

# The Influence of Contemporary Art on Modern Design

-- Taking the Influence of Contemporary Installation Art on Modern Poster Design as an Example

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**Abstract.** Contemporary art, like modern design, cannot define a period scientifically, we can only understand it from a general period. Both contemporary art and modern design came into people's view gradually after the Second World War, and both actively explored and interacted with the whole world in their own ways of development under the great cultural environment after the Second World War. Although contemporary art and modern design have their own development characteristics, they have certain commonalities. Even in a certain sense, contemporary art and modern design are interchangeable. Due to the influence of science and technology and production factors, designers are different from artists. Art is a pure personal feeling, while design needs to take into account the preferences of the market, consumers and customers. Therefore, designers cannot be compared with artists in the pursuit of beauty. Therefore, in the design process, designers often draw inspiration from works of art, and the design thus develops in a good way. However, this does not mean that art and design are good or bad. Art and design are independent and interdependent, and art and design can only develop through mutual learning. Since the emergence of the Bauhaus Institute, modern design has undergone groundbreaking changes, from the pursuit of cumbersome and gorgeous design only for the aristocracy to the public design, simple style has become the dominant, which is a big step in the design industry. With the development of productivity level, design has changed from meeting people's basic life needs to meeting people's means of enriching daily life and improving the quality of life.

**Keywords:** Contemporary Art; Modern Design; Installation Art; Poster Design; Interaction; Three-Dimensional Space.

## 1. What is Contemporary Art?

The so-called "contemporary art" can be divided into: "contemporary + art", which can also be understood as the art that takes place in the present, because it takes place in the modern era, it must reflect the views, trends of thought, and people's mental state in the current society. Most of the works of contemporary art are reflections and ironies on the current social situation, and may also be artists' aimless exploration of the human world. In contemporary society, only a small number of people learn systematic knowledge of art theory, and most contemporary art reflects the subjective feelings of artists, so when watching contemporary works, it is easy to get confused, unable to understand, and unable to think of the story behind the art. It is also because the two words of art from childhood seem to be high on the altar, creating the concept of "art must be beautiful", so that when I see some contemporary works, I will overturn the previous cognition: "How can art be so unattractive?" With the emergence of contemporary art, people begin to accept art that is not beautiful enough. Only ugliness can stimulate people's senses and stimulate people's reflection.

The emergence of contemporary art can be traced back to Marcel Duchamp's work "Spring". Since then, art is no longer limited to painting, photography, sculpture, architecture, etc., and almost anything can be called art. Form, function, practicality, etc. become unimportant, whereas the idea of the artist becomes particularly important. As a result, the main creative methods of contemporary art have become: installation art, such as Yayoi Kusama's "Infinite Mirror Room", Banksy's "Balloon Girl", Damien Hirst's "Living Indifferent to the dead", etc., are particularly famous. Contemporary art is full of individuality and is a movement centered on "me".

The value and significance of contemporary art cannot be simply summarized. Its artistic forms have been enriched from painting and sculpture to installation and performance art. The creation methods and media of artists become more and more rich, and also expand people's cognition of

things. In the process of the development of contemporary art, we begin to respect different views and different voices, which is the best choice for the development of contemporary art. The author believes that the focus of contemporary art creation and viewing is: I am the main one, that is, whether the work itself has special meaning is not important, what is important is whether the viewer can receive some special information during the short time of viewing the work of art, and the meaning understood by the viewer is the meaning of contemporary art.

## **2. What is Modern Design?**

Modern design is not equal to contemporary design, strictly speaking, the beginning of modern architecture is the beginning of modern design, originated in Pankington's Crystal Palace, that is, from the British arts and crafts movement began. The core of modernism is "function". This also means that the movement is rational and orderly. The most core representative of modern design is the Bauhaus Institute established under the advocacy of Gropius. Under the advocacy of Bauhaus Institute, modern design gradually began to design for the public, began to use new materials and technologies, and also created the first modern architecture. Designers in modern design are basically all cross-border designers, such as Raymond Rowe includes signs, advertising, clothing, plane, housing, cars, space stations, etc., it is not difficult to see that although there are differences in various categories of design, the basic idea is the same. Modern design is not only a cultural factor in action, more is the addition of other elements of the comprehensive elements in action, cultural diversity and even ideological diversity have a huge role in today's modern design.

