

# Research on the Spiritual Dimension of Culture in Industrial Design

Yan Gan

Department of Art Lanzhou University Lanzhou, Gansu Province, China  
ganyan705@sina.cn

**Abstract** - This paper analyzes the importance and the elements of Spiritual Dimension in industrial design culture. And summed up four forms of culture. Combining with the specific historical background and cultural soil, we can find out there are some methods to deepen the culture. Through this series of methods, we can reserve, inherit and promote the design culture's depth, and provide a theoretical basis for the culture future development .

**Index Terms** - industrial design culture, spiritual dimension, promote, design culture's depth

## 1. The Cultural Connotation of Industrial Design

The cultural connotation refers to the human spirit and intellectual content of the carrier. In different areas, different carriers reflect different human spirit and the content. Industrial design as the creation process to change the state of human existence, it melts, collies the mix culture and create the new form of cultural content. They not only reflect the designer's crystallization of culture during their exploring of nature, but also it reflects the diverse inspiration and challenging under the different details of culture. In the context of globalization. according to the widely creation extension and certain social background of industrial design, The cultural connotation of industrial design can be divided into four categories

### A. Creational unit based on the folk art

Folk art as the spiritual guide makes industrial design appear like the form of design prelude, "The nation's is the world's", this popular slogan is recognized by more and more people. Under the background of nearly same pattern design methods, we want to make the design connotation appear the highlight of unique, there must be national, local elements to support. The area of East Asia where the traditional folk heritage is well protected has emerged a large number of outstanding works. For example, India painting art "Rangoli". It takes the India religion, folk as the theme, and drawing on the ground. the bright color and mysterious pattern often appear in the Indian native industrial design. Modern with its' heavy precipitation[1], Traditional yet modern. For example, its' furniture design, They pass the artistic features of Rangoli on the physical products. They also reflect the novel features of the product itself and the generous of the transmission of national culture. They take the artistic features of Rangoli on the entity's functional product, there never exists barely feeling, but they are both in complementary and mutually beneficial. It makes the characteristics of cultural presented by these products more vividly and give more

practical significance. And it paves the way of folk art's long-life cycle more smoothly.



Fig. 1 India painting art "Rangoli"

### B. Process of creation restricted by nature rules

As every creature experienced millions of years' bantingism, their viability of surviving has been continuously strengthened. They are upgrading in this process. Complying with basic laws as: From simple to complex then simple. Here the "simple" to "simple" process appears not so too big span, but it has experienced so much honed. There has great change of its meaning and form. Industrial design also follows the natural selection, survival of the fittest natural law. In this creation process, the autonomy, multi-level nature and perception of cultural has also been continuously strengthened. This also created a richer, deeper philosophical culture. For example, symbolizes ancient Chinese thought and philosophy were natural updated with the passage of time. Among these are Kongrongrangli humble spirit, and Feiyue's sake of patriotism. The design guided by these spirit has also been given a deeper connotation of culture. Because of these valuable philosophy protection, it makes them win the war of foreign cultural invasion. In this battle, integration, and competition[2], in this process it can bred better quality and stronger vitality of design. And it will allow us to design with a more open attitude to meet the challenges and tests of the new era, allows designers broke out more brilliant flowers.

### C. The functional creative process guided by user's Psychological characteristics

The features of creative essence in industrial design's spirit determines that it will act as a part of the social productive forces and it will continue to grow. Since, and all of this is created based on the user's psychological need. In the implementation process, facing the user's requirement, we review and refine the user demand, grasp the visual information of user's feedback, improve their property, make

the product's trait and user expectations of it get a high uniformity. In this process, If the user can accept all the attributes of goods in their physically and psychologically part, the high level of cultural connotation of commodity can be revealed, and commodity's character will be emerged and recognized by the public. Therefore, the cultural connotation of industrial design and should be close to the psychological acceptance of personal, and we should make the cultural interpretation of product to barrier-free spread in the range of users.

#### D. *With the social code of ethics for the creation process model*

Industrial designers must take the social morality, duty standard, binding treaty into account in their subjective creation process, designers are a special group in the exploration efforts for the transformation of the living environment. After nearly a century of exploration and perfection, the industrial designer gradually integrate normative ethics and moral society into their works. They create the product's nature function as well as the social moral standard at the same time. Because of this creative principle, Industrial design gets a more solid social foundation, also it makes the social moral clearer and more open, and it speeds up the process of social harmony.

