

SUMMARY

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ANIMALISTIC CLUSTER OF ENTOMOLOGICAL IMAGES JEWELRY THE EVOLUTION OF MYTHOPOETIC THE ANCIENT CULTURES OF EGYPT, GREECE AND CHINA SUBJECT AREA OF DESIGN OBJECTS PRESENTED VISUAL INFORMATION COGNITIVE DYNAMIC SYSTEMS

The paper presents the results of a study of cognitive modeling of the artistic image of the image-based jewelry mifopojetiki Entomological fauna associations-dragonfly, scarab beetle, Scorpion in the ancient cultures of Egypt, Greece and China.

Keywords: visual cognitive information dynamic systems, design, jewelry, insects, bioforms, entomology.

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FASHION STORE OF THE XXI CENTURY

The article is devoted to the consideration of methods of creating optimal conditions for potential consumer contact with a certain product in the field of costume design, improving purchasing power, space management and consumer feelings, the formation of the image of a fashion store, the analysis of examples of creative solutions to offer fashion products and consumer psychology.

Keywords: fashion store, formation of space, visual merchandising, capsule wardrobe, “total-look”, consumer psychology.

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I. S. Kostiuk

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ROOTS OF SPECULATIVE DESIGN THINKING

This work contents analyses of common modern tendencies of progressing communicative society where appearing a new type of user changing and forming the environment and everyday things. The main point of the work is detection of roots of new speculative design thinking with elastic, critical and forecasting approach to show some perspectives in designing new objects, future societies and interactions.

Keywords: speculative design, critical thinking, speculative cognition, elastic mind, fiction, abstract thinking.

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STYLE OF MODERN IN MODERN JEWELRY

Jewelry in the modern style of a number of modern brands and firms are considered. The main similarities

are traced in their assortment policy. It is shown that in the modern jewelry market there are a sufficient number of manufacturers working in this style and successfully using modern materials and technologies.

Keywords: modern style, jewelry, modern materials and technology.

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METHODS OF INVESTIGATION OF VISUAL ATTRACTION OF THE FILM FRAME

The article is a review of the research methods impact of a color scheme selection for a film frame on its visual attractiveness. The three stages of a human perception of image are described. We show that the life experience has an impact on a visual attractiveness of film frame. The research needs further studied using online testing forms.

Keywords: Color scheme, Film frame, Gestalt theory, Visual attractiveness, Human visual system.

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OBJECTIVE COGNITIVE DISTORTIONS OF THE REALITY OF VEGETABLE BIOSYSTEMS IN MYTHOPOETIC CODING OF INFORMATION IN COLORS (MAKI) PROJECTS SUBMITTED IN DESIGN OBJECTS

This work is devoted to the study of the influence of the floral (poppy) subsystems of plant biosystems on the work of the classics of Russian and European poetry and painting, representing symbolism, and its effect on the formation of artistic images of design objects in jewelry.

Keywords: biosystems, design, poppy, still life, symbolism.

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A SYSTEMATIC ANALYSIS OF THE FUNCTIONAL CHARACTERISTICS OF OUTDOOR ADVERTISING PLACEMENT IN THE URBAN ENVIRONMENT

The article analyzes the main functional features of outdoor advertising placement in the urban environment of the metropolis.

Keywords: outdoor advertising, outdoor advertising placement, function, urban environment.

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APPLICABILITY OF THE BASIC THEORIES OF METHODOLOGY OF SEMIOTIC DISCURSIVE MODELING TO THE SPECULATIVE FORM OF DESIGNING

This work contents common information about methodology of semiotic discursive modeling as a practice of making not only form of design objects but meaning. Main point of the article is comparing fundamental principles of semiotic discursive modeling and methods of speculative design. The result of the work will show are there any possibilities of relation two of these practices or not.

Keywords: Speculative design, critical thinking, discursive modeling, communicative design, abstract thinking, creative modeling.

