

Research on the Artistic Characteristics and Development of Guangzhou Export Paintings from the Perspective of Maritime Silk Road

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Abstract: Export painting is an artistic commodity that combines the eastern and western painting skills to describe the natural humanities, folk customs, production and life, festivals and entertainment in China. There are mainly four varieties: oil painting, glass painting, paper watercolor painting and grass paper painting. It has the cultural value of recording the historical features of the city, enhancing the academic value of academic research, the historical literature value of historical research, and considerable commercial value as a work of art. Under the initiative of “the belt and road initiative”, export paintings should pay attention to the construction of export paintings publications and academic research, build the brand power of export paintings art and culture, and give full play to the role of universities in artistic and cultural exchanges, so that export paintings can still be colorful in modern and contemporary times.

1. Introduction

In Qing Dynasty, there were four kinds of export paintings in Guangzhou: oil painting, glass painting, paper watercolor painting and straw paper painting. The carriers of painting were glass, mirror, silk, paper, straw paper, vine leaves, ivory and shells. There are many subjects, including Chinese folk family life, agricultural production, handicraft production, commercial trade, legal punishment, entertainment, marriage and funeral and other common scenes in civil society. Most of the contents are the natural and cultural environment with Chinese sentiment, such as markets, temples, harbors, ships, officials in royal robes, women in full clothes, hawkers, farmers, Chinese government offices, workshops, city festivals and daily activities, etc.

1.1 Artistic Feature

Relying on the culture with Chinese characteristics, such as Hanfu figures, Chinese fish, crane lanterns and other elements, the export paintings show China's rich and colorful folk culture. “Compared with the traditional Chinese genre paintings, they reflect the social, economic and cultural life more concretely and intensively, and the selection of many contents in the meantime

directly reflects the social connotation in the eyes of Westerners and the unique culture of Guangzhou Port under the influence of direct traffic between China and the West. [1] “Export paintings have played the unique charm of Chinese traditional folk art and won the overseas consumer market, so the understanding and appreciation of export paintings can not be separated from the atmosphere of Chinese characteristic culture. Export paintings are all traditional Chinese elements in their painting contents, and their techniques are boldly innovated by absorbing the perspective of western paintings, so that export paintings have both Chinese pen and ink charm and western realistic techniques.

1.2 The Value of Export Paintings

The cultural value of recording the historical features of cities. Export paintings mainly focus on themes reflecting Chinese social life, such as scenery, architecture, customs, flowers, birds, plants and production from all walks of life, so as to satisfy western consumers' curiosity about oriental culture. In the process of understanding the historical characteristics of cities, painting has extremely important research value because of its distinctive features.

Enhance the academic value of academic research. At the end of the 18th century, the upsurge of “Chinese style” was set off. The pictures draw some real and complete animals and plants in South China, which can systematically grasp the morphological characteristics of animals and plants, endow them with strict academic and realistic characteristics, and have obvious scientific natural history map form, even have scientific partial plan of plants, with clear veins of leaves and fruits and true restoration of colors, which can be used for documentary academic research.

The historical literature value of historical research. A large number of paintings depicting the scenery of Guangzhou and other ports, especially the reappearance of Guangzhou's 13-line commercial halls, have high artistic appreciation value. The authors of these paintings have mastered the perspective rules of western paintings, especially the application of aerial perspective, which makes the two-dimensional space of the object world reappear on the plane image. Moreover, in the same period, there are a large number of export paintings in different periods depicting the same place, which can provide image information about Chinese history. Scholars can infer the port development and foreign trade situation of Guangzhou Thirteen Business Districts, which provides a large number of picture records for studying the foreign trade history between China and the West.

Considerable commercial value as a work of art. As an important foreign trade commodity, export paintings have a meticulous division of labor, high drawing efficiency and considerable economic benefits through a series of operations, such as the painter's pipelined integration of Chinese and Western techniques and superb painting skills, the promotion of the original boat, the influence of celebrities, and the preference of the upper class.

