

BALANCING TRADITION AND MODERNITY: THE IMPACT OF CONTEMPORARY DESIGN TRENDS ON JINGDEZHEN'S CERAMIC CRAFTSMANSHIP

Zhang Jianqiang¹
Dr. Izzuddinazwan Bin Misri²

¹City Graduate School, City University, Malaysia (E-mail: 599273530@qq.com)

²City Graduate School, City University, Malaysia (E-mail: izzuddinazwan.misri@city.edu.my)

*ZHANG JIANQIANG: E-mail: 599273530@qq.com

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Abstract: Jingdezhen, China, is known as the "Porcelain Capital" due to its rich artistic history and traditional ceramic skill. This study examines how modern design trends have affected this craft. Using structured surveys, this quantitative study examines the viewpoints of ceramic industry stakeholders, designers, and artisans in Jingdezhen. The study delves into the relationship between contemporary design, technology, and traditional ceramic methods, exploring the obstacles presented by changing customer tastes, more dependence on digital resources, and international market trends. While new technology and minimalist aesthetics promote innovation and commercial growth, the results show that there is a double-edged sword to the effect of modern design: they endanger the survival of traditional, labor-intensive techniques that are more complex and elaborate. Artisans are under pressure to change or face the oblivion of time-honored techniques as younger generations gravitate toward practical, modern designs. Maintaining the cultural and economic health of Jingdezhen's ceramic sector requires institutional support and educational programs that integrate technology skills with traditional knowledge, according to the report. A number of tactics, including providing incentives for cultural heritage preservation and incorporating traditional motifs with modern designs, are proposed as ways to strike a balance between modernity and tradition, according to the research. To ensure its history remains intact in the face of an ever-evolving artistic world, Jingdezhen must face these difficulties head-on if it is to preserve its global importance and distinctive skill.

Keywords: Jingdezhen ceramics, custom craftsmanship, contemporary style, preserving culture, integrating technology

Introduction

The traditional ceramic craftsmanship of Jingdezhen, the "Porcelain Capital" of China, is endangered by the global impact of modern design trends on the art and craft industries. Throughout Chinese porcelain's history, Jingdezhen has served as its foundation. Several Chinese emperors have left their mark on the region's craftsmanship by producing works that are functional as well as symbolic (Munro, 2020). Jingdezhen ceramics are highly esteemed for their intricate processes, meticulous craftsmanship, and profound cultural significance, which showcase China's abundant cultural heritage. Many are concerned that the dominance of contemporary design trends in the global art and craft scene will have a negative impact on the traditional ceramic artistry of Jingdezhen. This concern is at the heart of the matter that this study seeks to address.

As a result, there is a complicated problem that involves cultural, economic, and technological aspects (Daradkeh, 2023). Modern design elements that prioritize mass production, beauty, and practicality over the centuries-old processes that made Jingdezhen ceramics famous are posing a challenge to the traditional craftsmanship of the style. Modern design often places an emphasis on minimalism, abstraction, and functionality, in contrast to the ancient Jingdezhen ceramics' intricate patterns (Li, 2022). As a result of this shift in taste, traditional methods may soon be forgotten as younger generations of consumers and artisans seek for mass-produced, machine-made goods.

Methods for integrating modern technologies into the ceramic manufacturing process are also essential to the discussion. Because of digital resources, 3D printing, and automated manufacturing processes, ceramic artists in Jingdezhen can now pursue opportunities that were previously out of their reach. Although this technological revolution has the potential to bring about greater efficiency and new ideas, it also threatens the traditional methods that have long been linked to Jingdezhen ceramics. An increase in technological dependence may lead to a decline in the need for traditional, passed-down skills and knowledge, potentially leading to their extinction (Yadav et al., 2022). The loss of these time-honored practices would be a tragedy for the artistic and cultural legacy they represent.

