# The Revelation of "Bauhaus" in the Historical Coordinates - About Community Brand Building

Guihong Han[1, 2*]

[1]Shanghai Institute of Technology, Shanghai, China

[2]Tongji University, Shanghai, China

**Abstract:** Based on Bauhaus's 100th anniversary, we look back and forth on Bauhaus's journey, which is of great significance to our field of design. By reliving the spirit of Bauhaus and thinking about the contemporary enlightenment given by Bauhaus, this paper hopes to comb through the current urban renewal in Shanghai to build a community brand to enhance identity awareness, enhance the cultural consciousness of the design thinking design strategy, for the city update under the community fine design to provide a positive reference guidance guide.

**Keywords:** Bauhaus, Community system reproduce, Renew interpolation, Data analysis

## 1 Introduction

Bauhaus as a design education brand stands in the coordinates of world history. As the birthplace of the world's modern design, an important driving force for the academic development of modern art design, a century later, the 100th anniversary of Bauhaus is a very historic year. Our journey back and forth with Bauhaus is of great significance to our design field. By reliving the spirit of Bauhaus, this paper reflects on the contemporary enlightenment given by Bauhaus in order to sort out the design thinking strategy of building community brand and enhancing identity awareness in Shanghai in the renewal of today's city.

## 2 Bauhaus spirit

As can be seen from the Bauhaus Declaration of 1919, a new, integrated, leaping series of revolutionary, exciting words. Modern Architecture: A Critical History, in which the manifesto is based on an architectural program published by Bruno Tort, similar to the club's. In it, he mentions the creation of a new cultural unit, which can only be achieved through a new construction art, with no boundaries between craft, sculpture and painting, all attributed to an architectural work of art. This is the time axis of history once again to promote the building to "a great cause." Later, Gropius developed this concept of "whole architectural art".

The 100th anniversary of Bauhaus is a 100-year period of groping, a series of ideological changes and changes in debate. Originally based on efforts to reform practical art education, the concept of the future cathedral was put forward, to the idea of overall art work, and experienced an ambitious idealistic period. Later, in the context of the economic and political context of the First World War in 1919, 22 years Gropius proposed that Bauhaus consciously seek docking with industrial enterprises to gain mutual promotion, emphasizing the synergy between the process design and industrial production, and formally put forward the concept of "mass production". Thus laid down the concept of "scale replication" in this period.

With the integration of elemental aesthetics into Bauhaus, the focus on the overall works of art, including artistic crafts, ornaments and the unity of architecture as a whole, construction and design of

the unity, towards the "living machine" concept. This is a leap for Bauhaus, with emphasis and attention on the very different outcomes of common elements. It can also be understood as a concept of reorganization, which brings about a model, norms, and even economic, efficiency and other concepts correspondingly born. Thus laid down the concept of "upgrading replication" in this period. The result is an identifiable Bauhaus approach, which emphasizes "the form of production methods, material characteristics and the needs of the construction program", which points to the corresponding different forms.

After the emergence of the new objective faction pay more attention to social reality, people's livelihood issues, more return to the nature of architecture, functional essence, as well as the actual construction and production. In the meantime, Gropius is concerned about the improvement of residential standards and the development of urban non-hierarchical residential neighborhoods, as well as the provision of a higher standard of living and more comprehensive social services. Gropius, who founded Bauhaus, gradually entered the history of architecture, becoming the first of four modernist architects to be worshipped by the students of architecture.

Although the times moved, times were different. Bauhaus still feels the spirit of embracing the times, a spirit of innovation that continues and has the revelations of today.

## 3  The present inspiration

But as Bauhaus became an identifiable concept or a flag, we limited his perception, focusing on the pronouns of reproduction, the pronouns of batch, a very narrow bias for Bauhaus. However, the connotation of Bauhaus is more of a system is a collection. In fact, its connotation is very rich, with the growth of the kernel of life, very malleable. Extending to the present, so far we have a lot of leading ideas worthy of our reference.

The 100th anniversary of Bauhaus gives the design academic community an opportunity for reflection. As a historical coordinate around Bauhaus in the country and even around the world there are many related activities and events. And the recent Tongji Design Week's "most urban and most rural" activities are very philosophical, "beyond the Bauhaus - copy cannot be copied", can be

said to be an inheritance, but also a reinterpretation of a new era.

