

Research on Inheritance and Innovation of Regional Culture Based on Multimedia Technology in Modern Home Product Design

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Abstract. In recent years, the scale and speed of modern household product design in China have entered a climax period from decoration market to design market. Modern home product design from the surface can be described as "a hundred flowers bloom", "a hundred schools of thought contend". Western design style is coming, we accept it with fanatical, without thinking, broad mind, our modern home product design style has become dazzling. However, when our ideas gradually become mature, but found that because many domestic designers believe in modernism, minimalism, high-techism as the perfect design principles, using the simple copy of the computer, the human brain without thinking of the copy, imitation, Make our modern home product design style lost self. A modern household product design with elegant taste and extraordinary style is not entirely about how much money is spent and how many high-grade decorative materials are used, but about the combination of regional culture and the proper use of the elements of modern household product design. Create a fully functional, beautiful and generous, elegant style, indoor environment in the limited room space. The so-called regional modern household product design refers to the combination of local natural environment, cultural environment, emphasizing local characteristics and national style, emphasizing the nationalization of modern household product design and creation tendency. The local materials and practices are used as far as possible in the design, which shows the characteristics of local conditions and makes the overall style merge with the local local environment. In order to achieve the above goal, we must fully consider the regional culture in the design of space processing, decorative materials, personality style.

Keywords: Multimedia Technology, Regional Culture, Modern Home Products, Heritage and Innovation

1. The influence of regional environment on home creation

"Man is the product of the environment". Because the environment shapes the person, the environment also has achieved the furniture regional characteristic and the individuality. For Chinese furniture, the region should be the "soil" of the formation of national personality, and the regional characteristic should be the individuality of its national culture. In the vast land of China, you can

enjoy all the topography and landforms on the earth, from the plateau, plain to basin, many excellent rivers and mountains constitute the unique regional features of the Chinese terrain. Chinese people's joys, sorrows, food, clothing, housing and transportation are connected with thousands of mountains and rivers, and the life and character of Chinese culture are also conceived in the Chinese mainland Wanli River. Since then, Chinese furniture from the shape, types, modeling, decoration and materials and other aspects of China's rich and diverse landforms have formed an inextricable geographical fate. Regional environment is the foundation of all things, any design can not be separated from environmental factors. From the whole history of human home development, as an organizational form of human life, home is the product of the specific regional environment in shaping human life style and living environment. China has been influenced and dominated by the philosophy of "the unity of nature and man" since ancient times, and has gradually established the concept of local conditions and coordinated development. Under the guidance of such a cultural concept, the Chinese home and the local customs complex in various regions have been inextricably linked. Because of the difference of topography, geomorphology, climate, humanities, economy and society, the unique habitat factor of Chinese furniture is promoted.

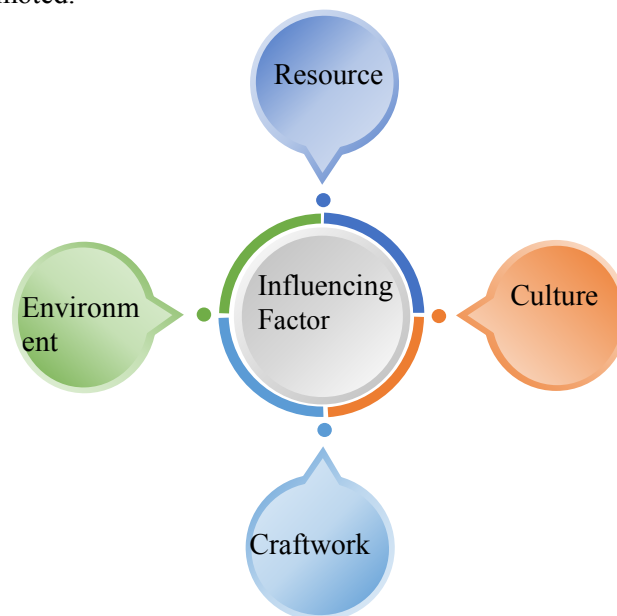


Figure 1. Factors affecting the geographical environment.

