



МИНИСТЕРСТВО
ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ

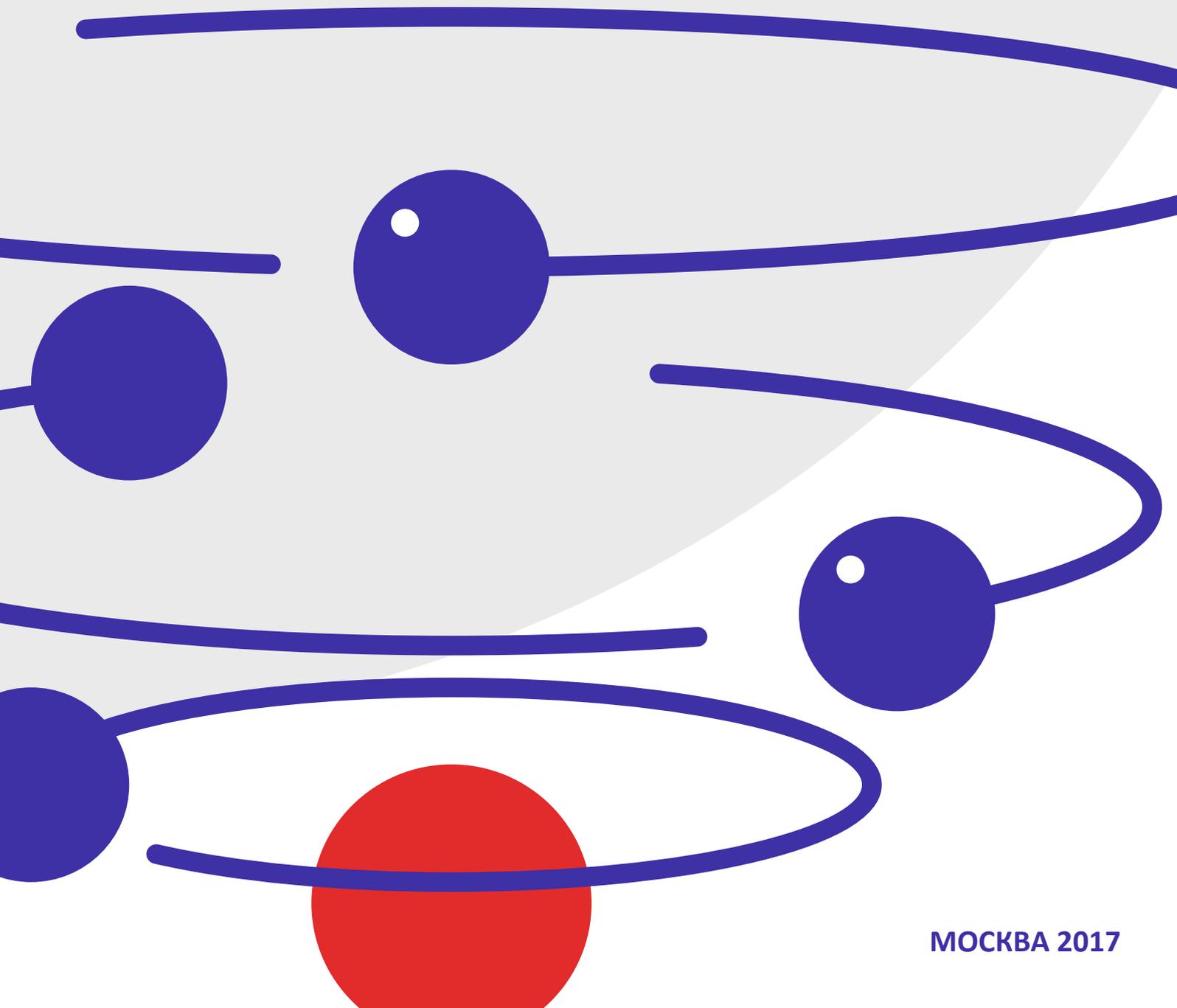


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УНИВЕРСИТЕТ им. А.Н. КОСЫГИНА
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СОЦИАЛЬНЫЙ ИНЖЕНЕР - 2017

СБОРНИК МАТЕРИАЛОВ ЧАСТЬ 5



МОСКВА 2017

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ
«РОССИЙСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
им. А.Н. КОСЫГИНА
(ТЕХНОЛОГИИ. ДИЗАЙН. ИСКУССТВО)»**

**Всероссийская конференция молодых исследователей
«Социально-гуманитарные проблемы образования и
профессиональной самореализации
«Социальный инженер-2017»**

**СБОРНИК МАТЕРИАЛОВ
Часть 5**

МОСКВА – 2017

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TURISMO GASTRONÓMICO

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La comida y el turismo juegan un papel importante en la economía moderna. La comida es un componente clave en casi todos los países, el gran elemento del patrimonio cultural de cada país y, por supuesto, la rápida expansión del objeto de interés de los turistas.

El turismo gastronómico como un tipo de turismo recibió su desarrollo no hace mucho tiempo. La investigación en el sector del turismo ha mostrado que un tercio de los gastos de los turistas en un viaje se refiere a los alimentos, que sirvió de impulso ideológico para el desarrollo de este tipo de turismo.

La Organización Mundial del Turismo (OMT) define el turismo gastronómico como el conocimiento gastronómico de la región a través de un viaje, con el fin de entretenimiento y ocio, que incluye la visita a los lugares de producción de los productos, festivales gastronómicos, ferias de comida, mercados de agricultores, talleres culinarios, degustaciones o cualquier otra actividad relacionada con la comida [1].

La historia del turismo gastronómico empezó en 1998 cuando la profesora de la cátedra de la cultura popular en la Universidad Estatal de Bowling Green (Bowling green, Estados Unidos) Lucy Long por primera vez usó el término "turismo culinario". En los años 1998-2001 los investigadores de varios países del mundo llevaron a cabo los estudios en el ámbito culinario y turismo de vino. En 2001 el economista estadounidense Eric Wolf escribió el primer artículo sobre el turismo gastronómico en el mundo, más tarde, se desarrolló este tema en el primer libro de la organización Internacional de turismo culinario. En el año 2003 Eric Wolf fundó la asociación Internacional de Turismo Gastronómico (The International Culinary Tourism Association) y ya en 2006 creó el Instituto Culinario de Turismo que supervisaba componentes educativos y de aprendizaje de los programas de la Asociación Internacional de turismo gastronómico.

Actualmente se ve la divulgación del turismo, la creación de agencias de viajes que se especializan en el desarrollo de rutas gastronómicas (Según los datos de International Culinary Tourism Association, 2012.)

En general, todas las rutas gastronómicas se puede dividir en urbanas y rurales o "verdes". La diferencia radica en que eligiendo la gira "verde", el turista tiende a visitar la granja y el lugar de cultivo y probar un producto ecológico sin la adición de la química. Este tipo de viaje suponela recogida de

bayas silvestres en el bosque, verduras y frutas en las fincas o excursiones a los lugares famosos de producción de vino [2].

Las rutas gastronómicas urbanas suponen la visita de los restaurantes de la cocina nacional, de fábricas, de los talleres de producción de los productos con su obligatoria degustación. Aparte están las rutas urbanas especiales – educativas y con visitas de restaurantes.

Además hay rutas que incluyen la visita de los restaurantes más conocidos y populares, destacados por su elevada calidad, exclusividad y platos nacionales. En primer lugar en este caso está París [2].

La ruta gastronómica es una oportunidad de obtener habilidades prácticas de la preparación de un plato nacional o exótico.

Hoy en día son muy populares los viajes dedicados a un plato o producto determinado. Por ejemplo, el vino, el queso, la cerveza o algún plato específico en diferentes lugares del mundo. En general, durante el viaje la gente visita diferentes regiones del país y allí degusta el producto interesado.

Son muy populares las rutas gastronómicas dedicadas al vino. Sin duda alguna, las regiones más solicitadas son Francia (burdeos y la región de Alsacia) e Italia (Toscana y Piamonte) [2]. Son menos famosos desde este punto de vista Alemania, España, Suiza y Estados Unidos. Las rutas dedicadas al queso son Suiza, Holanda e Italia.

Una de las direcciones del turismo rural es el turismo ecológico que supone la visita de lugares y producciones de productos orgánicos (tal llamados productos bio). Los países europeos más populares para este tipo de viajes son Finlandia, Suecia, Austria, Alemania, Francia e Italia" [3].

Hay rutas orientadas a las visitas de lugares determinados en un tiempo determinado con fin de participar en diferentes actividades relacionadas con la gastronomía: exhibiciones, ferias, festivales y fiestas. Por ejemplo, el festival de melón "Cavaillon" en la ciudad de Cavaillon de Francia, Tomatina de España en la ciudad de Buñol [4].

Sin duda alguna, en el mundo existen regiones, cuyos nombres se asocian con ciertos platos que en realidad representan la marca nacional, formando los lugares más populares para los turistas. La Organización Mundial de Turismo hace la siguiente lista de los países más populares para las visitas: España, Francia, Italia, Grecia, Bélgica, Portugal, Estados Unidos (especialmente Napa de California y el Valle de la Luna), Brasil, Perú, México, Nueva Zelanda, Sudáfrica, Australia, Chile, Malasia, Japón, Indonesia, Bali, China y Singapur [1].

Un gran portal de viajes TripAdvisor definió su lista de líderes mundiales entre direcciones turísticas más populares según la mejor cocina. El rating se

formaba según las reseñas de los turistas. El estudio reveló las más atractivas direcciones gastronómicas del mundo.

Los resultados de la encuesta están representados en la tabla.

Entre los países europeos aquí están Italia (Toscana, Florencia, Roma, Sorrento, Siena, Bolonia), Francia (París), Reino Unido (Nueva York, Edimburgo), España (San Sebastián, Barcelona). La lista de los países asiáticos incluye Tailandia (Bangkok, Tailandia), China (Hong Kong), India (Mumbai, Nueva Delhi, Bangalore, Goa, Calcuta, Chennai), Indonesia (Seminyak, Bali, Singapur), Japón (Sapporo, Kioto, Osaka), Vietnam (Hoi An), Corea del Sur (Seúl).

Aparte están los Estados Unidos y Canadá. Entre las ciudades estadounidenses se puede destacar Nueva Orleans (Luisiana), Napa (California), Chicago (Illinois), Charleston (Carolina del sur), San Francisco (California), Nueva York (Nueva York), Savannah (Georgia), Santa Fe (Nuevo México), Las Vegas (Nevada), Asheville (Carolina del norte). Entre las canadienses se destacan Niagara en el lago (Ontario), Montreal (Quebec), Vancouver (Colombia Británica), ciudad de Quebec (ciudad de Quebec), Victoria (Colombia Británica), Toronto (Ontario), el Valle de Okanagan (Colombia Británica), Banff (Alberta), Ottawa (Ontario), Whistler (Colombia Británica).

En América Central y del Sur se destacan Argentina (Buenos Aires, Cuyo, Bariloche), Perú (Lima, Cusco), Chile (Santiago de Chile), Colombia (Cartagena, Bogotá), Brasil (Río de Janeiro), Panamá (Panamá). Y cierra la lista Australia con sus ciudades Melbourne, Sydney, Brisben, Cairns y Nueva Zelanda (Queenstown, Auckland, Christchurch, Wellington).

El presidente del Centro Internacional Etnogastronómico Leonid Guelibterman en su entrevista en el periódico Pravda dijo que el turismo gastronómico bien puede convertirse en la locomotora del desarrollo de la economía rusa. Debido a la cotización de la divisa descansar en Rusia es muy rentable. Pero falta mejorar el servicio y promover la gastronomía, que ofrece una amplia variedad de cocinas.

Muchos países muy seriamente y hace mucho tiempo están trabajando en la atracción de turistas, precisamente, de punto de vista entogastronómico. En Rusia este proceso también está desarrollándose. Gracias a la iniciativa de aquellos que tratan de conservar algún tipo de recetas y productos originales. De ejemplo se puede poner pasta de fruta de que recuperó su fama y se vende con éxito en Moscú.

Pocos saben que el turismo crea cada undécimo puesto de trabajo en el mundo. Para muchos países el turismo es la principal fuente de ingresos. En Rusia ahora han prestado atención en el turismo interno. En los últimos años el turismo externo disminuyó un 30 % pero en esos 30 % creció el turismo interno.

Según las investigaciones de TourStat, las ciudades y regiones más populares en Rusia en el segmento de turismo gastronómico, son Moscú y la región de Moscú, San Petersburgo, Vladimir, Tver, Tula, óblast de Kaliningrado y de Nóvgorod, así como de la república de Tatarstán y el territorio de Altai.

En el foro de Yaroslavl en agosto de 2016 se discutieron los problemas actuales de la formación y la promoción de las marcas gastronómicas rusas, el desarrollo de turismo gastronómico en Rusia y la expansión del turismo nacional e internacional, herramientas de apoyo a los productores locales en el ejemplo de los más exitosos proyectos de sustitución de importación.

Así como el turismo gastronómico es un tipo especial de turismo, se debe resaltar sus características [5]:

absolutamente todos los países tienen condiciones para el desarrollo del turismo gastronómico;

el turismo gastronómico no está relacionado con el tiempo ni con las estaciones del año, o sea se puede escoger la ruta en un momento apropiado;

a diferencia de otros tipos de turismo el conocimiento de la cocina nacional se convierte en el motivoprincipal del viaje;

la promoción de los locales de agricultores y productores de alimentos es una parte integral de cualquier gira gastronómica.

Por consiguiente, la relación entre la comida y el turismo proporciona una plataforma para el desarrollo del turismo gastronómico y en consecuencia el desarrollo de la economía local, la elevación de la cultura local y a la mayor aspiración a la conservación y mejora de las tradiciones locales. Y aunque el turismo gastronómico es ahora en gran parte se encuentra todavía en la fase de su proceso de formación y desarrollo, su impacto positivo en el turismo, la economía y la cultura es muy importante.

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WILL THERE BE A NEED FOR THE PROFESSION OF AN ENGINEER IN FUTURE?

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The word engineer came from the Latin word "ingenuity", which means that these specialists work wherever something needs to be invented or improved. In most cases engineers are involved in the life cycle of a technical product: they design, test, describe the production process, and are responsible for product operation and repair. If necessary, they participate in a scientific research, which, undoubtedly, is very important for the scientific and technical progress of society. In other words the profession of an engineer is associated with creation of new things and products needed to facilitate and improve the life of people and contributed in this way to the development of mankind. There were inventions and innovations that changed our world to non-recognition. For example, a plow has made work in the field easier and faster. Improvements in the design of the plow made working with the earth so effective that people began to collect much more food than they needed to survive. They started selling surpluses for goods or services. There was left more time for other things in his daily life besides growing food or the producing goods and services that might be needed by other people. It is not an exaggeration to say that it was the plow that allowed the human civilization to make progress.

The wheel is another invention, so ancient that one does not even know who invented it first. The oldest wheel and axial mechanism we found near Ljubljana, Slovenia, and its age is about 3100 years B.C. The wheel made the transportation of goods faster and more efficient, especially if they were attached to the horse chariots and wagons. But if it was used only for transportation, the wheel would not have become such a grandiose invention. Moreover, the lack of quality roads limited the usefulness of the wheel for thousands of years.

In the course of time innovative people tried to improve existing technologies and made them useful, effective and popular, as it was with Johann Gutenberg who invented the printing press in the 1430s. The world already used paper and block seal – the Chinese came to this at the beginning of the 11th century – but their complex language did not allow the technology to spread. Marco Polo brought the idea to Europe in 1295.

The refrigerator is a great thing, using the ability of substances to absorb and unload heat when the pressure and state of the substance change (usually from gas to liquid and vice versa). It is difficult to single out one inventor of the refrigerator, as this idea was widely known and gradually improved for over almost 200 years. Some point to the design of the vapor compression device was created by Oliver Evans in 1805. Some people note the design of the present predecessor of a modern refrigerator was created by Carl von Linde in 1876. Dozens of inventors, including Albert Einstein, have improved or supplemented to the design of the refrigerator for many years.

The idea of using steam for power machines was born thousands of years ago, but the creation of Thomas Newcomen in 1712 was the first to use this energy for useful work (pumping water from mines in most cases). In 1769, James Watt modified the engine of Newcomen, adding a separate condenser, which significantly increased the power of the steam engine and became more practical in operation. He also developed a method for obtaining rotational motion with the help of a steam engine, which also proved efficient. Actually, Watt is considered the inventor of the steam engine.

If the steam engine mobilized industry, the car mobilized people. The idea of personal transport has existed for many years, but in 1885 Carl Benz's Motorwagen working on an internal combustion engine of its own design, was considered the first car everywhere. Henry Ford' improvements of the production process and effective car marketing provided a fall in their prices and a growing desire to become car owners in America. Soon Europe followed.

If the items on this list have something in common, then it means that none of the major inventions was born by one genius or one inventor. Each invention was constructed on the basis of previous designs, and the person normally associated with the invention is generally those who have made it commercially viable. It's the same with a light bulb. The light bulb itself works by transferring electricity through a wiring with high resistance. Excess energy, generated by the resistance, spreads like heat and light. In a glass bulb, the filament is contained in a vacuum or an inert gas, which prevents ignition. One probably thinks that Thomas Edison invented the light bulb, but in the 1870s dozens of other people worked on this idea, and Edison among them with his incandescent lamp. Joseph Swan worked on it in the UK, and both inventors joined forces and formed one Edison company.

In Russia, the first engineers appeared thanks to Peter the Great, who sent talented young people to study engineering profession abroad. Peter the Great was the one to understand that to become a good engineer one needed to have high intellectual abilities, and for this, perseverance in solving problems was necessary. Also a person was to be interested in applying physics and

mathematics for the needs of people, in studying the cases of certain regularities of certain physical or mathematical phenomena, study them and use them in his inventions and innovations.

One can't but remember some of the world's great engineers who have made an organic contribution to the development of science and society. For example, the German engineer Konrad Zuse created the first truly working computer and the first high-level programming language. Zuse was educated at the Berlin Higher Technical School in Charlottenburg. His company built computers, the name of each of which began with a capital Z. He also managed to invent the first computer with a memory on magnetic media.

Or, for example, the German engineer Rudolf Diesel was the first inventor of a diesel engine. But, unfortunately, patent processes significantly damaged Rudolph's health. He died on September 29, 1913 in the city of the English Channel. The German housewife Melitta Benz invented a paper filter for coffee and became the founder of the company "M.Benz". Her family organized the production and sale of filters for coffee. It was their family business. The Russian inventor Igor Ivanovich Sikorsky designed and built his first two aircrafts, which could take off. And Sikorsky's machines were mainly used for military purposes.

The development of communication technologies has increased the usefulness and effectiveness of the sphere as a whole since the time Samuel Morse invented the electric telegraph in 1836. The Bell's phone essentially repeated and improved this idea, providing people with voice communication over copper wire, in contrast to the purely text signals prescribed by Morse code. These methods of communication worked from point to point and required an extensive infrastructure of wires for functioning.

Today, speaking about the highest peak of engineering thought we refer to computer, a machine that takes information, manipulates it in some way and provides new information. Run by experienced programmers, they can give out incredible things producing required information and complex mathematical calculations. Some of the advanced military aircraft cannot fly without permanent computer adjustments in the control process. Computers produce sequencing of the human genome, allow people to launch spacecraft into orbit, control medical equipment and allow them to enjoy movies and video games. The modern computer proves that it has not been created by a single inventor, although the ideas of the British mathematician Alan Turing were considered highly important in the field of computer technology. Mechanical computing devices existed in the 1800s while the electronic computers appeared only in the 20th century.

A network of computers covering the entire planet, the Internet, allows people to access virtually any information located anywhere in the world at any one time. Its impact on business, communication, economics, entertainment and even politics cannot be overestimated. Perhaps the Internet has not changed the world in the same way as a plow, but its significance is universally acknowledged. Firstly the network of connections between computers was intended for military and scientific research. By the end of the 1970s, scientists created a single protocol, TCP / IP, which allowed computers of any network to communicate with computers of another network. This was, in fact, was the birth of the Internet, but it took 10 or more years before the networks became truly global. The Internet is such a powerful invention that people are sometimes getting scared of the effects that it has on the world today. The ability to distribute and efficiently rearrange information is accelerated with time. At the same time, some fear that the dependence on communication, work, games and business on the Internet can't but have some negative effect on the life of people which is thought to be one of the problems of today.

Nevertheless, the modern world can hardly be imagined without innovations, inventions, modern machine-tools and mechanisms. A professional of the 21st century can hardly live without nanotechnologies and robotized equipment, not speaking of mobile phones, computers, unmanned cars, high-tech means of communication and other digital gadgets. And this scientific and technological progress can hardly be achieved without engineering ideas and people who implement these ideas into life.

In our time, this profession is greatly versatile and has both advantages and disadvantages is determined by a certain sphere of activity. The advantage of engineering professions is represented by a high demand for competent specialists, career growth, financial reward, ability to translate the idea into reality. The disadvantage of this profession can be attributed to the complexity of training, high responsibility, the necessity to connect theory and practice.

In conclusion we would like to stress that the profession of an engineer has not been losing attraction for many decades and will not lose it in the future. The engineering specialists provide the production of material wealth, advance technology and every day improve the life of people. Despite the fact that this profession has its pluses and minuses, it allows one to fully realize the creative potential of people with a technical mindset and at the same time increase the welfare of society. Let not all engineers become Leonardo da Vinci of his time, but it is in their power to make the world a little more perfect. Therefore we are sure that the engineering profession will be respected and required.

