

Preface

While paying attention to Chinese contemporary art, contemporary art genres and the key figures, OCT Boxes Art Museum also values the creation and the growth of young artists. The workshop project adheres to the principles of nurture, support and openness, and provides an important communication platform for young creators.

This course exhibition -- the 29th workshop of OCT Boxes Art Museum is an experimental result of the cooperation between the Industrial Design School of Guangzhou Academy of Fine Arts and the art museum, with the theme of "Let Art Flow—Art Derivative Design Course Exhibition", will display 10 groups of derivatives designed by 30 students in 3-weeks curriculum. The works focus on contemporary issues, intending to explore and think about the relationship between contemporary artists, artworks, art galleries and design, utilized the method of cultural combing and integration to study the meaning and value of art derivatives in the context of the new era, and conduct rigorous investigations on the basis of the report, the research object is promoted and the design plan is finally formed.

This exhibition mainly explores the links between art, commodities and life, connects art with contemporary lifestyles, integrates art into design, circulates more widely. Each group of designers' works are reflecting their unique thinking, rather than simply copying. Finally, art will move from the palace to the life of the masses in the form of derivative products, endue art charm and design value.