

The Development of Japanese Art Design in Recent 30 Years

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Abstract: *With the changes of the times and the rapid development of economy, the design of each country has been greatly developed and changed. As far as Japan is concerned, Japanese design has always had a unique aesthetic form and innovative creative ideas, and occupies a very important position in the field of design. At the same time, Japan's long history and cultural heritage also laid a solid foundation for the development of Japanese design. The author thinks that there are many places worthy of our study and reference in Japanese design. This paper will analyze and summarize the development and characteristics of Japanese design in recent years, and also make a prospect for the future of Japanese art design.*

Keywords: *Japanese design, Art design, the future development*

1. Introduction

The development of Japanese art design can be traced back to the 1950s. The main reason for its development is that it has received extensive support from all walks of life, especially the great efforts made by the Japanese government. Under the intentional guidance of the Japanese government at that time, various exhibitions and periodicals began to be held. Colleges and universities successively established design art majors, and invited many design masters from the West to give lectures and guidance. It was from this time that the design education system in Japan was gradually established[1].

2. The Development of Japanese Art Design

2.1. The Background of Japanese Art Design

As we all know, Japan is a country with a small land area, so the initial goal of Japan is to expand its own land. At that time, the whole East Asia was the goal of Japanese militarism expansion. At the end of the 19th century, the development center of Japan's entire country was on the expansion of overseas territories, and Japan's economy was still in an unstable state, and Japan had only had some sporadic explorations of art design. It was not until 1953 that Japan ended its war with Korea that the development of art design began in a real sense.

2.2. The Development of Japanese Art Design

The origin of Japanese art design dates back to the Meiji Restoration period, from the Meiji Restoration to 1945. During this period, Japan's design art was in the contradiction between tradition and modernity, and at this time, Japan mostly imitated art design and did not form its own unique design style. From 1945 to 1952, the United States began to support Japan's economic recovery. Japan received strong economic and technical assistance and guidance from the United States, and gradually embarked on its own design path. During this period, Japan's design consciousness and design art education system have also been initially established, and a large number of design magazines and design organizations have emerged. Not only that, Japan has invited many famous designers to Japan for lectures. In 1952, the Industrial Design Association was established in Japan, and the first industrial design exhibition in Japan after the second World War was held in the same year. These two events became important milestones in the development of Japanese art and design. Since then, the Japanese government and Japanese enterprises have sent overseas students to Europe and the United States every year to learn advanced industrial design, and bring the advanced western design concepts back to Japan.

After 1958, Japan's industrial product design has developed rapidly. For example, in 1960, Japan's annual output of TV sets ranked second in the world, and the annual output of motorcycles ranked first in the world. Cameras designed from Japan have been popular around the world since this time.

In 1964, Japan ushered in the Tokyo Olympic Games. The designer Hiroshi Kurakura was responsible for the overall visual design. This design was undoubtedly a huge project for Japan at that time. This project has extraordinary significance for both Hiroshi Kurakura and the Japanese art design community. Through the analysis of this design, it is not difficult to find that Tsuyoshi Kurakura combines modernist style with Japanese national content, which also reflects the concept of Japanese design. Most importantly, through this design, Japanese design began to emerge in the world. The most brilliant part of all the designs for this Olympics, the author thinks, is the icon that indicates the outside of the toilet door (Fig.1). This is the first time that a male and female distinction icon appears in the design community, such icons are well considered by audiences in other countries. They do not need to be explained in language. They only need to look up at the icon to be able to distinguish well. This design has brought great convenience, so its design has been adopted internationally[2-4].