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THE PROBLEMS OF JOURNALISTS IN THE 21-ST CENTURY

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In the dictionaries the word "journalism" is defined as a public activity on collection, processing and periodic dissemination of relevant social information (through print, radio, television, movies, etc.). Another meaning of the word – it is a system of enterprises and funds for collection and delivery of all kinds of information: editorial, television and radio companies, information agencies and their production and technical facilities. This term also refers to the products of journalistic activities, such as: works, articles make, other publications which are used for compiling newspapers and magazines; radio and television materials. Finally, journalism is a so-called certain industry of scientific knowledge and education [1, 31].

The concept of "journalism" doesn't mix with others similar to it in content, such as "print" and "press", which represent only a separate branch of journalism for example, radio. It also does not coincide with the concept of "media". In Federal Russian Law "On mass media", media is understood as periodically printed publication, radio, television, video program, newsreel program, and other forms of spreading mass information. Mass information in itself is interpreted as the one intended for an unlimited circle of persons renting, audio-, audiovisual and other messages and materials. The so-called journalism in sociology, political science, law is not judged from the point of view of its professional and creative components. The attention is focused on the public value of replicated information. Thus, the media acts as a carrier of the content of journalism.

The journalism of the 21-st century is dynamically developing which is conditioned by the rapidly changing developments and achievements of modern

life. The Internet, political and economic interdependence of different countries, globalization of world problems and the problems of ecology, war collisions contributed greatly to the understanding of the idea of modern journalist profession. Dynamic processes of modern journalism have affected almost all the countries of the world. Press, radio, television and various media literally burst into people's homes. In a relatively short period of time, journalism has progressed considerably in its development. Now, a person needs to have only a mobile phone to be in the center of all news to receive, process and disseminate information. Technically a great progress has been made. On the other side, modern journalism is not much different from what it was decades and even centuries ago, since the profession always underwent the pressure and dictatorship of authorities. There were always attempts to strangle and silence the "true word". Things have changed little since then. Nowadays as it is reported by international statistics, the profession of a journalist is on the third place of unnatural mortality and each potential author is aware of all possible risks of the profession. Everyone knows about high-profile murder cases or insults of the members of the media. As a result, not every journalist dares to go against the system and stay on the side of truth. The problems of journalism are becoming more serious, when there comes pressure on families, relatives or friends. It often happens that in such cases the truth and human rights retreat into the background.

An experienced and talented journalist is a pungent writer, who is capable to describe a terrible picture of modernity with a few words or exact phrase. Such journalists are being hunted, silenced and forced to produce quite a certain information. Many of the professionals cannot stand it and it leads to a considerable number of alcoholically-dependent and chronically-ill people in the profession. It is worth noting that a journalist of a hundred years ago and of today is a professional writer balancing on the tightrope, a tightrope walker who risks having the perils of obtaining and presenting true information to people.

Are independent media preserved today? Unlikely. Since the emergence of journalism in the middle ages and its further development in following years the authors have been forced to reckon with the opinion of patrons, management and superiors. Those who opposed the views established by the above authorities are known to millions of people, but very few of them lived a long and happy life. Many of the last and previous contemporaries came to a tragic end if they refused to support the policy of politicians or oligarchs. Even banal themes of sport or culture can cause the collapse of a career, if the journalists do not obey the directions made by influential people.

The problems of new generation journalists are determined by their dependence on the whole clan of oligarchs, political parties or separate groups

of people who prefer to have "their" newspaper or radio- and tv-channels through which it is easier to impose their thoughts and ideas on people and create a needed positive or negative image. This truth is universally acknowledged. And this is the main problem of 21-st century journalists – to have an opportunity to speak frankly and openly about different drawbacks and disadvantages of the society no matter how cruel and dishonest they may be. But while the journalists are devoid this the situation in the country will never change. The powerful and dictating pressure from the above will never contribute to the democratic and progressive development of the society. And this is the problem the journalists are to deal with and solve.

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УДК 33

**WASTE DISPOSAL AS ONE OF THE MOST
URGENT PROBLEMS OF TODAY**

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The problems of ecology are one of the most acute problems of the modern world. People have polluted the environment so much, that it is almost impossible to eliminate the imminent ecological catastrophe. Yet, one can try to soften the blow, not let it progress. The most basic and most topical issue of today is the problem of waste disposal.

Word Web defines "waste disposal" as a "unit for getting rid of and destroying or storing used, damaged or other unwanted industrial, agricultural or domestic products and substances. " Waste disposal is therefore a systematic action for managing waste from its origin to its final disposal. As waste disposal involves a great number of processes such as collection, transportation, dumping, recycling of waste products there are lots of problems associated with the daily activity of people. In the article we would like to draw the attention to one of them, mainly the ecological education of people and making them be aware harmful effect of polluting wastes.

Most people think little about what happens to their refuse, and almost never think that waste disposal has economic, environmental, health, even

political ramifications. Every person, business, or organization must make decisions and take some responsibility regarding the management of their waste. To contribute to the eco-policy the producers, wholesalers, importers and retailers are to share responsibility for the collection, treatment, disposal and recycling of used products with an aim of cutting back and steering clear of the environmental impacts caused by such products. On a larger scale, government agencies at the local, state, and federal levels enact and enforce regulations governing waste management. These agencies also educate the public about proper waste management. In addition, local government agencies may provide disposal or recycling services, or they may hire or authorize private companies to perform those functions. But in our opinion it's the problem not only of the local and the state authorities but of every individual as well. And the policy would hardly be a success if an individual did not some responsibility regarding the management of his or her waste. Just think: North America hosts about 8% of the world's population, consumes one-third of the world's resources and produces about half the world's nonorganic garbage. In the U.S. the average person generates about 4.6 pounds of "garbage" daily.

Every day people throw tons of garbage, without asking how it can affect the environment. This leads to even greater problems, for example: the emergence of various diseases, the disappearance of certain species of marine and terrestrial animals. On the average, a person sends about 400 kilograms of waste to the landfill per year. Nowadays, the landfill site in Russia is so huge that if there was an opportunity to remove all this garbage, it would be possible to establish another country. And this country would be larger than Switzerland. Allocation of new territories for waste storage makes the problem more complicated. Urgent measures are to be taken to do away with this problem. It wouldn't be an exaggeration to say that very soon our whole world might turn into one big rubbish dump. In our opinion, it is necessary to carry out social advertising among the population. People should know what is happening with our planet. They need to understand what their actions lead to. Maybe then, before throwing a piece of paper on the lawn, someone will stop and say "What am I doing? That's not right. I'm destroying the planet".

A major breakthrough to prevent environmental problems is the installation of various garbage cans, namely for household waste, for paper, for glass and for plastic. This greatly simplifies the process of waste processing, which means that the utilization will be much faster and more productive. But unfortunately, not all people sort the garbage, they throw it into old ordinary garbage cans. That's why the government needs to carry out ecological education of people to teach them do simple things which can reduce the harmful effects of poisoning them and the planet. For example: today, the main

way to get rid of waste is incineration. It provokes the release of the strongest poisonous substances, which gradually kill the ecology and people's health. Such factories do not bring profit or money, but only losses and dirt. Therefore, we believe that the creation of new waste recycling enterprises will be a huge step towards solving the problem of garbage disposal. Another way out is the use of recyclable materials. In our opinion, it's absurd to buy a new package every day in the store, instead of using the one you have. It's time to understand that packages, plastic bottles and much more are not a one-time product, they can all be re-used. After all, everyone deserves a second chance, even the garbage.

In conclusion, we would like to stress, that the problem of garbage disposal is the most urgent problem of our time. People should understand that our planet is not eternal, and that its condition depends only on them. We must protect the environment, not to pollute it. Our children and grandchildren will judge us from what we left them as a legacy. Do you want them to live on a shattered planet, breath air with chemicals, drink dirty water? Do you understand that they may not see a large number of diverse animals, birds and plants? Why do we punish them so severely? What are they to blame for? Just think about it. We still have time to fix it.

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FASHION TERMS IN PROVERBS IN MODERN ENGLISH

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Great Britain is a small, but very peculiar and interesting country for studying. It has different customs, mentality and culture. All this influences the language. Today English is becoming a truly international language. And idioms and sayings are a part not only of any language, but also a reflection of the attitude of an entire nation to certain situations. An attempt to understand this attitude is part of a profound study of the language, without which it is impossible to understand the peculiar characteristics of another nation.

English style in clothes is a universally recognized classic. For some, it may seem somewhat distant and hiding the individuality, but it is not so. The main characteristics of the style are strictness, laconicism, conservatism, practicality, quality, restraint, and all this together demonstrates the refinement and excellent taste of a person.

The sense of proportion that is characteristic of English people is manifested in everything: in color, decoration, quantity of accessories, etc. Self-expression by minimal means is one of the distinguishing features of this style.

From England came the English style in clothes, which later became simply «classic». Strict and elegant, it is preferred by gentlemen and business ladies. However, now England, and especially its large cities, is a complete mixture of styles, shapes and colors. The reason for this is a large number of visitors: tourists, workers, students, etc. All their preferences, including clothing, goes to the streets of the cities, find new admirers and dictate fashion.

Now the situation is that the city crowd in England isn't much different from the crowd in the street of any other European city. And yet, the true English, because of their mentality and deep respect for the traditions of their country, prefer the English classics. Modern English people manage to combine tradition and fashion trends, to show individuality and take into account all factors of the environment: from unpredictable English weather to the importance of the event. The English clearly share the output, a walk in the park or a hike to work. They often have an ironic attitude towards themselves, which gives rise to unthinkable attire at various festivals.

You can talk a lot about how people dress in England. However, in addition to the English style itself, the attitude of the English themselves to this clothing and the appearance of the person as a whole is of great interest. This attitude is very clearly reflected in the speech of the inhabitants of this country. There are many idioms, considering which one can better understand how the English look at the other person or on themselves.

«You cannot be too well dressed or too well educated», – Oscar Wilde said. He knew well how to make an indelible impression both with his paradoxical mind and his impressive, extravagant, and sometimes shocking appearance.

This aphorism is vivid example of how closely connected in the minds of the British people appearance of a person and the level of his education. In addition, this statement makes you think about what exactly manages a person when he puts on any clothes.

One of the proverbs that reflect the attitude of the entire British nation to such a trivial and necessary thing as a decent appearance is: «Good clothes open all doors». It has a Russian equivalent, but in the British version there is no

second part of the proverb that puts intellectual abilities above the appearance of a person. Obviously, representatives of English society quite have enough open doors, and then you can strengthen your reputation with tact and ability to elegant «small talk».

Based on this, it can be argued that «Clothes make the man». This idea was first formulated in the form of an aphorism by William Shakespeare. In the first act of «Hamlet», Polonius states: «The apparel oft proclaims the man». Interestingly, for many centuries, in various countries and cultures, from ancient Greece to medieval Japan and Britain during the time of Queen Elizabeth I, there existed so – called «sumptuarian laws». In other words, the laws on luxury, which regulated, including the appearance of a person, and his clothes. Thus, the cut and material of the outfit directly pointed to the social status of the person who wears this suit.

Fortunately, today fashion and requirements for appearance are more liberal than ever, therefore proverbs with the opposite meaning are relevant for the 21st century, for example: «Clothes Don't make the man», «The hood isn't the monk, nor the apparel the man», «It isn't the gay coat that makes the gentleman».

These statements have a similar meaning, which can be interpreted as follows: it is rather risky to rely solely on catchy clothes, wishing to throw dust in your eyes or seem more influential in the eyes of other people. The image of a person who is well – to – do and well – educated is formed, first of all, from manners, ability to hold conversation, education and erudition.

Nevertheless, the British Don't deny that «Fine feathers make fine birds». That is, psychologically, we are all dependent on the first glance, the first impression of a man, which is 70 % of our opinion of its appearance.

Unfortunately, the first impression can be deceptive: «Clothes may make the man, but his backbone grows from childhood», «It's not the clothes that count, but the thing is the clothes cover», «An ape's an ape, a varlet's a varlet, although they are clad in silk or scarlet». Under luxurious clothes you can hide the nature of a person, but you cannot change it. The English still place the inner world of a person higher than external data and manifestations of wealth.

On the other hand, clothes can really transform a person and thereby change the opinions of others about him. London dandies have formulated the exact conclusion: «Nine tailors make a man». In addition, as already mentioned above, the primary view is formed from the first impression, that is, from what a person sees – appearance.

Of course, saving on your outfit is a bad form. A bad quality of clothes automatically lowers your status in the eyes of others. The miser pays twice, or,

as the British would say: «No man can make a good coat with bad cloth» or «You cannot make a silk purse out of a sow's ear».

However, it is necessary to soberly assess their capabilities and reasonably manage their funds. This means that it isn't worth trying to occupy a higher position with the help of clothes. From the outside it will look, to put it mildly, ridiculous and, besides, it is very harmful for a purse. This idea was embodied in the following proverbs: «Cut your coat according to your cloth», «Stretch your arm no further than your sleeve will reach», «Stretch your legs according to (the length of) your coverlet». Act based on circumstances or available resources. Don't spend more than you can afford.

If in the 19th century nine tailors had to visit to collect a decent suit, it was better to start preparing for some important event in advance. Hence the following proverb: «Don't have thy cloak to make when it begins to rain». This is another reminder to the chronic procrastinators that it is better not to remember the important task at the last moment and try to execute it in agony and panic. And if someone has mentioned this expression to you in a conversation, humble yourself and accept criticism, in other words: «If the cap fits, wear it» or «If the shoe fits, wear it».

If you take it personally, then there is an objective reason for this. If someone's comment is objective, take it. Especially often this phrase is used in a situation where a person, offended by a negative response about him, complains to someone else, and his interlocutor demands to admit that the charge isn't groundless. If in the Russian equivalent of the proverb appears a cap («On the thief hat is burning»), in the English version it is «a dunce's cap» – a paper cone, which in the form of punishment was to be worn by a lazy student.

We should also mention other garments that are realities of British history and culture and appear in a number of proverbs. For example, «Never cast a clout till May be out». This statement is due to the fact that in May in ancient Greece, and later in Britain, May was considered an unlucky month, and superstition required not to wear new clothes until the end of the month to protect themselves from failures. On the other hand, clout (variants of writing – clowt, clowte, clout, clute) – is an analogue of warm outerwear. Thus, this proverb confirms the validity of proverbs about the unpredictability of British weather.

One of them is «From clogs to clogs is only three generations». In northern and western England, boots with thick wooden soles were traditional footwear of people engaged in heavy manual labor. It was in the county of Lancashire that the proverb appeared, which means that no matter how rich a man of the poorest origin, who has made his way into «people», his great – grandson will squander all the family capital and again find himself in poverty.

«Near is my kirtle, but nearer is my smock» or «Near is my shirt, but nearer is my skin». «Kirtle» is a jacket, jacket or a long woman's dress, and «smock» is a shirt that was worn like underwear. The bottom shirt was perceived literally as a «second skin», which is why it is always more valuable, meaningful and important for a person that it concerns him directly. Any person will always put their own well – being or the welfare of their loved ones above the problems and interests of strangers.

The famous English irony didn't bypass the proverbs: «Only the wearer knows where the shoe pinches». According to this expression, one can judge the attitude of the British to themselves, and to any other person. While no one knows about some shortcomings, roughness, inaccuracies, they cannot be mentioned

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ENVIRONMENTAL DESIGN FOR BLIND PEOPLE

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Visual impairment does not equate with complete loss of vision. In fact, according to the World Health Organization (WHO), 15.88% of people who are visually impaired, face total darkness or are blind. The remaining 84.12% have partial or residual vision, like color perception, light perception, movement or even form perception. They may be able to see in blurs or varying degrees of distortion, with literal blind spots in some areas. As you can see, there are many ways of having low vision, and it is not a binary between sight and darkness [3].

What is the design, and what are its objectives? The origins of this concept lie in the industrial revolution of the last century. Among people who do not come into contact with the professional activities of designers, the word "design" is the creation of an object, room or product packaging to attract buyers

and meet a person's aesthetic needs. In fact, this definition means something more.

In a broad sense, it is believed that design is not only to project external qualities of industrial products, but also to address social and technical problems, namely: the existence of people in the object environment, consumption, functioning of production.

Let's consider the first problem. The existence of people in the object environment is not difficult to understand. This is what surrounds a person, what he or she sees. However, there are always cases that do not fit the framework of everyday life. We raise the issue of the existence of people with disabilities, and more specifically – blind people. What is the design for blind people? First of all, it is so called universal design.

Universal design is a "big tent" term, encompassing more familiar methods such as accessibility and "barrier-free" design. If design is universal – meaning a design for everyone – it is, by definition, accessible. In the built environment, accessibility means designed spaces that meet the needs of people with a wide range of abilities, including those who are blind or who have limited vision and associated cognitive difficulties [1].

Making a private or public environment comfortable and functional for individuals who are blind or visually impaired is an important part of design that will benefit all users of a facility, whether it is a workplace, a museum, a senior center, or a home.

Creating facilities and programs and activities safe and accessible for older participants who are blind or visually impaired does not necessarily require a great deal of time, energy, or money. It is a matter of knowing the basics and planning for easy access during the initial design of the facility and its programs [2].

Here is a simple example – the design of packages. An important attribute of the design will not be a mottled picture or a sonorous inscription, but a form of the product, so that the consumer can distinguish the bottle of "Bonaqua" from "Sprite". Also on the boxes of the goods there may be engravings, convex symbols or emblem.

Another important issue is design of the urban landscape for the visually impaired. It is more difficult for people with disabilities to navigate in public spaces, as they have a different perception. In addition, they need more time to carry out any action, and in megacities, like Moscow, the pace of life is very high. One of the ideas for solving this problem is the design of asphalt, namely convex pedestrian crossings and a special tile with bulges in the metro. It is worth adding that this greatly simplifies life, since the blind feel the surrounding world not only with their hands, but also with their feet.

In this paper I pose the question: "How can environmental design serve to supplement the reality of people with disabilities?" One of the achievements of technology that ensures the exchange of information with a blind person is the Braille alphabet. The visually impaired can read with the aid of convex points. This is an extremely necessary method of adaptation, but, strange as it may seem, it is not popular among products offered in regular grocery stores. Walking along the shelves of the supermarket ask yourself the question: "How do blind people choose their products?" Now there are many home delivery services, but if a person wants to go out for groceries himself, he or she will face a number of problems. The simplest is the expiry date. Figures do not usually have bulges, except for hermetically sealed meat products, and canned ones. Thus, it will be very difficult to determine the shelf life of essential products. This problem should be faced by designers in the future, so that everyone is on an equal footing.

It is important to understand that people with blindness like exploring new places, go to the movies, music concerts, try out new restaurants and even indulge in adventure sports like racing, snowboarding, trekking, skydiving etc. They are excited or hindered by their surroundings, as anybody else. This predisposition primarily depends on the personality types of individuals. Some are extraverted, they do not want to spend their time alone inside their homes or controlled environments but proactively seek varied experience [3].

As a rule, people with visual impairment move with a white cane. There are three ways of moving:

- 1) Constant contact – when the cane is not torn from the surface;
- 2) Two touches or three touches – when a blind man strikes with his cane in time with his steps;
- 3) Diagonal tracking – when a person leads a cane along the wall.

So, the idea to simplify the orientation of blind people in public spaces can be concerned with the design of the metro interior, especially its walls? keeping in mind the third way of using the cane the blind use. In passages from one station to another an unofficial rule of pedestrians is applied. People always try to move keeping to the right side. Thus, it would be possible to face the walls with convex tiles that showed not only the direction, but with the Braille alphabet give some information as well, for example: "Ten meters are left before the escalator". Similar bulges can lead to a subway panel map, which could also be voluminous.

Thus, there are different ways to design for people with disabilities. Let's not forget that designers face the task of not only beautiful design, but also the most practical way of solving problems. The Russian Constitution provides for a definition of a social and democratic state, which means that conditions should

be created for the equal rights of all citizens. There is always where it seeks, and let the designers turn their eyes to people who need help.

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THE PLASTIC AGE

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Do you know that it is better to call our age "The age of polymers"? In our time, the topic of polymers, especially plastics and polyethylene, is relevant. We need to know about material that surrounds us everywhere. Without it we like without hands! However, most people do not even know what a polymer is, or just how widespread they are around us.

The term "polymer" is often used to imply the meaning of "plastic" or "resin". But, it is also used today in the plastics and composites industry. Polymers are high molecular compounds. The molecule of such a compound consists of several thousand atoms; the relative molecular weight exceeds 10,000 gr. These materials, polymers, have unique properties and each polymer can be one and only and used for individual purposes [3].

Polymers are high molecular substances, which consist of monomers, linked by special connections. The properties of polymers are defined not only by the molecular mass, but also by the chemical composition of the links, the spatial configuration of molecules, the degree of branching, the type of communications between molecules and the way polymers are produced. Polymers exist in various aggregate states: in the form of viscous liquid (lubricants, glues, varnishes, paints and sealants), in the form of elastic materials (rubbers, silicone, elastomers, foam rubber) and in the form of solid plastic

(polyethylene, polypropylene, polycarbonate, etc.). Synthetic polymers are usually obtained by polymerization, by polycondensation and by chemical reactions [4, с. 363].

The main advantages of polymers are chemical resistance, strength and elasticity, light weight, inexhaustible raw material base for their production, resistance to mechanical action, easy handling, easy gluing, welding, dielectricity, frictional properties. The main disadvantages are high coefficient of temperature expansion, poor thermal conductivity of plastics, spontaneous destruction of products, creep, low surface hardness, toxicity [1, с. 1-2].

