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THE INFLUENCE OF BAUHAUS AESTHETICS AND IDEOLOGY ON THE FORMATION OF CONTEMPORARY ARTISTIC AND DESIGN CULTURE

Summary: In the scientific article, the author explores the influence of Bauhaus aesthetics and ideology on the formation of contemporary artistic and design culture. It is noted that Bauhaus, which operated during the interwar period in Germany, became a key moment in world culture, promoting innovative approaches and the synthesis of art and design. The article discusses key aspects of Bauhaus, its influence, and relevance to contemporary art, architecture, and design. The progressive ideas of this school, such as the synthesis of art and design, experimental approach, functionalism, and visual communication, are considered in the context of their impact on the development of the artistic and design sphere. The school advocated for the combination of different art forms, the creation of functional and simple forms, and the use of new materials and technologies. Artists inspired by these ideas use the synthesis of art and design to create innovative works. They experiment with forms, materials, and concepts to create unique visual impressions. Contemporary artistic culture reflects the diversity of Bauhaus, adapting its principles to the challenges and opportunities of the 21st century. In addition to art, the author also examines the influence of Bauhaus on contemporary design. The ideas of functionalism and industrial design, emphasizing simplicity and purity of forms, have become the basis for present-day designers. Creating objects that meet the needs of modern life is an essential part of contemporary design trends. The article also investigates how Bauhaus influences architecture. Bauhaus representatives believed that architecture should be functional while embodying aesthetic principles. This concept is reflected in contemporary architectural trends, where simplicity of form and the use of new materials and technologies combine with the desire to create a functional and aesthetic environment. In the conclusions, the author emphasizes the importance of Bauhaus in shaping contemporary artistic and design culture. The influence of Bauhaus is manifested in an open, experimental approach to creativity, the use of new materials and technologies, and a focus on the functionality and simplicity of forms. Bauhaus ideas continue to inspire artists, architects, and designers, contributing to the development of contemporary art and design. All of this highlights the relevance and significance of Bauhaus in the modern world, where the traditions of the past and the innovations of the present come together to create a new dimension of art and design.

Keywords: innovation, functionality, synthesis of art and design, visual communication, industrial design, architecture, practicality, modernism

1. Introduction

The Bauhaus school has had a significant impact on the development of contemporary art and design. Its aesthetic principles and ideology have become important sources of inspiration for many artists, designers, and architects around the world. It played a substantial role in defining new directions and trends in art and design in the 20th century, and its influence continues to be reflected in contemporary artistic and design culture.

Research on the influence of Bauhaus aesthetics and ideology on the formation of contemporary artistic and design culture has several key points. Firstly, the Bauhaus school introduced new approaches to art and design by emphasizing the interaction between art, design, and industry. This led to the emergence of an integrated approach to creativity, where art and design became inseparable. Secondly, it highlighted the importance of experimentation and innovation in the artistic process. This approach contributed to the emergence of new materials, forms, and technologies in art and design. The influence of the school on innovation in art and design is particularly relevant in the modern world, where technological progress and constant changes require new approaches and solutions. Thirdly, Bauhaus aesthetics had a significant impact on the understanding of form, color, and proportions in art and design. It aimed to create harmonious and aesthetically refined works by using simple forms and clean lines. This emphasized the significance of aesthetics in contemporary artistic and design culture.

Research on the influence of the Bauhaus school on the formation of contemporary artistic and design culture is an important step in understanding the development of modern art and design. It will help identify which principles and ideologies of Bauhaus have persisted and remain relevant in the modern world, as well as how they influence the formation of contemporary artistic and design culture.

The goal of the article is to explore the characteristics of the Bauhaus school's aesthetics and ideology and their influence on the formation of contemporary artistic and design culture. To achieve this objective, the following **tasks need to be addressed:** Identify the characteristics of the Bauhaus style: The article should examine the distinctive features of the Bauhaus style, such as its emphasis on simplicity, functionality, and the integration of art and technology. Characterize the multifaceted influence of Bauhaus ideology: The article should describe the diverse impact of Bauhaus ideology on various aspects of artistic and design culture. This includes its influence on education, craftsmanship, industrial production, and the relationship between art and society. Outline spatial and architectural solutions influenced by the Bauhaus: The article should outline the spatial and architectural solutions that were realized under the influence of the Bauhaus. This may involve discussing concepts such as open floor plans, modular designs, and the use of new materials and construction techniques. Describe the specificity of reflecting Bauhaus ideas in design: The article should describe how Bauhaus ideas were reflected in the field of design. This can include discussing the principles of functional design, the use of geometric forms, the exploration of new materials, and the integration of art with everyday objects.

