

The Influence of Surrealism on Contemporary Design

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Abstract: With the continuous development of the art process, some artistic thoughts have left more and more profound marks in the art history. Surrealism focuses on the study of human subconsciousness, and uses anti-logic and anti-conventional irrational methods to create, which creates artistic creation ideas and broadens artists' design thinking. By analyzing the concept, characteristics and development process of surrealism, this paper aims to realize the anti-logic and unconsciousness of surrealism. At the same time, from the application research of surrealism in contemporary design, the influence of surrealism is further analyzed.

Keywords: Artistic thoughts; Surrealism; graphic design.

1. Surrealism

1.1. Surrealism

Surrealism was developed from Dadaism and was also influenced by Freud. The "surreal" in surrealism is the transcendence of reality, which comes from Freud's psychoanalytic theory of the "id". "Self" means the subconscious of man, that is, the purest and most primitive consciousness of man. Combine the virtual image in the subconscious with the reality of reality to achieve a reality that transcends reality. Surrealist artists advocate the excavation of the human subconscious, deny the role of reason, return to the primitive, emphasize subconscious or unconscious activities, and try to integrate the concept of reality with the subconscious and concepts, and express some scenes that do not exist in reality.

The biggest difference between Surrealism and Dadaism is that it abandons a completely negative attitude, and most of the works exude banter, irony, gloom, absurdity, and anti-logic and anti-rational characteristics. Therefore, we have a more free way of creation, using spatial dislocation, abstraction, deformation and other creative techniques to show us a novel world. The color positioning is mostly low-purity and low-brightness colors, which are different from other styles of illustration with strong contrast, mainly by creating an anti-logical picture, showing a grotesque and dreamy picture sense.

1.2. The development of surrealism

Surrealism originated in France at the beginning of the 20th century, during the end of World War I and the beginning of World War II. Dadaism first emerged in this period, and artists expressed their inner dissatisfaction, disappointment, and absurdity of the reality through anti-aesthetic works, but the blind pursuit of overturning perceptions and breaking conventions inevitably led to extreme emptiness. Surrealism came into being, which is the inheritance and development of Dadaism, abandoning the negative and nihilistic state of Dadaism, pursuing a unique view of the world, releasing

creativity from the subconscious, and integrating reality and fantasy. Surrealism This trend of thought was first established in 1924 by the theorist Breton in the Surrealist Manifesto, and Breton himself, as a former advocate of Dadaism, began to promote Surrealism in Paris, France, after realizing the limitations of Dadaism.

2. Surrealist Expression

2.1. Metaphorical symbolism

In surrealism, artists have been contemplating and questioning the ontology of time and space. Surrealist art uses metaphors and symbols to break away from traditional frameworks and represent in an innovative way those things that do not exist in real life. Surrealist artists explore the relationship between people and society from a new perspective, and constantly criticize society through their works, which is the embodiment of surrealism's metaphorical function and has become a unique way of speaking. Magritte is a Belgian surrealist painter who often expresses his thoughts on the capitalist society through painting. His masterpiece "The Man in the Bowler Hat" breaks through the limitations of common sense, depicting multiple men in the same black suit suspended in buildings and all corners of the sky, showing us the absurd, fantastical and humorous world, subverting our perception of the status quo and issuing new challenges to all conventional things.

2.2. Deconstruction and restructuring techniques

Design is innovation, if innovation is lost, design will lose value, and design needs fresh blood. Deconstruction and reorganization is to break the original, traditional and conventional, combine and innovate, and recombine these basic elements to form a new visual beauty, giving new connotations to conventional things and giving conventional things special meanings. This technique is widely used in contemporary design.



Figure 2.1. Poster design by reorganizing and deconstructing techniques

The composition of the film and television drama "Psychological Crime" belongs to the left and right composition, using an obvious fault wind effect to highlight the personality, and the overall picture is dark, which is suitable for the theme of the movie. The graphics are the side faces of the two protagonists, which are cut from the center of the picture, but the junction is not completely integrated, there is an up and down position offset, and the picture is more layered and pictured. The text has a glitch effect to fit the theme. The main font is enlarged in the triangle of the picture, and the attached small print part is in the lower left corner, and the picture looks more balanced and perfect. The overall picture of the movie "Fanghua" looks concise but rich, with a picture, a title, a few lines of small print, and the main colors are black, white, gray and light green, which is concise and to the point. The font color is light green, which is the same color as the right shoe and fits the main body. The word "Hua" is replaced, and the image of a girl dancing replaces the following strokes, which not only highlights the film and television content, but also looks very creative and beautiful.



