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History of Design

Question 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?

The Art of Resurgence

To comprehend the characteristics of the next emergent design trend, we would have to first look at the target group - millennials. Often generalised for their sense of entitlement, supposition of instantaneous indulgence, and unwillingness in being commanded, the 'millennial mindset', is a way of thinking that revolves around being socially conscious. Millennials often resonate with crowds of similar set of values and always defining a purpose in everything they do. As quoted by the co-founder of Wedge Asia, Stephanie Dickson differs this generation from the rest with the notion where while millennials crave to create, impact and be included, a **sense of purpose** is the exact reasoning that drives us professionally. Millennials view themselves as "custodians of Earth's future" who are not satisfied with the status quo, thus whilst we are in the centre of the 360 world-view, we hold the idea of being personally responsible for anything, sieving us from other generations.

However, the millennials mindset does not only consist of these social concerns, rather a wide lifestyle which encompasses the diversity of the things they consume daily. There is a hidden need for technology to be a part of their everyday, leading to the demand for immediacy and customisation, often associated with the "millennial" stereotype. These need-for-instant-answers mindset have since permeated into every aspect of society including Generation X and Baby Boomers. Simply put, these days, we have little tolerance for complicated, manual processes and often search for simplicity relaying the most information.

Our generation requires the availability of information in a snap so emergent ideas would possibly be influenced by speed, amalgamated connectedness and distended obtainable information. This means that ideas will flow rapidly and spread farther than it did before - where they used to be measured by how loud a person spoke, or how powerful they were. A successful design of this generation will be one that makes dialogue led by information, while working alongside form and function. Design would progressively be inclusive and there will be higher importance of pace on information that are passed on to the audience. Moreover, the appearance of Artificial Intelligence are slowly appearing, as seen in restaurants, airports, hospitals and more. In the next five years, more of these intelligence will pop up to work in hand with people to satisfy the need of speed which means we will see a dilution of interfaces. With the enhanced and integrated capabilities

of technologies, it would signify swifter communication between computers and audiences.

Speaking of improvement in technology, design will try to incorporate better means and effectively communicate through the higher radius of influence in order for humans to digest more information rapidly. Design will incorporate more advanced technology like natural user interfaces and nanotechnology allowing for betterment in user experience and interaction, something that will simulate senses and leave a lasting impression on audiences. No longer be static, design will cater to various learners of kinaesthetic, auditory, visual or reading and writing. This ideology may be representational of Bauhaus' ideologies of integrating various fields, not only arts, into design. However with the advancement in technology, this belief could possibly broaden in the near future and hopefully effectively serve its purpose in relaying information in a lasting manner through a simplistic design.

Furthermore, strong influences by various discoveries and inventions of science will surface and the possibility of having reduced but stronger material will appear. This idea will possibly be present in various forms of arts, where we identify and deliver a bold message in its simplest form. Through new applications in industrial, architectural and engineering, design will progress further implementing ideas like Minimalism, Land Art, Installation Art, Conceptual Art and Bauhaus into its work. While the emergent designs look sleek and simplified, information would still be passed on to the audience informatively and rapidly. All in all, the importance of information and motivation will be highlighted in the emergent design trends with the use of advanced technology and integrated connectivity. With millennials questioning the purposes for designs, these qualities may encapsulate the shift in the upcoming five years, where **information** is placed on a pedestal whilst **working alongside form and function**, giving way to a new design movement called Resurgence Art.

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