

# Research on the Application Path of Pop Art in Contemporary Interior Lighting Design

Suning Gong<sup>1</sup>, Yu Zhong<sup>2</sup>, Jing Hang<sup>2</sup>

<sup>1</sup>School of Civil Engineering, Nantong Institute of Technology, Nantong 226002, China

<sup>2</sup>Nantong Institute of Technology, School of Architecture and Engineering, Major in Environmental Design

**Keywords:** Pop art, Interior lighting design, Collage integration, Concrete simulation

**Abstract:** As the main genre of post-modern art, POP ART's free and life-based characteristics have influenced many fields, and at the same time have played a great guiding role in the development of contemporary interior lighting design. Based on the analysis of the development and artistic features of POP ART, this paper explores the way POP ART uses collage integration and concrete simulation in contemporary interior lighting design, thus promoting the development of contemporary interior lighting design.

## 1. Introduction

With the development of the society, people's living needs have obvious diversified and multi-level features, which requires interior design to incorporate more multi-culture, artistic features and personalized factors. After the postmodern art is integrated into the contemporary interior lighting design, it presents more diversified and personalized features, breaks through the original traditional design concept, and greatly enriches the connotation of interior design. As the first step towards post-modern art, POP ART is the most magnificent scene in contemporary art movement. In a very short time, POP ART quickly replaced the position of abstract expressionism and gained wide spread and success. At the same time, POP ART has also greatly expanded the connotation of art. POP ART regards vulgar objects despised by people and art as the object of artistic creation, and puts forward the slogan that art should not be elegant, and art should be equivalent to life. POP ART shows an unprecedented artistic wisdom and gives a powerful blow to the limitation and narrowness of the whole western modern art. The mission of POP ART is not finished in the contemporary era. POP ART has become the direct artistic source of many avant-garde design movements. Its unique artistic connotation and creative methods have great influence on the development of contemporary interior lighting design.

## 2. Overview of Pop Art

In the ten years after the mid-1950s, a new art school called "POP ART" developed in the United States and Britain. These people, dubbed "POP artists", have a common feature in their creations during this period. They use popular commercial cultural images and everyday objects in urban life as themes, and their creative methods often reflect the characteristics of the industrialization and commercialization of the times. The elements that caused POP ART are not everywhere. After the war, the urban culture of Britain and the United States was the special soil for its growth.

### 2.1 The Birth of Pop Art

The word POP ART (POPULAR ART for short) comes from this. POP is not only the end of the word lollipop, but also the abbreviation of popular. People think that POP ART in its narrow sense originated in Britain, not the United States. At the end of 1952, a group of young painters, sculptors, architects and critics held a meeting at the London School of Contemporary Art. This self-proclaimed "independent" group focused on discussing popular culture and its meaning, such as western movies, space novels, billboards, beauty of machines, etc. These phenomena were all considered anti-aesthetic conditions at that time. This group is infatuated with the new urban

popular culture and is especially attracted by American expressions. "Pop" is proposed by Lawrence Alloway, a British art critic of this group, and is a short name for "popular art" created by mass media. As for Popper, he explained: "Popper is a style, especially concrete painting, which is characterized by exaggeration. Its form and image are taken from commercial arts, such as cartoons, illustrations, posters, etc." Later, he expanded its connotation to include the activities of artists who use mass images as artistic content.

In 1956, "Independence" held an exhibition entitled "This is Tomorrow". The most influential and influential work on the exhibition is Richard Hamilton's poster at the entrance entitled "What makes today's family so attractive? (Figure 1). The picture shows a modern apartment with a muscular man and an arrogant naked woman cut from the pictorial. There are a lot of cultural products in the apartment: TV, desktop tape recorder, enlarged comic book cover, a Ford badge and an advertisement for a vacuum cleaner. Through the window in the picture, you can see a movie screen showing a close-up of Al Joelson in the movie *Jazz Singer*. The man was still holding a candy bar with three big letters POP on it. He declared that Popper should be popular (designed for a large audience), short-term (short-term solutions), consumable (easy to forget), witty, sexy, secretive, cunning, stimulating and adventurous, cheap, mass-producible, young and capable of making big money.

