



# The Impression Of Southern Yangtze River, The Production of Nisu Technique

Reporter:

忆江南，  
塑泥人——  
对苏州泥塑的探索



# 目录

## Contents

1

**The background and the  
significance of the research**

选题的原因与目的

2

**Research Methods  
And Processes**

研究方法及过程

3

**Research Results and Analysis**

研究成果展示及其分析

4

**The Project Summary**

课题总结



# PART 01

## The background and the significance of the research

选题的原因与目的

# The reasons why we choose Suzhou Nisu



Has a history of  
2000 years

2000多年的历史



National intangible  
cultural heritage

国家非物质文化遗产



An important cultural  
heritage in Suzhou,  
but not famous

苏州非遗项目



A great enthusiasm for  
it and a heritage of  
protection psychology

热情和传承保护心理

# The background of clay figurines

Suzhou clay sculpture originated from the historical and cultural ancient city -- Suzhou.

In the history of more than 2000 years, Suzhou clay sculpture has shown distinct characteristics and a firm position in clay sculpture. 两千多年的历史发展，苏州泥塑展现出鲜明的特点和坚定的泥塑地位。

In March 2007, Suzhou clay sculptures were listed as the first batch of intangible cultural heritage in Jiangsu Province. In 2008, it was included in the first batch of national intangible cultural Heritage expansion project list.

In this group, most of the members are local people in Suzhou, who have great enthusiasm for the local intangible cultural heritage handicraft and inheritance and protection psychology. 生于此，长于此，愿尽自己的一份力保护苏州非遗——泥塑。





# PART 02

## Research Methods And Processes

研究方法及过程

# Research Methods And Processes



## ① Plan activity 计划活动

- 1.Divide the work reasonably
- 2.Work in cooperation

## ② Questionnaire survey 问卷调查

- 1.Research background
- 2.Research purpose
- 3.The investigation process
- 4.Data aggregation
- 5.Analysis and conclusion



## ③ Field survey 实地检测

Suzhou Museum  
Suzhou Museum(West Wing)  
Suzhou Imperial Kiln Gold Brick  
Museum

## ④ Access the survey 访问调查

Interview with:  
Zhao Yue  
Mr. Wang Kaiya

# Planning Form



	Part1-是什么	Part2-兴起过程	Part3-制作和发展	Part4-后期	Part5-传承宣传
时间	1.18-1.30	1.25-2.5	1.18-2.15	2.5-2.20	2.20
人员分工	①查找资料: 莫若岚 蒋振宇 王羽玟 ②实地考察: 张佳文 吴宗芸 夏樱菲	①查找资料: 莫若岚 李书妍 钮书秩 ②资料汇总整合: 钮书秩	①体验泥塑: 李书妍 预定地点, 张佳文编写感受和心得 ②访谈: 李书妍 莫若岚 陈馨瑶 王羽玟 ③问卷: 吴宗芸制作问卷, 陈馨瑶汇总数据	①照片素材收集: 夏樱菲 收集每次实地考察、体验、采访、工作 ②制作 ppt: 陈馨瑶 吴宗芸 自主分配工作 ③完成 report: 王羽玟、蒋振宇、钮书秩	全体组员

## ✓ Student assignments 人员分工

Find information  
Field trips  
Data summary.....

## ✓ Encounter difficulties 面临挑战

Hard to find information  
lack of understanding  
COVID-19.....

## ✓ Solve problems 解决问题

Follow Suzhou Clay Sculpture Exhibition  
Increase the number of participants  
Shift our promotion to an online format...



## Field survey

a unique place to understand clay sculpture culture and experience clay sculpture exhibits.



