

## The nationality and the times of Franz design

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**Abstract.** Daily ceramics and people's life is closely related, of course, with the development of technology today, a variety of new materials are emerging, to provide a convenient life for human life, but also the impact of daily use ceramics in the life of the people. However, the daily use of ceramic products with both environmental protection and beautiful and durable characteristics, in the daily life of the people as one of the first choice. And ceramics for daily use to an array of modern household products come to the fore must be carried out reform and innovation, innovation key is not thoroughly remould oneself change, but with the national characteristics, on the basis of national add aesthetic elements. In this paper, through the market survey of Franz on ceramic tableware design of national and time characteristics of analysis, summed up the unique personality characteristics, to find today's ceramic development of new trends and new forms, so as to ceramics for daily use reference of designer, to design a marketable products.

### Introduction

With the development of technology, people's material life gradually rich, and gradually into the information era, the product is not only to meet the practical needs, but also in the appearance of new requirements, which makes the design of the product must be innovative, not only to integrate the characteristics of the people, but also full of personality, in accordance with the times. Daily use ceramics is closely related to people's life. It is the essential product of people's life. However, due to the development of industrialization and technology, all kinds of materials came into being, such as plastic products, stainless steel products and so on. Therefore, the design of modern ceramics for daily use should be followed with national characteristics and the characteristics of the times to be a long time. The following Franz as an example to analyze characters of national times and daily ceramic design and analysis of the success of the enterprise development.

### National characteristics of modern ceramics for daily use

Nowadays, world communication has become more and more frequent, China's ceramic design by the influence of ceramic art in the world, appeared many blindly follow the Western ceramic art works and lack of their own national culture connotation and distinct cultural characteristics in the design, this ism, after full of plagiarism and copying of foreign ceramic art gradually make our outstanding traditional ceramic lost the initiative, on the other hand also makes our traditional excellent craftsmanship because nobody cares and gradually disappeared, in fact, for thousands of years of excellent traditional ceramics, traditional separated to copy the western is actually has been travelling afar practice. From the traditional starting to better reflect the Chinese characteristics, return to traditional Chinese in traditional innovation and development is the best policy, Franz is a successful example. Can be seen that the design of modern ceramics for daily use is not a copy of the west, but to have national characteristics.

#### On the basis of traditional innovation

Franz is a national and even global famous ceramic rising star, only through more than ten years of time, it has developed from a processing factory of Taiwan's gift into enterprises with their own unique brand of global for the establishment of the company, by is misconduct on the basis of the traditional innovation and development. And Franz success and not stagnated, but constantly innovation new product, 2002 New York gift "the best gift collection prize" is obtained by a series of Mr. He Zhenwu design a set of splendor, 2004 and in British crystal ceramic retail store was

voted in as a first name, in one fell swoop down nearly a hundred years of European porcelain dominate the practice, Chinese porcelain re appeared on the stage of world history.

Franz can occupy such a high position in the world, cannot do without the innovation of traditional absorption in the design. Franz every year to launch thousands of pieces of new works, these new works design must follow the principle is on the basis of the traditional innovation. Thousands of new products are from thousands of pieces, or even tens of thousands of pieces of work through the design and selection of the final selection of the people.

Jingdezhen porcelain has a thousand years of history, because the conservative lack of innovation and this is not the first, now as long as a few dollars to buy a piece of local production of porcelain, daily use porcelain cheaper, why? China's porcelain really fall to such a point?

### **Absorption of national graphics**

Chinese traditional culture is the embodiment of Chinese traditional culture, which is the embodiment of Chinese traditional culture. It should be absorbed and innovated by the Chinese traditional culture. Franz in nature for graphic design, fully fusion of traditional graphic absorption and utilization, which is Franz in the design of a major breakthrough, it boldly with elements of modern interpretation of traditional Chinese culture, to carry out innovative design of traditional graphics. Such as Franz "dwelling in the Fuchun mountains" bottle "useless division volume" and "left SunTour" were in traditional Chinese ink and wash painting as a theme, but with a bas relief techniques, beautiful beautiful dwelling in the Fuchun mountains vivid vividly to the porcelain, the plane's traditional landscape paintings rich in the pay of the three-dimensional, allowing viewers to rotate 360 degrees to appreciate, the traditional graphics give innovation.

