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THE MARKET IMPACT AND EVALUATION OF INNOVATIVE APPLICATION OF OUROBOROS ELEMENT IN CONTEMPORARY JEWELRY DESIGN

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ABSTRACT

This study explores the incorporation of the Ouroboros symbol in contemporary jewelry design through case studies, revealing how designers ingeniously integrate the symbol into their works, particularly in terms of aesthetic design, material application, and cultural expression. By analyzing the cases, the study provides practical examples and insights into the transformation and innovation of Ouroboros symbolism in jewelry design. Additionally, it evaluates the impact and success of innovative designs inspired by Ouroboros in the contemporary jewelry market. The findings contribute to understanding the fusion of ancient symbolism with modern design practices and its implications for the jewelry industry.

Keywords: Ouroboros, Contemporary jewelry design, Innovation, Cultural symbolism, Market impact

INTRODUCTION

Contemporary jewelry design continuously seeks new inspirations, and the integration of ancient symbols has emerged as a prominent trend. The Ouroboros, symbolizing cyclicity and renewal, holds particular intrigue for its profound symbolism. (Allen, 2019) This research investigates how designers incorporate the Ouroboros symbol into contemporary jewelry, examining its design process, market impact, and societal reception.

Through case studies, designers' diverse interpretations and expressions of the Ouroboros symbol are showcased. Some emphasize its cultural and historical significance, while others focus on its decorative aspects, reflecting individual perspectives and creative expressions. Designers employ unique approaches to integrate the Ouroboros symbol into jewelry design, utilizing form, structure, materials, and craftsmanship to convey its imagery effectively.

Furthermore, the study delves into consumers' understanding of jewelry products, their preferences, and the significance of craftsmanship and materials. The findings highlight consumers' appreciation for innovative designs and their emphasis on comfort and aesthetics. By evaluating the success of Ouroboros-inspired designs in the contemporary jewelry industry, this research aims to provide valuable insights for designers, marketers, and consumers alike, facilitating the exploration of cultural symbolism and innovation in jewelry design. (Miller, 2019)



Figure 1 Contemporary Jewelry Works (Ouroboros in the Contemporary Era)

Source: Ningrui Zhou (2024)

RESEARCH OBJECTIVES

Evaluate the design outcomes, analyze the impact, and assess the degree of success in presenting innovative designs inspired by Ouroboros in contemporary jewelry:

- Evaluate the design process and outcomes of incorporating Ouroboros into contemporary jewelry design.
- Analyze the impact of presenting innovative designs inspired by Ouroboros on society and the market.
- Evaluate the degree of success in presenting innovative designs inspired by Ouroboros in contemporary jewelry.

LITERATURE REVIEW

1. Cultural Diversity of the Ouroboros Symbolism

In different cultures, the Ouroboros has multiple symbolic meanings, such as wisdom and healing in ancient Egypt, life cycle and power in Hinduism, mystery and foreshadowing in Greek mythology, etc. This diversity reflects the exchange and inheritance between cultures, providing rich themes and forms of expression for jewelry design. (Brown, 2020)

By deeply studying the literature and historical records in different cultural backgrounds, it is found that the cultural meaning of the Ouroboros is diverse around the world. (Chen & Wang, 2018) For each culture, the use of the Ouroboros symbol in religion, mythology, art and ritual is analyzed in detail. This will reveal the role of the Ouroboros in cultural cognition, such as how it affects beliefs, rituals and cultural expressions. It highlights the interpretation of the Ouroboros symbol in different cultures and how it is inherited and evolved in different traditions. This emphasizes the influence of cultural factors on the understanding of the symbol. (Rodriguez & Gonzalez, 2017)

2. The fusion of history and art

As an ancient cultural symbol, the Ouroboros carries rich historical connotations and artistic significance. Through in-depth exploration of its historical documents, artworks and semiotic research, we can understand the evolution and application of the Ouroboros in different periods and regions, and provide inspiration and reference for designers. (Kim & Lee, 2018)