Polymers can be natural or synthetic. For example, rubber is a natural material. It is extremely useful and people have used it thousands of years. Rubber is very stretchy. It consists of a molecular polymer chain created by Mother Nature. But polymers have not only excellent elasticity, they can also have additional properties. We can fine-tune the structure of the polymer to leverage the advantageous property.

The development of the modern construction industry requires the appearance of new materials, superior in its strength, elasticity, etc. We can classify polymeric materials as one of the most promising [5].

The modern economics is inconceivable without various polymers. Even we consist of natural polymers: proteins and polysaccharide. Production of polymers has commercially begun at the beginning of the 20th century. On the basis of celluloses ester nitrocellulose transparent films have been made, they are applied in cinema industry. Now polymers are used in all areas of production. Toys and building materials, implants, medicines, protective masks and glasses, furniture fabrics and fillers, natural leather, rubber, packaging materials, materials for the electrical and radio engineering industry, plastics with extreme properties (heat-resistant and frost-resistant, increased hardness, fireproof, etc.) are made from polymers. Polymers form a basis for production of composite materials [2, с.1].

The mankind lived in stone and bronze ages. The nineteenth century is often called the Iron Age. And our twenty-first century should become a century of chemistry, century of polymers and plastics. Every year we produce much more different types of plastics than aluminum, zinc, copper and other non-ferrous metals taken together. At the same time, about half of this quarter polyethylene and its closest "relative" – polypropylene, is the most widespread plastic in the world.

It is difficult to predict the development of chemistry of high molecular substances. It develops with a "cosmic" speed. Our century is called the century of space, nuclear physics and polymers. Polymerization is a method of producing substances. A lot of things are made in this field of science, but not

everything. We can only assume in what ways the further development of chemistry will go. The use of synthetic additives with natural molecular materials can lift our industry to new level. It will be widely adopted in chemical industry and economics.

High molecular compounds can replace metals completely. If we learn how to remake a structure of polymers, we will be able to get substances with various properties. In the future all metal parts of cars and planes can be replaced by light and strong high molecular compounds (polymers began to approach metals). Speaking about application of high molecular substances in science, technology and simple life, it is necessary to say about the use of polymers in biology and medicine. Their application in medicine is the most various (artificial internals, medicines, etc.). A metal or an alien material will never get accustomed in human body, unlike polymer, because the human consists of high molecular compounds. The artificial leather made of silicone can be “the future” to fight aging. And even more polymers can be produced and applied soon. With every year the chemistry of polymers will develop quicker [6].

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COLOUR PERCEPTION IN ENGLISH SPEAKING COUNTRIES

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The theme of this article is colours, or rather people's perception of colours, their associations with colours. Colours are very important for advertising. They influence people on the psychological level.

Red is a very powerful colour. It is the colour of love and hatred. For some people it is associated with hearts on Valentine's cards, for others it is the color of hot-blooded anger.

The hue's significance has a biological basis. Your face gets red when you are angry. The same happens with your face when you are embarrassed or in love. Sometimes red triggers surprising behavior. Drivers behave faster and more aggressively if their car is blocked by a red car.

Color perception is largely a matter of geography. In China red is the color of luck and happiness. Brides wear it on their most important day.

Scarlet red is the iconic color of Christian Louboutin shoes. Scarlet gowns are worn at the Oscars. Wearing red turns heads.

A professor of the University of South Brittany asked a group of women to wear red, pink and brown lipstick while sitting at a bar. The research showed that men approached women wearing red lipstick more often. It made faces look more feminine.

The second interesting color is black. Some people perceive black as a boring color. For others it is a brave color. The perception of black has evolved greatly with time. We all know that black is a color of mourning and sadness. However trends come and go, but black is always in fashion.

We suppose black is very powerful and magical. There is no real replacement for black. The Chanel little black dress will always be very popular [5, p.24].

Today there are a couple of things in the black color in the wardrobe of every person. Black is unbeatable. Black can hide your weight; it can emphasize your beauty [5, p.34]. It suits everyone. It is an ideal colour to wear.

There are several reasons why black is an ideal color. Black never goes out of fashion. It does not let people around you know whether your clothes are expensive or cheap. Also it flatters every skin tone.

But the perception of black has not always been the same. For some people black is the color of satanic sects and rock bands, for others it is the color of high fashion.

In the past young girls used to wear pastel colors such as sky blue, peach yellow, cotton candy pink, sunshine yellow. Now more and more girls are wearing black. It is very trendy now.

Black is often perceived as the color of evil spirits, scary and depressing. At the same time black is a color of elegance and chic. Stylish clothing is often designed in black, from formal black tie outfits to sexy black gowns.

Black combined with other colors can have a very powerful effect. This color can fit in any design. It adds contrast and makes other colors stand out. Black color is absence of all light.

We all use the black color at different times of our lives, in one way or another, to hide from the world around us. Some of us use it to hide our weight, while others use it to hide emotions and fears. Black is actually not a colour, as it reflects no light. So as we can see this “color” takes many interpretations. No other colour does this.

Black has been associated with mourning since the Roman times. The Romans wore black togas and did not wash their hair and bodies. They also allowed their hair and beard to grow as a sign of sadness.

During the worst of the English civil war, there were large outdoor cauldrons or huge pots in which clothes were dyed black for mourning.

The person who really epitomized black as the colour of mourning was Queen Victoria. She wore black for forty years from the death of Prince Albert in 1861 until the day she died in 1901. She generated the monumental cult of mourning.

For Victorian women there were strict mourning rules: if your husband died you wore full mourning for two years, whereas for an aunt you wore half-mourning, which allowed such colours as lavender and grey for three months.

The First World War changed the perception of black. It happened because thousands of soldiers died every day. The rules of mourning relaxed. This made it acceptable for women to appear in public wearing black.

Black was given a new boost by Coco Chanel in the 1920s. She created the little black dress. It was a new "uniform for all women of taste" [5, p.124].

If we look through the reports on fashion trends for the last seven years we shall see how popular black is:

1. Autumn/Winter 2010. "There was nothing exciting and new as far as dresses were concerned on the fall /winter 2010 runways. Dresses and skirts came mainly in the usual black and brown staples" [1, p.1].

2. Spring 2012. "Scorching red, vivid yellow and orange, elegant white and black – these colors will make you look special" [2, p.2].

3. Fall 2012. "The color combination of the season is most definitely all about black and navy blue [3, p.1]".

4. Spring 2013. "Black & White! This iconic color palette is the highlight of fashion for spring/summer 2013. Louis Vuitton kicked off the trend when they featured their insanely gorgeous collection of high-graphic black and white shift dresses" [4, p.1].

5. Fall/Winter 2014-2015. Black is dominant again. "Ethereal black and white interpretations also manage to hold their dominance, coming with some fresh and absolutely innovative interpretations. Despite the fact that the proportions of black and white were comparatively smaller in the overall range of interpretations, still there were such lines, where black and white had the evident dominance over all the other alternatives" [6, p.1].

6. "From shining silver to deep red pink and yellow fall marks the return of color" [8, c.1].

There are many color idioms in English. "To be shown the red card" means to be dismissed from a job.

"To be in the red" means to be in debt. "A red herring" is an unimportant matter that attracts attention from the main subject. "Catch someone red-handed" means to catch someone in the act of committing a crime.

"Black and white" means to think of everything or judge everything as either good or bad. "This is not a black and white world".

"Black as night" means very dark.

"To black out" means to lose consciousness.

When you are "a black sheep of the family" or of your class, you do not fit in. This idiom means you are an embarrassment to a family or a class.

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ANATOMICAL AND FUNCTIONAL GROUNDS FOR IMPROVING INNER SHAPE DESIGN OF WOMEN'S HIGH-HEELED SHOES

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The history of footwear is more than one millennium. Footwear protected foot from external influences at all times and also facilitated the movement and work of the person. The need in footwear has arisen in primitive time. Process of its production developed quite intensively.

The appearance of footwear changed depending on climatic, social, cultural, national and historical peculiarities. Earlier footwear reflected the status of the person in society. Looking at it was possible to tell what class the person belongs. Wealthy people could afford expensive footwear made of leather, expensive fabrics: velvet, satin, silk, decorated gemstones with satin ribbons and bows, silk embroidery and gold threads [1, p.15].

In the modern world it is difficult to imagine our life without quality and comfortable footwear. Lately there have been many changes connected with technology and production of footwear. The main and important criterion of its quality is comfort determined by a proper correlation of shape and sizes of foot which forms intra shoe space. The comfort of footwear defines the general condition of the person and influences his working capacity. Creation of ergonomic footwear of any kind and its purpose is an important problem which depends on the solution of necessary tasks in the field of technology, designing and science of materials [2, p.32].

Modern shoes are characterized by a huge variety of design features. Despite the negative impact of some of the fashion trends in shoes and constant criticism of it by orthopedic doctors and other specialists, they are considered one of the main factors contributing to the emergence of irrational shoes.

The person wears shoes during the whole day, so the problem of preventing the negative impact of irrational footwear on the status and development of the foot is very important. It is necessary to consider the evaluation and control of shoes conformity to ergonomic requirements. However, ergonomic assessment of structures is difficult because of the lack of science-based methodological approaches to study of footwear influence on functional condition of foot. Modern fashion shoe trends indicate persistent popularity of shoes with high and very high heels to increase comfort of shoes we must have required such conditions the locomotor apparatus of man functioning, which would ensure the normal operation of its elements and the whole organism.

The foot is experiencing the greatest burden from the plantar surface. Significant criterion of shoe comfort is distribution of dynamic pressure on the plantar surface of the foot. That`s why we should consider work of system "foot-footwear-supporting surface" for appropriate values of shoes comfort.

Problems arising from the use of shoes with high heels are complex: some of them are the direct result of the position of foot during standing or walking and doesn`t depend on the design of the shoe, while others can be reduced or almost completely eliminated by the development of such a form of shoes footprint so that pressure foot on different parts of the support is distributed evenly and the pressure ratio between the back, middle and front parts of feet in shoes with heels of different heights approaches to the ratio of the pressure of shoes on the rational heel height [2, p.182].

Today there is a vast theoretical and practical material that determines the basis for the design of the inner shapes of footwear, methods of obtaining anthropometric information and data with the help of digital and information technologies. V.A. Fukin developed the geometric design of the shoes image with different elevation of the heel part, in particular, its frontal projection in a coordinate-digital foot model.

The problem of creating health-preserving high-heeled shoes requires the study of the loads effects transmitted to the human body and foot while walking. In this regard, the most effective is 3D-modeling, which allows to view the virtual model of the product in all necessary projections without additional constructions. 3D-model represents a realistic type of the product, and can create several options and choose the most suitable from the standpoint of fashion trends and indicators comfort of support. The ability to store virtual prototyping of lasts and their shoes designs, allows to browse, select and change any options for their improvement. It meets modern requirements, which are ensuring prompt response to new technology introduction, progressing in all spheres of human activities [3, p.97].

Theoretical and experimental studies are aimed at assessing the distribution of plantar pressure and choice of the most rational ones to enhance support of comfortability women's high-heeled shoes.

If we speak about the popularity of such footwear, the high-heeled shoes became an integral part of the wardrobe of most women, regardless of their social status. The high-heeled shoes acted as a symbol of elegance, sexuality and dignity throughout its history. The women's movement becomes easier and more elegant, and the image becomes stylish and attractive with the help of high-heeled shoes. While today's version is worn for fashion purposes only, precursors to the high heel did have functional value, however that did not necessarily stop them being indicators of social status of a woman [4, p.25].

The quality of footwear directly depends on the materials used for its production. Now the market of materials is quite various.

It is possible to find footwear made of genuine and imitation leather, fabrics, felt, rubber, fur. Everything depends on the model of footwear and its purpose - season, age, style. The most preferable material for the production of quality footwear is leather. Leather is very popular and in great demand now. It is elastic and strong, eco-friendly, has high hygienic properties and durable. Hides of large and small cattle is used for its production.

Depending on its purpose the way of processing, manufacture and tanning genuine leather can be divided into: suede, patent leather, velvet, nubuck.

The most favorable option considering price and quality is cow hide which is widely used for the production of footwear. Such material is strong enough and goods from such leather have noble appearance.

Box calf is strong and soft. It is very gentle and nice to touch. Buckskin is rather popular and in great demand. It has all necessary qualities: durability, wear resistance and heat conductivity. Models from such skin are very expensive, but qualitative and convenient. Corvine suede is also in great demand. Fashion shoes from such leather will last for a long time.

There are also such types of leather as skins of exotic animals. Products from skins of reptiles are attractive in pattern and highly appreciated.

Crocodile skin is the heaviest reptile skin. It is also very durable and can't be compared with other types.

We can list the main types of this class:

1. Skin of an alligator – the most expensive option, is used only to produce lux and exclusive goods which have no analogs, therefore ideal for the manufacture of women's high-heeled shoes.

2. Skin of a crocodile can be referred to average price category. We can meet it more often than skin of an alligator.

3. Skin of a caiman is the cheapest in this group. It is rigid which is unusual for other types and lower in quality and term of its use.

Snake skins also belongs to a premium class; however, they are a little cheaper. This skin is used for production of exclusive models differing in design originality and informal approach. Such skin is very soft and nice to touch. Products from the snake skin aren't suitable for everyday life, are for festive and special events where influential members of society gather.

Shoes made of lizard skin are an unusual product. Manufactures usually use the iguana's skin, which are considered large enough lizards and reach several meters in length. Their skin resembles the skin of a crocodile, but with a finer texture. Shoes made of iguana skin are quite strong and soft. They have a wide variety of colors and look very impressive.

Skin of birds, for example an ostrich can also be used for footwear. Ostrich's skin has good elasticity that allows to use it for making comfortable footwear. This material differs in dimensions and a certain texture which reminds skin of a chicken because of pores on the top layer. Ostriches are grown up on specially equipped farms under special conditions. Footwear from an ostrich is nice in wearing because of its softness.

Footwear models from skins of fish are considered as rather unusual products. Leather of fish is very beautiful, but is still not too spread because of its subtlety [5, p.88].

Materials such as the skin of exotic animals are new on the leather market and footwear industry, but perfectly suited for the manufacture of women's high-heeled shoes, since look magnificent in wearing.

Given the correct parameters in the design, 3D-modeling and selection of materials in the manufacture of women`s with high-heeled shoes can improve the quality and ergonomic properties, in particular, the indicators support of comfortability of shoes.

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TEXTILE AND APPAREL INDUSTRY IN CHINA AND INDIA

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China has the largest textile production and export industry in the world. The industry is a key player in the Chinese national economy and the international textile market as a whole. For the past several years, despite volatile economic conditions from 2008-2011, the market shares of Chinese textiles in clothes in the European Union, the United States and Japan steadily increased. Years later, China's textile industry was experiencing declining growth. The growth dropped by 6.4 percent in 2015 compared with 2014. China attributes this decrease in industry growth both to declining overseas orders and to labor as well as to rising costs. Increasing labor costs have, to some extent, undermined the international competitive advantage of the Chinese textile industry. This has led to the growth of textile and apparel exports in other Asian countries.

Chinese textile industry has committed to improving basic research and development projects and to bolstering technical innovations. As a result, the Chinese technical textile industry has experienced rapid growth over the past decade, growing at a much faster rate compared to the whole textile industry. This industry developed relatively late in China, however, companies focused in technical textiles are growing quickly by improving their technology. With significant support from the central government, many Chinese producers in the industry are now seeking to produce high end, high value-added products [6].

Textile and apparel industry in China consists of three main sectors: textile, apparel and related services. The first sector includes three other subsectors: fibers, yarns, fabrics. China produces two types of fibers: industrial and non-industrial. As for yarn, there are three types of it in China: man-made, natural and synthetic. There are also woven and non-woven knitted fabrics.

Apparel sector produces apparel finished products, non-apparel products and accessories. It consists of clothes for men, women and children. There are also technical and household products in this sector.

Printing and dyeing, processing, design and development, logistics and distribution, wholesale and retail also exist in China. They are called related services.

China's Gross Domestic Product (GDP) has been rising lately. Since 2010 to last year it grew by 84%. The average growth of China's GDP is 14% per year. In 2015 the production value of textile industry accounted for 7% of

China's GDP. [2] Textile industry is one fifth of the whole tertiary industry of China, which in turn takes forty-six percent of the total industrial capacity.

China's textile industry is a world beater, accounting for over 60% of the world chemical and synthetic fiber production. Cotton production is lower, but still large, at over 20% of the global total, ranking only behind India in 2016. The trend, however, is downwards as China is caught between rising domestic costs, persistent technical and distribution advantages elsewhere. [1]

China is the world's largest and biggest textile cloth manufacturers and exporters and contribute 7% of China's GDP. There are six main sub industry sectors in China. Why is global textile industry moving to China? Because of low costs based on cheap labor, area, government policy, large domestic consumer market place and easily found human resources. Most of small and medium size factories are located in Quanzhou city near Xiamen of Fujian province and Guangdong states of China which can meet the demands of the whole apparel industry.

In 2014 China made more than 100 million shirts for different brands across the world, with total turnover of \$1.3 billion. Every second, eight shirts can be produced in an Esquel factory [4].

The Indian Textile Industry contributes approximately 2 per cent to India's Gross Domestic Product, 10 per cent of manufacturing production and 14 per cent to overall Index of Industrial Production (IIP) [8].

The Indian textile industry is one of the oldest industries in the country and represents a sectoral complex. There is a form of production with manual spinning and manual fabric production at one end of the spectrum, and the main modern, modernized factory sector on the other end, between them there are the sectors of decentralized powerful weaving and spinning looms. This organized sector is an "island of skill" using equipment based on modernized information technologies and equipment with ERP \ SAP systems, which is unrivaled in the world.

The specific configuration of fibers in the textile industry includes virtually all types of textile fibers from natural ones such as cotton, jute, silk and wool, to synthetic / synthetic fibers such as polyester, viscose, nylon, acrylic, polypropylene and numerous mixtures of these fibers and yarn.

The diverse structure of the textile industry, closely connected with our ancient culture and traditions, provides a unique opportunity to carry out production using the latest achievements of technology and design possibilities, products of a wide range that meet various tastes and preferences of the consumer, both in our country and abroad.

Perhaps this is the only industry in India, which is self-sufficient and complete in the production chain from the raw material to the final receipt of finished products, for example, clothing.

The Indian textile industry occupies a significant place, both in the Indian economy and in the international textile economy. Its contribution to the economy of India is manifested in the production of industrial goods, employment of the population and the receipt of foreign currency.

According to the official data, the worldwide market for textiles and apparel exports in 2016 stood at \$714 billion [7].

India takes the second place at the global textile market - \$120 billion

In 2016, the largest apparel exporting nations were China (\$161 billion), Bangladesh (\$28 billion), Vietnam (\$25 billion), India (\$18 billion), Hong Kong (\$16 billion), Turkey (\$15 billion) and Indonesia (\$7 billion).

This industry also makes a significant contribution to the world production of textile fibers and yarn, including jute. In the world of textile scenario, the Indian textile industry is the largest jute producer, it ranks second in silk production, the third - in the production of cotton and cellulose fiber / yarn and the fifth place in the production of synthetic fiber / yarn.

The ITFM study also showed that the Indian textile industry has advantages over other major textile producing countries relative to the cost of raw materials and labor costs in the production of various types of textile products.

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PROJECTING MODERN COLLECTION OF CLOTHES USING NATIONAL GEORGIAN COSTUME

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The modern society has spacious framework for new fashion clothing. The designers are looking for new technology, new construction of clothing, new shapes for the fashion ideas to meet the demand of a modern buyer. Each day new fashion collection or fashion ideas try to surprise people. At present women can wear men`s wear and conversely, because the women adopt men`s elements of clothing and men`s fashion adopt women`s elements; it is very popular to use national motives and details. The national character of different countries can make a strong impression on us and can give food for thought. Clothing shows us the history of a specific nation, its traditions and beliefs. The national dress can help us find common features in clothing of different countries and show national features that are different from our own. The old national clothing has many important elements, each detail in historic suit has a meaning. Old methods of production of clothing can be used in modern fashion with some transformations [1, p.10; 3, p. 6].

Russia has many nationalities on its territory. At present the ethnic clothing is in great demand in the Russia Federation, because more nations want to show historical clothing of people. The marketing research shows that Georgian clothing will be popular in Russia, because many Georgian people live there. The informal resources say that of the number of Georgians in Russia exceed the census data by 4 times.

The Georgian national clothes are a symbol of different cultures, as well as testament to the aesthetic qualities of national craftsmanship. Georgia unites some of the most ancient ethnic groups. The first union of tribes in the history of Georgia was recorded in eastern literature at the end of the 2nd millennium BC. Georgia consists of many small ethnic groups, for example, Ajaria, Megrelia, Kartli, Havsury and etc. Each ethnic group in Georgia can have its own history and they may differ in costume, but have some elements in common [2, p.153].

The traditional costumes in Georgia were formed by the influence of nature and way of life in this country. Every man was a warrior, a farmer and a shepherd at the same time. That`s why national men`s costumes were comfortable and warm.

The Georgian folk clothes are characterized by great differentiation and a high degree of adaptation to working and living conditions. They vary according

to sex, age, marital status, class, class affiliation and profession. They were divided into upper, underwear, seasonal, working, every day, home, festive, marching, road, ritual, etc.

The ethnic groups differed, first of all, in terms of linguistic characteristics, customs in everyday life and costumes. Each ethnic group has its own ideas about clothes. This is caused not only by aesthetic, but also by functional, ergonomic and hygienic requirements [3, p. 57].

Since the population of Georgia could be located both on the mountain surface, and focus on life in the city, the difference between the costume could be very different. The costume of the people living in towns was more expensive and differed in originality of design ideas, quality of cut, accuracy of technological processing. For example, they can make clothing with full lining or partial lining, use furs on the front part of jacket or they could have embroidery in some places of the costumes.