In short, the more traditional things, more precious, towards the modernization of society, traditional things continue to disappear, leaving is the essence, removing dregs, tradition in modern times continue to be used and promote, Gropius said: "true to tradition is ongoing product, its essence is the movement, not static, the tradition should promote people to continue to move forward." Therefore, modern ceramic tableware design should will traditional continue to move forward, the innovation and development of the movement, Franz is the traditional graphics misconduct innovation and development to win the market.

### **On the use of national color**

Modern ceramics for daily use in the design of a major bright spot is a bright spot in the use of national color, the Chinese nation's choice of color, the Han often Shang Honggui huang. As early as in ancient times, red is considered to be the gift of a color, "terracotta" became the main part of the life of the Chinese nation and red in the folk symbolizes auspiciousness, married, Chinese New Year is wearing a red shirt, red paste couplet, hang red lanterns, and so on, all the red indicates that happiness, joy, peace, prosperity, and so on. In addition, the yellow color is the main color of Chinese traditional color, yellow means that the symbol of wealth, because yellow is the soil and gold color, with two people have rights and wealth. Color Confucian aesthetics put forward "with the appropriate, to the aesthetic standards of jade Bede" that according to natural objects than the personification of the moral and natural color that human virtue, the Confucian color view of the color of the United States and "benevolence, morality, good integration. And Taoist school advocates the beauty of nature, opposed to polish, return to nature, return to innocence, the pursuit of natural color flat plain beauty color view, these traditional colors in modern ceramic tableware design are very prominent. For example, in 2002 won international awards Franz splendour series "on the design idea of the source is from the Tang Dynasty Murals of Dunhuang Feitian, smooth lines and rich color, and the convection smooth lines and bright colors of the aesthetic requirement is in line with the West aesthetic characteristics, so it can reach resonance in the West.

From the above traditional national color can be seen, the natural color is the source of the traditional color, modern ceramic design to follow this principle, from nature to find the beauty of color. Franz in the processing of color not only inherits the traditional national concept of color and the integration of modern young people of color aesthetic requirements, it Jianse extraction of natural color, rather than the traditional color as a single, extract the color gradient from the traditional colors, the traditional color more rich and varied.

## **The characteristics of the times of modern ceramics for daily use**

Daily use ceramics are essential in people's daily life. From the evolution of daily use porcelain, we can see the change of history, economic development, culture and aesthetic consciousness. Different dynasties have different characteristics of the times, business of "dignity", "orderly", the Warring States "fresh" and Chinese "dignified", or "lean" of the Six Dynasties, Tang "fullness gorgeous", song "rational beauty", Yuan "burly Haofang", Ming "Dunhou Fanli", "delicate", without exception, reflects the daily ceramic design with characteristics of the times.

Into the modern, high-tech development and lifestyle changes and frequent contact with the world, influence on the design of ceramics for daily use, the ethnic factors have both, but also accord with the world and the modern people's aesthetic standards, Franz can be said that this is done, it will traditional craft and modern life, fashion and aesthetic were cross-border cooperation, it will Jingdezhen folk traditional craft for industrial development, into the modern design and industrial tools, can be preserved and continued the traditional culture, and production to meet the needs of modern aesthetic ceramic products for daily use, in Franz products everywhere embodies the fashion, personal and environmental characteristics.

### **Rich diversity**

In today's era of world integration, diversity is the inevitable trend of development, the use of ceramic design in addition to its personality and fashion, the diversity of its sales to expand the scope of the different consumer groups to meet the needs. Franz design advocate symbiotic, advocating the coexisting of technology and art, tradition and innovation symbiosis, symbiosis of East and West, design products are diversified, suitable for different races, different nationalities, different age of various consumer groups. Franz prompted various forms and styles of a variety of complementary, interdependent, the trend of unification in contradiction, in the unity of contradictions, make the product shows rich and complex multi state. This is perhaps the success it, a product to achieve all of the above form symbiosis is very not easy, and Franz did. It combines the aesthetic characteristics of the people of the East and the west, find a common human like things, that is the nature around the nature in a wide range of creation, so it can meet all kinds of people and different races of consumer groups.

