Research on Contemporary Product Design Integrating Installation Art

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Abstract
Installation art is an artistic expression form which is gradually developed under the influence of postmodernism and implies the sense of life, story and cultural concepts. The creative materials are ready-made products, which are strongly interrelated with product design. With the rapid development of economy, society and information technology, people's material living standards have increased significantly, and adaptation has also spawned a series of social problems. In order to alleviate the inner anxiety and mental fatigue of modern people and promote the mutual communication between individuals, this paper is inspired by the aesthetic thinking in the form of installation art. It aims to make a research analysis of the art form in contemporary product design, and be rooted in the spiritual connotation of excellent traditional culture on the basis of the functionality of contemporary products, This paper discusses the application status of installation art and contemporary product design, tries to strengthen and broaden the application method of integration between them, explores the application path of integrating the expression form and connotation value of installation art into products, and carries out innovative improvement and creative design, so as to develop to concept. Create creative products containing the connotation and essence of traditional culture, meet the spiritual and cultural needs of modern people, effectively promote the inheritance and protection of traditional culture, and realize cultural self-confidence.

Keywords
Installation art form; Traditional culture; Product design; Aesthetic thinking

Introduction

Installation art is a new art form deeply influenced by Dadaism and representative of postmodern-

ism. At first, the rise of installation art was due to its excellent document recording function and artists' opposition to "Minimalism" art under the background of the times. Later, because it is all inclusive and has unlimited possibilities, it changes constantly in the process of modernization, carries out self-improvement development and extension of its own concept, and gradually evolves into the art form we pay attention to today (Fu & Wang, 2021).

At present, with the government's needs for the prosperity and development of cultural undertakings and cultural industries, the spirit of the fourteenth five year plan for national economic and social development of the people's Republic of China and the outline of long-term objectives for 2035 clearly puts forward that in order to achieve the planning and long-term objectives, comprehensively coordinate and promote the construction of a socialist cultural power, reform and innovation is the fundamental driving force, Carry forward China's excellent traditional culture and strive to enhance the country's cultural soft power.

In this context, starting from the cultural essence and value contained in installation art, this paper integrates the expression form and connotation value of installation art into products, innovates and designs contemporary products, endows products with cultural value attributes, meets people's spiritual and cultural needs, and promotes the inheritance and protection of traditional culture, It is of great significance for the development of other emerging art forms in modern society.

Summary of Installation Art

Installation art is one of the avant-garde arts influenced by the strong historical trend of postmodernism. It meets the vision of many artists eager to get rid of the constraints of traditional formal art. It is an inevitable product of contemporary art's pursuit of human subjectivity, emotion and thinking richness in the process of modernization.

As a new comprehensive display art in contemporary art, installation art has a short history compared with other art forms in the art field, but it has attracted much attention because of the unique concept and broad future development prospects carried by the works themselves. Artists in this field take ready-made products as creative materials, make unrestricted comprehensive use of various types of artistic expression forms in a specific time and space environment, and use postmodern thinking for effective artistic selection, utilization, transformation and combination, supplemented by multi-dimensional sensory experience to deduce a new display of the rich spiritual and cultural connotation of individuals or groups. Promote people's surroundings and conditions to Huawei's art form (Yu, 2020), invite the audience to participate in the works for appreciation, integrate the concept of time and space, alleviate the inner anxiety and spiritual impact of modern people under the rapid development of social science and technology, give unlimited possibilities for public inter-

pretation, and promote mutual communication between individuals (Lin, 2018), get rid of people's habitual thinking about appreciating art and life.

At present, installation art has entered the market field for a short time. Restricted by its own development experience, it still needs to be improved in terms of market system and theoretical system. Grasping its theme selection, cultural orientation and content art is the key to the future development of the industry. Skillfully combining with contemporary design to create creative products with cultural connotation and essence can not only meet the spiritual and cultural needs of modern people, but also be of great significance in promoting cultural inheritance and protection, and realize national cultural confidence.