**Suzhou Museum**  
苏州博物馆

Far less than  
porcelain, jade and  
stone carvings

clay sculptures receive less  
attention from the side

**Suzhou Museum  
(West Wing)**  
苏州博物馆西馆

Rich exhibits,  
covering a wide  
range of types



**Suzhou Imperial  
Kiln Gold Brick  
Museum**

苏州御窑金砖博物馆

focuses on the  
origin and making  
methods of it

brings us practical experience and  
makes us get closer to clay sculptures

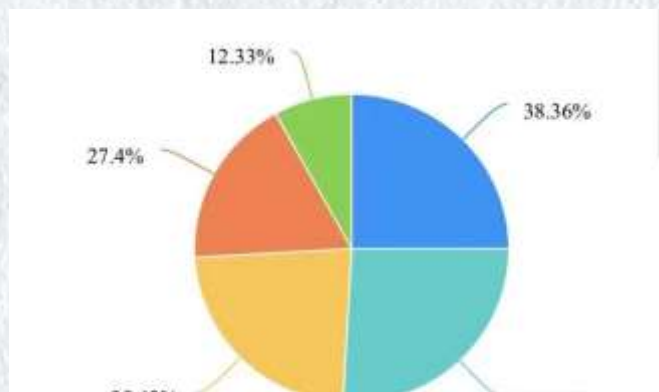
# Questionnaire survey



**Aims** to understand clay sculpture and explore the full development of clay sculpture

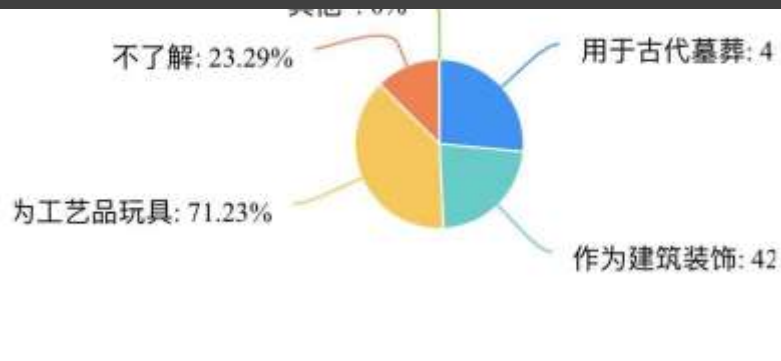


The publicity of clay sculpture culture needs to be strengthened.



The mass foundation for its development is relatively weak.

泥塑发展的群众基础较为薄弱



The publicity channels of clay sculptures need to be expanded.



Quite a number of people are not willing to devote themselves to supporting the clay sculpture cause

# Interviewers' work displays



**Made by Zhao Yue**  
由赵悦同学制作

For students who learn clay sculpture, clay sculpture is not only a craft, but also a career and even a life. It has become an indispensable part of learners' life and brings them a lot.



**Made by Mr. Wang Kaiya**  
由王开亚老师制作

From Teacher Wang's words, we can deeply feel the inheritors' helplessness and expectation for the current situation of clay sculptures.





# PART 03

## Research Results and Analysis

研究成果展示和分析

# Research Results and Analysis



## **Social guide** 社会引导

- 1.Low awareness
- 2.Purchase cost



## **Broaden channel** 拓宽渠道

Less channels for the society of ordinary people



## **Heritage protection** 传承保护

- 1.The heir decreases
- 2.Value proposition
- 3.Economic and policy deficiencies

# Social guide

## ① **Low awareness** 认知较少

Carry out various kinds of intangible cultural heritage information conferences and traditional activities.

开展各类型非遗宣讲会 and 传统活动



## ② **Purchase cost** 购买成本

Raise the public's attention to intangible cultural heritage, so that everyone understands their preciousness and importance.

加强公众的文化自觉性



# Heritage protection

## **The heir decreases** 传承人出现断层

1. protection of relevant laws
2. give support to inheritors
3. non-inheritor reward mechanism

1

## **Economic and policy deficiencies** 经济与政策上的不足

1. policy subsidies and humanistic care
2. funds for inheritance

3

2

## **Value proposition** 价值定位问题

Gov :

1. encourage clay sculpture in innovation to create related people
2. using clay sculpture derivatives for industrial development



# Heritage protection



## **The heir decreases** 传承人出现断层

Improve the protection of relevant laws, give stable and continuous support to inheritors, establish and perfect non-inheritor reward mechanism



## **Economic and policy deficiencies** 经济与政策上的不足

Improve the protection of relevant laws, give stable and continuous support to inheritors, establish and perfect non-inheritor reward mechanism



