

The influence of contemporary art trend of thought on modernism design

--Take pop art as an example

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Abstract: With the rapid development of modern society, art design is also constantly improving. In this pluralistic world, various trends of thought collide, absorb and merge with each other. This trend also influences the various changes of modernist design, this is the inevitable result of the development of Western society and art to a higher historical stage. Art Inheritance is inevitable in history, any art is constantly colliding with the previous art. This paper discusses the influence of contemporary art trend on modernism design based on a case study.

Keywords: Artistic Trend of thought; Modernist design; Influence.

1. Brief description of contemporary art trends

The rapid development of art and design is proportional to the development of human society. In terms of timeline, from the period of Western realism to the period of contemporary art, and then the fusion of traditional Eastern aesthetics with new media, art trends have been constantly updated, completely breaking the confinement of ideas, time and space, and these trends have quietly influenced people's daily life.

Since the emergence of modern art in the 1960s, people have questioned the abstraction and authority of modern art and repeatedly conducted artistic experiments to address the doubts. In such an environment, art research continued to blossom and stirred up a wave of artistic emancipation, and a variety of art schools were born, which had a decisive impact on both modern and postmodern art. The emergence of artistic thought was not only to satisfy people's daily lives, but more importantly, it conveyed the different thoughts and psychological consolation of people in various periods. Through an open and inclusive expression, it has brought a lasting influence on modernist design by incorporating more designers' ideas and experiences on the original basis.

1.1. Background and concept of Pop Art

In the mid-20th century, the United States, which was not affected by the war, rose rapidly and brought America to all corners of the world through trade and its culture. After the war, the young generation in Britain began to yearn for the material civilization of the United States. As the young British generation grew up with the post-war economic recovery, their values showed a self-rebellion and the pursuit of innovation, which made Pop Art begin its initial exploration in Britain.

Pop Art was born in England, developed and reached its peak in the United States, and eventually became an international art movement and art thinking. The word "pop" comes from the English word "pop", which is also a simplified colloquial word for "lollypop". Pop art is actually a short term for modern pop art, which usually represents a popular culture. In the field of culture and art, post-

modernism has always influenced the creation of art, and the main inspiration of pop art comes from the combination of traditional commercial and artistic expressions. In the late 1960s, Pop Art was gradually replaced by Minimalist and Modernist art.

Pop art pursued freedom and liberation, and was a breakaway and subversion of traditional art concepts. With the development of society, Pop Art gradually merged with commerce and technology, and its expressions were mainly derived from life and the ordinary things seen in daily life. Pop art has gradually cross-fertilized with many fields such as architecture, garden design, illustration design, home furnishing design, photography technology, etc., and is inseparable from our life.

1.2. The stylistic characteristics of Pop Art

The most important feature of Pop Art is that it draws materials from real life, which also opens another channel for the development of art. Before that, the materials needed for art creation mainly revolved around mythological and religious stories, characters, city life and scenes of middle-class life in Western art, while the emergence of Pop Art enriched the field of art design, making its content richer and its themes broader, those previously classified as non-art subjects could be considered as art subjects, and more and more kinds of art could be created.

Pop art is a style in which artists look for creative themes in everyday life, but the final forms presented to the public are not exactly the same as the original materials. In this creative process, designers use realistic techniques to reshape and display various forms, including enlargement, repetition or stripping. Combining art with popular culture gives it a unique visual effect in the eyes of the public. For example, Andy Warhol's work "The Green Coca-Cola Bottle" (Figure 1) takes the most common Coca-Cola bottle in life as the main creative element into the painting, and repeats the re-creation design to bring a different visual experience to the viewer.



Figure 1. Andy Warhol's "Green Coca-Cola Bottle Image source: Internet

2. The use of pop art in architectural design

Contemporary Chinese architectural design is undergoing a transformation process from mechanical imitation to independent integration of the essence of traditional culture, and has made many twists and turns to explore. However, Western architectural art still adheres to its own development track and has produced a fruitful and beautiful oddball. These works explain the relationship between the individual and the world with different attitudes and perspectives, bringing the viewer a fresh visual experience.

2.1. The emergence of modern Pop-style architecture

After entering the information age, modern architectural art has gradually become diversified. As the representative art form of postmodernism, Pop Art has a profound influence on the development of modern architectural design. It began to question the mainstream art, bridged the gap between art and life, and completed a revolutionary movement between traditional art and modern art in terms of ideas. Pop art broke the boundary between art and life, introduced commercial pop culture into art, and made the mass culture and various arts interpenetrate and fuse with each other. The same is true in the field of architecture, where architects have combined the best of both worlds and combined historical styles to once again open up new design directions.

