

# **The Application of Traditional Ink Painting in the Field of Chinese Contemporary Art**

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**Keywords:** Ink Painting; Contemporary Art; Installation Art; Internet Media; Life Aesthetics

**Abstract:** Ink painting is a form of expression of traditional Chinese painting art. After more than one thousand years of development and precipitation, it has already formed mature painting techniques and ways of presentation. The appearance of the art of traditional ink painting had the very big development space, and with the continuous development of era, the Internet started to saturated with every aspect of human life, this is referred to as "the fourth media" network has gradually become a habit of life, and influenced the modern society, on the basis of information dissemination, art form is also becoming a variety, many fields of contemporary art have sprung up to the flock. The method of combining traditional Chinese ink painting with the field of contemporary art is obviously a good starting point, so that the traditional culture can be more convenient to show in the life of the public and improve people's quality of life.

## **1 Introduction**

Ink painting is the expression form of traditional Chinese painting art. After more than 1000 years of development, mature painting techniques and presentation methods have been formed. Traditional Chinese ink painting began in the Tang Dynasty and flourished in the Song Dynasty. From Wang Wei's bold and unconstrained rendering of the ink splashing landscape mood in the Tang Dynasty to the changes of various painting themes and colors in the Song Dynasty, the techniques and theories of Chinese ink painting also reached a peak with the development of landscape painting and flower and bird painting in the Five Dynasties and the two Song dynasties. Chinese ink and wash painting pays attention to lyric and freehand brushwork, pays attention to drawing in the form of lines in calligraphy, and pursues the artistic conception of pen and ink taste, thick and light, dry and astringent, ethereal and distant. The charm of its aesthetic style lies in "sending things to express the heart, natural and plain, ethereal and clear". As an art form representing the aesthetic ideas of traditional culture, ink painting has become a cultural symbol with strong spiritual strength and broad mass base. It is a good platform for information dissemination. Its artistic language can effectively convey artistic ideas in the creative practice of contemporary art. For example, the emergence of installation art makes the traditional ink have a lot of development space, and with the continuous development of the times, the Internet began to permeate all aspects of human life, this is known as the "fourth media" network affects the way of life of contemporary people. The combination of Chinese traditional ink painting and contemporary art enriches the style of contemporary life aesthetics.

## **2 The Integration of Traditional Ink Painting and Contemporary Art**

Traditional ink painting is a painting form with water and ink as the main color. After the transformation of various painting concepts and aesthetic concepts, the painting is rendered with color, and the technique of brush and ink is used to draw today's ink painting, also known as color ink painting. He is one of the traditional art forms in China. Through the integration of ink and paper, he shows a strong artistic conception of the scenery. In Sheikh's theory of six laws, the

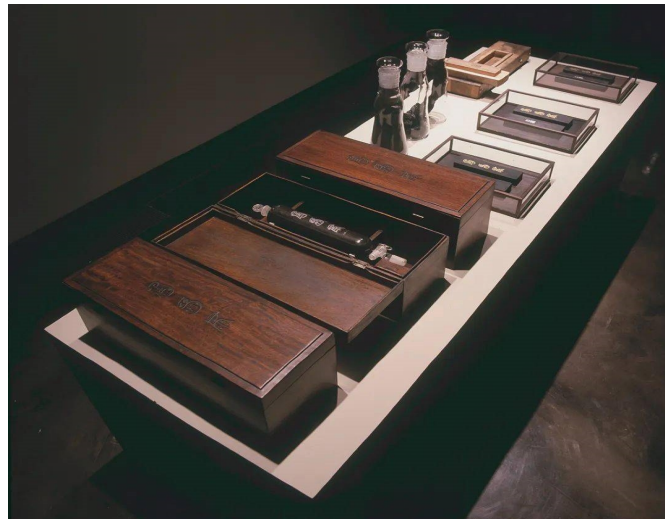
principle of "vivid charm" is put in the first place, that is, both form and spirit. Ink painting is not only intended to depict the shape of the object, but also to show its soul and the artistic conception of the whole picture, which has high artistic value.

The prosperity of contemporary art in China is only 40 years. In the 1980s and 1990s, contemporary art was isolated. In today's Internet big data era, social development is becoming faster and faster, and the ways of information dissemination and exchange have undergone qualitative changes. The development of contemporary art is not isolated. People's way of life and the pursuit of quality of life have become very different than before, and contemporary art has gradually been recognized as a public art form. People's concept of the art field is no longer simple calligraphy and painting and other traditional art, on this basis, it has become more diverse and changeable. Therefore, traditional ink painting has become more life-oriented and spread by more art media. Contemporary art also needs innovation, pre position, reflection, criticism, rebellion and integration. It can not only reflect the current life and thought, lead the art trend, but also dig deep into the tradition, so that traditional ink painting can develop with more art forms.

