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The Influence of Contemporary Art Trends on Modernist Design

-- A Case Study of Fauvism

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Abstract: Fauvism is an important school of modern art, in which Fauvism in the exploration of color is beyond the predecessors, in the color has been liberated, at the same time, has an important impact on modernist design. This article only discusses the influence of Fauvism's artistic thought and artistic expression on modernist design.

Keywords: Contemporary Art; Modernism; Fauvism.

1. First, The Origin of Fauvism

Fauvism was exhibited at the Salon d 'Autumn in Paris in 1905 because of its unique painting style and simple brushstrokes Rough and wild in color, it got its name from what the critic Voselet Voselet playfully called a group of "beasts." Delang, Matisse and Flamenck did not set out to start an artistic movement, but to go where Van Gogh and Gauguin had not gone, to try to reclaim the primal qualities that were so evident in African handicrafts. When the artist Flamenck saw an African carved mask carried by a Frenchman in Paris, he was immediately struck by the expressiveness of the African carved mask, which he described as "instinctive art. " Buying the mask from a French merchant, he carefully packed it up and showed it to his friend. Matisse and Delang were immediately impressed by the masks. While studying African carved masks, they saw a kind of freedom that was missing in Western art. Their artistic training led them to aspire to an idealized version of beauty, but these African sculpted masks were anything but, or even the opposite. What they discovered in their research was a new way of expression in which the expression of color and emotion took precedence over faithful representation. The concept of "expression of emotion" had been around a long time, and philosophers had some rough articulation of it throughout the Renaissance and even Roman times, but it didn't really gain traction until the second half of the 19th century. Collingwood inherited and developed Croce's view of "art as expression", arguing that the expression of an artist's emotion is a creative imaginative activity. In his opinion, art is the expression of emotion. The expression of emotion is not to evoke emotion, which aims to move the audience, and the performer does not have to be moved, while the expression of emotion is to express one's own emotions, so that one's emotions appear clear to the audience. Matisse, the representative figure of Fauvism, believed that color can not only be used to express the form, but also has its own meaning, and painters should express their feelings with composition and color.

2. The Influence of Brutalism on Modernist Design

2.1. The Influence of Composition Form

The expression method of Fauvism is expressionism. In fact, for painters such as Matisse and Flamenck, this expressionism is actually an expression of personal emotion. They completely ignore the matter in nature and reconstruct space , color and line . In terms of composition, it was also a new approach, which was expressed in the form of non-traditional composition at that time. This method of expression may be different from the academic school and lacks of theory. Perhaps Matisse and other Fauvism painters did not realize that their expression is an important part of the formal beauty rule in the scientific modern design theoretical system. The industrialization era has changed people's existing way of life, the competition is more intense, and people need new things to stimulate their eyes. Expressionism is to attract the audience's attention through the exaggeration of color, line and form, which is derived from the painter's personal observation and emotional experience. This way of expression is completely different from the traditional academic style, which follows the nature in teaching. In the eyes of modern people, this different way is just an ordinary way of expression. Fauvism paintings use simple lines, which constitute formal beauty but have no specific meaning. This way of expression is similar to the aesthetics of composition in modernist design. Matisse's paintings have a sense of modern advertisement painting, which may be shocking at the time, but is an important way of expression in modern design.

2.2. The Influence of Fauvism's Painting Colors and Graphics on Modern Design

(1). From the graphic above:

First of all, Henri Matisse of France, the representative figure of Fauvism, painted The Snail in 1953, which is one of the masterpieces of Henri Matisse's abstract art works. Before the creation of Matisse's "The Snail He sketched snails in nature for many times, and was deeply impressed by the moment when the snail's head protruded its shell. He was inspired by the paper-cut creation in his later years, creating

the Snail.



Figure 1. The Snail

In terms of structure, the snails created by Matisse are a collage of irregular figures. These irregular shapes are put together like spirits floating in the sky. The whole painting is just a collage of figures, but it can give people a calm and humorous feeling of being in nature. After Matisse had a deep understanding of the snail through his observation, he put aside the shape of the snail itself and carried out an abstract expression of the creation of the snail's shape, using simple blocks to express the image of the snail in his mind. The simple structure and spiral block surface give the picture a sublime realm. He does not simply simplify the snail figure, but uses a way to represent the characteristics of the snail and to express important information by abstract painting. It is an art form of pure power and simple expression of subtle changes in all things in the natural world. Snail is a work created in two-dimensional plane structure. In two-dimensional space, a group of spiral ladders are full of decorative significance. He pursues to use the simplest graphics in two-dimensional space to create a new sense of form, contrast and coordination of the picture, which is a representative work with abstract main meaning. The structure of this work is divided, combined, then divided, and then reorganized, so that the whole picture has a rich beauty of paper-cut art. When creating this work, Matisse expressed the snail in the simplest form by observing, experiencing, creating, thinking, and re-creating. From Matisse's analysis of the snail graphics, we can feel Matisse's love for abstract art. Each abstract work does not appear by chance, but is expressed in the most concise form through repeated creation after in-depth understanding and thinking of things.