The costume of the population of the mountainous region, as Khevsuri or Racha, was rich in decorative and finishing elements and looked simpler in design, but very complicated from the technological point of view. Women belonging to the ethnographic group "Khevsureti", from early childhood could create the outerwear for their future husband. They could not only design clothes but sew, they made embroidery with contrasting threads or stones, which eventually created an ornament or pattern. This pattern could be on the neckline of dress, armholes of dress or this pattern could take the full front or back part of the dress.

In other regions of Georgia, clothes were made in dark colors and had strict silhouette. One type of Georgian men's clothing should be considered a suit of an adjacent silhouette with a collar-stand, loose-fitting sleeves and loose shape of trousers.

The Georgian historical men's suit was multilayered and had strict forms. On the basis of the ancient Georgian apparel, the main type of the male suit was dress "kaba". This men`s dress was outdoor clothing for the nobility, it had a fitted silhouette, made of silk fabric. These kabas (dresses) were long or reaching the knees, they were gathered at the waist and had wide sleeves. The dress had a hem, adorned with a thin, pleated string and a velvet edge. The sleeves of the dress were longer than usual and had rounded or pointed cuffs, which covered the upper part hand. The sleeves had a lining of a valuable fabric, as the hand seldom thrust through the false sleeves the cuffs were often up on the shoulders. Noblemen and merchants usually wore dresses with cuffs. The most principal adornment of the dress was a silver belt or a girdle, made of a valuable fabric.

Another kind of male costume was "chokha-akhaluhi". Chokha is the most interesting and iconic Georgian piece of clothing. It is made of wool (black, gray, white, blue, red or brown fabric), it has long sleeves and laps, and it must have a belt. In this set of clothes the "chokha" was like a jacket without a collar or with a hood, with pleats on the waist seam, long to knees. The winter chokha was made of a thicker fabric. Camel wool is thin, soft and was used to make the best chokha for young people. The white wedding chokha was also made from high quality fabrics. The edges had chaparishes (a patterned line) sewn by inside and outside stitches.

The centuries-old Chokha is in fashion at the moment. Particularly, in today's Georgia it has become more and more popular for sport, at religious ceremonies like weddings and funerals and political events. The men's type of clothes like "akhaluhi" is a tightly fitting kind of men's clothing, in the form of a caftan with a high stand-up collar and cuffs. This type of clothing was widespread in many variations.

Cartridge cases are necessary accessories of the chokha. They are long, tube-like containers which are sewn on the chest piece of the chokha. In the times of ancestors, gun powder for one shot was kept in them and later it became a kind of adornment for the chokha. Particular attention and craftsmanship was paid to highlighting the edges of these cases. Such materials as horns, ivory, silver, gold, and jet were used to decorate the edges of the casings. Silver belts and silver sheaths with daggers were worn on a man's belt. Belts were made with a combination of materials such as precious metals, leather and fabric.

The Georgian historical women's dress had also multilayered forms. The women were a suit named "Kartuli kaba". This dress was widely spread in Western Georgia and became a national type of Georgian women's clothing with the exception of some mountainous parts. The suit "Kartuli kaba" consisted of a long dress with a seam around the waist, with a narrow bodice, a wide skirt, an embroidered belt, an inset bib and sleeves, pantaloons, a long shirt, stockings and various leather shoes. There were two kinds of dresses; one had a seam on the waist, and the other had a seam at the back, the front part of this dress (skirt) was not stitched. These two parts were joined by the embroidery and a two-branch girdle adorned with precious stones. The long and wide girdle fell down on the front of the dress. Some of dresses had the back section of skirt longer than the front and this style was referred as a tailed dress.

Cuffs were not sewn on the dress and under the sleeves they were tied to woman's arms with strings and at the wrist they were fastened with hooks or silver buttons. The same materials were used for the dress and its elements; silk fabric thread gold and silver threads, precious and semi-precious stones. For adornment mostly, embroidery was used: plant ornaments – grape leaves, grape

bunches, bushels of wheat, and oak leaves. Their adornment and ornamentation, and the color sets were the same or matching the dress which points to the Georgian masters` fine esthetic tastes.

While adorning a dress the age and social factors were taken into consideration which determined the quality of the material, color coordination and ornamentation. Younger women and girls chose lighter colored fabrics while older women preferred to wear darker colors. Wedding dresses were traditionally white.

Women also liked to wear headgear and decorations like kerchief, long scarf, tiaras, metal pins and buckle.

You can learn a lot from a close look at the Georgian headdress because it shows the characteristics of the whole Georgian nation. Georgia has many variation of headdresses.

Svanuri Kudi originated in the western Georgian region of Svaneti. Unlike other headwear, it is worn in every season. Svanuri Kudi comes in different colors which all have different meanings. Black signifies the underworld and tough times. A white hat embodies heaven and happiness. However the most popular headdress from Georgia is Kabalakhi. Both men and women choose to wear Kabalakhi. Kabalakhi has a slightly pointed hood with either long or short branches that enabled people to adapt and accessorize the hat to suit their own personal taste.

The social status of the person wearing a kabalakhi was determined by the fabric it was made from and adornments. Naturally, the kabalakhis worn by the aristocracy were richly ornamented and made of valuable fabrics.

The kabalakhis of the lower class were plain and less ornamented. Very thin broadcloth and a special kind of wool fabric tivtiki was used to make kabalakhis. Both ends and the hood of the kabalakhi were embroidered with gold and silver rolled and twisted treads. Kabalakhis differed in size, materials, colors, and adornments dependent on the sex, social class and style preferences of the person it was being made for. The way in which a kabalakhi was worn depended on the season, different styles and lengths were seen in summer and winter. Ensuing from the adornment and embroidery, a woman's kabalakhi was more embellished and ornamented [2, p.239].

The numerous invasions of the conquerors could not but leave their mark in the history of the Georgian costume. The warriors wore linen shirts, the length of which reached the level of the knees and covered their heads with leather hats. The tendency to wear long shirts and cover the head, maybe, came from the Arabs. The Ottoman Empire imposed a rule to tie the waist with a shawl, use toe-pointed shoes and narrow trousers.

Under the influence of European fashion, the Georgian costume was subject to changes that affected not only the costume, but also the culture and way of life. The elite of the Georgian society quickly adopted changes, this can't be said about simple people who didn't want to accept innovations and accepted changes with ardent discontent. The European culture brought its technology. The woolen socks that women made at home were replaced by shoes. Also in women's wardrobe appeared blouses, skirts, jackets. In the men's suit both trousers shapes and silhouette and constructive solution for jackets changed. At the same time, clothing has always continued to carry unifying ethnic solutions in a suit.

All of the information about the historical national Georgian clothes will allow us to find new solutions for the design of a new type of costume in modern fashion. Along with Georgian dances and food that are popular all over the world, Georgian national costume is also very original and interesting for studying, therefore, this suit is of increasing interest in society. Russia and Georgia have a long relationship between each other, so production of modern Georgian clothes in Russia fashion industry will be actual. Besides, there are many other Caucasian regions which have a similar suit [4, p.34; 5, p.66].

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**THE PROBLEM OF WOMEN'S PARTICIPATION IN POLITICS
(BASED ON A SOCIOLOGICAL SURVEY OF
SCHOOLCHILDREN)**

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At the turn of the 20th and 21st centuries, the role of women in politics increased dramatically. The election of women as presidents and heads of

government, and not just by ministers and members of parliament, is a sign of the times. However, as before, discussions continue in public opinion about whether a woman should engage in politics, and opinions expressed are very different. It seemed to interesting to the authors of this article to analyse the viewpoints of students and schoolchildren on this issue.

According to the article 19 of the Constitution of the Russian Federation, "man and woman have equal rights and freedoms and equal opportunities for their realization" (8, p. 47). The equal rights of men and women are conditioned by the UN Declaration on the elimination of discrimination against women (1967) [Cm.2] and the UN Convention "On the elimination of all forms of discrimination against women" (1979), which our country ratified in 1980 [Cm.4].

The issue of the political rights of women was put in 1791 in France by Olympia de Gouges, who in the "Declaration of the rights of woman and citizen" argued in favour of women's equal access to "public service, honors, social activities according to their abilities and based on their talents and virtues" [10, p 6]. Olympia de Gouges was convinced that "the contribution of women and men in public activities and their participation in management should be the same. If a woman performs heavy work on an equal footing, she should participate in the distribution of office appointments and all the other goods" [10, p 13].

Today women do not need to fight for granting them political rights. Russian legislation enshrines the equality of men and women. The participation of women in the legislative, executive and judicial authorities, as leaders of political parties and movements is now seen as a logical component. Women's awareness of the specifics of their interests leads to the activation of their participation in politics.

However, the representation of women and men in elected public authorities cannot be called proportional. According to the international ranking of equality (GenderGapIndex) for the year 2016 Russia occupies 75-th place among 136 countries [Cm.3].

Women's participation in the political process, their representation in the governing bodies of the country, is one of the critical areas of gender inequality. In the lower house of the Russian Parliament, the State Duma of the 7th convocation there are 61 women (13,6 percent), including 2 (33,3%) Deputy Chairman of the State Duma; in the Federation Council, 30 people (17,65%), including that they occupy the posts of Chairman and Deputy Chairman of the Federation Council and the Government of the Russian Federation – 3 (9,4%), including one Deputy Chairman of the RF Government, heads of constituent

entities of the Federation are 4 women (4.7 percent), leaders of political parties – 12 (9,12%) [Calculated for: 1; 5, p.269-274; 6; 7; 9].

We've conducted a sociological survey on "Women and politics through the eyes of students" in the course of which 62 students of 10-11 grades of the Lyceum № 1535, Moscow city, including 18 boys and 44 girls were interviewed. The survey was conducted among high school students who are now 16-17 years old and who in 1-2 years will be able to participate in elections.

On the survey question "Do you believe that women should be more involved in politics?" was positively answered by 44 respondents (70.9 per cent), including 12 boys and 32 girls. Among the arguments in favor of this point of view often expressed the opinion that it was the constitutional right of women, they can engage in politics as successfully as men ("enough examples of successful women's participation in politics", "there are many talented and educated women, able to hold public office and to perform his duties better than men", "in domestic policy, women are able to achieve the same success as men", "a woman can be in politics are not worse than men", the need for balance interests "look at the problem from the female point of view", "protect the women", "will be an alternative to men", will bring "a fresh perspective on life", "adds humanity to politics"), and this view is equally often expressed as young men and women. It should be noted that today's high school students believe that politics is an agender category and does not require a gender-based approach and the position of the candidate and his personal qualities. Active non-acceptance of women in politics was not expressed by both girls and boys.

6 boys and 11 girls (27,4%) found it difficult to answer this question. Only one girl (1,6%) opposed to the participation of women in politics, saying that "politics is not for women".

Admitting too few women in politics and it being harder for them to realise their political rights, high school students, however, answered negatively to the question on the necessity of introduction of quotas for women's representation in Parliament and government 34 respondents (54,8%), including 14 men (77.8 per cent) and 20 women (45.5 per cent), 14 girls (22,5%) were positive, 12 people (19.4 per cent) did not understand what that means or were undecided, including 4 boys (22,2%) and 8 women (18.2 per cent). This suggests that young people are not familiar with the political realities of modern Russia and, due to their age, yet do not understand the goals of introducing quotas for women's representation in the government.

A significant portion of modern women who have received higher education, focused on a career but it is also important for them to create a family, to have children. They strive for a balanced success at work and at home. A conscious rejection of family in favour of career is not typical for

Russian women. Consequently, we need to create conditions that will help them make a career in politics.

To the question "Do you think it is possible that in the near future, the Russian President will be a woman?", only 18 respondents (29%) answered positively, including 6 boys (33% of boys), 12 females (27.3% of girls), negatively - 38 respondents (61,3%), including 10 boys, 28 girls. Undecided – 6 people (9,6%) (2 boys, 4 girls). Thus, despite the understanding that women can and should exercise their right to participate in managing state affairs, the majority still does not believe that a woman can hold the office of President of the Russian Federation, 1 girl added, "unfortunately", and one believes that "a woman should not be a politician, at least at such a high position."

11 boys think it is possible in the future for them to vote in the presidential election for a woman ("you need to give them a chance", "why not", "I'm for equality"), against – 1, undecided – 6 boys. Among girls 30 (68,2%) would vote in the elections for woman, if they are satisfied with the programme and the personal qualities of the candidates ("we select the head of state not by gender but by political program", "if a woman's priorities are to govern the country, work in a governmental body, then why not, if she has all the required qualities, the woman is able to govern the country", "in our country there is more women, so she better understands the majority of the population", "give a chance", "if she's a worthy candidate," "if I like political program", "women have equal rights with men"). 2 voted against (2.3 per cent) ("I do not believe that a woman should go into politics", "I'm not going to vote in elections"), undecided – 12, and 5 noted that will choose not by gender, but depending on the program of the candidate and his/her personal qualities.

Students listed the qualities that should be possessed by women politicians. These include (in descending order of frequency of mention): education and competence (26 respondents, 41.9 percent, including 55.6% of boys and 36.3% girls), patience and balance (20 respondents, 32.3% of respondents, including 33.3% of boys and 31.8% of girls), realism, prudence, consistency (18, 29%, including 33.3% of boys and 27.2% of girls), the ability to persuade (18 respondents, 29%, including 22.2% of boys and 31.8% of girls), perseverance, commitment, rigidity, resistance (16, 25.8% of respondents, including 66.6% of boys and 9.1% of girls), charisma and charm (12, 19,3%, including 33.3% of boys and 9.1% of girls), independence, confidence (only 12 girls, i.e. 19.4% of the respondents or 27.3% of girls), organization and the ability to manage (only 10 girls, i.e. 16.1% of the respondents, or 22.7 percent of girls), the ability to take responsibility for their actions and for the fate of the state (only 8 girls, ie 12.9% of the respondents, or 18.2% of girls), diligence, straightforwardness, courage were named by 4 respondents (6.5 per cent),

honesty and patriotism were named by 2 respondents (3.2 per cent). 4 respondents (6.5 per cent) believe that women should have the same qualities as men.

It is noteworthy that many of the qualities which, in respondents' opinion, women politicians should have, are really "common": intelligence, education, poise, realism, the ability to persuade, to defend their point of view, responsibility, skill to manage. Unfortunately, this list had no place for humanity, kindness, peacefulness, diplomacy, i.e. typically female qualities. Therefore, according to high school students, a woman in Russia to take a responsible position should copy men's standards of behaviour, be strong, persistent and brave. Interestingly, only one of the respondents chose qualities such as honesty and patriotism.

Consequently, to successfully compete against men for power, a woman needs to be not too feminine and more endowed than men in order to be noticed.

When you reply to a closed question "which of the posts, can women successfully work and why?" high school students felt that women better show themselves on the posts of the Minister of Culture (64,5%), Minister of Education and Science (61,3%), Minister of Health and member of the Supreme Court (54,8%), mayor (58%), the head of Government, Minister of foreign Affairs, State Duma Deputy (51.6 per cent each), saying that "a woman in politics can be no worse" if she "has the necessary competencies". In addition, the participation of women in legislative bodies provides the "opportunity in the legislation to look at the problem from the female point of view," "to protect the interests of women in their region." It is interesting that, along with the purely "female" sectors (culture, education and science, health), the seniors also called the posts of the Prime Minister and Minister of foreign Affairs ("women can be well developed diplomatic skills", "women have a keen sense of justice", "women are able to persuade"), which in our country is traditionally held by men.

A woman is the least wanted to be seen as Minister of defence (22.6 percent), Director of the FSB (25.8%) and Governor (of 32.3%). Four young men were unable to select posts, which could be female (they previously were undecided on the question of the necessity of enhancing the participation of women in politics).

Indeed, practice shows that women are primarily interested in issues of health, education, science, culture, ecology, social protection of population, family planning, etc., which are traditionally on the periphery of the interests of men. These are the areas which in the era of post-industrial society, that places especially high demands on the quality of life, should be given exceptional attention.

Only 46 respondents (74.2%) could name Russian women politicians. The most frequently mentioned names were I. Yarovaya (46.7%), E. Nabiulina (40.3%), V. Matvienko (29%), T. Golikova (24.2%), O. Vasilieva (25.8%), M. Kozhevnikova (22.5%), I. Khakamada and V. Skvortsova (12.9%), O. Golodets (11.2%), but not all of them could recognize them in the photographs. 25.8% of the respondents could not name any of the women politicians, and 17 (27.4%) could not recognize the women politicians depicted in the photographs (14 girls, 31.8%, 3 boys, 16.6%).

Thus, high school students, even calling the names of women politicians cannot always recognise them in the photo. This indicates insufficiently detailed media coverage of their activities (only about 10% learned of the Deputy Prime Minister Olga Golodets and Minister of health V. Skvortsova). At the same time, performance of vivid, memorable, even controversial initiatives (the "Yarovayas' package"), leads to the fact that this Deputy learned 50% of respondents.

To sum up, it should be reminded that today's students are tomorrow's voters and possibly, deputies, politicians, ministers and even presidents in future. Why is it important to understand how they imagine the role of women in politics? Obviously, it's the ideas that will be pursued by them in the near future.

Why is it so important to think about the participation of women in politics? Is it only necessary for their self-realization or for society on the whole? The participation of women in governance at all levels is a stabilizing factor in society. The cooperation of men and women in politics provides real opportunities to embrace the variety of interests in society and contributes to the growth of the well-being of citizens. Women should go into power, if we want to live better.

Unfortunately, because of their young age, high school students have not yet realized that women need a certain protection of the state, as, due to physiological reasons they have no equal opportunities with men to exercise their right to participate in government. The full and equal participation of women in political, economic, social and cultural life should be the main goal of the state policy in the field of women's governance.

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DESIGN IDEAS FOR PEOPLE WITH DISABILITIES

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In modern society, designers come up with many new innovative products for people with disabilities. These ideas, which embody the designers, help to make life easier for the disabled.

The assistance to people with disabilities is becoming a subject of serious reflection in a number of articles written from the position of social sciences and in industrial design, for example «Barrier-free interior design for the disabled people» by Li J. and co-authors [4] and «Adaptable accessibility: bathroom design for the disabled» by Moakley T. J. and Braybrooke S. [5].

Today designers bring many new, interesting and creative things into the world of people with disabilities. They develop different concepts of their ideas

to help these courageous people. Thus, recently the French designer Delphine Lorton elaborated a beautiful design of a decoration for hearing aids, so that women with poor hearing could wear their earphones without embarrassment. Now she is trying to develop this project, so that the «cuffs» become a fashionable accessory. «L. s'emmêle» is a store of accessories and jewelry for extraordinary people, for those who every day is under the gaze of others, addressed not to people, but to their disability. «This is not just a jewelry store», as the designer herself says: «This is a way to combat prejudices about disability» [1]. In 2013 Fashion designers from Russia presented their designer clothes for people with disabilities at the fashion show «Fashion for the disabled: innovative solutions for the fashion industry. Made in Russia». The show (an international competition of clothing designers for people with disabilities) was organized by the Bezgraniz Couture company. The models at the show were people with different degrees of disability, different ages and gender [2]. The most interesting and important design projects are those developing innovative furniture, special equipment, strollers, dishes and many other items, unusual and modernized products so that people with disabilities do not feel uncomfortable.

The Swedish company Granberg has been working in the field of solutions for people with disabilities for more than fifty years. Granberg was founded in 1870 and now is managed by the fifth generation of the Granberg brothers. The manufacture of equipment for the disabled began in 1960, and today they are one of the leading companies in the world to provide comfortable solutions for kitchens and bathrooms. They design bedroom, bathroom and kitchen zones, which are specially equipped for the needs of the disabled.

The Granbergs created the first «flexible» kitchen with outboard systems and electric drive for increased comfort. Since then, the company has supplied tens of thousands of kitchens that simplify the daily lives of absolutely all people in Sweden, as well as in the rest of the world. To date, the meaning of this project is to make everyday matters easier, more convenient and more joyful for everyone. Thanks to the built-in lifting systems, people with reduced physical capabilities can adjust the height of kitchen cabinets, benches and shelves to the level that suits them. All that is needed to implement the project in their homes is «simple strokes on the keyboard of the computer» that would place an order on the Internet and describe their wishes» [3]. It is amazing, it is new and it is very functional. This company chooses the best designers who find original solutions for the kitchen of the future. They create durable, quality kitchens and bathrooms with comfortable design that will always be relevant and in demand. These are the areas: bedrooms, kitchen and bathroom.

In these zones, all furniture is controlled with the help of a conveniently located toolbar, which allows a disabled person to do the action without exerting any effort. It can be washing, cooking, showering, choosing clothes or just making a cup of tea. All this furniture moves up and down, right and left, back and forth, so that a person with disabilities could alone and very easily cope with the task. It is perfectly fine that this invention does not limit anyone, allowing all to use a well-maintained environment equally comfortable. Functional lifting brackets can be built into any furniture, from any manufacturer. They are adapted to different interiors. And most importantly, what the manufacturer takes into account, this is the adjustable height. After all, many people with disabilities experience great difficulties, if, for example, the thing they need is on the top shelf, whether it is a toothbrush or a glass. But thanks to mobile modules that are specially fixed at a proper height, so that a person who sits in a wheelchair does not stretch and does not feel uncomfortable. Adjustable height is also necessary when washing dishes or clothes.

