

Research of the Application of the Installation Art in Contemporary Design

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Abstract. The twentieth century was a period of rapid development of post-modern art, which had profound impact on postmodern art design in form, concept, aesthetics. Contemporary design have different levels of absorption and extension of the creative way modern art, ideas, techniques, forms. Under this background, the link between art and design becomes more compact. Installation art, as a new expression language, began to seep into the widely different levels of design. Its contemporary design practice present us with new landscape art and design which combined with each other.

Overview of installation art

Installation art birth

Installation art originated in Europe in the early 20th century, and its essence is a non-shelf art, which is human use of state goods confession. It was derived from "ready-made art" word proposed by the famous French artist Marcel Duchamp, which is, people said later, "installation art." By its very nature is misplaced, vacant, segmentation, and a collection of ready-made superposition techniques to reconstruct, and give it new meaning point. The English expression is "the art of assemblage". Chinese translated as "assembly" or "set", can be seen from the time of the translation means in reality is the art of traditional tatami ism covert use, the value of its performance lies sensuous disturbs the existing properties and properties of the finished product itself will be different after the collision impact on the viewer. At the time, there will be all kinds of garbage, such as a direct move to Exhibition Hall, stacking or poured into a monument-type container, which make people aware of the fact that in today's era of waste such as mountains, pollute the environment artists, such as Oman, Bo Ruiz, Cesar, labor Shen Berg, who has had similar works, it should be said is the most classic, but also means the return of art works of art the most origin.

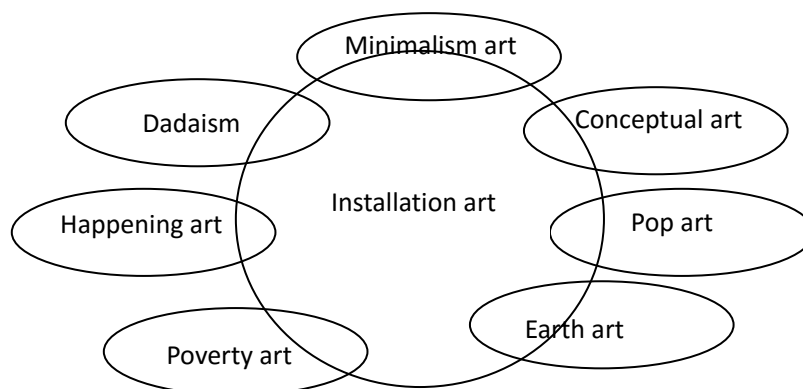


Fig 1. Analysis of 1960s installation art development

In addition, if the installation art as a generalized set of space is concerned, it can also be traced back to its origins to the rise of modern art gallery or museum exhibition. When we went to the National Palace Museum, Bayi Memorial or the former residence of celebrities such as Du Fu Thatched Cottage, or memorial, which can often be seen on display many physical exhibits that are either used clothing, weapons or battle, or masters use through calligraphy. This show sexual behavior, the same can be seen as the result of a ism interwoven with the spiritual world. During this period the rise of other kinds of art, such as Minimalism Art, Land Art, Arte Povera, Dada, Pop Art

and happenings, conceptual art and other artistic trends, but also promoted the further development of installation art (see Fig 1).

Features of installation art

Installation art has two typical features, namely the nature and recycle.

Essentially, installation art refers to its original form and natural features. Traditional installation art is a deviant of traditional aesthetics, creating an independent aesthetic form. Originator of the creation of installation art still "spring" when, in fact, did not want to express a sense of aesthetics, but only to create his traditional concept of irony and attract the audience's interest. But this process of expression of the nature of things are often not subjected to the artist's mode of thinking, but also a direct response to the article in the audience. This kind of way to place different kinds of objects at the scene bring the audience a new experience, reduce the object itself conveys the meaning of the practice, thus making installation art and other arts deffer from other forms[1].

Firstly, the completion of installation art require three nuclear elements, complex place, material and emotional to accomplish; secondly, art installations enable people to participate in them, which interaction feature is exactly what other transported species other art forms lacking; thirdly, installation art is not limited to any natural materials choose to use, it can be either ready-made materials processing and recycling, or extracted from nature natural elements; fourthly, installation art is often done through co-fit the space, and therefore It has a certain spatial and temporal; fifthly, breaking the single installation art to convey a sense of the Palace, more is to perceive their emotions through multiple senses; and finally, installation art can also be based on different time and space of the existing art by means restructure.