The cultural significance and role of the Ouroboros show rich diversity in different cultures. These different symbolic meanings reveal the diversity of the Ouroboros in various cultures and how they have influenced beliefs, rituals and cultural expressions. At the same time, these unique symbolic meanings also emphasize the influence of cultural factors on

symbol understanding. By deeply studying the Ouroboros in different cultures, we can better understand the interaction and resonance between cultures, and how they are inherited and evolved in different traditions. This provides rich materials and inspiration for cultural research and artistic creation. (Davis, 2017)

As an ancient cultural symbol, the Ouroboros carries rich historical connotations and artistic significance. Through in-depth exploration of its historical documents, artworks, and semiotic studies, we can understand the evolution and application of the Ouroboros in different periods and regions. (Garcia, 2019) Designers explore and interpret the symbolic meaning of the Ouroboros from different perspectives and professional fields, and incorporate it into contemporary jewelry design, showing diverse innovations and applications.

Table 1 Summary of innovative methods and significance in interview research

Innovative approach	Meaning and method
1. Modern symbolic expression	The Ouroboros symbol is modernized to suit the aesthetics of contemporary jewelry. For example, simplified and abstract expressions are explored to make the symbol more concise and modern.
2. Combine different elements	Combine the Ouroboros symbol with other elements to create unique designs. For example, combine it with flowers, stars, geometric shapes, etc. to give the symbol new meaning and symbolism.
3. Multi-material combination	Try to use a combination of various materials, such as gold, silver, gemstones, pearls, etc., and integrate the Ouroboros symbol into a diverse combination of materials to increase visual appeal and layering.
4. Abstract interpretation of symbols	Abstract interpretation of symbols, so that they are not limited to literal meaning. For example, the Ouroboros symbol can be seen as a symbol of infinite loop, and its symbolic meaning in life, love, etc. can be explored.
5. Transformation and transformation	Creating a transformable or convertible design allows the Ouroboros symbol to take on different forms and images in jewelry. For example, by using detachable parts to transform and change the symbol.
6. Cultural Integration	Incorporate the Ouroboros symbol into different cultural elements to create a design with international style and appeal. Consider different cultural interpretations of the symbol to make the design have broad cultural resonance.
7. Environmental protection and sustainability	Focusing on environmental protection and sustainable design concepts, we choose to use recyclable materials and environmentally friendly processes, so that the design of the Ouroboros symbol reflects the values of sustainable development in the jewelry industry.

Source: Ningrui Zhou (2024)

RESEARCH METHODOLOGY

1. Collection and analysis of case studies

By investigating and analyzing cases of ouroboros designs in contemporary jewelry, we reveal how designers skillfully incorporate ouroboros symbols into their works, as well as their manifestation in terms of appearance design, material application, and cultural expression. These cases provide practical examples and inspiration for exploring the transformation and innovation of ouroboros symbolism.