## **3. The Influence of Installation Art on Modern Poster Design**

Installation art refers to the artistic and effective selection, utilization, transformation and combination of the material and cultural entities consumed or unconsumed in the daily life of human beings in a specific time and space environment, so as to make them interpret a new artistic form showing the rich spiritual and cultural meanings of individuals or groups. Simply put, installation art is a comprehensive display art of "site + material + emotion". Installation art is different from traditional art and is not bound by it. He can arbitrarily combine the branches of art to create new installation art. He is open. Poster design should initially appear in the market as an announcement and publicity, and later evolved into posters, but all appeared in the form of plane. With the progress of thought, posters gradually became diversified, three-dimensional posters, dynamic posters and other forms appeared, increasing the interaction of posters, extending its vitality on the basis of traditional poster design, and enriching the creative media of designers. And it can bring more visual impact to the audience. Installation art is different from poster design. Installation art is an art form displayed in a three-dimensional or even multi-dimensional space, while poster design is often flat and two-dimensional. How to combine installation art with poster design is a problem that contemporary designers continue to explore.

### **1: Modern poster design shifts from flat to three-dimensional**

Installation art is one of the main forms of contemporary art, although it is different from poster design style, but in the development of history, it has had an indelible impact on poster design, is the combination of art and design. Poster design has experienced many years of exploration in the plane-based expression, it seems that it has been unable to obtain a new form of expression in the plane, only innovation can re-mobilize people's interest. In terms of creation form, installation art is collage assembly art. Through this form of installation art, we can be inspired to change from two-dimensional plane to three-dimensional poster design, and make new combination and arrangement of poster elements in a three-dimensional space. Moreover, the sense of space and three-dimensional sense of posters can make viewers appreciate the works from multiple angles, and bring more rich spiritual feelings. Of course, the medium needs to change according to the theme during the design process. For example, Scribe pencils' campaign features animals that we've never seen before, either

extinct or rumored to never exist, but just about anything can get out of Scribe pencils, and this poster perfectly illustrates the brand. The sense of space created shows the characteristics of the pencil very well. Figure 2: Crime scene investigation. This print AD uses a crime scene and presents the process of solving a crime as a maze, with the murderer in front, the body behind, and the show's tagline: "Let the clues guide you."

The most basic difference between installation art and poster is the difference between three and two dimensions. Installation art itself can play a social role of satire or reflection in society. Installation art is diverse and inclusive, so in poster design, it is gradually transforming into a multi-dimensional spatial display like installation art. Poster installation is the inevitable trend of poster development in the future, and there are already examples.



**Figure 1.** Scribe pencils



**Figure 2.** Crime scene investigation



**Figure 3.** Defamiliarization Contact: Poster Installation Art Exhibition by Macbeth



**Figure 4.** A Midsummer Night's Dream "Defamiliarization: Poster Installation Art Exhibition"

On June 30, 2018, visual artist Nie Jingzhu curated the exhibition "Dearization Contact: Poster Installation Art Exhibition". The performance poster is the first public visual image of a work. Although the way of presentation of the poster is fixed, it can highlight the values, aesthetics and attitude towards drama of every designer. In these solidified posters, they can often communicate with the viewer in just a few seconds. To a certain extent, consumers can quickly decide whether to go or stay. In the poster installation art section of this exhibition, Chinese and foreign classics such as "A Midsummer Night's Dream", "Turandot", "Teahouse", "Rhino in Love" and "Letter from a Strange Woman" will be reshaped in space and time in Nie Jingzhu's creative ideas. It also successfully provides a traceable basis for poster installation.

#### 4. Modern Poster Design is "Interactive"

In the eyes of the audience, excellent poster design can receive emotional interaction, and the audience can perceive some emotions of happiness or sadness from the presentation of the poster. In addition, with the development of science and technology, modern poster design is not only an art discipline, but also an interdisciplinary and comprehensive development discipline, which is no longer limited to the static mode, but has begun to turn to the dynamic. Interactive posters are similar to installation art in that they can provide an immersive experience for the audience, turning the originally flat information into touchable and operable. When the audience's five senses are fully mobilized, the perspective of seeing things and the ability to extract information will be strengthened, so the photo Posting will become more vivid. For example, a piece of work "Touch my stomach" at the graduation exhibition of undergraduates of the Central Academy of Fine Arts is exhibited in the form of a soft stomach similar to obesity, and the audience can sit on it to feel the soft stomach. This work also brings a reflection to the society, does "appearance anxiety" really have meaning, and can the body really determine a person's virtue? If there is reflection, there will be progress, which shows that this work is meaningful. Installation art can not only bring visual impact to the audience, but also mobilize the participation of senses such as touch, smell, hearing and taste. Traditional poster design can only mobilize visual feelings, but still lacks in experience. Situational design is also the focus of poster design. To a certain extent, interactive posters are equivalent to building a platform on the basis of traditional posters. When viewers read posters, they can stand on the same platform with the information and better absorb the information conveyed by the posters.

