

# Cross-Cultural Perspectives on the Decorative Characteristics of Traditional Chinese Cloisonné and its Overseas Dissemination

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**Abstract:** From a cross-cultural perspective, this paper analyses the dissemination and acceptance of traditional Chinese cloisonné art overseas, and explores in detail its dissemination channels and acceptance in the international arena. On this basis, it analyses the impact of cross-cultural integration and innovative development on cloisonné art in the light of the cultural connotations of traditional Chinese decorative features, and explores the trends and characteristics of the intermingling of traditional and modern cultures. At the same time, this study examines the role of cloisonné cultural dissemination and exchange in promoting the development of the art, and discusses its international modern value in depth. Finally, this paper looks forward to the development prospect of cloisonné art in international exchange and puts forward constructive opinions and suggestions for its future development trend.

**Keywords:** Cloisonné, Cross-Cultural Perspective, Traditional Decoration, Overseas Communication, Cultural Integration

## 1. INTRODUCTION

Cloisonné, a unique traditional craft in China with a long history and rich connotation, is an important part of China's intangible cultural heritage. As one of the most important representatives of Chinese traditional crafts, it not only has a unique charm in craftsmanship, but also plays an important role in Chinese traditional culture. Its origin can be traced back to the Yuan Dynasty, when cloisonné craft began to germinate and develop, after hundreds of years of refinement and inheritance, to the Ming and Qing Dynasties, cloisonné craft has reached the peak of prosperity. The uniqueness of cloisonné craft is that it has absorbed the essence of local cultures in the precipitation of history and formed its own unique artistic style, whether it is outlined in the lines, or colour matching, all showing the rich Chinese cultural heritage and distinctive local characteristics, cloisonné craft is famous for its exquisite skills and unique craft characteristics, its craft characteristics mainly include bright and vivid glaze, contrasting shades, smooth and beautiful lines, etc. Its craft characteristics mainly

include bright and vivid glaze colour, contrasting hues, smooth and beautiful lines and so on. At the same time, the traditional decorative elements of cloisonné mainly include traditional Chinese pattern elements such as dragon pattern, phoenix pattern, cloud pattern, etc. These elements not only integrate the connotation of traditional Chinese culture, but also show the essence of ancient Chinese art (Adelman, 1980). The combination of these craft features and traditional decorative elements makes cloisonné craft occupy an important position in traditional culture and become an important part of traditional Chinese culture. Cloisonné carries the artwork of China's long history and rich culture, and its production process has been innovated and perfected for hundreds of years, gradually forming its unique craft characteristics and decorative elements, from design to production, from polishing to inlaying, every process is exquisite, and every link reflects the craftsmanship. This spirit of excellence, this persistent pursuit of beauty is the best interpretation of the spirit of traditional craftsmanship in China. Cloisonné is an important part of traditional Chinese culture, which contains deep historical and cultural heritage and national sentiment, and unites the wisdom and creative spirit of the Chinese people. Cloisonné porcelain making has irreplaceable significance in ethics and religious beliefs, and is one of the most representative of China (Bai, 2020). Cloisonné, as an important part of traditional Chinese culture, shows both the deep heritage of traditional Chinese culture and the deep heritage of cross-cultural communication.

## 2. ANALYSIS OF OVERSEAS DISSEMINATION AND ACCEPTANCE

Chinese traditional cloisonné art has a long history and has been famous for its unique decorative art style and exquisite craftsmanship since ancient times. In the production of cloisonné technology, design drawing is one of the most challenging links. In order to ensure that the craftsmanship is well presented, the production of design drawings is crucial. Since the design drawings are flat and the finished product is multi-faceted and three-dimensional, the actual cloisonné craft painting is often different from the drawings. Therefore, students need to have a general understanding of the work before doing it. When organizing activities, teachers can guide students to draw inspiration from excellent cloisonné works and design their own solutions through group work. When students are hands-on, teachers can use an excellent work as a starting point to guide students to

