

The Influence of Contemporary Art Trend on Modernist Design

Lu Tong, Jiongming Huang

College of Art and Design, Wuhan Textile University, Wuhan, China

Abstract. Art and design are homologous, and both permeate and influence each other. New thoughts and developments in the field of art will quickly penetrate and influence the field of design. Although in the early days of arts and crafts of representative John Ruskin tried to painting, sculpture, and other art forms of "great art" and represents the design apart from the "art", but in the process of the development of modern art movement appeared in a series of design, such as modernism, post-modernism, contemporary art, etc., there is a art and design influence each other. This paper selects typical contemporary art schools and discusses their influence and significance on modernism with cases.

Keywords: Modernism; Art Movement; Dadaism; Surrealism.

1. The Overview of Contemporary Art Trend of Thought

Western contemporary art originated in the 1950s, when western society entered the end of the capitalist era. In the social system fundamentally eliminated poverty, but this high-speed modernization of the way of life also brought emptiness and hesitation to people, and then spawned with modernism completely different postmodernism. Postmodernism is not only the result of many contradictions and conflicts within capitalist society, but also the inevitable outcome of the development of contemporary culture and art. The trend of thought of contemporary art is more or less critical of capitalism. Through progressive concepts, artists constantly experiment with new artistic languages, eager to change the world. In the late 1960s and early 1970s, conceptual art emerged in the United States, which completely opposed the commercialization of art and eliminated the materialization of art. As a result, the avant-garde artists of the early 20th century naturally appeared, who expressed their new feelings and new understandings of the world in a very ironic way and a cynical attitude.

There are many kinds and styles of western contemporary art trends, but they have a short life span, and some of them are even a flash of flowers, leaving no deep impression on the long history of art. The postmodern characteristics of western contemporary art are the result of the integration of consumerism, entertainmentism and negativism in modern society. Contemporary art works have no meditation, no reverie, just through copying, pasting, splicing, combination and so on to form countless fragments. The instant satisfaction that people get from visual images and pictures, as well as the sensory stimulation of the illusory and surreal images, advocates the expression of entertainment images.

The trend of thought of western contemporary art plays an indispensable role in the history of western art. It is the first historical period after the end of modernism, and its value has far-reaching significance. Western contemporary art is not only the opposition to modernism, but the transcendence of modernism. The trend of thought of western contemporary art is a higher historical stage of the western society and the inevitable result of the development of art, providing various new attempts and new possibilities for the development of modern art.

2. The Influence of Contemporary Art Trends on Modernist Design

2.1 The Influence of Dadaism on Modern Design

The Dada art movement was a style of art that appeared between 1916 and 1923. Dadaism represented the real world by abandoning old cultures and old aesthetic forms. Dada is a nihilistic movement rising in Europe. Because of its extreme pursuit of freedom, it is also called anarchism. Dadaism was a rebellious art form, deviating from the social conventions of the time, pursuing a new,

irrationalist, anti-standardization art form, and trying to express the artist's ideas in a new face. The ideological connotation of dadaism deviating from the tradition profoundly influenced the art and design at that time and even in modern times.

Marcel Duchamp, the representative figure of Dada, sent the white porcelain urinal to the Exhibition of American modern art in 1917 under the name of Mr. Mort and named fountain. Duchamp denied art, "canceling beauty and canceling the interest of art". For example, Duchamp painted a beard well on Da Vinci's Mona Lisa and named this "masterpiece" as "I.H.O.O.Q". Another classic installation work of Duchamp, Bicycle Wheel, he installed a wheel on a white wooden bench. He chose to use mass-produced products for artistic creation, which also broke the tradition of the past. Through this sharp, direct but witty way, he ridiculed the artists of the society at that time for a standardized aesthetic way of art. In his opinion, art is not noble, and Duchamp's subversive effect lies in this. "Art can not be beautiful", "art can not be art", and the superiority of art is cancelled, so as to completely deny all the concepts of traditional art and even the plane painting itself. Duchamp pushed the idea of Dadaism to its peak, and he strengthened the absolute freedom of art, thinking that art is absolutely free. Art is free and dynamic, and it should not be constrained by the stereotypes and rules set by people. Duchamp's attitude towards art is different from that of ordinary people, which also expresses the expectation and pursuit of art with a new look in the social environment at that time. Since then, "parody" has become a real artistic creation technique. Or Hannah Hoch, the only woman in Berlin's Dada school, known for her photo montage. She collected images and words from popular media such as newspapers and magazines, then dismember and reassemble them into collages. Her works are very much in line with the Aesthetics of dadaism, and her works also embody her femininity and feminist themes.

