

## Summary

**K. S. Ivshin**

### **PRINCIPLES OF FORMING THE POLYMERIC STRUCTURE OF MINI VEHICLE**

The paper developed methodological foundations forming polymer structure in the design of small-sized vehicles.

*Key words:* design, polymeric structure, transport, technology.

**A. M. Ignatova, M. M. Chernih**

### **AESTHETICS IMAGES STRUCTURE OF MATERIALS AT THE MACRO -, MICRO- AND NANOSIZE IN THE CREATIVITY AND SCIENCE ON THE EXAMPLE OF SYNTHETIC MINERAL ALLOYS**

The basic principles of image perception of micro, macro and nano structure materials as aesthetic. Described techniques that allow to use these images in the work directly and indirectly. Identified areas of creativity using scientific images as art medium. Found that aesthetic perception is valuable not only in the works, but also can be used as a tool of scientific knowledge.

*Key words:* structure, photos, photo research, treatment, promotion.

**V. V. Pavlova**

### **HAIRSTYLE DESIGN AS AN OPEN SYSTEM**

The article highlights the place of hairstyle design in the culture. Hairstyle design is presented as a phenomenon, that is depended on the culture and that includes all its manifestation. The author describes hairstyle design as a system that is open to dialogue with a person and the environment. Hairstyle as a product of the designer's creative activity joins in the work with information as the means of material and spiritual values keeping and translation.

*Key words:* hairstyle design, human body, environment, society, culture, person, open system, hairstyle.

**E. Yu. Novikova**

### **PSYCHOLOGY IN MODERN DESIGN THIS PAPER DISCUSSES THE DIRECTION OF PSYCHOLOGY, WHICH ARE USED IN MODERN THEORIES OF DESIGN. ANALYZES THE DIRECTION OF «EMOTIONAL DESIGN» AND «RESPONSIVE DESIGN». THE PRINCIPLES OF COGNITIVE PSYCHOLOGY AND TRANSACTIONAL. THE SYSTEMS APPROACH TO DESIGN ALLOWS YOU TO COMBINE A VARIET**

*Key words:* design, psychology, emotions, user and the system, signs, communication, quality.

**R. I. Solovyev, M. S. Kukhta**

### **INTERACTIVE CONTROL PLATFORM IS IN THE VITRINES DESIGN OF THE INDUSTRIAL AND MUSEUM AREAS**

In this article presents the results of interactive control multipurpose platform design, which used for demonstrate the industrial and museum objects. This research is to offer development and deepening of kinetic vitrines ideas. In the kinetic vitrines, object is demonstrated itself. The designed platform allows the visitor to control object demonstration, with the angles of view regulating and controlling.

*Key words:* industrial vitrines design, museum vitrines design, interactive control multipurpose platform.

**D. A. Galun**

### **SIGNS OF VISUAL PRESENTATION OF SEWING AND SHOE PRODUCTS**

The article shows the shoe and clothes visual presentation as a process and as a result of this process. Visual presentation is defined as a composite view of the product and create an attracting attention effective composition.

*Key words:* visual presentation, focus point, consistency, psychology, technology.

**K. G. Ivanov**

### **COATING CONDUCTIVE MATERIALS BY ELECTRIC EXPLOSION**

The investigation results of the electric conductivity of the channel in the atmosphere which formed by conductive materials heated by pulsed currents. Explosion products could be applied on various surfaces.

*Key words:* electrical blast, plasma, cover.

**M. M. Chernykh, A. A. Zagoruyko**

### **ABILITIES OF ITEMS DECORATION WITH FUSED GLASS CRUMBS**

The article covers sphere of splintered glass fusing technology and its decorative abilities. Factors were revealed that have an influence on esthetic qualities of surface which was made by fusing of splintered glass.

*Key words:* glass, fusing, decorative abilities, esthetic qualities, texture, surface.

**B. M. Primachenko**

### **WEAVING TECHNOLOGICAL PROCESSES RESEARCH FOR FABRICS OF COTTON AND COTTONFLAX YARN**

Presents research of weaving technological processes. Determined tensile forces of warp and weft yarn in process of fabric forming. The dependences tensile force of yarn with technological parameters of weaving. The researches may be used for predicting of structural parameters and strength characteristics for apparel and industrial fabrics.

