

Discussion on the Different Thinking of Modern Jewelry Design Based on Chinese and Western Culture

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Abstract: The comparison of Chinese and Western cultures has always been a big proposition, in which the contents of the contrastable references are extremely rich. In this paper, we hope to contrast the content of modern Chinese and Western jewelry, from the material, patterns, aesthetic tendency to analyze the three aspects of comparison, explore the difference in design thinking between the two, and look forward to the future development of Chinese and Western jewelry design.

1. The Thinking Difference of Modern Jewelry Design Material Application in Chinese and Western Culture

Jewelry is an important content of human existence from ancient times to now, it is still full of charm, for people to pursue and favor. Chinese and Westerners have different understandings of jewelry, because there are cultural differences between the two sides, so their thinking differences in modern jewelry design are reflected in all aspects. From the microcosmic point of view, the difference of thinking between the two is of deep research value.

1.1 Application of Design Material for Modern Chinese Jewelry

The Chinese modern jewelry pursues the ancient thought in the selection and application of the design material, which is because the Chinese people's ideological consciousness and thinking mode are limited in the background of the active era of the various schools of thought, especially under the influence of the long-term rule of Confucianism, so the Chinese people still follow the cultural principle of "respecting Confucianism alone" in the design of jewelry until now, so in China, jewelry design is a kind of cultural design, which pursues the ideal side of design, and even integrates the Chinese people's "benevolence, righteousness and wisdom letter" as the thought into the modern jewelry. Here, "propriety" represents a kind of reverence activity content, it is understood in the modern jewelry design as the respect, such as "the gentleman of the guard more with the etiquette self-sustaining", this is the thought rule and the code of conduct which the Chinese people have adhered to for many years is deeply permeated in the modern jewelry design. Taking jade decoration design as an example, it shows the unique temperament of "jade zhang special", using jade to make jewelry to represent the national chapter system, the Chinese compare it to be "virtue". "Lian but not sharp" represents jade, jade, even if broken, its fracture will not hurt human flesh, it represents the "righteousness" [1].

As an important material of ancient and modern Chinese jewelry design, jade is not only valuable but also has 11 virtues of benevolence, righteousness, propriety, knowledge, pleasure, loyalty, faith, heaven, earth, virtue and Tao. The Chinese regard jade as the symbol of perfection, which explains the root cause of the everlasting prosperity of ancient jade, and the Chinese love jade.



Figure 1 Modern jade design in China

Fig .1 is the work of Mr. Chen Yi, the master of jade carving, in which the viewer can feel the natural beauty and human beauty of the jade decoration material. This work skillfully applied to the inherent color and texture of jade material, in the design process skillfully applied to its seemingly impermeable, warm crystal features, the use of ingenious carving to imitate the sputtering small water spray, this is a beautiful moment to nature freeze. Overall, its design or people-oriented, showing the interest and innovative design.

In the modern jewelry design, the engraver has applied the modern digital jade carving machine to carry on the 3D carving to the work, fully grasps every detail in the material, has achieved the careful grinding, has realized the high precision numerical control processing in combination with the traditional craft, is very new [2].

1.2 Design Material Application of Western Modern Jewelry

In contrast, western jewelry in material selection is more diverse, which is transparent and more glossy crystalline gemstones. Grinding this gem into a face, representing the western unrestrained, extroverted character, is the process of self-emotional exposure, and a strong sense of gloss carved face is also very in line with the western aesthetic interest.

For example, westerners like to use diamonds, sapphires and other precious stones as the basic material for jewelry, such as modern jewelry more popular chest ornaments, crown headgear and so on are made of turquoise inlaid gold, or turquoise inlaid diamond. The turquoise stone is called the nobles of the western jewelry world, and its brilliance is brilliant and its golden dust is scattered, such as the numerous stars in the sky, so it is said that the turquoise stone is beautiful and unusual, as shown in figure 2.



Figure 2 Western turquoise modern jewelry

2. The Thinking Difference of Using Modern Jewelry Design Pattern in Chinese and Western Culture

The design of Chinese and Western modern jewelry is focused on, and the pattern also contains a long history of Chinese and Western culture. In the design and application of modern jewelry

patterns, there are natural design thinking differences between Chinese and Western, which show more abundant cultural elements and more obvious differences [3].