Nowadays we are in an era of personalization, and the rapid development of the economy has undoubtedly brought unlimited pressure to people's lives. Therefore, people's requirements and aesthetics for all aspects of life are rising gradually. In terms of architectural design, people gradually reject the monotonous, uninspired and plain building shapes of the past and begin to pursue a distinctive and fresh sense of architectural design, thus breaking away from the "norm" of the past.

As early as the 1960s, a large number of post-modernist architects, represented by Robert Venturi, appeared in the field of architectural design. As rebels of traditional architectural art, these architects first tried to combine pop art elements with architecture, breaking the monotony of previous architectural design, and designing a number of popular buildings with a relaxed appearance, a strong sense of humor, and closer to people's lives. "In the post-industrial period of the 1960s, Pop architecture emerged, which was very close to the characteristics of the post-industrial era, replacing the previous complex and complicated art with very intuitive images. more innovative design ideas.

2.2. Characteristics of Modern Pop Style Architecture

The style of Pop architecture is popular, popular and easy

to understand. Most of the design inspirations of Pop architecture come from daily life, and the architects use the old materials that are so-called mundane and old-fashioned, as well as the elements that people usually consider banal and uninteresting, and then redesign them through the transformation of Pop art in the design, so as to give new life to the elements and bring the viewers a fresh feeling. Different types of Pop architecture also bring different enjoyment to people. These buildings abstractly interpret the era, and with their low cost and artistic elements closely related to people's life, they are increasingly popular. At the same time, Pop architecture conveys optimism to people passing by with its novel and exaggerated shapes and colors.

2.3. The integration of Pop Art and modern architecture

Frank Gehry, as one of the famous postmodernist architects, designed many famous architectural works such as the Guggenheim Museum, the Dancing House in Prague and the Weisman Art Museum. Among his many works, Seattle Rock and Roll Music Museum (as shown in Figure 2) is Frank Gehry's challenge of architectural aesthetics again after the Guggenheim Museum in Bilbao, and this work can be said to be the existence of the combination of architectural technology and modern technology.

The Seattle Rock and Roll Museum focuses on the history of rock music and explores the influence of popular music and culture. The building uses the shattered electric guitars of rock stars as the primary inspiration for its architectural form and color, with the wire and glass contours of the steel frame undulating like electric guitar strings at the top of the building. The overall façade of the building is made of aluminum panels and wood, with stainless steel as the dominant material. The different colors of each material honor each of the masters of rock music, and Gehry recreates pop culture with his unique ideas and approach.



Figure 2. Frank Gehry's "Seattle Rock and Roll Music Museum Image source: Internet

Pop art has not only influenced the modern American urban landscape, but has flourished worldwide. The Centre National d'Art et de la Culture Pompidou (Figure 3) is a museum of art and culture located in Paris, France. The building was designed by British architect Richard Rogers and Italian architect Renzo Piano. On one side of the building is an outdoor elevator in the form of a transparent plastic tube,

combined with a large number of glass windows and a white steel frame structure, while on the other side are some pipes and a red elevator engine, and there is also a faint view of the silver cross brackets and gray walls inside. As an art museum, its out-of-the-box design, unique structure and bright colors have made it controversial, but ultimately recognizable and loved. The Centre National d'Art et de la Culture Pompidou is a prime example of how modern architecture is gradually transforming from a standard building to a decorative cityscape.



Figure 3. Richard Rodgers' "Centre National des Arts et des Culture Pompidou Image source: Internet

3. The Use of Pop Art in Graphic Design

In today's environment of multi-element development, monotonous performance is far from satisfying people's visual enjoyment, and this phenomenon is especially evident in poster design. The main purpose of posters is to convey effective information to the audience, and posters are often influenced by their spatial environment, which determines its short-lived timeliness. In the current era of the prevalence of consumer culture, posters have changed from a single form to diversification, and pop art plays an irreplaceable role in the development of posters. Pop art itself comes from people's daily life, mainly expresses people's thoughts, so that art is no longer "class art", but also conveys an optimistic and free attitude to people. In Pop Art, designers boldly use bright colors, contrasting color differences, exaggerated and interesting graphics to enhance the viewer's interest and improve the visual impact of the poster, which also refreshes the public's perception of the poster. In the process of poster design, whether it is commercial symbols for profit or natural elements for public welfare, the integration of this symbolic language can express the characteristics of Pop Art in the poster to the extreme, and inject new vitality into the poster design.

