

## Nordic Style Based on the Context of Postmodernism

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### Abstract

After nearly two hundred years of development, modern design has reached a wave of contemporary design styles. The Nordic style has always impressed with its unique personality. This paper advocates diversified design from postmodernist design, pays attention to human psychological and physiological needs, pursues individual expression and decoration, explores the characteristics and development process of Nordic design style, and obtains enlightenment from its own development.

### Keywords

Nordic style, postmodernism, people-oriented, democratization.

### 1. Introduction

From the mid to late 19th century, modern design has developed over two hundred years. The advancement of society has made modern design look different from the past. The most far-reaching influence on the world is modernism. It is characterized by mechanization, standardization and mechanization of large-scale production, as well as the principle of "form following function", which meets the needs of social production at that time. This also led to the development of modernism to the later international style, and in the 1960s and 1970s it reached its peak and ruled the skyline of two-thirds of the world's cities.

### 2. Postmodernism

Time came to the 1960s. From the relationship between design and social history and culture, the western society gradually recovered after the Second World War, and the rapid development in the 1960s caused the western countries to gradually shift from a productive society to a consumer society and society. Cultural resistance movements have also come one after another, which have promoted the emergence of postmodern designism; postmodernism design opposes the singularity and indifference of forms, the diversity of design forms and decorativeity are promoted, and the contextualism of historical culture is embodied in the design. Pay attention to the psychological needs of people in the design. The postmodernist style emphasizes the dominant position of people, adheres to the "people-oriented" design principle, highlights the application of ergonomics in design, and advocates the humanization and liberalization of design. In the eyes of postmodernists, "function" is no longer the first element of design considerations, but advocates dealing with products with "game mentality". They also pay attention to the relationship between the design work and the environment, and fully consider the sustainable development of the environment in the design consequences. Any design must adapt to the environment and protect the environment. Therefore, one of the basic rules followed by postmodern design is green design. The postmodernist design presents the fashion and vitality and rich connotation of the beauty of the object on the stage of daily life, and creates a perceptual artistic image with individual expression [Zhang Qian. A brief analysis of the postmodernist design spirit from the Nordic style [D] Nanjing Normal University, 2014].

These characteristics of postmodernism design have greatly promoted the development of humanized design, making people's emotional needs more and more attention. With the development of society and the advancement of science and technology, people are no longer satisfied with simple functional needs, but call for more attention to the psychological needs of people and the importance of environmental protection. The development of modern design to today is not only to meet the needs of people's spiritual warmth and thoughtfulness, but also to pay attention to personal tastes and hobbies, reflecting the modern people's pursuit of fashion to show individuality and the importance of protecting the environment.

### 3. Nordic Style

In the course of modern design development, the Nordic style is known for its unique personality and achievements. The Nordic style usually refers to the design style of the five countries of Denmark, Sweden, Norway, Finland and Iceland in northern Europe. The design of these five countries is collectively referred to as the Nordic design, and can also be called the Scandinavian design.

In the long-term development process, due to their similar economic and cultural historical backgrounds, the five countries have gradually formed a cultural body that is completely different from the rest of Europe, thus presenting a more unified and unique charm of Scandinavian design style. At the same time, each country retains its own design features due to differences in its geographical environment and historical and cultural environment.

The most classic design in Denmark is the wooden design. In addition to the pursuit of sleek design, the chair also pays attention to how the curve of the chair fits perfectly with the human body; safety, comfort, function and democratization are synonymous with Swedish design; Norway and Iceland Although not as prominent as the previous countries, the rich and typical Nordic temperament is equally impressive.

Behind the different external design features of the countries, Scandinavian designers share a common spiritual pursuit to maximize the quality of life of ordinary citizens by applying existing technologies appropriately. Fundamentally, this moral concept that influenced Scandinavian design originally came from Lutheran sects. The Lutheran sect is the entire Scandinavian national belief. The sect emphasizes truth and reason, and believes that people are redeemed by the diligent work of benefiting the masses. [Zuo Duo Duo. Pictured Nordic Design [M] Huazhong University of Science and Technology Press , 2013].

Since the 16th century, the five Scandinavian countries have experienced the process of getting rid of the monarchy and moving towards a democratic society. In the new social democratic system they have established, every member of society can be respected. Northern Europe has gradually developed into one of the most equal, affluent, democratic and humane regions in the world. The superior system and economic prosperity of the Nordic society are particularly evident in their designs, especially in the design of homes.