It should be mentioned that Granberg uses the latest computer programs to make a sketch and show descriptive images in 3D. They only need a simple sketch of the existing kitchens, a brief description of the needs and some digital images of how the existing kitchens look. Accordingly, they need a plan showing the overall size and brief information about what customers require, the height that suits the client, and a thoroughly contemplated concept of the work area. They offer free consultancy services throughout the project to eventually find the best solution with the function, construction technology and economy that will meet the client's wishes.

Granberg mainly focuses on such important points as strength, «flexibility», easy and convenient installation and style, so that Granberg products can fit into a modern interior. The company offers washbasin modules in a modern bathroom, as well as the design of many other spaces. They developed the settings of the sink height: 1) a manually adjustable washbasin on brackets, 2) a manually adjustable sink with a gas spring, 3) electrically adjustable washbasin. The easiest option is a lifting and lowering electric washbasin. These washbasins are adjustable in height by simply pressing a button. A washbasin with a gas spring cannot be adjusted from a sitting position, but only if you have an assistant who can quickly and easily adjust the height of the washbasin. The built-in gas spring helps to raise the sink to a conveniently chosen height. A manual adjustable washbasin on the brackets is an economical option. When the height of the washbasin is not required to be adjusted so often. The washbasin on the console suspension is preferable to a fixed installation, since there is a possibility of adjustment from sitting to standing [3].

Summing up, it should be remarked that interior design related to the routine needs of disabled people is critically important and is constantly developing. Numerous creative solutions in this sphere provide an advanced quality of life for people with reduced capabilities.

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DISPUTE IN ANCIENT GREECE

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One of the most important qualities of a modern man is his ability to live in a modern society. The ability to communicate in a modern society is the basis of our social success. To succeed, you need to be able to prove your ideas to people and defend them, for this we often have to discuss or even argue.

There are different forms of communication, close in content to the dispute.

For example, debates, discussions, controversies. Speaking of a dispute, it can be defined as a discussion in the form of research into the problem with the goal of establishing is the truth. A dispute is a way in which each of the parties, arguing (defending) and refuting (opposing) the opinion of the interlocutor (opponent), claims to monopolize the truth.

There are some options for the dispute.

1. The eristic, open yet ancient Greeks approach to the conduct of a dispute, when one of the parties, not insisting on their approach to solving the problem, using methods of persuasion, intuition and common sense, gradually inclines to his point of view another or other interlocutors, participants in the dispute.

2. Logical approach to the conduct of a dispute is characterized by hard logic analysis and argumentation.

3. Sophistic, which existed in Ancient Greece, the approach to the conduct of a dispute, in which one of the parties seeks to defeat his opponent by any, even logically wrong way, using the so-called sophisms.

4. Authoritarian approach to the conduct of a dispute when one of the parties, relying on authorities or using its authority, and often power, imposes its point of view on others.

5. A critical approach to the conduct of a dispute when one of the parties fully focuses only on the shortcomings, weaknesses in the positions of its opponents does not want and does not seek to see the positive elements in the opposite viewpoint and cannot offer its solution.

6. A demagogic approach to the conduct of a dispute, which consists in that one of the parties not arguing for the sake of the truth, but in order to lead the discussion away from the truth, pursuing its own personal goals.

7. A pragmatic approach to the conduct of a dispute, which consists of the fact that one or both of the parties is in dispute not only for the sake of the truth, but for the sake of their practical purposes, which are hidden from the interlocutors [1, c. 64].

Many discoveries about the form of the dispute and its content were made in ancient times. The basis of this speech genre was laid by ancient philosophers. With the passage of time, life changed, the requirements for communication and the art of the dispute changed, too.

Since the theme of this work is "The Art of Controversy in Ancient Greece," we will dwell on this issue in more detail.

In antiquity, there were two kinds of dispute: dialectical and eristic. Moreover, the dialectical dispute arose as an antithesis to the éristic dialogue of the sophists, to their pseudoscientific notions of virtue and good. The dialogue of the ancient Greeks developed parallely to the development of their aesthetic representations and political views.

The sophists are the ancient Greek enlighteners. Their philosophical and political views were very different, even opposite, they were united by the fact that they were engaged in educational activities. Under the conditions of slaveholding democracy of the 5th century, the career of every freeborn Greek began to depend on his ability to make political speeches to the people, his

ability to enlist the support of the people, in every possible way flattering and pleasing him. To do this, he had to have the necessary minimum knowledge of political and moral phenomena, as well as be able to defend and disprove any position on arguably plausible grounds. Declaring themselves teachers of virtue, the sophists have developed for this purpose a certain technique of arguing, pleasing the momentary moods of the crowd, which in ancient Greece was called "the art of eroticism," the "antilogy." Plato said that the sophists' ability to argue is "not art, but skill and skill." Aristotle called the sophistry of the sophists pseudo-dialectic [2, с. 117].

The sophistic eristika had a disastrous effect on morality, destroying the political forms of the hostel. Virtues, law, the state of the Sophists declared products of conditional conventions, which do not necessarily obey and follow in their activities. Having discovered the dialectical inconsistency of things and made it the basis of their eristic strategy, the Sophists failed to unify the various and even opposite essences of things in one concept. In other words, the Sophists stopped halfway to the dialectic of concepts created later by Socrates, Plato and Aristotle.

"Beautiful in all – the middle". Dialectical dialogue, created by Socrates, was aimed at reconciling opposing opinions in order to thus learn the virtue - the middle between the extremes (vices). The goal of Socrates was to struggle against sophistry and sophistical perversions in the dispute.

The formation of the ancient dialogue was also influenced by the idea that the problem of ethical virtues should be solved in connection with the development of general methods of scientific knowledge of the essence of all things. By "virtue" in the people's ethics of the Greeks we understood quality, quality, function. By "virtue" in the people's ethics of the Greeks understood quality, quality, functional fitness of all objects in general.

In accordance with these features of the ancient understanding of Socrates has developed special logical techniques:

the dialogue should be focused on the knowledge of the unity of opposing opinions;

this synthesis must be considered as a cognition of the essence of this or that virtue.

Thus, the people's ethics of the Greeks, fertilized by dialectical dialogue, began to turn into a scientific, philosophically justified one.

It should be noted that the history of the creation of the theory of the dispute is the history of developing the foundations of an ideal dispute. The ideas about the ideal dispute were developed by philosophers for centuries. Aristotle imagined such a dispute in the form of a dialectical conversation: everything that is expressed by the participants must be somehow connected

with the thesis; Dialectical discussion between the two participants can occur only in the case when there is a question on which they are inclined to give alternative answers. During the discussion, one of them defends the position, which is his answer to this question, while the other seeks to refute this position.

From all of the above, it follows that a dispute is an ancient art. And the person who enters the dispute must own his art. The basis of this speech genre was laid by ancient philosophers. With the passage of time, life changed, the requirements for communication and the art of the dispute changed, too. But the ability to defend interests, thus affirming one's life position, has always been a success in any society.

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**A PROBLEM OF THE DISTORTION OF MORAL VALUES
IN MODERN CULTURE: (ON MATERIALS OF PUBLICISTIC TEXTS
BY MICHAEL WELLER)**

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Culture consists of the different elements such as language, rules of a law and moral, art, ideology, customs, mythology, system of beliefs and etc.

Not only nature but also culture influences on healthy and inner world of the human. There is a point of view among culturologists that the majority of psychologic disorders is a result of impacts by cultural factors exactly. So, for example American psychologist Karen Horney, "It can be easy to make a diagnosis of hip's breaking if you don't know a nation of the patient. However, it would be a big careless and most probably mistake to make a diagnosis of a psychic disorder whatever it was if you don't know what's nation ill person has" [4].

Besides philosophers and scientists many writers and publicists address to the question about meltdown of the culture. Michael Weller hasn't already been engaged long for only writer's work. He is an active social personality. He is

invited to participate in different programs on TV and radio-shows. Political and overall ethical views of this author generate an interest. All the more so Weller in his literary and publicistic works such as "And there is nothing for you!", "The perpendicular", "The civilization" and etc. already raised a question about critical condition of culture and its values in modern society and continued to cover this topic in mass media.

He talks about political correctness in the article "Were you ordering to bury?" A huge number of refugees live in Europe. To understand the reasons for what is happening we need to figure out how it all began. It all began from Cultural Revolution of 50-s years in the USA. A new creative elite formed an ethics of the counterculture. Weller gave three figure keys of beat generation which had relation to the origin of the counterculture directly. They are Aleck Ginsberg, William Burrows and Jack Kerouac.

A great revolution of hippy happened further in the USA and in France (1968). A counterculture strengthened strongly in our society. Hippy denied values of bourgeois culture such as work, career, family and house. People must be equal and free.

Progressive young people and marginals were a driving force of revolution in 70-s years of 20th century. Others faraway from bourgeois world and old-world ideas were born, "A morality of fathers is hypocritical. Their culture is sanctimonious. Their laws strangle a man and after all legal and natural human right to pleasure above all. And pleasure is happiness and the meaning of the history" [2].

A book of an American philosopher John Rolls "The theory of a justice" was published in 1971. Rolls wrote about that time to redistribute values came. People with good abundance obliged to help poor people. It certainly was out of their own interests. The government raised taxes. And law-income citizenry lived on the cost of taxes, "A satisfaction of their needs at the cost of workers gets not only force of a law but a force of a moral maxim! An apartment, an education, a medicine, grocery coupons, the humanitarian clothes and cash benefit to pocket's expenses! " [2] A working part of the population was disagreeing with The Theory of the Justice by Rolls, but it could change nothing.

And maybe it couldn't change situation, but it was able to create a stir. A fighting between representatives of non-traditional orientation and policemen happened in New York's pub at 1969. After this case homosexuals became a unite of the counterculture and made a justice soon, "And at the beginning American association of psychiatrists and then the World society of the healthcare after long debates and votes with minimal excess of voices excluded a homosexuality from a list of psychic pathologies and recognized it as "a variant of a norm" [2].

At that time also ideas of the feminism spread. A woman has a right to serve in the army and to take governing authorities. A marriage is rejected. A movement "child-free" promotes a life without children. Needless to say that childbirth falls sharply.

Weller gives his definition what's happening, "It is escheated culture. That's what we came to with all our equalities, freedoms, values and principles". [2].

Political correctness by citizenship appeared. All people who live on the territory of America are Americans and Frenchmen who live on the territory of France but such identification is mistaken because a citizenship is juridical concept. You can be a citizen of many states but when a man calls himself Russian, Englishman or German he means a "membership to folk, to his language, to his culture and to his history, a solubility in it, an identification himself as its generation and it's unite" [2]. Therefore, when Pakistani Muslims who had a citizenship of Great Britain blew up a metro in London they were primarily Pakistanis and they weren't citizens of Great Britain. After this terrorist attack queen Elisabeth stated that terrorists couldn't compel the Europe to abandon its values. And people in Europe understand values "readiness to get, to take on the content and preserve Islamic migrants" [2] in Weller's opinion.

Another remarkable article written by Weller is "The thieves versus representatives of sexual minorities". The topic of the text is tolerance and LGBT-community. This community fights for the approval of all forms of sexy relations but "how is a system of sex prohibitions and regulations in the society called? It is a sex morality. LGBT fight for an elimination of the morality with all passion" [1]. Representatives of non-traditional orientation think by set of stamps such as:

we don't live in a medieval period;

the World society of the healthcare recognized a homosexuality as a norm;

a man can choose how to live himself;

a morality is remnants of the past;

it needs to help to a minority, it is unhappy.

We need to grasp possible consequences of canceling sex morality. A population decreases primarily sharply. It can lead to a destruction of the nation moreover just some generations in the theory.

Representatives of sexual minorities try to claim a culture, "They would like to forbid all in world of literature that forms a representation of a child about ideals of the love and a family. All of this is propaganda of dioecious relations" [1].

Why is title "The thieves versus representatives of sexual minorities" used? Weller explains that a stealing can be stopped. They can arrest and put thieves in the jail. They can send them in a link but a generation which was formed under impact a counterculture impossible to reeducate.

In the article "In Europe fascism has already built a number of fortifications" Weller writes about humanism. First, the publicist makes an excursion into history. After the Second World War, the Europeans so hated fascism that they made every effort to ensure that it is never reborn in the world. Humane laws appeared, in the 1960s and 1970s virtually all countries abolished the death penalty, human rights were higher than the rights of the state. Moreover, "the representative of any minority – ethnic, religious, sexual – was proclaimed a man who must give everything in the first place, because he is already so bad" [6]. And now Europe is reaping the rewards of its humanization.

The flow of migrants from the Middle East and North Africa, more than 1 million people, has poured into Europe, especially to Germany. The very minority that must be helped.

The picture is unfavorable: Sweden, a European country, ranks second in the number of rapes in the world, second only to the African state of Lesotho. This figure has increased 15-fold after the influx of migrants. The same situation is in Great Britain, Germany, etc. However, the police in these countries do not accept the statements of the victims, because they are afraid of accusations of politically incorrectness. Weller believes that humanism turns into fascism: "This amazing fascist regime suddenly, like a ghost from the fog, has thickened in the last 15 years in Europe, and it is very similar to the one born in the 30s. XX century. fascism, – only destroying its own culture, its own people, its own countries and its own prospects" [6].

In the article about Charlie Hebdo "If there is a deficit of toilet paper, they can serve as a substitute for it" the publicist touches upon the topic of freedom of speech. "Freedom of speech presupposes the individual's right to freely express his opinions and convictions. At the same time, freedom of speech is not absolute. Propaganda or agitation that incites social, racial, national or religious hatred and enmity is not allowed" [7]. But freedom of speech is now replaced by permissiveness. The satirical French weekly Charlie Hebdo, known for his nonconformist caricatures, ignores morality and ethics, "and this is the case when freedom of speech is understood as the ability to say anything, stating that there are no insults, there is absolutely nothing" [3].

In the article "We are not the crown of creation" Weller talks about the international congress Global Future-2045, which took place in 2012. The researchers were going to answer the question: how will the society have been transformed by the middle of the 21st century?

In 1996, the scientists Snuks and Panov developed the "Snooks-Panov Graph", the essence of which is that "the evolution of human society, like life on Earth as a whole, did not go smoothly, but some qualitative leaps, each of which had the character of overcoming another crisis" [5]. According to "Graph", in the history of such jumps was 19. The last was observed in 1950, when there was an information revolution. Then computers appeared, and civilization entered the postindustrial era: people were engaged in information processing, and not in its production. In 2045, the twentieth event is expected, that is, society will again undergo changes. It is likely that the changes will affect culture.

Speakers put forward different versions of the future of civilization: "The prospect of cloning, the transition from biologic humanity to cybernetic posthumanity, the immortality of the individual on artificial media of consciousness" [8].

A modern culture is immoral in that way in Weller's opinion. Its product distorted by spiritual values has already become a part of a society. It doesn't seem to be possible to change current state of things in the best way because of problem's incomprehension or its intentional incomprehension in the world nowadays.

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GEASER STYLE AND IT'S INFLUENCE ON MODERN CASUAL STYLE

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Blue jeans, t-shirts, flannel shirts with rolled up sleeves, leather "Perfetto" jackets – sounds familiar, doesn't it? This is what we wear every day without even thinking where all of this came from. Why don't we wear suit pants and shirts in our everyday life? What caused style to change after WWII? We believe, we can answer.

Just like many things, this one was achieved through the rebellion. Ex-soldiers were rebellious men – they didn't want anyone to tell them what to do and what not, they wanted to be free. So, they were the first men, who were not construction workers, and who began to wear blue jeans, engineer boots, and leather jackets. They began to dress this way because they did drive motorcycles instead of cars, which was quite unusual back in those days.

Meanwhile, young people watched these older men and they wanted to live the way they did. So, they began to copy their style – to wear jeans, t-shirts (which were considered to be an underwear these days), to drive motorcycles. People used to slick their hair to the side or straight back with hair pomade – these young men started to style pompadours (hair is brushed up from the forehead) and elephant's trunks (hair is brushed up and forward). These kids were the first greasers – the original rebels.

Their name came from their greased back hair, which involved combing back hair with wax, gel, creams, tonics or pomade. It also harks back to their love for hotrod cars and mechanic knowledge. Other popular greases used were olive oil or petroleum jelly. The greaser style was imitated by many youths not associated with gangs, as an expression of rebellion. The term greaser reappeared in later decades as part of a revival of 1950s popular culture.

The American Greaser was best known for their love of big hair, hot rods and Rock n Roll. The Greaser attitude arrived just as Rockabilly hit radios across the nation. When Elvis hit televisions worldwide, the subculture found a new icon with his own style of greased back hair and Rock n Roll music. They also loved the Doo-Wop genre.

Although the greaser subculture was largely an American youth phenomenon, there were very similar subcultures in the United Kingdom and Australia. The equivalent subculture in Australia was the Bodgies and Widgies. American greasers were known more for their love of hot rod cars, not necessarily motorcycles, although both subcultures are known to be fans of classic bikes.

Greaser subculture arose in the late 1940s in the US. For the most part greasers, just like skinheads in England, were working-class young men and lower-class teenagers.

As mentioned above many Greasers didn't stray far from their roots. They rocked t-shirts with bombers, denim or motorcycle jackets. You won't find a Greaser that doesn't own a week's worth of straight leg jeans, often cuffed and paired with military boots or converse. Oh and don't forget the pin-up tattoos, bandanas and a pack of cigarettes stuck in your cuffed denim sleeve.

Doesn't this look sound a little familiar? It should because it's quite similar to military uniforms. The Greaser look purposefully chooses to take on military elements while also rebelling against authority.

Don't be misled, although most of the Greaser icons were men, the Greaser look was also worn by women. Women would rock pencil and poodle skirts with motorcycle jackets or rock the traditional straight legged jean look. The style is better known today as a pinup or Rockabilly look and don't forget the iconic Rosy the Riveter style.

Greasers used to wear simple clothes like t-shirts and jeans for some reasons: these clothes were comfortable, cheap, durable and more suitable for riding a motorcycle.

Greaser hairstyles are brought back by all barbershop culture renewal - grooming becomes more and more popular in Russia, like in other European countries and US. Furthermore, there is a new trend on a short hairstyle, so even girls try to follow it.

Greasers used their style to express themselves (by wearing leather jackets, black or blue jeans, leather boots and sometimes bandanas) that was a riot against their conservative parents.

Now we can see some people who wear like greasers and look as cool as then. But these men dress only some elements of Greaser style. So, unfortunately, typical representatives of this style less and less.

Next steps are to update your wardrobe.

Bright colors weren't really apart of greaser's wardrobe in the 50's. More blacks, whites, grays. Very basic solid colors. Now it seems to be that guys can wear colors; more dark colors, plaids, etc. If you are a female than you have

more options as far as colors. Red lipstick is popular. But keep in mind the goal is to still look fashionable.

Hair is essential for both males and females. Slick back hair for guys and big hair for girls.

The Greaser movement began in the fifties on film. It was films like Rebel Without a Cause and The Wild One that gave teenagers the inspiration to rock what we now know is the Greaser look. But it wasn't only the fifties who churned out films starring rebellious teens with greased back hair. The seventies, eighties and nineties all had Greaser hits starring their own rebels without a cause.

The common greaser based movie that most people know of is Grease. Grease is a musical film that was released in 1978. The sequel, Grease 2, was later made in 1982.

One famous celebrity most people should know or at least know of is Elvis Presley. He often that often dressed similar to how a greaser would dress. As you can see very common to how they dressed with the hair and leather jacket. One thing that is slightly different is that he doesn't have a white undershirt on.

Another celebrity who is very well-known is Rihanna. She has many different styles. Not a typical greaser girl but every much influenced by how the style of greasers in the 1950s, especially with the color black, big hair, leather, and red lipstick. She wears black a lot actually. Her style is very different to us now but very similar to the style in the 1950s.

Many other celebrities have moments when they choose the classic greaser look. Movies like Grease actually made the style seem "cool" and with the help of celebrities the look seems "cooler" which draws people to want to dress that way also.

All in all, greasers did impact our casual style in a very significant way. They might have been not the best people in the world and had rather poor manners, but, at the end, their rebellion made our life easier and better.

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ECO DESIGN. BIONICS STYLE AND A MOSS IN INTERIOR DESIGN

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Generally speaking it is very rare and unusual style which introduces into practice the connection between the Mother nature and the latest human innovations. Bionics brings natural images to the interior design from the natural environment.

The word "Bion" is translated as the "Life cell". It means the "cell of life" which is seen and felt everywhere. The general idea of the Bionics is to combine modern technology and natural phenomena, and to express this combination through art.

The Bionics in the interior design is not just copying natural phenomena, but is an exact relationship between the expressiveness and plasticity of a living organism. Texture with decorative elements in the interior usually corresponds to all preferences in natural styles.

There is no exact division of space in this style. You can see a kind of understatement in its beauty, the massive forms and the smooth lines. It gives the impression of invisible movement and the flow of forms.

The introduction of new technologies and materials harmoniously get along with unique nature qualities, the refinement of the interior formed in accordance with nature objects are probably the most important for Bionics style. It is really new and exciting trend in the modern world of design.

Design in the style of bionics does not like the diversity of colors or ridiculous colors. For example, a small translucent screen which is not conspicuous, or a shining mixer with a steel tube in the bathroom and the marble wall tiles. Such elements of design give an interior a true natural content.

This style gives people everything they could expect from nature put inside an apartment. Therefore there are many people wishing to plunge into the live environment while sitting at home. High technology and 3D objects allow you to design your house in the best style you have ever wished. With the help of polymers, glass in combination with natural leather, decorative stone, canvases with amazing colors, you can equip any corner of your apartment with true sign of the Mother Nature. This style, with its true nature energy, will charge you positively any time you are at home.

