



THE INTEGRATION OF PRODUCT DESIGN AND SCULPTURE ART UNDER THE BACKGROUND OF CREATIVE DESIGN INDUSTRY

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Abstract

With the rise of cultural knowledge innovation of the industry, has quietly entered the 21st century human beings in the era of digital economy culture, fashion culture creative industry as a cultural creative design an important part of the economy, is the important component part of the knowledge originality innovation economy it with historical development trend of The Times, has become the new growth trend of the world's digital fashion innovation and creative economy. How can the cultural creativity in junction with commodity economy of the creative product display on the subject, this article design the sculpture art and sculpture design products to sculpture art behavior breakthrough point, through to the sculpture art performance compared with the analysis of the product application design to realize the complementary advantages to explore cultural digital creative industries development of new methods, new path for sculpture innovation to find new ideas for new design.

Keywords: Creative design industry, sculpture art, the product design

Culture Creative Industry Rise Time Background

The results from the two industrial revolution promoted the cultural creativity in the field of a series of reform and development of human beings with the development of productivity has grown from simple hand-made and steering for the design of the industrial production system builds the mechanization, standardization and mass production mode so as to greatly sat-

isfy the production requirements of people's lives and at the same time, At the same time, the market at that time was filled with a large number of simple, repetitive design business products to occupy the mainstream market. The trend of economic and cultural integration is becoming more and more obvious. The proportion of content and cultural added value in various cultural products and services is increasing, and cultural and creative industries are springing up worldwide. The definition

of cultural creative industries, according to the British and international creative pioneer Hawkins, contains a wide range of cultural goods, with human creativity, talent, skills as the main economic phenomenon, cultural creative industry including many types, the film industry is an important part of cultural creative industry, the development of film industry, will further promote the development of cultural creative industry.

With the change of modern and contemporary art, the development of art through a hundred years of western industry, from Picasso's constructivism, to contemporary Dada school of abstract sculpture art, and then to Chinese contemporary freehand sculpture, art from figurative to abstract. The development of industry in the past hundred years has enriched the types of material materials, and the expression forms of sculpture artists in the creation of art works have also become diverse. The physical and chemical properties of various materials are integrated through the artistic techniques of abstract sculpture, and the application of different materials enriches the artistic expression forms of abstract sculpture. Abstract sculpture art here has a new meaning, the emergence and development of sculpture and the production activities of human society cannot be separated, under the influence of politics, philosophy, religion and other social ideologies in various periods, but also shoulder the important responsibility of meeting people's artistic aesthetic taste.

People's aesthetic concept and level are constantly changing and improving with the development of social living conditions. Influenced by the second Industrial Revolution in the early 20th century, Western modern art began to enter modernism and develop rapidly. Emerging popular culture and ideas are reflected in sculpture art, and the forms of expression of sculpture begin to become more diversified and diversified. Among them, dynamic sculpture is a kind of emergent, and very interesting and ornamental, has become an important choice for some avant-garde artists. The prominent feature of this kind of sculpture is the combination of art and science and technology, and the form of the work will change with the passage of time. The factor of time becomes a part of sculpture, which adds more appeal to sculpture works. In the course of history, the values and forms of expression of art have been deeply influenced by social progress and technological development.

Since the invention of the computer in the middle of the 20th century, the Internet and digital technology have been involved in every aspect of human society, changing our way of work and life. The power of science and technology is reshaping human civilization. With the advent of the information age, digital sculpture, as an important branch of computer art, has subverted the way of creation of traditional sculpture. The cultural and creative industry, developed in the context of a globalized consumer society, ad-

vocates innovation, individual creativity, and emphasizes the support and promotion of culture and art for the economy. Only to vigorously develop the cultural creative industries, the implementation of the strategy for the major culture creative industry project led to speed up the cultural creative industry base and the regional characteristic culture industry group construction, cultivating cultural creative industry backbone enterprises and strategic investors, prosperous cultural market and enhance the international competitiveness, is the most efficient way of promote the great development of prosperity of socialist culture, and make it become the most in the national economy The new strongest and most leveraged industry. At present, the rapid development of cultural and creative industries has become a new driving force for economic growth.