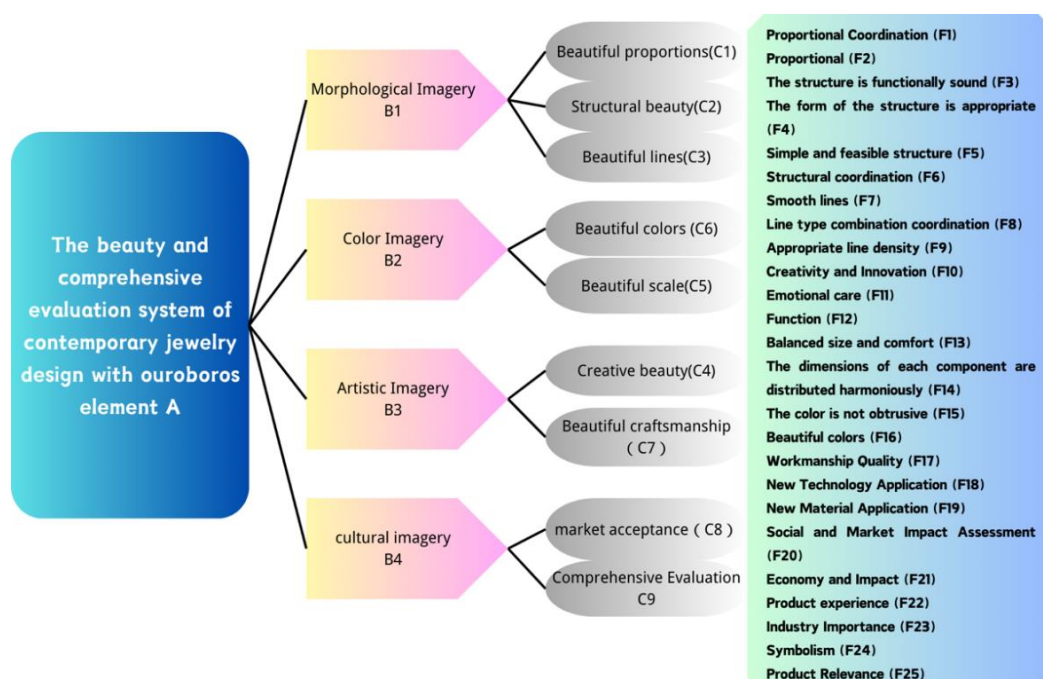


Figure 2 The beauty and comprehensive evaluation system of contemporary jewelry design with Ouroboros elements

Source: Ningrui Zhou (2024)

2. Evaluation and analysis of design results

2.1 Evaluate and analyze innovative jewelry designs inspired by ouroboros, and examine their success in presenting symbolic meanings and design innovations. By evaluating the aesthetics, craftsmanship, cultural expression and other aspects of the design works, reveal their potential and value in the contemporary jewelry market.

2.2 Evaluation process: In this Ouroboros symbol in contemporary jewelry design practice, the survey subjects include designers, university teachers, industry experts and consumers, a total of 630 people (aged 18 and above). The survey was mainly conducted by distributing questionnaires. In order to ensure that the survey subjects fully understand the purpose of this questionnaire, the researcher added the questionnaire content in the appendix and explained and answered each survey question on the spot to ensure that each surveyor has a full understanding of the question. In addition, the author also used the method of timely reminders of specific questions to ensure that the surveyors have a full understanding before answering each question, thereby ensuring the authenticity and credibility of the questionnaire. In this survey, a total of 630 questionnaires were issued and 630 were collected. After statistics and verification, all 630 questionnaires were valid questionnaires.

3. Through interviews with university design professors

The importance and potential of ancient cultural symbols in contemporary jewelry design and design education were explored in depth. Experts emphasized the rich historical

connotations and artistic significance of ancient cultural symbols, as well as their evolution and application in different cultural backgrounds. In their teaching practice, they attach importance to guiding students to understand and use ancient cultural symbols through historical documents, artworks and semiotic research, so as to cultivate students' innovative ability and cultural sensitivity.

RESEARCH RESULTS

1. In contemporary jewelry design, the Ouroboros symbol is incorporated into the work, which is not only the inheritance of traditional cultural symbols, but also its innovation and reinterpretation. Designers inject new life and meaning into the Ouroboros by giving it a modern appearance and form of expression, showing the vitality and continuity of culture.

In this survey of 630 target people, we deeply explored the symbolic meaning and related design applications of the Ouroboros element in contemporary jewelry. The following is a detailed analysis of the survey results:

1.1 The degree of understanding of the Ouroboros element: Among the surveyed people, 30% of the people have an understanding or cognition of the Ouroboros element. Among them, 20% of the people have a deeper understanding of the symbolic meaning of the Ouroboros and understand its importance and unique meaning in cultural traditions. As a traditional totem and cultural symbol, the Ouroboros is believed to have symbolic meanings such as mystery, power and protection, which can reflect the profound heritage and artistic value of national culture.

1.2 The proportion of digital design in jewelry: In the survey, 60% of the people expressed support or recognition for the application of digital design in contemporary jewelry. Digital design can inject new artistic inspiration and creativity into the Ouroboros element, combine traditional elements with modern design, and produce jewelry works with a more contemporary and personalized feel.

