

The Influence and Significance of Pop Style on Modern Design

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Abstract: Among the contemporary art trends, one of the most noteworthy is the postmodernist design trend. This design trend has been popular since the 1970s and has developed based on high-tech and the information revolution at the end of the 20th century. It is also one of the most influential design activities in the history of contemporary art and design. During this period, the rise of pop style was particularly prominent, and it has sparked a distinct artistic trend within a certain range. Strictly speaking, pop design is the beginning of postmodernism. This article will provide a detailed description of the British pop design movement and explore its impact on modern clothing design and interior design, in order to draw conclusions. This conclusion can provide new ideas and concepts for modern design creation.

Keywords: Contemporary art trends, Pop Design Movement, Clothing design, Interior design.

1. Introduction

The reasons behind the rise of any artistic trend are complex. As a unique cultural phenomenon, the trend itself has a critical characteristic. It first criticizes in the field of thought, and then affects the social field, forming a social trend that undergoes a replacement of artistic and cultural ideas in society; Secondly, art has a visual symbol characteristic, and every update of ideological trends often reflects the current era's ideas and culture, with characteristics such as timeliness and sensitivity. Postmodernism sprouted in France and rapidly expanded in the debate over social trends. In its context, various artistic ideas were nurtured and influenced various industries, to the extent that some ideas still have a strong reference and reference value for some designs today. The Pop Art Movement developed from the mid to late 20th century, but it rapidly developed and became popular in various European countries, playing an irreplaceable guiding role in the design of future generations.

2. The Design Characteristics and Expression Techniques of Pop Style

2.1. Pop style design features

Pop emerged in the UK in the 1960s and spread to Europe and America. In the continuous collision between traditional culture and emerging new ideas, people are fond of new art forms and expression effects. Pop style at that time was more appealing to teenagers because it fully utilized visual elements that can be seen everywhere in life, from common pop cans, plastic bags, plants and plants, to clothing in shop windows, movie posters, comic books, science fiction novels, etc., which can all be used as imitation materials. Through one's own understanding of objective objects and a series of transformations applied to various designs, a unique "rebellious" style has been formed. The earliest pop art originated from Hamilton's collage work "What makes today's homes so different and attractive?" which uses a large number of popular cultural elements to showcase the overall atmosphere of the family in the picture. The picture is exposed boldly, yet authentic and credible, with bright and bright colors. The unique composition mode also breaks traditional

aesthetic standards, which is this novel and strange design style, Added a touch of color to the "lifeless" design at that time, bringing a stronger visual experience to people.

2.2. Pop style expression techniques

2.2.1. Widespread absorption of popular elements

In pop art, many designers use everyday objects such as advertising, commerce, and popular culture images for element extraction and secondary creation. By blending these visual elements, they provide new ideas for design. Andy Warhol's "Campbell Soup" has a simple and repetitive overall image with bright colors. Each image presents a different effect and style, but can be cleverly integrated together to form a unique effect through color mixing.

2.2.2. Unique composition

A unique form of composition in Pop style is the use of multiple tilings to showcase the beauty of repetition. For example, Keith Harlin's work "Foundation" depicts a manga with various poses and vibrant colors, creating a repetitive and flat composition that ensures visual stability, coherence, fluency, clarity, and a certain level of interest. Not only that, the Campbell Soup mentioned above also uses this composition, which is overall concise and neat without losing its aesthetic appeal.

2.2.3. Strong color contrast

The Pop style places great emphasis on the eye-catching effect of colors, creating a unique contrast and tension through the strong contrast between black, white, gray, or other colors, as well as the treatment of high saturation of colors. It also creates a cheap visual atmosphere to satirize the temptation of material themes to people. Andy Warhol's representative work "Marilyn Monroe" achieves a fresher artistic form through exaggerated color contrast.

3. The Application and Significance of Pop Style in Modern Fashion Design

3.1. The Application of Pop Style in Modern Fashion Design

While British pop design has been launched in Europe and America, it has also been applied and responded to in various

industries, with the strongest response in fashion clothing, becoming the first shock wave of the British pop design movement. Fashion design embodies the most concentrated British pop culture at that time, with designers mainly Mary Quant giving clothing new meanings through their designs. Whether in terms of materials or patterns, their clothing has become a declaration of the youth of this era: we no longer want to look like our parents' generation.

The earliest designer to incorporate pop style into clothing design was British designer Mary Quant. Her clothing was mainly characterized by simple straight lines, with a simple and lively overall shape. As the pioneer of "mini skirts", her material selection was closer to the rebellious style of young people, and she often used patchwork elements as design inspiration.

Japanese designer Yasuo Moriyama has also applied pop style to clothing design and attaches great importance to the trend of the times. She is most skilled in women's clothing design, and the important creative technique of Ayumi Kusama is repetition, which is consistent with the pop style design composition. She uses countless dots and stripes to repeat a large amount on the surface of objects, forming a neat yet interesting effect.