(2). From the color

From the color point of view, it is composed of nine colors, which are red, yellow, and blue terrains, as well as orange, green, purple, lavender, light green. Matisse believed that black was a kind of power, and it was often expressed in his works. The clever use of the three primary colors and the contrast between their three complementary colors gives us a comprehensive and vivid color spectrum, also known as the Composition of Colors. Matisse's works are often created with high-purity colors, and the contrast of colors is full and hot. Although Matisse's use of colors is simple, it can give people a pure expression.



Figure 2. "Dance"

Matisse used a lot of complementary colors in his work "Dance," where colors and lines in the picture are combined with each other, using large blocks of three colors, red, green and blue. The red in the picture represents the state of the five women's passionate dance, which is bloody, energetic and full of passion. And the green and blue in the picture represent the grassland and the sky respectively, showing a peaceful and tranquil, which is in sharp contrast with the female form in the picture, giving people a strong sense of impact. Although the colors used in the picture are simple, complementary colors are used, which makes the use of colors in the picture play to the extreme. Pure color and abstract picture together, so that the whole picture appears more three-dimensional and beautiful. The picture has a profound fantasy power, does not show the specific plot, but can bring people a feeling of endless joy and wild, expressing a dynamic attitude to life and human vitality. Matisse's later works began to add some exotic elements and symbols, and different artistic elements blended with each other, which made the paintings more unique. He turned to the painting with large color blocks and simplified lines with Arabic patterns, and paid more attention to the overall development and decorative principles of the paintings. And there was no sense of three-dimensional space. For Matisse in this period, he only added many decorative elements on the basis of color. The complementary colors in his works are painted flat along the shape, and the contrast between the complementary colors is used to coordinate the color relationship in the picture, so that the picture has a decorative sense and a concise and advanced sense. The color blocks in Matisse's works are unique and interesting. Matisse, who was wasting away during this period, began to cut and paste in color, fantasizing about the picture, and blending color and painting through the art of paper cutting. This technique became a major part of Matisse's later years. He would paint the colors he was going to use on pieces of paper in advance, and then cut them out so that they could be used to put together a picture. In this extremely simple way, this is the perfect interpretation of art for Matisse later on.

In Matisse's "The King's Regret", different shapes of colored paper are used to collage, and the work is compared with cold and warm, and orderly spread from inside to outside. Such an alternations of cold and warm make the whole picture more rhythmic. In "The King's Regret", the contrast from blue to purple, blue to yellow, and then to black is clear to the eye. Purple and yellow make the contrast effect of the whole picture more intense. The contrast of the complementary colors is the opposite The impact of a contrast with the same

color scheme is more intense.



Figure 3. The King's Regret



Figure 4. Open Window, Colliour "Pleasure " (a)



Figure 4. "The Joy of Living" (b)

Between 1905 and 1906, it seems that this is the period when Matisse really turned to rich colors and brushstrokes.

The texture is pushed to its limits, as can be seen in The Open Window, Colliour. Even in this period, His analytical mind and broad perceptive capacity were brought into full play. "Luxury, Tranquillity and Pleasure", for example, was an attempt at his new Impressionist approach; In the Joy of Life, he has begun to master the brushwork, using large color arrangements, characters and trees fluctuating curve to define the color block, with large color block table.

To show the clothes of the characters, the large color blocks added are surrounded by thick outline lines, making the character modeling both concise and strong. The background is a flat, pale pink surface from which the figure stands out.

In Matisse's in the Blue Nude, the sculptural sense is more prominent, while color is organized in flat space, reaching its great climax for the first time in Luxury 2. Thus, by using contrast and juxtaposition of color blocks, the artist has succeeded in creating a new type of painting space. He did away with perspective, but this work is more than just a surface decoration. The figures in this contoured form have a deeper meaning; They exist and move through space with the illusion of depth, light and air. Such an illusion, the color blocks form a more complete picture.