One of the outstanding types of natural materials for the interior designers is moss. It deserves a separate story.

Eco style in design is usually chosen by people for various reasons. Some people try to compensate the shortage of nature feeling in the modern big city

life, others simply like plants. Both reasons made Moss unusually popular among people as natural part of their living space.

Active urbanization has led to increased demand for eco-elements, so nowadays world designers choose moss for finishing vertical surfaces, decorating furniture and accessories. This is a modern alternative to flower pots, it has many other practical and esthetic advantages.

It is the historical fact that Norwegian artists were the first who decided to use living plants as part of the interior design. Ten years ago, during one of the exhibitions in London, they showed to the public such an installation, where the yagel decorated the wall behind the head of the bed. Such creative use of forest flora has caused a real excitement among artists all over the world, and since then no interior made in eco-style is complete without this element.

Moss is an excellent element for wall covering! With its help you can make a vertical garden in your own apartment.

This plant has many recognized advantages:

1. A fito wall made from moss does not need heavy structures or soil. To create it, special plates with spores of this plant are used. They do not need watering and are well with the lack of daylight.

2. A fito wall is a good for sound insulation.

3. Moss allows to control the humidity in the apartment. It absorbs moisture from the airspace of the room.

4. From the moss slabs it is possible to make abstract designs and patterns using different shades of the plant.

5. Alive fito wall does not need to be cut or fertilized.

6. Fito walls made from moss can be decorated with indoor plants, for example, ferns or weaving plants.

To create a living wall the stabilized moss, that is, canned one is used. The natural plant is covered with special solutions that stabilize it, prevent its decay, prevent the reproduction of bacteria and mold. Then it is glued to the MDF panel. Based on customer preferences, it can be fireproof or moisture resistant, have a different shape and size.

Stabilized panels are usually made from reindeer moss, more known as the yagel. Covered with special solutions and dyes, it has a bright and elastic texture, pleasant to the touch and beautiful in appearance. It is completely ecological and harmless for humans or pets, does not cause allergic reactions, and is very durable.

Special care for a living wall is not needed. If you have dry indoor air, the moss may start to dry, then you just sprinkle it with water from the spray gun.

The thickness of moss wall panels is from 10 to 50 millimeters, depending on their base properties that were specified in production. They are attached to

the wall using liquid nails and self-tapping screws. To create a living wall, you do not have level its surface, it just needs to be clean and dry.

Pictures and compositions made of moss

An image made with a plant and other natural elements looks stylish and exciting. Made in special eco-style, this "painting" perfectly fits into your room. Pictures made of moss can be used as an alternative to a living wall made from plants.

For the first time such art appeared in Japan. Local craftsmen "grow" paintings from real plants, and then sell them. Such vibrant "paintings" create an atmosphere of presence in nature and promote people to meditate and relax.

In addition to such "paintings" and living plant compositions there are other ways of decorating the interior with moss:

- silhouettes;
- greenboards;
- inscriptions;
- moss carpets;
- photo frames;
- furniture details.

A large amount of greenery in the house contributes to the more harmonization of the living space, especially if everything is done according to Feng Shui.

For interior decoration, you can use not only fito panels, but also ordinary forest moss. To make moss feel good in unusual conditions, you must take it with some ground.

Such vegetation suites for the eco-elements design in any home apartment:

- for decorating flower pots and vases;
- for creating flowerpots;
- for decorating trays and glass containers.

To the surface, natural moss can be attached with PVA glue. You can find a plant not only in the forest, but also in the shops. You can also do it yourself. And more over it is so pleasant to have such a hobby!

Color and light in the Bionics style

The whole range of color solutions is powered by this style. For example, for the decoration of the interior you can use matte colors – white, blue, milky, gray. As you have noticed, all the listed colors above are reflecting the sky, water, clouds. And this is the basic idea. You can also make bright colors bringing flora and fauna into you room design, so you will see that many additional sources of light exist. And it brings the real joy for your heart and life.

In furniture, it is the principle of modular structures – find more expressiveness in the interior design by the style of Bionics. It is really simple to input and compose. The combination of natural forms in the living space is played out in the widest range, namely, by color, shape, horizontal and vertical rows. Unusual and plane lines of all the objects are inherent for the decoration. Please try sometime and you would love it!

The style of Bionics is a storehouse of interesting and exciting ideas borrowed from the Mother Nature. It creates an atmosphere of nature and true relaxation in you rooms, and you get the most thoughtful comfort.

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AUGMENTATIONS THAT ADVANCE US

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What is the world’s darkest man-made material ever invented? The answer is Vantablack 2.0, the substance made of carbon nanotubes invented by National Physical Laboratory of Britain in collaboration with Surrey Nano Systems Ltd. early in 2017 [1]. And if you are not a scientist of any or “geek”, you would not know that fact before you look it up via Google (or else), which is a great tool humanity applies. That is an example of how any civil person with a smartphone can get any kind of information existing. The Google itself (a product of Google Inc. that is now a part of Alphabet Holdings [2]) is a giant server network, that analyses up to two trillion search requests per year [3]. And that is the most common example of how technologies are applied to everyday life.

The 3D-printing puff is over for now, but it is still a great and precise tool of modern scientist and engineer, but it already has a successor which is 4D-printing. It is based on tension integrity of frame-type constructions and allows to build shapes and surfaces that transform over temperature changes. It will help space programs to deliver more complex weights to ships, stations and colonies in future [4]. But there on the Earth exists a bunch of problems that are still waiting to be solved. For about a century bio-engineering all over the world is seeking for a technology to cure anything in human body and 3D or 4D printing is making steps toward it. So, in 2019 the public market will embrace the most futuristic product one dreamed about: a bionic lens. In fact, OCUMETICS™ Bionic Lens [5] is the most simple and effective way of sight correction ever which implantation is as simple as common for surgeon eye lens transplantation. The price per piece will be USD 3000 but can be increased in addition to country taxes and fee policies. In Russian Federation, particularly, with its developing economic structure it will cost at least 250 thousand rubles per implantation, so only 23-35% [6] of employed population can afford that kind of technology. The developers of this technology already admitted economic difficulties of a set of countries and are working on its accessibility.

Above all those inventions are built on international platforms and are products of collaboration of students and scientists from many countries and there took place collaborations with Russian students. Modern Russian education gives a good opportunity to develop and collaborate world-wide. In a variety of best international intellectual resources exchange are universities in Moscow such as HSE, MSU, BMSTU and others. MISIS, for example, presented an innovative nanomaterial for dental implants that is bacterial-proof and completely harmless for humans [7]. Russian scientific industry is growing in quality and the fact that a team of students from here won a robotic competition some time ago means that Russians can be innovative. In the XX th century USSR was the first to handle nuclear power and from that time this country is one of primary nuclear countries that influence whole fundamental physics progress over the world. Now lots of Russian students and scientists are working in CERN and other scientific concerns. Here in Moscow is MEPhI which is the most advanced Nuclear Physics University. To continue educational progress there in a bunch of schools and universities appeared specified elective courses and many of them are developed by foreign advanced universities. There appeared lots of commercial and non-commercial laboratories that are open for scientists and students, for example, MIT is open round-the-clock for researchers.

In 2013 Google Inc. acquired a company called Boston Dynamics [8] that is now a part of SoftBank Group. Boston Dynamics itself is known for

innovative military product named “BigDog” that appears to be a high-end robot in a dog shape. Its engineers have recently released another futuristic project “DI-Guy” which is advanced simulation of human’s kinetics. This product asked its engineers for a set of mechanical decisions which can be used in a variety of different sciences and particularly in medicine robotics. In a parallel with development of full-size robots by Boston Dynamics in US, a start-up company Open Bionics from United Kingdom develops and produces low-cost prosthetic limbs for anyone who needs one. They collaborate with several companies (The Walt Disney Company etc.) to build stylish and futuristic products based on customer’s needs: Star Wars, Iron Man and else. The most exciting and available prosthetic is a one produced in collaboration between Eidos Montreal, Razer and Open Bionics that can be produced by oneself using a 3D-printer. That kind of accessibility promises to be revolutionary as far as manufacturing of common prosthetic limbs is now retrograde and expensive. In order to resolve it, BMSTU established a specific department in 2008 which now has finished ten medical products and develops more [9].

Hugh Herr, the rock-climber, lost his legs in 1982 due to severe frostbite while climbing Mount Washington. From that moment he reasoned that his kind of disability is “not a limitation but a human potential” [10]. After that he earned physics education in his Millersville University college, had a master’s degree in MIT and became doctor of biophysics in Harvard. He began by developing prosthetic limbs for rock climbing to prove that augmentations can be shaped for any form and be used for achieving any specific aim. Through technological progress he started to use electronic parts and innovative materials to improve his augmentations. In MIT he has established a “Center for Extreme Bionics” for to put for fundamental science and technological capability to allow disabled people all over the world pass through their insignificancies. This center already gave about a thousand of injured people high-tech prosthetics and about a hundred of them are soldiers of US army to let them run, climb and jump. Hugh Herr believes that humanity is now entering the new age of machines that are making human stronger and hardy. By now his science center has developed new artificial neurons that can be easily grown into human body to increase the limb-control sensitivity for to close the loop between a human and his prosthetics and make a person feel his limb like its flash and bone.

So, the point is we are facing a new era of augmentations that are no more masking our disabilities but advancing out body and mind and it is taking place all over the world through international collaborations. Our mission for the next century is to make prosthetics available to ones who need it. It will erase discriminations and disabilities humanity is facing now and every single pupil, student or scientist has an opportunity to make it happen via crowd-finding

platforms and intelligence collaboration. The science is now open for everybody who cares so the only question is do you care?

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**«ВЛИЯНИЕ ПСИХОТИПА НА ФОРМИРОВАНИЕ
ИНДИВИДУАЛЬНОГО ГАРДЕРОБА ПОТРЕБИТЕЛЯ»**

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Tout le monde connaît le problème des femmes classiques : l'armoire est pleine de vêtements mais rien à porter ... Très souvent, avec l'abondance actuelle de choix de marques, de modèles, de styles, une femme ne peut choisir des vêtements justement ce qui lui conviendront. Et le vêtement acheté spontanément, à l'impulsion, est pendue au cintre tristement étant inconfortable et même désagréable.

Il ne fait aucun doute que le choix des vêtements, pour toute l'individualité d'un acheteur particulier (et surtout d'une acheteuse) est influencé par de nombreux facteurs, à la fois conscients et subconscients; à la fois explicite et caché; et les facteurs subconscients et cachés à la fin sont beaucoup plus forts que rationnels et explicites. Et la seule interprétation correcte des désirs inconscients, des désirs cachés ainsi que des facteurs externes (par exemple, la situation générale astrologique, l'impact du signe individuel étoiles, etc.) – peut être la clé de choisir les vêtements qui ne répondent que l'état interne de sa propriétaire mais produisent un effet thérapeutique.

Un cycle de séminaires pratiques pour les stylistes de vêtements de l'Atelier Créatif ROST, créé sur la base de L'université d'État russe de Kosygin, qui s'est tenue au cours de la dernière année scolaire, se consacre précisément à ces problèmes. Les participants ont analysé en détail tous les facteurs internes et externes complexes qui sont favorables à la sélection d'un vêtement de modèle particulier.

Dans cet article, nous localisons le problème, en ne choisissant pour l'analyse qu'un des nombreux facteurs de motivation pour choisir des vêtements confortables; à savoir le respect de son tempérament c'est-à-dire une combinaison stable de caractéristiques individuelles psycho-physiologiques de la personne associée plus à la dynamique que des aspects de fond de l'activité.

Depuis l'époque des grands guérisseurs de l'antiquité d'Hippocrate et de Galien, selon la force et la rapidité du flux des processus émotionnels-volitifs déterminés par le tempérament correspondant, quatre types principaux de tempérament se détachent : sanguin, colérique, flegmatique, mélancolique. Ces désignations sont devenues universellement reconnues et ont survécu jusqu'à nos jours. Cependant la nature de leurs interprétations scientifiques a changé.

Tout au long de l'histoire de l'étude du problème du tempérament comptant environ vingt-cinq siècles une seule position initiale est restée inébranlable: le tempérament constitue le fondement biologique de la psyché humaine et est inséparablement lié aux caractéristiques anatomiques de son organisme.

En laissant de côté toute l'histoire de l'étude des problèmes de tempérament et de la diversité des classifications typologiques de la personnalité, pour nos besoins, analyse de la structure générale des tendances des préférences, nous prenons comme base pour la classification des quatre tempéraments d'Hippocrate; mais le compléter avec des références à la typologie constitutionnelle d'Ernst Kretschmer (bien sûr, la figuration, le type de corps est l'un des facteurs principaux dans le choix des vêtements), et à la typologie de Carl Gustav Jung (sur la dichotomie «extraverti – introverti», ces traits de personnalité ont un impact significatif impact sur le style général du vêtement et de l'apparence).

Pour toute l'individualité de chaque personne dans le choix des préférences de vêtements, il devient possible d'identifier un certain nombre de régularités.

Colérique.

Des individus rapides et impétueux; Ils sont capables de donner avec passion dans un travail mais ils sont déséquilibrés, ont l'esprit aux émotions violentes, aux brusques changements d'humeur. «Le tempérament colérique est caractérisé par un haut niveau d'activité nerveuse et mentale et de l'action de l'énergie, la netteté et la rapidité des mouvements ainsi que la puissance, l'impulsivité et une expression claire de la détresse émotionnelle» [3, p.157].

Selon la classification de Jung, les personnes colériques sont extravertis, elles sont dirigées vers le monde extérieur, vers la communication; Elles sont chargées d'énergie des personnes et des actions.

Par conséquent, dans un choix subconscient de Colérique vêtements guidé par l'extravagance, la luminosité, le contraste, combinaisons de couleurs - tout ce qui attire l'attention des autres, a attiré les yeux, il aide à démarrer le contact visuel, verbal et même physique. Dans la version classique les couleurs préférées sont rouge, blanc et noir; ainsi que toutes sortes de variations dans les tons de rouge: de l'orange au violet.

Cependant avec ces couleurs vives des Colériques préfèrent souvent des vêtements de façon simple, notamment : robe portefeuille, robe de chambre; le vêtement mousse du style over size; probablement militaire, blouson de vol, etc. Ces préférences sont associées à une prédominance sportive (parfois asthénique) type de complexion et l'énergie motrice: colériques sont très mobiles et des vêtements ne devrait pas engoncer.

Mélancolique.

Le type psychosomatique, il est presque alternatif à colérique. Les mélancoliques sont froissables, ils ont même la tendance à éprouver profondément des revers mineurs, ils réagissent d'une manière apathique extérieure à l'environnement ; sont immergés dans son monde intérieur, et souvent ils essaient de se fermer au monde extérieur.

«Le tempérament mélancolique est généralement associée à des caractéristiques de comportement comme un faible niveau de limitation de l'activité neuropsychiatrique et de la parole en sourdine et la mobilité, la réactivité émotionnelle importante et la profondeur et la stabilité des sentiments avec une faible leur expression extérieure» [3, p.157].

Selon la classification de Jung, ils sont, bien sûr, des introvertis.

Dans son désir inconscient de protéger, se fermer au monde, ils préfèrent un couleurs pastel clair, la plupart du temps toutes les nuances de bleu et de gris, les dissoudre dans l'espace. En plus des tons profonds et calmes: bleu, vert froid; c'est-à-dire des couleurs qui favorisent la méditation et la concentration.

Néanmoins dans le style de vêtements ils préfèrent inconsciemment du coupe complexe, sophistiqué ou la superposition qui est en harmonie avec leur monde intérieur complexe et diversifié. Leur attention est souvent attirée par les styles rétro et surtout le boho qui aide à masquer avec succès les défauts du type constitutionnel des mélaniques dysplasiques (ou au moins détourner l'attention).

Sanguin.

Vivres, mobiles, ils répondent rapidement aux événements environnants, rencontrent facilement des échecs et des problèmes.

Le tempérament sanguin se caractérise par une activité neuropsychique assez élevée, la diversité et la variété et la richesse de la mimique, l'émotivité, l'impressionnabilité et la labilité. Cependant, les émotions du sanguine sont généralement peu profondes et sa mobilité conduit à un manque de concentration essentielle, à la hâte et parfois à la facilité» [3, p.157].

Cette superficialité entraîne une certaine "pantophagie" dans le choix des vêtements : pour les gens sanguins, ce n'est pas tant la qualité que la quantité de vêtements qui importe; ils sont un changement fréquent important de garde-robe aussi bien qu'un changement de communication. Parmi les préférences sont des tissus synthétiques légers qui permettent de «papillonner» à travers la vie; une abondance de bouillons, de volants, de couleurs.

Selon la classification de Jung, les sanguins sont extravertis. Cela détermine le désir de toujours être au courant des tendances et des mouvements de la mode qu'on peut interpréter à la fois comme un indicateur de labilité psychologique et le désir d'élargir le cercle de communication, passant d'une tendance à l'autre.

Le type sanguin constitutionnellement dominant n'est pas défini sans ambiguïté: il peut très bien s'agir d'un pycnique, d'un asthénique et d'un athlète; et cela élargit encore la possibilité de sélectionner et de multiplier quantitativement la garde-robe.

Flegmatique.

Le type du tempérament qui en plusieurs cas opposé au sanguin. Ils sont imperturbables, constants dans les aspirations et les humeurs, les états moraux sont exprimés extérieurement faiblement.

«Le tempérament de l'homme flegmatique se caractérise d'habitude par le niveau relativement bas de l'activité de la conduite et la difficulté des changement, la lenteur et le calme des actions, les mimiques et les paroles, l'égalité, la constance et la profondeur des sentiments et les humeurs » [3, p. 157].

Cette rigidité psychologique dans le choix d'une garde-robe conditionne la préférence des classiques. Au premier plan il y a la qualité et le caractère naturel: les tissus écologiquement propres (le lin, la soie, la laine, le cuir, le bambou, l'ortie, le chanvre etc.); la fourrure naturelle; les chers accessoires en métaux précieux et les pierres; proprement, tout ce qu' on peut porter pas une saison, mais augmenter avec le temps. Selon les préférences colorées: beige et d'autres nuances naturelles de sable, de terre, de pierre.

Selon la typologie de Jung, les flegmatisants sont des ambivers (diavers); c'est-à-dire à l'échelle de l'extraversion-introversion, leurs indicateurs ont une valeur moyenne.

D'après le somatotype ils sont principalement les pycniques c'est-à-dire de la constitution dense, souvent avec le poids superflu. Pour cette raison l'attention des hommes flegmatiques est attachée de nouveau sur les tons modestes sombres, et sur

la façon classique qui (et la qualité est à la première place pour les flegmatiques) est capable de masquer les manques de la figure à l'exécution qualitative.

Certes, cette classification des préférences dans le choix des vêtements est assez schématique, puisqu'on n'observe qu'un facteur, c'est la conformité au tempérament de la personnalité. Cependant et dans cet aspect elle peut apporter le profit sûr pratique au designer des vêtements travaillant particulièrement sur les commandes individuelles; et surtout – aux consultants dans les boutiques et les salons des vêtements.

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3D PRINTING FUTURE

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In our time, science and technology are developing very quickly. The latest scientific achievements open up a lot of ways for us to develop. Together with technology, design and art are also rapidly developing and changing rapidly. Today, design should be functional and simple. For many years, specialists, engineers and designers have been looking for the most convenient ways of production.

Not so long ago, the world saw 3D printing for the first time. Then the press first went beyond the sheet of paper, began to take different forms and goals. People began to print from any materials, from plastic and gypsum, to metal and concrete. Today it is one of the most promising and fresh trend in industry and design. For a short time of 3D printing existence people have learned to print everything from toys, to real bridges and houses. Imagine that

such technologies will come to our house one day, we can print a newly broken plate or design and independently make a gift to someone from your family or friends. We no longer need to confine ourselves to anything, we can do everything what we can imagine.

For several years the market has been divided into several main groups:

1. Printers for small, private or home production. These are inexpensive and easy-to-use printers, they are suitable even for home use, as well for educational purposes. Typically, these printers print plastic [1] ABS and PLA - the most common materials in print.

Also these printers work by laser cutting self-adhesive film or paper, although this method is already outdated. Rapid reduction in the cost of 3D laser printers, capable of printing by laser sintering powdered polymer put them into this price category. Most printers in this category are undemanding to supply electricity, ventilation and high-quality raw materials, are usually supplied as sets for self-assembly and are generally intended for advanced users who will be able to deal with problems. Contrary to the stereotype that "inexpensive means bad", this stereotype does not fit this type of device. Now almost all types of extrusion printers from this price category have good print quality, resolution (layer thickness), printing speed, accuracy, working area size and ease of use. The kind of difference between printers can be large, but in fact one printer can differ from another only in the number of settings and the software used.

2. There are printers for more accurate and quick production, but not for large-scale industry. In the middle price category, it is possible to attribute 3D printers possessing a range of consumer qualities. So, printers from this group most often refer to printers, with large working area sizes capable of laser printing, and also by curing photopolymers with high speed and resolution. These printers can be used for small-scale production of large 3D models, fast quality production of models with minimal processing of finished parts. Also to this group 3D printers, able to print from metals using a laser can be attributed. True printers for metal, for such a price, do not have high performance and dimensions, but are reliable and durable.

Often, additional bonuses are attached to printers of this price category, for example: free software, 3D scanners, built-in or as separate sets, and other useful things. It is important to remember that to use these printers it is necessary to have extra ventilation, powerful power supply, and even a separate room. The latter rule applies in particular to printers that print metal.

