

# A Brief Analysis of the Influence of Contemporary Art Trends on Modern Design

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**Abstract:** The trend of contemporary art is born in the trend of postmodernism, and contemporary art is the result of the common development of many artistic trends. This paper first discusses the influence of contemporary art thought on modern design by briefly describing the relationship between contemporary art thought and modernist art and postmodernism. It is mainly analyzed from four perspectives: creative theme, ideological concept, design interest, and diversification. The relationship between contemporary art thought and modern design is inseparable. Contemporary art trends influence modern design from all aspects, and have far-reaching influence and significance for modern design.

**Keywords:** Contemporary Art Trends; Modern Design; Design Themes; Impact and Significance.

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## 1. A Brief Description of Contemporary Art Thought

Art in each era is closely related to the development of contemporary society. When talking about contemporary art, we have to mention modernist art and postmodernist art. The difference between modernist art and postmodernist art is that modernism emphasizes the functionalization of the normative order. Postmodernism, on the other hand, focuses more on the expression of human emotions, and postmodernism fundamentally doubts the establishment of standards and the existence of universal schemas. If modernism is a mechanistic aesthetic revolution, then postmodernism is a revolution in ideas.

The relationship between contemporary art thought and design is closely related, and it is not possible to talk about each other in isolation. At present, modern design cannot be a single technology superimposed on a single pursuit of technological innovation design, more designers have higher aesthetic requirements, requiring designers to have more insights on artistic trends and their own unique innovation. Emotional design creation can better fit the design that people like to see today. However, the word "contemporary" in contemporary art thought is a time category, and artistic thought refers to a current ideological and artistic concept. Therefore, people usually have two understandings of the word "contemporary", one refers to the current artistic style at that time, and the other refers to the artistic style of the sixties to the early twenty-first century. Then when talking about the artistic style of the sixties to the beginning of the twenty-first century, it can also be understood as postmodernism.

Contemporary art is born in the trend of postmodernism, and contemporary art is the result of the common development of many artistic trends. Postmodernism originated in literature rather than painting. This is in stark contrast to the fact that almost all "isms" in the second half of the nineteenth century originated in painting. Postmodernism is a form of artistic expression and is closely related to the development of the times. The basis of postmodernism is modernism, postmodernism is more like an inclusion, postmodernism no longer wants to define everyone in a way or a unique way of locating the value of people, so

postmodernism is very diverse. Then, on the basis of such a pluralistic postmodernism, more novelties and pluralistic collisions have emerged in contemporary art. Many designers and artists have worked together to make design and art flourish on the basis of the previous artistic trends, so that contemporary art can bring people more visual enjoyment and artistic experience.

## 2. The Influence of Contemporary Art Ideas on Modern Design

### 2.1. The Influence of Contemporary Art Trends on Modern Design Themes

Contemporary art thought is a new trend of art and a new genre of contemporary art, under the impact of modern science and technology, art is more fashionable and innovative. Therefore, artists will have more choices in the choice of subject matter, and can cast their vision into a wider range of life. Under contemporary art, designers and artists are not limited to traditional still lifes, landscapes and dots, and some artists and designers choose to use the human body as a creative tool. The theme of modern design under the influence of contemporary art trends is also closely related to the hot spots of modern society.

Artist Yoko Ono was one of the first artists to express social concerns with her body. In 1964, she created what is considered a representative work of feminism, "Slice". During the performance, Yoko Ono sits on her knees in an elaborate suit, while the audience cuts off one of her clothes with scissors and takes it away. As the performance progresses, Yoko Ono's body is gradually exposed to the audience's field of vision, and the sight of others contains subconscious violence for her.

And Marina Abramovich, known as the mother of performance art, later had a more upgraded performance art "Rhythm 0", in this performance, some of the audience chose to take off his clothes, and slowly the participants were very sure that Marina Abramovich's words were true, and really could do anything to him, he would not resist. And when she made some different poses, some viewers put top hats on her head and asked her to hold a mirror with lipstick that said, "I'm free." Some wrote END on his forehead, and some slowly poured a glass of water on her head. Among the

participants, however, a group of people who tried to try to protect Marina Abramovich and those who tried to hurt and made fun of her were distinguished. A spectator wiped away Abramovich's tears. Her shirt was lifted, revealing her breasts, and a small, gray-haired man kissed her on the face. Later, her chest was completely naked. Roses and necklaces were wrapped around her neck and petals were scattered on her face, and Naples gallerist Lucio Américo gave Abramovich some Polaroid photos to display in her hands. During this time, Abramovich's eyes kept looking at those who passed in front of her in the distance. This empty look fanned the audience to do more extreme things about her, and eye contact may be a hint of Abramovich's personality and responsibility after such an act. When someone puts a rifled gun in Abramovich's hand and points it at her head, the repressive moral crisis and factional confrontation become intense. Abramovich still finished her 6 hours, and when he switched his status as a performance model, those who remained in the gallery at 2 a.m. quickly dispersed, and the gallerist drove him to the hotel, leaving him alone.