**Inspiration 1:** Continuing the legacy of replication

Here, "copy" points to a system's replication, a system's replication. Bauhaus's existence is through design innovations that allow mass production to adapt to the needs of the machine age to advance faster. This is also the biggest revelation Bauhaus has given to today.

In The new symbiotic thought of Kurokawa, the "model" of the machine age, the "norm" and "ideal" have been mentioned repeatedly, which is actually supported by the universality of the European spirit. From the ancient Greek and Roman times to the present, norms, ideals and universality have been the basic concepts in European philosophy. Therefore, it can also be said that the existence of Bauhaus is a reflection of the European spirit, from the historical point of view, Bauhaus reflects the more connotation of the times, is a "peaceful social significance, universal rationalism" response; Bauhaus permeates the times and values of the times.

Times are different, today with the space information flow density increased significantly, cities are facing the upgrading iteration of intelligent ecology. Our urban construction has expanded incrementally to a phase of urban renewal in the transformation of the stock. China's smallest social unit - urban community as one of the most popular urban, but also the most able to reflect the quality of urban quality of life unit, as today's classic stock renewal topic, is very valuable and meaningful research. The community unit integrates the coordination of multiple interest subjects to the maximum extent, and is a living and complete social ecosystem. A concept of social systems that maintains a minimum closed loop that can be sustained iterations and also has the possibility of replication. Therefore, the creation of community brand as a systematic model has the value of copy copy, but its connotation can be reconstituted rich and personalized, with self-renewal iteration of the sustainable connotation meaning.

At the same time, today's Bauhaus itself is looking for update iterations to develop. Get a glimpse of the modern Bauhaus-Universitat Weimar from this year's Bauhaus International Space Station competition (Figure 1)
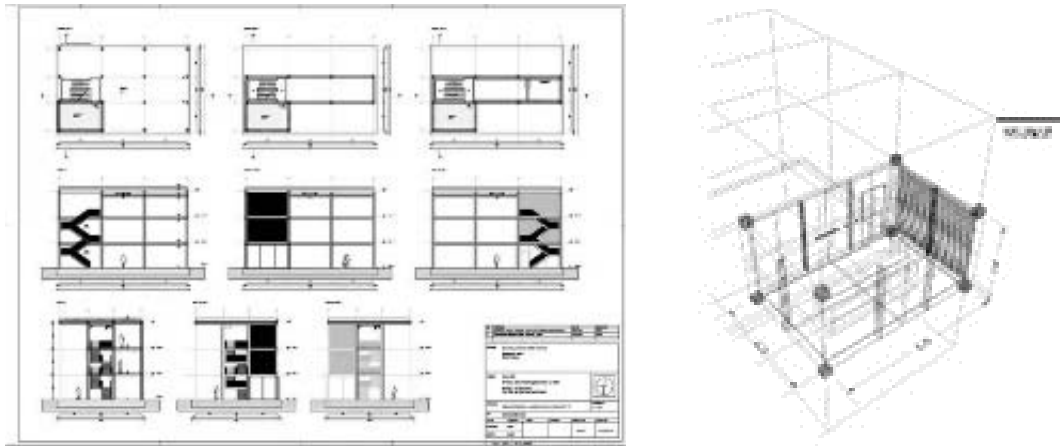
**Figure 1.**

Among them, modular architectural direction: based on a design module to reflect the original design inspiration. This module is built like a LEGO toy continuous combination stitching, theoretically it can be unlimited extension;

100 years later, Bauhaus is active in the "how to tap the vitality and individuality of the city", the diverse residents of emerging communities, behavior, ideas, demand digitization, modular architecture, modular micro-architecture, the future mobile community, constant self-renewal and so on contemporary buzzwords, has the ambition to lead again! It can be seen that the development of renewal iteration is the main melody of the times.

**Inspiration 2:** Duplicate what Unduplicated

Today's era is the information age, is a personality-tailoring era. Different communities have individual needs, from different regions to small communities, with different cultures, different lifestyles, different behavior patterns and values. In the case of comparative times, there is a different data information.