2. Necessity of Sustainable Development of Export Paintings

2.1 Promote Cultural Exchanges between East and West

Export paintings are the bridge and link between Chinese and Western cultures, which give birth to the realistic language system of Chinese style and promote the deep communication between Chinese and Western arts. In 1838, a huge landscape painting of Guangzhou was exhibited in London. Robert Barford said in the exhibition booklet: “This work originated from the original work of Guangzhou native painter Toonequa, who is different because of the accuracy of 'Chinese style' (as we all know). [2] “Western Renye Fang admitted that the export painting style is a new artistic language system independent of the western realistic style. The art of painting for export

also accelerates the development of western culture. During the decoration trend of “China fever”, western artists boldly absorbed Chinese painting elements and adopted the characteristics of Chinese traditional curve composition and plane composition, which directly or indirectly promoted the formation of Rococo style in Europe. [3]

2.2 New Art in the New Era

As early as the Qing Dynasty, the foreign trade policy of “one trade at a time” created thirteen lines of landscape in Guangzhou. Painting for export takes friendly communication and hand in hand as its own duty, and has a good foundation and advantages of mutual exchange. It plays an extremely important role in the world trade between China and the West, has produced huge economic benefits and influences, and has played a positive role in the economic and cultural exchanges between the East and the West. In order to realize the dream of the great rejuvenation of the Chinese nation, General Secretary Xi Jinping put forward the strategic conception of building the 21st Century Maritime Silk Road, which is the transformation of the world economic structure and the necessity of deepening reform. The art world must also take actions to provide nutrition for the art development in the new era and play a leading role in art and culture, so as to win the recognition, trust and respect of people from all over the world, thus promoting multi-level and multi-channel interaction and communication.

3. Export Painting Construction in the New Era

3.1 Attach Importance to the Construction of Export Painting Publications and Academic Research

After more than two centuries' ups and downs, export paintings have been sold in countless ways, and existing works have been collected all over six continents. What is known now is only some collections in Britain, the United States, the Netherlands and middle countries. The investigation, description and research of a large number of unpublished export paintings and artistic works will be the focus of future research.

The existing achievements only focus on a few subjects, such as commercial museum paintings, port paintings and portraits, while other broad subjects, such as folklore, drama, ships, architecture, religion, biology, medicine and other fields, are waiting for the intervention of researchers in their fields. For example, the export paintings contain many puppet shows, dragon boat songs, wooden fish books, grilled unicorn, playing a trunk, rowing a dry boat, monkey play and other related paintings, which are also precious historical materials for the study of folk customs and folk literature and art history. In a word, export painting is a multi-disciplinary shared research material, and interdisciplinary research can bring new methods and perspectives to the research of export painting and related fields. [4]

3.2 Create the Brand Power of Export Painting Art and Culture

Strengthen the internationalization ability of art and culture undertakings, actively participate in the international market competition of art export along the line, and gain lasting impetus for the opening and cooperation of art and culture. Cultivate a group of original art brands of key art and cultural enterprises and enterprise groups that have mastered the core competitiveness of art, have innovative power and international vision. Accelerate the planning and construction of a number of key enterprises and major projects in the art and culture industry of the Maritime Silk Road, form an advantageous enterprise cluster full of vitality and distinctive features, and create a number of

influential Maritime Silk Road cultural enterprises and product brands. Focus on creating major cultural and artistic projects with rich cultural connotations, good market prospects and long-term chain operation at home and abroad, and constantly add new content to cultural exchanges.

3.3 Give Full Play to the Role of Colleges and Universities in Artistic and Cultural Exchanges

Vigorously strengthen humanities education and guidance, cultivate art talents in the new era, and plan to build college art funds and innovation and entrepreneurship projects. Colleges and universities have rich experience in art and cultural exchanges and cooperation between China and foreign countries, and can take the lead in carrying out art academic exchanges and humanities cooperation for countries along the route, so as to promote the inexhaustible fresh vitality of export paintings.

4. Conclusion

At the same time, the artistic and commercial export paintings of Guangzhou vividly reproduce the social and cultural features of Guangzhou Port in the 18th and 19th centuries, with high cultural and economic values, and the combination of Chinese and Western. In the 21st century, it still exudes infinite charm and attracts people's yearning. "the belt and road initiative" has brought infinite opportunities and challenges to the development of Guangzhou's export paintings in the new era. To a great extent, it can conduct more in-depth academic research and promote economic cooperation and cultural exchanges between China and the West.

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