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## DESIGN OF WOMEN'S PERSONAL IMAGE IN CHINESE CULTURE OF TANG DYNASTY

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*The article is devoted to the design of cultural and creative products based on the image of a woman in the Tang Dynasty. It analyzes the makeup features of Tang Dynasty women in terms of cultural thinking, reflecting the open culture, free spirit, and innovative consciousness of Tang Dynasty women. Silk painting of the 8th-9th centuries with images of women as a source of information about the personal image of women during the Tang dynasty is studied. The results will contribute to the development of modern cultural and creative products based on China's traditional culture.*

**Key words:** *silk painting, personal image design, women's makeup, traditional culture of China, cultural heritage, Tang dynasty.*

### INTRODUCTION

The Tang Dynasty, as the golden age of China's feudal society, was characterized by the orthodox ideas of the profound Chinese culture and the absorption of many beneficial factors brought by foreign cultures. The aesthetic spirit of the Tang Dynasty began an unprecedented development and innovation in the exchange and fusion of world culture and art. Tang Dynasty women not only inherited the previous makeup techniques but also created more innovative makeup styles, reflecting the positive attitude and interest in life of Tang Dynasty women [1]. It not only contains beneficial cultural and spiritual characteristics, but also contains the humanistic customs of the Tang Dynasty, which is the integration of national characteristics, reflecting the aesthetic characteristics of Chinese culture. The principles of creating a modern image based on the cultural heritage of China are considered in the article [2]. The design of Tang Dynasty women's image of cultural and creative products, so as to understand the Tang Dynasty social and cultural pluralism and aesthetic trends.

### PURPOSE

The purpose of this paper is to systematize the elements of women's makeup in the Tang Dynasty, to extract and redesign the elements. According to the changes of women's makeup in various periods of the Tang Dynasty, we design cultural and creative products with strong characteristics of the Tang Dynasty era to further increase people's sense of identification with Chinese culture.



## RESULTS AND DISCUSSION

Ancient makeup images preserved in the largest number of times is the Tang Dynasty, the Tang Dynasty, the country strong, economic prosperity, social customs open, women's status, originating from the social and cultural influences, women in both dress and makeup are very free, but also is the peak of the development of ancient Chinese makeup.

Tang Dynasty women's clothing varied, extremely gorgeous style, we can say that the Tang Dynasty is a non-restrictive etiquette, advocating the flow of the "crazy" era. The same as the Tang Dynasty women's clothing, the Tang Dynasty women's makeup is bold in conception, novel in idea, and varied in style, no matter in the color, material, or type, all of them show the Tang Dynasty women's self-confidence and innovation, breaking the constraints of the feudal society on women's dress since ancient times [3].

As shown in Figure 1, Zhou Fang's painting "Beauty with Hairpin Flowers" realistically represents the life scenes of noble women in the deep palace when they are leisurely and luxurious [4]. The characteristic elements are extracted from various hairstyles, makeup and costumes to create a more vivid and cute character modeling. The basic color scheme is based on the historical data, and a suitable color scheme is given to the cultural and creative products.



**Fig. 1.** Ladies Wearing Flowers in Their Hair, (Zhou Fang, VIII-IX century, handscroll, ink and color on silk, 46 x 180 cm, Liaoning Provincial Museum, Shenyang province, China)

With the inheritance and development of culture, Tang Dynasty art has rich colors, vivid emotions, and endless meanings, which make people think of it. By integrating the image of Tang Dynasty women into the creativity of various cultural products, we can not only feel the charm of traditional culture, but also find our own cultural identity and emotional support in modern society.

Through the extraction and integration of cultural elements such as their humanities, hair accessories and makeup evolution, their image design is improved



by combining modern design symbols and applying them to modern products, which maintains the unity of the style and at the same time, has more unlimited possibilities for extension and re-creation, allowing traditional Chinese culture to show its permanent charm and the elegance of the times.

### CONCLUSIONS

Through the presentation of the process and results of the design of cultural and creative products, as well as the extraction and analysis of the cultural elements of the Tang Dynasty in the early stage, it provides elements and methods that can be used for the design of cultural and creative products and injects a deep culture, which indicates that the study of the image of Tang Dynasty women has an important value and significance for the design of cultural and creative products nowadays.

Next, in-depth research on Tang Dynasty women's images from multiple dimensions will provide richer materials and inspirations for the design of cultural and creative products. These unique visual symbols will be integrated into modern design to create cultural and creative products with Tang Dynasty flavor and modern aesthetics.

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### **ДИЗАЙН ЖІНОЧОГО ПЕРСОНАЛЬНОГО ОБРАЗУ В КУЛЬТУРІ КИТАЮ ЧАСІВ ДИНАСТІЇ ТАН**

Стаття присвячена дизайну культурних і творчих продуктів, заснованих на образі жінки в епоху династії Тан. У ній проаналізовано особливості макіяжу жінок династії Тан з точки зору культурного мислення, що відображає відкриту культуру, вільний дух та інноваційну свідомість жінок династії Тан. Досліджено розпис по шовку 8-9 століть з зображеннями жінок, як джерело інформації про персональний імідж жінок часів династії Тан. Результати сприятимуть розробленню сучасних культурних та креативних продуктів на основі традиційної культури Китаю.

**Ключові слова:** розпис по шовку, дизайн персонального іміджу, жіночий макіяж, традиційна культура Китаю, культурна спадщина, Династія Тан.