The problem is further complicated by the fact that current design trends are increasingly influencing customer preferences and market dynamics. The artistic quality, cultural significance, and historical value of Jingdezhen ceramics made them highly sought after in the past. The historical and aesthetic importance of these ceramics made them very desirable by art collectors, cultural institutions, and history enthusiasts (Bai & Nam, 2022). Ceramics, on the other hand, have seen a shift in consumer taste toward more functional, multifunctional forms. Many Jingdezhen ceramic artists have abandoned their traditional practices and patterns in favor of more contemporary styles in order to attract today's buyers. As a result, there has been a proliferation of mass-produced Jingdezhen ceramics, which, while attractive to buyers, may lack the cultural significance and artistic quality that have traditionally set these products apart.

The ongoing conflict in Jingdezhen's ceramic industry between preserving tradition and embracing modernization has intensified concerns about cultural preservation and identity. There is widespread concern that current design trends may dilute or perhaps eliminate the unique cultural character of traditional workmanship in Jingdezhen (Xia et al., 2024). In today's globally linked society, this problem is amplified because cultural items are often sold and stripped of their original meaning. As a result, modern ceramics must respect the past while honoring its cultural and historical significance. It is difficult to find that equilibrium. This fine

balance is crucial to ensuring the survival of Jingdezhen's ceramic industry and safeguarding the intangible cultural heritage these techniques represent for the future.

It becomes worse because there aren't any clear plans to blend contemporary architecture with traditional practices in a way that honors and preserves Jingdezhen's cultural heritage. It is not easy for certain Jingdezhen artists and craftspeople to blend contemporary style with traditional techniques. Being able to synthesize requires knowledge of and reverence for both tradition and modernity, as well as an adventurous spirit, an open mind, and a healthy dose of creativity (Kozina et al., 2021). Some artisans might not have the skills, knowledge, or resources to tackle such a complex terrain. The commercialization of contemporary designs raises additional concerns about the potential erosion of traditional craftsmanship since it prioritizes profit over cultural preservation.

The educational and training systems of Jingdezhen are also impacted by the situation, as they play a crucial role in transmitting traditional knowledge and skills. The increasing prominence of contemporary design trends in educational curricula raises concerns about the potential neglect or marginalization of traditional methodologies (Sin et al., 2022). The younger generation of craftspeople may become less familiar with the traditional methods that have long been linked with Jingdezhen ceramics, which could cause a generational gap in knowledge. Consequently, it is essential to strike a balance in Jingdezhen's educational and training programs that encourages the development of both traditional knowledge and cutting-edge concepts. The future success of Jingdezhen's ceramic industry and cultural legacy depends on this balance.

There is also the matter of how foreign trade and cultural exchange have affected the ceramics industry in Jingdezhen. Jingdezhen ceramic craftspeople are increasingly collaborating with international designers due to the global nature of modern design trends. Traditional handicrafts in Jingdezhen are in danger of extinction due to these collaborations, which could improve the city's artistic scene (Liu, 2021). Foreign influences pose a threat to the distinctive cultural character of Jingdezhen ceramics by potentially causing a homogenization of techniques and aesthetics. In a global marketplace that prioritizes innovation and development over tradition and authenticity, this challenge becomes even more apparent.

Ceramic workers in Jingdezhen are already struggling financially, and their current predicament is even worse. Traditionalists in the crafting industry are finding it harder and harder to make ends meet as a result of the proliferation of contemporary design trends, which have created new opportunities for businesses and consumers alike (Ghose & Ali, 2023). Because traditional ceramics are often labor-intensive and time-consuming to make, craftspeople find it difficult to compete with mass-produced modern designs. As a result, the production of traditional ceramics may decrease as artists feel pressured to abandon traditional techniques in favor of more commercially feasible ones. This has the potential to wipe out traditional handicrafts and all the cultural heritage they represent.