Any design is the process of attaching importance to and transforming natural objects. Because of its unique natural environment affected by topography, geomorphology, climate, season and other factors, it also caused the difference of natural resources. For the vast rural areas, the selection of civil furniture directly originates from the local, the difference of furniture materials in different regions, which makes the difference of furniture form and style. Climate is one of the decisive factors that directly affect the category of natural resources. In China, because of the large regional span, the climate difference between the north and the south is obvious. The southern area is warm and rainy, the four seasons evergreen, the north dry and windy, plant season is clear. Under the influence of climate and four seasons, the growth rate of trees is different, which leads to the inconsistency of tree rings and the difference of material and texture of different wood. These differences directly affect the appearance effect of the final furniture. Under different climatic conditions, it also affects the style of architecture. The architectural style characteristics of different climate areas have become the internal cause of furniture regional formation. In addition, the climate directly affects the specific shape of furniture.

Any design has the nature of cultural integration, design and culture are inseparable, because the

natural environment is different, and affect their way of life, and then the way of life affects the cultural spirit ." As the saying goes : " one side feng shui nourish one side of the local customs ", China's unique geographical environment, formed the unique "farming culture" characteristics of the Chinese nation. Farming culture is often self-sufficient and has a traditional, conservative cultural character. The difference of national customs and habits will inevitably bring up the rich and colorful regional personality and style of Chinese furniture. Chinese furniture technology is diverse, because different regions people like different, furniture production technology has its own strengths. Like Beijing's Beijing-style furniture, because it is made for the palace, skilled craftsmen all over the country gather together the palace office of the capital, so the production level of Beijing-style furniture should be the highest, well-made, various styles, luxury decoration, It can be described as extravagant.

2. Select and apply decorative materials according to local conditions to show regional style

Regional interior design should also be combined with local natural conditions. For example, Scandinavian countries, due to natural conditions, their interior design materials are mainly wood. This is because of the cold local climate, high forest coverage, local materials for interior design, both affordable and easy to maintain indoor temperature, so that the Nordic interior design shows a particularly prominent regional characteristics. As far as wood is concerned, because of the influence of natural geographical characteristics, elm and walnut are mostly produced in northern China, so the northern furniture is mainly elm and walnut, especially in Shanxi, walnut furniture is almost its unique patent, which has become a distinctive feature of Jin style furniture. In addition, China is also the world's most abundant bamboo resources, processing and use of the oldest country, in the south of the Yangtze River provinces everywhere growing dense bamboo. From the bamboo mats woven by people in ancient times and the bamboo furniture widely used in the folk after that, the Chinese people take local materials and have mastered the technology and skills of making bamboo utensils very early, and make full and effective use of the unique material properties of bamboo materials. Made a lot of good home [1].

The texture of decorative materials is rich in layers and functional. Only to understand and familiar with the characteristics of various decorative materials, respect the essence of materials, combined with the specific environment, skillfully select, combine, change materials, so as to create a unique living environment. Three factors must be considered in order to embody traditional culture and regional characteristics and create an ideal private space.

Table 1. Three considerations for the use of decorative materials.

Considerations for the use of materials	The decorative effect of decorative materials is beautiful
	Practicability of decorative materials
	Economic rationality of choosing decoration material

First of all, the decorative effect of decorative materials is made up of texture, lines and colors. The texture should be delicate and realistic, and the color should consider the use of the room and the visual feeling. Secondly, decorative materials should be able to improve indoor light, temperature and humidity, but also sound insulation, heat insulation, fire prevention, pollution prevention. Finally, when choosing decoration materials, we should consider our own economic conditions, do not blindly seek gorgeous high-grade, do not arbitrarily will, spend more and less with the decorative effect is not absolutely proportional. Nowadays, people's choice of materials will be more mature and rational, natural materials and natural sense of material become the first choice in interior design. Natural wood, natural stone and other natural materials and some natural materials will become the mainstream of decorative materials. Because the unique visual and tactile feelings brought by natural materials can not be replaced by other materials, the use of these decorative materials can make people return to nature simple feeling [2].