diverge their thinking, encourage groups to brainstorm, and extract reference patterns, patterns and colors from excellent works as a starting point for design. Before the discussion, the teacher provides the students with a few key words, namely "pattern", "color", "meaning" and "craftsmanship", and guides the students to combine what they have learned before to complete the design through group cooperation. Students' ideas are wild, some are similar to the teacher's presuppositions, and some are beyond the teacher's presuppositions (Bai, 2020). Each group was able to complete the design after brainstorming. Through this stage, students have a general understanding of the cloisonné craft painting they want to present. After the drawings are designed, the teacher guides the students to draw the pattern according to their own ideas, combined with the patterns, colors, production processes and related meanings presented in the drawings. After the students finish drawing, the teacher will give appropriate instructions and guidance to the students' samples, encourage the students to improve the patterns, and lay the foundation for subsequent learning (Anshan, 2021). How to better display this art on the world stage, and make it more widely recognised and accepted, seems particularly critical. With the development of the times, the role of cloisonné art in the international market is becoming more and more important, not only as a trade in art, but also the embodiment of China's cultural soft power, is a resounding business card of Chinese culture to the world. In the international market, cloisonné art is becoming more and more competitive, and it needs to be constantly innovated and upgraded in order to adapt to the needs of the international market. At the same time, how to better combine cloisonné art with international market demand, and enhance the competitiveness of cloisonné art in the international market is also one of the current urgent problems. Looking to the future, cloisonné art in the international market has a broad development prospect, but also needs to overcome the difficulties, continuous innovation and development in order to better to the world stage (Fangting, 2022).

### 3. THE CULTURAL CONNOTATION OF TRADITIONAL CHINESE DECORATIVE FEATURES

Chinese traditional decorative elements have a long history and contain rich cultural connotations and symbolism, in which the cultural origin and symbolism of decorative elements not only reflect the historical heritage, but also carry people's understanding of life, nature and values. The cultural

origins of traditional Chinese decorative elements can be traced back to ancient civilisations, such as dragons, phoenixes and cloud patterns, which have unique symbolic meanings in Chinese culture, representing power, auspiciousness and peace. These traditional decorative elements have not only been inherited in cloisonné art, but also carry and continue the essence of traditional Chinese culture in overseas dissemination. In traditional Chinese culture, the symbolism of decorative elements permeates all aspects of life, reflecting the Chinese understanding and pursuit of nature, life and the universe. For example, the dragon is regarded as an auspicious symbol of power and honour in traditional Chinese culture (Figure 1), while the phoenix represents good fortune and good wishes. (The cloud pattern, on the other hand, symbolises peace and good visions, signifying people's aspirations for a better life) (Figure 2). The essence of cloisonné decoration, combined with traditional Chinese meanings and symbols, subtly demonstrates the depth of the art and gives it a richer means of expression. The cultural origin and symbolism of these decorative elements not only reflect the characteristics of traditional Chinese culture, but also inject deep cultural connotations into cloisonné art and enrich its artistic expression. The exploration of the cultural origin and symbolism of traditional Chinese decorative elements not only helps to better understand the cultural connotation of cloisonné art, but also provides rich cultural resources for artistic communication in cross-cultural exchange. By digging deeper into the cultural origin of traditional Chinese decorative elements, the essence of traditional Chinese culture can be better inherited and carried forward, so that it can have deeper cultural connotations and show the unique charm of Chinese culture in overseas communication.



**Figure 1:** Traditional Chinese decorative elements—dragons



**Figure 2.:** Traditional Chinese decorations

Chinese traditional colours are an important part of Chinese culture, and their use and expression in cloisonné reflects the cultural connotation of traditional Chinese decorative features. Chinese traditional colours are mainly red, yellow, blue and green, which have unique symbolic meaning and cultural connotation in Chinese traditional culture, representing different values and life concepts. As a treasure in the treasury of Chinese arts and crafts, cloisonné carries deep cultural connotations. The use of its colours not only provides cloisonné art creations with a wealth of expressive techniques, but also endows the works with a unique cultural charm, subtly building a cultural bridge on the international stage and promoting the far-reaching dissemination of Chinese culture. In-depth exploration and development of the cultural heritage behind these traditional colours will help us accurately convey the essence of traditional Chinese culture and help cloisonné go further internationally, enhancing its competitiveness and influence (Zheng et al., 2021). In cloisonné art, the colourful images of flowers, birds, insects and fish highlight the deep roots of Chinese auspicious culture. These vivid natural elements are rich in symbolism and cultural connotations, such as harvest, happiness and auspicious wishes, mapping people's aspirations and pursuit of a better life. In cloisonné works, they are given a new vitality and shine with the radiance of traditional culture. In cloisonné decoration, these traditional cultural elements are superbly expressed, injecting a deep cultural heritage into the art of cloisonné. Flowers and birds are endowed with symbols of good fortune and beauty in traditional Chinese culture, representing the vitality of life and good wishes. Bugs and fish, on the other hand, symbolise harvest and abundance, signifying good fortune and happiness. The