## 2.2 Representative of Pop Art

When referring to POP ART in Britain and the United States, the first thing to be mentioned is American Rauschenberg and Jasper Johns. Rauschenberg developed towards the direction of "combination painting", using ordinary things in life to form pictures--Beer bottles, waste paper boxes, used tires, newspapers, photos, ropes, sacks, pillows, etc. Rauschenberg's philosophy of art is: "Judgment is meaningless, because there is no better thing than other things. Art should not be different from life, but an act in life." Johns' career has many similarities with Rauschenberg, and he is famous for adopting a single and ordinary image. A row of numbers, targets, American flag (as shown in Figure 2), American map and so on have become POP ART's classic works. He chose such images because he thought they would not generate any more energy. What he wants to emphasize is that painting is itself, not the reproduction of any other object.

Andy Warhol is the most famous POP artist. His artistic potential and creativity have made him a very popular man of the hour. Warhol started out as a commercial artist, specializing in advertising, trademarks, product introductions and shop signs. This experience enabled him to have a profound understanding and keen insight into American commercial culture and popular culture. It also enabled him to experience the influence of popular culture on contemporary society and the distortion of human nature under the invasion of powerful commercial culture. Therefore, in Warhol's early works, he focused his attention on some standard trademarks and supermarket products, such as Coca-Cola bottles, Campbell's soup cans (as shown in Figure 3) and Brillo's cardboard boxes. Compared with other POP artists, he seems to be more thorough, completely abolishing the concept of manual operation in artistic creation and replacing it with a repetitive style characterized by mechanical reproduction. Warhol's most famous work is his "Marilyn Monroe" (Figure 4) series. He used screen printing technology to list the processed pictures of Monroe one by one on the screen. As a product of popular culture, Monroe's portrait is usually packaged with consumer goods. The image has nothing to do with Monroe himself, but has become a "materialized" commodity. The simple arrangement and rough application of synthetic pigments will disperse the reality and present only a hollow shell. This series of works objectively reflects the psychological process that people are forced to change by commercial mass media under the stimulation of modern industrial mass production.



Fig.1 'What Makes Today's Families So Attractive?'

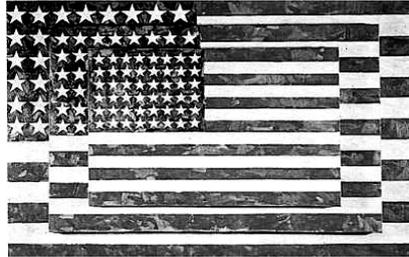


Fig.2 'Us flag'

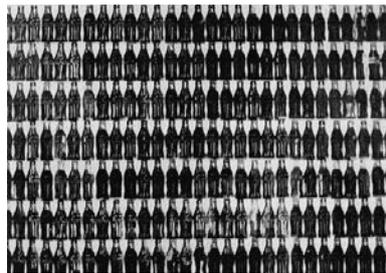


Fig.3 'Coca Cola bottle'



Fig.4 'Marilyn Monroe'



Fig.5 Ring Fluorescent Lamp

## **2.3 The Artistic Features of Pop Art**

Since POP ART, the boundary between art and life has become blurred. art can even be equal to life. In a sense, POP ART has completely changed the ideological basis of art. We know that POP ART appeared in opposition to abstract expressionism at the beginning. it and the latter actually represent the opposite abstract language of two value orientations in western thought. Kandinsky began to create a profound new artistic vocabulary. Without understanding abstract grammar and vocabulary, one cannot enter the abstract at all. The abstract expressionist language is an extension of this complex vocabulary. Its emphasis on pure artistic logic is already very “aristocratic”. In essence, this kind of art holds that art and life are different. Life is repetitive, conventionalized and utilitarian, while art is innovative, spiritual and transcendental. The status of art is above life, and one should try to avoid the vulgarity of life and maintain its noble and pure beauty. However, the emergence and development of POP ART has caused such a sacred and solemn hall of art to collapse. art has even drawn an equal sign with worldly things and can enlighten our way of thinking and show our attitude towards existence. Since POP ART, the concept of art has been restrained less and less, and people are getting closer to their true colors and living conditions. the “self” has been more completely liberated in art.

