

The Influence of Artistic Thought on Modernist Design

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Abstract. The end of the 19th century in the early 20th century, in order to solve the problem of the design, in places such as Europe and the United States the rise of modernism design movement, it has changed the previous design for the upper classes, such as noble as the service object, did it for the first time to serve the broad masses of the people, is a subversive design movement, for after laid a solid foundation for the industrial production. The purpose of modernism design is to emphasize that design should change with the changes of The Times, in line with the development of post-war society at that time, and also produced a variety of artistic styles. Constructivism in Russia, styleism in The Netherlands, Bauhaus in Germany and industrial design in the United States all paid attention to the characteristics of materials and the application of new technologies in their design, advocating the design ideas of "form serves function" and "less is more". Among them, the article mainly discusses the influence of Russian constructivism and Dutch style school on modernist design, and lists the evolution of German and Japanese design under the influence of contemporary art trend.

Keywords: Modernist Design; Art Movement; German Design; Japanese Design.

1. Formation and Characteristics of Modernism Design

1.1 Formation Background of Modernism Design

From the end of 19th century to the beginning of 20th century, with the rapid development of social economy, the design industry at that time was faced with huge problems. Among them, there are problems in modern industrial design, modern urban architectural design, modern graphic design and three movement centers: The arts and crafts movement in The United Kingdom and the United States, the Art Nouveau movement and the decorative art movement in Europe and the United States were obviously not the way to solve the problem. The central problem was to evade or even oppose industrial technology, industrialization and modern civilization, which led to the design industry at a loss. Driven by social and commercial needs, modern design embodies the technical level; Due to the increasing number of service objects, the formation of modernist design ideas, so the emergence of modernist design.

1.2 Development Characteristics of Modernism Design

Modernism design developed from architectural design. At the beginning of the 20th century, a group of advanced Designers in Europe formed a powerful group. Le Corbusier's work Towards New Architecture is regarded as a symbol of the beginning of modern design thought to a certain extent. The content of the modernist design movement is quite rich, including democratic, elitist, idealistic and utopian tendencies, the use of new materials, and new formal characteristics, functionalism tendencies. At the same time, this movement broke the old position of serving the rich and powerful, and also broke the old position of completely relying on wood, stone and other traditional materials in the past, and using new building materials, so as to emphasize serving the public. This design revolution started with architecture and affected all aspects of design.

The main characteristics are as follows: the first is to change the construction method and structure of the building; The second is the use of prefab and splicing technology, so as to reduce the paper; The third is to follow the Austrian architects put forward the decoration is evil design principle, cancel meaningless decoration; Fourth, in form, the design style is simple and cold, and follows the concept of functionalism. The building adopts the curtain wall structure supported by new columns instead of the old wall support, which completely shows the core idea of modernism design and makes the design serve for the public. During the Second World War, a large number of European designers

fled to The United States, thus combining modernism with the abundant market demand of the United States, resulting in the unprecedented climax of internationalism style after the war, and modernism gradually turned into formalism. But in the 1960s and 1970s, its monopolistic, almost monotonous style was challenged, and then came postmodernism, deconstruction and so on.

2. The Emergence of Contemporary Art Trends

Contemporary art trends can be divided into three stages: first, from the beginning of the 20th century to the outbreak of World War I, fauvism, expressionism, cubism, futurism and abstraction emerged. After cubism came into being, constructivism, absolutism and neo-modelism emerged in the 1920s. Second, from world War I to the end of World War II, dadaism, surrealism, social realism and socialist realism came into being. Third, abstract expressionism, Pop art and hyperrealism emerged after world War II.

2.1 Take Constructivism as an Example

In the early 19th century, after the success of Russia's October Revolution, a group of thoughtful designers and intellectuals tried to carve out a style in graphic design, fashion design, architecture and art that was different from the previous class. He represents a new expression for the proletariat. They support industrial production and try to replace old artistic images with new materials, new design methods and logical and functional design forms.

