

guidance on promoting and deepening the application of Chinese artistic and cultural traditions in modern artistic practice. This study aims to explore the connection between Chinese artistic traditions and modern portrait photography, and in particular how these artistic traditions have been inherited and developed in the practice of photography.

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## THE CREATIVITY OF ZAO WOU-KI AND HIS INFLUENCE ON CHINESE PAINTING FROM THE LATE 20TH TO THE 21ST CENTURY

*Kang Jianxin,*

*master's student, VSU named after P.M. Masharov, Vitebsk, Republic of Belarus*

*Scientific supervisor – Vasiuchenko N.D., Senior Lecturer*

Zao Wou-ki, as one of the most influential Chinese painters in the 20th century, has had a profound impact on the Chinese painting world with his unique artistic style and creativity. His works combine the essence of Eastern and Western art and create a new era of Chinese painting.

This study aims to deeply explore Zao Wou-Ki's creativity and its influence on Chinese painting from the late 20th century to the early 21st century, in order to better understand the transformation and development of Chinese painting during this period.

**Material and Methods.** The material for the study was the works of painting by Zao Wou-ki, presented at exhibitions and museums, as well as reproductions of works from literary sources. The theoretical basis is based on the studies of Chinese and foreign authors devoted to the problems of synthesis of Chinese and Western traditions in the artistic originality of Zao Wou-Ki's creativity and its influence on Chinese painting of the late XX – early XXI century. The descriptive-analytical method of research was used.

**Findings and their Discussion.** Zao Wou-Ki's paintings and methodology reflect his deep understanding and unique innovation of Eastern and Western art. In the work "Untitled", Zao Wou-Ki presents an abstract art world with his unique perspective and expressive power. The picture is dominated by a large area of warm tones, supplemented by cool tones, forming a sharp contrast and harmonious unity.

Zao Wou-Ki used his unique methodology when creating his works. He first combined the splashing and rubbing techniques of traditional Chinese ink painting with Western oil painting techniques to form a unique painting language. He pays attention to the use and matching of colors, creating a warm and mysterious atmosphere through bright colors and soft light [1].

Zao Wou-Ki, formerly known as Zhao Jialing, was born in Beijing, China in 1921. He was an important figure in the Chinese painting circle from the end of the 20th century to the 21st century. His artistic career spanned more than half a century, during which he continued to pursue innovation and combined traditional Chinese painting with Western modern art elements to form his own unique artistic style [3].

Zao Wou-Ki's early experiences laid the foundation for his subsequent artistic creation. He studied at Hangzhou Art College in his early years, and later went to France to study, where he was deeply influenced by Eastern and Western art. In Paris, he came into contact with Western popular modern art schools, such as Cubism, Abstract Expressionism, etc. These art schools provided inspiration for his subsequent creations.

In Zao Wou-Ki's works, lines are simple outlines themselves, but they are no longer carriers of emotion and energy. In terms of color, he dares to break through the black, white and gray of traditional ink painting, and uses bright and contrasting colors to create a dreamy and mysterious effect. In terms of visual composition, Zao Wou-Ki is no longer limited to the traditional "three-distance method" or "six-distance method"[2]. On the contrary, we have summarized the composition concepts of modern art, breaking the limitations of time and space, and creating an artistic conception that transcends reality.

Zhao Ji's creativity is not only reflected in the breakthrough of his personal works, but also in the promotion of Chinese ink painting as a whole. His works break the aesthetic boundaries of traditional ink painting and guide the audience to unconsciously arm ink painting with a new perspective. At the same time, he also influenced artists of his generation, and the exchanges and collisions between them left us with countless precious artistic treasures.

Zao Wou-Ki's works, such as the "Red and Black" series, complete the composition of color and composition, performing a new style of ink painting. This style not only retains the charm of ink painting, but also incorporates elements of modern art, opening up a new path for the development of modern Chinese ink painting [1]. His influence and contribution lie not only in his personal artistic achievements, but also in the innovation and changes he brought to the Chinese painting world.

Artists of the same period as Zao Wou-Ki, such as Zhang Xiaogang, Xu Zhen, etc., their works also reflect a strong sense of innovation. But unlike Zao Wou-Ki, their works pay more attention to social reality and humanistic care. However, whether it is Zao Wou-Ki or other innovative artists, what they all have in common is the reform and breakthrough of traditional ink painting.

As technology advances and globalization deepens, the art world in the future will be even more awe-inspiring and restrained. In this context, we look forward to the emergence of more artists like Zao Wou-Ki, who not only possess extraordinary creativity, but can also promote the innovation and development of art from a global perspective. Their emergence will bring us new and exciting changes in art form, and let us look forward to this day together [3].

**Conclusion.** Zao Wou-Ki's perfect creativity and unique artistic style have had an inevitable impact on the Chinese painting world from the end of the 20th century to the 21st century. His works not only enrich the expression techniques of Chinese painting, but also provide new ideas and directions for the innovation and development of Chinese painting. Therefore, Zao Wou-Ki can be regarded as an important figure in Chinese painting, and his artistic achievements and contributions deserve to be studied in depth and widely disseminated.

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## **TRADITIONS OF CHINESE FOLK DECOUPAGE IN MODERN PACKAGING GIFT BOX DESIGN IN THE NORTHERN HENAN**

***Li Panpan,***

*master's student, VSU named after P.M. Masherov, Vitebsk, Republic of Belarus*

Scientific adviser – Tsybulsky M.L., Ph.D. Art History, associate professor

Paper cutting, as a Chinese traditional folk art, has a profound historical and cultural heritage [1]. It uses paper as raw material to create various images by cutting, engraving, and other ways [2]. Henan paper cutting is famous for its rugged, simple and frank characteristics, which reflects the folk customs of the Central Plains, and also reflects people's pursuit and yearning for a better life.