## **3. Application Path of Pop Art in Indoor Lighting Design**

### **3.1 Collage Integrated Lighting Design**

#### **3.1.1 The Relationship between Collage Integration and Other Art Schools**

The collage creation method loved and established by POP ART is widely used in contemporary design practice and has gradually developed into an important design method. Some of them are closely related to POP ART, others just inherit the dramatic effect of juxtaposition of different elements caused by collage and endow the design with new meaning and form. The method of “collage” has become an important artistic concept. In fact, cubism was the first to put collage into artistic practice. As early as 1910, Picasso and Braque pasted some paper and other objects on their own pictures and inserted the elements of visual realism into the continuously abstract cubist paintings to explore the difference between reality and artistic reproduction. Dadaism and surrealists have further expanded the scope of collage, especially the Dadaism, who have a special liking for it and feel that it is very consistent with their “anti-art” preference.

#### **3.1.2 Collage Integration Technique and Indoor Light Design**

In the hands of interior lighting designers, collage is no longer an anti-art means, medium and weapon, but an affirmation of its artistic value. To develop collage into an “integrated” art is to splice and combine pre-existing components to design interior lighting. At this time, the designer's intention lies more in the relationship between various lights and objects and in listing them together to seek the connection and harmony between light environment and indoor space. It can be said that in the hands of interior lighting designers, collage method has been widely used and developed, and has become an important method of contemporary interior lighting design. The collage of interior lighting design cannot be simply understood as the superposition of the above modes. POP ART's collage is mainly based on daily life events as the main body and basic material of creation. Use street language to select articles neglected or abandoned by city civilization, and use selection, recombination or display without explanation or endless processing. The collage of interior lighting design is a design after deep thinking, a re-combing of the interior space light environment, and a response to the existing environment of interior decoration. It also expresses some more mature and broad possibilities in the selection and processing of collage elements. In interior lighting design, there are not only a large number of elements, but also the integration of various artistic concepts and even collage of various features. In a certain sense, it uses collage method to express the interior lighting design in a quite effective and excellent form, which is not difficult to realize from the following works.

### 3.1.3 Analysis on the Application of Collage Integration in Indoor Light Design

The wall surface of the shopping mall is combined with annular fluorescent lamps as basic design elements (as shown in Figure 5), and the fluorescent lamps that look the same are arranged orderly behind the blue lamp box. In fact, after careful observation, it is found that some fluorescent lamps are single tubes, some are double tubes, some are brighter and some are darker. After different collages, a common annular fluorescent lamp has the characteristics of “strangeness”, novelty and attraction, adding a fresh side to the indoor space. In the teahouse (as shown in Figure 6). Ordinary incandescent lamps are simply wrapped in thin and soft kraft paper. Although the methods are the same, they are different. Elements are combined repeatedly and variably to form a unique scenery line. The “Boalum” designed by Livio Castiglioni and Gian Franco Frat is an innovation in the design of lamps (as shown in Figure 7). the “Boalum” means a glittering snake, which is the visual effect of this lamp after it is powered on. “Boalum” lamp is a soft and transparent plastic tube with many small bulbs inside. This kind of lamp has neither sides nor corners, nor is it limited by any environment, because it can be placed at any place and can be formed at will according to the user's preferences.



