



# 鸢鸢相抱

The Kites Embrace

# 设计背景 | DESIGN BACKGROUND

作为长于潍坊的设计师，风筝不仅是故乡的非遗技艺，更是我与故土之间最深的精神纽带。

For me, a designer nurtured in Weifang, the kite is far more than a local intangible cultural heritage—it is the ultimate spiritual anchor between myself and my homeland.

在现代城市化与全球化进程中，“流动 (Fluidity)”与“迁徙 (Migration)”已成为当代人的集体经验，物理层面的返乡日益成为一种现实困境。当空间的位移变得不可逆时，物质究竟该如何承载记忆？

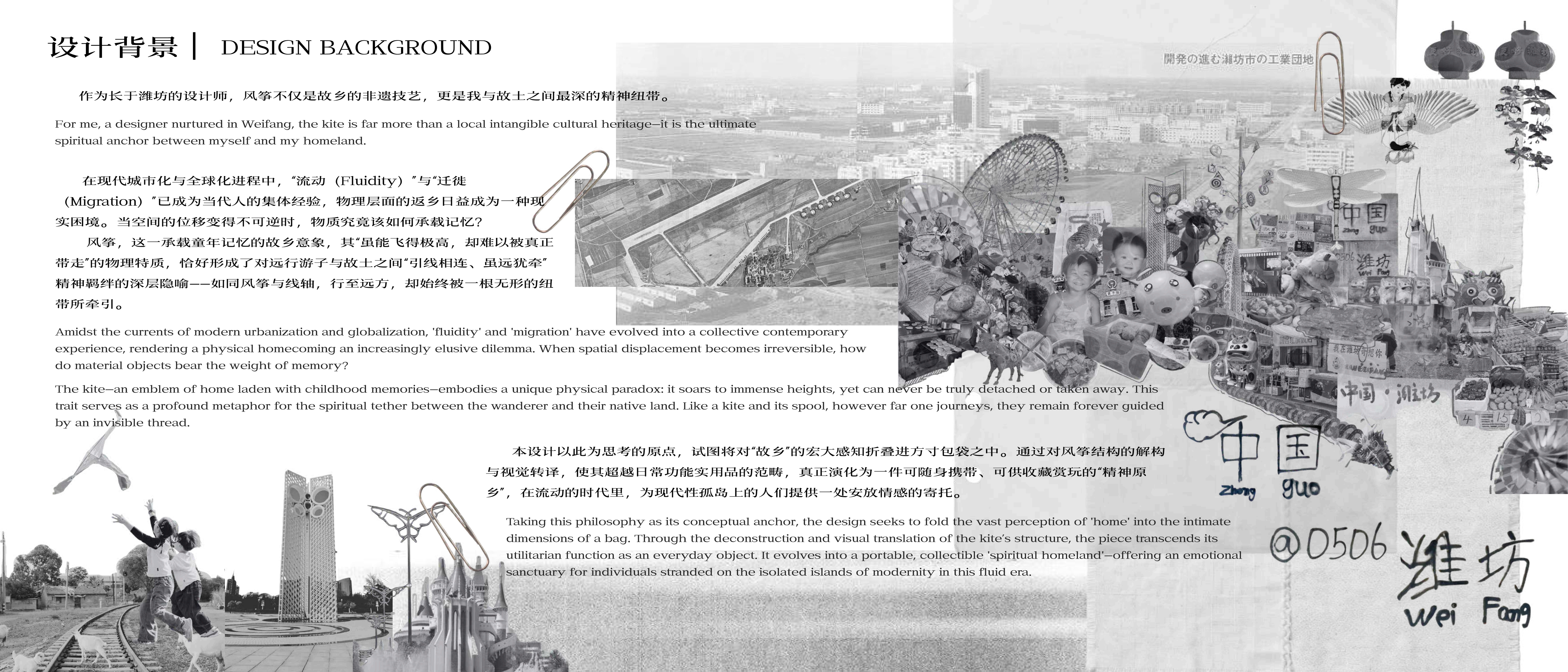
风筝，这一承载童年记忆的故乡意象，其“虽能飞得极高，却难以被真正带走”的物理特质，恰好形成了对远行游子与故土之间“引线相连、虽远犹牵”精神羁绊的深层隐喻——如同风筝与线轴，行至远方，却始终被一根无形的纽带所牵引。

Amidst the currents of modern urbanization and globalization, 'fluidity' and 'migration' have evolved into a collective contemporary experience, rendering a physical homecoming an increasingly elusive dilemma. When spatial displacement becomes irreversible, how do material objects bear the weight of memory?

The kite—an emblem of home laden with childhood memories—embodies a unique physical paradox: it soars to immense heights, yet can never be truly detached or taken away. This trait serves as a profound metaphor for the spiritual tether between the wanderer and their native land. Like a kite and its spool, however far one journeys, they remain forever guided by an invisible thread.

本设计以此为思考的原点，试图将对“故乡”的宏大感知折叠进方寸布袋之中。通过对风筝结构的解构与视觉转译，使其超越日常功能实用品的范畴，真正演化为一件可随身携带、可供收藏赏玩的“精神原乡”，在流动的时代里，为现代性孤岛上的人们提供一处安放情感的寄托。

Taking this philosophy as its conceptual anchor, the design seeks to fold the vast perception of 'home' into the intimate dimensions of a bag. Through the deconstruction and visual translation of the kite's structure, the piece transcends its utilitarian function as an everyday object. It evolves into a portable, collectible 'spiritual homeland'—offering an emotional sanctuary for individuals stranded on the isolated islands of modernity in this fluid era.



# 设计灵感 | DESIGN INSPIRATION

风筝飞得极高，却难以被真正带走。

对于一个在风筝影子里长大的潍坊孩子来说，“流动”与“远行”成了长大后心口的一根引线，虽远，犹牵。当物理的返乡变得日益困难，那种无处安放的群体乡愁，便开始在异乡缓慢发酵。

当物理的返乡变得日益困难，物质该如何承载记忆？我不想 想在包袋上生硬地复刻一个民俗符号，我想去“造”一只风筝。

我解构了传统风筝的扎制逻辑，用天然竹条撑起支撑的骨架，用透明皮革拟态丝绢承风透光的通透。大面积的留白里，光线穿透，飘带随步履扬起，物件便有了呼吸。这组设计最终演化为一套严密的“放飞系统”全景叙事：既有风筝，也有放飞风筝的线轴轮。它们彼此呼应，将风筝广场等凝聚着城市共同记忆的地标，折叠进微观的方寸空间。

这组作品叫《鸢鸢相抱》。“鸢”是风筝，是静止的故乡；“抱”是步履，是流动的远方。

它将原本飞翔在天际的意象，转译为贴身背负、环抱身体的动态器物，它像是一个离家的孩子，能给故土最深情的拥抱。

从此，故乡的风筝不再只悬于天际，它被折叠进方寸，化作随身携带的精神原乡，陪着我们走向更远的世界

A kite soars to immense heights, yet it can never be truly taken away. For a child raised in the shadow of Weifang's kites, 'fluidity' and 'departure' become an invisible tether woven into the core of the heart—distant, yet eternally bound. As a physical homecoming becomes increasingly elusive, that displaced collective nostalgia begins to ferment slowly in foreign lands.