*Key words:* fabric, process of forming, warp yarn, weft yarn, tensile force.

**V. M. Dobroshtan**

### **HISTORY OF ARTISTIC CHRONICLE OF THE NAVY OF RUSSIA**

In the article the analysis of reflection of the outstanding episodes from the life of the Russian Navy in a number of author's works of Russian artists-painters. Special attention is paid to the works of I. K. Aivazovsky, A. P. Bogolyubov, A. V. Zubov and other.

*Key words:* battle-marine, artists-marine painters, battle-piece painting.

**T. Yu. Deryabina, L. T. Zhukova**

### **MANUFACTURING TECHNOLOGY EMBROIDERED DECORATION ICON FRAMEWORKS**

Studied and systematized information on manufacturing frameworks decor icons in church embroidery techniques from XIV and early XX century. The obtained

results may be used for the restoration and reconstruction of artifacts stored in museums of Russia and for the design of modern icons frameworks.

*Key words:* the payments of icons, church embroidery, the decoration.

**M. N. Kovalyova**

### **THE RELATIONSHIP OF ARCHITECTURE AND DRESS OF ART NOUVEAU EPOCH IN THE CONTEXT OF SYNTHESIS OF ARTS**

The relationship of architecture and fashion in a suit of Art Nouveau era is examined. Suit research is conducted in a context of formation of architectural style at the level of art-shaped and structural-compositional connections. The common principles of shaping of forms and style are revealed on the example of works by outstanding masters of the period.

*Key words:* architecture, fashion, dress, Art Nouveau, synthesis of arts, style, context.

**L. P. Monakhova**

### **MOSCOW'S ARCHITECTURE IN THE CONTEXT OF PROJECT THINKING IN THE LAST THIRD OF XX — EARLY XXI CENTURY**

In this article on the example of architecture of Moscow of the last third of the XX —beginning of the XXI century are considered the general changes in design thinking of this period which were shown in escalating interest not only to unique, sign buildings, but also to updating and city architecture revival in its daily reality. These changes were formed in all types of spatial arts where the active role was played the new experiments in decorative art and environmental design.

*Key words:* architecture of Moscow, project thinking, architecture of everyday life of the city, extra style phenomena, decorative art.

**S. V. Mirzoyan**

### **BARON STIEGLITZ MUSEUM OF THE CENTRAL SCHOOL OF TECHNICAL DRAWING**

This article refers to the most exiting phenomena in the Russian culture of the XIX century — Museum of Central School of Technical Drawing of Baron Stieglitz. Further it describes the history of its creation, the samples of arts and crafts of various epochs, times and peoples, which served as visual aids not only for the college students. But also for the art industry experts and artists.

*Key words:* Baron Stieglitz Central School of Technical Drawing (known as CUTR), CUTR Museum samples of arts and crafts of various epochs, art industry experts.

**S. V. Mirzoyan**

**THE LENINGRAD ART SCHOOL ON THE ARCHITECTURAL FINISHING OF BUILDINGS IN THE PERIOD OF THE GREAT PATRIOTIC WAR**

It is spoken about creation of the Leningrad art school on an architectural finishing of buildings (LHU), about teaching structure — unique experts, masters in a wood-working, metal, marble, a wall-painting, found I. A. Vaksom during blockade. About the children who have come back from «Continent» for study and further work as restorers of the Leningrad monuments.

*Key words:* The Leningrad art school on an architectural finishing of buildings, Petershulya, I. A. Vaks, P. D. Buchkin, E. K. Kverfeld, M. F. Egorov, L. A. Dietrich, P. S. Popkov.

**T. Yu. Chuzhanova**

**ART FURNITURE IN THE «TECHNOLOGY BOULLE» AT THE EXHIBITION «SALONE INTERNAZIONALE DEL MOBILE»**

The author of the article examines the technique of «Boulle» — tortoiseshell inlay plates and copper embedded in the practice of the court of King Louis XIV furniture maker Andre Charles Boulle, and essential to the present time in modern furniture design.

*Key words:* technology inlay material, furniture, decoration, ornament.

