

On the Effect of Pop Art on the Modern Design World

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Abstract:

Pop art, meaning pop art, popular art. As an international trend of modern art, it shook the whole art world in the early 1960s and became the most popular and important modern art school in the Western world. Pop Art originated in the UK in the early 1950s, and its term was also pioneered by British art critic Rence Arroway, but it really became a mainstream art movement, indeed in the strong commercial States in the 1960s. Subsequently, Pop Art art was popular in Europe. Among them, the “New Realism” in November 1962, the Guggenheim Art 6 Painters Exhibition of Guggenheim in March 1963, and the Washington Modern Art Gallery in April 1962 all contributed to the popularity of the new trend of pop art both in Europe and the United States.

Keywords:

Pop Collage, Andy Warhol, Screen

1. The Source of Pop Art

[1]Just as abstract expressionist art dominated the United States, some young artists pointed out a series of drawbacks, believing that abstract expressionism was completely dependent on traditional painting forms and materials, and the revolution was not complete. Abstract expressionism, from spiritual connotation to artistic attitude, is isolated from the highly commercial American pop culture, and has no connection with the daily life of the American public. From the mid-1950s to the 1960s, the art movements in the European and American art circles rebelled against the abstract expressionist art after the war, such as collection art, activity art, European art, European art, neo-realism, occasional art, etc. In the Cuban Missile crisis, the Vietnam War, the Chinese Cultural Revolution, the European storm revolution in Europe and rock music, astronauts, the Berlin Wall gave people a great shock. The term Pop art first appeared in Richard Hamilton’s 1956 collage, *Why Our Life Today is So Different, So Charming* becoming the first Pop art work recognized in the history of modern art. Pop Art, containing pop, popular, popular meaning, is an artistic creation of numerous popular culture themes and images of popular culture art made and spread by the popular media.

2. The Characteristics of Pop Art

[2] Hamilton's *Quotations of Richard Hamilton* summarized the characteristics of Pop art as "Universal, brief, forgetful, cheap, mass productive, young, flashy, sexy, deceptive, charismatic and big-enterprise."

[3] What is the purpose of symbolizing the abstract art and extracting the elements from the commercial society for artistic creation? Perhaps as Pop art spokesman Andy Warhol once said, "The great thing about America is that it creates a tradition that the wealthiest and the poorest consumers basically buy the same thing. You watch TV, see Coca-Cola, you know the president drinks Coke, Elizabeth? Taylor drinks Coke and you want it, you can. Coke is coke, and it can not buy a better coke than the corner tramp is drinking. All are the same and all are great. Betsy or Taylor knows, the president knows, the tramp knows, and you know, too." What he wants to achieve is the real equality and democracy in art and culture.

[4] In addition to mass culture, in order to break the boundary between elegant art and popular art, artists have tried various ways to convey art. (1) As long as you put what you love in your life into the creation. (2) Clip elements and elements are an important role of Pop art. Get elements from the mass media, and complete the unique works of art of exclusive individuals by repeating the same elements, collage or combining different elements. (3) Celebrity effect, extracting the images of stars and politicians for the second art creation, as Andy Warhol said, "In the future, everyone will be a world famous fifteen minutes." (4) Light colors, simple lines, bold outlines and cleaning colors are another feature of Pop art.

[5] In Andy Warhol's works, we can often see a graphic repetition or the image of a famous person is reproduced by different color blocks. Of course, the use of this technique of expression comes from the author's preferences, but imagine that the repeated repetition and amplification of the daily accessible objects, this kind of unknown slightly rigid reproduction will make the viewer have a sincere feeling for the work? Do these images make you a little impetuous but some cold, boring and inexplicable empty feeling. It seems that any image can be repeatedly highlighted as a logo, as a topic. In order to promote the sales of goods and make a profit, any theme can become the theme and design, filled with the taste of business everywhere. This seemingly simple, slightly rigid technique of reproduction was used by Andy Warhol to reach the peak, so it has been learned to be followed by many people and become a major feature of the Pop style. Dots and short lines will be seen in many dot-style works. At first they were Roy. The iconic elements in Lichtenstein's work, the Pop master likes to show the dots and short lines in large duplicate forms and in comics, advertisements and newspapers. Although these iconic elements have no meaning, but he created the abstraction and relatively realistic pop art painting style, also popularize the art to a very broad point, with comics, newspapers and other popular books as media will relatively small art spread, this is his great place. Therefore, in today's Pop illustration works, we also often see the reference and use of his signature elements. Finally, let's analyze from the colors and lines, why are the colors of the pop art works so colorful? This is inseparable from the background of The Times. After the war, the economy developed rapidly in a stable environment, so the Pop artists express the rich post-war living standard and people's expectations for the future life with high saturation colors. Pop art's works often see more saturated red, blue and yellow, coupled with the strong lines to create a stronger, more typical image than real things. Especially in the performance of the current fashion people, film and

television stars will be used with American comics and strong color rendering. Up to now, the illustration of pop style inherits the above characteristics and is constantly absorbing other styles of expression techniques, but what remains unchanged is the artistic interpretation of social culture is mass culture, which is the true portrayal of daily life.

3. The Influence of Pop Art

[6] Before the creation of Pop art, the line between life and art was distinct, and painting and other art were rarely connected. The appearance of Pop art broke this pattern. Miss made the difference between elegant and popular art, broke through the control of the new authoritative power since one of the modern movements, and opened up new ways of artistic creation such as popular, vulgar, popularization, utilitarian and game mode. The influence of Pop art has spread in the UK and the United States, creating many modern and contemporary artists and opening a new idea of contemporary art. In some extent, Pop art was vigorously promoted by the United States and influenced the whole world. Thanks to the powerful power of American business culture, almost any country in the world can see Hollywood movies, eat McDonald's hamburgers, which permeates many cultures and become a consumer popular culture. Roy Lichtenstein once said: "As the United States is heavier and faster by industrialization and capital culture, its value seems to be more distorted. [7] I think the significance of my creation is that it is industrial, which is the direction of the whole world. This will soon be true of Europe, so Pop art will no longer be American, it will be global."

