

Research on Functionalism in Art Design under the Background of New Era

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ABSTRACT. *Functionalism, as the core concept of modern design, has important significance in the development history of modern design. The theory of functionalism cannot determine the basis of the new aesthetics of modern design. In this article, we will outline the cognition of functionalism in the context of the new era, explore the evolution of functionalism in art design, analyze the relationship between functionalism and formalism, and look forward to the future.*

KEYWORDS: *New era, Art design, Functionalism*

1. Introduction

Art is based on people's aesthetics and aims at people's needs. When people's aesthetics and needs change, the characteristics of art will also change. In our country, art design started late. During its rapid development, it has continuously absorbed foreign advanced cultural concepts and foreign advanced design techniques, combined with my country's original design concepts and methods, and formed The artistic design of Chinese ethnic and regional characteristics. After my country's art design has experienced a long development, under the background of the new era, the ideas, concepts, culture, technology and methods of art design are intertwined and collided on a global scale. Based on the background of the new era, this article will explore the functionalism in art design and provide a reference for promoting the development of art design in our country.[1]

2. Functionalist Cognition in the Context of the New Era

In the 1920s, a modern industrial society was established, and the social structure adapted to the industrialized production system became mature. A group of advanced European designers and architects formed a powerful group to promote the so-called new architectural movement, and then spread to various design fields such as environmental design, furniture design, industrial product design, and graphic design, forming a modernist design movement. As its guiding ideology and theoretical basis, functionalism has also been given a broader meaning. It is still the

dominant logic of modern design. If we want to study functionalism in design, we must trace the source of functionalism. As early as the first century BC, the ancient Greek architect Vitruvius put forward the three elements of architecture in his “Ten Books on Architecture”: practical, strong and beautiful. It can be seen that the broad functional design ideas can be traced back to ancient times[2]. The so-called “functionalism” is to pay attention to functionality and practicality in design, that is, any design must ensure the full expression of its function and purpose, followed by the form of design, so function and form are the master-slave relationship in the 20th century world. In the development of design art, new schools of various colors and styles are emerging in an endless stream. Throughout the history of this period, modernist design with functionalism as the basic feature still exists and plays a greater role in us today. It has become the basic pattern and mode of world design development in the past century.

3. The Evolution of Functionalism in Art Design

3.1 Evolution

The idea of emphasizing functions in design is not unique to modern people. The non-strict functionalism can be traced back to the ancient times when humans acquired the ability to make tools. The functionalism thought found in the literature has been deeply discussed as a philosophical and economic proposition in the philosophical theories of the pre-Qin period in China and the philosophical debates in the ancient Greece and Rome, and has become the forerunner of functionalism in the past. For example, Mozi and Han Feizi in the pre-Qin period of our country had clear discussions on functionalism. They put forward the view of function and practicality: emphasize function, value function, and emphasize practicality. The ancient Greek Socrates also pointed out: “Anything we use, if it fulfills its functional purpose well, it will be both good and beautiful at the same time, otherwise it will be both evil and ugly at the same time.” [3]

When the second half of the 19th century, especially into the 20th century, mechanical production was able to produce products with good functions and unique aesthetic value. The beauty of this product had to force people to rethink art and life, function and Beautiful relationship. The result of thinking has led to the creation and establishment of many new aesthetic concepts such as “industrial beauty” and “functional beauty”, making “functional beauty” a core concept of modern product aesthetics and design aesthetics. With the development of industrial society, material technological progress and the growth of the material needs of modern social life. Functionalism is an important aesthetic principle and design logic. It finally emerged in the overall context of design narratives in the 20th century, and became an important cultural and aesthetic resource for people to review history and reflect on modern design. In the modern design movement, the objective, concise and technical principles of functionalism replace the traditional aesthetic logic rich in art and aesthetics, which is closely related to the social, cultural and technological background in the process of modernity. It is the product of a specific social context,

cultural context and technical context.[4] The functionalist design goals are adapted to the mass production of modern industrial society and the growth requirements of people's material needs, as well as the new ideals of the changed market structure in modern society.