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AESTHETICS OF EMBOSSED WOODEN ORNAMENTS AND LABOR INTENSITY OF THEIR MACHINING IN AUTOMATED MANUFACTURING

The ornaments milled on wooden products are classified by the embossment degrees. The influence of embossment degree and position against the background on aesthetic perception of embossments, labor intensity of machining and manual finishing is demonstrated.

Keywords: ornament, embossment, milling, strategy, wood, automated production, labor intensity.

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UDC 74+7.023.1+745.03+745.5

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JEWELRY MATERIALS, DESIGN AND TECHNOLOGY OF THE XX–XXI CENTURY AND THEIR ROLE IN THE CHANGING OF THE PERSONAL JEWELRY CONCEPTUAL BASE

One of the actual terminological problems in the conceptual basis of jewelry art is associated with fundamental changes in the creation of a class of modern personal jewelry. Since the beginning of the twentieth century, jewelry art began to actively use not only precious, but also non-precious materials. This process fundamentally changed the conceptual basis of modern jewelry art.

Keywords: personal jewelry, terminology, fine jewelry, bridge products, costume jewelry.

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AUTOMATION OF CASTING WITH CRYSTALLISATION UNDER PRESSURE IN MULTI-CAVITY STAMPS

As a result of the analysis of the processes occurring in the producing of copper and aluminum alloy art castings and casting defects, the multi-cavity stamp for the manufacture of ornamental castings, which mass is up to 100 g, by pressing with crystallization was developed and applied in practice. For the manufacture of castings,

which mass is up to 5 kg, multi-cavity mold construction with sectional punch is recommended. Using pressing with crystallisation instead of other various methods of shaping makes it possible to increase productivity and reduce prime costs.

Keywords: pressing with cristallisation, multi-cavity stamp, multi-cavity mold, non-ferrous alloys.

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MODERN JEWELRY DECORATION WITH APPLICATION OF THE LASER ENGRAVING ON THE EXAMPLE OF THE AUDIO RECORDING VISUALIZATION

The convergences of shapes in modern science led to the emergence of “hybrid” areas of knowledge. The authors of the article proposed a method of synthesis of both modern technology and jewelry design, which consist in creating a texture of a visualized audio record that preserve and to reproduce the meaning embedded in it

Keywords: jewelry design, audiorecording, visualization, texture, jewel, laser engraving, technology, music.

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SCREEN PRINTING ON FURNITURE FROM LAMINATED WOOD CHIPBOARD

Screen printing on furniture elements from laminated wood chipboard (LWCB) improves the furniture design and competitiveness. In this article, the paint adhesion applied with screen printing onto LWCB is investigated. The significant influence of the cleanser type used on the adhesion level, content of adhesion promoter in the paint composition, type and duration of drying is demonstrated. To provide a high adhesion level of paint TEXILON 58.000 with LWCB, it is necessary to add adhesion promoter PROMOTORE DI ADESIONE 90.908 to the paint in the amount of 10–12.5% from the paint mass, to apply solvent 646 or ethyl acetate A as cleansers, to use convection drying for no less than 4 hours or room drying for no less than 48 hours.

Keywords: screen printing, furniture, laminated wood chipboard, adhesion, paint.

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RESTORATION AND DESIGN OF ART PRODUCTS BY METHODS OF LIQUID AND SEMI-FLUID STAMPING

Application of a number of technologies for recovering of the lost design of ancient metal artifacts at their restoration is tested by methods of liquid and semi-fluid stamping. Possibilities of restoration of products with the three-dimensional image on an obverse and a reverse by method of liquid and semi-fluid stamping are defined.

Keywords: design, restoration, liquid and semi-fluid stamping, press, compression mold, artifacts.

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UDC 7.02**L. T. Zhukova, I. I. Girsov***Saint-Petersburg State University of industrial technologies and design***PROSPECTS FOR THE USE OF LASER MARKING TECHNOLOGY IN THE DESIGN OF INDUSTRIAL PRODUCTS**

Modern methods of laser marking of industrial products are considered. The comparative analysis of the image production technologies on the surface of the products is given. The prospects of application of laser marking technologies in the design of industrial products are evaluated.

Keywords: laser technologies, design, technological process, laser marking, design.

