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A brief analysis of the influence of contemporary art trends on modern design

-- Taking Nordic design as an example

Junfeng He

College of Art and Design, Wuhan Textile University, Wuhan 430073, China

Abstract: Nordic design has been regarded as the pioneer of the design industry in recent years, people always talk about the cutting-edge ideas of design cannot get around Nordic design. Its unique concept and "warm" design style are respected by people. The colors, materials and shapes used in Nordic design have always been the latest topics discussed in the design circle. This paper will analyze the essence of Nordic design and its influence on modern design from the three aspects of Nordic design style, representative works and the influence on modern design, and analyze the new extension of Nordic design under the trend of the new era and the help to the current stage of learning.

Keywords: Nordic design; Modern design; Style concept; Enlighten.

1. What is Nordic design style

1.1. Origin of Nordic design

Nordic design originated in Scandinavia and is also its main home. The region is far from the equator and in an extremely cold region. Nordic design revolves around five countries: Denmark, Sweden, Norway, Finland and Iceland. Due to its special geographical location, national culture, living habits and other factors, the idea of functionalism, which takes function as the first element in design, was formed in the 1920s, emphasizing the design concept from the perspective of social democracy and mass economy. This is a style that is different from the luxurious Art Deco style of France, but also different from the commercial streamline style of the United States, and at the same time different from the cold rational German design of the humanistic Scandinavian style.

1.2. Reasons for the formation of Nordic design

The reason for the formation of any design style is closely related to the local history, culture and regional climate, and Nordic design naturally conforms to this feature. Several countries in the entire region of northern Europe have roughly the same climate; Traditional customs and cultural background are basically similar; And because of the more distant from the rest of Europe, several countries in northern Europe trade with each other very frequently. As a result, everyone has similar aesthetic needs for the design, and there is a consistency in the direction, which lays the condition for the formation of the overall Nordic design style. The climate in northern Europe is cold and dry, and most of the furniture is used indoors when it is not necessary. As a result, people in northern Europe are very sophisticated in the design of indoor appliances, and simple and practical has become the primary goal of the design in Northern Europe. Secondly, the forest resources in northern Europe are very rich, and many skilled craftsmen have emerged. Most of the traditional furniture is made of wooden materials, which are hand-polished by the family for their own use. This makes Nordic design often humanized in the use experience.

1.3. Style characteristics of Nordic design

The most prominent feature of Nordic style design is its functionality and practicability. The design is simple but not simple, inheriting the thought of modernism design, and giving users a great satisfaction experience in terms of product function. However, the characteristics of its traditional handicraft polishing are different from those of the products pursued by modernism. People-oriented highlights the product on the basis of use, pay attention to the comfort of use, will not reduce the user experience for simple form, and also consider the needs of disabled people, bring them the same experience as normal people. On this basis, ergonomic design is integrated to unify product standards from a scientific point of view, so that everyone can feel comfortable and warm when using. Finally, it reflects its cost performance in the economy, so that the common people can enjoy the convenience brought by the design, and the most economical recyclable and recycled materials can be used to bring the design into the public domain.

2. Representative works of Nordic design

2.1. Panton chair

Panton Chair is the famous work of Danish designer Vinal Panton. Its strange shape design makes Panton chair almost not like the work of that era, fully embodies the designer's wonderful idea. Panton chair shape is very fashionable, has a kind of sculpture beauty, the overall line is simple and ergonomic. Panton chair is also very colorful, which makes it have a unique charm just by being placed there. It is also collected by many museums and enjoys a high reputation in the world. It can be said that it is a cross-era chair work.

2.2. Egg chair

The egg chair was designed by the famous Nordic design master Jacobsen. Because the machine processing was not mature at that time, the original egg chair was made by hand grinding, which also reflected the combination of Nordic

design tradition and modern characteristics. The overall shape of the egg chair is like a round and full egg, and the overall line is smooth and graceful with a good sense of shape. The material of the chair is made of steel embryo as the inner liner and soft sponge wrapped outside, and pure cotton as the outsourcing material. While maintaining the overall structure of the chair firmly and stable, it also makes consumers feel comfortable. The bottom is equipped with a stainless-steel pedal, with a well-designed armrest and a concave neck design to greatly enhance the user experience.