performance of these traditional cultural elements in cloisonné decoration not only enriches the artistic expression of cloisonné, but also gives a richer cultural connotation to the art of cloisonné, which makes it more attractive and contagious in overseas communication, and the performance of flowers, birds, insects and fishes in cloisonné decoration of traditional Chinese culture provides more cultural resources for artistic communication in cross-cultural communication. By digging deeper into the cultural connotation of these traditional cultural elements, the essence of traditional Chinese culture can be better inherited and carried forward so that it has a deeper cultural connotation in overseas communication, which further enhances the influence and competitiveness of cloisonné art in the international arena (Sharon Wang & Hong, 2011).

#### 4. CROSS-CULTURAL INTEGRATION AND INNOVATIVE DEVELOPMENT

In the process of cross-cultural exchanges, the influence of foreign cultures on the decorative characteristics of cloisonné cannot be ignored. From the perspective of history and culture, cloisonné art has absorbed the essence of foreign cultures in the process of its development, and fused the elements of Mongol Yuan culture, West Asian culture and European culture to form a unique artistic style. From the aspect of decorative features, cloisonné art has been influenced by foreign cultures in terms of techniques, patterns and themes, showing diversity and richness. Under the background of modern globalisation, cloisonné art has been influenced by a wider range of international cultures, absorbing artistic elements from all over the world, making cloisonné decorative features more diversified and open. Therefore, the analysis of the influence of foreign cultures on cloisonné decorative features helps to deeply understand the cross-cultural integration and innovative development of cloisonné art (Guanne, 2021). Cloisonné in modern design shows a unique innovative performance and path of change, through the combination of modern design, innovative use of materials and technology techniques, so that cloisonné products retain the traditional flavour at the same time, presenting a more diversified and modern characteristics. Not only that, the path of change in modern design is reflected in the continuous exploration of artistic expression, such as in the choice of theme, composition and the use of colour innovation, so that cloisonné decorative works have more contemporary aesthetic value and characteristics of the times. Therefore, the innovative performance and

change path of cloisonné in modern design provides a new way of thinking and practice for its cross-cultural integration and innovative development. Under cross-cultural integration, the development of Chinese traditional art is facing new thinking. Cloisonné art, as one of the representatives of Chinese traditional art, how to better inherit and carry forward its traditional cultural genes in cross-cultural integration has become an important issue, and how Chinese traditional art can converge with international art and realise artistic innovation and cultural output in cross-cultural integration is also a problem that needs to be thought about in depth. In this context, it is necessary to strengthen the inheritance and innovation of Chinese traditional art, draw on international advanced art concepts, promote the development of Chinese traditional art in cross-cultural integration, and inject new vitality and power into the international modernisation of Chinese traditional art.

## 5. THE CULTURAL FUSION OF TRADITION AND MODERNITY

As one of the representatives of Chinese traditional crafts, traditional cloisonné has been continuously inherited and developed in contemporary life. Whether in terms of craft technology or artistic expression, traditional cloisonné has been constantly innovated in contemporary times. In terms of production technology, traditional cloisonné glaze is made of blue, yellow, green and purple, while modern cloisonné is constantly trying to use new colours, making the works more colourful. In the subject matter and modelling, traditional cloisonné is often dominated by traditional subjects such as birds and flowers, figures, etc., while in contemporary times, more modern elements, such as abstract art, popular elements, etc., are incorporated, which makes cloisonné works more rich in the sense of the times. In marketing, traditional cloisonné is promoted through the Internet and other modern ways, so that more people can understand and come into contact with this traditional craft, thus providing a broader space for its inheritance and development, and its application in contemporary life has been expanded in a rich variety of ways. For example, in terms of architectural decoration, cloisonné is not only found in traditional palaces, temples and other ancient buildings, but also more often used in the decoration of modern buildings (Figure 3), adding a unique cultural flavour to the building. In terms of daily necessities, the traditional craft of cloisonné has been applied to all kinds of household goods, such as vases,