1.3 The proportion of Ouroboros element design experience: 100% of the respondents expressed interest in participating in or experiencing Ouroboros element design activities. By personally participating in design activities, they hope to gain a deeper understanding of the cultural connotation and artistic expression of the Ouroboros, and experience the integration and innovation of traditional culture and modern design.

These survey results show that the Ouroboros symbol, as a traditional element with rich cultural connotations, has a wide range of recognition and application potential in contemporary jewelry design. The promotion of digital design and the development of design experience activities will help stimulate people's interest in traditional culture, promote the innovative development of Ouroboros elements in the field of modern jewelry, and thus enrich and inherit the national cultural heritage.

1.4 Participants have high expectations and preferences for more personalized design options and 3D printing effect display, which reflects consumers' pursuit of uniqueness and innovation in contemporary jewelry design. Personalized design can meet consumers' needs for personalized and unique aesthetics, while 3D printing technology provides designers with a new way to achieve complex design and personalized customization, which can bring visual novelty and artistic expression.

In addition, although the average values of product appreciation and material selection are slightly lower, they still reflect consumers' emphasis on the artistic value and texture of jewelry works. The appearance and material selection of jewelry play a vital role in design, directly affecting consumers' purchasing decisions and aesthetic experience. The low average values of beauty evaluation and virtual simulation wearing may indicate that

consumers pay more attention to the appearance and texture of actual jewelry works, and have relatively less demand for virtual display and aesthetic evaluation.

In summary, these data provide important market insights and guidance for designers and manufacturers, and provide useful references and directions for creating Ouroboros element jewelry works that better meet consumer needs. Designers can use personalized design and modern manufacturing technology, combined with high- quality materials and artistic expression, to create contemporary jewelry works with unique charm and market competitiveness.

2. Based on the survey results of 630 participants and combined with the professional perspective of the researchers, we can come up with the following more detailed analysis:

Table 2 Distribution of data on the target population's response to the Ouroboros symbol incorporated into jewelry designs

Criteria Layer	index	Item level					
		(V1) I don't understand at all	(V2)	(V3)	(V4)	(V5)	(V6) Very understanding
Proportion Beauty (C1)	Proportional coordination (F1)	20 (3.2%)	50 (7.9%)	80 (12.7%)	120 (19.0%)	160 (25.4%)	210 (33.3%)
	Reasonable proportions (F2)	30 (4.8%)	60 (9.5%)	90 (14.3%)	120 (19.0%)	150 (23.8%)	180 (28.6%)
Structural beauty (C2)	Reasonable function of the structure (F3)	40 (6.3%)	80 (12.7%)	110 (17.5%)	140 (22.2%)	170 (27.0%)	190 (30.2%)
	Appropriate form of the structure (F4)	25 (4.0%)	55 (8.7%)	85 (13.5%)	115 (18.3%)	145 (23.0%)	205 (32.5%)
	Simple and feasible structure (F5)	15 (2.4%)	45 (7.1%)	75 (11.9%)	105 (16.7%)	135 (21.4%)	255 (40.5%)
	Coordinated structure (F6)	35 (5.6%)	65 (10.3%)	95 (15.1%)	125 (19.8%)	155 (24.6%)	215 (34.1%)
	Smooth lines (F7)	45 (7.1%)	75 (11.9%)	105 (16.7%)	135 (21.4%)	165 (26.2%)	205 (32.5%)
Linear beauty (C3)	Coordinated combination of lines (F8)	25 (4.0%)	55 (8.7%)	85 (13.5%)	115 (18.3%)	145 (23.0%)	205 (32.5%)
	Appropriate density of lines (F9)	30 (4.8%)	60 (9.5%)	90 (14.3%)	120 (19.0%)	150 (23.8%)	180 (28.6%)
Creative beauty (C4)	Creative innovation (F10)	40 (6.3%)	80 (12.7%)	110 (17.5%)	140 (22.2%)	170 (27.0%)	190 (30.2%)
	Emotional care (F11)	20 (3.2%)	50 (7.9%)	80 (12.7%)	120 (19.0%)	160 (25.4%)	210 (33.3%)
	Function (F12)	50 (7.9%)	80 (12.7%)	110 (17.5%)	140 (22.2%)	170 (27.0%)	180 (28.6%)
Scale beauty (C5)	Balanced and comfortable scale (F13)	15 (2.4%)	45 (7.1%)	75 (11.9%)	105 (16.7%)	135 (21.4%)	255 (40.5%)
	Harmonious scale distribution	35 (5.6%)	65 (10.3%)	95 (15.1%)	125 (19.8%)	155 (24.6%)	215 (34.1%)

