skills embody exquisite techniques and rich cultural heritage, serving as the foundation of pattern design; modern

design represents innovation and practicality, marking the future of pattern design.

Designers can learn and study traditional skills, drawing inspiration and essence from them, and combine them with modern technology and design concepts to create new pattern design works. For example, based on traditional embroidery techniques, combining modern textile technology and fashion design concepts can result in clothing products that feature both traditional characteristics and modern appeal. Similarly, using 3D printing technology and modern material science can achieve the modern reproduction of traditional patterns, applying them to architectural decoration, industrial design, and other fields.

This combination of tradition and modernity not only broadens the application range of pattern design but also revitalizes it in a broader cultural context. Through such innovation and integration, the modern transformation of traditional pattern design can be realized, making it more competitive and influential in the context of globalization.

## 6. Conclusion

### 6.1 Research Conclusions

This study explores the multiple roles and implementation strategies of pattern design in the protection of intangible cultural heritage, clarifying its significant functions in constructing cultural identity, integrating tradition and modernity, and promoting cultural dissemination. The application of digital technology in the protection of pattern design, along with emerging technologies such as virtual reality, augmented reality, and 3D printing, provides strong support for the and innovation of pattern design. Through education, community participation, and cultural awareness, the for the and for the innovation of pattern design can be effectively enhanced. The combination of traditional skills and modern design opens up new paths for the modern transformation of pattern design.

### 6.2 Future Research Directions

Future research can further explore the cross-cultural dissemination and exchange of pattern design in the context of globalization, studying the acceptance and integration of pattern design in different cultural backgrounds. Additionally, the broader application of digital

technology in the protection of pattern design, such as big data analysis and artificial intelligence, can be deeply investigated to enhance the technological level of pattern design protection. Research can also consider market demand, exploring the application of pattern design in more fields such as smart home and virtual reality, providing new ideas and methods for the modern development of traditional culture.

### 6.3 Policy Recommendations

The government should strengthen policy support for the protection and of intangible cultural heritage, encouraging the and innovation of pattern design through policy guidance and financial support. Publicity and educational activities on pattern design should be conducted to raise public awareness and recognition of traditional culture, enhancing cultural confidence. Additionally, international cultural exchange and cooperation should be strengthened to promote the global dissemination of pattern design, enhancing national cultural soft power.

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