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IV

What ideals, principles, motto and design qualities might you use to describe and define the next emergent design trend valid over the next 5 years, current to your practices? What name would you give to the design movement?

Building an art movement from a generation

Year 2019, the Earth is now populated by mostly Gen-Z individuals, making up around 32 percent of the Earth's population (Gherini 2018). Those belonging in Generation Z are people born after 1996, and these are the people who will be setting the up and coming trends, taking over the role of Millennials (Gherini 2018). In this essay, I will be talking about how the characteristics of Generation Z will help the shape the next art movement.

Gen Zers are said to be ambitious and more empowered than their predecessors (Hurtado 2019). This helps to build one of the ideals of this movement, which is to the will to make change. With their entrepreneurial mindset, they will also want to make their works practical and realistic. With their driving force being the thought of having the ability to make things better and make the world a better place (Hurtado, 2019), artworks birthed from this movement will ideally have 2 focuses; ability to spark change and functionality.

The most important characteristic of Gen-Z individuals is that they are very conscious of the environment, which means that they understand the importance of

eco-friendly efforts (Robertson 2018). A latest research has 6 out of 10 Gen Zers saying they will purposefully go the extra mile to buy products and services from businesses they know are helping to create a better world, which has been mentioned above (Last 2014). Hence, I believe the fundamental principle behind this movement will be to accentuate the eco-friendly efforts in the creation of artworks in this age.

Following Postmodernism and its associated motto: "Anything goes" (Palmer 2019), I think it will have a slight influence on this movement because of the additional freedom allowed with the technological tools available for Gen Z artists. The motto of this movement will be: "Go wild, but stay cultivated." "Go wild", as the phrase suggests, means that the ideas coming from this movement may be new and out of the world. For the "cultivated" part of the motto, as mentioned before, Gen Zers are concerned with the state of the environment, and hence, the motto means to stay refined and develop along the guidelines of being eco-friendly while trying to go beyond the creative boundary.

Those in Gen-Z are technologically advanced because the internet age was already upon them when they were born (Robertson 2018). They are independent and autonomous because with the abundance of information available online, Gen-Z individuals are able to research and learn on their own, helping them to mature faster as opposed to their predecessors (Robertson 2018). Taking into account these attributes of Generation Z, I think some key design qualities of this up-and-coming art movement can be defined. With the quality of being technologically savvy, I think that one key design quality would be incorporating the use of designing software into the art process. This means that digitalization will come into play when creating art works in the near future. Computer-aided design and photo manipulating software will be an essential step in the

art process. This will also work hand-in-hand with the characteristics of being eco-friendly as I think that the usage of technology would likely mean that raw materials will not be as excessively used as before in the creative process. Independence and autonomy would be represented by the use of bold colours, such as red, which is usually considered to be a powerful colour (Gross 2019).

Putting together all of these characteristics of Generation Z, the artworks from this art movement, Genzism, will be functional, change-inducing, eco-friendly, bold and out of this world.

577 words

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