### **3 Traditional Ink and Wash Painting Involved in Installation Art**

Installation art refers to the artist's effective selection, utilization, transformation and combination of the material culture in human's daily life in a specific space-time environment, so as to make it perform a new artistic form showing the rich spiritual and cultural connotations of individuals or groups. The contemporary art which appeared in the 1980s entered the art circle with the characteristics of "anti tradition" at the beginning, and quickly spread to all over the world. In this context, people's aesthetic thinking and way of life have also been greatly affected, in the aesthetic angle and acceptance of works of art has become extensive and novel, no longer just to analyze the traditional aesthetic concept. At that time, an American artist Robert Rauschenberg held an exhibition in China. This installation art attracted the attention of domestic artists, and the art forms such as "installation", "pop", "behavior" appeared in the United States in 1960 also attracted people's attention. Therefore, in order to seek greater development space, many art industries have also begun to carry out major reforms.

Due to its unique artistic language, ink painting is favored by avant-garde installation artists. Vinda Gu, a famous contemporary ink and wash artist, is an important representative of ink and wash painting in installation art. He has made great contributions to China's contemporary art. Vinda Gu studied from Mr. Lu Yanshao and explored the integration of Chinese traditional ink and wash art and contemporary art with the goal of creating contemporary art with traditional color. His two famous works of ink installation art are shown in Figure 1 "ink alchemy" and "tea alchemy". Figure 2 "Ink Alchemy", also known as "DNA hair ink", is the creation of ink painting with ink made from human hair. This is a very bold attempt to connect traditional ink and installation art, without losing the application of traditional painting. "Tea Alchemy", also known as "green tea paper", uses 4000 gold green tea as raw material and traditional Rice paper production technology to produce 30000 pieces of four foot tea Rice paper. DNA ink will be produced to render on the tea propaganda, so that the work from inside to outside reflects the traditional culture of our country, showing the close relationship between installation art and our human beings. Vinda Gu's works reflect the new concept of the relevance between installation art and human beings in the field of contemporary art. In the installation art into the breath of ink, the work itself with a unique innovation, this is the traditional ink painting into the field of contemporary art is a typical practical case.



**Figure 1.** < Ink Alchemy>



**Figure 2.** <Tea Alchemy>

#### **4 Traditional Ink Painting Involved in Internet Media**

With the rapid development of science and technology, especially the continuous upgrading and innovation in the field of Internet. Nowadays, society is gradually entering a network and information age. From the rise of websites more than a decade ago, the emergence of various official account numbers, APP and small programs has shown the changing times. The information output of cross-border art is no longer through traditional media such as newspapers and magazines. In recent years, art video and audio media have become a particularly extensive output form, and this trend will not be replaced in the short term.

No matter the design of web pages or official account, the international cultural exchange is also expanding under the background of globalization. This means that culture plays an increasingly important role in the overall national strength. Under the background of the impact of cultural diversity, how to make the website stand in the world, we need to open up a design concept with unique national characteristics, and the most effective way to achieve this goal is to integrate the elements of traditional Chinese ink painting into it, and make use of advanced science and technology to make the web interface display a strong ink atmosphere A sense of closeness. The adoption of ink and wash elements is not suitable for all media design, mainly including: (1) propaganda of Chinese traditional culture related pages, the use of three-dimensional animation design effect, make it become more artistic conception, can let the viewer more intuitively realize the beauty of ink and wash painting, deepen the understanding and understanding of ink and wash painting. (2) In some suitable for ink style of cultural and creative product design into ink painting elements. In recent years, Chinese style has been known by more and more people, and has

gradually increased the popularity of traditional culture in many broadcasting platforms, such as "NATIONAL TREASURE", "NEW, THE IMPERIAL PALACE" and other programs. Designers can design ink elements on the surface of various suitable cultural and creative products without affecting the beauty, and strengthen the combination of products with tradition. At the same time of selling products, spread the elements of traditional ink painting, enhance the consumer's desire to buy.