Application Status Of Installation Art And Contemporary Product Design

Art in a Popular Style

Art popularization is the inevitable result of conforming to the historical trend and world diversification, and the development trend is irresistible. Installation art is actually a people-oriented independent art form, which reflects a public spirit and value orientation. Artists need to put down their sense of superiority, face up to their equal spiritual status with the public, resolve the spiritual gap with the public (Huang, 2020), closely contact the public and social problems in the creative conception stage, select appropriate themes to convey the artist's ideas or emotional views, and put the final design works in a specific whole time and space environment. Achieve the equal dialogue relationship among artists, works and the public, derive different feelings among each individual, and realize the popularization of art.

Artistry of Life

The distinctive artistic characteristics of postmodernism are also prominent in the installation art form born under its influence, such as avant-garde, experimental, abstract, open, conceptual and so on. With the high satisfaction of the material life of modern people, the public's demand for the artistry of life is rising day by day. At present, the thematic installation art in the exhibition space is gradually replacing the offline traditional publicity and distribution mode. We should grasp the development dividend of cross-border art and diversity of commercial space, and grasp the relationship between artistic sense and commercialization (Hu, 2020), Explore the best choice to shorten the distance between the broad masses and art. Break the rules of traditional design, make the most appropriate design from reality, endow the product with dual functions of material and spirit, make high-quality products truly become a bridge between the core of contemporary art and public life,

and create installation art creative products with interactive interest, high degree of freedom and unique functions (Wu & Chen, 2008). Realize the multi-directional interaction of depth, breadth and temperature, stand out from visual marketing, provide a new way of Ideological and cultural communication for the lifestyle of modern people, and help realize the artistry of life.

Analyzing The Applicable Principles And Methods Of Installation Art In Contemporary Product Design

Endow Reflective Emotional Core

The realm of "borrowing things to implied meaning" and "empathy to things" in ancient Chinese philosophy are the same as the artistic creation technique of using ready-made products as creative elements in specific space fields to convey artists' values and spiritual core.

Through analysis and research, it is found that compared with many other art forms, installation art has the most natural relevance with product design, and also plays a guiding role in the design ideas and creative techniques of product design (Wu & Chen, 2008). In the design, art creators can critically examine their works, the concept, internal core and final presentation results, and carry out subsequent thinking, revision and polishing. Abandon the fast-food design and give it a reflective emotional core (Liu & Pan, 2018), so that the public can have different emotional experiences at different stages of using the design. On the basis of meeting the needs of the public, it has aroused the thinking of modern people, and created classic products that can withstand the test of time and repeated taste of the public, providing a new direction for the development of the industry in the future.

Create Multi-dimensional Sensory Experience

Driven by various concepts and the development of modern science and technology under the current situation, installation art presents a diversified and complex state of works. We can regard installation art as an open artistic means to comply with the trend of conceptual development of product design.

Based on its inherent attributes, it freely creates multi-dimensional sensory experience with the help of more forms of media, including vision, hearing, smell, touch and taste. Achieve the purpose of disturbing individual habitual thinking, stimulating and activating public senses. Contain, guide and force users to change from passive viewing to active feeling when experiencing products, and even achieve repeated aftertaste, so as to create a unique immersive interactive experience between the two (Sun & Li, 2021). This also requires the designer to have profound professional quality, efficient information receiving ability, broad knowledge coverage, strong thinking ability and artistic feeling.

It is necessary to regulate and control the dimensions such as material texture, sound scene smell and interaction mode to realize the unity of the overall image of the product (Fu & Wang, 2021).

Connecting Traditional Culture and Interest

Traditional culture refers to the social and cultural phenomenon that has evolved, summarized and formed into a unique national characteristic and style in the historical process of human civilization. It is the sum of a series of social material life, system style and spiritual consciousness since the dynasties. All nationalities in the world have their own unique excellent traditional culture.

