

SUMMARY

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KAWAII AESTHETICS AS AN INSTRUMENT OF CONTEMPORARY JAPANESE ROBOT DESIGN

This article focuses on the kawaii aesthetics and kansei-design approach in contemporary robot industry in Japan. In Japanese high-tech commercial design completed high-tech products as communication gadgets, household appliance, pet robots etc. are designed with elements of kawaii-aesthetics for motivation users in a happy, positive manner for action, education, provide overall positive experiences.

Keywords: kawaii, kansei-design, Japanese popular culture, robot design.

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UDC 76.03

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COMPOSITE OUTLINES FOR SHAWLS (ON THE EXAMPLE OF PRINTED WORKS BY E. S. BADMAEVAS CREATIVE WORKSHOP)

The article is an analysis of the composite schemes of the original product group that is a part of the ensemble of the modern female costume. On example of accessories made by direction of St.-Petersburg designer Elena Badmaeva are outlined the main themes of patterns in headscarves. Composition of the shawls first considered in connection with the performance of appliances — digital printing.

Keywords: textile composition, digital printing on fabric, shawl, textile, St.-Petersburg, Elena Badmaeva, symmetry, Corel DRAW, Photoshop.

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ZONAL DISTRIBUTION OF WOMEN'S TOP BODY GARMENTS FITTING DEFECTS

The article is devoted to women's top body garments problem areas research. The main zones of fitting defects occurrence have been identified. Quantitative analysis of problem areas in drawings changing when fitting defects correcting has been produced.

Keywords: nontype figures, problem zones, fitting defects.

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UDC 677

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MATERIALS FOR THE MAINTENANCE OF HUMAN LIFE IN A CLOSED ECOSYSTEM

Describes a material with a high absorbency with respect to products of the human body, fibers of deodorants, textiles-regulators of humidity and air condition

Keywords: closed ecosystems, water absorption, fiber-deodorant, sorption properties, hygienic properties.

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INTERRELATION OF WAYS OF THE ENGRAVING, ENGRAVED MATERIALS AND TYPES OF THE ENGRAVED IMAGES

Classification, allowing to estimate possibilities of obtaining the engraved images of different types on different materials, using various ways of engraving is offered in article.

Keywords: engraving, classification, image, way, technique, material.

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WAYS OF ENGRAVING OF IMAGES AND ORNAMENTS

Classification of ways of engraving of the various materials, allowing to order a terminology database taking into account modern level of technologies of engraving is presented in article.

Keywords: engraving, classification, tool, materials.

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RESEARCH OF COMFORT OF WOMAN'S CORSET OF DOMESTIC SETTINGS

The article considers the results of estimation influence of corset's designing effect on the physiological state of health of man by the method of elektropunktturnoy diagnostics. The values of levels of positive, negative corset's influence and sluggishness are fixed in basis of estimation of corset's comfort, characterizing changes, which take a place in the organism of man at influence of corset.

Keywords: comfort, woman's corset, designing effect, physiological state, elektropunktturnaya diagnostics, coefficient of sluggishness, system of organism.

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TRANSFORMATION OF THE INTERACTIVE DESIGN OF FEMALE ZONE PRODUCTS IN MODIFYING PROCESSES

The method of parametrical transformation of an interactive design of a female skirt in a design of female trousers is developed.

Keywords: interactive design, a skirt, trousers, a site, a constructive zone, an increment.

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UDK 666.29.056 159.961.23745/749

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THE CLASSIFICATION OF OPTICAL ILLUSIONS AND ITS APPLICATION FOR DECORATING OF ART PRODUCTS AND INTERIOR

The article describes the classification of optical illusions and manners of visualization and application for decorating of art products and interior.

Keywords: optical illusions, visual perception, decorating, art products, interior.

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UDC 745.51

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THEORY AND PRACTICE OF PRODUCTION OF WOOD FILIGREE

This paper discusses theoretical issues and technological features filigree wood manufacturing manual and mechanized methods. Presented a working model of mechanized machine and design work with elements of wood filigree received on it.

Keywords: art wood shaving, machine adaptation, design, technology, volutes.

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THE PRINCIPLES AND ACCENTS OF INTERIOR DESIGN IN THE SCANDINAVIAN STYLE

The principles of interior design in the Scandinavian style are considered. It is offered to focus attention of the designer to attraction of vintage motives, to a cosiness of national specifics, to use of natural materials.

Keywords: Scandinavian style, interiors, design, principles of design.