When returning home physically grows harder by the day, how can material objects bear the weight of memory? Refusing to bluntly replicate a folklore symbol onto a bag, I chose instead to 'craft' a kite. I deconstructed the structural logic of traditional kite-making, using natural bamboo strips to erect the supporting skeleton, and transparent leather to mimic the translucent, wind-catching ethereality of silk. Within the expansive negative space, light pierces through, and ribbons flutter with each stride, allowing the object to breathe. This collection ultimately evolves into a rigorous panoramic narrative of a 'Flying System': comprising both the kite and the spool. Echoing one another, they fold landmarks that anchor collective urban memories—such as the Kite Square—into a microscopic, intimate space.

This collection is titled 'Embracing the Kite' (Yuan Yuan Xiang Bao). 'Yuan' (the kite) signifies the stationary hometown; 'Bao' (the embrace/stride) embodies the fluid distance. It translates an imagery originally soaring in the sky into a dynamic, wearable artifact that hugs the body. Like a child departing from home, it offers the most profound embrace back to the native land.

From this moment on, the hometown kite no longer merely hangs in the remote sky. Folded into an intimate dimension, it transforms into a portable spiritual homeland, accompanying us as we venture into a wider world.

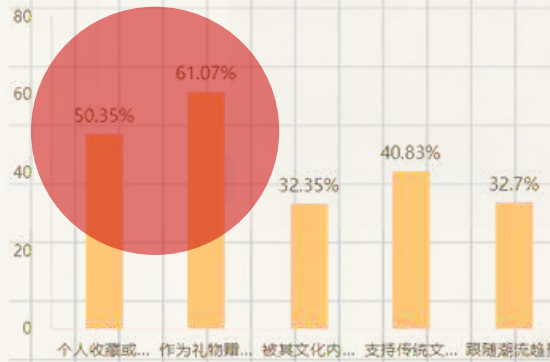


# 前期调研 | DESIGN RESEARCH & MARKET INSIGHTS

设计逻辑 = 精英审美 (28-45岁成熟群体) + 艺术解构 (抽象神韵表达) + 极致工艺 (材质细节与工艺壁垒) + 收藏礼赠 (艺术社交媒介)

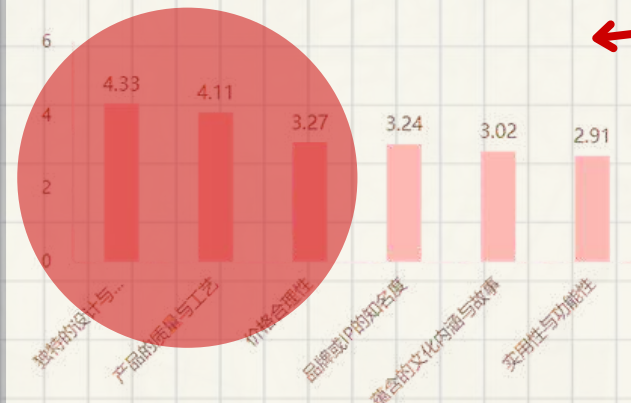
Design Logic = Connoisseur Aesthetics (Mature Target Group Aged 28-45) + Artistic Deconstruction (Abstract Expression of Spiritual Essence) + Ultimate Craftsmanship (Material Details & Technical Barriers) + Collectible Gifting (Artistic Social Medium)

8. 您购买文创产品的主要目的是? 【多选题...】



• Design Logic = Connoisseur Aesthetics (Mature Target Group Aged 28-45) + Artistic Deconstruction (Abstract Expression of Spiritual Essence) + Ultimate Craftsmanship (Material Details & Technical Barriers) + Collectible Gifting (Artistic Social Medium)

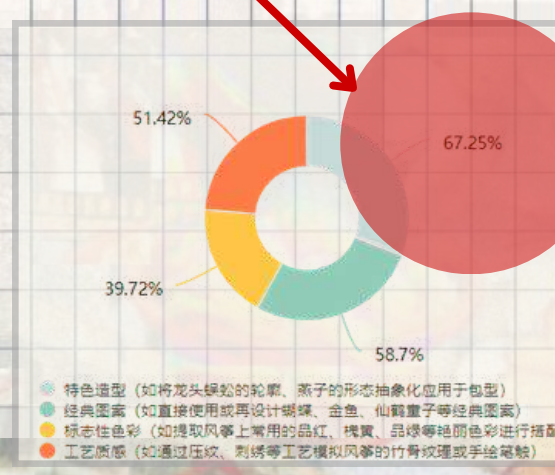
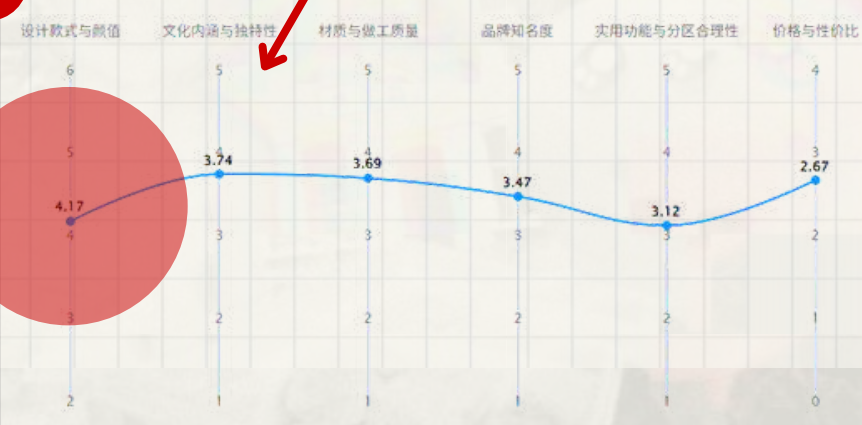
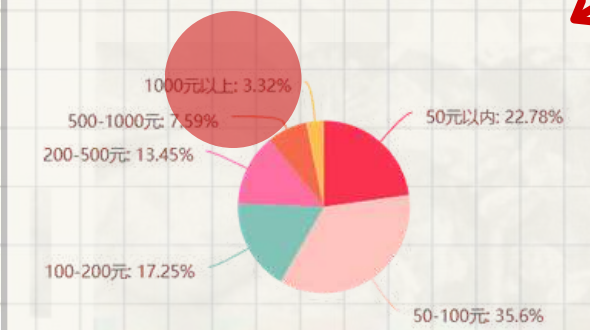
9. 您在选购文创产品时, 最看重哪些因素? ...



