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FROM A HOME TECHNOLOGY FUNCTION TO A LIFESTYLE: THE AESTHETIC ASPECT IN THE DESIGN OF HOUSEHOLD APPLIANCES

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As an important part of the home environment, the design goals of household appliances evolve dynamically with demand. This paper discusses the design trends of household appliances based on systematics theory, explaining the correspondence between product needs and user needs in the vertical dimension and elaborating on the artistic expression in the design of household appliances in the horizontal dimension.

Key words: *home appliances, artistic expression, culture and art, Maslow's hierarchy of needs, Systematics*

INTRODUCTION

In the research of home appliance art design, the previous researchers integrated visual art, pattern, color art, and digital art into the innovative design of traditional home appliances, aiming to build a poetic life [1], so that home appliances can become artworks and decorations, and become an important structure in the home environment system. With the improvement of life quality and spiritual pursuit, the aesthetic needs of household appliances have also changed, and the design needs have changed from defining products to planning lifestyles. Integrating artistry with household appliances under the guidance of design thinking and methods can promote the regeneration of art and culture, while giving new ideas to household appliances and creating design solutions under aesthetic needs.

PURPOSE

The purpose of the work is to reveal the pursuit of art and aesthetics in the design of modern household appliances, rising from basic functional needs to spiritual needs, and presenting various forms of expression in the design process in order to reveal the transformation and integration of household appliances with living environment and living space.

RESULTS AND DISCUSSION

The trend development of home appliance design faces a change from a single product to a scene system [2], to improve product quality, enhance brand attractiveness and user stickiness, give artistic and cultural connotation to the home space, and organically integrate the home scene system into a comfortable space with artistic style. The design transformation direction of home appliances can be studied in two dimensions, vertical and horizontal. The vertical dimension explains the correspondence of demand upgrading, driven by both product and user needs,



home appliances are transformed from product-centered functional design to user-centered lifestyle design, which is a transition from material needs to spiritual pursuit. The horizontal dimension elaborates the artistic expression in the design of home appliances. High-level needs are reflected in the design of home appliances at both explicit and implicit levels, and the art forms in the design of home appliances are interpreted from different perspectives (Figure 1).

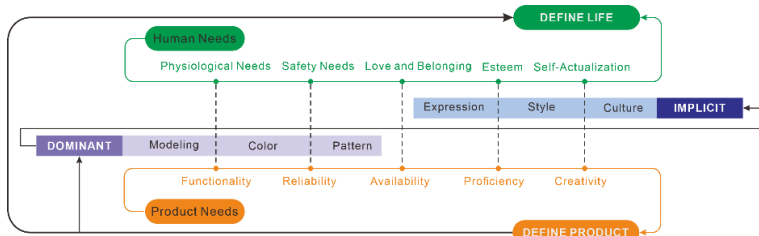


Fig. 1 Artistic expression in the development of household appliances

Maslow's hierarchy of needs theory emphasizes that human needs include five levels: physiological needs, security needs, love and belonging, esteem, and self-actualization [3], expressing the direction of needs escalation from basic needs to advanced needs. By analogy with the hierarchy of human needs, the hierarchy of product needs for home appliance design is summarized: functionality, reliability, availability, proficiency, and creativity, revealing the ascending process of home appliance products from functional realization to experience creation. The product demand level plans the theme and content of the product, and the human demand level defines the lifestyle. Through the organic integration of household appliances in the home scene, it constructs a unified space of art and lifestyle, reflecting the taste and interest of the occupants. The escalation of demand brings the pursuit of beauty and the display of self-worth, which requires the inclusion of artistic expressions in the design, generally including explicit and implicit expressions.

Modeling. The handling and adjustment of lines, proportions, and dimensions in simple geometric forms, and convey the art of modeling through the generalization and symbolism of the forms.

Color. Different from the traditional black, white, and gray mainstream color, integrates popular color trends, for example, champagne gold, rose gold, vintage white, and other premium colors widely used in home appliances.

Pattern. The design and use of patterns give household appliances aesthetic and visual appeal, and traditional patterns and design elements become decorative and embellished, able to highlight the style of the product. Cartoon IP images, artist co-branding, and museum co-branding pattern design are increasingly popular, with the help of mature art images to reflect the charm of traditional home appliances.

Implicit expression indirectly gives connotation to the art of home appliances.



Cultural. The product conveys cultural value, and culture gives connotation to the product. Combining multi-cultural forms such as region, history, and ethnicity, extracting cultural elements and making artistic integration with household appliances, forming a product system with the product as the starting point, science and technology as the undertaking point, and culture as the link, creating unique brand genes, labels and concepts, and forming a product culture circle.

Style. Influenced by the characteristics of the times and fashion trends, products form different style, forming market differentiation, personalized products are customized to focus precisely on user needs and provide appropriate solutions. Home appliance products need to take into account the style of the home environment and the interests of users' preferences, to achieve a unified style and aesthetic consistency.

Expression. Design representation methods allow for a diversity of product presentation, and can present product features in an optimal way, to maximize the functionality of the home appliances. for example, bionics methods solve scientific problems in a natural way, and metaphorical methods suggestively convey functionality and interactive experiences. From a macroscopic perspective, the design path of home appliances has experienced from demand escalation to artistic expression, the intertwined development paths complement each other, and together interpret the transformation of household appliances from "defining products" to "defining life" in the context of modern design, and using artistic expressions to become the medium between products and users.

CONCLUSIONS

The study of the design purpose and trend of household appliances found that product demand and human demand correspond to each other and show a vertical upward trend under the influence of multiple demand upgrade drives. The aesthetic experience has become a high-level demand for design, thus prompting a reflection on the aesthetics of home appliance design, In the horizontal dimension, explaining the explicit expressions based on shape, color, and pattern and the implicit expressions based on culture, style, and expression, explaining the transformation trend of appliance design from defining products to defining life.

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