In modern poster design, the participation of sense senses such as touch, smell, hearing and taste has begun to break the imprisonment of poster design limited to vision and turn to the participation of multiple senses. The poster-based presentation carrier is still based on paper and other flat carriers, so by changing the texture of the carrier, the feeling of bump can bring people different feelings. In the posters designed for the blind, we can try to make the paper hollow or convex effect, which on the one hand enhances the visual level and new feelings of the viewers; on the other hand, the vulnerable group of the blind can also perceive the works, and invisibly expands the scope of the audience of the poster as a propaganda medium. Figure 5: The audio poster Challenge held by Saxofunny company gives birth to new creative inspiration by using the characteristics of materials. In this series of posters, the poster material on the left side is metal sheet, which has the characteristics of producing a sound similar to lightning as long as it is knead. The poster in the middle is to simulate the scene of firewood burning. The material can be rubbed to produce the sound of a thunderbolt, and the poster on the right chooses to print the pattern of a typewriter on bubble wrap, which simulates the sound of keys when your fingers pop the bubble wrap. The appearance of sound poster adds richer connotation to the graphic poster design. From these examples, it can be seen that people increasingly realize that stimulating hearing enables the audience to have a deeper understanding and memory of the communication concept. While paying attention to the interaction of the poster, it can also highlight the spatial character of the poster. In the material selection of the sound poster, when the poster creates the sound, it becomes three-dimensional.



Figure 5. Saxofunny audio poster

## 5. The Designer's Works can Express More Added Value Besides Commercial Value

The most important thing of installation art is to express the artist's feelings, and artists often attack the chaos of society in their works. Figure 6: The performance art work, created by students at the University of Sao Paulo in Brazil, attacks consumerism, and defines modern urban life with our behavior as we browse, pick, and buy goods. In this consumer culture, shopping becomes a crucial ritual that shapes our individual identities. Artists have always been stimulated and inspired by the culture of consumption itself, and at the same time fascinated by the use of art to express their understanding of the social impact of consumption. However, the relationship between art and social distribution and commodity consumption has always been complex and difficult to describe. In the 1850s, there was a bizarre movement that simultaneously attacked and praised consumer choice and mass production. Figure x is the art criticizing consumerism created by the students of the University of Sao Paulo in Brazil. When Chinese people continue to lose themselves in consumerism and are bound by consumerism, contemporary artists begin to speak out and warn the world.

Today in the 20th century, we can see many public welfare posters "Baby come home", "Cherish food", "kindness first", etc. During the COVID-19 epidemic in 2019, the design industry spontaneously produced a large number of epidemic-related posters, inspiring people living in hardship. The characteristics of public welfare posters: profound concept, strong emotion, active advocacy, visualization, personalized, has gone deep into the hearts of the masses, has been widely concerned and recognized. Through gentle and civilized means to contend with the bad behavior and atmosphere in the society, it can effectively improve the comprehensive quality of the people and promote the harmonious and stable development of the society. The role of public service advertising on the society is huge and long-term, it can carry forward the historical tradition, change people's moral concepts, thinking methods, outlook on life and values, and improve the level of spiritual civilization construction.



Figure 6. A collective attack on consumerism by students at the University of Sao Paulo in Brazil

## 6. Conclusion

The development of contemporary art has influenced and promoted modern design, whether it is modern graphic design, poster design, book design, clothing design, etc. This paper mainly studies the integration between installation art and modern posters in contemporary art. Combine some excellent contemporary poster cases to reflect the feasibility of installation art. Installation art strengthens the connection between different arts, uses a variety of arts in a work of art, and creates the first art of ready-made products, focuses on conveying the artist's own concept and strengthens the visual impact of space, profoundly explains that art originates from life, is higher than life, and feeds back to life, enlightening future generations and enriching the formal language of posters. The poster changes from two-dimensional to three-dimensional, which has new influence and innovation on the expression language of plane posters. Modern poster design is more worthy of attention is to use a new perspective to see the problem, with a new field to think about the way to express things and entry points. Pay attention to the poster in addition to visual, multi-sensory expression, fully mobilize the "five senses" can deeper dig the expression of the poster.

The development momentum of contemporary art is still considerable, in this era of a hundred flowers blooming, what we have to do is to absorb the excellent contemporary culture, art and design are no boundaries, the two complement each other, cross-type development. The influence of contemporary art, especially installation art, on poster design is continuous and requires long-term in-depth research. Communication and learning among various disciplines can promote the continuous updating and iteration of the content and form of modern poster design.

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