### **Pay attention to detail processing**

Modern ceramics for daily use is not only to meet the practical needs, but also pay attention to the aesthetic side, therefore, in the design of more sophisticated, in particular focus on the details of the processing. The detail of the process of dealing with one hand in the shape of the fine, on the other hand, the performance of the local color processing. In the modelling has not in a single round, but to draw lessons from traditional form of integration of natural animal and plant morphological innovation, especially pay attention to detail processing, making ceramics for daily use in the modelling more rich and engaging. And color is not the whole device is only limited to a color, but in the overall color set off with fine color, focus on the whole tone of the grasp. Such as Franz daily-use porcelain sculptures of animals and plants, part of each animal are uncompromising attention to detail, demonstrate the vivid momentum, such as 2002 "Butterfly" series, butterfly in the color transition very natural Fine, as if the real thing, and the meridians of the flower is a trace of portrayed, whole daily-use porcelain reached smart Huoxian artistic effect.

### **Combined with high technology**

Make full use of high-tech can not only design and high-end for porcelain of the development of the times, also can make the traditional handmade porcelain industry a good training cycle, as early as the end of the nineties of the twentieth century, Franz companies spend huge sums of money the introduction of a new three-dimensional printer, the printer at the time only for defense and car model design and other fields, Franz company introduced the printer used to print porcelain of the initial model. Thus there will be a unique Franz three-dimensional decorative, make the vivid of the decoration picture, this even if use high-tech to bring innovation and development. Can be seen, only the full use of modern high-tech to inherit and carry forward the traditional culture, so that the traditional glow of new energy. In addition, Franz each process fully shows the importance of high-tech, such as designers must through the computer drawing, and mold carving division not

only by virtue of accumulated practical experience, in the process of making must be using electronic technology to make porcelain of the details of the site to be more accurate, for porcelain color as well as the deployment of the shape and size of adjustment is used a set of expensive computer simulation system.

### **Promote green**

Reform and opening up has brought the rapid development of economy, but the destruction of natural resources and environment is currently worth pondering, ninety years later, people gradually realize the importance of environmental protection, because the green design is related to the vital interests of each person, and put forward the new concept of "green energy conservation, ecological protection".

The ceramic itself is a blend of mud and fire, which is the material of environmental protection, modern ceramics for daily use products in the basis of practical function is the most important consideration is environmental protection. Franz design philosophy is the source in nature views and objects, nature of the flowers sway Fengzi, birds and insects play rhythm, animal wilderness unrestrained one gathering to work on, let a person see things the harmony beauty, the realization of the Zhuangzi's "heaven and earth and gave birth to me, the million things with me as a" philosophy. Franz company actively advocating environmental protection publicity activities, in Taiwan an environmental protection activity created a group to "panda, bamboo forest and bird" for the main elements of the tableware to promote environmental protection. In addition, Franz not only in the design pay attention to environmental protection, in the production process also pays great attention to environmental protection, to bone china and Europe comparable, insist on not bone meal and, finally through the technologies to achieve and Bone China as transparent effect.

### **Fashion and individuality**

Franz why all over the world? Because it combines the aesthetic of Chinese and western, in the design of the Western elements, but also the Oriental taste, not only inherited the national tradition, but also integrated into the modern young people's fashion elements, which is its success, in the tradition of innovation and development, in the tradition of seeking a modern sense. Such as Franz, in cooperation with the Walt Disney Company teapots and cups, designer of Mickey Mouse, Donald Duck, Winnie the Pooh and one classic animation image, is full of Tong Qu, cute cartoon image, vivid and China as a whole. This is to make full use of children and young people of Disney animation image like design, the Franz full sense of fashion and individuality. Franz the fashion is also reflected in the treatment of beautiful lines, Franz either the animals or plants are just the right use of lines to achieve in the form of a sense of dynamic beauty, the beauty of this dynamic has the characteristics of fashion, and it in the animal form sometimes use exaggeration, so that the product has the characteristics of personalized.

