

Nature and design

——Nature's influence on design

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Abstract: Japanese famous designer IKKO TANAKA considered that design should meet all kinds of desires and needs. That is to say, everything is designed to human. However, with the advancement of industrialization and modernization of human, green design has stood on the leading edge of trends. People have paid more attention to environment problem.

Key Words: Green design; nature; design

The great achievement of industrial revolution brings the unprecedented material prosperity and technological development for the past 100 years. At the same time, it also caused the destruction of the nature and it brought the ecological crisis. Especially after stepping into Post-industrial Society, designers have begun to adjust their concept and attitude.

Environment is one of the main factors in design. Environment and design combine to form a significant design idea. Millau viaduct is located in southern France, designed by Norman Foster. Most of people may say it is just a useful tool for getting one place to another. It is a motorway. But in my view, it is beautiful. It has the kind of beauty that I think goes into art. This bridge stands for real awe at nature, not just nature, but real, powerful staggering awe. So I'm proposing that nature and the way art always returns to nature is one big principle behind beauty in art. Nature, One way or another, nature's awesome presence gets repackaged in art. The way it's happening here is a very modern experience of nature. The Millau viaduct is very delicate. It can almost disappear in the glinting light of the valley. Those white pyramid shapes are like Cartoon Mountain shapes. When you driving across it can feel like you are flying. This style of the bridge is minimalism. It underlines less is more. There's always been this mood in art, in all periods. This mood has an impact on the art. A sense of something honed down, quietness, stripped back, pared down, a visual essence. Thousands of years ago, nature has represented as many readable signs: the world, trees, plants and human. The forms are purified. The bridge is modern, but it answers a timeless yearning. From the distance, on a cloudy day, with the thunder rumbling, it almost seems part of nature. As well as being in nature; it does something to it that it makes you re-see the nature. It tells you how beyond belief the valley is. In this kind of art, you can feel the sense of quietness and simplicity.

Design describes a very real effect. If you look at art, you are

touched by something, because in that moment it moves you, you have an emotion. In fact, there is always been this feeling in the nature. Harmony between design and nature is an eternal theme. From the bridge, the world looms out. Nature sending out its message. We are hard wired to respond to it. We make beautiful art full of it. We probably couldn't stop if we tired. Everything suddenly getting a bit uncluttered and calmed down.

Green design follows the principle of Environment Sound Technology and emphasis on a harmonious and friendly relation between people and nature. Now it is being a style, a culture tendency, a kind of esthetic explore of to the artist, an aesthetic definition, a kind of philosophical education, a ultimate embodiment of the Green Design. During the process of green design, the choice and management of material is a key link and also the most difficult link. The development of recoverable and reusable materials has been the subject of research over past decades. Through these materials, can improve the utilization rate of resources and realize sustainable development, thereby promoting greater efficiency and delivering real cost savings. Actually, green design features will save the money in the long run.

Green design is conservatism. It advocates a style that has more stylized, more excellent quality and the model that can withstand the test of time. Conservatism emphasize that each of the creature which live in the earth is a whole. They purpose to protect environment, maintain the common interests of human, and prevent living creatures from becoming extinct.

The central goal in design is to create an appropriate environment where people feel good. We design the nature. But it isn't a kind of dominion. People always ask for payment as greedy as a wolf after the dedication. The fact is that obtained blindly must lead to inevitable extinction. Fortunately, most of people are aware of it. It is liken a sense of responsibility. Most countries are pursuing green and low-carbon growth and working actively to build a resource-conserving and environment-friendly society. As is maintained by Dieter Rams, 'Good design is aesthetic design. It is consistent in every detail and environmental friendly.'

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