The characteristics of constructivism movement are as follows: first, it is influenced by cubism and futurism; The second is with strong political color and proletarian characteristics; The third is the layout of the use of chaotic arrangement, indicating a break with the traditional classical way; The fourth is the pursuit of simple design function and structure. Tatlin was one of the most important representatives of Russian constructivism. He advocated the combination of mechanical spirit and artistic design, emphasizing the close connection between design and engineering. Praise art and admire engineering structure. The third International Monument designed by him is a masterpiece of constructivism and a metaphor for the victory of revolution. He uses transparent steel frame spiral rise, abstract and rich dynamic, fully reflects his praise of technology, advocating engineering structure aesthetic thought.

2.2 Take Style School as an Example

Dutch-style was an important early part of the modern design movement, a dutch-centered style of art from 1917 to 1928. Named after Duesberg's style magazine, it was a loose group of Dutch painters, designers and architects who did not have a complete structure and manifesto. The representative figures and their works of style school are, for example, Duesberg's Interior Perspective and Mondrian's representative work Red, Yellow and Blue, which takes geometric figures as the basic elements of painting and uses red, yellow and blue primary colors and horizontal and vertical lines to the extreme. The density of line arrangement and the size distribution of color blocks create a strong sense of rhythm and rhythm. His work has had a profound influence on modern architecture and design. Another example is Ritveld, a designer of the style school, who applies elements of Mondrian's works to furniture and architecture. All designs try to emphasize the combination of various parts of the design object in the simplest way. For example, his representative work "The Red and Blue Chair", this chair was originally black in color, but later, Ritveld painted it with simple primary colors to strengthen the structure. From the perspective of the overall structure, in order to prevent the structure of the chair from being damaged, Ritveld uses screws to tie the wooden strips tightly instead of the traditional mortise and tenon method, which emphasizes the structural beauty of the space. It also separates function and form, emphasizing the relationship between form, expression and function in design. From the overall structure to color or modeling, are highlighting the abstract geometric characteristics of the style school, providing a kind of innovative thinking for modern furniture design, and laying a foundation for the later form to follow the function. The style

school is characterized by turning traditional architecture, furniture, painting and sculpture into basic geometric monomers and developing a neutral, rational and modern style by using asymmetric forms, primary colors and neutral colors, which laid a foundation for the development of Bauhaus in Germany.

3. Modern and Contemporary Design in Various Countries under the Influence of Contemporary Art Trend

3.1 Take the Development of German Design as an Example

3.1.1 Development of German Design

At the beginning of the second century, some countries in Europe and the United States still remained in the traditional handicraft production, but Germany set off a modern industrial design reform, getting rid of the previous small workshop mode, but started the first standardized design, thus opening the modern mode of mass production, pushing the modern design to the climax. Germany is the first country to set up modern design education, and the teaching system of Bauhaus Design School has been the basic mode of design education today, creating a new teaching system, conveying a large number of design talents, and preparing conditions for the spread of modern design art ideas. The design product of Germany pays attention to quality, the function that pays attention to a product, pay attention to technology, the stylist of Germany shows rational, rigorous characteristic.

So far, German products are still in the public eye with good functions and excellent quality.

In 1919, Gropius founded the Bauhaus School of Design to train designers suitable for modern production methods. Bauhaus further developed the idea of German industrial union, proposed to combine architects, sculptors and painters, and established the educational system of modern design.

More than ten years after the second World War, Germany's modern design art recovered, mainly reflected in the establishment of ulm School of Design and its successful cooperation with Braun Company, which pushed Bauhaus thought to a new height and vigorously promoted the idea of "systematic design". German products everywhere reflect the characteristics of new rationalism, new functionalism and minimalism, forming a cold, concise and methodical design style.

In the 1950s, ulm School of Design put forward the new rationalist design idea combining science and technology. Thomas as dean of ulm, was introduced to the teaching of mathematics, man-machine engineering, information theory and sociology, and will design to rise to the rigorous scientific system category, its purpose is to establish a scientific and systematic design method in order to get the design rules of general application, will design the teaching into science.

From the German Industrial Confederation to Bauhaus and ulm School of Design, Germany experienced two disastrous world wars and the division after World War II during the development of modern design. However, The design of Germany has been developing in the direction of rationalism. Germany has constantly improved their rational modern design ideas and always walked a scientific design development road.

