

SUMMARY

UDC 745/749

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TRADITIONAL AND EXPERIMENTAL ASPECTS OF COGNITIVE MECHANISMS OF DESIGN

The article deals with the possibilities of the language of spatial forms, which expresses a variety of emotional states. Design of the city-resort environment of Sochi becomes the bearer of a certain mood, which makes it figuratively significant. Through cognitive mechanisms a person is included in the dialogue of reading the environmental text and the allusions, symbols, metaphors, etc. contained in it. In ecological design the mechanism of synthesis of the traditional and experimental aspects is incorporated, which are embodied in a form accessible for perception by means of its emotional qualities that affect consciousness by means of a synergetic influence of form and content.

Keywords: tradition, experiment, regional landscape, cognitive design mechanisms.

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UDC 7.02

V. L. Zhukov, U. I. Ponuryeva

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THE INTERIORS OF THE THEATRICAL SPACE IN THE STLE "LOFT SPACE" FLOWING WITH THE COMPOSITIONAL CENTER, WHOSE IMAGE IS CREATED ON THE BASIS OF ANCIENT MYTHOLOGY

In this project researches was done based on studies about design attributes, presented by interiors and exteriors of habited country construction. Décor elements are designed with functional and light composite center of a country house.

Keywords: interior, artistic and aesthetic space, the subject area of design, fireplace- lamp, neoplasticism

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UDC 7+687.1

**O. V. Budnikova, I. A. Zhukova,
O. N. Dieva***Saint-Petersburg State University of Technology and Design***GRAPHICS AND ART DESIGN IN MEN'S SUIT AS MARKERS OF TIME AND SPACE**

The article examines the processes of development of the information component of the male costume through the body decor and clothing. Graphics and decoration are viewed from a historical perspective. Special attention is paid to modern markers: traditional symbols and text messages included in the costume composition. Some cultural meanings of the postmodern era are also analyzed, as well as the compositional and coloristic features of text compositions in the male costume reflecting them. It is concluded that the increased information content of a modern male costume is caused by the desire to position oneself as a subject of dialogical communication.

Keyword: graphics, painting, tattoo, font composition, aesthetics of the male costume, inscriptions on clothes, art design.

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B. F. Ivanov, N. L. Belay*Saint Petersburg State University of Industrial Technologies and Design***RELATIONSHIP BETWEEN THE GOLDEN SECTION, EXPECTATION, MEDIAN AND MODES IN AESTHETIC PREFERENCES**

It is established that, contrary to Fechner's widely known statement, not only the "golden" rectangle is aesthetically attractive. Also aesthetically attractive is the rectangle that makes up half the square. The connection

between the golden section, the mathematical expectation and the median of the random variable X , named "the height of the horizontally oriented rectangle drawn by the respondent", is found.

Keywords: golden section, Fechner experiment.

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**T. V. Usataya, D. Y. Usatyy,
L. V. Deryabina***Nosov Magnitogorsk state technical university***CONTEMPORARY APPROACHES AND TRENDS IN DESIGN**

The article has considered the fundamental terms interconnected with modern design: design, types of design,

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graphic design, current trends and the trends in graphic design, among which there are animated live logos, emotional typographics, unique illustration, line art, 3D design, collage, design in social networks and in the mobile device software applications. The basis of the above mentioned approaches in the design are computer graphics and IT-technologies.

Keywords: design, approaches of current design, graphic design, trends in graphic design, artistic design, computer graphics.

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UDC 7.011+1

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INNOVATIONS ECLECTICISM OF SYMBOLISM AND POST-IMPRESSIONISM IN THE SYSTEM SPACE DOMAIN OBJECTS OF DESIGN OF CONTEMPORARY INTERIODESIGN CLUSTER- "LOOKING INTO THE UNKNOWN" ODILON REDON

Philosophy, Visual patterns of cognitive information dynamic systems, database knowledge, expert systems, artistic and stylistic and compositional arrangement Historicism in retro-design concepts in realization of the design decisions in designing and creating images of modern interiors in the style of post-impressionism

Keywords: retro design, Visual cognitive information systems, symbolism, post-impressionism, anthroposophy.