The five Nordic countries are located near the Arctic Circle, with vast forests and numerous lakes, but the beautiful natural environment cannot solve the difficulties that harsh climates bring to agricultural production. Therefore, people must adapt to the environment by designing and creating tools to fight nature. Designed to be a way of life for Scandinavians, it is also part of their social, economic and cultural welfare system.

In Scandinavia, people think that no matter what product, regardless of price, whether it is handmade or machine production, the first thing that should be satisfied is the emotional needs of users. In addition, influenced by modernist design, Scandinavian designers recognize the need to achieve an optimal balance between product styling, materials, function, color, texture, durability and cost. Create a truly democratized product [Talk about the Nordic trend [C], Douding.com] In addition to the perfect combination of function and shape, and the "human

touch", the price that can be accepted by ordinary people is also a good design. One. In any case, the physical and psychological factors of human beings have always been placed before Nordic designers in all issues that should be considered. Therefore, Scandinavian design has become a necessity to close and enrich people's lives, not just a symbol of status and status [same 3].

#### 4. The Progress of Nordic Art Style

The formation of modern Scandinavian design style (1890--1939)

This stage is the stage of brewing and exploration of modern Scandinavian design. The four Nordic countries except Iceland were also influenced by the arts and crafts movements and the Art Nouveau movement at the end of the 19th century, and their own related design movements were also carried out. Since the Scandinavian countries have always maintained the relative independence of the political economy, no one has joined the First World War, and its design has developed particularly rapidly during this period. By the end of the 1920s, modernism, represented by the Bauhaus, had affected Scandinavian countries and prompted a shift in their design from traditionalism to functionalism.

Perfectly mature modern design style (1940-1969)

In the 1930s, Nordic design has achieved great success and is gradually becoming internationally renowned. Functionalism was widely recognized in the 1970s when material was scarce. But in the middle of the 1940s, the unique Scandinavian design combined a single rigorous to even a little indifference in functionalism and humanism and democracy in local cultural traditions, reaching a new leap in the 1950s. . At the three-year Milan Design Exhibition in 1954, people saw Scandinavia's new design. The exhibition was a great success. Scandinavian design exhibitions were held in rotation around the world, and related design publications were also published, making a significant contribution to the design community [2]. This also inspired the public: ordinary people should also have the right to enjoy a warm and comfortable home environment.

Design with virtue (1970--)

As the ecological environment worsens and the natural resources become more precious, designers have to consider design issues from the perspective of social responsibility, rather than focusing on the design itself as before. In the 1980s, Nordic design was also influenced by the international "postmodernism" trend of thought. This makes them think of design as an art that reflects culture as much as architecture, a work that resonates with the user's thoughts and emotions, rather than thinking about functionality first from a functional perspective like the classic Scandinavian design. This way of thinking helps them form new design ideas and inject new vitality into Nordic design.

#### 5. Nordic Design Style

Nordic design also shows its unique artistic personality in the development of the times and its continuous evolution and sublimation. More sleek and simple curves are used in product design, and the design is more appropriate in design or philosophical. In color, monochrome and black and white are the most impressive. The whole color without texture and no print brings another low-key sense of calmness. Nordic designers believe that the real goal of design is to produce products that are both human and democratized. They must be suitable for mass production and promotion styles, but also maintain a high aesthetic taste while giving everyone the right to enjoy.

Nordic design has always advocated the beauty of daily life and advocated the harmonious coexistence between man and nature. The concept of democracy in design affects all areas of society, and its aesthetic taste and humanistic philosophy are rich in the unique personality of

the nation. Nordic designers are very good at integrating this democratic and equal idea into various design products, so that every citizen has the right to enjoy high quality enjoyment. This also shows that postmodernism pays attention to human nature, adapts to nature and protects the environment. The biggest feature of Nordic design is not only the human touch in the design, but also the deep national tradition of the entire region [1]. This is in stark contrast to the indifference and stereotypes of early functionalism.

Above, we found that Scandinavian design pays great attention to its own characteristics. When retaining its own design features, combined with the actual reality, the design can better serve the human and the environment in which it lives.

