
Balance between tradition and Innovation in Production Methods for Handicraft GIs: Gambiered Guangdong Gauze as an Example

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Résumé

Gambiered Guangdong Gauze is a traditional Chinese handicraft GI famous for its unique production process and distinctive appearance. It uses pure natural silk as its grey fabrics, and wild growing herbs as its dyestuff, which is very friendly to the environment, and continues to be valued for its cultural significance with Innovation. But there is the tension between tradition and innovation, considering preservation of the old-fashioned history and consumer's preference for more colourful and fashionable style. Realizing the significance of a sustainable production methods with innovation, from the perspective of economic, social, environmental and governance, the handicraft producers are enhancing the ability to adapt to multiple changes while preserving their framework of tradition and know-how.

Mots-Clés: Gambiered Guangdong Gauze, Tradition and Innovation, Sustainable production methods

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