## 2. Methods to Enhance the Cultural Spirit of Industrial Design

The culture of industrial design is rich and profound, how to promote the industrial design's forms of culture and spirit to higher level, is now hot discussion after the discussion of "form follows function" topic in recent years. At present, the majority of industrial design function is complete and delicate, but the cultural spirit of it is some of incomplete and pale by comparison, with cultural content and features of industrial design, it can be highly improved from the following three aspects.

#### A. *The construction of autonomy cultural design by logic pattern*

The logic autonomy construction of design cultural is to follow the law of an extension and drawing of culture development. It shows some direct manifestation of certain culture, but not a single one-sided forms of expression, and it possesses the relationship of logic form in the system of before and after. For example, aiming at the Gansu east culture of local tourist souvenirs, its' typical symbol should not be simply by Qingyang sachet, Tianshui clay sculpture, Lanzhou miniature hoist to performance[3], but should continue to promote the souvenir life with the cultural logic of autonomy, and to express design in these species in the form of relevance. The specific method is to first establish a possibility of series products of three-dimensional association of local culture and modern design techniques, and then to create new tourism products through the combination of both elements. It can be an vanguard embroidery computer package, can also be a conservative embroidery cosmetic bag. No matter what form of it, as long as the fresh cleverly retains

the local cultural quality is feasible, such a representation of the expression of tourism products not only has the cultural protection mode but also hold the more advanced culture meaning. they present beautiful vision and embed the depth logical meaning, all of these can make the tourism products design more depict vividly intension.

#### B. *Design form of capturing the rigid-flexible characteristics*

The reason of deep reflections in industrial design for user is because the sympathy and consideration that is got by design work's symbol .these abstract symbol reflects the human need as well as the products' cultural. Method of grasping the details of abstract symbol in industrial design from surface into thorough can also reflect the industrial design of humanization design and emotional care[4]. The power level and extent of proliferation of design symbol is based on the analysis of the senses as the premise, and analyze the visual, auditory, tactile, skin, and effectively senses how to transfer and circulate. Therefore, maximum efficiency of the senses design not only can make user easier understand the work 's meaning, also makes it to be the greatest degree released of the cultural connotation in this process. At the same time, how to express the differences with the weak and strong symbols can also expand the cultural connotation of the industrial design. So another method of promoting cultural spirit is the method of capture the rigid-flexible feature of product. This method can make cultural connotation get around all the senses of the user, for example the following balanced vase design[4], it's modeling language is simple and direct, and sensory process is clear, natural .all of these show the implication of Scandinavia culture ---guileless and hazardous. The designer of this vase broke the traditional design method, makes the simple physical equilibrium principle to the form of vast. this detail of the deal not only displays the balanced power aesthetics, but also expands the product's deep connotation.



Fig. 2 Design of balanced vase

#### C. *Fostering cultural soil as the long-term goal for design*

Culture of industrial design includes both normative spiritual culture, and pop grass-roots culture, no matter what kind of cultural form, they are rooting, sprouting in social norms, eventually growing up into towering trees.

They always cannot do without the cultivation of its growth in the soil environment. Therefore, Fostering cultural soil should be Positioned or the long-term goal for design. The

reason of it not only because it can ensure the sustainable development of design culture, but it also ensures that the design quality of purity and nobility.

The Soil of design culture should be worthy of awe and carry forward, such as by Chu culture of Hubei Province gestating for electronic product design or the United States of America bells heroic dream culture under the Zippo product design, the representation not only is the product of specific function[5], but more of them as the carrier of culture, the cultural frame and expansion. They are the outcome of culture soil .

Thus, the growth of the soil for industrial design culture is always should be respected implementation, taking the modern Bauhaus design culture as example, it has nurtured the suddenness of a thunderbolt rapidly in all over the world , the spread can be enough to prove that the importance of the environment. To sum up, another way to promote the culture of industrial design is height and strengthen its growing soil.

### 3. Conclusion

This paper analyzes the cultural elements of industrial design. Summed up the industrial design culture is based on the folk art creation unit, it also reflects the psychological characteristics of the user's functions under the creation process. At last, it shows there methods to promote the Industrial design culture spirit.

### References

- [1] Erich Gamma, Richard Helm, "Design patterns", Addison-Wesley Professional, pp. 25-38, November 1994.
- [2] Donald, Norman, "Design Psychology". Bei Jing: CITIC Press, pp. 125-146, July 2003.
- [3] Charlotte Fiell, "Industrial Design A-Z", Taschen; 25th edition, pp. 67-73, February 2006.
- [4] Don Norman, "Emotional Design", First Trade Paper Edition edition, pp. 12-18, May 2009.
- [5] William Lidwell, "Universal Principles of Design", Rockport Publishers, pp39-41, February 2006.