At the same time, some popular clothing brands in recent years have also started some fashion designs with pop style. At the 2016 Moschino Spring/Summer press conference, fashion designers recreated pop patterns by magnifying, structuring, and restructuring tools and industrial product images that can be seen everywhere in daily life, using cultural symbols that are closest to daily life to reflect contemporary social life, full of life fun.

3.2. The Significance of Pop Style in Modern Fashion Design

Fashion design is a process of artistic creation and processing, based on the unity of artistic craftsmanship and artistic creation. From the earliest Rococo style elegant clothing design, which pursued the delicacy of fabrics, expensive accessories, and complex craftsmanship to highlight the delicacy of clothing, to the early 20th century, clothing was still dominated by "simple" and luxurious styles, and to the emergence of new appearance women's clothing, The main reason for the official announcement of a hundred flowers blooming in fashion design is that Mary Quant has driven the popularity of ultra short skirts, and she has gradually made the pop style accepted and loved by people in the fashion industry. The pop style in clothing design, as a primary audience for teenagers, has emerged as novel and trendy, changing the traditional elegance and delicacy of clothing, highlighting one's own personality, and emphasizing refinement and uniqueness in clothing design.

With the progress of society and the evolution of the times, people are increasingly pursuing personalized clothing. Modern clothing design, more and more will associate elegant artistic design with the level of public consumption, and modern clothing design is also becoming more inclusive. Various designs can be seen in daily life, and even fashion that is not commonly understood has become what we call fashion today. For example, in the 2019 spring and summer women's clothing, special material film tassels are paired with ultra long skirts, and they are dragged on the ground to make a sound like electronic music; For example, at the Moncler runway, the inspiration for the entire outfit comes from tents and sails. The costume is supported on a bracket and is

triangular in shape, with no visible face. The idea is avant-garde and trendy. This is enough to illustrate the ever-changing and diverse styles of fashion design, and the rapid evolution of fashion today is likely due to the popularity of pop style in the last century. It emphasizes its own personality and rebels against tradition, in order to make today's bizarre yet distinctive fashion appear in front of us.

Pop style takes people's diverse and ever-changing needs for clothing as the starting point, and is in sync with the rapidly developing social trend. It provides a source of ideas for modern clothing design, which is "diverse and diverse". In recent years, many designers have returned to the world fashion show in the last century to search for materials and inspiration, and the design style is not single. They integrate new forms of expression with Pop, using new materials, The unique patterns and diverse shapes make Pop style shine in the new era of fashion, and the diverse designs also make it more possible in the future. In today's era of close integration of art and culture, the modern clothing industry is also showing a consumer oriented trend, and pop style is deeply integrated into our dressing styles, emitting its own unique flavor in the increasingly fierce fashion design.

Influenced by the pop style, modern designers are no longer loyal to imitation or plagiarism, which allows us to see so many bizarre clothing designs, exploring the psychology of ordinary people deeply, seeking inspiration from objects around us, and being adept at breaking rules. This should be the most valuable experience left by the pop style to modern designers, and also the most direct guidance for the modern fashion industry. As an extremely unique trend of art in the 20th century, pop style still retains this fresh vitality to this day. In the increasingly youthful and inclusive fashion industry in the future, pop will definitely be able to integrate into it.

4. The Application and Significance of Pop Style in Interior Design

4.1. The Application of Pop Style in Interior Design

Since its popularity, the pop style has also been extremely popular, not only in clothing design, but also in the interior design of people's daily lives, including indoor furniture design, which has a wide range of applications. Pop style interior design combines everyday objects with commercial elements for secondary creation, forming a unique and vibrant design style that breaks the original high-end and stable interior design image, showcasing a more commercial and emotional interior design style that is very popular in modern times.

Interior designers, based on pop style, also use daily life and popular culture as media to extract elements for design. However, these elements are moved from clothing design, poster design, etc. to interior design, making interior design more close to public life and full of vitality. Interior designers pay more attention to the psychological needs of consumers through pop style interior design, linking interior design with society. It can be said that this type of interior design is more in line with the living conditions of young people, greatly breaking the gap between art and life, and affecting and changing people's living conditions.

The development of modern society and the increasing demand for quality of life have made the requirements for interior design increasingly high. The design concept of Pop

Art "restoring art to life" is also extremely in line with this era of rapidly increasing artistic and cultural needs. Many modern interior designs also firmly grasp this point and apply Pop elements.