Figure 2.2. Poster design with exaggerated deformation techniques

The technique of exaggerated deformation is to enlarge or deform a certain part, highlight and exaggerate a certain part in the drawing, so that its proportions do not conform to the convention, bring a strong visual impact and visual experience, and show a strange state. A product advertisement in Thailand exaggerates and deforms the facial expressions of the characters to highlight the high acidity of the product. In today's information development, the commodity economy is prosperous, if you try to stand out in many advertising information, so that consumers can remember their own products, the use of exaggerated deformation is a good way,

not only to meet the attributes of the product but also to seize the public's vision.

3. Application of Surrealism

3.1. Analysis of the application of surrealism in graphic design

Surrealism emphasizes people's subconscious, is more abstract, attaches importance to people's own feelings and imagination, and derives new artistic expressions, which has influenced the development of modernist design. Among them, the most influential is the poster design and illustration design in graphic design.

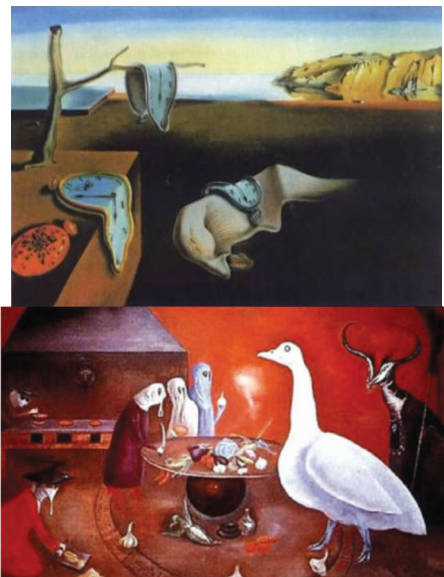


Figure 3.1. Representative works of surrealism

The Spanish painter Dalí's "The Eternity of Memory" is a masterpiece of surrealism: the picture features strange animals, ants, withered trees, melting clocks, deserts and seas, and the elements of the picture are all unconventional. Although everything originates from reality, it is different from reality, showing us a magical world where reality and illusion are combined. Carrington is one of the few female painters in Surrealism, showing her unique female perspective in Surrealist paintings. Grandmother Moorhead's Aromatic Kitchen is her masterpiece, with several women cooking in the kitchen, and a giant white dove, sheep-headed monster and funny monkey in the house, all of which are women's home turf.



Figure 3.2. Surreal illustration design

This group of illustrations is designed to use our behavior in life to show common phenomena in society, young people are addicted to games and other entertainment activities, children's thoughts are not controlled by themselves, and your simple main characters convey a strong sense of irony, most of them use a central composition, although compared with other compositions, more rigid, and the application of elements is relatively rare, but it contains a huge picture impact, highlighting the theme, and the layers are clear. While the picture adopts a gloomy cold gray tone, it also adds a matte texture, making the picture more gloomy, and perfectly using the effect of color characteristics on people's emotions. It amplifies people's shock to the sense of the picture.

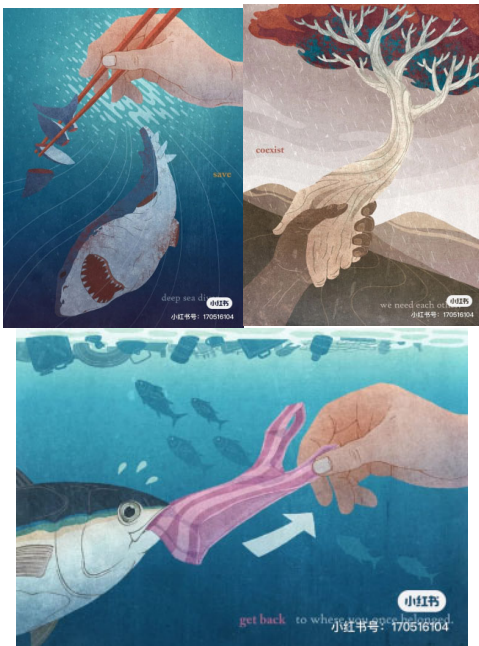


Figure 3.3. Anthropomorphic illustration design

The design of this group of illustrations uses elements such as hands and animals to express the theme of protecting the environment, in order to express the relationship between humans and animals, in which the overall S-shaped composition, the picture is smart and has a sense of movement can also achieve the role of line of sight guidance, using exaggerated surrealist techniques, breaking through the convention, bold innovation, showing things that are impossible to achieve in reality, amplifying the connection between people and the environment, turning the indirect relationship into a direct relationship, so that people can feel a deeper shock. The appropriate treatment of points, lines and surfaces makes the picture full of atmosphere, highlighting the main body of people, animals and plants, and the layers

are clear. At the same time, a dull and gray color is used to convey a serious atmosphere, conveying the urgency of the theme of protecting the environment.