The reconstruction of the means of art aimed primarily targeted to the fact that artists began to try to give it new ideas and content inherent in the environment since the 1990s, so that the performance of the device has overall performance so to achieve re-recognize and re-used of device means.

Application of installation art in contemporary design

Installation art in commercial space

With the development of society, the transportation media and the presentation way of works of art and traditional arts are varied a lot. Works in front of the audience of are presented in more space way. In certain situations, the art began to borrow commodities as their creative medium, in expanding the creative space, but also make the consumption of art itself.[2] Artists directly conduct art and design works in the commercial space and other gathering places and mass consumption. When works of art out of galleries and museums to a broader exhibition space, it also accordingly changed the way people live and cognitive. Traditionally consumption habits in accordance with the needs of selective have been unable to meet consumer, commercial space must also showing of the visual space that meet the senses and the spirit. Charismatic commercial space can attract the viewer to stop and watch the people shopping enthusiasm and inherent desire to consume fully released. Whether it is to create an atmosphere through lighting, or by demonstrating the theme of commodities, or by the material or reverse cognitive use, the information of goods is passed on to consumers, so that consumers have a psychological feeling, sensual mood, and produce interactive emotional, and thereby allow consumers to obtain cognitive experience.

Window installation art under the spotlight

Window plays the brand's "eyes and soul" in sales terminal. Its design quality and vitality of the brand co-exist in the same, its entire sales space atmosphere and regulation plays a vital role. In the planning process of the window design, we not only have to take into account the brand image promotion, also have to take into account the influence of culture. Windows and stores should work together to fully exploit the maximum target consumer groups, to expand the brand influence, occupy a larger market. Installation art create a new environment in the window, which will lead the audience's memory and association, resulting in a new experience. It contains a large number of non-logical, non-reproducible physical arrangement, constitute the concept magnify tension. Since the first condition is to have exhibits showing the body of participation, therefore, window design

should have a certain theme to expand around the exhibits.[3]Thematic and practical means of art used in display of publicity are strong, you can enjoy use of the different elements of juxtaposition, combinations and permutations to deliver information want to express. Information transfer process exactly is the process of the communication between consumers and of exhibits, which is the most natural and direct output way of brand philosophy and image communication, and branding promotion.

In the past, the window under the spotlight often attract people to stop and watch, even people are walking in a hurry, they will take a few seconds to read or appreciate. However, window in the past display is too static, no three-dimensional means of expression, unable to catch most of the audience's tastes. This state is like the design presented periodically, long-term view of things can cause fatigue. If put it another thought and taste, it will arise excitement from the audience visually, so as to stimulate the body reflect and think psychologically. For window displays, installation art designs are like a container that constantly absorb in the movement and release of the spiritual content. Its presence increases the openness and plasticity of space, and gives a free, friendly feelings, thus stimulate consumer interest in the exhibits.

Installation art in public space

Public space is not only a physical environment, it is also various forms of communication ways through reality, newspaper space to the network. It covers informal and formal spaces and occasions. Public art can make people go beyond their own small family, career, social relations, to plays an important role in the creative development of the city. Expand personal horizons is closely related with explore public space, unknown, surprise, experiments and adventure concept. Between art and public space design play a major regulatory role.

The boundaries between contemporary art and design is becoming increasingly blurred, the relationship between the space and the space has become more diversified. At this time, the language of art means explore in bold way, which hangs in the fuzzy boundaries and relationships. Art needs moderation rather than adventure, art can use extreme law which can be uneven. Installations work may present disharmony phenomena with location, or with materials, or shapes, or technology, or also the size. The presence of the device can either be of a certain proportion of the site, which can also be offset ratio. On this scale level, different sizes and the size of the device will be given a different identity and purpose in the sense, it can lead people to reflect on the traditional aesthetic categories. No matter if the means are located at bland venue, or magical or extraordinary place either case, as the intervention of art means to get people to break the inherent awareness, providing people with a broader communication and experience space. In addition, it provide a open platform for the development of the overall vitality of urban space and enhance the creativity of the city.

Installation art in landscape design

In recent years, urban open space design clearly shows two different dimensions of the concept of space. On the one hand, the strategic vision is focused on the city as a whole on a vast area; on the other hand, take small-scale urban space as a dimension by injecting vitality of design elements, or bring long-term or short-term vitality. [4]In other words, on the one hand large-scale, in a strategic height, on the other hand subtle and practical.