2.1 Application of Design Pattern of Western Modern Jewelry

In the west, the use of modern clean-up design patterns is not the pursuit of aesthetics, but the pursuit of theology, "all things workable" concept is sought after and respected by westerners, so people have been wearing all kinds of ornaments from ancient times, begging for god's blessing. Therefore, the western modern jewelry design contains a large number of religious content, which contains the ideal future world, but also the supreme various human nature conservation gods, it represents a religious moral concept, and this moral concept of the world to wear jewelry with special restrictions. Figure 3.



Figure 3 Application of religious pattern in western modern jewelry design

2.2 Application of Design Pattern of Chinese Modern Jewelry

Since the Chinese are for good fortune and peace, they have used a lot of auspicious designs to comfort the hearts of the people in modern jewelry designs. The use of precious objects such as jewelry to depict beautiful things is what the Chinese people are after, such as "four good luck", which represents the auspicious design composed of four cloud-shaped Ruyi heads. And the "three more" represents the pattern of pomegranate, Birthday Bun with Bean Paste Filling and Buddha hand. Therefore, in the design of modern jewelry, "Fushou Shuangquan" is what people pursue and yearn for, and the implication is very profound, and it also represents the extension of Chinese traditional culture to modern culture, which are embodied in the design of small jewelry [4].

3. The Thinking Difference of Aesthetic Orientation of Modern Jewelry Design under the Background of Chinese and Western Culture

Finally, we look at the difference of thinking on the aesthetic tendency of modern clean-up design under the background of Chinese and western culture, which is embodied in many aspects, such as aesthetic principle, aesthetic object, aesthetic style and aesthetic taste, etc. Taking the object of aesthetics as an example, Chinese modern jewelry design pursues the application of aesthetic experience, while western aesthetics pursues the debate about "what beauty is". In China, gold jewelry holds the most value, with the common thousand, 18 and 22K representing the Chinese's aesthetic assumptions about gold jewelry, while Westerners have a new taste for its design, arguing that long-term exposure to human skin poses a health threat to natural stone ornaments such as diamonds. Diamond has hardness, is any gold can not be compared to the western diamond jewelry fine workmanship, which crisscross concave and convex texture and fine and complicated concave and convex pattern is sad, this is also pure gold can not form. According to the different cultural background and aesthetic taste of western countries, the aesthetic content of modern jewelry design they pursue is different. In Brazil, for example, modern jewelry designers have sought to add a rich, passionate Brazilian tropical nature flavor and samba dance to jewelry design, so they have jewelry series such as aquamarine necklaces and H. Stern Star, as shown in Figure 4.



Figure 4 Brazilian H. Stern Star Jewelry design series

And in Germany, jewelry designers are more in pursuit of simplicity, all design works are very modern. Germany's neighbour, Switzerland, is extremely aesthetically designed, preferring to be decorated with jewelry that looks blingy and elegant [5].

However, whether in the west or china, modern jewelry is the ultimate pursuit of fashion, it is not limited to the regulation of traditional jewelry style, but hope to focus on many parts of the human body to carry out arbitrary design, reflect a free design style. For example, the nose ring, the nose ring, the jaw ring, the ear decoration design also pursues from the earlobe to the auricle large area development, the jewelry quantity and the material consumption are increasing greatly, even in the European area also has the "tear makeup" design, it is in the female eye western uses the special material to adhere to two tears-like gem ornaments, highlights the female Chu Chu beautiful image. However, it is worth mentioning that at present, the Chinese still pursue the value content other than jewelry itself in jewelry design, that is, the decorative and artistic nature of jewelry, which is a special aesthetic connotation content, different jewelry aesthetic style represents different aesthetic paradigm, through various artistic collocation to enhance aesthetic feeling, on the one hand to pursue the image of jewelry design lifelike and vivid, on the other hand, also want to highlight the beauty of oriental women, such as figure 5.



Figure 5 Stainless Steel Necklace (Chinese Design)

As shown in Figure 5, the stainless steel linked design revolves around the theme of human cells, and the inspiration for cell design is unique and ingenious and quite rare. It not only highlights the mysterious aesthetic design of Oriental jewelry, but also has a novel idea, which is a breakthrough in Chinese aesthetic values [6].

4. Summary

In today's society, chinese and western cultures blend enthusiastically, although the two still embody different cultural concepts in jewelry and jewelry design, the pursuit of modern design still

has the same place. On the basis of a large number of traditional, Chinese and Western modern jewelry design also pursue innovation, on the basis of traditional art on the basis of good things into new content, new ideas, new materials, new aesthetic interest to meet people's personalized fashion needs, while reflecting the aesthetic structure and space order, this is a very commendable place.

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