**A. B. Parygin**

**MOSCOW SERIGRAPHY OF 1950–2010**

In chronological order the questions, connected with the development of artistic Serigraphy in the art of Moscow for the past 60 years are examined. Unique information about Moscow print studios and artists, who used silkscreen printing is used.

*Key words:* silkscreen printing, serigraphy, printmaking, graphic art, Moscow art, the Russian art of the XX century, the types of graphics, printing techniques.

**I. A. Bavbekova**

**HISTORY OF EMBROIDERY OF CRIMEAN TATARS**

In the article on the basis of the archived and field material given it a shoot to consider history of embroidery of Tatars of Crimea.

*Key words:* history, embroidery, decorative pattern, suit.

**O. A. Pechurina, I. P. Blinov**

**TECHNOLOGY «LIVE WEAVING LOOM»: RECONSTRUCTION**

The article tells the reconstruction of the unique archaic weaving technology, described ethnographer N. Lebedeva.

*Key words:* weaving, warp, warping, weft, weaving shed, reconstruction of technology.

**E. G. Grigorieva**

**COMSUMER PROPERTIES OF KNITTED SPORTSWEAR**

The paper is devoted to the problems of effective estimation of comsumer properties of knitted sportswear of several manufacturers using progressive technology.

*Key words:* knitted sportswear, progressive technology, consumer properties.

**I. B. Abbasov, V. V. Orekhov**

**CONCEPTUAL MODEL OF AMPHIBIAN «CHIBIS»**

Work devoted to the modeling of a new conceptual amphibian. Based on the analysis bionics forms new conceptual visually graphic decisions of amphibian are offered. Under sketches, three-dimensional modelling of constructive parts of amphibian is presented. Rendering of scenes the three-dimensional shaded model is presented.

*Key words:* conceptual model, amphibian, bionics, a three-dimensional model, shading and rendering.

**L. A. Koroleva, A. V. Podshivalova, O. V. Panyushkina, A. A. Poloz**

**FORMING THE KNOWLEDGE SOURCE OF THE PROMLEM AREA OF «THE TECHNOLOGY OF CLOTHING»**

The article is devoted to the question of development of electronic databases methods of processing outerwear shoulder and waist bands from different kinds of materials as a source of knowledge of the third kind of knowledge base system based on knowledge.

*Key words:* sources of knowledge, an electronic database, knowledge base, expert system, intellectualization, methods of processing.

**N. V. Chouprina**

**ANALYSIS OF ROLE OF MASS-MEDIA IN ACTIVITY OF INDUSTRY OF FASHION**

In the article the role of mass media is examined in distribution of fashionable tendencies in society. A role which is played by mass-media in creation of public

taste and consumer demand is analysed. Principles of co-operation of industry of mass-media with industry of fashionable clothes are grounded. The algorithm of production of clothes is described as fashion product and stake of participation in this process of mass-media that illuminate the questions of fashion.

*Key words:* legislators of fashion, fashion tendencies, product of fashion, mass-media, fashion industry, fashion information, journalists of fashion, editors of fashion magazines.

**E. P. Berger**

#### **MODELING OF ORGANIZATIONAL CULTURE OF THE ENTERPRISE AS OBJECT OF RESEARCH**

In this article the analysis of existing models of organizational culture in domestic and foreign administrative science is carried out, the general classification signs are revealed, classifications of models at the expense of introduction of private classification signs are specified, the choice of models for achievement of a research objective is reasonable.

*Key words:* model of organizational culture, classification sign, elements of organizational culture, efficiency of the organization.

**I. V. Ilyinsky, D. V. Scherbakova**

#### **ORGANIZATIONAL INNOVATIONS: THE CAUSES OF BRAKING AND RESISTANCE**

In the article the actual problem of resistance to the introduction of innovations. Considered correlation between the concepts of «changes in the organization», «organizational change» and «organizational innovation». Causes inhibition of organizational innovation: the innovation inactivity of the staff, the economy of forces, the lack of favorable climate and innovation communities, lack of promotion of innovators, administrative over-organization and high turnover of staff. Singled out individually-psychological, social and structural sources of resistance innovation.

*Key words:* innovation, organizational innovations, resistance to innovations, braking of innovations, resistance sources.