## **Reasons for the formation of the above characteristics**

### **Transformation of aesthetic ideas**

The changes of aesthetic values are changing with the times, of course, the change of aesthetic concept is also subject to various factors, such as the development of science and technology, the change of life style, value and world view, and the 60 time, the simple beauty, and the modern is keen to pursue personalized and unique, and with the wind, of course, this is not a traditional, but on the basis of innovation to form its unique and personalized. Daily ceramic design from the point of view, hand-made charm and aesthetics of machinery were reflected the aesthetic characteristics of the handicraft industry era and the era of mechanical production, with design development as well as the focus of the misconduct of the conversion, manual and mechanical daily-use porcelain products have strengths and weaknesses, Martini, key point is how to attract eyeball. Now is a pluralistic era, different consumer groups, the aesthetic of their different, there are like the traditional retro, like the modern sense is very strong, like the bizarre, and so on, and daily use ceramics in the design of which type of consumer groups, from positioning to determine the design style. Can be seen that the change of aesthetic concept is the direct impact on the design of daily ceramics.

### **Lifestyle changes**

People of different ages, with the development of science and technology, life style has changed a lot, the sixty or seventy years of the birth of people focus on the stability of life, habits have a regular life, and eighty years after the focus on the quality of life, like the way of life. 80 years after the rapid development of information technology, computers and mobile phones, their lives are mostly dependent on high-tech, such as computers, mobile phones, household appliances and other necessities of life, to go out is a convenient means of transport, the use of these high-tech products is a fast paced life. People in material is no longer scarce, the lack of spiritual life, so, they pay more attention to the quality of life, to seek a unique personalized simple and comfortable life. This way of life changes in the daily life of every part of the daily necessities of daily life should be followed by innovative design, in order to adapt to the transformation of the way of life, in the design can not remain unchanged, on the one hand to be concise, plain, and on the other hand, the national and unique.

### **Advances in science and technology**

The progress of science and technology for the design of opened the new ideas, especially the use of computers, the design out of the era of hand, in 1984 the United States Apple launched the first generation of Jinma tosh computer, which for the designer brought unprecedented convenience and fast, and design into a new era. The development of science and technology has developed to today, the new design software is perfect and introduced, which provides the space for the imagination and the development of the modern design. Daily ceramic design in addition to meet the functional requirements of the basic requirements, through the computer design and the transmission of the Internet, modern ceramics for daily use in the design of more beautiful, a new daily use porcelain products can be quickly spread, which is the impact of high technology on modern ceramics for daily use.

### **Change of consumption concept**

With the rapid development of economy, the improvement of material life level, people's consumption concept also has a lot of changes, people are not only to meet the basic material needs, especially in the upper level of the society is the pursuit of life and quality of life and quality of life as well as the needs of God, in particular, focus on cultivating character. Daily use porcelain for them is not only practical, more as a collection to meet the spiritual taste. This kind of consumer attitudes change makes Franz published by one that is a sensation international, especially in the high-end crowd to. They buy Franz not to buy, but as a decoration, interior decoration underlines elegance. And for the general young consumer groups, they tend to choose products based on preferences to choose a personality, in particular, DIY fashion products become the first choice for 80 young people, they choose the product is the primary factor is not the quality of the product, but the creative, even if the daily use products are not practical use, they are willing to pay. This change in the concept of consumption requires us to design ceramics for daily use is often the first to be considered creative, that is to be different.

### **Conclusion**

China's ceramic has long history and culture, both craft ceramic or ceramic design can be called a must, and ceramics for daily use as a kind of ceramic art, whether it is as a traditional process design and modern industrial design are inextricably linked with people's life. On the one hand, different times have different life style, and the design of different products, so that the daily use of ceramics has the characteristics of the times; different people because of the geographical environment, living habits and culture, thus forming the national characteristics, therefore, the design of daily use ceramic is a national.

Thus, ceramics for daily use to develop must have a unique and national, as Franz, to the development of innovation on the basis of traditional ethnic. In today's world, the integration of the Chinese and Western culture should be integrated to find a suitable point to be based on the international market. Ceramics for daily use to develop, is not completely get rid of the traditional and Western learning, a complete change in style, we should by updating skills, change the idea, on

the basis of inheriting the traditional process and culture formed their own national characteristics, which, like Franz as in the world occupies a prominent position, and won the applause of the world

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