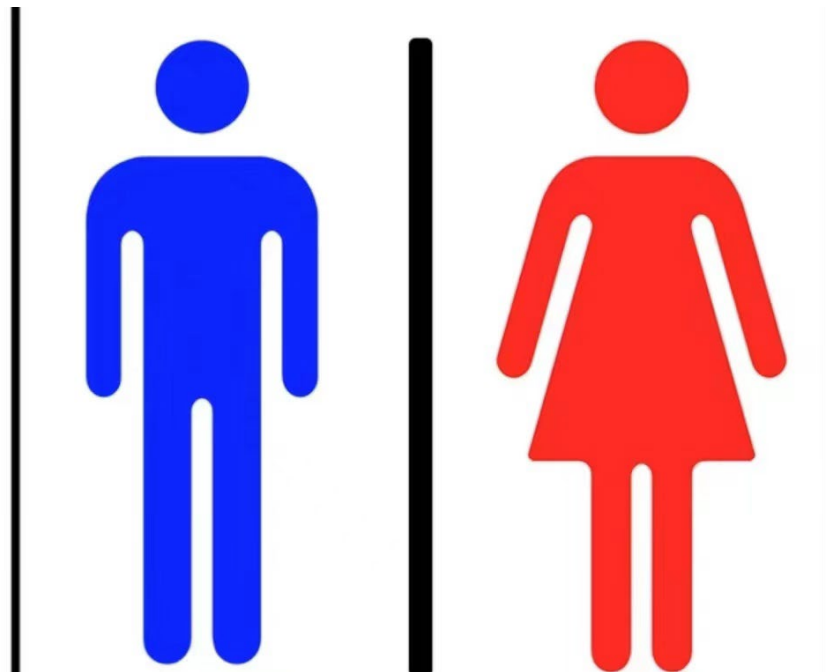


Figure 1: The toilet logo of the 1964 Japan Olympic Games

Until the 1980s Japan has become one of the world's major design countries, especially in the field of electronic product design and visual design. Later, the automobile design has achieved great success, which makes the world look at Japanese design. 80's poster design and interior design in Japan are more open, especially in furniture design, very design. Japan's well-known brand Muji, was born in the 1980s, the beginning of the main industry Muji is food, slowly extended to clothing and daily necessities, and later developed into the storage of household products. Until now, Muji products are also popular, its simple and natural features become synonymous with Japanese products.

2.3. The Art Design in Japan in Recent 30 Years

After entering the 1990s, Japanese design also derived new fields such as website design, game design and animation design. There are also great achievements in architecture, such as the completion of Rainbow Bridge, Fuji Television Corporation Building and other buildings. These architectural designs also reflect the new look of Japan. In 1993, the Japanese government adjusted the design concept and direction of designers. Japanese designers apply new design concepts such as barrier-free design and green design to the extreme, such adjustments have played an important role in promoting the transformation of Japan's economic structure. Dai Sato is one of the famous designers in Japan. In 2002, Dai Sato obtained a master's degree from Waseda University, and then established the design studio Nendo. In Dai Sato's view, if the enterprise still hold those outdated, deep-rooted concept, it is difficult to develop, we should do is to break the enterprise inherent "balance". In 2011, the Nendo team boldly broke the existing balance in the "HAL-SUIT" store project in Toyama, Japan, and

transformed the fitting room into a new space. The fitting room was designed in the center of the store, made of glass, shaped like a cylinder, and equipped with a leisure area and a women's shopping counter. There are DVD players and magazines for customers who come to accompany them, and the store is designed to feel like an office environment where you need to wear suits. The entrance to each HAL-SUIT resembles the front desk of an office, the cupboards are full of neatly hung shirts, and even the chairs are the same size and color to create a boardroom feel. This design breaks the original store pattern and gives consumers a different shopping feeling and experience. After the opening of "HAL-SUIT" Donggangshan store in the fall of 2011, the sales volume of suits increased by 10% compared with the previous year, the price increased by 40%, and the stay time of customers in the store increased by 40%, which promoted the growth of business performance. In the past 30 years, Japan has not only emerged designers with great ideas like Dai Sato, but also many designers with unique design ideas. It is because of these designers that Japan's modern design has achieved such success. In short, Japan's design in the past 30 years has been very thoughtful, both in combination with tradition and in a very modern place[5-6].