Fig.6 Kraft Wrap Lamp

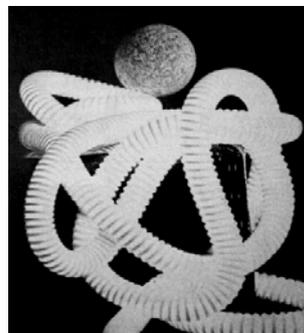


Fig.7 Boalum Lamp

The method of collage may be closer to the popular interest in POP ART. The collage method first needs to select some or several typical forms of lighting motifs, components or elements from life and tradition, but these elements (annular fluorescent lamp, kraft paper wrapped incandescent lamp, spherical lamp, luminous lamp piece) need to be developed, deformed, dislocated, transferred, recombined and connected, and a new lighting order should be established in the indoor environment according to the needs of indoor design and the subjective ideas of the creator. Just like the montage technique in the movie, the characters and fragments in the air will be collaged according to the theme of creation to form a new and complete form. The method of element collage is changed and combined according to specific indoor environment, new form composition and aesthetic needs, thus to some extent exceeding the limit of life and becoming a humorous lighting design style with certain playfulness. This is an arbitrary, random and practical design method. In fact, it is also a kind of artistic concept from Pop. After the specific symbol is separated from the original environment, its meaning has changed and it has become a “stranger” in the new environment.

In short, “collage method” has become an important indoor lighting design method. Through the above discussion, it can be seen that it originated in the field of fine arts and developed into an

artistic creation method that is more important than traditional artistic means in the hands of POP artists. The wide application of this method in interior lighting design has further illustrated the importance of drawing lessons from each other in different art fields. The collage method in interior lighting design is mainly based on tradition and faces the new contemporary interior lighting design style. Many of their works have gone far beyond the interesting category of POP ART, which is also the inevitable result of different artistic noumenon functions. However, it should be pointed out that the collage method requires interior lighting designers to have profound historical attainments and excellent modeling skills, otherwise it may become vulgarization and superficiality, even become the theoretical “amulet” of some inferior works, and completely dispel and tarnish the creativity and rich morphological vitality of collage method. [2]

### **3.2 The Lighting Design of Concrete Simulation**

#### **3.2.1 Figurative Simulation Technique Analysis**

Claes Oldenburg is one of the most radical and creative POP artists. After a period of artistic practice of combining waste materials with graffiti-like methods, he began to create concrete physical art, and thus achieved great success. His performance objects often wander between the sculpture field and the painting field, ranging from food and daily necessities to squashed washbasins and egg churn models. For example, the work “Big Mac” (Figure 8) is a colossus made of colored canvas and filled with foam plastic. It is directly drawn from the specific food image in the “fast food” kingdom of the United States. When talking about his works, Oldenburg once said: “I use plain imitations, not because I lack imagination, nor because I want to talk about everyday life. I imitated: 1. Ordinary articles; Second, the created objects, such as symbols, do not have artistic intentions, but have simple contents of modern magic functions. I also tried to further develop these things through my own unpretentious simplicity. The further step is to enrich their strength and carefully handle their relationship. I don't want to turn them into arts. This point must be made clear first. I have an instructive purpose in imitating these things, because I want people to get used to the power of ordinary things. “ [1] Indeed, Oldenburg is transforming and softening the food in daily life into a work of art that “completely deprives it of its function”. These works are giving off one meaning and growing up another. At the same time, it also penetrates into the world we live in with a new attitude that is extremely popular and superficial.



Fig.8 ‘Big Mac’

#### **3.2.2 Application of Concrete Simulation Technique in Light Design**

Mention of concrete simulation always seems to be associated with popular, commercial and popular images, and in a sense implies derogatory physical features, which is the inevitable price of pop tendency. However, as a part of American popular culture, its popularity is an inseparable part of the specific social environment and social trends with pop as the design fashion, and has become a specific method for contemporary interior lighting designers to explore forms.

Figurative simulation changes the original nature and meaning of things and objects in people's accustomed life world by making them artistic. Those common things and objects will produce anti-daily ideological meaning in an artistic way in the light design context after “appropriation”, thus enabling people to enter the daily ideological environment after art. Figurative simulation of indoor lighting design does not only use some exaggerated design with advertising and logo features, but sometimes it may also be mixed with more internal design implications, beyond the characteristics

of indoor lighting itself. The use of concrete images in contemporary art is a common phenomenon, which is determined by its multiple identities of image, meaning and communication. In combination with the design environment, the concrete lighting seems to show the aggregation theme created and contained by this medium, and to see through the world's intermixture with saturated images.