China's cultural management department should actively encourage design social workers to root the development of contemporary design in the soil of traditional art, adhere to selectively inherit and absorb excellent traditional culture at home and abroad, re create "Scene" and "life" for it (Hu, 2020), and inject the visual experience media form, new technology and other elements of installation art into the products, Enhance interest, enhance attraction and realize the modernization of traditional culture. For example, under the background of the digital age and the information age, we can integrate music, video, animation and other art forms and cultural activities with the help of media such as science and technology or electronic products (Sun & Li, 2021), change from static aesthetics to flow aesthetics, promote cross domain interaction, narrow the distance between traditional culture and modern life through products, and promote the development of contemporary cultural industry.

Contemporary Product Design Integrating Installation Art

Concept Core of Product Design

Loneliness is not a state, but a state of mind; Not passively bear, but independently choose. Although each of us is active in the group, we are also paradoxically independent from the group and stick to loneliness. Sports are also lively and lonely. With the improvement of living standards, people pay more and more attention to sub-health problems. As an aerobic exercise, spinning not only has remarkable results in physical and mental health and body management, but also can help us find our true self and relieve pressure in the process of exercise.

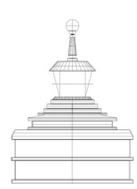
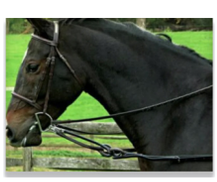
This design work is committed to creating an interactive and interesting product with sports bike fitness equipment as the main body. A circular intelligent LCD screen is placed in the center of the device. On the basis of presenting waveform images and designing game results, users on both sides of the product are also isolated. Although they can't see it, they have a subtle connection with each other. Dialogue in a unique way, self dialogue, mutual dialogue and dialogue with the world. I hope people can understand in use that the excitement is because the "audience" is still on the stage, and

loneliness is the stage to achieve us. Under the social collective, in fact, it is because each individual chooses to explore alone and insist alone in solitude that he has finally achieved himself and this era.

Refinement and Evolution of Modeling Symbols

This time, the design inspiration elements are extracted from the Tibetan culture guided by the original belief and Bon philosophy, and the style is positioned as the modernist style. On the basis of functionality, the product is rooted in the excellent traditional culture. The elements are extracted and deformed from the bowl covered white tower, one of the Tibetan symbols, and the shape of Tibetan harness, and connected with the bearing platform The saddle and handle are designed and combined. Guide users to feel the power of faith of Tibetan excellent traditional culture when viewing and using the device, and also enable athletes to balance themselves internally, relieve pressure, strengthen physique and prevent diseases outside within a certain period of time.

Table 1. Derivation of contemporary product design modeling integrated with installation art

Part name /Inspiration picture	Contour extraction	Design conception	Modeling evolution
Saddle  ⇒	 ⇒	(1) Keep the original contour shape of the hidden saddle. (2) Keep the fabric drape feeling of the hidden saddle. (3) Adjust the angle of the saddle to make it ergonomic. (4) Move closer to modernism and delete too many national elements. ⇒	
Sculpture base  ⇒	 ⇒	(1) Close to modernism, delete and reconstruct the white tower on the basis of retaining the original outline of the white tower. (2) Compare some classic shapes to exaggerate and catch people's eyes. (3) Keep the material color of the white tower. ⇒	
Handle position  ⇒	 ⇒	(1) Select the beautiful radian of the rein and finally determine an angle. In terms of armrest control, it has the feeling of Tibetan riding and galloping. (2) Simplify the process. (3) The fillet radians of different sizes and specifications are used for adjustment to ensure the improvement of safety performance. ⇒	

Selection of Material Texture

In terms of material selection: the car body and frame are made of high carbon steel and electrostatic spraying technology, which can prevent rust to the greatest extent; The left and right hand regulators are made of scratch resistant matte PP material with skin feel layer, and are sprayed with anti fading paint layer to prevent falling off and mottling of paint film caused by too many users and reduce visual aesthetics; The intelligent LED instrument panel selects the high-definition silver plated mirror with explosion-proof film on the back, which has strong safety factor, clear and true image, no color difference and no deformation; The saddle is made of high elastic and environment-friendly leather material, which fits the hip, has comfortable shock absorption and does not hurt the knee; The aluminum ring flywheel is coated with chromium alloy, the left and right pedals are made of rough hard plastic to increase the grip of the upper and pedal surface, and the buckle is made of PVC, which is comfortable and durable, making riding smoother.