tea sets (Figure 4), tableware, etc., adding an artistic flavour to people's daily life. In addition, cloisonné has been constantly used in cultural creative products, such as handicrafts and craft gifts, making a positive contribution to the development of the cultural industry. In the field of dazzling tourist souvenirs and exquisite handicrafts, cloisonné stands out and occupies a place by virtue of its unique artistic charm and exquisite craftsmanship (Kunze & Matten, 2021). This traditional treasure of China, with its ever-changing colours and ingenious craftsmanship, can instantly attract countless people's attention, whether it is made into elegant cloisonné vases or exquisite jewellery. Cloisonné craftsmanship is favoured by collectors for its unique artistic charm and rarity. In many collections, cloisonné works are often unique and highly regarded. The craftsmanship and historical background behind it makes people full of respect and curiosity. Further, the prosperity of cloisonné is also due to its innovation with the times. On the basis of inheriting traditional skills, cloisonné artists continue to explore new methods of expression and design concepts, incorporating modern elements into their works, giving new life to the art of cloisonné. This makes cloisonné works in the collection market more competitive, but also lets more people see the charm of this traditional art form. The scarcity of cloisonné works is also reflected in its tedious process and long production cycle. From design to material selection, to refining pigments, drawing patterns, firing and inlaying, each step requires the dedication and skill of the craftsmen. This unique craftsmanship makes cloisonné works highly recognisable and identifiable worldwide. It can be said that traditional cloisonné has been inherited and developed in all aspects in contemporary life, showing its unique charm and broad prospects for development.



**Figure 3:** Cloisonné craft into architectural decoration design



**Figure 4:** Cloisonné tea set

In contemporary society, people's cognition and pursuit of traditional culture and art present diverse and multi-level characteristics. Traditional culture and art, as an important part of national culture, has received more and more people's attention and love. With the rise of the cultural industry, people's knowledge of traditional culture and art has gradually deepened, and they have a clearer understanding of its connotation and value, and they begin to understand the national spirit, aesthetic interest and historical origin of traditional culture and art from a deeper level, and deepen their sense of identity and pride in traditional culture. The pursuit of traditional culture and art in modern society is also heating up, and people are eager to feel the weight of history, the charm of tradition and the collision and integration with modern life through traditional culture and art so as to satisfy their inner desire and pursuit of a better life. Therefore, the cognition and pursuit of traditional culture and art in modern society show the dual trend of deep understanding of traditional culture and enthusiastic pursuit of traditional culture. Under the background of globalization, the dialogue between traditional culture and contemporary values under the cross-cultural perspective has become an important content of contemporary cultural exchanges. Traditional culture, as a unique spiritual symbol of a country and a nation, has an irreplaceable and important role in cross-cultural exchanges, and under the impact of the pluralism of contemporary values, traditional culture and art, because of its unique historical origin and aesthetic characteristics, has become an important medium and link of cross-cultural dialogue, and through the traditional culture and art, it has become an important medium and link of cross-cultural dialogue. Under the multiple impact of contemporary values, traditional culture and art, because of its unique historical origin and aesthetic characteristics, has become an important medium and link for cross-cultural dialogue (Qi, 2022; Wang, 2016). Through the dissemination

and exchange of traditional culture and art, it can not only enhance mutual understanding and respect among different cultures, but also promote the pluralistic fusion and symbiosis of contemporary cultures, and the dialogue of contemporary values has given traditional culture and art a new connotation of the times and a modern way of expression so that it has been revived with new vitality and vigor in the process of globalization. Therefore, the dialogue between traditional culture and contemporary values under the cross-cultural perspective not only promotes cultural inheritance and innovation, but also injects a strong impetus for the prosperity and development of cultural diversity (Zhang et al., 2024).