### 3.2.3 Analysis on the Application of Concrete Simulation Technique in Indoor Light Design

“Not as if but as if” is all condensed into this design. In hotel design (as shown in Figure 9), lighting design is combined with decoration design. In the design of suspended ceiling like lotus leaves, the light floats on the leaves orderly like sliding water drops, while the light band in the corner of the wall is like the sparkling water on the surface of the water. In such poetic interior design, the light is no longer only the function of ornament and lighting, but also the embodiment of the theme of environmental design, creating a pure space like dreams. The leaves of the wall surface (as shown in Figure 10) decorate the wall surface and also illuminate the space. The use of neon lights makes the figurative modeling easier to realize. Generally, it is used more in the design of sign advertisements. Indoor use also plays a role in decorating the environment and expressing the theme. For example, the wall of a clothing store is decorated with a set of neon lights (as shown in Figure 11), while the neon lights are shaped as leisure sports figures, which is consistent with the positioning of clothing stores selling sports and leisure clothing. Under the influence of the development of modern science and technology, the concrete simulation of lamps seems to be omnipotent. New plastic can be made into pleated paper (as shown in Figure 12), portable belt, bird wings, etc.



Fig.9 Water Drops Lamp

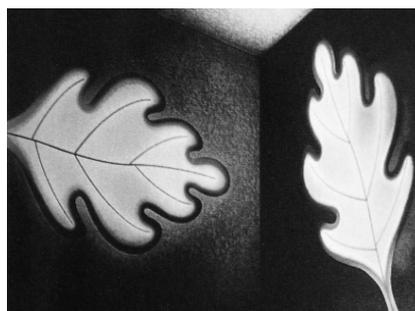


Fig.10 Leaf Lamp



Fig.11 Sports Figures Lamp

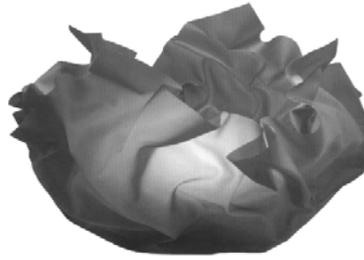


Fig.12 Pleated Paper Lamp

Figurative and simulated lighting design requires designers to have rich artistic attainments, unique artistic creativity, profound understanding of commercial culture and popular culture and keen insight. Designers should experience the influence of popular culture on contemporary society and the changes of interior lighting design under the influence of strong commercial culture. Designers need to dabble in a wider range of knowledge and use their artistic attainments more realistically in order to create more distinctive and meaningful lighting design works. [2]

#### 4. Conclusion

On the basis of POPular culture and commodity society, POP ART has dazzling artistic practice. however, many genius ideas expressed by pop artists in artistic creation are enough to give interior lighting designers enlightenment with design concepts. In a certain sense, the methods of collage integration and concrete simulation have also been transformed into different forms of indoor lighting design methods, and in the process of artistic transformation, under the guidance of artistic spirit, they have developed into the attributes of disciplines with indoor lighting design. At the same time, POP ART has gone beyond the characteristics of pure art, and its development has finally made it appear as a universal design idea, a concern for the current secular life, and widely penetrated into all aspects of thinking and design.

#### Acknowledgement

This article belongs to the training plan of young and middle-aged scientific research backbone (zqngg310) of Nantong institute of technology.

The research topic of philosophy and social sciences in Jiangsu's colleges and universities is "Research on Student-centered Teaching Mode of Art Design in Colleges and Universities from the Perspective of" Gold Class "(2019 SJA1497);

Scientific Research of Nantong Institute of Technology (2017013);

Nantong Institute of Technology 2019 "Classroom Revolution" Teaching Reform Research Project (2019 JJG005);

Special project of scientific research and feedback teaching in Nantong Institute of Technology (2019 KYFBJX17);

Research Results of Projects Supported by Works Publishing Fund of Nantong Institute of Technology (2019Z004).

#### References

[1] Yang Zhijiang. Architecture from the Perspective of Contemporary Art [M]. Nanjing: Southeast University Press, 2003.

[2] Gong Suning. Research on Development Factors of Contemporary Interior Lighting Design [D]. Nanjing: Southeast University, 2004.