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INTEGRATING RURAL CULTURE AND FOLK COSTUME PATTERNS INTO VISUAL IDENTITY DESIGN

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This paper examines the interplay between art, culturological factors, and design, with particular emphasis on integrating rural cultural heritage and folk costume patterns into contemporary visual identity design. By analyzing the role of rural traditions, intangible cultural heritage, and folk costume motifs in shaping visual identity systems, the study highlights the significance of cultural context in fostering innovative and culturally resonant design solutions.

Key words: rural culture, folk costume patterns, intangible cultural heritage, visual identity design.

INTRODUCTION

As a pivotal component of branding and communication, visual identity design is profoundly influenced by cultural contexts. While urban and globalized aesthetics have predominantly shaped the discourse on visual identity design, the focus is redirected toward rural culture and folk costume patterns, exploring their potential to inform and enrich contemporary visual identity systems. Rural cultures, with their rich traditions of intangible heritage and folk art, provide a unique lens through which to examine the intersection of art and design

PURPOSE

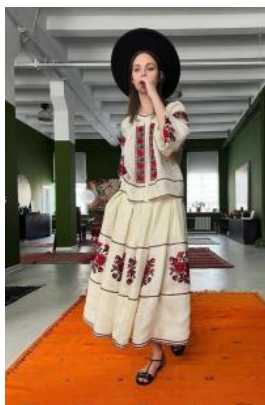
The primary objective of this paper is to investigate the role of rural culture and folk costume patterns in visual identity design, focusing on how these elements can inform contemporary branding and visual communication strategies. By examining case studies of rural cultural integration in visual identity design, the study seeks to establish a framework for understanding rural heritage's cultural dimensions and offer practical recommendations for designers aiming to create culturally relevant and sustainable visual identity systems.

RESULTS AND DISCUSSION

The study reveals that rural culture and folk costume patterns offer a wealth of inspiration for visual identity design, particularly in symbolism, color theory, and pattern design [1]. Folk costume patterns, characterized by their intricate designs and cultural significance, embody centuries of accumulated knowledge and aesthetic sensibilities that can be reinterpreted in contemporary visual identity systems. These patterns provide unique visual motifs and reflect rural communities' ecological and social wisdom, aligning with sustainability principles.



One notable example of rural cultural integration in visual identity design is the use of traditional Ukrainian folk embroidery, known as “vyshyvanka”, in contemporary branding. The intricate geometric and floral patterns of “vyshyvanka” have been adapted by Ukrainian designers to create visual identities for local businesses, cultural institutions, and even international brands. For instance, the Ukrainian fashion brand “Vyshyvanka by Vita Kin” has successfully incorporated these traditional patterns into its logo and branding materials, creating a visual identity that resonates deeply with local and global audiences. From Fig.1,a of the dress, this approach not only preserves the intangible cultural heritage of Ukrainian embroidery but also positions the brand as a bridge between tradition and modernity. From Fig.1,b, using “vyshyvanka” patterns in branding has also sparked renewed interest in rural craftsmanship, providing economic opportunities for artisans in rural Ukraine.



a



b

Fig.1. Vita Kin inspiration from the traditional Ukrainian costume
Vyshyvanka for design [2]

Furthermore, the integration of rural cultural elements into visual identity design can foster a deeper connection between brands and local communities. Collaborative projects that involve rural artisans and community members can lead to the co-creation of visual identities that are culturally authentic and socially impactful. This approach not only preserves intangible cultural heritage but also empowers rural communities by providing economic opportunities and reinforcing cultural identity [3].

The discussion also highlights the challenges of integrating rural cultural heritage into visual identity design, particularly in terms of balancing tradition and innovation. Designers must navigate the tension between preserving cultural authenticity and adapting rural elements to meet contemporary branding needs [4]. The paper argues that a respectful and collaborative approach, grounded in



ethnographic research and community participation, is essential for achieving this balance.

CONCLUSIONS

This study underscores the significance of rural culture and folk costume patterns as sources of inspiration and innovation in visual identity design. By integrating rural traditions, intangible heritage, and folk costume motifs into their work, designers can create visual identity systems that are culturally resonant, ecologically sustainable, and socially impactful. The findings suggest that future visual identity design practices should prioritize collaboration with rural communities and the preservation of intangible cultural heritage. Further research is needed to explore the potential of digital technologies in facilitating the documentation and dissemination of rural cultural knowledge, ensuring its relevance in a rapidly globalizing world.

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ФАН Хаоцюань, ХИНЕВИЧ Р.

ІНТЕГРАЦІЯ ЕЛЕМЕНТІВ СІЛЬСЬКОЇ КУЛЬТУРИ ТА ФОЛЬКЛОРНИХ МОТИВІВ В ДИЗАЙН ВІЗУАЛЬНОЇ ІДЕНТИЧНОСТІ

У статті розглядається взаємодія між мистецтвом, культурологічними факторами та дизайном, з особливим акцентом на інтеграцію сільської культурної спадщини та мотивів народного костюма в сучасний дизайн візуальної ідентичності. Аналізуючи роль сільських традицій, нематеріальної культурної спадщини та мотивів народного одягу у формуванні систем візуальної айдентики, дослідження підкреслює значення культурного контексту у створенні інноваційних та культурно резонансних дизайнерських рішень.

Ключові слова: дизайн, візерунки народного одягу, нематеріальна культурна спадщина, візуальна ідентичність.