## 6. CLOISONNÉ CULTURE DISSEMINATION AND COMMUNICATION

As an important symbol of Chinese culture, Chinese traditional cloisonné art plays an important role in international communication. Cloisonné, as a representative of Chinese traditional crafts, carries rich historical and cultural connotations, through international exchanges, can let more foreigners understand China's traditional crafts and culture, and enhance international cultural exchanges and understanding, cloisonné has a unique artistic charm in the international arena, and its exquisite craftsmanship and unique decorative features have attracted the attention of many international art enthusiasts, and has established a good image of Chinese culture in the international arena. Cloisonné, a masterpiece of classical Chinese art, plays the role of an envoy in world cultural exchanges, showing a unique style of blending Eastern and Western cultures. (Fan, 2022; Tran, 2012) As a treasure of traditional Chinese culture, cloisonné has frequently appeared on the international stage with its exquisite craftsmanship and unique style. Whether it is through exhibitions, exchanges or cultural programs, it promotes Chinese culture in a striking manner and makes a significant contribution to global cultural exchange. This kind of craftsmanship, which has been inherited for thousands of years, not only promotes the internationalization of traditional handicrafts, but also injects new vitality into the cultural industry. The recognition of cloisonné in the international market is still limited, and consumers do not know enough about it, making it difficult to highlight its competitiveness. The limitation of promotion channels and the lack of a high-value international platform have limited the global dissemination of its culture to a certain extent. Cognitive barriers and misunderstandings in cultural

exchange urgently need clear strategies and effective measures to solve them. The communication strategy needs to be innovated and optimized, grasp the opportunity of integration with international trade, fully tap the intrinsic value of cloisonné culture, and embrace the world with a more open mind. Strengthen the telling of cloisonné cultural stories and the transmission of connotations, make it a bridge for cultural exchanges, and enhance its international influence. Through these efforts, cloisonné, the pearl of the Orient, will be more dazzling and dazzling, allowing the world to appreciate the profound charm of Chinese culture (Yao, 2015). As a cultural symbol of the Chinese nation, cloisonné craft urgently needs to enhance its recognition and reputation around the world through more active international promotion in the wave of globalization. To achieve this goal, it is necessary to open up diversified international cooperation paths, seek opportunities to expand international exchanges, and enhance the influence and competitiveness of cloisonné in the global market (Broomhall, 2018). To establish Jingtailan in the international market, it is necessary to overcome cultural barriers and reduce misunderstandings and concerns among international consumers through targeted promotion and in-depth explanations. Effective communication strategies aim to address the challenges faced by Jingtailan in international communication and pave the way for its globalization. Initiatives include organizing international Jingtailan art exhibitions, strengthening cooperation with international art institutions and museums, utilizing new media platforms to promote Jingtailan culture, and conducting research on its international dissemination. These measures will enhance Jingtailan's cultural influence worldwide and contribute to its recognition and inheritance. In an international context, Jingtailan culture needs to inject new vitality, integrate global design concepts, and appeal beyond geographical boundaries. Through diversified strategies, Jingtailan will shine on the international art stage, elevating the significance and status of Chinese traditional culture in global exchanges. With the acceleration of globalisation, cultural exchanges between countries are becoming more and more frequent, cloisonné art in international cultural exchanges has shown a unique modern value, as a precious heritage of Chinese traditional culture, cloisonné art plays an important role in international cultural exchanges, and injects a unique charm into cross-cultural exchanges and integration (Choi, 2015). Cloisonné art has become an important messenger of Chinese culture in international cultural exchange. Its unique decorative features and cultural connotations make cloisonné works become one of the important representatives of Chinese traditional culture, through