Creative industries are characterized by high added value, knowledge-intensive, industrial integration and so on. In the process of economic growth mode transformation, creative industries will surely become the pillar industries of the national economy. From the policy sense to promote the development of the creative industry has been promoted to a sufficient height.

This paper analyzes the formation mechanism of the creative industry, and discusses the government's corresponding policies in promoting the cultural and creative industry to become the pillar industry of the national economy. With the boom of creative

economy and the deepening of industrial integration, the literature on the cross-border integration of cultural and creative industries has been increasing. These literatures from different perspectives on the rise of cultural and creative industry background, connotation characteristics, development trend, integration of the development of the driving force, cross-border development problems, cross-border development of cultural and creative industry and the relationship between the government and so on launched a wide range of discussions, for promoting the theoretical research of cultural and creative industry provides a new starting point. It is necessary to strengthen the organic combination of industrial integration theory at the macro level and enterprise transformation theory at the micro level, increase case studies, and pay more attention to the cross-boundary development research of cultural and media industry.

With the development of productivity and the continuous improvement of people's overall living standards and cultural knowledge and literacy skills, people have more ideas and requirements. At this time, people will not only consider its practicality and durability, but also consider its artistic and aesthetic literary value. In the past, we only pay attention to the use value and durability of the designed products and ignore people's spiritual, cultural and artistic needs of the designed products, which can no longer meet people's increasing consumption needs. Under the background of such a big era, the cul-

tural and creative design industrial system arises at the historic moment. In different from the traditional manual creative industries only pay attention to the practical value of the product, and pays attention to artistic and cultural value, cultural creative industry based on art and culture, design with design ideas for the source, small batch, diversity, aesthetic and design to satisfy the consumer groups of different levels of spiritual, sales and consumer needs. Under the promotion and promotion of the mode of large industrial production, the estrangement between product design and artistic aesthetics has gradually melted and merged, which is also a feasible soil for the combination of product design and sculpture art.

Product Design And Sculpture Art Have In Common

From the perspective of history and historical and cultural origin, is the same with pulse homologous design and art. Back in the Paleolithic period of primitive society in China, ancient Chinese humans were already able to make simple living utensils by colliding stones with wood. This was simply for survival and their own safety, but the aesthetic awareness of art of ancient Chinese humans began to develop continuously in daily production and life.

In the ancient Chinese Neolithic Age, people began to have aesthetic consciousness in the process of polishing stone tools and making pottery

and POTS, and thought about the shape and structure of utensils, which marked the beginning and source of the formation of aesthetic consciousness of ancient Chinese people. Since then, with the continuous development of productive forces and the progress of social civilization, People's Daily division of labor has become more and more refined and standardized. Although art began to break away from the actual design technology at this time, the close relationship between art and design has never been interrupted, and this reality has always existed at the end and end of the handicraft era. This point is beyond doubt and can be confirmed in the products of design at that time. For example, in the western Han dynasty handicraft builders use metallurgy foundry technology design of long letter palace lantern sculpture in the form, not only beautiful also can achieve the function of use, we cannot just put it defined as a top works of art can also define it is a life on the items and can define it an exquisite handicraft of superb artistry in practical function.

With the development of the European industrial revolution in Europe and North America, the simple mechanized mode of production led to the loss of the original artistic connotation and soul of the design of industrial products. But this did not last for long. Through the joint efforts of sociologists, artists and designers, as well as aesthetic experts all over the world, design and art were once again brought together. The art historian Rieger said

that mechanical materialism was rejected by the aesthetic principles of justice and that he advocated breaking down the boundaries between big art and small art. Sculpture design is the three-dimensional attribute of visual art, which has more advantages in the way of art presentation compared with other kinds of art. Up to now, with the change of history and the change of times, the development of historical art has been subverted and baptized again and again, and formed a unique judgment system and aesthetic system.