3.1.2 Characteristics of German Design

The modern and contemporary design of Germany has obvious characteristics, and each period is a representative of the design community. Its main characteristics are as follows: during the period of the craft Union, art, industrial technology and handicrafts were advocated as a combination of disciplines; In the Bauhaus period, design paid attention to follow the objective laws of nature and combine theory with practice. In ulm's period, he paid attention to rational, reliable, high-quality and functional design, and put forward systematic design and design principles based on science and technology. The key point was that he did not want to emphasize the superficial way of popular style, and paid attention to the purpose and concept of design. A famous designer put forward ten principles of good design design; For contemporary design, focus on product functionality, product quality is high, reflecting the perfection and exquisite production technology; The product is of use value,

intuitive and clear at a glance; Have a sense of design responsibility, advocate scientific design, using ergonomics and other disciplines to design.

3.2 Take the Development of Japanese Design as an Example

3.2.1 Development of Japanese Design

As a developed capitalist country, Japan's modern design plays an important role in the world. In the second half of 1950s, a design style with Japanese national characteristics came out. In other words, the dual-track system of modern and traditional culture combines eastern and western cultures and becomes a classic representative of excellent products, which is loved and appreciated by people of all countries. For example: The butterfly stool designed by Japanese designer Liu Zongri is derived from the structure of the early Shinto gate in Japanese traditional architecture. Modern technology and modern materials are used as means to create modern products with Japanese feeling and Japanese style. There are also the lamp with tray designed by Naoto Fukazawa, which are excellent design works, reflecting the design characteristics of traditional and modern parallel. In the development period of Japanese design, such as the poster design of Tokyo Olympic Games in 1964 designed by Yukaku Kamekura, the whole design is characterized by internationalization whether it is color, symbol or image. The whole poster is connected with the red circle of the Japanese national flag, which is connected with the five rings, which has the characteristics of the national group and can be recognized internationally.

Japanese modern design had great changes before and after world War II. Before world War II, it wavered between western modern design and Japanese traditional design, and most of them were imitated. After World War II, Japan's economy improved day by day under the strong support and assistance of the United States. At the same time, Japan realized that industrial design played an important role in the development of national economy, so the design circle carried out a comprehensive modern industrial design movement. After that, Japan's economy recovered rapidly, and its industrial products such as automobiles, household appliances and cameras gradually entered the international market. For example, Muji, a Japanese brand that shines internationally, has simple packaging designs with monochrome fonts and a simple brown paper background, with advertisements and labels that focus on the product itself. The real realization of green design, issued the slogan of sustainable development.

3.2.2 Style Characteristics of Japanese Design

The development of modern design in Japan attracts worldwide attention, and various products made in Japan have been sold well all over the world. In general, Japan's contemporary design features: dual track system, less but better, modular, market creation and other aspects.

First of all, the first is the dual-track system, Japanese design to get rid of imitation plagiarism, really out of the revitalization of the characteristics of the design. So in the 1950s the Japanese began to think about their own development path. Japan is a country good at absorbing the achievements of other countries. When developing their own modern design in the style of "adopting", they pay great attention to the advantages of European and American countries and avoid the disadvantages. And Japan invites famous western designers to teach in Japan, holds design weeks, and sends students to Study in Europe and the United States.

The second is less but better, modular system. The Japanese nation pays attention to perfection, fully considers the psychological feelings of the Japanese people, insists on the people-oriented design idea, has the sense of belonging of the nation, follows the design from the reality, for example: the portable walkman designed by Japanese designers, truly considers the user's feelings. That's why Japanese products sell so well in the world market.

In the high-tech field, Japan did not take the traditional style of design, but according to the requirements of the development of modern design to carry on the design, so these products need to face the audience is the worldwide market, so the Japanese designer using the science and technology, promote people's satisfaction with the product, such as: SONY series products, the emergence of new

products every time let people shine at the moment. The product style is good, the function is new, convenient has become the Japanese high-tech product pronoun.

4. 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. By analyzing the development of modernism design in Germany and Japan, and citing the characteristics of development, it is demonstrated that art and design are both 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 development 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.

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