The LV concept store designed by Japanese designer Yasuo Moriya in London uses a lot of pop style. Like its application in clothing design, the design of the concept store uses a large number of dots to embellish it. The walls, decorations, and even sales items are filled with a large number of red and white dots arranged in an irregular combination. The dots in the work are infinitely repeated, making people dizzy, but also expressing the designer's most persistent pursuit of pop culture. The overlapping of patterns in decoration, using bright "pink and white tones" and a large area of solid color overlapping techniques, achieves a dazzling artistic effect, giving the store a strong pop style.

It must be mentioned that the octopus like tentacles in the storefront are a sculpture called "The Time of Rebirth", also designed by Yasushi Kusama. This repetitive bar shaped object, combined with dots for simple decoration, is highly abstract and expressive, expressing the designer's personal and artistic triumph, as well as their pursuit of novelty, novelty, and uniqueness. Put it in a new form in the store, making it a new exhibition product.

Not only abroad, some interior designs in China have also begun to re-examine people's psychological needs and apply pop style. For example, Junyi Hotel opened a Pop style themed hotel in 2018, and its hotel format is highly consistent with the Pop style. In terms of color, the exaggerated and gorgeous bright pink is used as the main color, improving the visual beauty of the indoor space. When people enter the hotel, they will feel the fun brought by the strong colors. In the picture, it can also be seen that strong patterns are used as wall paintings hanging on the wall, highlighting the indoor artistic atmosphere. The exaggerated wall paintings add an artistic atmosphere to the room. Moreover, this strange and unique pattern not only brightens people's eyes, but also alleviates the "visual fatigue" that people are accustomed to seeing. At the same time, the hotel's carpet adopts a multi color mixture and repeated tiling effect, which attracts people's attention before entering the room. Through this interesting pattern effect, people's understanding of the hotel is improved. This style of hotel breaks the original standard hotel design style, and the fun and vibrant overall effect makes the hotel very unique.

4.2. The significance of pop style in interior design

In interior design, pop style is mainly used in interior decoration and furniture design. In this era of mass consumption, people are increasingly pursuing the combination of art and life. In order to meet the increasing artistic needs of contemporary people, various industries need to break through rather than adhere to conventions. As an important part of modern design, interior design needs greater breakthroughs in the future to be accepted by the public more quickly.

Modern interior design can be divided into three types of structures: one is due to the minimalist style that became popular in Japan at the end of the last century. The interior decoration is fresh and elegant, and the furniture is mostly made of clean and simple wooden materials, using simple forms of expression to ease people's busy day's boredom and seek to get rid of the tedious and complex psychology; The second type is the New Chinese Classical style, which inherits

the ancient Chinese classical temperament in design style, embellishing patterns from the Tang and Ming dynasties in indoor spaces. Furniture is also adjusted according to ancient patterns and mixed with modern classic elements, injecting a new style into traditional homes; The last one is a modern avant-garde style, which is more innovative, modern, and more expressive of a youthful and casual attitude. The decorative style is not limited, and the content and form are more eye-catching and unexpected. The interior design of the pop style is slightly different from the above, but also somewhat inclusive. The decoration is more modern, unconventional and distinctive, but the spatial layout pursues order and regularity while ensuring style, which is a unique simplicity.

The application of pop style in interior design reflects the need for art to return to design and emotional changes after the evolution of the times. With the advent of the digital age, people's lives are under increasing pressure, leading to psychological indifference and emptiness. Therefore, interior design no longer only considers functional practicality and formal simplicity, but also needs to be transformed into meeting emotional demands. The application of popularization in interior design is reflected in the challenge to traditional beauty, the diversification of aesthetics, the change of fixed and rigid patterns, and the closer proximity to people's daily lives.

The significance of pop style for modern and even future interior design lies in the fact that design should closely follow the forefront of artistic trends, and design and art should be compatible and integrated. Contemporary people's pursuit of digitization and lack of emotion make design more responsive to the psychological resonance of users. The perfect integration of pop style greatly improves the artistic atmosphere of living environments, breaks through limitations, and awakens vitality and interest.

5. Conclusion

The rise of any trend of thought can cause a certain degree of popularity in a certain field or region, which is related to social background and humanistic culture. Pop culture was briefly popular in the last century, causing many people to follow it. Later, the rise of high-tech styles and new modernism made Pop temporarily withdraw from the historical stage. But with the rapid development of the information age, the reapplication of pop style design in modern design accounts for a significant proportion, and different industries are beginning to try to break away from their inherent thinking patterns and try emotional design. Pop style design techniques exhibit unique and distinct personal styles. In this modern era dominated by science and technology, rigor and order seem to have become synonymous with our generation. While keeping up with the times, We should not forget our own characteristics and design characteristics. Pop style in clothing design and interior design demonstrates a kind of unyielding to rules, breaking tradition, and pursuing our own unique understanding of contemporary people and emotional demands from design. Only in this way can we provide a new way of thinking for future design development, Only then can a new and contemporary artistic trend be born in future design.

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