The research methods employed in this study include the following general and specialized scientific methods: logical (revealing the essence of the influence of Bauhaus aesthetics and ideology on the formation of contemporary art and design culture), descriptive (investigating the nature and key principles of the interaction between Bauhaus aesthetics and ideology and contemporary art and design culture), analysis (describing the theoretical and methodological foundations of the formation and establishment of Bauhaus heritage and their impact on the development of contemporary art and design culture), synthesis (structural-functional analysis of the influence of Bauhaus aesthetics and ideology on the formation of contemporary art and design culture), and generalization (characterizing the functional influence of Bauhaus aesthetics and ideology on the process of formation and establishment of contemporary art and design culture).

2. Bauhaus style features

Based on the desire to unite art and industry, Bauhaus sought to create beauty through functional, utilitarian design. The main principle of the Bauhaus movement was "form follows function." This idea utilized simple geometric shapes with minimal decorative details to

design functional, straightforward objects and mass-produced items (Arkhitekturnyi styl Bauhauz, 2022).

Designs of Bauhaus are characterized by clean lines, simple and functional forms with minimal or no decoration, primary colors, and rational use of modern materials such as glass, concrete, and steel.

One of the most significant contributions of Bauhaus to industrial design is represented by several iconic works. The Wassily Chair, designed by Marcel Breuer in 1927–1928, the MR20 Chair, designed by Ludwig Mies van der Rohe in 1927, and the Marianne Brandt teapot in silver and black wood (1924) are now part of the collections of leading art museums worldwide, including MoMA in New York, the Art Institute of Chicago, the Centre Pompidou in Paris, and the Victoria and Albert Museum in London. These objects are considered emblematic representations of the Bauhaus style and have become highly sought-after collectibles in the high-end furniture market.

The most famous architectural project of the Bauhaus movement is the Bauhaus Building in Dessau, designed by Walter Gropius in 1925-1926. It is a manifesto of functionality, clarity, and minimalism, which art historians consider a symbol of "white modernism." In 1996, the Bauhaus Building was designated as a UNESCO World Heritage site, along with the former Bauhaus building in Weimar.

3. The multifaceted influence of Bauhaus ideology

The aesthetics of the Bauhaus school are characterized by the use of simple forms, clean lines, and harmonious relationships between elements. This contributed to the creation of refined and aesthetically appealing works of art and design. The ideology of the Bauhaus school, focused on the integration of art, craft, and technology, emphasized the importance of practicality and functionality in art and design.

The ideas of Wilhelm Worringer became one of the most important theoretical foundations of abstract art, especially in its geometric manifestations. He believes that the inclination towards abstraction arises from a fear of space, which compelled ancient people to create forms that would conform to the laws of geometry - ornaments. These forms appeared harmonious and stable, devoid of life and, consequently, the fear associated with it. The real (realistic) was replaced by a certain geometrized order of forms. Geometry becomes extremely important for organizing the internal psychological space of a person. It brings order to the chaos of the surrounding, information-saturated world (Yanishevska, 2016, p. 149).

One aspect of the influence of the Bauhaus school on contemporary art and design culture is innovation. The Bauhaus school was a pioneering center of experimentation and innovation in art and design. It actively utilized new materials and technologies such as glass, metal, concrete, as well as industrial processes to create impressive works of art and functional design.

By exploring the dissemination of Bauhaus ideology, the most innovative aspect of the school's activities can be considered its role as the foundation of a transcultural and international network that created conditions for a global discourse in architecture, art, and design. This unique network facilitated the convergence of center and periphery, creating opportunities for global dialogue even among participants who may never have met in person. Part of this cultural exchange took place through texts and images, leveling the playing field for participants (Zeleniuk, 2022, p. 105).

The Bauhaus school also had a significant impact on the development of conceptual art and design. It propagated the idea that art and design should express modernity and respond to the needs of society. This led to changes in approaches to art and design, expanding their functional significance and emphasizing interaction with the viewer or user.

The interior in the style of functionalism is concise but nonetheless vibrant and often unexpected. Such an interior appears simple, devoid of any whimsy of the Middle Ages. One objective achievement of functionalism was a shift in the design method, moving from empiricism to a scientific approach. It was based on geometric and physical parameters such as insulation, lighting, and room temperature. Numerous scientific studies served as the basis for the development of building regulations and corresponding state design standards. This became an indisputable social achievement of functionalism. Despite the fact that the life-building concepts of functionalism were based on an exaggeration of the social and creative function of art and proved to be illusory, it made a noticeable contribution to the material and artistic

culture of the 20th century. The positive ideas of functionalism were embraced and developed in the theory of contemporary design. The motto of this style is "form follows function." (Korol, 2012).