In the process of the development of multiple types of art, such as multimedia art and abstraction, installation and concept, but still identifiable art is the focus of the appreciation of works. In the prosperity and development stage of the art works of art expression also gradually diversified development, sculptor choosing subject also gradually cast off the yoke of the traditional art function, will connect with the society on the environment and the people and things that are interested in the emotional edification, or feel the change, thus make the sculpture presents diversified style. In this process, new material mining has also entered the category of sculpture art. With the change of history, metal materials occupy a unique position in the field of figurative sculpture, and metal in sculpture also has a unique meaning. Sculptors will invest in and fully consider their own emotions when selecting metal materials. Under the influence of various factors, the choice of sculptors and materials is gradually

familiar, and the relationship tends to run in, so the field of sculpture also presents a diversified development style.

Therefore, in this context, this paper briefly analyzes the transformation of materials in the creation of figurative sculpture, so as to inject new vitality and vitality into the field of sculpture creation. Art theory Ruskin and William Morris encouraged artists to take the initiative in the practice of design and jointly led the arts and crafts movement and the upsurge of modernism in the 20th century, which re-injected a new artistic connotation for modern design. From the perspective of the elements of art, product design and sculpture art are the technical means of the three basic elements which are formed by shape and matter.

The arrival of the era of commercialization makes the modern product competition increasingly fierce, which requires industrial product design in addition to ensure its basic quality, but also from the appearance of packaging, to ensure that product packaging design can achieve the goal of attracting consumers' eyes, stimulate consumers to buy desire. The key in the actual design of industrial packaging is whether there is the integration of traditional cultural and artistic elements, such as sculpture art, which can show the personality characteristics of industrial products at the same time, can show a certain cultural connotation, which is conducive to improving the attractiveness of industrial packaging.

This article mainly on the traditional cultural elements and modern packaging design related overview, industrial packaging design sculpture art application and sculpture art application in industrial packaging design needs to pay attention to the problem of analysis. By cross-border integration of the sculpture and the products of trend analysis, combined with case summarizes the contemporary sculpture art and innovation of product design fusion, puts forward the combination of function, material application on the compatibility of drawing lessons from the cross, scale application and several forms such as the innovative application of digital technology and the sculpture art and design thinking of the impact of cross-border cooperation, refers to the cooperation between product design and sculpture art allows artistic emotion to be integrated into design and highlights the idea of "people-oriented".

The cross-border product design of sculpture artists enriches the expression form of artistic works. 3D printing technology on hardware and parametric design technology on software make it easier to popularize and commercialize future sculpture, and also make future product design more customized and experiential. This article summarizes the three kinds of sculpture language is applied to the blue ocean in the design of the product design method, in view of the three traditional sculpture classification is mapped to the design basis of the three major product structure, the methods

for reference and transplantation, achieve the regular summary of sculpture art, in modeling as well as product design and the aesthetic art of the sculpture is really in the three-dimensional space for continuous three-dimensional modeling design, Art designers all hope to express their inner feelings through the aesthetic carrier of art modeling; When the material and technical conditions are met, product design and sculpture art are influenced by the new era.

Designers and artists work in conscious creation, benefiting from the use of advanced materials and advanced tools to promote the technological civilization of art and design. For example, the story takes place in 1925 when the Warisi chair was the world's first seamless steel tube chair, designed by designer Breuer, and in 1920, the Russian constructivist artist Tatlin created the International Monument out of steel. Both were made of steel and light metals due to the rapid development of the industry. In terms of function, the perfect combination of product design and sculpture art meets people's aesthetic needs, but the emphasis is different: the product design pays more attention to the reality and usability of the product.

New Technologies Have Paved The Way For The Integration Of Sculptural Art And Product Design

The concept of "form" and "less is more" has always been the principle and criterion of mechanical design

since the Western modernism trend evolved into a kind of internationalist design style that spread all over the world. Minimalism art often presents a minimalist form with commercial materials, exposing the "physical nature" of materials. It can be said that they continue the modernism's emphasis on the basis of painting.