As a last point, the matter also concerns the role of cultural and governmental agencies in preserving the traditional ceramic art of Jingdezhen. In order to preserve and promote Jingdezhen's cultural heritage, innovative and adaptable strategies are required due to the new challenges posed by the rapidly changing ceramic sector (Li, 2022). Government policies and cultural programs should strike a balance between fostering innovation and safeguarding traditional customs. Doing so requires an in-depth understanding of the myriad of cultural,

economic, and technological factors impacting Jingdezhen's ceramics industry. If we do not take proactive and informed action, the traditional craftsmanship of Jingdezhen could be lost or irreparably altered.

Because of the tension between tradition and modernity, Jingdezhen's ceramic sector has both challenges and potential (Di, 2020). Modern design tendencies pose more threats to traditional methodologies and cultural legacy than they do to innovation and business progress. It is a delicate balancing act to achieve modernism in Jingdezhen pottery while preserving its unique cultural character. The purpose of this research is to delve into these questions by investigating the factors influencing the traditional ceramic handicraft of Jingdezhen and considering their implications for the preservation of this cultural heritage. We believe that this study will help us understand the opportunities and challenges that Jingdezhen's ceramic industry is facing. We also aim to include contemporary design ideas while preserving and promoting traditional workmanship in our blueprints.

Inadequacies in the current body of knowledge further impede successful attempts to tackle these issues. The economic and technological aspects that impact Jingdezhen ceramics have been the subject of an increasing amount of research, but the ways in which these variables interact with cultural preservation have received less attention. The necessity to unite tradition and modernity has been underexplored in earlier research.

A sophisticated and interdisciplinary approach is necessary due to the intricacy of this topic. In order to maintain Jingdezhen's historic methods while incorporating contemporary design trends, this project will investigate the cultural, economic, and technological elements that influence the ceramic artistry of the region and offer solutions. This study aims to preserve Jingdezhen's cultural past and guarantee the survival of its ceramic industry by filling research gaps and offering practical solutions.

The primary objective of this paper is to evaluate the influence of contemporary design trends on Jingdezhen's traditional ceramic industry. Specifically, it aims to examine how modern aesthetics, technological tools, and global market pressures reshape artisan practices, affect economic viability, and threaten cultural continuity. The study also seeks to propose strategies that can harmonize traditional craftsmanship with innovation in order to safeguard the city's cultural heritage while ensuring long-term industry sustainability.

Literature review

Modern aesthetics and production in many creative domains, including visual communication, architecture, and interior design, have been profoundly influenced by current design trends. According to Zhang and Han (2023), who conducted an analytical study of the ways in which modern art movements have affected modern design, the integration of many artistic expressions has led to more unconventional and creative design solutions. What they've accomplished shows how crucial it is to understand how modernist concepts and traditional architectural elements can coexist in contemporary design, which is constantly evolving. This blend is particularly relevant when thinking about Jingdezhen ceramics, a discipline where modern design elements are gradually influencing traditional workmanship.

A criticism of the monotony in some modern architectural designs is offered by Dietrich (2022) in the subject of architecture. He emphasizes how conventional architecture used to include delicate features and separations. This discovery is important because it clarifies a more general

tendency in modern design. The conventional, elaborate workmanship that is typical of art forms like ceramics is sometimes sacrificed in favor of a focus on practicality and simplicity during this trend. Li (2022) elaborates on this criticism by talking about how modern architectural design has been impacted by contemporary art thinking, which has led to the expansion of traditional design processes in architecture. According to Li, while modern design does introduce new ideas, it also has the potential to make everything look the same. The preservation of traditional ceramic artistry in Jingdezhen is connected to this concern.

In modern architecture, which is defined by an increasing degree of experimentation with form, materials, and spatial configurations, Arslan (2022) explores the emergence of new trend spaces. These shifts in ceramic art practice might be seen as indicators of a broader trend toward more malleable and adaptable design principles. Contemporary design trends, as shown in Arslan's work, promote creativity while simultaneously challenging conventional methodologies. Because of the competition from modern design trends, artisans are forced to reconsider and reorganize their methods to stay relevant in today's world.