3. Regional home design innovation design concept

3.1. The coexistence of inheritance and the times reveals the connotation of regional culture

By excavating the cultural resources of each region, the tangible or intangible cultural symbols are extracted. Observe and study the consciousness and thought hidden behind the traditional aesthetics, and refine the "Chinese traditional factor ". Relying on the advantages of natural resources and human resources in various regions to highlight the characteristics of regional culture, expand the connotation and extension of home design. Only through inheritance and innovation, facing the needs of consumers, emphasizing the personality and sense of the times, can we design home products with strong regional cultural characteristics, distinctive characteristics of the times and rich characteristics [3].

3.2. Pass on the historical context and promote furniture brand culture

Use "non-posthumous" culture to promote home brand culture, inherit historical context, and continue the cultural connotation of ancient capital. Explore the direction of sustainable development, so as to find a new design breakthrough. The development of household products should not only retain the traditional taste, but also not blindly imitate the tradition. On the basis of embodying the essence and charm of traditional culture, it should be close to the modern life style and aesthetic sentiment to meet the diversified consumer demand.

3.3. Excavate social attribute and natural attribute, promote resource value

Excavate the resource value of social attribute and natural attribute in culture, give play to creative thinking and develop household products. On the one hand, full of home products regional, unique practical functional requirements; on the other hand, through the product graphics, color and other elements to transfer the historical genes and cultural context of each region [4].

4. Make full use of regional culture to show design personality

Because of the different aesthetic standards of East and West, different nationalities, regions and countries have different characteristics because of different religious beliefs and cultural traditions. This kind of different cultural environment causes people living in it to be affected, making people's character and hobbies very different. Cultural differences, personality differences, resulting in different room style and functional requirements. Bedroom design must conform to the characteristics of the times, reflect the unique personality characteristics, show unique artistic style and charm. The design is based on personality, trying to create a pleasant and comfortable living space that can fully meet people's psychological and physiological needs, and trying to make the living room become a personalized environment to show the host's thoughts and feelings, cultural level and aesthetic taste. We must borrow the advantages of regional culture and apply traditional elements.

Good ideas must be personalized. Personalization originates from the designer's understanding, digestion and exertion of various schools, from the designer's unique viewpoint, from the designer's advanced design concept, profound cultural foundation and experience. It also reflects the corresponding economic ability, social status and concept of the head of household, and reflects the cultural accomplishment of the head of household. The design must establish the leading consciousness, handle the form and space with the unique artistic conception, grasp the characteristic and each link correctly [5].

In the next few years, personalization is not only the requirement of living environment, but also the new idea of designer's design. People will pay more attention to the quality of life, self-space requirements will be more, more pursuit of change. So heavy, immovable furniture will be greatly reduced or simply become the fixed space of the house, simple, smooth and detachable furniture will become the mainstream. The simple and simple traditional furniture, Hongru's poetry and calligraphy, antique decorative prints, implicit and meaningful bamboo curtains and other furniture furnishings are

one aspect of people's pursuit of personalized ornaments and personalized design. At the same time, they embody the heritage of culture and become the immortal carrier of Chinese culture.

In addition, designers can also fully apply the symbolic elements with regional culture to carry out personalized bedroom design. These symbols are a relatively stable cultural accumulation and aesthetic significance after historical precipitation, which reflects the style characteristics of different regional cultures and provides us with rich and colorful design elements. The application of these elements to the design of the bedroom can create a personalized design style [6].

5. Conclusion

Only on the basis of inheriting the spirit of traditional culture and maintaining its own regional characteristics and drawing nutrition from different cultural backgrounds and regional styles can designers create a comfortable environment that meets the needs of the times, is full of cultural meaning and regional characteristics, and adapts to people's own physiological and psychological requirements.

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2. Project of Shaoyang science and Technology Bureau in 2019: development and design of household products with regional characteristics in Shaoyang, Subject No: 2019ZD13.

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