3. The Characteristics of Japanese Art Design

3.1. Japanese Art Design Focuses on simplicity and Multifunction

Because Japan is an island country, its territory is small and its natural resources are relatively scarce, the Japanese believe that the purpose of saving resources can be achieved through design. The products they designed contain two styles, simple style and multi kinetic energy, such as multi-functional toilet cover, multi-functional storage design, such a design in line with the needs of the Japanese market, speaking of minimalist style, such as the aforementioned brand Muji, the Japanese minimalist design style vividly reflected.

3.2. Japanese Art Design Focuses on Humanization

Humanized design can be said to be another feature of Japanese design. It is reflected in both product packaging and environmental design, especially in some details of interior design, which integrates aesthetics, practicality and humanization. In the packaging design, such as Japan's milk carton design (Fig.2), from the milk carton appearance and ordinary packaging is no difference, but in order to allow customers to drink more convenient, in the carton opening of the special design of the "opening". In order to facilitate the use of the blind, different places are also designed on both sides of the carton opening, which can be perceived by touch. In Japan, used cartons or bags require a series of procedures and then unified recycling, the whole process is very complex. In order to enhance consumers' awareness of environmental protection and storage, the opening at the other end of the packaging box writes as entence "thank you for your efforts to recycle resources", which is one of the countless humanized features of Japanese design. Of course, this humanized design can be seen everywhere in Japan[7].

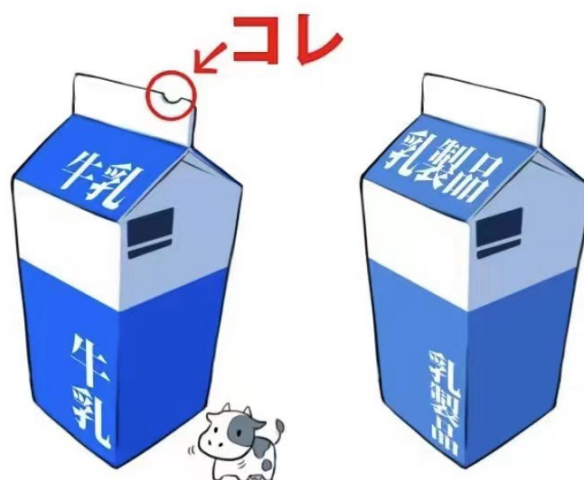


Figure 2: The milk carton design

3.3. The Combination of Japanese Art Design and Tradition

Japanese art design also has a characteristic, good at combining its traditional culture with foreign culture, using the combination of traditional culture and modern technology to design. China is a country with a history of more than five thousand years. It is not difficult to see from Japanese design that Japanese art and culture are influenced by Chinese culture in many aspects, and on this basis, they integrate their own aesthetic concepts.

4. Thinking and Looking Forward to the Future of Japanese Art Design

In art design, Japan has a good integration of modern and traditional, in the design also played a role in promoting the traditional culture of the nation. In this regard, Japan provides a very meaningful model for the world and for those countries with a long historical tradition. Japanese culture is like a melting pot. After accepting a variety of cultures, it is integrated and finally forms its own aesthetic culture. It is neither attached to Western modern industrial culture nor indulged in Oriental traditional ideas. Instead, it skillfully combines the seemingly contradictory two. Through the digestion and integration of different cultures between China and the West, based on the special social environment of the country, it has formed a unique distinctive feature in the international market. The development of design depends largely on the living standards of human beings. As long as the society is progressing and the living standards are improving, the design will develop faster. Just as clothing design, from the beginning people just want a cloth to cover the body, slowly, people began to pursue style, color, and now the pursuit of a variety of materials and clothing design content, these needs are to promote the progress and development of design[8].

5. Conclusions

Through the understanding and summary of Japanese art design, we have learned a lot, such as minimalist design and humanized design for Japan, people-oriented design will design the product to communicate with customers. Our designers can also learn from such design ideas and combine China's profound cultural heritage with modern design. strengthen the ideological creation in our cultural field, cultivate our own design concept, so as to design more products with Chinese characteristics, and make Chinese manufacturing more excellent.

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