Criteria Layer	index	Item level					
		(V1) I don't understand at all	(V2)	(V3)	(V4)	(V5)	(V6) Very understanding
	of each component (F14)						
Color beauty (C6)	Not abrupt colors (F15)	25 (4.0%)	55 (8.7%)	85 (13.5%)	115 (18.3%)	145 (23.0%)	205 (32.5%)
	Beautiful colors (F16)	30 (4.8%)	60 (9.5%)	90 (14.3%)	120 (19.0%)	150 (23.8%)	180 (28.6%)
Craftsmanship beauty (C7)	Quality of craftsmanship (F17)	25 (4.0%)	55 (8.7%)	85 (13.5%)	115 (18.3%)	145 (23.0%)	205 (32.5%)
	Application of new technologies (F18)	40 (6.3%)	80 (12.7%)	110 (17.5%)	140 (22.2%)	170 (27.0%)	190 (30.2%)
	Application of new materials (F19)	30 (4.8%)	60 (9.5%)	90 (14.3%)	120 (19.0%)	150 (23.8%)	180 (28.6%)
Market acceptance (C8)	Social and market impact assessment (F20)	20 (3.2%)	50 (7.9%)	80 (12.7%)	120 (19.0%)	160 (25.4%)	210 (33.3%)
	Economy and impact (F21)	35 (5.6%)	65 (10.3%)	95 (15.1%)	125 (19.8%)	155 (24.6%)	215 (34.1%)
	Product experience (F22)	40 (6.3%)	80 (12.7%)	110 (17.5%)	140 (22.2%)	170 (27.0%)	190 (30.2%)
Comprehensive evaluation (C9)	Industry importance (F23)	15 (2.4%)	45 (7.1%)	75 (11.9%)	105 (16.7%)	135 (21.4%)	255 (40.5%)
	Symbolic meaning (F24)	25 (4.0%)	55 (8.7%)	85 (13.5%)	115 (18.3%)	145 (23.0%)	205 (32.5%)
	Product relevance (F25)	30 (4.8%)	60 (9.5%)	90 (14.3%)	120 (19.0%)	150 (23.8%)	180 (28.6%)

Source: Ningrui Zhou (2024)

2.1 The degree of understanding of jewelry products: The survey shows that the degree of understanding of jewelry products is generally high, especially the number of people who have detailed understanding and very good understanding is large. This high level of cognition is crucial for jewelry design and marketing. From the perspective of researchers, this reflects consumers' attention to design and craftsmanship, providing designers with more room for innovation.

2.2 The cognition of the jewelry industry: The survey results show that a certain proportion of people have a deep understanding of the jewelry industry or related fields. This is an interesting finding for researchers because it suggests that consumers may pay more attention to industry information and craftsmanship background when choosing and purchasing jewelry.

2.3 Preference for jewelry types: Neck jewelry and hand jewelry are the most popular types of jewelry, which is consistent with the researchers' understanding of consumer trends and aesthetic preferences. From a research perspective, this preference can provide important inspiration and direction for future designs. (Parker, 2018)

2.4 The degree of attention to jewelry materials: Gold and gemstones are the most popular jewelry materials, which is consistent with the general trend of the market. Based on this data, researchers can further explore the impact of material selection on consumer purchasing decisions, thereby guiding design and innovation.