2.3. PH lamp

PH lamps are a series of lamps designed by Danish designer Paul Hanningsen. They are named for their reflective panels wrapped in layers of PH paper. Because the baffle separates the direct light source, people can only see the reflected light refracted by it, so as to obtain a soft and even lighting effect, and avoid the discomfort brought by sharp shadows. No matter from any Angle, the baffle will prevent the direct entry of light into the eyes, so that the light source cannot be seen, so as to avoid glare irritation to the eyes. Since most incandescent lamps were on the market at that time, the light was strong and did not save energy, the reflection of the baffle compensated the spectrum of the incandescent lamp to obtain the appropriate light color. PH lamp these humanized designs also makes it have a beautiful appearance at the same time, in the use of experience is also sought after by people.

3. The influence of Nordic design on modern design -- take the design of IKEA as an example

As a classic Nordic design brand, IKEA is also an unquestioned leader in the field of home furnishing worldwide. Its entire building, from interior decoration to architectural layout, gives people a "comfortable feeling like being in home". On the premise of ensuring the quality of furniture, it also has a high cost performance. By narrowing the distance between suppliers and customers, the price of products is kept at a low level. By combining Scandinavian design and rich experience in low-cost distribution with traditional handicrafts, furniture with rich regional and cultural characteristics is created.

When it comes to the overall design style of IKEA, first of all, we have to mention the guide system and the plane logo of IKEA. As we all know, the three elements of graphic design are: picture, color and text. Nordic graphic design in the combination of simple and good usability under the premise, and can give users in the operation process to leave a deep impression, that is because it in the premise of keeping simple a large number of high purity color matching, and simple geometric modeling to give people the most intuitive impression, let people see it at first glance remember its color, appearance. A flat sign with an easily recognizable shape, bright colors and clear text can be a very powerful form of information presentation. The blank space should be left blank, and the text should be neatly arranged where the text is placed. The simplest lines should be used to connect key text and picture information, so as to convey key theme information to consumers. Take IKEA's guide system as an example: the core of IKEA's guide system lies in its striking color matching and arrow guidance. The overall visual sign style is uniform, and each area is divided by arrows of different sizes and different colors. Through these guiding signs, consumers can distinguish directions and choose products. Population flow in IKEA is one-way, that is, there is only one route from the entrance to the exit, and there is no route to go back and forth.

When consumers walk through the mall, they can only rely on a block of signs to distinguish the location and area. There is no return sign in the whole mall, which improves the efficiency of people walking around the mall and saves the time wasted by unnecessary wandering. There is only an elevator at the exit and entrance area for consumers to quickly move to other floors. The advantage of this approach is that it can make all the routes in the whole area simple and clear, making it hard to miss or miss any areas, giving people a more fulfilling shopping experience. However, such shortcomings are mandatory for consumers to stay in the mall, which may cause a certain degree of visual fatigue. At this time, some visual effects of bright signs can alleviate this point. One of the most famous should be a set of "Bailing series" specially for aliens to read the instructions, which contains a lot of visual symbols that we cannot understand similar form language, but consumers only through these simple graphic instructions to understand the assembly method and operation instructions of each part. The graphic expression ability of these visual symbols has replaced the information conveyed by words, so that people will not feel confused when they see these lovely symbols. On the contrary, they may lead themselves into the role of "aliens", which makes the design full of fun.

Ikea's products also reflect the characteristics of Nordic design in color matching. It rarely uses gradient color or high gray, but uses high purity color and complementary color. The overall color matching gives people a bright and lively feeling, as if you are in the Nordic region, where the locals bring you a kind of constant pursuit of a better life and vigorous vitality in the cold region. On this basis, the tone and saturation of the pure color were adjusted accordingly, so that people in the face of bright pure color, there will not be any discomfort and discomfort. No matter furniture, food, furniture or all kinds of small ornaments, IKEA has introduced various color themes for each product and model according to the environment in which it is placed and the attributes of the products. In order to meet the personalized needs of the market, IKEA has launched various color themes for each product and model. Consumers can choose different color products according to their preferences. The diversified product styles also greatly improve consumers' purchase desire. Finally, the background color of most IKEA products is a softer yellow tone, allowing customers to choose from a wide variety of products without too much visual burden.