潍坊风筝元素在文创箱包中的设计应用调查情况问卷

Questionnaire on the Design Application of Weifang Kite Elements in Cultural and Creative Bags

10. 您能接受的单件文创产品 (非奢侈品) ...



基于632份有效问卷, 67.25%的受访者偏好“造型抽象转化” (高收入群占71.3%,  $p < 0.05$ ), 仅4.91%接受具象套用; 51.42%看重工艺质感 (26-35岁占58.7%); 核心动机高度聚焦于礼赠 (55.85%, 36-45岁占67.2%) 与个人收藏 (46.04%), 超73%愿支付中高客单价。这一微观数据与胡润研究院《中国高净值人群品牌倾向报告》 (30-45岁偏好高端礼赠收藏)、阿里研究院《中国传统非遗文创消费行为白皮书》 (年轻高知追捧“重结构与材质转译”) 以及艾媒咨询相关报告 (一线移居群体渴求情绪叙事) 高度共振, 精准验证了“重结构、轻纹样”的高端定位合理性。

据此, 设计锁定28-45岁高净值中产阶层, 通过结构质感与深层精神叙事, 确立设计主题《鸢鸢相抱》。

Based on a sample of 632 valid questionnaires, 67.25% of respondents favor 'abstract formal transformation' (surging to 71.3% among high-income demographics,  $p < 0.05$ ), while a mere 4.91% accept literal imagery replication. Furthermore, 51.42% prioritize tactile craftsmanship (rising to 58.7% within the 26-35 age bracket). The core motivations are highly clustered around luxury gifting (55.85%, and 67.2% among the 36-45 demographic) and personal collection (46.04%), with over 73% expressing a willingness to pay a mid-to-high premium price.

This empirical micro-data highly resonates with macro market insights: the Hurun Research Institute's Chinese High-Net-Worth Individuals Brand Propensity Report (noting a preference for premium gifting and collection among those aged 30-45); the Ali Research Institute's White Paper on Consumer Behavior in China's Traditional Intangible Cultural Heritage Creative Industry (highlighting that young, highly educated consumers pursue a 'focus on structural and material translation'); and relevant industry reports from iiMedia Research (revealing a profound craving for emotional narratives among first-tier city migrants). Together, these findings precisely validate the strategic rationality of a premium positioning centered on 'emphasizing structure over surface patterns.'

Accordingly, the design targets affluent middle-class consumers aged 28-45. Through structural texture and deep spiritual narratives, it establishes the definitive design theme: Embracing the Kite.

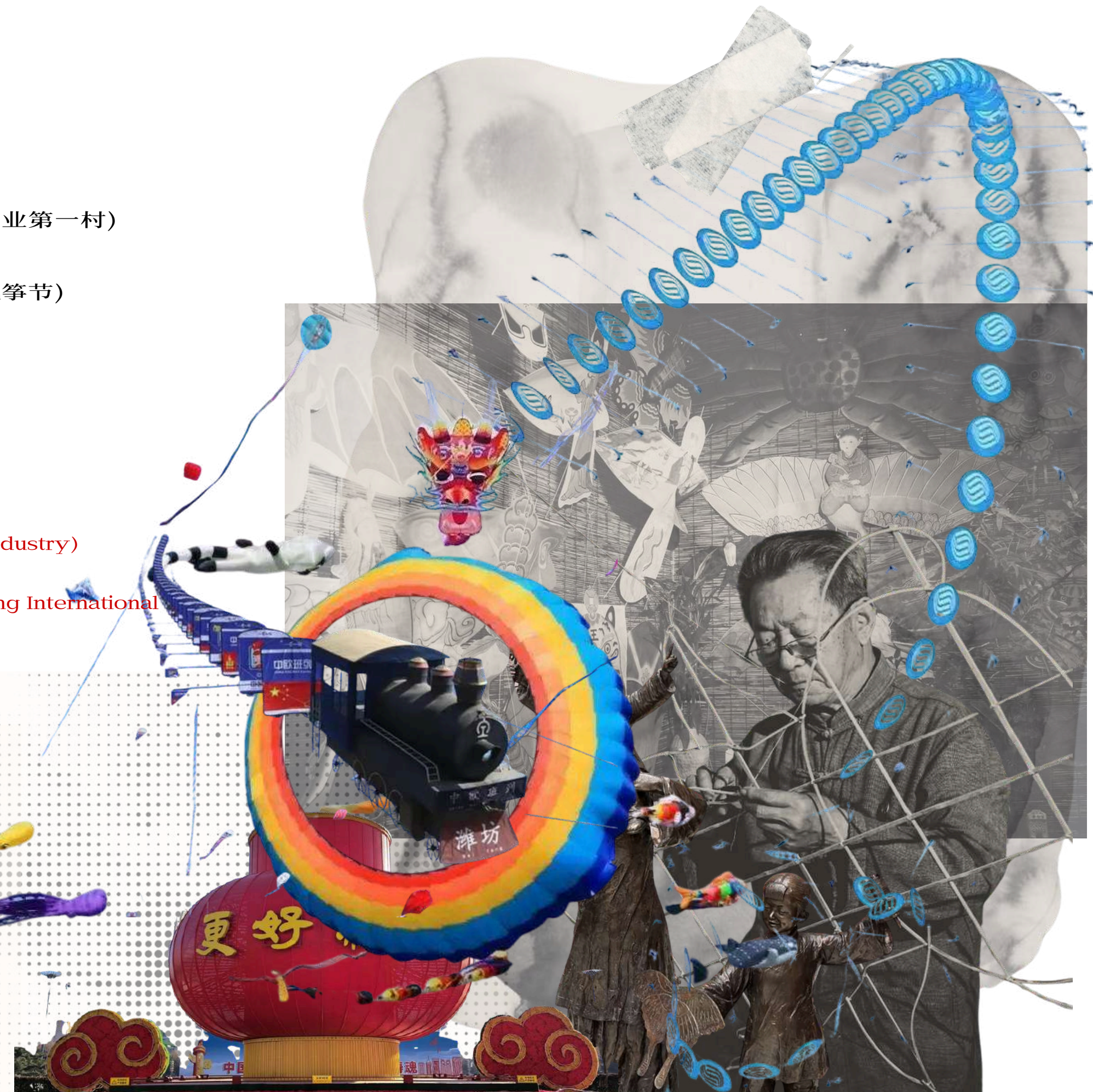
- 偏好“将风筝造型抽象应用于包型”
- 极度看重“工艺质感”
- 仅能接受“直接套用具象图案”
- Preferring abstract translation of kite morphologies into bag silhouettes.
- Placing ultimate premium on tactile craftsmanship.
- Exclusively receptive to literal, copy-pasted graphic motifs.