A circular intelligent LCD screen is placed in the center of the device, which can present the waveform image of the athlete's instantaneous heart rate or exercise frequency during exercise and the win-win result pattern of game mode. The base of the white tower sculpture is made of white marble. While it has the advantages of rust prevention and antimagnetism, insulation and wear resistance, not easy to dust, simple maintenance and so on, the material itself has beautiful lines and elegant color. It can be used in a variety of style scenes without being abrupt.

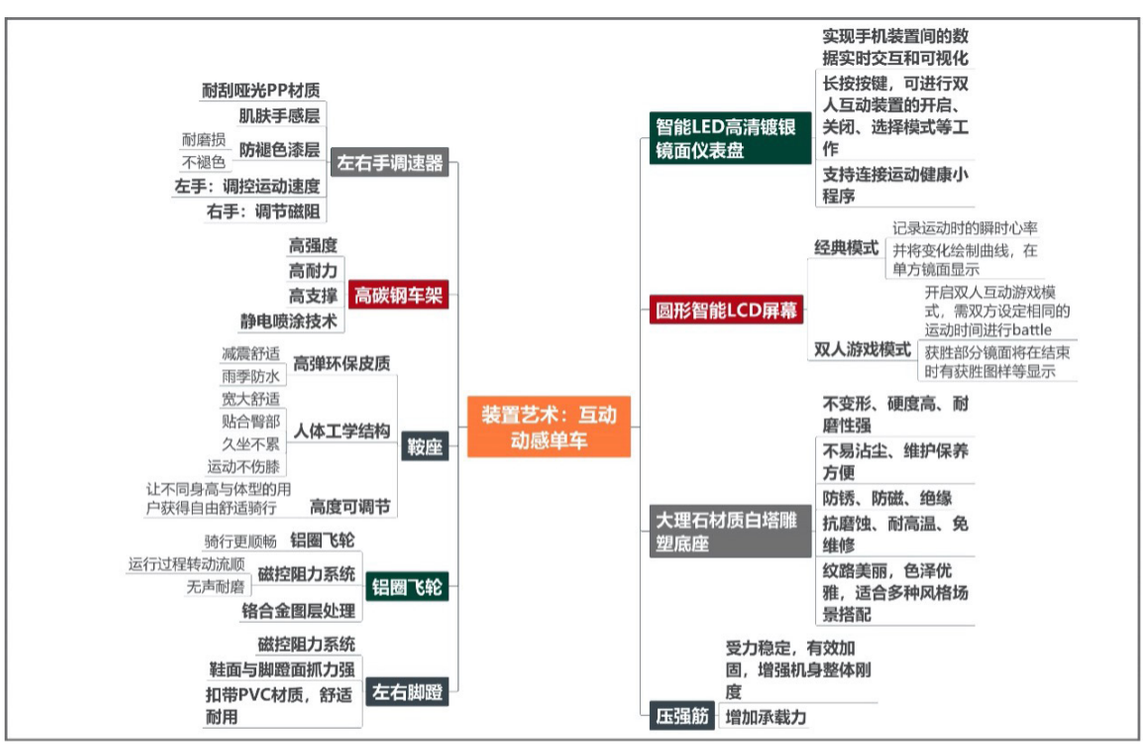


Figure 1. Material thinking map of contemporary product design integrated with installation art

Visual Collocation of Color System

As a popular method of neutral color matching, black, white and gray can reflect its elegant and extraordinary momentum in any industry field. Mysterious and elegant black and clean and carefree white have always been the classic collocation and inspiration source loved by the fashion industry, and the materials with excellent texture can better explain the essence of two-color minimalism and personality. Left and right hand governors, saddles, flywheels, pedals and buckles use black and white alternately. From the overall effect, it is classic, advanced and hierarchical. The metal material of the main body of the device reflects silver gray light, with low purity and relatively vague hue, which reconciles the excessive sense of contrast brought by the combination of black and white, conforms to the core of modernist style and is rich in industrial flavor.