Dadaism broadens the expression form and technique of artistic creation. Its collage technique, as well as the use of video materials and challenges the traditional irregular layout, has a profound influence on the innovation of modern graphic design. Dada integrated the rebellious spirit of futurism, and expressed the rebellious spirit and ideas in modern society with personalized expression techniques. This style has certain reference significance for the establishment and development of the original spirit of contemporary graphic design. Its bold challenge to tradition and revolutionary breakthrough in design have greatly promoted the development of art and design. With the development of science and technology, there are more and more techniques and tools for collage in modern visual communication. Traditional collage may be made by hand, but most of them can be completed by Ps, Ai and other tools at present. And in the modern children's creative arts education, dada also often choose to carry out the teaching design, it jump out of the techniques of rigid teaching, to inspire children's creativity as the teaching goal, help children build a creative way of thinking, to help children express their emotion, and aesthetic consciousness, establish the whole personality education system.

2.2 The Influence of Surrealism on Modern Design

Surrealism was a cultural movement that began in France and flourished in European literary and art circles from 1920 to 1930. It originated from Dadaism and was influenced by Freudian psychoanalysis. It advocated breaking through the logical and practical view of reality and integrating the realistic concept with instinct, subconscious and dream experience to show the image world in human psychology. Some art critics think surrealism is the ticket to contemporary art. Surrealism, which is the inspiration source of contemporary art trend, takes an idea that is divorced from reality, beyond reality and beyond reason as the guiding ideology of its creation. Surrealism, as a revolutionary trend of thought, is an important thought source of avant-garde art, which has exerted a great influence on western literature, aesthetics, painting and film in the whole 20th century.

Surrealism has influenced modern design in various aspects, but its most important influence is reflected in its ideological connotation. It tries to convey this ideology to the audience through its series of works. Juan Miro, one of the most famous painters, created his "Constellation" series during World War II, in which twisted lines and different patches of color were scattered over a background

of varying shades. Interconnect with different symbols to create a romantic vision of the universe. Juan Miro's graphic works have a lot in common with his paintings. He is good at using brilliant colors and creating in a playful and improvisational way. In his prints, he would cut out prototypes, rearrange elements to create new patterns, add color in crayons or leave hieroglyphics in Indian ink, and then write detailed instructions to the printer. His work, with its wonderful, shiny surfaces, full of ingenuity and surprise, is popular. Like Salvador Dali's works "eternal memories", three clock in the picture, become soft, can be bent, like the unleavened bread, hangs on the edge of the platform, platform and a dead tree, and a metal plate covered with ants, here time is strongly distorted, stopped, It was as if everything had melted into something unconscious. The far-reaching background gives people an illusory feeling, which is very cold and quiet. The picture is full of elusive passion, which makes the viewer feel that time is slipping away quickly. It expresses the despair of some painters facing the collapse of their spiritual world under the oppression of contemporary life. Another example is The Belgian surrealist painter Magritte, whose paintings are like riddles that make people guess, presenting a kind of deathly quiet in his works. For example, his representative work "The Wrong Mirror" depicts a human eye and the blue sky and white clouds projected on the eye. Magritte believed that, compared with nature itself, the human eye is just a mirror, and this mirror is only an illusion of natural things, not the source of natural phenomena. In his opinion, there is no "reality" that can be seen by eyes in the world, so the "reality" of painting is just an illusion of human eyes. Therefore, surrealism has exerted a great influence on modern graphic design both ideologically and creatively, including the use of some composition, color and graphics. For example, the dispersion style in modern poster design is formed through gaussian blur of colors, giving people a feeling of unreal and real changes and dreaminess. The combination of virtual and real in poster design can make the whole more visually hierarchical and focus on the real part of the vision. At the same time, it also creates a dreamy and abstract atmosphere, which makes the viewer more comfortable in the visual sense.

2.3 The Influence of Pop Art on Modern Design

The emergence of pop design movement is closely related to the social background at that time, which is based on the increasingly affluent social status quo and the era of abundant material desire after the Second World War. At that time, with the growth of the postwar baby boom generation, its rebellious thoughts against modernist art were pursued by the young generation. The essence of pop art is to oppose modernism. The ideological roots of Pop art come from American popular culture, such as Hollywood movies and rock music.