The development of society make people's awareness and need of contemporary landscape to be more diversified, which knowledge and need stimulate the development of new urban landscape design. In one respect, the landscape itself can be regarded as a super-scale installation works by binding to the natural elements (mountains, rocks, water, flowers, grass, wood) and the geographical and cultural characteristics, resulting in a rich emotional communication, cultural clashes and visual experience. In the development of the contemporary urban landscape, the installation art played an increasingly important role because it is more concerned about the cultural connotation and integration of the landscape of the natural environment. It is the landscape design to reflect the elements of a particular topic, but also urban landscape design and important people carrier of ideas, but also to enhance the quality of the release of the urban landscape and space has made important contributions. Urban landscape installation art has a strong visual impact force and

expressiveness, making it a visual focal point of the urban landscape and dock space.

Creative techniques of installation art that can be introduced in contemporary design

Throughout the exhibitions, large and small, installation art present thousands of odd shapes and sizes. Although all the works are equally to ready-made assembly, the way of each device works are not the same. But one thing is beyond doubt that is a large degree of creative freedom and flexibility. For still-oriented features and practical contemporary design, this creation relatively free will play a finishing touch. We can learn from installation art to get some of the techniques of contemporary design.

Move with juxtaposed collage

This means the artist is using most of the way. It will matter in the case of existing without morphological changes, juxtaposed in the show in the context of the work (including flat, three-dimensional space and time course), it is intended to produce or disclosed under the ironic contrast. This is arguably the most simple readymade assembly. Contemporary design often use this technique, such as graphic design, often unrelated and even contradictory two image misappropriation and collage together to form some fun, revealing a philosophy; interior design often uses it, too decorated kinds of tactics, such as placing twelve classical furniture in contemporary architecture indoor environment, this time on this piece of furniture out of its original context, were forcibly diverted to another strange place, its original meaning has changed, became a person look at the object.

Tampering substitution

By clipping, variants, painting, composition and other means to choose the form of resources and changes in exchange shape, material, so that the new forms only to retain some of the characteristics of the original resource (basic state, composition, etc.) while maintaining the original resources fairly variability, as was Duchamp drew a mustache "Mona Lisa." The use of this technique, is one of contemporary installation art commonly used technique is to make contemporary art installations have local characteristics and ethnic characteristics of the way. Replaced by the local member, will feature local and national character and contemporary co-exist, resulting in a strong visual contrast and psychological dislocation. Seemingly full of contradictions, in fact, very good combination of ethnic and contemporary characteristics, social and philosophical issues to express the artist pondered. In furniture design, contemporary local member has been replaced by traditional folk carving and other techniques. It presents another different kind of style, contemporary and classical coexist; in interior design, this approach is similar to the transformation LOFT space, such as the Sichuan Academy of Fine Arts 501 bases, tanks Library Contemporary Art Center, based on the factory prototype to transform the studio, not only retains the original interior architectural elements typical features, and functionality of the original interior has been re-transformation, substitution, giving a novel, and has a history of sedimentation of experience, to subvert the people traditional studio smooth, neat walls impression.

Conversion recycling

It refers to transform the traditional resources master into the new creation. The case of new works a no longer copy or modify these resources of raw materials as an expression (not just in the form of material), personal style formed. For example, the Beijing Bird's Nest stadium interspersed with the steel into the shape of the nest, which is both of the raw steel reconversion, but also has a strong means of installation.

Summary

From the point of view installation art, fuse installation art into the contemporary design not just stay in concept, novelty and purely artistic level, it also finds living standards foundation more coordinate with people actual life. For contemporary designs, from installation art perspective on issues, learn the essential characteristics, creative techniques and ideological essence of installation art can expand its own limitations. The flexibility and essence are raised through the material and

content creation, thinking, ideas and other aspects of emotional experience, which to some extent get rid of its single, narrow sense of the scope of machinery. Combining contemporary design and installation art, the purpose is to enable people to think about the design of their own problems from a new perspective, come up with creative solutions, and at the same time, make the design with more culture meaning, humor, story, which highlights life. These two sectors learn from each other and combination with two different areas are very necessary, but also of far-reaching significance. Involved in contemporary design to creation is a deeper level of integration and infiltration.

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