Final Presentation of Design Effect

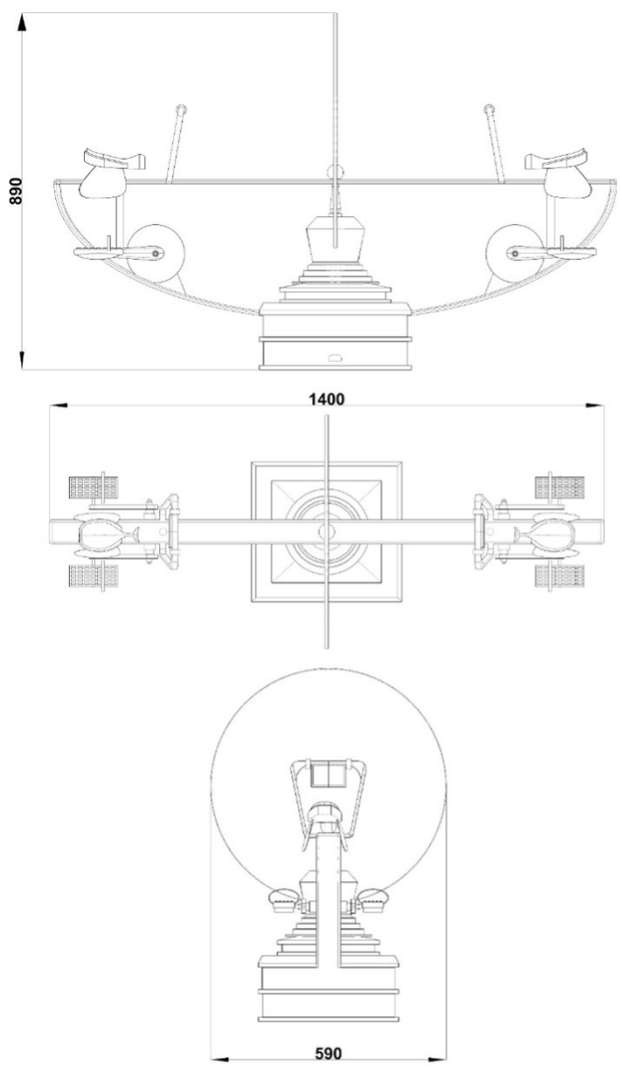


Figure 2. Three dimensional view of contemporary product design integrated with installation art (unit: mm)



Elevation angle rendering *Overlook angle rendering* *Side view angle rendering*

Figure 3. Engineering drawing of contemporary product design integrated with installation art



Figure 4. Final effect of contemporary product design integrated with installation art

Conclusion

Installation art is a bearing form in contemporary art that is strongly related to product design. It itself is an art work with unique aesthetic attributes that can be perceived, experienced, understood, imagined and re created. With the development of modern science and technology and the impact of drastic changes in people's spiritual and cultural needs and product needs, installation art has attracted attention because it has the ability to meet the physiological needs and psychological adjustment of modern people. In order to try to strengthen and broaden the design application path of the integration of installation art into modern design, take contemporary products as an example, clarify the application status of both at this stage, grasp the applicable principles and methods of installation art in contemporary product design, integrate the expression form and connotation value of installation art into products, and endow products with cultural value attributes. Create creative products with the connotation and essence of traditional culture, promote the selective inheritance and sustainable development of traditional culture, and realize cultural self-confidence.

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