international cultural exchanges, cloisonné art to the world to show the depth and breadth of Chinese traditional culture, to enhance the people of other countries on the traditional Chinese culture of understanding and cognition has played a positive role in promoting. Cloisonné art in international cultural exchanges to promote the mingling and integration of different cultures, in the cultural exchanges with the international, cloisonné art fusion of a variety of different cultural elements, to create a rich and colourful works, this cross-cultural fusion not only enriches the connotation of cloisonné art, but also for the international cultural exchanges injected a new vitality and charm. In the international community, the artistic value of cloisonné art has been widely dialogue and cognition, and its unique artistic charm and cultural connotation has triggered extensive attention and research in the international art world. The unique decorative features of cloisonné art have become a hot topic in the international art world. Its unique glazing process and decorative techniques have become the object of research in the international art world, and artists and scholars from various countries have carried out in-depth research and discussion on cloisonné art, which makes the artistic value of cloisonné art in the international community get a wider recognition and dissemination. The cultural connotation of cloisonné art has also aroused the resonance and recognition of the international community, and its decorative characteristics of the fusion of traditional Chinese cultural elements show the unique charm of traditional Chinese culture, which is recognized and respected by the international community, and this cross-cultural dialogue of artistic value has made cloisonné art more widely spread and recognized among the international community, and made an important contribution to the enhancement of the value of the international modern cloisonné. The art of cloisonné has shown its unique charm and influence in the exploration of international modern value, and its status and influence in the international market is constantly improving, and at the same time, it plays an important role in international cultural exchanges and artistic value cognition, and makes a positive contribution to the dissemination and exchange of Chinese traditional culture, and shows a rich international modern value.

## 7. SUMMARY

As an outstanding representative of Chinese traditional crafts, cloisonné integrates the essence of Chinese traditional culture and art, and shows its

unique aesthetic significance and contemporary value. Under the cross-cultural perspective, the artistic characteristics of cloisonné not only embody the traditional aesthetic concepts of China, but also show its unique charm in the international arena. Cloisonné's colourful, smooth lines and complex decorations fully reflect the traditional Chinese aesthetic concepts of "harmony", "adaptability" and other aesthetic ideas, presenting a high aesthetic value. At the same time, cloisonné as a form of decorative art, its unique artistic characteristics in the contemporary society still has an important contemporary value. With the development of cultural globalisation, cloisonné as one of the representatives of Chinese traditional culture, providing the world with a window to understand Chinese traditional culture, and promoting the exchange and integration between different cultures. Therefore, the aesthetic significance and contemporary value of cloisonné in the cross-cultural perspective should not be ignored. Looking ahead, cloisonné art has a broad development prospect in international cultural exchanges, but also faces some challenges. Firstly, cloisonné art needs to be more actively promoted internationally to improve its international popularity and reputation. Secondly, cloisonné art needs to be constantly innovated, combined with contemporary aesthetic needs, to develop more creative works in order to adapt to the aesthetic needs of the audience in different cultural backgrounds. At the same time, cloisonné industry chain needs to be further improved, improve the level of production technology to ensure product quality. In addition, strengthening the protection and inheritance of cloisonné cultural heritage, and cultivating more talents in cloisonné art are also important tasks for future development. In the face of these challenges, cloisonné art needs to find a balance between traditional culture and modern aesthetics, as well as constantly explore the road of innovation, to promote cloisonné art in the international arena to show a more unique charm. Cultural integration is one of the important driving forces for the future development of cloisonné art, which enables cloisonné art to have a broader international stage. In cross-cultural exchanges, cloisonné art integrates the elements of different cultures, which makes it show a more colourful charm on the international stage. With the deepening of international cultural exchanges, cloisonné art will be more concerned by the international community and love. At the same time, cultural integration also provides a broader space for the innovative development of cloisonné art, absorbing the essence of various cultures and creating more creative and inclusive works. Therefore, cultural integration not only expands the international influence of cloisonné art, but also injects new vitality and power for the future

development of cloisonné art. In the future development, cloisonné art will continue to play an important role in cross-cultural exchanges and make greater contributions to the dissemination and development of traditional Chinese culture. This paper provides an in-depth analysis of the overseas dissemination and acceptance of traditional Chinese cloisonné art from a cross-cultural perspective. It is found that the propagation path and acceptance of cloisonné overseas are influenced by cultural fusion, and the traditional decorative features show a fascinating and exotic flavour in the overseas market. At the same time, cross-cultural integration and innovative development have injected new vitality and connotation into cloisonné art, which makes traditional and modern cultures mingle and show diversified charms. The dissemination and exchange of cloisonné culture also promotes the international development of the art to a certain extent, showing a broader international modern value for it. In the outlook part, this paper puts forward the development prospect of cloisonné art in international communication, and puts forward some useful constructive opinions and suggestions for its future development.

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