2.5 The cognition of jewelry craftsmanship: The interest in the application of modern technology in jewelry making is high, which reflects consumers' preference for innovation and technology. Researchers can use this finding to explore the impact of modern craftsmanship on consumer perception and acceptance.




2.6 Emphasis on wearing comfort: The vast majority of people believe that wearing comfort is important, which is an important market insight for researchers. When designing jewelry, considering comfort factors is essential to improving product quality and user experience.

Taken together, these data provide researchers with valuable consumer insights that can help them better understand market demand and consumer preferences, thereby guiding the strategy and direction of jewelry design and marketing. Create and display jewelry prototypes or samples inspired by the Ouroboros symbol, using new technologies and materials to create innovative designs. (Smith, 2021)

3. The analysis presents the impact of innovative designs inspired by Ouroboros on society and the market. Through expert interviews, the impact and response of design works in cultural communication, consumer demand, industry development, etc. are explored, and its significance and value in contemporary society are evaluated. (Zheng & Liu, 2018)

Table 3 Interview on the beauty analysis of contemporary jewelry works

Interview Expert	Aesthetic elements	Analytical method	Works Pictures	Formula or indicator	In conclusion
Contemporary Jewelry Designer: Wei Tianmin	Balance	Assess the balance of a piece by visually observing the balance of position, size, and weight of elements.		Balance index = (total amount of elements on the left - total amount of elements on the right) / total amount of elements	A balance index close to 0 indicates good balance.
Contemporary Jewelry Designer: Zong Mingming	Symmetry	Observe whether the work has left-right or top-bottom symmetry and evaluate the degree of symmetry of the work.		Symmetry index = the similarity of elements on either side of the symmetry axis	A symmetry index close to 1 indicates high symmetry.
Contemporary jewelry designer: Lisa (Germany)	Proportion	Measure the size ratio and space distribution ratio between the various parts of		Proportional index = size relationship / space allocation relationship	A proportional index close to 1 indicates proportional

Interview Expert	Aesthetic elements	Analytical method	Works Pictures	Formula or indicator	In conclusion
		work, and analyze proportionality of the work.			harmony.
Contemporary Jewelry Designer: Sun Mingyue	Integrity	Evaluate the overall presentation and structural integrity of the work, including the harmony and unity between elements.		Holistic index = the degree of connection between elements	A high overall index indicates that the work has a strong sense of integrity.
Jinling Institute of Technology: Professor Zheng Yifeng	Density	Observe the density of patterns, decorations, and materials in the work, and assess the visual density and richness of the work.		Density index = number of elements / space area	A high density index indicates high visual richness.
Dr. Xu Wang, Researcher of Jiangsu Provincial Department of Culture	Economy	Analyze whether the design of the work is simple and efficient, avoiding excessive decoration and complexity.		Economy index = number of simple design elements / total number of elements	A high economy index indicates a simple and efficient design.

Source: Ningrui Zhou (2024)

4. In the comprehensive evaluation system, there are 9 major criteria and 25 indicators. Their importance in the comprehensive evaluation is different. The important ones should be given more important weights; on the contrary, they should be given smaller weights. The following uses the hierarchical analysis method to calculate the weight vector of each evaluation indicator: establish a judgment matrix. For the target layer, compare the relative importance of the elements in the comprehensive evaluation layer pairwise to obtain a pairwise comparison judgment matrix.

Table 4 Judgment Matrix

Evaluation indicators	Proportional beauty (C1)	Structural beauty (C2)	Linear beauty (C3)	Creative beauty (C4)	Scale beauty (C5)	Color beauty (C6)	Craftsmanship beauty (C7)	Market acceptance (C8)	Comprehensive evaluation (C9)	Wi
Proportional beauty (C1)	1	2	2	3	2	3	3	2	2	0.2189
Structural beauty (C2)	1/2	1	2	2	1	2	2	2	2	0.1518
Linear beauty (C3)	1/2	1/2	1	1	2	2	1	1	2	0.1115
Creative beauty (C4)	1/3	1/2	1	1	1	1	1	1/2	1/2	0.0726