# 实地调研 | FIELD RESEARCH



- 潍坊杨家埠民间艺术大观园
- 潍坊王家庄子村风筝基地 (中国风筝产业第一村)
- 潍坊世界风筝博物馆
- 潍坊滨海云门国际放飞场 (潍坊国际风筝节)
- 潍坊天成飞鸢有限公司
- 潍坊风筝广场
- 潍坊市非物质文化遗产馆
- 潍坊十笏园非遗空间

- Weifang Yangjiabu Folk Culture Village
- Wangjiazhuangzi Kite Base (The No. 1 Village of China's Kite Industry)
- Weifang World Kite Museum
- Weifang Binhai Yunmen International Kite Flying Field (Weifang International Kite Festival)
- Weifang Tiancheng Feiyuan Kite Co., Ltd.
- World Kite Capital Memorial Square
- Weifang Intangible Cultural Heritage Museum
- Shihuyuan Intangible Cultural Heritage





材质选择 | MATERIALITY & CRAFT BARRIERS



透明皮革  
Translucent Leather

透光性  
Light Transmittance



Opacity  
透明度

柔软度  
Tactile Flexibility



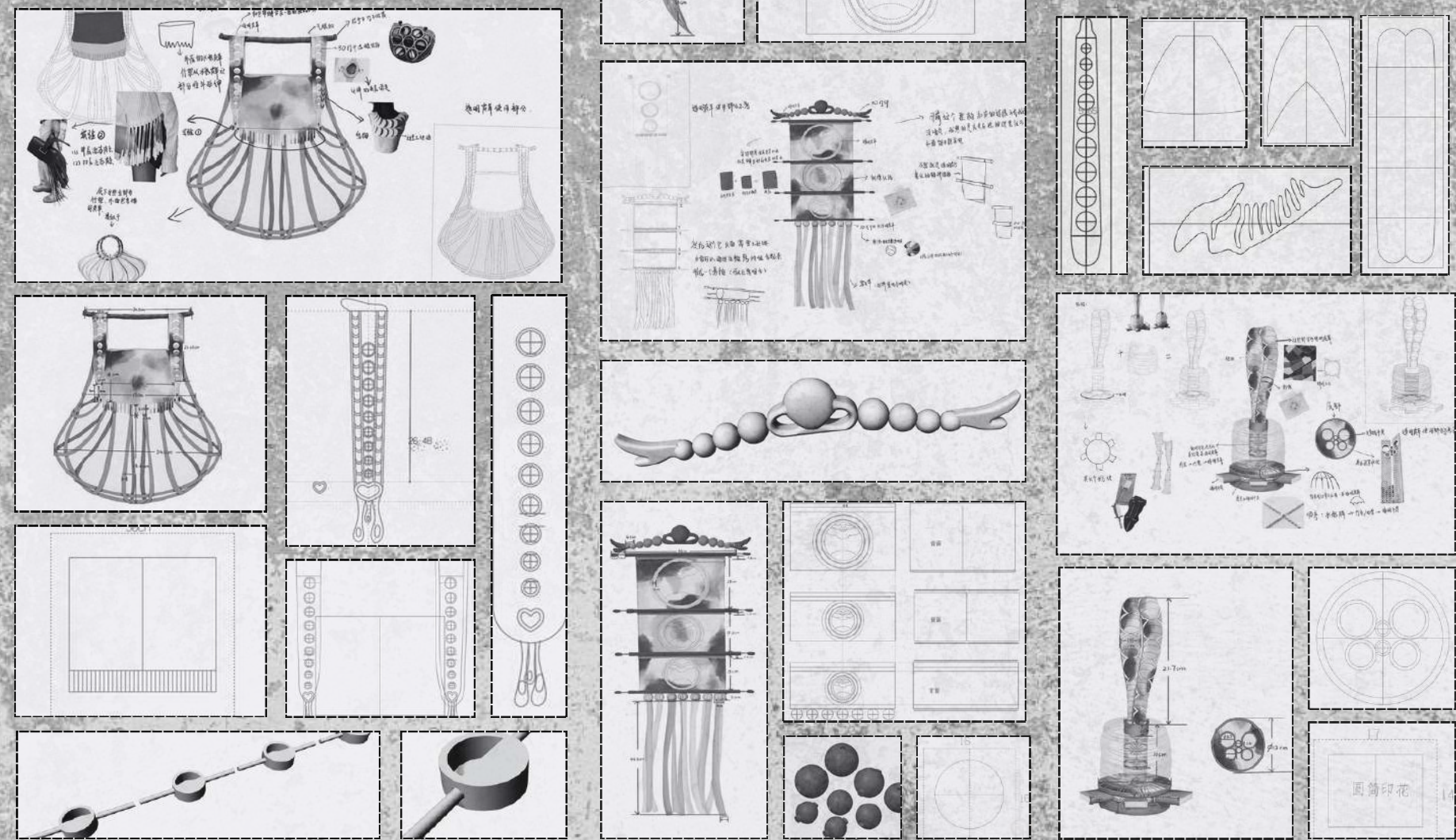
天然竹条  
Natural Bamboo Strips

真丝绡、欧根纱  
Silk Organza、Synthetic Organza

# 过程实验 | THE MATERIAL LAB: PROCESS & EXPERIMENTATION

设计基于竹材弹韧性与透明皮革的张力特征的不确定性，拒绝盲目纸面推演，将工艺实验置于研发首位。

Embracing the unpredictable dynamics inherent in the elastic resilience of bamboo and the tensile tension of transparent leather, the design rejects blind, paper-based deduction, placing material and craft experimentation at the absolute forefront of research and development.