Figure 5. Luxury, Tranquillity and Pleasure



Figure 6. "In the Blue Nude"

3. The Inspiration of Matisse, Snail Graphics to Modern Graphic Design

3.1. The Uniqueness of Abstraction in Modern Graphic Design

In modern graphic design, it is the abstract graphics redesigned on the traditional graphics, and the result of simplifying the graphics with an inductive and deductive method. Modern graphic design has broken the original form of direct use of natural graphics, modern graphic design pays attention to concise and decorative, and has existential significance to the retained graphics.

For the abstraction of modern graphic design, the designer abandons the basic form of things, and the basic form of things. The aesthetic sense of form is created. Modern designers regard abstraction as a design language and an important part of graphic design. Modern graphic design is the original form of natural things to be simplified, geometric, abstract graphics with brief and bright features. It transcends the understanding of the thing itself and rises to the understanding of the image. The abstraction of Matisse's snail figure is the success of this work, which has no snail form but represents one. There is only the spiral arrangement of the shell of the snail in the painting, which completes the snail's form as a whole, this abstract figure inspired later designers with its unique beauty.

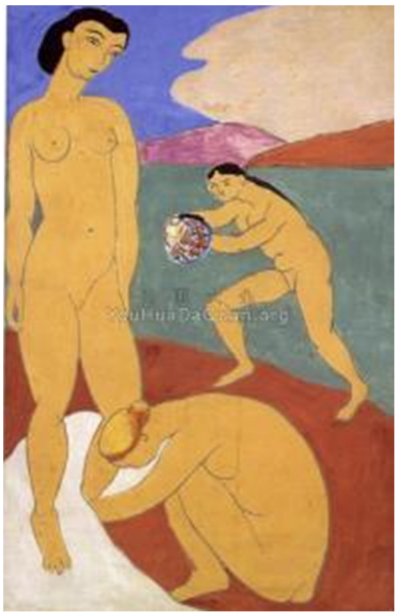

Figure 7. Luxury 2

3.2. The Inspiration of Matisse's Snail Figure to Experimental Graphic Design

The concept of modern abstract graphics is related to the two concepts of realistic graphics and decorative graphics. It is not a simple representation of things, nor a pure abstraction to express one's thoughts and emotions, but according to the connotation of the graphics themselves and the expressiveness of the creators. And the experimental graphics is the designer in order to achieve a certain creative point of view and experiment, we call this process as the experimental process, the graphics created in this process is called the empirical graphics. In the process of such experiments, we get the inspiration of creative thinking from Matisse's snail graphics. After a series of studies, we created a series of abstract works.

The works designed with the title of "shoes" won the New Generation Award of the Hong Kong Design Triennale in 2010. What we can see is not the shape of shoes, but a lively cartoon element. Shoes are just a carrier of design elements, and the carrier can be used as an abstract space, which can connect us.

The favorite elements are put in, and a new style is created, which is inspired by Matisse's snail graphics.

3.3. The Influence of Matisse's Paper-Cut on the Modern Design

In the creation process, Matisse's emphasis on flatness and ornamentation, as well as other features of formal language and aesthetics, still inspire us greatly. A group of Chinese artists who studied in Europe in the 20th century were deeply influenced, such as Lin Fengmian and Pan Yuliang. Their works not only have the elegant classical beauty, but also are full of passion and fierce heart like beasts.

Today's fashion and design circles emulate and learn from Matisse's paper-cut works, although it seems full of childlike interest and innocence, but its every detail is carefully considered, paper and scissors give him another way of painting, which is called his "second life". His paper-cut works show the vibrant light of life.

Paul Smith, the famous British fashion menswear brand, is most sought after for his inner rebel spirit. In the 1990s, the brand launched a menswear line made up of more than two dozen colorful stripes, known as Matisse colors, inspired by Matisse's paintings. Today, these stripes have become the brand's signature and are used in a variety of crossover products.

M iffy and Her Friends is a classic picture book work by renowned picture book author and Dutch painter Dick Bruner. Dick Bruner was a fan of Matisse, who used simple lines to express as much as possible with as little as possible through a few colors, such as orange, blue, yellow and green. Today, we can see the lovely Miffy rabbit on M&G stationery, which has become the spokesperson of M&G stationery.

Apple's iPod black silhouette ads from 2004 to 2008 combine art with business logic to truly change everyone's lives, inspired by Matisse's black paper-cut works.

4. Epilogue

The greatest influence of the mod ern design of the Beast party lies in the use of pure colors and the bold pursuit of artistic express on. However, Matisse, the representative figure of Fauvism, has a profound influence on modernist design through his abstract graphics, colors and paper-cut art. Only through deep understanding of something and deep thinking can we realize our own style and value.

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