## 6. How to Practice Postmodernism in Nordic Style

Nordic design can take the lead in practicing and expressing postmodernist design ideas. Part of the reason is that the Nordic region has always adhered to the concept of combining tradition with the development of the times, forming a unique Nordic style and finding the right direction for its own design and development. In addition, the superior social system and democratic design spirit also promote the formation of the entire style.

In the late 1970s and early 1980s, postmodernism began to rise. The change first appeared in the annual Spring Student Exhibition in Stockholm, Sweden, where a chair made of concrete appeared. This is a typical postmodernist work, and its appearance shows that furniture can become a work of art regardless of function. Starting from the "concrete" chair, designers and works that break through the Nordic design tradition have appeared in front of people from all over the world. After the 1980s, the Scandinavian design stage was full of flowers.

In Denmark, furniture design has always been impressed by the fine design tradition, but because of the over-respect for tradition, the development of furniture design has been hampered. It was not until the 1980s that postmodernist design gradually influenced Denmark, which advocated tradition, bringing a fresh air to Danish design. After the 1980s, the experimental works of Danish design with a large number of historical elements burst into a new vitality. For example, the chair named "Yesterday's Newspaper" designed by Niels Havas in 1995: He glued the daily newspapers together, piled them up to the height suitable for sitting, and then dug a piece of the seat cushion in the middle. The size of the chair is determined by the size of the newspaper. In this work, Havas deliberately let people sit on the wake-up questions in the newspaper yesterday, injecting more metaphors about the ephemeral information and culture of the present.

In addition, in Finland in the 1980s, there was a good designer, Steven Lindfords. Finland's modern design tradition begins with the famous designer Alva Aalto, and the designers of the future are more or less influenced by it. Lindefos's design is the opposite. His designs often have artistic shapes and are functional. And the design style is diverse, often tends to two completely different extremes: sometimes extremely flamboyant, artistic and mysterious; sometimes functional and accompanied by simple shapes. The halogen lamp "Skaruogou" designed in 1988 is its representative work. This is a lamp between the product and the sculpture: it is like a living animal, the whole body is supported by a slender bamboo pole. On the leg, it looks like an unknown, new breed of scorpion [2].

Since the 1980s, science and technology have developed by leaps and bounds. In the 1990s, the world economy entered a new historical period under the influence of the US economic development model. Its most striking feature is the economic globalization driven by Internet technology, which intensifies global competition. With the information industry as a breakthrough and support, the Nordic countries achieved sustained economic growth in the 1990s. In the late 1990s, Finland's Nokia ranked first in the global mobile phone sector, and Sweden's Ericsson ranked third. In order to maintain and improve the competitiveness of

products in the international market, merchants have strengthened the demand for designers. Nordic designers have therefore had more opportunities to work with foreign companies, and some foreign designers have also started working with Nordic manufacturers [2]. These mutual cooperation and communication enable young Nordic designers to get exercise from the direct communication of customers, and also to understand the changes and needs of the times. Nordic design has taken on an important position in the world of design forests with new features.

The artistic concept of Nordic design and the popular culture of postmodernism are in line with the basic concepts of empathy, humanity, pursuit of uniqueness and environmental protection, or Nordic design is the natural sublimation and continuation of postmodernism in the context of the times. The artistic characteristics have made it concrete practice and comprehensive practice in the design. Therefore, Nordic design has become the best carrier of postmodernism style [1].

## 7. Summary

In modern times, design products have become a cultural symbol to some extent. It can indicate the individual's aesthetic taste and social status, and even the collective pursuit of a group. It is precisely because of this that the design of postmodernism, which is typical of Nordic design style, has become an important entry point for understanding contemporary social life. Through the analysis of postmodernism, we also have a deeper understanding of the spiritual connotation and development of Nordic design. The rise and development of postmodernism fully reflects the changes in design activities in the contemporary era. The goal of design activities is not only to achieve simple functional or decorative, but to gradually transform into a society that represents rich connotation and human values. Cultural phenomenon [same 1]. Nordic design can develop to this day because its design spirit has always been built around the real needs of people, dare to innovate, constantly communicate, and keep pace with the times, and truly implement the design concept of people-oriented and people's livelihood. This also reminds us that we should actively spread the aesthetic and cultural of our nation to the outside world, and combine our own cultural characteristics with different actual situations. Only then can we form our own real good design.

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