系列设计工艺单、尺寸图以及3D建模。

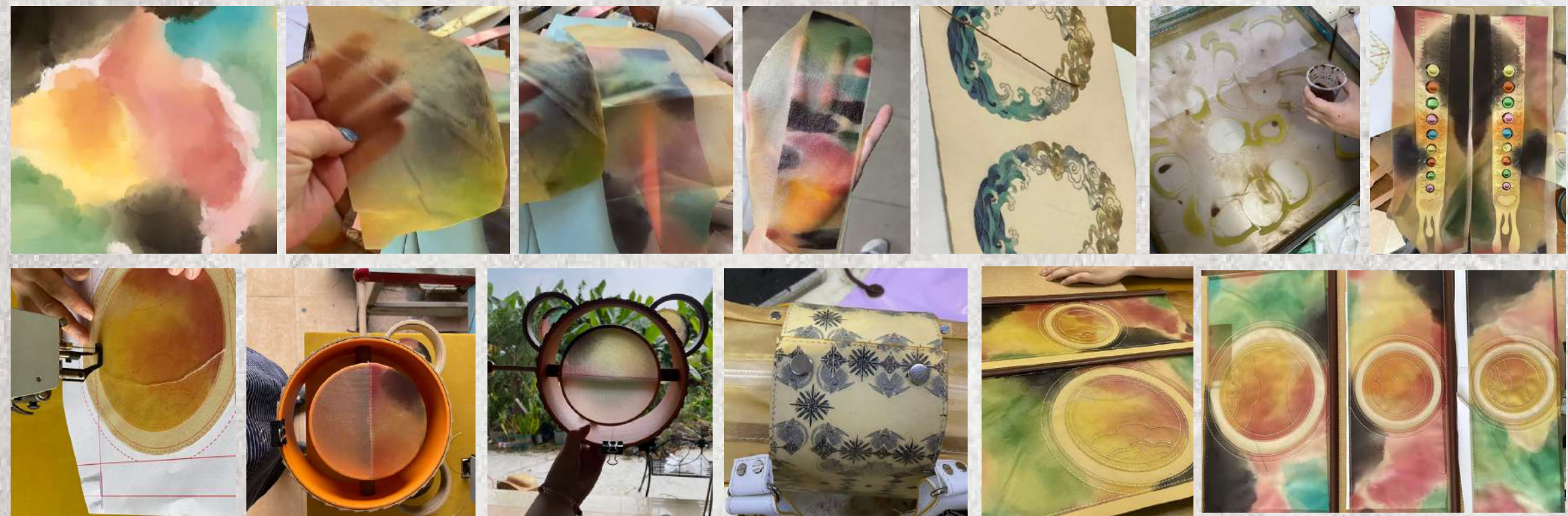
## • 竹质骨架塑形、框架搭建实验 SKELETAL PROTOTYPING: THERMAL BAMBOO SHAPING



尝试了3D打印、木雕、竹篾等多种方法实验，最后采用了天然竹条浸泡、高温塑形、打磨修理、五金固定这一方法。

Following rigorous prototyping across multiple methodologies—including 3D printing, wood carving, and bamboo weaving—the final design incorporates a refined artisanal process: soaking natural bamboo strips, thermal shaping, precision sanding and finishing, and securing the framework with custom hardware.

## • 水彩晕染透明皮革UV打印实验、透光性实验 UV Printing Trials on Translucent Leather with Watercolor Gradients Light Transmittance Testing



采用了喷色、染色、糊染多种实验。最终选择了自己手绘的水彩晕染图层，多次反复调整透明度来验证打印在皮革上的透光性。

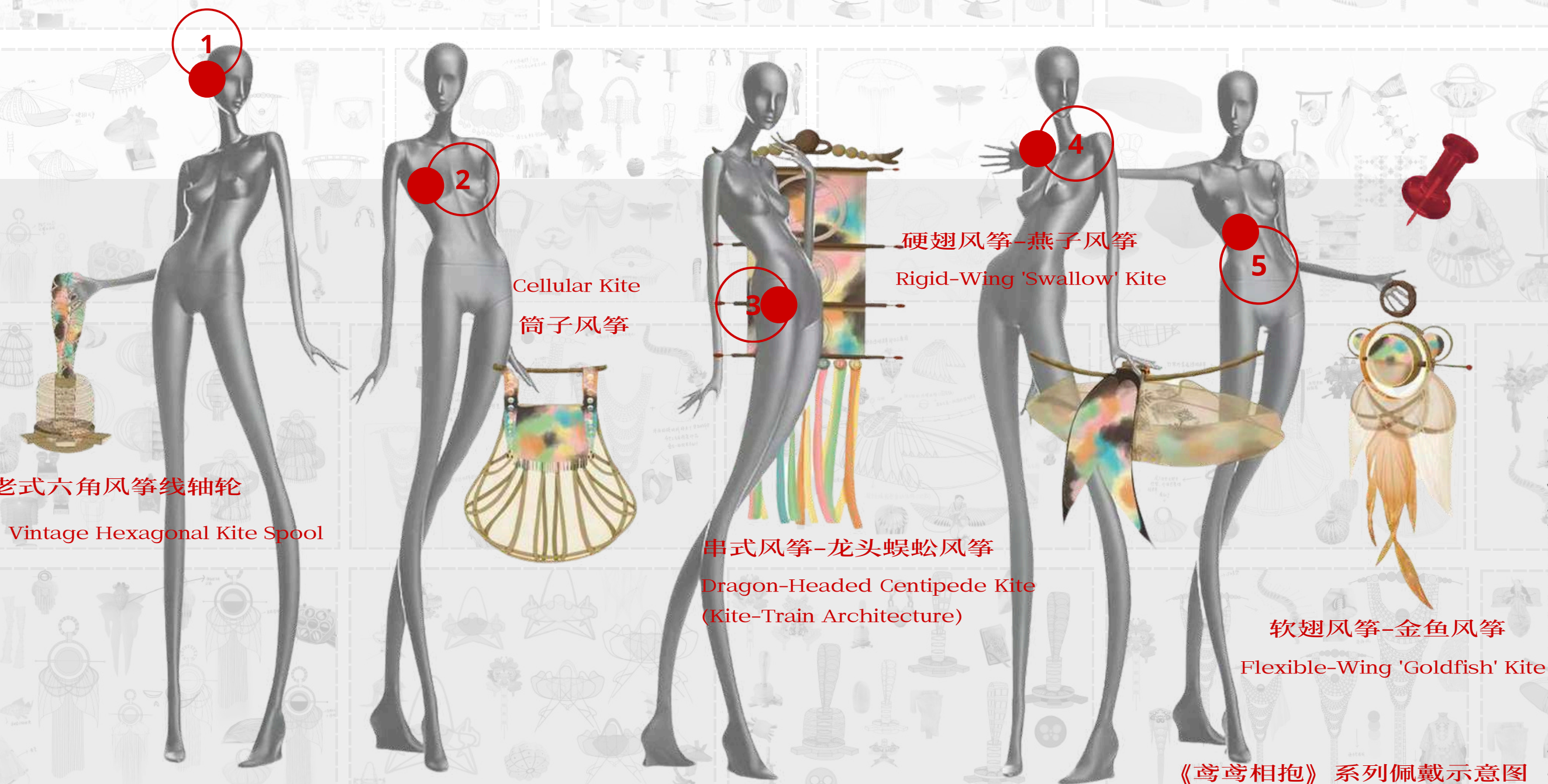
Through exhaustive experimentation across spray-painting, dyeing, and paste-dyeing techniques, I ultimately selected a hand-painted watercolor gradient layer. By iteratively adjusting the opacity across multiple digital layers, I rigorously verified and calibrated the light-transmitting luminosity printed on the transparent leather.