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UDC 745.512**T. Yu. Chuzhanova, Y. S. Kiknadze***Saint-Petersburg State University of Industrial Technology and Design***STYLIZATION OF TRADITIONAL FORMS OF HOUSEHOLD UTENSILS IN THE NATIONAL-ROMANTIC DIRECTION OF THE RUSSIAN STYLE IN THE HEYDAY OF THE MODERNIST STYLE (LATE XIX — EARLY XX CENTURY)**

We study the stylization of the forms of national Russian dishes in the spirit of the national-romantic trend of the Russian style, which coincides chronologically with the heyday of the Art Nouveau style. The material for analysis was the products of household utensils, which are in the collection of the All-Russian Museum of Decorative and Applied and Folk Art (Moscow).

Keywords: utensils, national-romantic trend, Russian style, modern.

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UDC 7.048:677 (075.8)**A. V. Truevtsev, A. V. Kusnetsov, E. M. Ermolayeva, V. A. Chuvashov***Saint-Petersburg State University of Industrial Technologies and Design***THE KARELIAN PETROGLYPHES IN THE MODERN DESIGN OF INTERIOR TEXTILES**

The opportunities of Karelian petroglyphes application in the interior design are made. Several objects are designed using the knitting and printing techniques. The application in Scandinavian and “loft” styles are recommended.

Keywords: Karelia, petroglyph, interior, loft style, Scandinavian style, knitting, textile printing.

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CONCEPTUALISATION OF NATIONAL DESIGN PRODUCTS

The article is dedicated formation of essential concepts by Udmurt national design products in the finno-ugric cultural code context. In terms of geographical determinism and possibilism preconditions of establishing by the Scandinavian styles are educed. Consequently figuration of microcosm by home is become the conceptual center of Udmurt national design products.

Keywords: Ethnodesign, semiotics, geographical determinism, geographical possibilism, Lagom, Udmurt cultural code, globalization.

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A COMPARATIVE ANALYSIS OF ARCHITECTURAL AND DESIGN FEATURES OF HOSPITAL CHURCHES IN ORTHODOXY, CATHOLICISM AND PROTESTANTISM

This article provides a comparative analysis of architectural features of hospital churches of different denominations. The distinctive features of church interiors are shown, and a design project of an Orthodox hospital church for disabled people is given.

Keywords: design project, hospital church, architectural features, interior, disability.

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MUSEUMS AS AGENTS OF SOCIAL INCLUSION: THE EXPERIENCE OF VISITORS INTEGRATION TO THE CULTURAL SPHERE

The paper considers the problems of overcoming the socio-cultural exclusion of people with disabilities. Author analyzes European, American and Russian experience of inclusive museum activities on the basis of reports from the VI Saint-Petersburg international cultural forum.

Keywords: accessible museum, disability, social inclusion.

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DESIGNING WOMEN'S SHOULDER ADAPTATION CLOTHES FOR LONGS WITH A UNFINISHABLE METHOD

The basic requirements for clothes for people with limited motor abilities are ergonomics and adequacy to the conditions of the “disabled-clothing-environment” system. The complexity of designing clothes for individual orders for LODV is the problems, and sometimes the impossibility of carrying out the measurements. The purpose of this study is to develop a method for the individual design of upper shoulder clothing for low-mobility women, moving with a wheelchair. A method for the unimproved manufacture of shoulder products for a woman by using a waistcoat with a special device that allows one to determine the deviations of an individual figure from a typical one for making a change is proposed.

Keywords: people with limited motor abilities, clothing, unmarked way, women's clothing, mock-vest method.

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GRAPHIC TABLETS SELECTION FOR VISUALIZING COMPUTER GAMES CHARACTERS

This article examines the problem of choosing graphic tablet for creating computer games characters' visualization. The decision is made with the Pareto criterion. Resolution and weight influence of the graphic tablets on its prices were investigated.

Keywords: graphic tablets, graphic design, computer design, illustration, marketing research, decision making, Pareto criterion, applied informatics, information technologies, informatization of educational process, computer game.

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