3.1. The Influence of Pop Art on Costume Design

[8] Pop art is a subversion of the noble and elegant art in the traditional concepts, which promotes the renewal of the clothing design style. Designers of the mid-60th century were not creating demand goods, but creating consumer goods. The clothes is no longer delicate and fit, and more and more loose styles appeared on the streets. [9] Rock and roll, western cowboy style is deeply sought after by young people. The clothing design industry has opened a civilian, popular trend of design thought. The Pop style first appeared in mini-skirts and pop concerts that pursue popular, popular and new design. Although people call it the Pop style, it actually does and calls it the "certain" style, and it comes from a variety of styles. It uses bold and vulgar colors in the design species, overturning the extraordinary and lofty nature of modernism. As the most influential fashion element after World War II, the Pop style has an influence on all walks of life. For example, in the UK, the most prominent design areas are mainly clothing, graphic design, furniture design, etc. Most of the designers are young fashion designers who have just graduated. Young people always have a better control over fashion. With the change of the times, people's definition and understanding of beauty will continue to change, and the artistic creation will also be rich. This is the progress of The Times. Each period has the trend style, fashion elements, aesthetic interest of each period. When artists are involved in fashion, pop art shifted from art to design.

3.2. The Influence of Pop Art on Chinese Art

[10] May be the most profound is the artist's yearning for freedom, the first is a richer color, contrast is more obvious, Chinese artists are no longer limited to dark color, the bold use of color can show the artist's feelings, rebellious feelings (like

Wang Guangyi's 85 trendy), Chinese art just started, like people themselves to experience a "adolescence". The second is to break the limitation of media. The original art can be so diverse. Pop art itself is the art of "popular", which belongs to the public art, art can be on paper, on record, on the beverage bottle. Cai Guoqiang, a contemporary artist, focuses on using gunpowder, while Zhang Heng uses fragrant ash to create. Breaking down the limits of the traditional media. The trend of freedom is rampant.

3.3. The Influence of Pop Art on Advertising Art Design

[11] Advertising design art is the result of the development of The Times, in mass pop culture development of pop art and commercial added value and advertising design concept, whether from the beginning of the American consumer society or from the continuous development of mass media today, pop art language from popular thinking, expression, elements and multiple aspects to advertising art design, Chinese advertising art design also bring certain thinking. "Pop Art" began to prevail in the United States and Great Britain in the mid-1950s to the late 1960s, and art critic Lawrence Alloway proposed the concept of "mass pop art" in 1958, and the word "Pop" was born. Pop art represents a mass and popular culture. The specific definitions of Pop art were born. Pop art has many language, rational ridicule, straightforward criticism, contrary to the expressionism of traditional art, and these characteristics attract young people to vent their emotions and flaunt their personality. Pop art pulls art down the altar, but also moves young to create a popular fashion. With the strengthening of anti-traditional art ideas, Pop art is also gradually mature. The rich social development makes their art form pay more attention to the material world around them, to reflect the interests and lifestyle of people in modern society. Pop art uses pragmatism in the artistic concept and operation means, taking "things" as the main element of the creation, and these things come from the daily life, from the popular culture in life. Art is no longer standing on its own position, but on the position of the product itself and consumers. Although this art style is cold and mechanical, but full of The Times and interest because of its rich color. Therefore, in terms of expression, Pop has no depth and image, which also laid a solid foundation for its commercial nature.

3.4. The Influence of Pop Art on Interior Soft Outfit Design

[12] Pop art decoration will easily allow people to identify, because its form of realization is very tension, a variety of decorations and crane crane patterns can surprise the modern young people, a bright momentum. The use of Pop style should be the need of indoor soft decoration design in the appropriate period, integrating pop art elements into the interior decoration. The use of Pop element has been quoted in furniture, but they are all a flash in the pan, just the limelight at that time. Therefore, for pop art, in the modern home soft decoration design, not only to be knead into it, but also to be combined with practical, can not be a pure single design. Pop art breaks the traditional concept of functionalism, makes decorative soft decoration design for the goods, and uses bold colors. The gorgeous color is really very different, and it also shows different designs with the attention to the function. The young people compete to pursue this style.

From another point of view, Pop art should also be suitable for people of different industries and personalities. For example, such as art, people engaged in professional

technology, civil servants need to communicate with the master, communication to determine the style of soft decoration design.

4. Conclusions

[13] In this landscape society, the boundary between mass culture and high culture influenced by the media must be blurred, which also indicates the situation of unarmed and isolated support in the singing of avant-garde cultural songs. The correspondence of Kaplan's contingency, the misappropriation, replication, juxtaposition and other strategies of Pope art can be found with the above three tactics: drift, abnormal track and configuration, but Pope art is realized in the way of subjectivity retreat, while tactics is the singing strategy in reality. Fortunately, tactics, in the May storm of the 1960s, stopped the withdrawal of subjectivity, transformed it into the strong social consciousness in Frusacks and poor art, realized the continuation of the avant-garde spirit, and promoted the birth of many new media art through the reflection of images and media. The Pope design movement was only explored in the formalism, and had no deeper ideological basis. So the constant change in the form of the Pope design itself kept it from forming a unified design movement.

Conflicts of Interest

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