# 草图与效果图 | DESIGN IDEATION & EXPLORATORY SKETCHES

《鸞鸞相抱》系列确立了“风筝结构美学”与“家乡城市地标”的双重灵感来源。为避免设计流于表面符号，设计将视线投向凝聚潍坊集体记忆的标志性建筑，作为核心灵感库。通过将深层的思乡情结与地标视觉深度交融，赋予文创箱包更具张力的地域情感与文化厚度。

The Embracing the Kite collection establishes a dual foundation of inspiration: the structural aesthetics of kites and the architectural landmarks of the designer's hometown. To prevent the design from regressing into superficial symbolism, the creative focus centers on iconic architecture that crystallizes the collective memory of Weifang, leveraging it as the core inspirational reservoir. By seamlessly weaving profound nostalgia into the visual syntax of these landmarks, the collection imbues these cultural and creative bags with a compelling emotional tension and a layered cultural dimensionality.

《鸞鸞相抱》“1+4”系列效果图



《鸞鸞相抱》系列佩戴示意图

系列作品由单一单品延展为“放飞系统”的全景叙事，在结构、功能与交互上进行了深度重构：

- 模块解构与形态切换：包袋采用模块化与可拆卸结构，通过拉链的不同组合自由调整容积、切换形态。在动手解构与重组的过程中，引导使用者介入，赋予器物把玩属性。
- 多感官动态交互：借鉴风筝随风摆动的特性，在包身植入微型铃铛、轻盈飘带与呼吸灯，赋予器物移动时的声光反馈；同时将经典“活眼”结构转化为可活动的五金零件，提升人机交互乐趣。
- 全景产品矩阵：系列由 4 款从风筝形态抽象出的包袋，以及 1 款由传统“风筝线轴轮”转化而来的独立箱包共同构成，完整还原了“放飞”活动的民俗语境。

Expanding from a single standalone piece into a comprehensive, panoramic narrative of a 'Flying System,' the collection undergoes a deep reconfiguration across structure, functionality, and interaction:

- Modular Deconstruction & Form Transformation: The bags feature a modular, detachable structure, allowing users to freely adjust volume and switch forms through versatile zipper configurations. By encouraging hands-on deconstruction and reassembly, the design actively engages the user, elevating the utilitarian object into an interactive, collectible piece to be played with.
- Multi-Sensory Dynamic Interaction: Drawing inspiration from the rhythmic swaying of a kite in the wind, the bags embed micro-bells, featherlight streamers, and integrated breathing lights, providing kinetic sound-and-light feedback upon movement. Concurrently, the classic folk 'articulated kite eyes' (Huo Yan) are translated into movable, kinetic hardware components, significantly amplifying the joy of human-product interaction.
- Panoramic Product Matrix: The collection is comprised of a cohesive product lineup: four distinct bags abstractly sculpted from kite morphologies, paired with one standalone bag creatively transformed from the traditional 'kite spool reel.' Together, they flawlessly reconstruct the complete folklore context and ritual of the 'flying' experience.



LOOK 1



LOOK 2



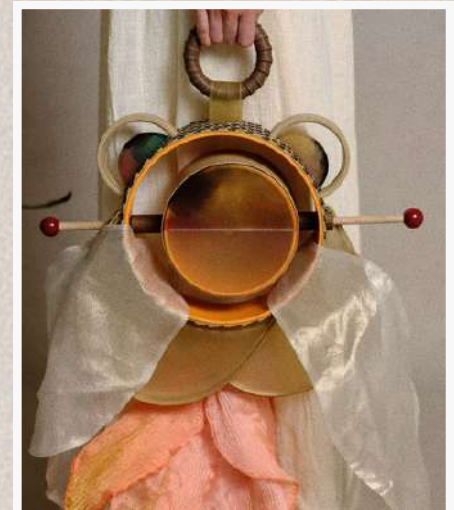
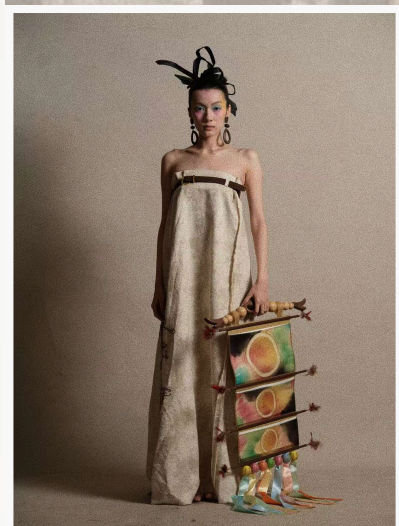
LOOK 3



LOOK 4



LOOK 5



# 成品展示 | FINAL CONCEPT RENDERINGS & VISUALIZATION

## • 《鸢鸢相抱》系列设计单品一

The Kites Embrace" Series – Artifact 01

灵感来源于潍坊筒子风筝 Form evolved from the Weifang Cellular Kite structure

- Dual-Compartment Architecture: Items can be stored within the upper compartment, or guided through a designated access channel into the lower space woven from natural bamboo.
- Detachable Transparent Leather Shell: The exterior transparent leather cover is completely removable, allowing users to customize and reconfigure the bag's outer silhouette using the pre-punched positioning eyelets.
- Kinetic 'Huo Yan' (Articulated Eye) Mechanism: The articulated eye structures flanking both sides of the handle are fully functional and free-moving. The body features a split-material duality: a crystal-clear translucent panel on the front and a muted frosted panel on the back, offering a compelling visual contrast between clarity and opacity



- 双夹层结构，可收纳于上层，也可通过预留通道放入下部竹条编制的空间
- 可拆卸透明皮革外罩，可根据孔洞自己组合外皮形态
- 提手两侧的活眼结构串联均可自由活动，前后两面材质不同，分为透明部分和磨砂部分

The Kites Embrace" Series – Artifact 02

## • 《鸢鸢相抱》系列设计单品二

灵感来源于潍坊串式风筝-龙头蜈蚣风筝

Form evolved from the Weifang Dragon-Headed Centipede Kite

- 将龙头最具代表的龙鼻与鹿角解构重组为包袋提手
- 模块化设计，通过背部的拉链组合来调节包袋形态与容量
- 保留了具有特色的羽毛蜈蚣脚和长飘带，增加包体的轻盈灵动感
- 龙头蜈蚣风筝的腰片元素转化为皮革线条与镂空装饰
- 一包双用，既可作为筒状手提包，也可以作为装饰挂画

- Deconstructed Totemic Handles: The most iconic features of the dragon head—the dragon nose and stag antlers—are deconstructed and seamlessly re-engineered into the bag's structural top handles.
- Modular Morphological Design: Utilizing a modular architecture, the bag's silhouette and spatial capacity can be dynamically adjusted through versatile zipper configurations on the back panel.
- Kinetic Lightweight Streamers: Retaining the signature features of heritage kites—the feathered 'centipede legs' and long trailing ribbons—the design injects an airborne weightlessness and fluid motion into the bag's physical movement.
- Vertebral Segment Translation: The iconic 'waist segments' (Yao Pian) of the traditional dragon-head centipede kite are structurally translated into sleek leather piping, streamlined piping, and negative-space geometric cutouts.
- Dual-State Spatial Utility: A versatile lifestyle crossover: it functions flawlessly as a cylindrical top-handle handbag, or can be unfolded and mounted onto a wall as a piece of curatorial decorative art.