Evaluation indicators	Proportional beauty (C1)	Structural beauty (C2)	Linear beauty (C3)	Creative beauty (C4)	Scale beauty (C5)	Color beauty (C6)	Craftsmanship beauty (C7)	Market acceptance (C8)	Comprehensive evaluation (C9)	Wi
Scale beauty (C5)	1/2	1	1/2	1	1	2	2	2	1	0.1115
Color beauty (C6)	1/3	1/2	1/2	1	1/2	1	1	1/2	1/2	0.0622
Craftsmanship beauty (C7)	1/3	1/2	1	1	1/2	1	1	1	1/2	0.0726
Market acceptance (C8)	1/2	1/2	1	2	1/2	2	1	1	2	0.1033
Comprehensive evaluation (C9)	1/2	1/2	1/2	2	1	2	2	1/2	1	0.0956

Source: Ningrui Zhou (2024)

From the table above, we can see that $\lambda_{\max}=9.4011$, $CI=0.0501$, $RI=1.46$, $CR=0.0343$, $CR<0.1$, which has satisfactory consistency.

5. To evaluate the success of presenting innovative designs inspired by Ouroboros in contemporary jewelry.

Through data and opinions from multiple aspects such as market feedback, professional evaluation and academic research, the advantages and disadvantages of design achievements are summarized, and their future development direction and potential are prospected. These points highlight the importance of comprehensive evaluation and analysis of innovative design achievements inspired by Ouroboros, as well as the actual impact and significance of these designs in society, the market and industry. (Lopez & Martinez, 2020).

Evaluate the innovation of each design, including uniqueness, creativity and modernity. This will take into account the differences between market competition and other traditional jewelry designs. Analyze the performance of the design in the market through market feedback, sales data and customer feedback. This includes price positioning, sales volume, repurchase rate and customer satisfaction. (Jones & Smith, 2021) Study the impact of the design on society and the market through social media analysis, surveys and interviews with consumers. This can include brand awareness, social media discussions and consumer opinions on the design.

Finally, combine all these evaluation results to provide an in-depth comprehensive evaluation of the success of incorporating Ouroboros into contemporary jewelry design. This will provide a deep understanding of this innovative field, including its impact, market performance and future potential.

CONCLUSIONS

Based on the weighted average value of basic consumer information, the impact of innovative designs inspired by Ouroboros on society and the market can be analyzed in depth. These design works have not only had a significant impact on cultural communication, consumer demand and industry development, but also have important significance and value in contemporary society.

First, in terms of cultural communication, innovative design works inspired by ouroboros have attracted widespread attention and discussion in the field of art and jewelry design by reinterpreting and applying ancient symbols. These works enrich the connotation of contemporary design and give new life and meaning to traditional symbols. Consumers have shown great interest in these design works that combine historical connotation and modern aesthetics, promoting the repopularity and dissemination of ancient symbols and promoting cultural exchange and understanding.

Secondly, innovative design works inspired by ouroboros have had a significant impact on consumer demand. Consumer demand for symbolic and uniquely designed jewelry pieces continues to grow, reflecting people's pursuit of deep cultural connotations and unique designs. Designers integrate ancient symbols with modern aesthetics in innovative ways to create engaging and personalized works that meet consumers' needs for artistic and cultural expression.

Third, innovative design works inspired by ouroboros have also had a positive impact on the development of the entire jewelry industry. The emergence of these works promotes the innovation and diversified development of the entire industry and promotes the integration of traditional craftsmanship and modern technology. By using advanced production processes, such as digital craftsmanship and 3D printing technology, designers create more challenging and unique artworks, expanding the creative space and market prospects of the jewelry industry.

To sum up, innovative design works inspired by ouroboros have had a profound impact and important significance in society and market. They enrich cultural communication, meet consumers' needs for cultural connotation and artistic expression, promote the innovation and development of the jewelry industry, and inject more artistic and ideological connotation into contemporary society. These works are not only commodities, but also cultural inheritance and innovation, demonstrating the vitality and value of ancient symbols in contemporary design.

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