

# Analysis on the Graphic Art of the Art Deco Patterns in Shanghai

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**Keywords:** Art Deco, Pattern, Graphic Art

**Abstract:** Art Deco's Blend of Artistic Style and the Shanghai Culture of Heiner Rivers Complement Each Other. the Researcher Conducted a Research on the Simple and Easy-to-Spread Form of Shanghai Art Deco Architectural Pattern, and Combed and Summarized the Three Aspects of the Pattern, the Theme of the Pattern and the Pattern of the Pattern, and Then Sorted out the Cultural Assets of the City. Clear Veins. the Pattern is Not Only a Simple Combination of Points and Line Elements, But Also a Symbolic Meaning of the Simple and Simple, and the Symbolic Value of the Shanghai Art Deco Style Pattern Will Play a Positive Role in the Spread of Urban Culture.

## 1. Introduction

Each City Has Its Own History. History Gives Us Traceability and Gives Future Generations Recognition, Respect and Pride in Their Own Culture. At the Moment of Globalization, the East and West Cultures Are Constantly Blending, and While Cities Around the World Continue to Accept Foreign Cultures, It is an Important Issue to Preserve Their Historical Context. as an Important Central City in China and the First Batch of Coastal Open Cities, Shanghai Has Attracted Domestic and International Attention, and a Large Number of Art Deco Buildings Along the Bund Has Become a Business Card for Shanghai. This Topic Will Use the Plane Pattern of Shanghai Art Deco Architecture as a Clue to Systematically Sort out and Trace and Present This City Cultural Symbol.

## 2. The Presentation of Shanghai Art Deco Style Patterns

Shanghai Art Deco style patterns are mainly reflected in surface decoration, gable decoration, balcony decoration, door and window decoration, and stone door decoration.

(1) Surface decoration: Art Deco style architecture and modernist style architecture are often compared as the style of the mechanical industry era, while Art Deco style architecture adds decorative aesthetic meaning to the modernist architecture. The concrete structure is not only reflected in the structure of the outer contour of the building, but also in the decoration of the building surface. These surface decorations occupy a large visual area and are the easiest to enter the public's field of vision and are relished.

(2) Gable decoration: As an important part of the outer contour of the building, the gable plays an important role in the overall visual appearance. The artistic Art Deco style of Shanghai has different gable shapes, and the gables on the mountain wall have a decorative or twisty or decorative design. Pattern. These patterns echo the shape of the gable, which has both the two-dimensional meaning of the pattern and the aesthetic significance of the three-dimensional representation of the building.

(3) Balcony decoration: The balcony of the apartment building Art Deco style building is often the finishing touch of the overall vision. The balcony decoration of different patterns seems to tell the original intention of the designer, and it is more reminiscent of the guests of the old Shanghai. These balconies are filled with sunshine and a view of the life of the street. The decorative pattern of the balcony seems to tell a connection between the outside of the building and the inside, the object and the person.

(4) Door and window decoration: Art Deco style decorative patterns on the door are made of

stone, wood, metal, etc. from the point of view of materials, from the technical point of view, there are carvings, hollowing, wrought iron and so on. These decorative patterns not only play an aesthetic role, such as the Shashen Building (Zhongshan First Road), the Ruijin Hotel Building 3 and the Jinjiang Hotel and the door pattern, also has the function of lighting and ventilation.

(5) Shikumen Decoration: Shanghai's famous Shikumen is considered to be a combination of Western townhouses and Chinese courtyard houses. It was built from the mid-19th century to the 20th century. It was also influenced by the Art Deco style, which was incorporated into the Art Deco style during the construction and renovation of the 1920s and 1930s, mainly in the stone door frame facing the street.

### **3. The Theme of Shanghai Art Deco Style Pattern**

The theme material of Shanghai Art Deco style pattern mainly includes geometric figures, natural flowers, characters, simplified abstract shapes, Chinese elements and so on.