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UDC 7.01

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THE FOUNDER OF THE LENINGRAD SCHOOL OF INDUSTRIAL DESIGN IOSIF ALEKSANDROVICH OF SHOE-POLISHES DURING THE PERIOD FROM 1925 TO 1943

It is told about the founder and the first director of the Leningrad art school of an architectural finishing of buildings (LHU) I. A. Vakse at the initiative of whom, with support of the chief architect of Leningrad N. V. Baranov, in 1943 LHU was created. About years of its study in Academy of Arts, in I. A. Fomin's workshop, and also in stay by the tutor in the Leningrad ballet school.

Keywords: The Leningrad art school on an architectural finishing of buildings, I. A. Vaks, G. A. Kosyakov, I. A. Fomin, L. N. Benois, George Balanchine (G. Balanchivadze), F. I. Shalyapin.

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PRINT TECHNICIAN PISSARRO

Among the print technician Camille Pissarro known as monochrome and polychrome work. Diverse printing techniques Pissarro etchings, woodcuts, monotypes, litho-

graphs. Features technical execution of these works allowed him to wage a long black and white work on their decision. In particular, this was facilitated by the use of etching aquatint.

Keywords: printing graphics, etching, monotipiya, xylographie, lithograph.

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SCANDINAVIAN MYTHOLOGICAL EPOS IN THE WORKS OF SWEDISH ARTIST M. M.-FJETTERSTRÖM

Article is actual due to the absence of this topic in the work of Russian art critics. Oeuvre by Swedish textile artists are unknown to the majority of Russian researchers and designers. The article describes the art works of Marta Maas-Fjetterström, which are made on Norse mythology. Describes the technical and coloristic characteristics of her works, are identified sources of ornamental motifs.

Keywords: Marta Maas-Fjetterström, Hávamál, Sayings Tall, Odin, carpet, hand weaving, Sweden, tradition, National Romantic movement.

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UDC 7.01, 7.03, 74, 175, 76

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SYSTEMATIC BASES OF DEPICTIVE SKILL (TO A QUESTION ABOUT UNITY AND DIFFERENCE IN THE HISTORICAL PICTURESQUE SYSTEMS)

In the article are examined the systematic bases of depictive skill, in particular, unity and a difference in two historical picturesque systems: Russian-byzantine iconography and Russian-European painting, their promising, tone-graphic and color special features. Knowledge and understanding of depictive regularities is equally necessary for painters, and to iconographers, and to themasters of graphic, decorative-applied and designer skill.

Keywords: the plastic content, painting, iconography, «straight» prospect, «reverse» prospect, depictive means, tone, tone-graphic regularities, color.

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GRAPHIC TECHNIQUES CAMILLE PISSARRO

Large variety of graphic techniques Camille Pissarro: drawing with pencil, charcoal, black chalk, pen on a white or colored paper, crayon on white or colored paper, watercolors, gouache, tempera. These techniques the artist used to search for tracks and character portrayed simultaneously or in various combinations, creating both monochrome and polychrome work.

Keywords: graphics, drawing, coal, pastel, water color, distemper, gouache, sketches, sketches, Kamil Pissarro.

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UDC 769.91 (659.133.1./085.8)

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TECHNIQUE OF CREATION OF THE MULTIMEDIA DATABASE OF THE OUTDOOR ADVERTISING IN THE SPATIAL ENVIRONMENT

In article experience of introduction of a technique of creation of a database of the outdoor advertising in the spatial environment is considered.

Keywords: the outdoor advertising, aesthetic perception, a composition, harmony.

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UDC 687.02

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STRUCTURE AND FUNCTIONS OF «THE 19TH CENTURY MEN'S CLOTHES CUT DATABASE»

Article is devoted to the structure and functionality of the «The 19th century men's clothes cut database». The principles, capacity, and the sources of the database information content are described. Its functionality, which leads to a time spent in the process of designing clothes based on historical cut reduction, is presented.

Keywords: cut database, historical cut, historical costume, clothes design, costume reconstruction.

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UDC 33

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**THEORETICAL ANALYSIS ON THE
FORMATION OF LOGISTICS CLUSTER
DEVELOPMENT RUSSIAN TRANSPORT
COMPLEX**

In this article the concept of the essence and the main goal of creating a logistics cluster. The tasks performed by the logistics cluster as a separate entity, as well as one of the elements of an economic cluster. Expressed entities that form the logistics cluster.

Keywords: cluster, economic cluster, logistics, logistics cluster, protocluster, the economic development of Russia.

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UDC 33

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**THE INTEGRAL INDEX OF THE
MANAGEMENT COMPANY**

The article describes the procedure of composition of the integral index of the management company based on the classification of single index of the management company. Being considered by the example of a particular company an analysis of the integral index relationship with enterprises private performance was effected.

Keywords: model, integral index, efficiency, enterprise, competitiveness, management.

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