It is also to hand over his own body as a creative theme to the audience, and the audience will complete the design and creation together with himself. Their simple interactions reflect complex human nature, and they also choose their own bodies as creative tools. This is also under the impact of contemporary art thought, and the choice of modern design art reflects the creative exploration and development of artists and designers.

## **2.2. The Influence of Contemporary Art Trends on Modern Design Ideas**

The influence of contemporary art thought on modern design is not only limited to the choice of subject matter, but also affects the ideological concept of modern design. Talking about the influence of contemporary art thought, we have to mention the artist Marcel Duchamp, who is known as the originator of modern art and a pioneer of experimental art in the twentieth century. In the exhibition of his representative work "Spring", he displays urinals as works of art. This practice shattered people's understanding of traditional art and shocked the art world at that time, which is also a landmark work in the history of modern art. His greatness lies in equating life and art. He advocated "making art everything, non-art." However, the influence of this concept made design in the eighties and nineties of the twentieth century have a general creative attitude: there are no taboos. There is very little to think about what art actually is, or how it is expressed; They simply assumed that art was either painting or sculpture. That's why very few people think of "The Spring" as a work of art. In the process of transforming the urinal into a work of art, the name change turned out to be so important. It is this name change that becomes unusual, causing people to look at objects at an angle that also changes. Urinals that do not go to the elegant hall are regarded as elegant art. Miró's works have both color sense and chroma power, and the origin of creation is almost pure sense and originality without rendering and decoration, but the result can become its own bright "living color" and pleasant decoration.

In terms of design, many artists break the traditional ideological concepts, uphold the white and untaboo creative attitude, and fully show their strength in the design, so that various novel designs are presented in people's vision, such as various novel architectural designs, and the CCTV building designed by Koolhaas is to turn high-rise buildings into

special-shaped buildings. Contemporary art trends deeply influence modern design, making design more trendy, enriching people's lives and bringing people a new sensory experience.

## **2.3. Contemporary Art Trends Make Modern Design More Interesting**

The inclusiveness of contemporary art trends and the characteristics of the various art schools it absorbs make contemporary ideas not only innovative, but more importantly, the modern design produced under contemporary art trends is also very interesting. If we talk about the fun of modern design, we must think of the chaotic structure of deconstructivism in postmodern art, as well as the playful disruption and reorganization of the structure of objects, and its novel, unique and interesting design makes the influence of contemporary thought on modern design vividly expressed.

For example, the design of the "Stay-brella" umbrella by NEODO Design Studio is designed as the sole of the foot at the handle of the umbrella. This design is not just for the pompous shape of the foot, the design of the bottom is a solution to the disadvantage that the long-handled umbrella is not easy to place. People can use it against the wall or hang it on a rope, and if people really can't find a place, they can also use this fun design to make the umbrella stand on its own. This ingenious and interesting design not only makes the umbrella more colorful to people's lives, but also solves some of the problems that people encounter when using umbrellas.

ANOTHER EXAMPLE IS THE CUTE POLAR BEAR TEA BAG LID DESIGNED BY THE "NECKTIE DESIGN OFFICE", WHICH IS DIFFERENT FROM THE TRADITIONAL TYPICAL TEA BAGS AND LIDS, AND PEOPLE NO LONGER NEED TO PIN THE THREAD OF THE TEA BAG TO THE EDGE OF THE QUILT WHEN USING IT. A cute polar bear made of ceramic material has the tea bag firmly attached to the lid, which looks like a polar bear fishing, which is very interesting. A small design allows people to drink tea not only to enjoy the fragrance brought by tea, but also to allow the product and the user to interact in-depth, so that the design brings people more interesting.

Through the above cases, the influence of contemporary art trends on modern design is reflected, making modern design more interesting. The inclusiveness of contemporary art thought and the concept of untaboo design enable designers to better be people-oriented, better fit the design itself, and be more taboo-free in design. Contemporary art thought is the key to modern design, the key to unlocking the designer's inspiration; For modern design, contemporary art is a spring and a constant source of inspiration; Contemporary art thought is a colorful pigment for modern design, making modern design more colorful and more brilliant.

