

## **DESIGN IN MODERN CULTURE**

**Voznuk R.M.**, *voznukruslana9999@gmail.com*  
*Kyiv National University of Technologies and Design*

“Culture” plays an important role in the design field, and “cross cultural design” will be a key design evaluation point in the future. Designing “culture” into modern product will be a design trend in the global market. Obviously, we need a better understand of cross-cultural communication not only for the global market, but also for local design. While cross-cultural factors become important issues for product design in the global economy, the intersection of design and culture becomes a key issue making both local design and the global market worthy of further in-depth study. The importance of studying culture is shown repeatedly in several studies in all areas of technology design [3].

Design is a product of creative community cooperation, result of system interaction, manufacture and estimation of the ordered satisfaction technologies of group and individual interests and requirements for material, symbolical, informative and estimated artifacts of culture. Its basis is artily aesthetic, design-cultural, socially-standard and creative the versatile designing of the imagined world, creation of the reference samples aesthetically organized in spatial, time, intellectual and emotional sense of environment [1].

The conceptual foundations of the development of the principles of national identity in the design sphere of Ukraine were the awareness of design subjects of the need to combine the national with the global, understanding the very nature of the supremacy of the universal over the national in design culture. But against common cultural achievements of design national identity grows and there is appreciable. This, the foundation for the further development of nationally oriented Ukrainian design is, in my view, a natural combination, complementarity and mutual saturation between the values of Ukrainian national culture and the values of other cultures. Such combination will allow new original quality in design [2].

Social appointment of design consists in creating subjects of industrial production which are capable «to concern person humanly», that is worthy intermediaries between the manufacturer and the consumer. The design is intended to carry out mass cultural-aesthetic communications to transfer through subjects of a life, means of production, things of daily use certain type of aesthetic taste. Design connects material and spiritual culture of a society in a single one, providing integrity of a civilization. Modern marketing as one of the areas of today's market activity very widely uses the laws of design to create a holistic subject environment. Design demands the account of any innovation in change of the subject world[1].

Because the role of design in national culture is an extremely broad issue, every interested scientist can find their own objects of interest in this issue, which provides significant prospects for further research.

Aesthetically harmonizing life, design has taken a dominant position in the artistic and cultural life of society. Educating aesthetic tastes, he performs a great educational work,

awakening the creative needs of the average person, massively involving him in overcoming spiritual limitations through the contemplation of harmonious - expressive forms or relationships [4].

## **References**

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**Scientific adviser:** *Syromlia N.M., Candidate of Philological Sciences, Associate Professor, Foreign Languages Department, Kyiv National university of Technologies and Design*