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DESIGN AS A SYNTHESIS OF ART AND SCIENCE IN MODERN EDUCATION

Design is a unique sphere of culture, where everyone is given the opportunity to reveal their talent and develop their abilities, to determine the individual style of creativity, to acquire a high level of technical and theoretical knowledge.

Technologies that stimulate independent creativity of students, where creativity acts as a specific human property, simultaneously generated by the needs of the emerging metaculture and forming the culture itself, are of particular importance in the practice of modern education.

Considering design as a synthesis of art, science and education, we define its structure, which includes artistic activity as the ability to implement the idea by artistic means; project activity, which involves designing situations and creating models of the proposed objects; technological activity — the possession of various types of technological methods and materialization of an idea or project and psychological and pedagogical activity, through which traditional techniques, knowledge and skills are transmitted, the educational impact of culture on a person is realized, the concept of harmonization of the world is formed.

Keywords: design, modern education, culture, creativity, project activity, artistic thinking, imagination, technology, innovation, costume design.

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UDC 75.03

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SELF-PORTRAITS BY A. I. LAKTIONOV IN THE MIRROR OF ART CRITICISM

In this article, the author refers to the portrait genre of A. I. Laktionov, in particular to self-portraits created from the 1940s to the 1970s. Self-portrait for the artist is a way of self-exploration and reflection of the attitude at different stages of the creative path. In the literature, this aspect of AI Laktionov's work is insufficiently illuminated. The author analyzes the most significant works through which the artist was able to reflect not only the creative method based on a thorough study of the traditions of realistic art and painting of old masters, but also the contradictory nature of the artist at different stages of his work.

Keywords: A. I. Laktionov, Soviet painting, portrait genre, self-portrait, art criticism.

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UDC 658.512.22

O. G. Kuznetsova

STRUCTURE AND IMPORTANCE OF COMPOSITE ANALYSIS IN DESIGNING INDUSTRIAL PRODUCTS

This article examines the main significance, essence and structure of the composite analysis of an industrial product. The compositional analysis of household refrigerating appliances is made in which features of the art and aesthetic organization of utilitarian objects of serial production and the conceptual project are considered.

■ Summary

Keywords: composition, industrial product, household refrigerator.

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UDC 687.18

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DEVELOPMENT OF PROCESSING TECHNOLOGY OF COLLARS IN THE DOUBLE-SIDED GARMENTS FROM NUNO FELT

The specificity of the treatment of double-sided felt clothing is considered in the article. Special attention is paid to the treatment of collars and ways of their connection to the coat neck. Methods of processing of the single-layer collars and collars, collars consisting of lower and upper parts, technology of connection them with a neck with the open edge and edging with application of machines of shuttle and chain stitches are offered.

Keywords: the double-sided garments, felts, classification of collars, treatment of collars, technology connecting the collar with the neck.

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UDC 685.4

L. A. Zakharova, O. Yu. Tarasova

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APPLICATION OF THE PRINCIPLES OF ANTHROPOMETRIC STANDARDIZATION TO THE CONSTRUCTION OF A DIMENSIONAL TYPOLOGY OF FEMALE HANDS

Based on the available processing results on the anthropometric data of women's hands, a calculation and a comparative analysis of the growth in population satisfaction were made to obtain the optimal number of dimensional variants of gloves and mittens products in the cases of one, two and three leading dimensional features.

Keywords: women's hands, leading dimensional features, growth in population satisfaction, accumulated probability, number of dimensional variants.

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UDC 77.022

D. A. Rumyantseva, S. S. Gurin

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TECHNOLOGY OF PHOTOGRAM AS THE CREATIVE METHOD OF PHOTOGRAPHY. PHOTOGRAMS OF ALEXANDER KITAEV

In the article possibilities of a photogram and similar techniques as creative methods of a photo and author's application of a photograms of Alexander Kitaev are considered.

Keywords: photogram, photograph, analog photo, photo printing, St. Petersburg photograph, Alexander Kitaev.