(1) Geometry: The appearance of geometric figures in Art Deco style patterns is higher, on the one hand because geometric figures are typical visual images of Art Deco style (such as array, step, radial, spiral, etc.), On the one hand, the geometric shape is more adaptable.

(2) Natural flowers and plants: The patterns of natural flowers and plants are inspired by bionic nature, which often adds natural and beautiful temperament to the building. The West Lake Apartment on Hengshan Road has a beautifully decorated white embossed door, which is like a rose in the garden and a white snail on the beach.

(3) Character image: The East China Electricity Authority Building (Shanghai Electric Power Company), which used to have more than 1,000 employees, was designed and completed by American architect Shad in 1920. Its Art Deco style is mainly concentrated in the upper part of the building. The image of a man with a radial element as a background, a handsome line and a sense of strength is like a complete art work that adds a decorative aesthetic to the building.

(4) Simplified abstract modeling: Many Shanghai Art Deco style patterns use shapes derived from certain elements that are abstracted, deformed, or simplified to be presented in an abstract form that is both figurative and geometric. This is a more common form of pattern in many Shanghai Art Deco styles.

(5) Chinese elements: In the 1920s and 1930s, a large number of architectural designers in Shanghai all had an overseas background, combined with the national complex of the whole society, and Chinese elements appeared in many Art Deco style patterns. For example, the octagonal window of the Asian Cultural Building is the flat shape of the Zhouyi gossip, and the decorative pattern on the wall of the municipal hospital. Many typical Chinese elements such as the four-character pattern, the auspicious cloud pattern, the ice crack, and the embossing make Shanghai Art Deco a unique blend of Chinese and Western styles.

### **4. The Way the Shanghai Art Deco Style Pattern is Constructed**

Shanghai Art Deco style patterns are mainly composed of left and right symmetry, up and down symmetry, continuous splicing, square splicing, independent graphics, free graphics and so on. As far as the design of the graphic design is concerned, the same elements will be presented in different decorative patterns through the creative design to suit the decorative needs of different positions, areas, sizes and materials. The symmetrical pattern design gives people a sense of stability and dignity, such as the Saxon emblem dog logo in the facade decoration of the Shaxun Building; the repeated patterns give a sense of balance, such as the door decoration of the West Lake Apartment; the independent and free pattern It has a strong decorative character, such as the decorative pattern in the middle of the building of Nanchang Building.

### **5. Conclusion**

Shanghai is a city full of rivers and rivers. People from all directions can find the soil that suits

them. Shanghai is a city that dares to accept new things. Just as the first time the phone was used in China is Shanghai, the electric lights are also the ribbon-cutting ceremony held on the Bund. Art Deco's blending and opening up of new artistic styles and Shanghai's ingenious and innovative culture complement each other, both in material and spiritual aspects, and are an important embodiment of Shanghai culture. Shanghai Art Deco has been in existence since the 1920s and 1930s and has always stood there as a classic. The Art Deco building built at that time also represented the world's first-class standards in architectural design and construction technology, and was a valuable cultural heritage of Shanghai. They have been repaired, rebuilt, and integrated into the shadow of the times by generations of designers, witnessing the history of Shanghai's development. As a graphic art form, Shanghai Art Deco style is easier to spread than other art forms. For example, it has lower communication costs, faster transmission speed, stronger media adaptability, shorter production cycle and wider audience. Therefore, Shanghai Art Deco style pattern is a vivid visual symbol with urban cultural communication attributes. Through the application and innovation of this research element, designers create various works that will enhance the practical, participatory and popular nature of urban cultural assets, so that urban culture is not only confined to magnificent buildings, but also difficult to understand. Artistic terminology, but really get the attention and love of the public.



Shanghai Art Deco Patterns Travel Map  
Designed by Jing Jiang

## **Acknowledgement**

Shanghai Chenguang Project No. 17CGB10

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