## **2.4. The Trend of Contemporary Art has Diversified Modern Design**

With the improvement of people's living standards and the development of scientific and technological productivity, modern design under the influence of contemporary art trends has also shown diversified development directions. And this reality has more and higher requirements for designers. Under the trend of contemporary art, design is not only more innovative, but also innovative, and design should conform to the trend of the times and conform to the trend of diversified development. For example, under the impact of the trend of contemporary art, designer I.M. Pei combines design

localization and diversification, so that the design has both an international style and a unique charm of China. In 2006, after four years of polishing, the Suzhou Museum was inaugurated, and the building attracted worldwide attention. To this end, he determined a design concept of "new in the middle, new in the Su" for the new museum. As an ancient cultural city, Suzhou has tried everything to overcome many difficulties, so that it is not only rooted in traditional oriental charm, but also has the aesthetic trend of contemporary art. The design of the Suzhou Museum should not only have Chinese characteristics, Suzhou flavor, but also be modern and innovative. Whether from the perspective of the museum's traditional "function, technology, image" or from the perspective of innovation, it reflects the unique design concept and the spirit of forging ahead and challenging itself. Although the whitewash-walled Dewa with its unique Chinese architectural characteristics is traditional, it has a new way of expression. The granite stone called "Chinese black" is used as the trim for the roof and the lower wall, and the diamond shape after processing enhances the three-dimensional sense of the roof. The structural design of the new building replaces the traditional wooden beam structure with a modern steel structure, and then uses high-quality wood for the steel structure trimming and packaging. It not only preserves the traditional cultural information, but also ensures that the whole building is no longer deformed and moth-eaten.

I.M. Pei, known as the "magician of light and shadow", replaced traditional materials with glass, and then arched metal strips to form geometric figures with a sense of design. When the sun is shining, the walls and floors of the corridor can also reflect warm yellow light, and the entire museum hall does not need artificial lighting at all. The sloped roof composed of geometric forms not only inherits the sloped roof crisscrossed by the ancient buildings in Suzhou, but also breaks through the constraints of the traditional Chinese building "big roof" in terms of lighting, fully embodying the concept of "letting light do design".

In terms of design, it combines the traditional Suzhou architectural style, and gets rid of the traditional garden landscaping idea in landscaping, and continuously refines the essence of traditional garden design, forming an emerging Suzhou Garden landscape with a harmonious artistic conception and a distant and harmonious appearance. Under the impact of various contemporary artistic trends, we should not only focus on innovation and new trends, but also base on China's traditional charm in line with today's diversified development trend. Therefore, under the influence of contemporary art thought, its influence on modern design is not only reflected in the creative theme, ideological concepts, but also makes modern design develop towards a diversified development trend.

### **3. The Significance of Contemporary Art thought for the Development of Modern Design**

The influence of contemporary art thought on today's design is reflected in all aspects, and multi-dimensional influence on modern design. Let design lead people's life style,

so that design brings people a new sensory experience. Let people see that design is not higher than life but equal to life, and anyone and everything can become a design theme. The influence and significance of contemporary art thought on modern design is not only limited to the creative themes, ideological concepts and diversified development trends brought by modern design, but also brings more possibilities to modern design. He is committed to breaking the boundaries of traditional definition of elegance and beauty, awakening and stimulating people's unlimited imagination and creativity, and providing the driving force for design development.

### **4. Epilogue**

With the development and change of various genres, each era has its own artistic trend of the corresponding period. However, in the current era of abundant material and rapid development of science and technology, the current artistic trend has the characteristics of artistic aesthetics corresponding to our era. Contemporary artistic trends have deeply influenced modern design from all aspects, thus affecting people's lives. The modern design that can be seen everywhere in life also reflects the influence of contemporary art ideas on modern design. The trend of contemporary art is the result of the comprehensive development of a variety of ideas and concepts, and also affects modern art design from all aspects. Art and design are inseparable, and artistic thought and design have a deep influence on modern design. Modern design has the imprint of modern society, and modern life people pursue trendy and innovative design, which is also a new requirement for designers brought by contemporary art trends. Contemporary art is like a spring, which nourishes modern designers and makes them design works of art that are more in line with modern aesthetics and contemporary trends. To sum up, the influence of contemporary art thought on modern design is multi-level and multi-dimensional, not only in the influence of expression, but also on its internal aesthetics and ideological concepts.

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