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RATIONAL USE OF WASTE GARMENT PRODUCTION ON THE EXAMPLE OF THE MANUFACTURE OF DESIGNER MODELS CLOTHES

The article deals with the problem of recycling of sewing and textile industry waste. The urgency of development of the technologies allowing to process waste not only on an industrial scale, but also in small workshops and author's studios, creating exclusive models of clothes and accessories is designated. A method is proposed is knittings an article or individual parts from strips various materials, which makes it possible to transform the process of manufacturing an author's product into a non-waste production.

Keywords: clothing, knitting, garment production waste, rational use.

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DESIGN AND MANUFACTURING FEATURES OF JEWELRY ARTICLES

The world of jewelry is diverse, and each article is unique in its own way. And, despite the fact that jewelry art is one of the most ancient kinds of decorative art, the approaches to designing articles are constantly being improved, as well as modern technologies are actively introduced into the jewelry technological process. This article is devoted to a review of some designing features and the using of additive technologies in jewelry.

Keywords: design, jewelry collection, 3d-printing, lost wax investment casting.

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UDC 747.5

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REGULARITIES IN THE DYNAMICS OF THE ARTISTIC PROCESS OF DECORATING STOREFRONTS IN THE HISTORIC CENTER OF THE CITY

The article considers the origins and reasons for the development of the decoration of the storefront. The influ-

■ Summary

ence of the design of the foreign shop window on the design of storefronts in the historical centers

Keywords: shop window, department store, commercial installation, visual merchandising.

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THE INFLUENCE OF ARTISTS OF THE FLEMISH SCHOOL ITALIAN AND GERMAN PAINTING

The formation of oil painting within the framework of studying the Flanders school of painting and its influence on the next generation of artists are considered.

Keywords: ancient painting, Flemish painting and Italian painting, Jan van Eyck, Rubens, Italian school artists, glaze, white ground, red ground, restoration.

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UDC 75.017.4

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THE COLOR OF THE "AUTHOR'S PALETTE" AS A TOOL OF ACADEMIC PAINTING

The theory of color and color in painting is considered.

Keywords: academic painting, art, coloring, painting, palette, paint mixture, color mixing, color, tone, contrast in painting, color spot, color of the item.

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UDC 75.03

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TO THE QUESTION ABOUT THE OBJECTIVITY OF ART CRITICISM CREATIVE METHOD A. I. LAKTIONOVA

The article reveals the peculiarities of painting technique in the works of the Soviet artist Alexander Laktionov. The creative manner of A. I. Laktionov reflected both the principles of socialist realism in the expression of relevant topics of pre-war and post-war time, and the traditions of realistic art and painting of old masters. Laktionov sought technical perfection of his works and preservation of historical and artistic tradition. His painting technique in critical literature was often the subject of debate, but the artist was faithful to his creative manner, which distinguished his works at exhibitions and aroused genuine interest from the audience.

Keywords: A. I. Laktionov, Soviet painting, painting manner, creative method.

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REALIZATION OF NEW PROJECTS IN THE FORMATION OF THE SUBJECT-SPATIAL ENVIRONMENT (IRAQ, SECOND HALF OF THE 20th CENTURY)

The article is devoted to the study of the formation of urban subject-spatial environment in Iraq in the second half of the twentieth century. New trends in artistic and technological solutions are revealed. The characteristics of such monuments as the Monument of the Revolution (D. Salim), "Mother of Iraq" (H. Rahhal), "Swords of Kadisia" (M. Gani) are given.

Keywords: Iraq, 20th century art, monuments, monuments, urban environment, architecture.

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THE HISTORY OF THE ART OF ARCHITECTURAL DECOR IN THE ARTISTIC CARVING OF TOMSK

The article analyzes the history of carved decor in the architecture of Tomsk. Particular attention is paid to the traditional techniques of artistic wood carving, as well as the carved decor of architectural elements of tent roofs, cornices and pediments.

Keywords: architecture, decor, artistic carving, Tomsk.

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■ Summary

UDC 004.9

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**LOW-POLY MODELING
IN ARCHITECTURAL MODEL DESIGN
FOR SUITD**

*The paper discusses low-poly modeling capabilities
and features in designing architectural model of Saint-Pe-*

*tersburg State University of Industrial Technologies and
Design buildings for further 3D printing.*

Keywords: low-poly modeling, architectural model, 3D
model, 3D printer, 3D print.

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