Unlike abstract expressionist sculpture, they no longer use the illusion technique and logical expression to act on the inside of the sculpture, but use the repetition technique to act on the outside of the sculpture, and bring the viewer into the art, so as to increase the tactile perception dimension of the body beyond the vision. In the later period of minimalism, the soft material sculptures created by Morris denied the firmness and stability of formalism. Earth art, deeply influenced by minimalism, changed the "white cube" exhibition space of formalist sculpture with a wider "field". Space, concept, process, time, accident and body become the key words of sculpture.

Minimalism sculpture can no longer be criticized only from the perspective of formalism, but is related to phenomenology and psychology. It can be said that it is an important link in the transition of modernist art to post-modernism. In the first place, the principle of functional designism pays too much attention to the practical design function of the product, which ignores that the practical function of the design product should depend on

the visual functional experience of the product, the anthropology of the user's use and the practical interest, so as to be recognized by the market. This kind of design product lacks personality and aesthetic appreciation, which destroys the artistic and cultural attributes of the product and can no longer meet the needs of modern people's rising spirit.

The biggest difference between sculpture art design and real product design is that sculpture art is originated from the artist's personal talent, inspiration, wisdom and technology. By cross-border integration of the sculpture and the products of trend analysis, combined with case summarizes the contemporary sculpture art and innovation of product design fusion, puts forward the combination of function, material application on the compatibility of drawing lessons from the cross, scale application and several forms such as the innovative application of digital technology and the sculpture art and design thinking of the impact of cross-border cooperation, pointed out The cooperation between product design and sculpture art allows artistic emotion to be integrated into design and highlights the idea of "people-oriented". The cross-border product design of sculpture artists enriches the expression forms of artistic works. The spread of information swallows up all people's connections in the control Spaces, which cut social connections into different products. Art, on the other hand, strives to achieve some limited connections, unblock some blocked channels, and reconnect the

separated layers of reality."-- [Fa] Nicholas. Breod sculpture art has a long history and a wide range. If we only talk broadly about sculpture art into life, the scope of discussion can be wide and modern home decoration, home decoration; Traditional sculpture of modern transmission, transformation, such as subject, so I add "contemporary" in the title and the word "art" is to eliminate part of Chinese traditional folk arts and crafts and decorative sculpture, through to the sculpture and product cross-border integration trend analysis, combining case summarizes the contemporary sculpture art and innovation of product design and integration, puts forward the function of combination.

The mixture of the materials used on drawing lessons from the cross, scale application and several forms such as the innovative application of digital technology and the sculpture art and design thinking of the impact of cross-border cooperation, is pointed out that the cooperation of product design and sculpture art emotion into the design and highlight the "people-oriented" thought, sculpture artists' crossover design make art form of expression Add rich. Sculpture art and there are also some different product design, and the biggest difference between the different is, sculpture art is represented by the creative artist individual inspiration, wisdom, ability in art design and creation, is the creation of the artist in three-dimensional space at the same time, its image can reflect the artist's creativity again want to ex-

press the spiritual world and real life. So you can see that sculpture can effectively reflect the designer's personal emotion, which is exactly the lack of product design.

The so-called "art comes from life". Therefore, sculpture art language in product design more can realize cultural creative industry to stick to the tenet of innovation and concept of culture, combine the advantages of both, can be improved substantial degree of artistic value of product design and the overall tension and expressive force, make the products to meet market demand at the same time, also want to meet the corresponding requirement of the culture. In addition, the mutual combination of art and design can also bring visual enjoyment to product users, and increase the interest of the product in the use process.

Through the perspective of three-dimensional space and three-dimensional modeling reflect today's real life and people's spiritual world. This is a kind of spiritual satisfaction, so as to express cultural connotation and aesthetic value in creative activities. And this point and cultural design creative industry has a great relationship, which comes from innovative design, the goal of both is the same. Therefore, the language of sculpture can be integrated into daily product design, which can realize the advantages of practicality and artistic Complementarity. The specific forms are as follows: First, the artistic expression language of sculpture adds rich connotation of design art

and creative design, which can improve the value of design products. The appearance of a variety of choices can stimulate consumers' desire to buy; Second, the combination of art and innovative design not only brings visual enjoyment to consumers, but also increases the fun of using commodities; this is given by the world, objective, mechanical design style gives the product unique personality and cultural attributes, reflecting the national, regional and artistic connotation.