Modern interior design is the subject of research by Gorbenko, Sapunova, and Kopylova (2021). They achieve this by studying current tendencies in home interior design. A decrease in the amount of ornamental elements often occurs alongside a trend toward functionalism and minimalism, as their research reveals. This shift reflects broader tendencies in modern design that prioritize clarity over ornamentation. Traditional ceramic work in Jingdezhen may be influenced by this trend in terms of its artistic direction. As they incorporate current design concepts into their work, artisans may face the challenge of balancing the preservation of historical decorative traditions with the embrace of modern minimalism.

Younger generations favored contemporary designs, according to a virtual reality study by Mouratidis and Hassan (2020) that contrasted modern and historic architectural and public space styles. It would appear from their research that current design trends are affecting both the aesthetic preferences of the present and the likelihood that subsequent generations will appreciate art and design. The traditional ceramic craftsmanship may face major challenges as a result of this generational shift, since younger artists and consumers may value modern aesthetics more than old ones. Traditional pottery processes may potentially see a gradual decrease as a result of this tendency.

Zheng, You, and Chen (2023) examine the influence of pop style on modern design, focusing on how popular culture of today is gradually shaping aesthetic standards in the field. Integrating pop culture motifs into design is a part of a larger movement toward democratizing art, which means making it more approachable and pertinent to contemporary audiences. Traditional ceramic artists in Jingdezhen may find new opportunities to express their creativity by incorporating elements of modern culture into their work as a result of this trend. Because of this, they can reach a wider audience with their products.

Liu and Li (2023) emphasize the importance of visual appeal in capturing the attention of modern audiences while discussing the influence of art trends on the design of visual communication. They claim that modern design trends are driven by the quest for instant visual impact. The use of bold colors, sharp contrasts, and unconventional layout elements usually achieve this effect. In the ceramics industry, where the cosmetic presentation of ceramics is a major factor in deciding their marketability, this emphasis on visual communication is relevant. Traditional ceramic craftspeople may have to update their styles to match modern trends in

visual communication, which are being shaped by current design. In a highly competitive market, this will guarantee that their work maintains its aesthetic appeal.

Dai (2023) explores the broader impact of contemporary art on modern design, considering how it often challenges traditional boundaries and promotes innovation in the field. Many contemporary designers find innovative ways to merge aesthetics and functionality in their work with materials, forms, and functions. Their handling of these issues clearly reflects this impact. This poses a dilemma for traditional ceramic artists who fear their methods and styles will become obsolete, but also a chance for them to innovate by drawing inspiration from modern design principles and creating works that pay homage to the past while looking to the future.

According to Wang (2022), contemporary art philosophy has affected modernist design in a number of ways, most notably by changing the conceptual underpinnings of design methods. In Wang's view, the drive behind modern design is often an ambition to forge ahead unfettered by tradition. Traditional artists may find this attitude both motivating and disruptive. While this innovation drive might inspire Jingdezhen ceramicists to try out new methods and materials, it also threatens to wipe out the traditional artistry that has defined the region for decades.

Modern design has the ability to bring about innovation and modernization, but it also makes it harder to keep old craftsmanship alive. Incorporating current design trends into Jingdezhen ceramics requires a delicate balancing act between staying true to traditional methods and welcoming the opportunities presented by new aesthetics and technology. At the heart of the ongoing expansion of ceramic art in Jingdezhen is the tension that arises from ceramic workers navigating the ever-changing landscape of design and striving to keep their craft relevant in a world that is fast modernizing.