# 成品展示 | FINAL CONCEPT RENDERINGS & VISUALIZATION

## • 《鸞鸞相抱》系列设计单品三

The Kites Embrace" Series – Artifact 03

灵感来源于潍坊软翅风筝-金鱼风筝

Form evolved from the Weifang Flexible-Wing 'Goldfish' Kite

- 3D打印结合天然竹条作为内置框架，整体可手提可双肩背
- 头部灵感来源于风筝活眼，可旋转
- 包体内部置有磁吸呼吸灯和铃铛增加交互反馈
- 鱼尾和鱼鳍部分可拆卸
- 鱼肚部分的竹条可开合交错



- Hybrid Structural Framework: Utilizing a cutting-edge fusion of 3D printing and natural bamboo strips as the internal rigid framework, the convertible architecture seamlessly transitions from a top-handle bag to a dual-shoulder backpack.
- Kinetic 'Huo Yan' (Articulated Eye) Headpiece: Drawing inspiration from the heritage kite's 'articulated eye' mechanics, the headpiece is engineered as a fully rotatable, interactive focal point.
- Multi-Sensory Interactive Interior: Embedded with a magnetically attached breathing light and internal micro-chimes, the bag provides immersive haptic, acoustic, and visual feedback upon user movement.
- Modular Architectural Components: The stylized fins and piscine tail are fully detachable, allowing for a highly customizable, streamlined silhouette.
- Interlocking Kinetic Abdomen: The structural bamboo strips contouring the underbelly are meticulously engineered to overlap and interlock, allowing for a dynamic open-and-close physical articulation.

## • 《鸞鸞相抱》系列设计单品四

The Kites Embrace" Series – Artifact 04

灵感来源于老式六角风筝线轴轮

Form evolved from the Traditional Hexagonal Kite Reel

- 提取最具典型代表的老式六角风筝线轴轮形态，并在底部抽象提取了潍坊本土的代表性文化元素
- 外层配备的可拆卸透明竹质罩子视觉上象征着缠绕的风筝线线团
- 六角内部配有磁吸呼吸灯，以微弱起伏的光影起伏增强作品的交互感
- 作为本系列中体量最小的一款包袋，增强了整组作品的视觉节奏与丰富度，并且使整个设计从单纯的“风筝符号”升华为“放飞风筝”这一动态的民俗行为



- Morphological Heritage Extraction: The design extracts the iconic silhouette of the traditional hexagonal kite spool, while abstractly incorporating defining local cultural elements of Weifang into its base architecture.
- Metaphorical Translucent Shell: The exterior is equipped with a detachable shell crafted from transparent material and bamboo ribbons, visually mimicking the complex, ethereal layers of tangled kite strings wrapped around the spool.
- Kinetic Ambient Interaction: Housed within the hexagonal core is a magnetically attached breathing light; its subtle, rhythmic rise and fall of light and shadow elevates the artifact's multi-sensory interactive dimension.
- Micro-Scale Narrative Anchor: As the most compact bag in the collection, it optimizes the visual cadence and spatial richness of the entire product lineup. Crucially, it transcends mere 'kite symbolism,' elevating the complete collection into a living narrative of 'kite-flying' as a dynamic, ritualistic folklore performance.

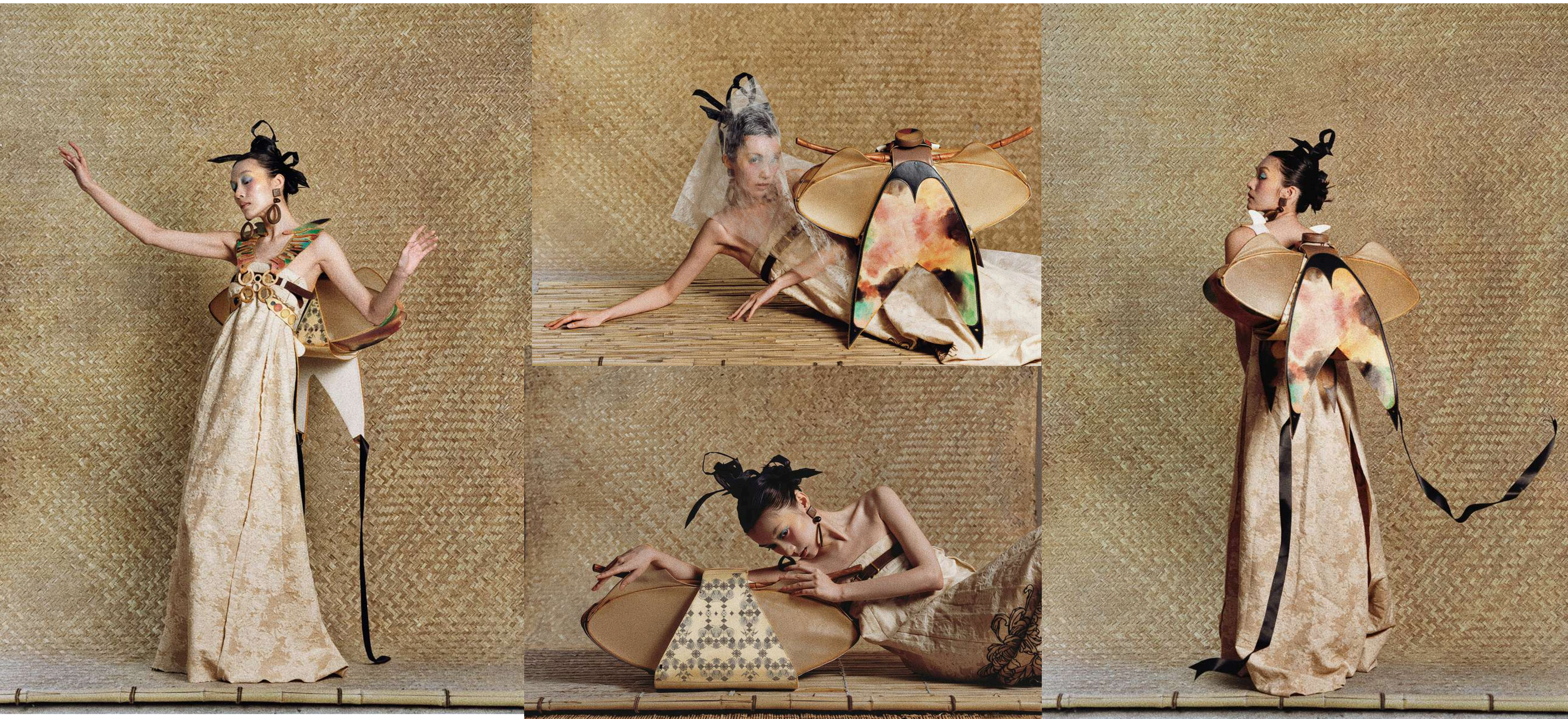
# 成品展示 | FINAL CONCEPT RENDERINGS & VISUALIZATION