4. Derivative of Nordic design

4.1. Organic Design

Organic modernism is a modern design style that was once popular in Europe and the United States in the first half of the 20th century. It is a derivative of Nordic design. It advocates the design concept with human touch on the basis of the continuation of modern design, and brings a full range of comfortable experience for urban people in physical and psychological levels. In the rigid industrial assembly line, these designs present the beautiful music of machinery and human beings.

In this "organic" design style, the original rigid and cold geometric form is perfectly dissolved in the free form by the

designer. They not only try to meet the needs of users in terms of function, but also pay more attention to the slightest care and comfort at the psychological level. But the first of these qualities is that any form of organic modernism must be absolutely capable of meeting the needs of large-scale industrial production.

It can be said that they are all born in the mechanical production line of things, the most in line with human emotions and needs, is the symbiotic product of cold machinery and warm human. The "organic forms" of Alvar Aalto, one of the most eminent masters of Scandinavian design, are inspired by the magical landscapes of the local nature. The mesmerizing psychedelic aurora in the starry sky is perfectly presented as the continuous wavy edge structure of the design, showing the wonderful resonance of industry and nature.

4.2. Environmental design

Green design is also a derivative of Nordic design, and its core is energy saving, durability and emission reduction. It is not only necessary to reduce the emission of harmful substances caused by the product design process, but also to consider the production of the product on the loss of raw materials, the loss of labor costs. And after the service life of these products expires, whether the remaining material is harmful, whether it can be recycled, so as to protect natural resources. Although this kind of green design is still in an exploratory stage in product manufacturing, this design idea has become a design trend recognized by the world.

4.3. Emotional design

Emotional design is a design idea that takes the user's emotions and emotions as the design starting point. Therefore, "emotional design" is the secret of many successful designs, which can make the product full of humanized temperature, so that users really feel the convenience of design from the use experience. Nordic design takes into account not only the appearance of the product, but also people's feelings when using it. For some vulnerable groups in the population, they also hope to make them feel the same product experience as normal people through design.

People's emotions are also very sensitive to the feeling of external things, and the success of a design is often determined by its initial design concept. At the beginning of the design, we should consider the user experience and feeling of consumers from the perspective of humanity, and highlight the brand image of the product, such as: humanity, humor, and parent-child products. These people's unique temperament, then the product will often get these specific groups of pro-gazes.

The official website of Google is a good example of emotional design. Google can be said to be one of the earliest companies that used visual symbols to display on new media. It knows very well that in the Internet era, people need to accept a huge amount of information every day, and the visual pressure is too great, and the spirit cannot be relaxed at any moment. Therefore, on some special festivals or specific events, it will use some relaxed and interesting small designs to impress people, thus transforming the impression of this company from the old Internet image to a relaxed and humorous humanized enterprise. This shift is precisely because Google reduces the visual pressure brought by the Internet and new media through the emotional design of the smile.

5. Summary

In the context of contemporary homogenized products, designers of Nordic style integrate traditional handmade materials with modern design through their unique understanding of Nordic culture, so that in today's mechanized mass production of goods, we can still see the design full of temperature and care. Especially in the post-epidemic era, the word "green energy saving" repeatedly appears in the field of design: some designs reflect green energy saving through some renewable materials; Some designs skim off unwanted embellishments by minimalism; Some designs meet people's original demands in another way through their own innovation and creativity. Nordic design, on the other hand, redefines the meaning of the word "energy saving". It allows materials without any sculptural polishing to show their original appearance. In the design and use, there is no need for redundant decoration, and tries to fit the use experience of human body, so as to make the product exquisite and practical. At the same time, for the special vulnerable groups, the Nordic design also considers the use experience of these groups, as far as possible to eliminate their inconveniences in life, to bring them more warm and convenient design. Through design, people's life is truly connected with design, nature and products, changing the concept of what is necessary design.

So Nordic design is more of a reflection on design and what people need. Its design may not look much gorgeous and amazing, but just to meet the necessary needs of people's life, and in these looks of ordinary design, but also contains a lot of interesting graphics, symbols, so that consumers enjoy the convenience of the product while feeling the temperature of the design. Compared with the products produced by mechanization, this kind of design allows people to see more continuous creation in this field, so that the design product is closer to the definition of the word comfort in everyone's mind.

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