Conceptual Framework

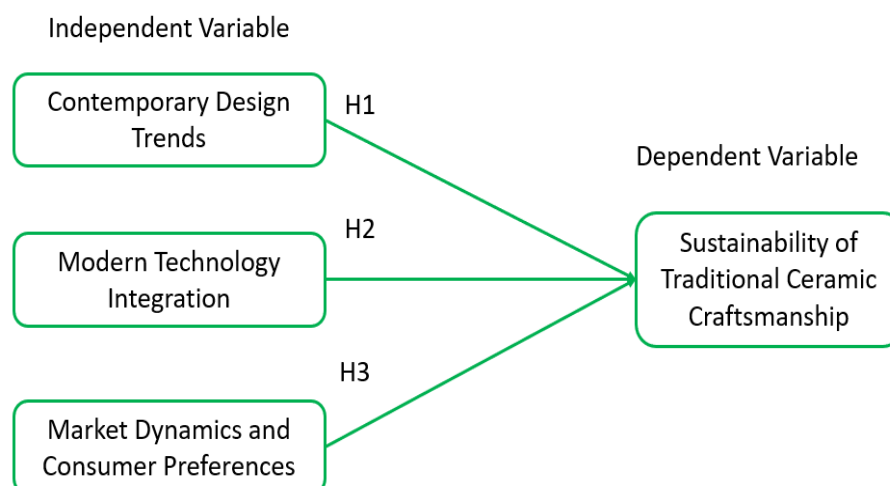


Figure 1: Conceptual Framework

Methodology

The impact of contemporary design trends on Jingdezhen's traditional ceramic workmanship is objectively and methodically examined in this study using a quantitative research design. Using a quantitative approach allows us to see how modern influences mix with traditional ceramic methods by revealing measurable patterns and correlations between variables. In order to gather consistent data from a wide range of craftspeople, designers, and stakeholders, we will administer structured surveys that include Likert-scale questions. This method guarantees that the results are both descriptive and predictive, giving stakeholders like politicians, cultural preservationists, and artisans practical information. The detail for methodology of study is mentioned in table 1 below:

Table 1: Methodology

Component	Key Points
Research Design	Quantitative approach
Data Collection Method	Structured surveys
Survey Type	Likert-scale questions
Distribution Channels	WeChat and email
Target Population	165,000 ceramic industry workers
Sample Size	384 participants
Sampling Method	Stratified random sampling
Pilot Test	30 participants
Analysis Tool	SPSS
Analysis Type	Descriptive + inferential statistics
Validity Check	Cronbach's alpha

All told, some 165,000 people in Jingdezhen's ceramic industry are the intended recipients. To guarantee diversity in age, experience, and ceramic manufacturing type, among other demographic and professional groupings, 384 participants will be chosen via stratified random sampling. This approach captures the diversity of viewpoints and activities by ensuring that all important demographics are fairly represented in the population. Because of their widespread use and capacity to reach people in different parts of the world, online channels such as WeChat and email will be used to collect data. Efficient data handling and less logistical hurdles are other benefits of digital solutions.

To ensure representativeness across the ceramic industry, stratification was achieved based on artisan roles (e.g., molders, painters, kiln operators), years of experience, and workshop scale (small-scale, mid-scale, and commercial). Respondents were categorized into these strata before random selection. A response rate of 78.6% was achieved, with 302 usable responses out of 384 invitations. To mitigate non-response bias, follow-up reminders were sent via WeChat every three days, and respondents were reassured of anonymity and the cultural value of their participation.

Statistical procedures utilizing SPSS for both descriptive and inferential analysis will be employed in the data analysis process. The dataset will be summarized using descriptive statistics to reveal patterns and variances, and the relationships between variables will be investigated using inferential statistics like regression and correlation analyses. For example, we can look at the economic impact of adopting modern design trends. The survey questionnaire will be fine-tuned for clarity and relevance based on comments from a pilot test with 30 participants, ensuring reliability and validity. To make sure the data is solid, Cronbach's

alpha will check for internal consistency. The goal of this methodology is to create a middle ground between the benefits of modern design and the maintenance of traditional craftsmanship by producing trustworthy, generalizable results.

