

THE PSYCHOLOGY OF MINIMALISM

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Abstract: *This research reflects and analyses the complex psychology of humanity, the trends and styles that brought together the circumstance of creating minimalism as a separate style , as well as the economic and social reasoning in such style. Minimalism, a design and lifestyle philosophy marked by simplicity and essentialism, has evolved beyond its artistic origins to become a guiding principle for many seeking clarity in a cluttered world. This movement, which emphasizes the importance of space, light, and a handful of carefully considered elements, has become a beacon for those looking to navigate the complexities of modern life with greater serenity. Such changes in social life were needed, as the amount of clutter brought by magazines and unnecessary things promoted by television only brought more chaos in home designs during those already harsh times. The appeal of minimalism lies in its promise of efficiency and the ability to live more with less. It challenges the traditional markers of success, proposing instead a life measured by the richness of experiences rather than the accumulation of possessions.*

Keywords: *Psychology, Minimalism, Style, Economic, Social, Essentialism, Modern Life, Clutter, Efficiency*

Introduction

Minimalism is an aesthetic, design, and psychological concept defined by simplicity, clean lines, and monochromatic color with occasional emphasis on a unique accent. It typically features an open floor plan, an abundance of natural light, and functional furniture that focuses on a few select components' form, hue, and texture. The minimalist art step officially began in New York City in the early 1960s, although the design and the lifestyle philosophy date back to the 1800s. In those days, the philosophy of transcendentalism, endorsed by figures such as Ralph Waldo Emerson and Henry David Thoreau promoted solitariness and simplicity [1] [3]. This essay seeks to explore the psychology of minimalism and its increasing popularity.



Figura 1. Interior concept [4]

The Psychology of Efficiency

In the interest of optimizing productivity, numerous individuals have recognized the practicality of multi-functional tools. It has come to our attention that a singular instrument serving multiple functions is more efficient than possessing an array of specialized instruments. The increasing prevalence of this trend has empowered individuals to circumvent superfluous expenditures that were previously deemed essential for projecting affluence to others. Minimalism, with its focus on functionality and simplicity, aligns with the pursuit of efficiency. Due to the minimalism approach, people can establish the settings that help them stay relaxed and tranquil. The monochromatic visual appearance and clean lines present in design correlate to calmness and visual quietness, creating the favorable condition where other vast visual stimuli do not exist [2].

Reduction of Visual Distractions

In modern households, there is often an abundance of colorful toys, superfluous items, and vibrant patterns, thanks to the influence of American television and consumer culture. This visual noise can generate a feeling of excessive stimulation and potentially elevate stress levels. Minimalism is one of the design aesthetics that many people have taken comfort in of late. The concept focuses on reducing all visual and auditory distractions. In so doing, an individual can create an ambiance that promotes calm and tranquility. This colour scheme and method appear to be the perfect technique to develop a visual environment that is still and devoid of all the disturbing visuals individuals are inundated with daily today.

The Psychological Benefits of Minimalism

Apart from the looks, minimalism has other psychological benefits. Excessive contents studies have talked about how disturbances may make people feel overworked and overwhelmed. By freeing one's home environment of too many artefacts and focusing on the idea of simplicity, bodies are liberated, and brains are awakened. Minimalism encourages enhanced self-control. However, in a world where one is constantly bombarded with ads and messages persuading to buy and consume every kind of products, minimalism suggests a clear structure to make a choice or refuse without pressure "Minimalism", n.d. . Namely, more conscious decisions to live with less help one develop self-restrain and elevate the understanding of what is of value and priority [5].

The Benefits of Minimalism

Minimalism offers several benefits for individuals who adopt it as a lifestyle. One significant benefit is the reduction of clutter and visual distractions, which can positively impact mental well-being. When surrounded by fewer possessions, individuals may experience a heightened sense of serenity and tranquility. For instance, research has demonstrated that an organized and clutter-free workspace can enhance focus and productivity (Jorgenson & Stedman, 2006). Furthermore, minimalism promotes deliberate choices and mindful consumption. Through a more strategic approach to resource allocation and consumption, individuals can maximize their assets and minimize superfluous expenses.

Easy Rebranding: Adapting to Changing Market Trends

In today's fast-paced and ever-changing market landscape, companies need to be able to adapt to shifting consumer preferences and market trends. Easy rebranding allows companies to quickly update their visual identity and brand messaging to stay relevant and resonate with their target audience. This flexibility is crucial for maintaining a competitive edge and ensuring long-term brand success. Apple's logo evolution is a prime example of how easy rebranding helps a company adapt to changing market trends. The company's original logo, introduced in 1977, featured a detailed illustration of Sir Isaac Newton sitting under a tree. In 1998, Apple underwent a major rebranding effort, introducing a minimalistic design with a monochrome apple symbol. This rebranding reflected Apple's shift towards simplicity and streamlined design, aligning with the company's innovative and user-friendly products. Apple's ability to easily rebrand its logo highlights the company's agility and responsiveness to market demands.

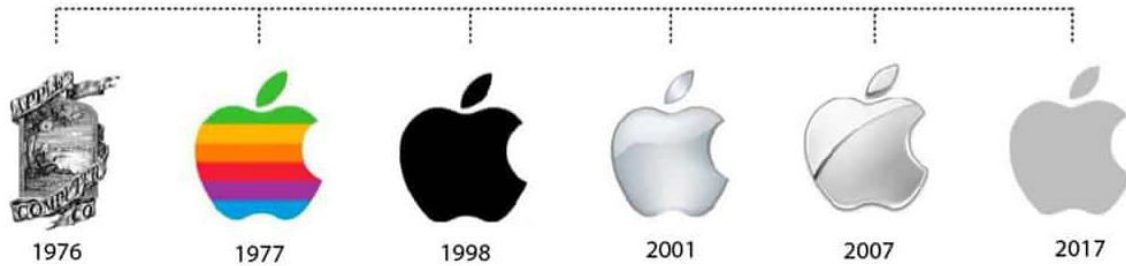


Figura 2. Apple Logo Evolution

Conclusion

Minimalism has become a popular design aesthetic and lifestyle philosophy because of its focus on productivity, less distraction, and psychological benefits such as the cultivation of self-discipline. Minimalist philosophy can help individuals become more peaceful and tranquil while freeing oneself from the visual noise that has come to define the contemporary world. In addition, minimalism theory promotes maximize utility, intentional living, frugality, and an emphasis on maximizing human potential. In my professional experience, minimalism can help an individual gain more self-discipline and avoid spending unnecessarily.

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