*The Development Of New Technology
Has Promoted The Integration Of
Sculpture Art And Product Design*

The productivity of the development of new ideas and new technology to promote the integration of sculpture art and product design paved the way for sculpture art is a reflection of the artist for private art, it is the artist's artistic thinking and creative expression of personal feelings, is to convey an artists' aesthetic ideal and aesthetic design, the design of the products to meet the spiritual needs of people, so as a result, Therefore, the core of sculpture art only pays attention to the cultural value of the art of the work, and whether the artistic expression of sculpture does not consider the economic benefits of excessive production scale.

In addition, in process design, sculpture art is passed by artist carved, shape, such as manual or semi hand-made way, it is obviously highly, in the form of democracy, but hope to

mechanization production is very difficult to do this, this is obviously caused by batch and sculpture art it is difficult to replication production to meet the consumer demand. Then, how to deal with mass production has become an unavoidable problem on the road of product sculpture. For the mass production of sculpture products, the most commonly used way and method is to use unified mold forming technology to complete the replication. To use this mold method, you first need to create an identical finished product using mud, then cast the model in plaster, and finally, the raw materials needed for the product, such as fiberglass reinforced plastic, copper, and iron, are poured uniformly into the mold. This method is suitable for sculptures with simple shapes, and the mold can be replaced by silica gel, but the process is complicated and the production efficiency is low. With the progress of new materials and advanced technology, the increasingly mature technology of mass production and rapid prototyping makes it possible to produce sculpture design products with complex shapes on a large scale. The rapid production molding technology is different from the traditional material removal and processing method, which is a new method based on new materials.

3D printing technology, which is common in China, is a branch of rapid prototyping production technology. 3D printer is a computer laser technology using 3D CAD data model, with resin as the raw material, according to the

principle of "layering, layering and stacking" to produce the final original design product. Although the new technology in the precision and surface finish and material selection requirements, but with the continuous update of new science and technology, rapid production of replica molding technology will eventually pave the way for large-scale replica production of sculpture design products. With the rapid development of digital modeling technology, the emergence of 3D printing technology and CNC precision carving, making the traditional sculpture creation method is facing a new round of technological revolution. The new digital modeling technology also brings a new creative experience for sculptors.

New tools, new materials and new sculptural languages have brought a new look to sculptural practice. It is of great practical significance to study the creation methods of digital sculpture, promote the development and innovation of sculpture practice, and analyze its future development trend. In the era of artificial intelligence, the ontological category of sculpture cannot define the relevant cross-media creation forms based on the sculpture system at present, and more and more diverse creation media constantly impact and break through the characteristics of traditional sculpture. Through digital interactive media, 3D printing technology, contemporary art thinking and other ways, the ontology of sculpture is redefined and the new possibility of future sculpture is discussed. Finally,

the category of sculpture ontology is expanded, and a broader path for the evolution of sculpture art creation in the new era is opened up.

Conclusion

Afterword, from the Angle of modern economic development of social production, the sculpture art and the integration of product design, it conforms to the new era under the background of culture, and the development of the digital creative industry requirements. Because, compared with the industrial production based on traditional handicraft, the creation of cultural art and design is based on the innovation industry, improve the efficiency of production, is the creation of cultural resources, so as to expand production. Specific to the product of cultural digital creative design, the combination of sculpture art and the practice and design of artistic and cultural attributes of products is actually the product of the integration of cultural resources and commodity economy. The essence of design is to serve consumers. The dogmatic "form follows function" and "less is more" design concepts of the past are gone. Modern people are faced with a variety of cultural and creative commodities. They hope that the commodities they choose are personalized, humanized and interesting. It is necessary to constantly practice to integrate sculpture art symbols into product design products.

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