3.2. Analysis of the application of surrealism in environmental design

Surrealism is not as influential in environmental design as it is in graphic design, but its conceptual breakthrough also subverts conventional architectural models and provides an ideological basis for some designers. The beauty of surrealist architecture is that they are unique, exist in dreams, and sometimes cannot even be realized. But it is precisely because of these that the charm of surrealist architecture is even greater.



Figure 3.4. Surrealist architectural design

Contemporary Japanese architecture has always had a place in the architectural world, and these environments have given rise to a growing number of architecturally passionate designers who are promoting the ideas of Japanese architecture to the world. Sou Fujimoto is one of the brightest of them. In Sou Fujimoto's eyes, the relationship between nature, architecture, and people is an eternal issue. He has been following the development of the relationship between the three. Past works that explore a primitive and ambiguous relationship open the door to the future. If you open this door, you can live in the kind of environment that Fujimoto has created, where people and architecture live in harmony, and where architecture and nature have no sense of border. This utopian construction is reflected in the lightweight walls and enclosure forms, thinner and thinner walls, fewer and fewer enclosures, and more and more changing spatial forms.

3.3. Analysis of the application of surrealism in the film and television industry

Director Zhang Jianya's film "The Story of Sanmao in the Army" is a surrealist comedy, once broadcast, won multiple awards, starting from the surrealist expression language, using absurd techniques to construct the real and unreal world. The film expresses surrealism through multiple angles and

aspects: Yue Wumu is Sanmao's childhood idol and spiritual pillar, Sanmao fantasizes about himself as him, imagines "himself" heroic posture, and expresses Sanmao's subconscious as "a real ideological activity"; Pay attention to the ideographic function of color, and do not consider the authenticity of color. In "The Tale of Sanmao in the Army", the ideographic function of color is used in all aspects, and different color combinations will bring different psychological hints and tendencies, and color is used as a metaphor for the development of the story.

The film also uses 2D animation, war documentaries and other forms of collage throughout the film, combining real shooting and animation, adding to the surrealism of the film. Director Zhang Jianya combines reality and dreams, and uses the subconscious and the unconscious to tell the film. Bringing an alternative comedy experience to the audience, and then surrealist films followed, this is the charm of surrealist thinking.

3.4. Analysis of the application of surrealism in the photography industry

Surrealist photography can also be taken using exaggeration, distortion, anti-logic and other techniques, and the photos are imaginative, enhancing the visual impact and showing the public different perspectives on the world. The artistry of surreal photography is what commercial advertising values nowadays, and in this era of a dazzling commodity economy, being remembered by the public is half the battle. The key to the artistry of surrealist photography is inseparable from the creativity of the photographer, and only extraordinary creativity can make the photo attract more consumers. In the photographs that use surrealist photography as a means of expression, abstract visual elements can be seen everywhere. Compared with traditional photos, it is just a simple shooting, and it reflects the artistic conception, emotions and thoughts of the photos. Surrealist photography has injected more artistic and creative qualities into the world, while also inheriting the advantages of traditional photography. By exaggerating the visual elements, it presents a sense of humor, which increases the tension of the whole picture, and grasps some conventional things in life with a special meaning, exaggerates, and gives the public a profound and humorous visual meaning.

4. Epilogue

In today's increasingly fierce market competition, the corporate culture behind the brand has not only become a powerful weapon for the brand to occupy the market, but also an important factor affecting consumer choices, and the establishment of the corporate image largely depends on the medium of advertising. Especially in China, surrealist photography advertising is still in a process of development, and there are still many forces worth looking forward to, as long as you fully understand the corporate culture and consumer needs behind the product, and add artistic techniques to embellishment, surrealist photography will be able to bring you dazzling works in the advertising industry.

Although the surrealist style has been around for a short time, its influence on modern design is enduring. Art is born of innovation, and surrealism is detached from normal logic, providing a new perspective on the world and a breakthrough method of expression, and to a certain extent, it has symbolic meaning. When you understand the contrasts and contradictions of surrealism, the lowness of colors and the grotesqueness of the pictures, you can enter the inner world of the designers. At the same time, surrealist works are also actively guiding people to step out of the appearance of the objective world and express the truth of the inner world. Surrealism has been influencing later artists to break free from the barriers of tradition and open up a new look of freedom and autonomy.

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