3.1. The characteristics of Pop style in graphic design

3.1.1. Taking materials from real life

Before Pop Art, art was elegant and unreachable, while Pop Art mainly drew materials from public life and commercial fashions, which greatly broadened the design scope of art. In the works of Andy Warhol, a representative figure of Pop Art, popular culture was his main source of inspiration. In the work "Green Coca-Cola Bottles", the most common Coca-Cola bottles in life are arranged in the picture, and all the bottles are uniform but with variations of light and dark, expressing their artistic value as popular culture.

3.1.2. Bright and colorful

The color style of Pop Art works is bright and strong, and

the combination of high purity colors enhances the visual impact of the works, on the other hand, it also shows the commerciality of Pop Art. Marilyn Monroe" (Figure 4) is a poster design work made by Andy Warhol using screen printing technology. The same elements show strong color impact by adjusting the hue, and also present a stronger sense of fun.



Figure 4. Andy Warhol's Marilyn Monroe Image source: Internet

3.2. The use of Pop style in graphic design

3.2.1. Reproduction

Reproduction is a mechanical method of making identical objects. The Renaissance view that "art is unique" was broken during this period. Pop artists believed that works of art could be reproduced in large quantities, and the rapid development of printing technology in the United States created the conditions for such mechanical reproduction. Andy Warhol, who favored repetition and reproduction, once said, "I've been eating the same breakfast for twenty years, and I guess that's doing the same thing over and over again." , his works such as "Campbell's Soup Can" (as in Figure 5) and "Two Dollar Bill" use this technique.

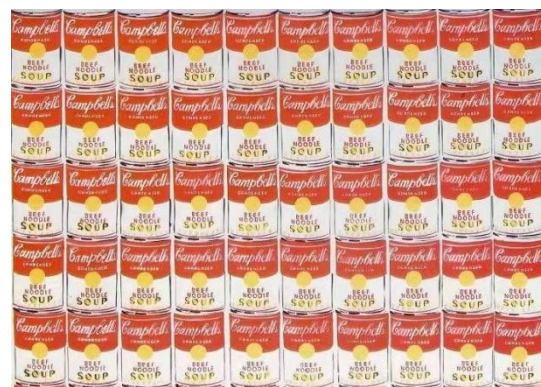


Figure 5. Andy Warhol's Campbell's Soup in a Can Image source: Internet

3.2.2. Collage

Influenced by Picasso's Cubism, Pop artists often used collage techniques in their creations. At that time, the United States was in the era of abundant information, newspapers, posters, advertisements, etc. were everywhere, which provided a rich material basis for collage design. All kinds of objects in daily life, even scraps and garbage, were considered valuable symbols and could be used as art materials. By combining them in a collage and applying various colors to the picture, it becomes a pop art work full of characteristics. (As shown in Figure 6)



Figure 6. Works of Spanish artist Rebeka ELizegi Image source: Internet

3.3. Embodiment of Pop Art in Graphic Design

3.3.1. Poster design

With the development of the times, posters face the problem of how to attract people's attention through strong impact, and the integration of pop art has broken the stereotypical impression that posters bring to people. With its distinctive and unique style, it has reshaped the expression of poster posters, and the poster posters with pop art style have gradually become a new visual culture. For example, the album cover "Sergeant Pepper's Lonely-Hearts Club Band" designed by Pete Black for The Beatles (Figure 7), the image is made of a collage of 87 celebrities and band members' headshots, with a unique and impressive style.

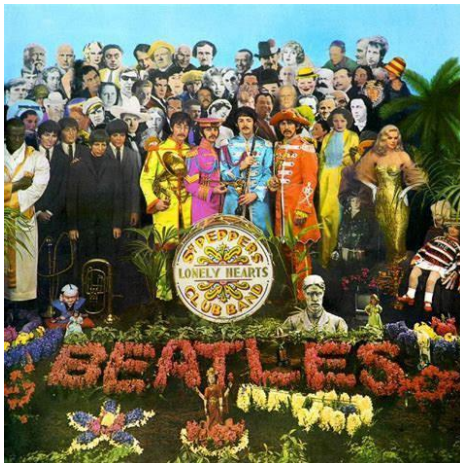


Figure 7. Pete Black, "Sergeant Pepper's Lonely-Hearts Club Band" Image source: Internet

3.3.2. Packaging design

Pop art meets people's visual and psychological aesthetic needs through distinctive and bold color matching, and is

therefore also widely used in the packaging design of various products. In many cosmetic brands, people can find the shadow of pop art. For example, the cosmetic packaging design of "Belle Reve" (Figure 8) uses elements of Pop Art. "Belle Reve is a beauty brand for young people, and its packaging is designed with American illustrations from the 1950s, mostly in blue and pink, and the use of retro illustrations gives the brand a distinctive and unique image.



Figure 8. "Belle Reve" cosmetics packaging Image source: Internet

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