3.2 Essential Connotation

The most essential content of “functional beauty” is practical functional beauty. Functionalism believes that everything that is useful is beautiful. This is the main theory of the functionalist trend of thought that dominated the design field at the beginning of this century. Practical needs, rationality of structure, rational arrangement of procedures, objectivity of form, and the embodiment of new technology have become the dominant aesthetic vocabulary of modern functional design. Function is mainly practical function. Whether it is the design of construction or industrial machinery products, practical function is the first. The so-called “function determines form”, especially for functional designers, practical function is almost the only function. Once the aesthetic principle of functionalist design is recognized and established by modern design, it logically develops and extends in the modern design movement in an irresistible way. The idea of form following function further evolved into the functionalist design principle and aesthetic logic of Corbusier's “house is a living machine” in the later development. He strongly advocated the creation of architectural designs that embody the spirit of the new era, and established the functionalist aesthetics of housing as a tool and housing as a machine from design theory and design concepts. He compared architecture with ships, airplanes, and automobiles, and praised the scientific functions of the age of industrial machinery and the spirit of the times they embodied.[5]

Function is the essential feature of non-artwork. Product function is the prerequisite for realizing utilitarianism. Art design is different from artistic creation. The fundamental reason is that design should focus on function. The designed product must be a product with a certain function, not just for Appreciate the artwork. The importance of function lies not only in its practicality, but also in that it is also one of the components of design beauty. It is the function that maximizes the economic benefits of the product. Function is important, but form cannot be ignored. This is not only because the form is ignored, the added value of the product will be greatly lost, which directly affects the economic benefits of the product, but because the form is ignored, it is equivalent to ignoring people's spirit of the product. The essence of the above demand is a one-sided denial of people.

Modern art design is a product of the industrial revolution. Functionalism is gradually formed in the development of modern design. Its theory has special significance for modern art design and art aesthetics. In the second half of the nineteenth century, humans have produced products with good functions and aesthetic value. People rethink the relationship between art and life, function and beauty based on the beauty of products.[6] As a result, new artistic aesthetic concepts such as “industrial beauty” and “functional beauty” have emerged, making

“functional beauty” a modern design aesthetic Core concept. In the modern design movement, the traditional aesthetic concept of art is replaced by the objective, concise and technical principles of functionalism, which is compatible with the modern social culture and technological background.

Functionalism was gradually replaced by various postmodernism and retro trends in the 1960s. This is the result of the development of western social economy and aesthetic consciousness, and it is a reflection of functionalism. But in art design, it is the formation and development of the theory of “functional beauty” that further deepens and systemizes the aesthetic research of art design. Before the aesthetic consciousness slowly rises after a long period of time, in the early design activities, the first problem to be solved is the functionality of the design. Functionalism, as a creative method, artistic genre and aesthetic theory, has become an object of attention after the emergence of modern design. Modern design is the product of industrial civilization, and functionalism is gradually established during the development of some important modern designs. The emergence of modern functionalism, as a product of the development of modern design, has special significance for modern design and modern aesthetics.

4. Future Development of Functionalism

In essence, the central role of functionalism in design is undeniable. Modern design uses new materials, pays attention to economic purposes, and its highly functional and rational characteristics are very suitable for a globalized business society. In architecture, furniture, graphic design or font design, functionalism provides an effective design basis, which is particularly important in the information society. Economic globalization, the sharing of design resources, the advent of the era of knowledge economy and other factors have provided a wide range for the continued development of functionalism.

5. Conclusion

Art design is a kind of practical art. With economic globalization, standardization and systematic functionalism can provide convenient and standardized signs for people from different countries and languages in the world. Therefore, functionalism will be the mainstream of design art in the new era to achieve more extensive development.

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