## **Value proposition** 价值定位问题

Government should encourage clay sculpture in innovation to create inheritance people adapt to the new era of the clay sculpture products and using clay sculpture derivatives for industrial development



# Broaden channel



the characteristics of the clay sculpture 泥塑本身的特性

⇒ exhibits protection is a difficult 保护苦难

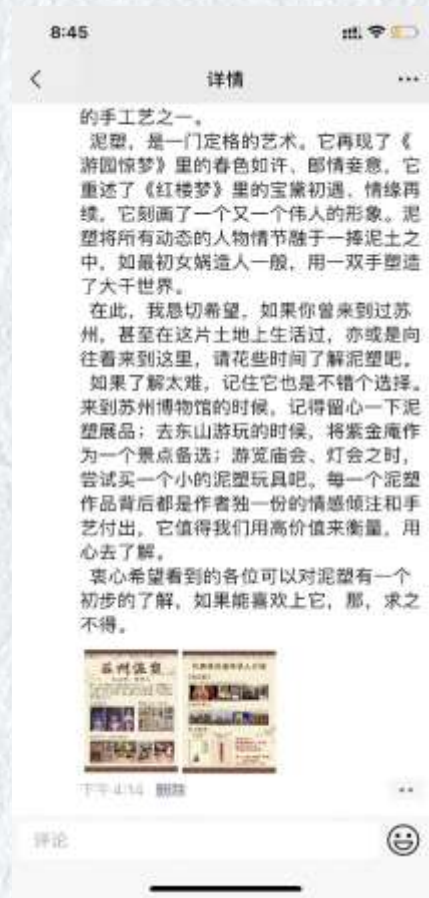
⇒ number and time limit 限制展览的数量与时间

- ⊙ Make full use of campus compulsory education.
- ⊙ The government improves the cultural infrastructure for cultural exchanges.
- ⊙ Gov should encourage derivative cultural products.



strengthen the influence of clay sculpture 激发兴趣

As students,  
our practical role of practice:



## Leaflets

✓ **Online (线上):**  
friends circle and group

✓ **Onsite (线下):**  
500 printed paper leaflets will  
be distributed by the whole  
group after the school starts.

## Additional ways we help the people of Suzhou clay sculpture development work:



- Learn about them from inheritors, and spread them to more people. 向传承者了解后传播
- Take some documentary images and publicity photos and spread them online. 多媒体传播
- Assist in the establishment of graphic files of intangible cultural heritage projects.  
协助非遗项目图文档案建立
- invite clay craftsmen to carry out a mass experience class by the community or the masses.  
邀请手艺人开展泥塑体验课
- Design cultural and creative products. 设计文创产品



# PART 04

## The Project Summary

课题总结

Our team have a deep understanding of the unique skill, and we advertise it both online and offline.

通过研究我们深入了解了泥塑，并通过线上线下的方式宣传泥塑。

We hope that more people can better understand the intangible cultural heritage of Suzhou clay sculpture, carry forward and inherit Suzhou culture, promote the dissemination of Wu culture, and carry forward the craftsman spirit.

我们让更多的人了解苏州泥塑文化，并进行发扬和传承，推动吴文化的传播，发扬工匠精神



**苏州泥塑**  
忆江南，塑泥人

简介：苏州泥塑是国家级非物质文化遗产之一，这一民间传统手工艺，历经2000多年的传承与发展，形成了种类丰富、特色鲜明的艺术形态，既融合了雕塑、色彩、图案、绘画等艺术，又涉及光学、透视学、力学、建筑学、材料学等学科，已经成为了一项技艺独特的传统民间工艺。

**大型泥塑**



**泥塑小品（泥俑）**



**泥塑小品（戏文泥塑）**



**代表性非遗传承人介绍**

**朱文茜**  
国家级非物质文化遗产项目苏州泥塑代表性传承人



**王开亚**  
江苏省非物质文化遗产苏州泥塑代表性传承人、苏州市工艺美术大师



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《虎丘泥人一千年》 高福民 著



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苏州博物馆（西馆）  
陆墓非遗工场  
御窑金砖博物馆

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2675642133（QQ）



THANK YOU