Despite its short existence, Bauhaus is considered the most influential art school of the 20th century, shaping modern design and architecture. The school played a crucial role in the development of modernist architecture and had a significant impact on mid-century modern art and design, as well as Scandinavian minimalism. It embraced ideas such as "form follows function," advocated for a holistic approach to design, and reimagined the artistic process. Bauhaus also popularized contemporary materials like glass, steel, and concrete, which became integral elements of modern interior design. Even today, the style and ideals of Bauhaus continue to inspire artists and designers worldwide. For instance, the concept of the well-known Swedish furniture company IKEA was influenced by the work of Bauhaus designers (Arkhitekturnyi styl Bauhauz, 2022).

Bauhaus also had a significant impact on contemporary design education through its unique approach to teaching, which emphasized experimentation and problem-solving in design work.

The teaching methods and concepts of Bauhaus were disseminated worldwide by its instructors and students who fled Germany after the school's final closure in 1933. Today, almost all architecture and design schools around the world have adopted this type of art program.

Despite its short and tumultuous history, Bauhaus had a tremendous and far-reaching influence on modern design and architecture. It fundamentally changed the design world with its progressive and avant-garde ideas and remains an important part of art history.

During World War II, many key members of Bauhaus escaped Germany, spreading their teaching philosophy worldwide. Its influence was particularly strong in the United States, where many Bauhaus artists relocated during the war, inspiring generations of architects and designers with their work.

In 1937, Mies van der Rohe founded the New Bauhaus in Chicago (later renamed the Institute of Design), and the same year, Gropius was appointed as the head of the Harvard Graduate School of Design. Breuer joined him, taking a teaching position at Harvard.

László Moholy-Nagy became the director of the School of Architecture at the Illinois Institute of Technology and designed its campus. Josef and Anni Albers taught at Black Mountain College and Yale University. Several Bauhaus artists built a collection of 4,000 Bauhaus-style buildings in Tel Aviv, Israel, known as the White City of Tel Aviv. This remarkable collection of modernist architecture was declared a UNESCO World Heritage Site in 2003.

Bauhaus is still considered one of the most influential design schools of the 20th century, inspiring architects and designers to this day.

4. Spatial and architectural solutions

The Bauhaus school has had a significant influence in the field of architecture and spatial design. The innovative approaches introduced by Bauhaus, including the use of simple geometric forms, functionality, and rational organization of space, have had a strong impact on modern architecture and spatial design. Bauhaus emphasized the importance of rationality and the use of new materials while promoting the idea of creating functional and aesthetically appealing buildings.

Intense exploration of new constructive solutions, sometimes unexpected and daring, was particularly characteristic in Bauhaus furniture production. The original Bauhaus furniture designers considered home decor objects to be too independent from one another. In interior design, Bauhaus aimed to eliminate the nuances of furniture decoration. For example, Bauhaus designers stripped the traditional sofa of its individuality. Only when this was achieved, could the decorative object harmonize with its interior space.

Bauhaus furniture designers believed that the decor was determined by its use. For example, if a kitchen table was used as a bed, it became a bed rather than a table. This concept reached its zenith in the world of interior design. This idea paved the way for functional design and "upcycled furniture."

As a new style, Bauhaus brought a new understanding of the use of geometric forms and planes, developing it into a comprehensive philosophical concept. It was an artistic movement associated with basic geometric shapes (square, triangle, circle) and primary colors. Its aim was to create universal objects with

a general practical character suitable for industrial production. The methodological developments in form creation and color perception laid the foundation for many theoretical works and still retain their scientific value. The examples created within the school's walls are characterized by an energetic rhythm of lines and spots, clean geometrization of objects made of wood and metal. (Petrovska, 2020, p. 124).

5. Reflection of Bauhaus ideas in design

The influence of Bauhaus is still evident in our contemporary design trends, as it initiated the "modern" wave. Prior to and during the rise of Bauhaus, design trends were highly decorative and ornate, including Victorian style, colonial style, and Art Deco.

Bauhaus revolutionized the design field of its time, striving for simple, functional buildings and furniture. These influences spread through modernist architecture and are still observed in contemporary art and design, especially in Scandinavian minimalism, mid-century modern design, multi-story buildings, and office spaces (Bauhaus Architecture, 2021).

This popularized industrial materials. Bauhaus likely influenced the use of glass, steel, and concrete, which have become key elements in contemporary interior design. Prior to Bauhaus, these materials were often considered aesthetically unpleasant or utilitarian, but the school reimagined them as sleek, simple, and beautiful in their functionality. Ribbon windows and glass canopies often indicate the influence of Bauhaus, as do tubular chairs frequently used in office decor.

Bauhaus had a unique curriculum design. Students would begin their first year with introductory classes called "vorkurs" or "preliminary course," which covered subjects such as color theory and design principles. After the preliminary course, students would progress to more advanced technical courses, such as glassmaking or furniture design. This class structure was adopted by many architecture and design schools worldwide.