The main consumers of 3D printers of this price category are, first of all, small design and architectural firms, model laboratories of glass and porcelain industries, souvenir companies, dental clinics, firms for making single copies of high-tech parts and prototypes.

3. This category of 3D printers includes aggregates designed for any known 3D printing methods in all available ways, with increased working area dimensions. Such 3D printers allow to produce quickly and qualitatively large enough models with high speed and resolution practically without post-print processing of the obtained parts.

This class of printers can also be distinguished by a relatively large number of settings and options, which requires a high level of skill from the user. These printers allow you to get a return on these printers quickly and efficiently. Obviously, such units are no longer of big size, there is a need for a large area for their placement and for connecting a powerful electric line along with ventilation. Such devices can be used around the clock to produce a large number of products. For home use, such 3D printers are not suitable.

The target audience is medium and large business, whose production process requires the constant production of prototypes, models and simply high-precision and durable parts. The production of these parts by traditional methods will be too expensive. Of course, huge details on such printers will not be printed, but not all manufacturers need huge details. You can do business and make small things.

4. The last price category is large printers for industrial production. Such machines cost a lot of money, they occupy huge areas and have an impressive number of opportunities.

The working area in such printers is huge, especially compared to home printers. The automation of production, the complexity of the settings together with the ability to quickly adjust to any type of raw materials used is very high. It is assumed that work is done only by well-trained people. The cost of the device involves a round-the-clock use of the fastest payback of a 3D printer. At a high cost of such a printer, attachments to it look risky.

It is clear, what the target audience of such printers is: if you have a large company that produces high-tech parts of a large assortment in large volumes, for example, spare parts for helicopter engines, then this is the offer for you. It can be expensive, but the prospects of such productions are so impressive that the demand for such 3D print monsters is also slowly but steadily growing.

However, if we ignore our everyday problems, the printing in 3D has a far more important and intriguing perspective [4]. People quickly noticed that printing individual parts on the printer helps to make some designs weigh less. Also, with the help of the printer, you can perform complex and small parts quickly and without difficulty. These innovations attracted the attention of the medical community, which immediately took 3D printing technologies into service. Already now 3D printers print implants, prostheses taking into account individual characteristics of a person, and even rigid plastic frames that replace

the usual gypsum. In the future, such fantastic ideas as the printing of individual fragments of the human body or organs can be produced online.

A number of advantages, including the possibility of creating an object entirely, almost non-waste production, the possibility of creating complex internal structures determines the future of this technology.

3D printing confidently develops on a global level and offers opportunities with which traditional production can not compete. At this stage of development, the main direction of using 3D printers is the rapid and accurate creation of prototypes. The only constraining factor is the lack of compositions that are similar in properties to metal, cement concrete, fabric, but this is only a matter of time.

Perhaps in the near future it will become a reality. The economic system can undergo fundamental changes [3]. After all, there will no longer be a need to buy ready-made goods, it is enough to pay for raw materials and software files, the rest will make a 3D printer. In addition, in this scenario, the product will be unique, ideally suited to the owner.

These innovations can help many people find a full life, simplify the creation of various household items, make many things more accessible for a simple person. People do not know much about 3D printing, but sooner or later this technology will take its rightful place in our lives, as it once happened to smartphones and laptops.

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STILRICHTUNGEN: JUGENDSTIL

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Jeder Stil und jede Stilrichtung hinterlassen ihre Zeichen, Linien und Formen in der Kunstgeschichte als Ausdruck der Kreativität und Individualität der Menschen. Der Begriff Jugendstil bezieht sich auf eine Richtung des Art nouveau, die in Deutschland in den 1890er Jahren erschien. Der Jugendstil war eine Erneuerungsbewegung zur Überwindung des Historismus. Als wichtiger Vorläufer des Jugendstils wird die englische Bewegung Art and Crafts angesehen.

Die Bezeichnung «Jugendstil» leitet sich vom Titel der illustrierten Kulturzeitschrift « Die Jugend» her, die 1896 von Georg Hirth in München gegründet wurde. Die bedeutendsten Zentren des Jugendstils waren München, Darmstadt und Wien. Solche Jugendstil-Designer wie Hermann Obrist, Richard Riemerschmidt, August Edel u. a., inspiriert von reformerischen Ideen von William Morris, traten für die Verehrung der Natur ein, was in ihren Werken deutlich zum Ausdruck kam. Die jungen Künstler wollten die Welt schöner machen und die Individualität der Menschen betonen. Sie strebten danach, eine Brücke zwischen künstlerischer Herstellung und industrieller Produktionen zu errichten und die Einheit von Kunst und Leben wieder herzustellen. Sie suchten nach einem neuen Stil, der seinen Schwerpunkt auf schöne Wirkung legt. Das Leitmotiv des Jugendstils ist die Schwingung, die sich vor allem in Ornament und Flächendekoration ausdrückt. Die besonderen stilistischen Merkmale dieser Kunstrichtung sind bewegte, florale Linien, geometrische Formen, dekorative fließende Formen, symbolische Motive aus Natur und Mythenwelt, romantische Bildmotive sowie die Abkehr von strenger Symmetrie. Das Ornament wird als konstruktives Prinzip interpretiert. Die sinnliche Linienführung war direkt von der Natur abgeleitet und ging nicht auf frühere Stile zurück.

Die Vertreter der Jugendstilbewegung waren ursprünglich Maler, die aber bald zur Architektur und zum Kunsthandwerk hinüber wechselten. Deutlicher als in der Malerei kommt sich der Jugendstil in Architektur und Raumgestaltung zum Ausdruck. In der Darmstädter Künstlerkolonie von 1899 wurde erstmal ein Gesamtkunstwerk aus Stadtplanung, Architektur, Plastik, Malerei und Kunstgewerken eingerichtet.

Für die Herstellung des Jugendstildesigns wurden viele Werkstätten eröffnet, darunter die Vereinigten Werkstätten für Kunst im Handwerk im Jahre 1897 in München und die Dresdener Werkstätten für Handwerkskunst im

Jahre 1899. Diese Werkstätten hatten das Ziel, hochwertige Haushaltswaren nach handwerklichen Prinzipien zu fertigen. Richard Riemerschmidt, der Chefdesigner der Dresdener Werkstätten, versuchte das Design durch Standardisierung zu reformieren. Seine Herstellungsverfahren an den Dresdener Werkstätten für Handwerkskunst waren sehr einflussreich.

Als bedeutender Wegbereiter des neuen Stils in Deutschland war Maler, Grafiker, Buchkünstler, Schriftgestalter, später Architekt Peter Behrens. Seine Werke weisen charakteristische Merkmale des deutschen Jugendstils auf. Die Lithographie von Peter Behrens «Der Kuss» prägt typische Züge der Zeit ein.

Als Hauptvertreter des Wiener Jugendstils gilt der österreichische Maler Gustav Klimt (1862-1918). Die Bilder des bedeutendsten Malers seiner Stilepoche sind vom dichten Nebeneinander naturalistischer und abstrakter Elemente geprägt. In Werken von Gustav Klimt geht es darum, dem Äußeren eine neue Schönheit zu verleihen. Seine Arbeiten sind von Geheimnis, Stilisierung und Schönheit geprägt. Seine Frauenporträts, und vor allem «goldene Periode», zieren Geschirr, Poster und Kunstkalender auf der ganzen Welt. Sein Hauptwerk «Der Kuss» zieht die Betrachter in die zauberhafte Welt der Schönheit und Harmonie. Die Museen von Wien bewahren Sammlungen von hervorragenden Arbeiten von Gustav Klimt.

Unter der Führung von Gustav Klimt wurde 1897 die Wiener «Secession» als «Vereinigung bildender Künstler Österreichs-Secession» gebildet. Unter Secession versteht man Abspaltung einer Künstlergruppe von einem bestehenden, traditionellen Künstlerverband. Das Leitmotiv der Secessionisten «Der Zeit ihre Kunst, der Kunst ihre Freiheit» drückte den Protest gegen den Historismus aus. Die Secession stellte eine Alternative zu den traditionellen Kunstvorstellungen des Wiener Künstlerhauses dar. Die Secessionisten strebten sich nach der Hinwendung zum Handwerk an. Sie meinten, dass Architektur, Malerei und Kunsthandwerk im engen Zusammenhang stehen sollen, der nicht durch industrielles Großkapital bestimmt wird. Das Secessionsgebäude, eines der berühmtesten Gebäude des Wiener Jugendstils, wurde 1898 von Joseph Maria Olbrich als Kunstaussstellungshaus erbaut. Es ist bis heute eines der originellsten Jugendstilgebäude Europas. Selbst Gustav Klimt schuf zwei Entwürfe für dieses Haus. Der «Beethovenfries» von Gustav Klimt entstand für eine Ausstellung der Wiener Secession. Der Fries wurde mit Goldfarbe, Grafit, schwarzen und farbigen Kreiden und verschiedenen Applikationen ausgeführt. Heute wird er als einer der Höhepunkte des Wiener Jugendstils betrachtet.

1903 wurden die «Wiener Werkstätte» als «Produktiv-Genossenschaft von Kunsthandwerkern» von Josef Hoffmann und Koloman Moser gegründet. Es wurden künstlerisch gestaltete Gebrauchsgegenstände wie Besteck, Gläser, Geschirr hergestellt. Große Aufmerksamkeit schenkte man auch Textilien,

Schmuck und Möbel. Diese zweckmäßigen Gegenstände wurden auf einem hohen künstlerischen Niveau erzeugt.

Der Jugendstil umfasste alle Kunstgattungen: von der Architektur, über Malerei, Plastik und Glaskunst bis hin zu Literatur und Musik. Auch Mode wurde vom Jugendstil beeinflusst. Viele berühmte Modeschöpfer entwickelten neue Modelle der Kleidung, wobei sie sich an dieser Stilrichtung orientierten. Typisch waren Stolen, gestickte Borten und stilisierte Blumen.

Heutzutage erfreut sich der Jugendstil wieder zunehmender Beliebtheit. In der Innenarchitektur versucht man oft aus einem Raum einheitliches Gesamtkunstwerk zu machen. Es werden Einrichtungs- und Ziergegenstände in den Formen des Jugendstils geschaffen. Bei der Gestaltung verschiedener Objekte erscheinen geschwungene Elemente und ornamentale Strukturen, die diesen Objekten einen edlen Anstrich verleihen. Auch in der Mode gibt es heute Anleihen an Elemente des Jugendstils, die die Modeschöpfer in ihrer Kreationen erfolgreich verwenden.

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**ITALIAN FOOTWEAR MACHINERY INDUSTRY AND
TECHNOLOGICAL INNOVATION IN IT**

Сорокова М.А., Казакова Е.В., Чиркова Н.А.

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(Technologies. Design. Art)

The development of the footwear industry is important for any country. Currently, this problem is particularly acute for Russia, since the state of the fixed assets of the shoe industry, especially the active part, mostly does not meet modern requirements in terms of characterizing the competitive and technological level of production capacity of the industry. Nowadays footwear Russian factories must install modern shoe equipment that will allow increasing the competitiveness of Russian footwear and reducing imports of this product from abroad. Unfortunately, at present time, our domestic industry is able to produce only 15% of footwear necessary for the population of country.

Problems of development of mechanical engineering in Russia began with the Soviet times. The reason for the difficulties is the use of old technologies. Domestic manufacturer cannot compete with foreign companies, because there is a problem of introduction of innovations in the industry and technology cannot fully meet customer requirements. As a result, products are more expensive and of lower quality than in foreign companies.

That is why it is so important to work with countries, which are leaders in the field of machinery for footwear industry, like Italy. It will allow adopting successful experience of the industry.

Italian industry of footwear and leather goods machineries developed during the 1950s is a worldwide leader [1, p.1]. Italy accounts for about 50% of all the exports of countries manufacturing machinery in this industrial sector worldwide [2, p.4]. The volume of the traditional footwear machinery was the second largest of Italian total equipment's export in 2016; this amounted to 23%, which is more by 2.1% than in the previous year [3, p.5]. Every year, Italian companies export more than 70% of their production to 100 countries around the world [4, p.13].

About 150 Italian manufacturers constitute ASSOMAC. It is the association, which includes at the national level the companies manufacturing machines and accessories for footwear, leather goods and tanning companies. It also safeguards their interests by promoting this productive sector all over the world [5]. Member companies are export-oriented and therefore ASSOMAC organizes SIMAC TANNING TECH, the main trade fairs worldwide for mechanical technology and auxiliary products for the leather and footwear area.

A wide and complete range characterizes Italian machinery for footwear industry:

pattern - making and cutting machinery (systems, machines and equipment used in the preparation of shoe-pattern and in leather, linings and fabrics cutting);

upper preparation and stitching machinery (machinery, equipment and accessories for upper parts manufacture and their joining by sewing (the top of the shoe));

shoe lasting machinery (systems, machines and equipment for the shoe upper and insole assembly and stabilization);

lasted shoe bottom working machinery (systems, machines and equipment for processing the lasted shoe bottom to make up the footwear);

finishing machinery (machinery and equipment to clean and polish shoes before packing and packaging);

components preparation machinery (systems and machines for producing and manufacturing the components used in the footwear production cycle

(shape, die) and the components that are part of the shoe (toe puff, stiffener, insole, heel, sole, welt, strips, small metal parts, etc.)) [6, p.7];

synthetic machinery and moulds (machines and plants for the production of shoe parts and soles through injection or pouring of synthetic materials into suitable moulds);

managing handling and engineering (handling and logistics in the factory. Suppliers of engineering in order to design and build industrial plants);

shoe repairing machinery (range of machinery and equipment generally used by cobblers to repair shoes, brush and manually replace damaged parts);

equipment and accessories (machines for laboratory tests, tools and devices as support of the machines operating in the shoe manufacturing).

Undoubtedly, innovation is a significant part of the success of Italian machinery industry for shoe production. Italian manufacturers are working hard on this aspect.

Most qualified offer of machinery and technologies for the footwear, leather goods and tanning industries can be seen every year in Milan, visiting the international exhibition Simac Tanning Tech [7]. Every year, thousands of visitors come from all over the world to visit Simac Tanning Tech, eager to touch products with the high technological content, which allow to achieve the objectives of productivity and ensure high quality levels.

In this paper we described innovative equipment for shoe production, including those which were presented at Simac Tanning Tech 2016. For example, “Atom” company has presented new important products. One of them was the first double-headed Easy series cutting table *FlashCut Easy 888 L35*. To satisfy any cutting need, the Easy tables can cut with 5- or 7-tool heads, which can be equipped with a wide range of cutting chucks, marking pen and 3 or 5 punching tools, adjustable and rotating, with high punching frequency [8]. The powerful Venturi system can be fitted for cutting scraps suction. Bright overhead projectors assure clear visualization of any material or color in any environment. Using LED lamps they grant high brightness, stability in power projection, low maintenance and long life. Two independent working areas allow the operator to collect the cut pieces, prepare the next operation on one half of the table, while the machine is cutting on the other half, thus saving manpower.

“Atom” is a leader in man-made material and leather cutting for footwear industry, supplying machines to famous worldwide brands and also small and medium factories for 70 years.

The robotic system for ‘FUTURE SHOE’ making - view of the possible scenario of the shoe factory of tomorrow was demonstrated. Starting from a revision of the shoe concept in terms of simplification and optimization of the

production process, the new manufacturing concept was presented in its three main stages: cutting the upper components, sewing and final assembly with the outsole. The three phases were organized in different areas of the fair and the physical distance between these spaces, representative of actual setup of a production company, was covered with mobile robots, the latest generation of autonomous driving vehicles that served as internal logistic systems, guaranteeing the delivery of semi finished goods and components from one department to another [9].

Another interesting product was *a table-top 3D printing machine* from ATOM lab which demonstrated the printing of shoe lasts, shoes and outsoles. The average time taken to print one unit is approximately four hours.

It is only a little part of Italian innovation in footwear machinery industry, but with the help of these examples we illustrated important and hard work of Italian companies in this sphere.

Undoubtedly, the innovation will be one of the main reasons of the endless success of Italian footwear machinery industry.

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МОДА 30X ГОДОВ 20 ВЕКА

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Die 1930er Jahre waren eine turbulente Zeit. Beginnend mit der Weltwirtschaftskrise und der damit einhergehenden Massenarbeitslosigkeit zogen sich diese schweren Zeiten wie ein roter Faden durch das gesamte Jahrzehnt. Ab 1933 kam es zur Machtübernahme der Nationalsozialisten, welche den Stein für den Beginn des Zweiten Weltkrieges im Jahre 1939 ins Rollen brachte. Dieser Zeit entsprangen jedoch auch einige technische Entwicklungen. Das Radio wurde in diesem Jahrzehnt z.B. zum massentauglichen Alltagsmedium und die Luftfahrt setzte ihre ersten Meilensteine.

In den 30er Jahren war alles im Umbruch und auch die Mode wandelte sich vom sexy Flapperstil der 20er Jahre wieder zum eleganten Damenlook. Heute möchten wir euch die Frauenmode in den 1930ern etwas näher vorstellen.

Leben+

Die 30er Jahre waren turbulent. Beginnend mit der Weltwirtschaftskrise und der damit einhergehenden Massenarbeitslosigkeit ziehen sich die schweren Zeiten wie ein roter Faden durch dieses Jahrzehnt. Die Machtübernahme der Nationalsozialisten 1933 brachte den ersten Stein bezüglich des zweiten Weltkrieges 1939 ins Rollen. Im Zuge dessen wütete 1936 für drei Jahre der Spanische Bürgerkrieg - in Aufruhr zwischen der demokratisch gewählten republikanischen Regierung Spaniens und den Putschisten unter General Francisco Franco.

Jedoch entspringt dieser Zeit auch eine Reihe technischer Entwicklungen: So wird das Radio zum massentauglichen Alltagsmedium und auch die Luftfahrt setzt erste Meilensteine. 1936 werden die elften Olympischen Sommerspiele in Berlin ausgetragen und die Nürnberger Modelleisenbahn Trix feiert ihren ersten großen Durchbruch.

Die Mode in den frühen 30er Jahren zeigte eine Abkehr von der sehr androgynen Mode in den Roaring 20s. In den 1930ern wurden weibliche Linien wiederentdeckt. In den 1920er Jahre dominierten noch die wilden und unabhängigen Flapper girls die Mode, welche in den 30ern wieder zu eleganten Damen wurden, die sich mit weiblicher Zurückhaltung und Eleganz auszeichneten.

Bereits in den späten 20er Jahren zeichnete sich ein gesellschaftlicher Wandel zu konservativen Werten und Ansichten ab. Ab 1929 verstärkte sich dieser Wandel noch weiter mit der einhergehenden Weltwirtschaftskrise. Die jungen Mädchen und Frauen, die den Ersten Weltkrieg noch hautnah miterlebt hatten, waren nun älter geworden und ihr unmittelbarer Eindruck des Krieges verblasste mit der Zeit. Es wuchs eine völlig neue Generation heran, welche den Ersten Weltkrieg nicht miterlebt hatte. Es folgte eine Zeit der Rückbesinnung auf alte Ideale und traditionelle Werte. Die beginnende Weltwirtschaftskrise im Jahre 1929 hatte vorerst noch keinen Einfluss auf die Modewelt. Zeitschriften und Versandhäuser nahmen in dieser Zeit vorerst noch keinerlei Notiz von der Wirtschaftslage, welche sich immer weiter zuspitzte. Erst ab der zweiten Jahreshälfte ab 1930 zeigten sich drastisch zurückgehende Umsätze, die viele amerikanische Versandhäuser zum Handeln veranlassten. Um die Wirtschaftskrise zu überstehen schränkten einige Versandhäuser ihr Warensortiment ein, manche verschwanden völlig vom Markt oder sie fusionierten mit anderen Unternehmen. Auch einige Zeitschriften schränkten ihr Werbebudget ein oder verzichteten gänzlich auf Werbemaßnahmen. Der Umfang des "Ladies Homes Journals" schrumpfte beispielsweise von einer monatlichen Ausgabe vor der Krise mit ca. 250 Seiten auf nur 100 Seiten je Ausgabe, da ihnen schlicht und ergreifend die Werbekunden ausblieben. Zu Notwendigkeiten in den frühen 30er Jahren gehörten das Ausbessern und Umschneiden alter Kleider oder das Selbstschneiden von Kleidung. In beinahe jeder Frauenzeitschrift fanden sich zu jener Zeit Schnittmuster. Trotzdem kam die Mode nicht zum Stillstand, alle Gesellschaftsschichten versuchten so gut es ging mit der modischen Entwicklung Schritt zu halten.

Bereits ab dem Jahre 1928 zeichnete sich in der Mode die "neue Silhouette" ab. Jene neue Weiblichkeit setzte sich ab 1930 endgültig durch. Die Folgejahre waren durch eine neue feminine Mode und weichen Linien geprägt. Die weiblichen Rundungen wurden fortan wieder betont und man propagierte nun eine charmante Damenhaftigkeit und nicht mehr die nüchterne Sportlichkeit. Charakteristisch für diese neue Mode war eine immer stärker werdende Betonung der hohen Taille und glockig weite und Falten werfende Röcke. Die Rocksäume wurden wieder deutlich länger. Ab 1932 erreichten die Röcke wieder Wadenlänge.

In der Abendmode konnte man besonders deutlich den Wandel in der Mode erkennen. Bei den Abendkleidern wurden die Rocksäume wieder bodenlang und die hohe Empire- Taillierung wurde wieder modern. In der Abendmode der frühen 30er Jahre zeigte sich das Bedürfnis nach Luxus, welches kontrovers zur Weltwirtschaftskrise stand. Designer der 30er Jahre,

beispielsweise Marcel Rochas oder Cristobal Balenciaga experimentierten v.a. mit Mode des 19. und frühen 20. Jahrhunderts. Viele Details aus diesen Epochen wurden in der Mode abgewandelt und abgeschwächt übernommen und hielten auch mit zeitlicher Verzögerung in die Tagesmode.