In the brief history of the future, it is mentioned that human values in the information age have been raised for the first time. The first movement to truly create new values since the 18th century was Dataism, and then this new value is freedom of information. In this sense, we should inherit the spirit of Bauhaus and actively embrace Dataism. Because everyone is part of the data stream, everyone is a biochemical algorithm, including thought feelings and actions; There is a concept of a system, and the information is rapidly changing, full of various algorithms. So spread out here, each community is a different algorithm, with non-replicable community data information, is a specific algorithm system with personality customization category. Like the Huxley bucket of community information data flow, it creates infinite possibilities for community landscape reconstruction community brand ingress (Figure 2).
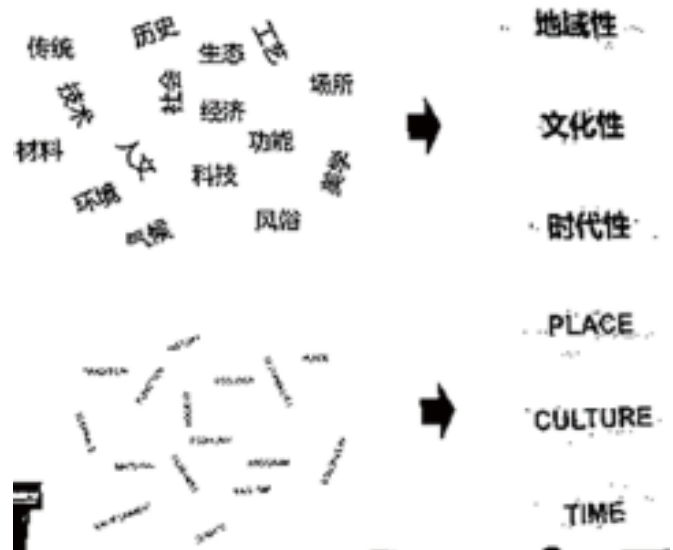


**Figure 2.**

The connotation of the community's minimum closed loop has a wealth of humanistic value, as well as the sustainable connotation meaning of self-renewal iteration. As a systematic model, the community algorithm system and landscape reconstruction mode inquiry is a reflection on the development of Bauhaus.

## 4 Community algorithm system policy framework

In the process of improving the stock of urban renewal, the community algorithm system is based on the non-replicable community data information, which is embodied as the community landscape reconstruction model language, which involves a wide

range of contents and a complex content, and promotes the study of landscape reconstruction paradigm and system. For the future community algorithm system, combing the community landscape reconstruction mode language will help to deepen the future community to create a theoretical framework, enhance the radiation significance of the theory, is conducive to the least closed loop replication and promotion, but also the legacy and reflection of the Bauhaus spirit.

Policy Level One: The basic element grouping pattern language is an indispensable element of the community algorithm system. Focus on the objective image level of the landscape elements - including road traffic, markers, boundaries, interfaces, nodes, as well as water bodies, vegetation and so on.

Policy Level Two: The narrative element of the field hierarchy is the core element of the focus of the community algorithm system. Including block image - scale, recognition and visual texture, boundary continuity, vision, accessibility, settlement, overlay compounding, elasticity and space-time gradient - spatial elongation, spatial level, spatial sequence, field complexity and other pattern nodes. Aiming at the "one look of a thousand streets" the city micro-renewal is facing the historical memory of the wake-up place, enhancing the geographical recognition, and becoming one of the focal points of the landscape narrative of the community place. Borrowing the urban image elements of Kevin Lynch , the concept of conversion introduces the landscape intent as the block's road, boundary, interface, node, sign, especially the interface, the logo. These elements of identity significance form an important source of perception of the block field domain (Figure 3).



**Figure 3.**

Policy Level Three: Eco-energy sustainable element system, including spatial pattern, ecological process, riverbank growth, roughness, paragraph and other concepts and the concept to be added, in the city micro-renewal level to build the elastic framework model of the quality of the terrestrial environment.

## 5 Conclusion

Based on china's "urban micro-renewal" is a new urban renewal method of micro-repair and repair, the ultimate goal is to pay attention to people's high-level needs in the process of micro-renewal in Shanghai. Community algorithm system is a new community-building paradigm with multi-level, the boundary can expand infinitely, has the connotation of the platform, the logical hierarchy framework and selection and reorganization, but also permeates the flexible thinking of sustainable ecological design, for the future community brand building, through the least closed loop replication and promotion, Shaping the brand of urban culture is a positive coping strategy and providing reference for government decision-making.

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