In 1994, the German federal government established the non-profit Bauhaus-Dessau Foundation to support students in experimental design.

Ideas were just as important to Bauhaus as the actual design work. The movement called for the development of new methods of design creation, seeking fresh approaches and alternative ways of thinking. Bauhaus representatives believed that innovative approaches to education and creativity should influence how we perceive and understand the world. Innovation remains an essential aspect of contemporary design, going hand in hand with creativity. If we want to develop original concepts and better solutions, design must constantly be oriented toward innovation (Chervinska, 2023).

The design concepts of Bauhaus continue to influence the form and appearance of everyday products. For example, Steve Jobs openly acknowledged the influence of Bauhaus minimalism on the design of Apple products. However, the true testament to its immense power is how commonplace it has become (Bauhaus Architecture, 2023).

The design concept of Apple, which permeates all aspects of their products and design, draws influences from various artistic and design schools, including Bauhaus. Bauhaus played a significant role in shaping the design culture and had an impact on many companies and products, including Apple.

One manifestation of Bauhaus in Apple's concept is the principle of "form follows function." This principle, which was highly important to Bauhaus, also became fundamental to Apple. Apple products embody a strive for simplicity and functionality. Every form, detail, and element is carefully considered with regard to its function and users. This results in a harmony between the product's appearance and its functionality, creating a seamless integration between form and purpose.

Another manifestation of Bauhaus in Apple's concept is the use of simple and clean forms. Bauhaus discarded excessive details and ornamental elements in favor of simplicity. This approach is also reflected in Apple products, where simplicity of form and minimalist design become defining features. Clean lines, smooth surfaces, and minimal decorative elements characterize many Apple devices, from the iPhone to the MacBook.

Additionally, Bauhaus aimed to incorporate new materials and technologies in design. In Apple, this principle is evident in the constant adoption of cutting-edge technologies and innovative materials in their products. Apple employs the most advanced technolo-

gies to create their devices, and the materials they use, such as glass and aluminum, showcase technological progress and align with the principle of innovation upheld by Bauhaus.

The influence of Bauhaus on contemporary graphic design typically revolves around the recognition of the emergence and spread of stylistic characteristics of modernism, primarily in the forms of graphic constructivism (constructing compositions from communicative elements based on simple geometric shapes and a limited color palette). The style formed in Bauhaus under the influence of constructivism ideas eventually acquired the name "international" and became recognizable and widespread worldwide. However, the extraordinary popularity of this institution and its influence on the creativity of numerous artists worldwide suggest that its impact extends beyond purely artistic characteristics of the style produced and promoted by Bauhaus (Bozhko, 2020, p.85).

Designers continue to study the concepts of the Bauhaus school today. It remains relevant. For example, in the textbook "Basics. Graphic Design 01: Approach and Language" by authors Gavin Ambrose and Nigel Aono-Billson, there is a brief excursion into the history of design, mentioning Bauhaus (Embrouz, 2019). The historical context is crucial when studying design. Every typeface, every style is associated with a certain era and carries its own meanings and connotations. People sense this, even if they are not experts. By the way, Bauhaus even gave birth to the modern concept of identity. This is evident in the posters of that time and can be recognized in the typefaces created by Herbert Bayer. For instance, the poster for the first exhibition of the school in 1923, created by Joost Schmidt, became a visual manifesto and an opportunity for the school to make a statement. And Bayer's typefaces became part of the Bauhaus brand (Pinchuk, 2022).

Bauhaus provided a significant impetus for the further development of design education not only in Germany but also beyond its borders. The importance of Bauhaus is difficult to overstate. It not only served as an example of organizing design education but also became a true scientific laboratory for architecture and artistic construction. The methodological developments in the field of artistic perception, form creation, and color theory formed the basis for many theoretical works in design education and have retained their scientific value to this day. Although the school existed for only 14 years, the style and ideas of those who strongly believed in simplicity of form and functionalism made a tremendous contribution to the culture not only of that time but also to the design and architecture of the present day (Tiahur, 2015, p.63).

It should also be noted that the Bauhaus school not only shaped the aesthetic and design aspects of contemporary culture but also had a significant impact on social and cultural processes of its time. The ideology of Bauhaus promoted social equality, active participation of women in art and design, and influenced the creation of new forms of communication, fostering cultural exchange.

6. Conclusions

Therefore, it can be concluded that the influence of the aesthetics and ideology of the Bauhaus school on the formation of contemporary artistic and design culture is significant and invaluable. It is manifested in the use of aesthetic principles, innovative approaches, the expansion of the functionality of art and design, as well as in the socio-cultural dimension. The Bauhaus school became an important stage in development, leaving its mark on the formation of contemporary artistic and design culture. Its ideas continue to inspire the creativity of other artists, architects, and designers worldwide.

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