## • 《鸢鸢相抱》系列设计单品五

"The Kites Embrace" Series – Artifact 05

灵感来源于潍坊硬翅风筝-燕子风筝

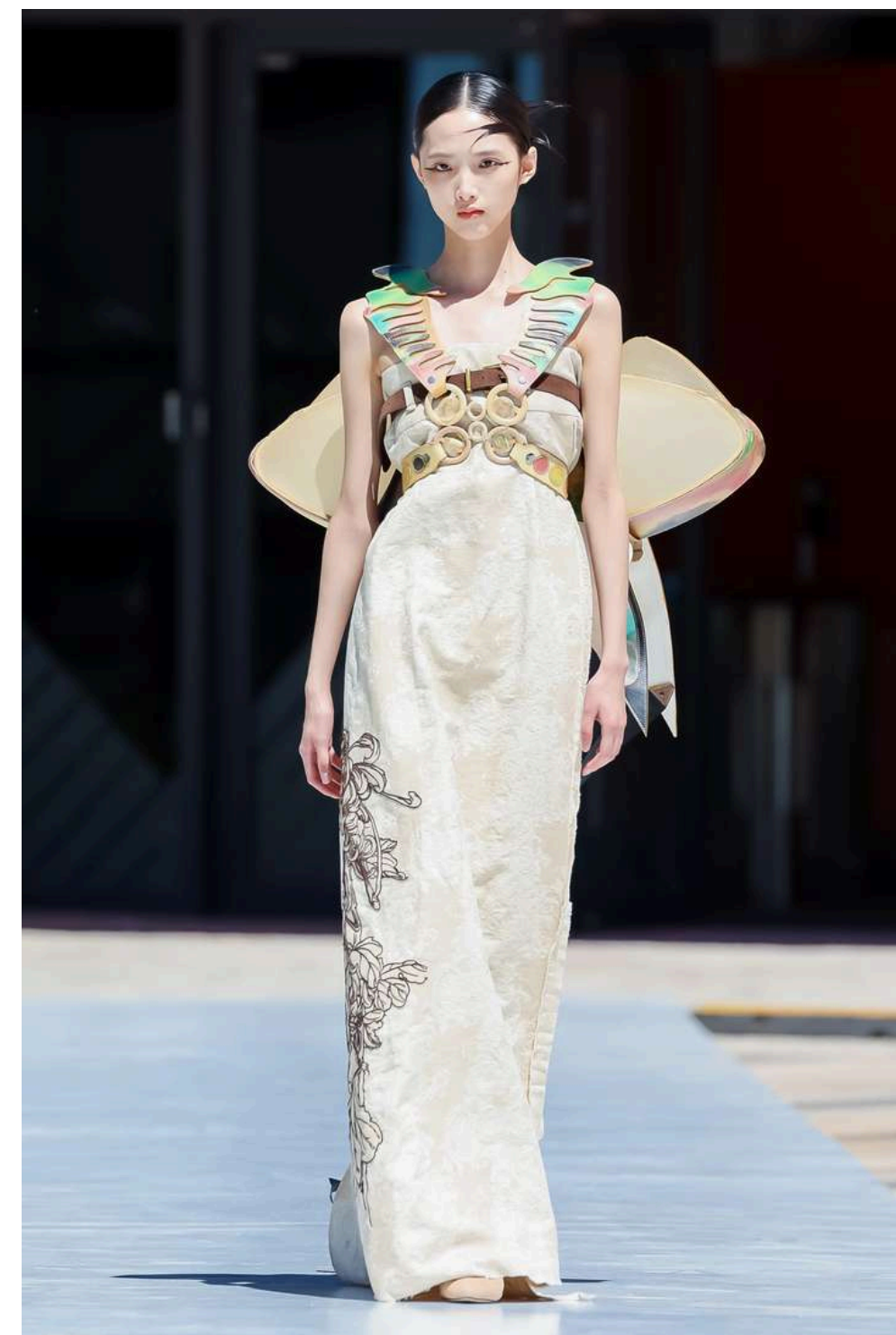
Form evolved from the Weifang Rigid-Wing 'Swallow' Kite



- 天然竹条搭建立体硬翅风筝骨架
- 实色牛皮和半透明晕染皮革结合，增加虚实对比
- 包体内部置有磁吸呼吸灯增加交互反馈
- 模块化拆卸设计，飘带、绑带、双肩背带以及燕子外皮均可拆卸
- 一包两用，可手提可双肩背
- Three-Dimensional Rigid-Wing Architecture: Natural bamboo strips are meticulously engineered to construct a three-dimensional framework, replicating the structural skeleton of heritage rigid-wing kites.
- Material Duality & Visual Contrast: A curated fusion of solid-colored top-grain leather and translucent gradient-dyed leather creates a compelling aesthetic interplay between substance and void, opacity and clarity.
- Kinetic Ambient Interaction: Embedded with an internally housed, magnetically attached breathing light, the bag delivers a subtle, responsive visual feedback that heightens user interaction.
- Hyper-Modular Deconstruction: Engineered with a highly versatile, fully detachable design; the fluid streamers, structural binding straps, dual-shoulder straps, and the signature 'swallow-shaped' exterior shell can all be completely disassembled and reconfigured.
- Dual-State Convertible Utility: A seamless lifestyle transition: the convertible silhouette functions flawlessly as an avant-garde top-handle handbag or transforms into an ergonomic dual-shoulder backpack.

# 成品展示 | RUNWAY PRESENTATION & VISUAL CAMPAIGN

- 《鸢鸢相抱》系列设计作品秀场图



- 北京服装学院时装周

Beijing Institute of Fashion Technology (BIFT) Fashion Week

- 中国国际大学生时装周

China International College Fashion Week (CICFW)

- 2027春夏中国大陆地区皮革流行趋势发布秀

Spring/Summer 2027 Mainland China Leather Trend Runway Show