In China, the emergence of the Internet and the development of the information age is only 20 or 30 years, but it has become an important symbol of social progress and an important factor affecting the current and future social life. The Internet is not only all over the world, but also in every field of social life, which has an impact on people's production, life, learning, communication and other ways. As we all know, 2020 is a different year. Both educators and educatees are unable to carry out offline and opposite educational activities, but educational activities have not stopped. This is due to the mature development of the Internet. The Internet has opened up a broad space for the development of education. Many schools carry out routine educational activities through online classes, so there will be more space. In leisure time, people constantly want to improve their self-worth in their spare time. In this year, no matter from various small video software or video software such as YouTube, we can see many free teaching courses about traditional Chinese ink painting on major video platforms, which is undoubtedly a good way of entertainment and learning for people at home during the epidemic period. In this way, more people can see the charm of traditional culture in more platforms, and can improve their own cultural literacy on the premise of staying at home. This way of killing two birds with one stone is more widely concerned and selected by people.

## 5 Traditional Chinese Ink Painting Involved in Life Aesthetic Products

With the increasing consumption level and the continuous improvement of life quality, people pay more attention to life aesthetics, and the requirements for "beauty" become more perceptual. The source of life aesthetics lies in "life". With the continuous development of society, people's requirement of enjoying comfortable life is higher and higher. In recent years, life aesthetics has developed into an international aesthetic trend. It has even become a kind of "unconsciousness", which always exists in our living environment. Artists or studios with rich aesthetic thinking and creativity design more aesthetic products to serve the improvement of people's quality of life. Life aesthetics is fashionable, expressive and practical, so the brand of life aesthetics must have these characteristics. In the context of vigorously promoting cultural self-confidence and cultural consciousness, it is of great significance to add Chinese cultural elements to it.

As a necessity of life, clothing has not only the practical function of protecting and keeping warm, but also the aesthetic function. Now there is a kind of "tie dye" rendering technology, which can make the bold and unconstrained mood of ink painting integrate into the fabric. The fabric after design and processing has a unique role, which not only becomes a part of the image, but also presents the fabric texture itself. Based on China's traditional clothing and contemporary art, Xiur, a well-known designer in China, founded HEAVEN GAIA clothing brand in 2013. In recent years, Xiur has been participating in various international and domestic fashion weeks, committed to inheriting China's wisdom aesthetics and exquisite clothing technology, and has always insisted on transforming the original spirit into a unique clothing aesthetic culture. Many red artists will also focus on HEAVEN GAIA high set dress when they attend the event. At 2015 China International Fashion Week, designer Xiur gracefully presented her understanding of eastern and Western art through ink artistic conception for the first time. The release show featured fantastic dance beauty, aesthetic artistic conception and elegant design. During 2018 China International Fashion Week, HEAVEN GAIA successfully held the "desert · Walker" 2019 spring and summer series release theme show in Beijing (Figure 3). As always, it displays the audio-visual feast of Chinese style Chinese clothing culture, and adds the style of traditional ink painting again, showing the level rhythm of static and dynamic with the elegant pleat rhyme of ink painting. The cutting shape is no longer simple and rigid. The use of Western cutting and silhouette, combined with Chinese nail

embroidery technology, can not only show the magnificent traditional culture of our country, but also promote the unique oriental charm.



**Figure 3.** "Desert traveler" in 2018

Ink and wash painting is involved in the aesthetic products of life, which skillfully endows the national characteristics. There are obvious differences between the eastern and Western cultures, resulting in different life aesthetic concepts and symbols. However, in the background of the Internet era, not only the "HEAVEN GAIA", but also the design style of the world-class boutique fashion brand "SHIATZY CHEN" founded by Ms. Shiatzy Chen is committed to combining Chinese and western, combining Western skills with oriental art, presenting a unique style of life aesthetics. China has formed a broad and profound national culture in its historical development, which is an inexhaustible precious resource. It is undoubtedly a good entry point to integrate traditional ink painting elements into the new clothing, and the purpose of the brand is to carry forward the Chinese traditional culture. It is necessary to combine the traditional culture with the brand design, and constantly root the life aesthetic brand in the life, so as to further carry forward the traditional culture.

## 6 Conclusion

Chinese culture is broad and profound. For people in the new era, we should constantly innovate in theory and practice, so that our traditional culture can be recognized in new ways and in new fields. Whether it is the Internet or in many contemporary art fields such as life aesthetic products, the application of traditional ink painting is endless. For thousands of years of human civilization, different cultures in different times will have a profound impact on the development of art. Under the influence of the contemporary art environment, we should review the history, recognize the current situation, and on the basis of inheriting the essence of ink painting, win the realistic space and future possibility of survival and development with the aesthetic vision of the new era and the cultural concept of globalization in an innovative way. Traditional ink painting is only a cultural symbol in the historical development. With the development of globalization, traditional ink painting should connect with the world's contemporary art field.

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