Pop art is good at making use of all visual elements in real life, such as the most common industrial products, household garbage and images of movie stars, all of which are used as design materials and forms of imitation. Pop art works using exaggeration, deformation technique applied to the product style design, the product image are very humorous, relaxed, often is the symbolic pattern, color gaudy, emphasizes the effect of colour and design of plane, emphasize the flexibility and consumable, the pursuit of popular, popularization of interest and the use of new materials, new technology, such as plastic, etc. The development of Pop art cannot be separated from the improvement of people's consumption level and the development of commodity economy at that time. Its most prominent feature is to enlarge and repeat the arrangement and combination of common but easily neglected details in daily life for artistic creation. Modern art continues to develop with a new look, and its influence on art design is very significant. At that time, the emergence of "aerospace fever", counter-design and counter-culture movement in the Western world promoted the emergence of many modernist design works emphasizing the supremacy of function, which also showed a unique aspect in the history of modern design, and pop art came into being. Although it is already the 21st century, pop art has not been forgotten by people or society in this society that promotes high-quality development. Walking on the streets of modern cities, you can see billboards of shops, packaging designs of catering brands, novel covers in bookstores, newspaper and magazine designs and so on, all of which have been integrated into people's lives. For example, the classic representative work

Marilyn Monroe by Andy Warhol, a famous pop artist in the 20th century. He used screen printing to rearrange Marilyn Monroe's head as a basic element, using bold, gaudy colors to create a sense of brilliance. Another example is the work *Squirming Little Man* by Keith Haring, an American street painting artist. The rough outline and monochrome abstract figures on the picture are different from traditional paintings. His works are simple and direct, and the colors are basically simple primary colors, full of vitality. And as is known as one of the most influential contemporary artists in the world, the British painter and collage artist Richard Hamilton's collage "is what make today's homes so different, so charming, and Hamilton on the whole orange and yellow background had planted many no color tendency also said no color image, The two colors present a balanced and rhythmic visual enjoyment on the screen. The two colors set off each other and present a "synchronic" state. The same kind of representation is seen in Andy Warhol's *Skull*, which has a bright, striking color and very strong contrast.

Pop art works usually have a strong visual impact, high contrast, color saturation, sharp lines. All these have great influence on modern graphic design. For example, in the selection of themes and elements for poster design, modern graphic designers skillfully use the images of these visual symbols to effectively express the hot spots in modern popular culture. In addition, there are also techniques reflected in the design, such as collage, appropriation, copy and paste, which to a large extent broaden the expression and visual impact of modern graphic works. For example, on some album covers, or some brand product posters, designers are very bold in the choice of color and composition. Secondly, the strong, highly saturated colors and strong contrast of pop art also exert a great influence on modern graphic design. For example, THE limited edition fairy water of Pop art released by SK2 on Christmas Day 2018 is bold and innovative with colorful lines and wave elements combined with highly saturated colors and strong visual impact. Pop art also exerts a certain influence on the design of modern clothing. The patterns of pop art are widely used, and many themes in life are used as design elements in the patterns of clothing. For example, Mary Quant, a pop fashion designer, was the first to introduce miniskirts and short tops to the streets, which became popular with many young people. She later developed colorful stockings and geometric sweaters. These forms and elements still have a certain influence and embodiment in modern fashion design.

3. Conclusion

Ideological trend of contemporary art have far-reaching influence and significance of modern design, diversified development in today's society, under the condition of contemporary art and modern design also progress along the diversified development of truth, rich art form used for the design, the art design of abstract forms also borrowed by artists. Both art and design are a process of innovation, and they influence and promote each other. Art includes design, and design also includes art, and they complement each other in the history of human civilization. As a contemporary designer, we should make good use of valuable art forms, combine our national culture, return to rational design, and integrate aesthetic and practical, form and function into design.

References

- [1] Shen Fei. The influence of the theory of the western ideological trend of contemporary art on sagmeister design [J]. *Journal of art review*, 2016 (6): 167-169. The DOI: 10.16364 / j. carol carroll nki cn11-4907/ j. 2016.06.043.
- [2] Wang Xuezhong, CUI Zhijin. "Aesthetic Ideal of Chinese Contemporary Art and Western Modernism and Post-Modernism Art Trend" (58) On the Anti-aesthetic creativity of Western Post-modernism Art [J]. *Fine arts*, (03) : 2006. 39-41 DOI: 10.13864 / j.carol carroll nki cn11-1311/ j. 2006.03.012.
- [3] Fei Yulu. Application and development of Pop Art in poster design [J]. *Art Appreciation*,2021(23):77-78.
- [4] Dou Nan. Application of Abstract art language in Modern Art Design [J]. *Art Appreciation*,2021(35):81-83.