Results and discussion

This study sheds light on the potential and threats that Jingdezhen's traditional ceramic craftsmanship faces in the context of contemporary design trends. The findings show that the ceramic sector in Jingdezhen is affected by modern design in both good and bad ways. The use of digital tools and 3D printing, among other current aesthetic and manufacturing techniques, has allowed craftspeople to innovate and reach a wider audience. Thanks to these innovations, artisans can now create more efficiently while still expressing their creativity in patterns that may be enjoyed by people all over the world. The risk of losing intangible cultural heritage due to a watering down of traditional craftsmanship's authenticity and distinctiveness is a downside to this invention.

The study found that younger audiences prefer functional and minimalist designs over elaborate conventional patterns, which is one of the main results of generational shifts in consumer preferences. Craftspeople are under a lot of pressure to change their ways of making things to suit modern tastes because of this trend. Traditional approaches that need time, talent, and commitment run the danger of being supplanted by adaptation, which may boost market competitiveness. All the more reason to strike a balance between embracing new ideas and keeping Jingdezhen's rich cultural heritage intact. One long-term strategy for satisfying both cultural needs and consumer desire could be to combine traditional motifs with current design aspects.

The study revealed that technology plays a dual role, serving as both a facilitator and a game-changer. 3D printing and other forms of automated production have greatly simplified the process of making ceramics, increasing their accessibility and efficiency. The value of handiwork, however, can be diminished by these technological advancements, which in turn threatens the transmission of traditional skills from one generation to the next. This highlights the need for educational frameworks that integrate technological training without ignoring or undervaluing conventional techniques. To provide the next generation of craftspeople a leg up in an industry that is always changing, lawmakers and educational institutions should stress a dual approach that combines technical know-how with traditional wisdom.

The study highlights the importance of government and institutional backing in ensuring the longevity of Jingdezhen's ceramic artistry. To lessen the financial blow of current fashion trends, policymakers could provide subsidies or grants to craftspeople as a means of encouraging the maintenance of traditional skills. The continuation of traditional craftsmanship also depends on cultural initiatives that raise public understanding and respect for it. Fostering creative yet culturally appropriate techniques that maintain Jingdezhen's legacy while embracing the potential given by modern design can be achieved through collaboration between craftspeople, designers, and politicians. These results lay the groundwork for practical approaches that integrate contemporary with tradition, guaranteeing the ceramic industry's continued vitality in Jingdezhen.

Quantitative analysis revealed that 68.2% of respondents felt that modern design trends have negatively affected the sustainability of traditional practices. Moreover, 71.5% of artisans under age 35 favored minimalistic styles over traditional motifs. Regression analysis showed a

significant negative correlation between preference for modern design and use of traditional techniques ($r = -0.47$, $p < 0.01$), while a positive correlation ($r = 0.52$, $p < 0.01$) was found between technological adoption and market reach.

Table 2: Key Findings from Survey Data Analysis

Variable Measured	Percentage (%)	Correlation (r)	Coefficient
Perceived Negative Impact of Modern Design	68.2%	—	
Younger Artisans Preferring Modern Aesthetics	71.5%	—	
Design Preference vs. Use of Traditional Methods	—	-0.47**	
Technology Adoption vs. Market Reach	—	0.52**	

Note: ** $p < 0.01$ indicates statistical significance.

Conclusion

Jingdezhen is known as the "Porcelain Capital" of China, and this study highlights the delicate balancing act between maintaining traditional ceramic workmanship and adopting current design trends. Modern aesthetics and technology present both opportunities for innovation and the growth of global markets and formidable obstacles to the maintenance of traditional practices and cultural identity. There needs to be a two-pronged strategy that combines innovation and cultural preservation in order to deal with the changing tastes of consumers across generations and the proliferation of digital tools. To preserve its ceramic industry and its rich history for future generations, Jingdezhen must find a way to reconcile tradition with modernity. This can be achieved through encouraging cooperation among craftspeople, politicians, and cultural institutions.

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