Ab dem Herbst des Jahres 1931 gab es einen neuen Trend in der Modewelt, welcher bestimmend für die 30er Jahre wurde. Im Winter des Jahres 1931 begann jener mit hohen und breiten Pelzkrägen und spiralförmig geschlungenen Pelzbesätzen an den Unterärmeln von Mänteln. Dann folgten aufwändige Capes, Doppelkrägen, Schulter- und Ärmelvolants in der Sommermode des Jahres 1932 bis hin zu süßen Puffärmeln für Kleider aller Tageszeiten und jeglicher Anlässe. 1933 und 1934 nahmen jene Kleider immer groteskere Formen an. Hier zeigte sich ein immer stärker ausgeprägter Hang zur Betonung des Oberkörpers und der Schultern. Der Grund hierfür war, dass die breiteren Schultern die Taille und v.a. die Hüften schmaler erscheinen ließen. Durch die längeren Rocksäume wollte man einen Kontrast zum verlängerten Unterkörper herstellen und den Oberkörper optisch größer erscheinen lassen.

Die Kombination aus Rock und Bluse war in den 1930ern kaum wegzudenken. Auch das Kostüm wurde zur eleganten Alltagsmode. Ein schmal geschnittener Rock, welcher bis zur Wade reichte und eine taillierte Jacke wurden zum gängigen Straßenbild der Damenwelt. Weitere Neuerungen in der Mode waren die hübschen Boleros, kurze vorne rundgeschnittene Jäckchen, die man zur weiten Marlenehose gerne trug. Die Haare der Damen wurden in den 30ern wieder länger und die Augenbrauen rasierte man nun ganz ab, um jene anschließend ganz fein nachzuzeichnen.

Die Dekolletees wurden trotz der wiederkehrenden Weiblichkeit in der Mode weitgehend verdeckt. Enganliegende Ärmel zeichneten den schlanken Oberkörper der Dame von Welt nach und bestimmten weitgehend den Gesamteindruck der Mode in den 30er Jahren. Das beliebteste Kleid dieses Jahrzehnts war das lange und schmale Prinzesskleid, welches die Silhouette der Frau gekonnt in Szene setzte und betonte. Ende der 1930er Jahre stiegen die Rocksäume wieder und bedeckten gerade noch das Knie. Die Röcke wurden schmaler und es gab fortan Schulterposter, welche in der Damenmode Ecken und Kanten schafften.

+Die Mode+

Die Kombination aus Rock und Bluse ist in den 30er Jahren kaum wegzudenken; ähnlich wie das Kostüm, das zur eleganten Alltagsmode wird: ein schmal geschnittener, bis zur Wade reichender Rock und eine taillierte Jacke wurden zum gängigen Straßenbild der Damenwelt. Dabei wird das Beinkleid zum Saum hin meist etwas weiter, öfter auch glockenförmig.

Neu waren die Boleros – kurze, vorn rundgeschnittene Jäckchen, die zu einer weiten Marlene-Hose oder einem Rock getragen wurden. Trotz wiederkehrender Femininität blieben die Dekolletees jedoch weitestgehend verdeckt - ausschließlich am Abend wurde es im vorderen Bereich etwas legerer. Ein enganliegender Ärmel zeichnete den schlanken Oberarm nach und bestimmte den Gesamteindruck der figurbetonten Mode.

Die Haare wurden wieder länger und die Augenbrauen rasiert und anschließend nachgezeichnet. Schulterpolster ziehen in die Mode der Damenwelt ein und schaffen somit Ecken und Kanten.

+Die Silhouette+

Die Androgynität wurde abgelegt und Mädchenhaftigkeit lag wieder im Trend. Dabei war das Schönheitsideal jedoch noch immer rank und schlank - und vor allem groß. Fließende Stoffe betonten die Weiblichkeit dezent und die geschnürte Taille vermittelte endlos lange Beine.

+Designer+

Marcel Rochas (1902, Paris - 1955, Paris), Cristobal Balenciaga (21. Januar 1895, Spanien - 23. März 1972, Spanien), Sir Norman Hartnell (12. Juni 1901, London - 8. Juni 1979, Windsor)

+Ikonen+

Marlene Dietrich, Greta Garbo, Jean Harlow

+Der/Mann+

Hosenträger werden vom Sportgürtel abgelöst und Westen verschwinden nahezu gänzlich, der Sakkoanzug wird im oberen Bereich figurbetonter

+Make-up+

Ebener Porzellan-Teint, Lidschatten bis zur Braue (abends: farbig, tagsüber: transparent), voller Kussmund

+Must-Haves+

Prinzesskleid, Marlene-Hose, falsche Wimpern, Mieder-Wäsche

+Innovationen+

Kunstfasern - Nylon (du Pont de Nemours, Amerika), Perlon (I.G. Farben, Deutschland), Zeppelin

+Der/Skandal+

Bonnie & Clyde - das wohl bekannteste Gangsterpärchen der Geschichte. Als Anführer der Barrow-Bande brachen sie aus, überfielen und mordeten.

Al Capone – als Big Boss der Chicagoer Unterwelt machte er seine Geschäfte mit illegalem Alkoholhandel, Prostitution sowie dubiosen Glücksspielen. Als Scarface wurde er zum Mythos für das organisierte Verbrechen.

+Die/Musik+

Big-Band-Swing - Louis Armstrong, Billie Holiday, Frank Sinatra

Isabella Labella
Aboughtpixel.de

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DIGITAL MEDICINE

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Many years ago, humanity stepped on the path of science and technology development and with each invention people were becoming more resourceful and ingenious and, what is more important, physically healthier. Until the 21st century medicine and technology were more or less separated from one another. Our age has become the connecting point of these spheres. And now modern medicine has tools that physicians 30-40 years ago couldn't even dream of.

To begin with, studying anatomy is now much easier. A great interest has grown around virtual reality these days. It's gaining popularity, because it's easier for our brain to comprehend things if they are volumetric. It also has found its applying in the True 3D system what appears to be a flat panel or rather large screen with inner data about anatomy or radiography of a patient. While using it a medic can choose a concrete system (digestive system, etc.) or a particular organ and with special glasses and pen-like controller interact with the elements of a human organism as with the real physical objects. Everything that a person does is happening in real time. This advanced medical visualization software leads to increased clinical knowledge and faster operations. However, it is used not in so many clinics. In fact, the virtual reality is the part of the future not just in medicine but in everyday life. [1]

In any fiction film we often see the scene, where doctors of the future need to examine someone's physical condition and with a few tools they acquire detailed info within a minute. Normally, to collect all basic information for a doctor visit takes hours or days, but the companies in Taiwan and Pennsylvania have created some useful group of devices that make it easier and faster to gather the main info. The first one is actually the block of three modules: Smart Vital-Sense Monitor, Smart Blood Test Kit, Smart Scope Module [3]. They have each been designed to allow consumers to use them in a simple and intuitive way because they are wirelessly connected to a smartphone and using the simplex application (program on the phone) patient can run tests to generate analyses and even disease diagnosis. The second one is called DxtER [2]. It is a group of five small multifunctional gadgets or sensors. At the heart of DxtER

there is an artificially intelligent engine that learned to diagnose by integrating years of experience in clinical emergency medicine. Collecting data about your vital signs, body chemistry, and biological functions, the diagnostic engine synthesizes your health records to make a quick and precise assessment. All that is much closer to the future. And these two inventions are not the only analysing devices.

There is no doubt that treatment with surgical intervention requires high accuracy. In doing so the da Vinci Surgical System (USA) was brought in wide employment in 2012 (the prototype was created a few years earlier). It's worth mentioning that robot of a half ton weight is under full control of a surgeon during operation. The robot consists of a small camera, screen with image of the operated area and several manipulators. Recently, other large companies have made an attempt to construct the system which will be competitive to the da Vinci.

With all discoveries and progress in medicine there is still a large number of incurable diseases. Everything that is possible to do with them is minimizing their influence on every-day life. A great amount of metabolism controlling devices were invented for people with diabetes. Nowadays they have become tiny and painless to use. One of the most unusual is Smart Contact Lenses. That device can track diabetes by measuring blood glucose levels in tears and fix farsightedness as well.

For people with heart and heart arrhythmia problems the smallest pacemaker Micra was created. Unlike other pacemakers it is placed right in the heart (so small it is), transported there through blood vessels. It adjusts the heart rate of a patient automatically by sensing changes in the body related to activity level and correct heart rate accordingly.

Broken bone or sprain is not permanent but it may cause some complications. Acquired or congenital defects of musculoskeletal system can be an exhausting problem of normal living. A Spanish company produces special immobilization system. The special feature about this fixating cast is personalization – the process of making it starts with scanner, which is capable of capturing the exact 3D-image of the patient's limb, and through an exclusive software, created by the company, it ends up with a generation of a personalized splint. The splint itself is made of lightweight waterproof material what gives greater comfort in daily activities. It is also equipped with an electro-sensor that monitors health parameters of the limb or body-part and informs the patient about exercises, if necessary. Externally it looks like an exoskeleton. By the way, the idea of exoskeletons has found application in prosthetics. And at present prostheses have been improved by using a technology of capturing brain-impulses and sending them into the chip of artificial leg or arm. However,

the quantity of neurons is far more bigger than operations this processor can execute. In other words, our nervous system is much more powerful than modern processor.

All these inventions are not widely spread in the world – they cannot be found in every clinic, what means we are rather far from the future. Actually, new ideas and devices appear so swiftly, that people simply do not catch the innovations.

The perspective of medicine and technology development goes further. With the progress in technology the great opportunity of molecular studies opens. The researchers shift their attention to genetic disorders and slowly progressive, incurable degenerative disease. The reason of such ailments is usually a damaged segment of DNA. And the solution is in changing the structure of this segment. This direction of research is known as genetic or biological engineering. CRISPR is genome editing method. The simple description of the principle of operation will sound like this: 1) revelation of damaged cells, 2) taking skin sample, 3) grow cells in lab and add solution, 4) use CRISPR to replace gene, 5) transplant healthy cells back. It is believed that the first therapeutic use of CRISPR will be to treat an eye disease. Everything is done by a special digital device. [4]

The breakthrough in this area will be revolutionary in medicine. It will be a solution to such diseases as cancer and nervous system diseases. However, genome editing also has the dark sides because such "programming" of human organism with bad intentions can lead to disastrous results.

Will it be possible to live forever for a human with the achievement of high technology progress in two or three centuries?

When a person is getting older, it means that cells of his or her body start to malfunction. One of the most important differences between a young and old person is their blood. Old-aged blood has so called "white cells". Because of them blood flows through the veins slower. That is why heartbeat of aged people is slower as well as all the processes in their bodies. If the blood is cleaned up from the white cells, the old person will have an organism of 30 years old. Such experiments were successfully carried out in California on rats. Again computers do their best. [5]

Another way to make the body live longer is regeneration. This phenomenon is the idea of nature: a few simple creatures can restore the whole body from the small piece of itself, some animals can regenerate only a specific part, for instance, for some lizards excluding the tail is their natural behavior in time of threat. A human being is also capable of simple regeneration (skin, hair, nails) but with help of technology it may become possible to grow back the whole limb. However, it will be much weaker than the other body. As for today,

the regeneration experiments do not have a great popularity in the world of science, but there was a successful attempt. Even though the rat's paw missed one finger. [6]

So, endless life may be possible and with technology humanity can make it for the physical part of our nature, but our mind cannot do such a thing, because human brain does not have endless memory. Living forever may be morally hard and exhausting.

Will the profession of a physician be necessary in far future with all the clever robots and innovations? The healing craft has always existed throughout the centuries. There is no reason to deny it in future. No matter how fast the device can learn it will always be a tool because it is impossible to put consciousness in a nonliving thing. All in all, the progress is important but what is more significant is to find the balance.

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TEXTILES FOR SOCIETY

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Technologies always progress. People try to find out how to make their life easier. One of the most important thing that needs to be developed is textiles. Textiles is everywhere around us. So, it is important to innovate textiles. Textiles has a big history as a humans' history and it's hard to create something that has never been before. But designers and scientists team up to create new fabrics and clothes. There are a lot of innovations in textiles which were unbelievable in the past.

One of the problems with the textiles is ecology. Due to textile factories and waste, the production of textiles is a threat to the environment. As an

example, Evrnu™ and Levi Strauss & Co. (LS&Co.) have created the world's first jeans made from regenerated post-consumer cotton waste. Using a new patent-pending recycling technology, discarded consumer waste is converted into renewable fiber. [1] “This first prototype represents a major advancement in apparel innovation. We have the potential to reduce by 98 percent the water that would otherwise be needed to grow virgin cotton while giving multiple lives to each garment,” said Paul Dillinger, head of global product innovation at Levi Strauss & Co. “Although early days, this technology holds great promise and is an exciting advancement as we explore the use of regenerated cotton to help significantly reduce our overall impact on the planet.” [2]

But what if for the yarn manufacturing and for creating the fabric we waste a lot of water, energy and chemical. The Spinnova company, a spin-off from VTT Technical Research Center of Finland, found the solution to the problem. It has developed a new "wood fiber yarn" technology. “Our technology turns wood fibres directly into yarns. The process is kind to the environment and requires no extra chemical treatment of the pulp fibre. A Spinnova yarn is completely recyclable and cost competitive.” [3] The yarn manufacturing method consumes 99% less water and 80% less energy than cotton. No harmful chemicals or energy or water-consuming steps are required. Based on the technology, the amount of wood used annually in Finland would be enough to replace the world's entire cotton production. This unique technology could revolutionize both the textile and forest industry. [1]

Nowadays people also think about how to innovate the fabric. Nanotechnology develops in the textile industry. Clothes become more multifunctional. Researchers started to sew wires and nanofibers into the fabric.

Marubeni America Corporation created an Electro-Yarn. It is an innovative new material utilizing advanced carbon nanotechnology that allows power, data or heat to be conducted through simple fabric. Carbon nanotubes CNT offers many advantages over metal. Lighter weight, superior flexibility, no metal fatigue problems, and can heat more efficiently due to surface area. The technology involves a special patented process of coating multi-walled carbon nanotubes to thread. This opens up the possibility for creating amazing new products, using smart fabric with technology to be woven in. [4] While end-use application development is still in the early stages, Electro-Yarn can potentially be used in the following applications: Electrically functional outerwear (heating and signal); electrical shoe heaters; as a signal/power line for body sensors; and for built-in wiring in tents. [1]

In fact, experts say that the clothes of the nearest future should become a real gadget, based on nanotechnology. When person is cold, nanofibers will activate and warm or in a cold time - nanofibers will absorb the warmth and cool

the human body. Clothes will be a complex device that can gather the information and transfer it to other devices. It is possible that the sleeve of a jacket will replace the mobile phone. Also, clothes will register the physical activity and mental state of people to transfer this information to a computer, so it will give an advice on how to improve your self-esteem. [5]

The first step to make this idea come to life was made by French company Cityzen Sciences. They created a smart shirt called “D-shirt”, for its digital technology. It is made from a special fabric woven with sensors which record your heart rate, GPS location, route, speed and altitude. They send the information to a small detachable transmitter on the back of the shirt, which sends transmissions to the smartphone. If the runner or their personal trainer takes the phone with them, it means they can monitor the run in real time. [6]

Nano-Tex is one company becoming widely known for its nano-engineered fabrics that repel stains and control moisture levels in a way unheard of a very short time ago. The stain repellent fabrics from Nano-Tex are called Nano-Care. The Nano-Care fabrics use billions of tiny fibers, each about 10 nanometers long, embedded within traditional materials like cotton or linen. The fibers, called “nano-whiskers”, are waterproof and increase the density of the fabric. This increases the surface tension on the outer layer of the fabric so liquid cannot soak through. Unlike treatments like Scotchguarding, which is simply sprayed on the surface, Nano-Care treatments are actually embedded in the products themselves. [5,7,8]

The idea of the textile that can charge mobile devices was realized by David Carroll at Wake Forest University. He created Power Felt, which uses carbon nanotubes on a bed of plastic as conductors of electricity. The fabric feeds off warmth from the sun or your body heat. It's also incredibly inexpensive and could retail for as little as \$1 for a swatch the size of a cell phone, said David Carroll, the lead scientist on the project. He's been working around the clock to develop the material for more than two years. People had been producing thermoelectric technology for years, but Carroll's team was the first to do so inexpensively. [9]

One of the problem with a fabric is that it can't clean itself. With a well-established ability to kill off bacteria, silver has come to play a significant role in the development of antimicrobial materials. An interesting fabric was developed by researchers from Royal Melbourne Institute of Technology at the University in Melbourne, Australia. It contains nanostructures made from copper and silver. These structures are actually grown directly into the cotton textiles that researchers have been experimenting with. When sunlight hits the metallic structures, high-energy electrons are released which can break down organic molecules. Experiments showed that deliberately placed stains

disappeared within around six minutes. However, the researchers admit that the fabric still can't remove the kinds of stains that most of us might be interested in, like tomato sauce and red wine, from its surface. [10]

This problem was solved by researchers at Monash University, in Victoria, Australia. They have found a way to coat fibers with titanium dioxide nanocrystals, which break down food and dirt in sunlight. The researchers have made natural fibers such as wool, silk, and hemp that will automatically remove food, grime, and even red-wine stains. They coat the fibers with a thin, invisible layer of titanium dioxide nanoparticles. It is a strong photocatalyst: in the presence of ultraviolet light and water vapor, it forms hydroxyl radicals, which oxidize, or decompose, organic matter. Titanium dioxide can also destroy pathogens such as bacteria in the presence of sunlight by breaking down the cell walls of the microorganisms. This should make self-cleaning fabrics especially useful in hospitals and other medical settings. [11]

Meanwhile, titanium dioxide and silver nanoparticles are not the only way to make clothing clean itself, according to the American professor Alex J. Fowler. His idea of self-cleaning clothes is to infuse bacteria in each individual fiber, they can live and multiply by eating dirt. However, it is still difficult to say how long bacteria can survive in fibers, probably a few weeks, until the food ends. Fowler hopes that it is possible to arrange the supply of additional nutrients. This means that for example a shirt inhabited of bacteria can eliminate sweat and odors if it is dipped from time to time in a nutrient solution. [12, c. 34-35]

Textile is useful not only on Earth, but in space and in the air too. Creating a strongly oil-repelling material has been a long-standing challenge for scientists. "Nature has developed a lot of methods for waterproofing, but not so much oil-proofing," said Gareth McKinley, MIT School of Engineering Professor of Teaching Innovation in the Department of Mechanical Engineering and a member of the research team that have designed the first simple process for manufacturing materials that strongly repel oils. A steel mesh coated with a polymer containing a low concentration of a synthesized molecule called fluoroPOSS can repel water but attracts the flammable fuel hexadecane, allowing it to be used to separate the two substances. It can be applied as a flexible surface coating, could have applications in aviation, space travel and hazardous waste cleanup [13].

The important function of textiles is protection. Russian specialists from the Moscow Research Institute of Steel and the Zelenograd Institute of Applied Nanotechnologies have begun to investigate the so-called "liquid" armor based on nanotechnology. Specialists processed layers of standard ballistic fabric with a helium composition based on fluorine with nanoparticles of corundum oxide.

With a sharp impact on this fabric, the gel inside of it instantly hardens, preventing the bullet from penetrating the barrier. As repeatedly stated in the media, materials with a layer of liquid silicon oxide developed in the United Kingdom and the United States are already able to protect a person from knife attacks, some fragmentation munitions and bullets fired from firearms [12, с.46, 14].

The textile industry helps people everyday. It is of great importance to society. Progress never stops and new ideas, fibers and fabrics are created every year. Research workers try to innovate fabric and to make their contribution to the society by making people's life easier. It is important, as we think, to make clothes less heavy. For example: sweater, down jacket or coat are way too heavy. Also, it would be interesting to create fabric that can restore itself after it tears or fabric for space suits that will be thinner and lighter. Right now these are just little ideas. But it is quite possible to work them out in near future.

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SMART MATERIALS IN FASHION DESIGN

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Active development of science and promotion of advanced technologies at the present stage was the base for the formation of a new field of knowledge and innovation in materials science and has resulted in the emergence of a new category of materials – the so-called "smart textiles". Their peculiarity lies in the reaction to changing environmental conditions and consists in the ability to change their properties depending on external factors. "Smart" materials are more comfortable than traditional: warm when it is cold, cool when it is hot and even change size depending on temperature. The costume design and the experimental design, the use of new fabrics contributes to the development of unique multifunctional object that has no analogues in design practice. "Smart materials" sometimes represent a hardware-software complex consisting of various sensors, tiny processors and Executive nanodevices.

E-textile is a material that is conductive and simultaneously consume electric energy. It combines two previously separate points: textiles and electronics. The textile material is a base on which various electronic devices are mounted. Sometimes textiles include various sensors and contact cables. E-schematically, such device consists of the microcontroller connected to an external device being a sensor, switches, batteries and external devices such as speakers, displays, LEDs, electroluminescent screens, lenses, etc.

Components of digital electronics, which is the simplest and historically the first, was obtained thanks to application programming. This forces manufacturers of electronic textiles in addition to skills in electronics to study the programming language. Commonly used in electronic textile devices

generate light (electroluminescence, LED, fiber optics, OLED), include speakers (MP3 device connection), project image (LCD screens, OLED, LCD), have thermal properties (resistive fiber, a fiber with shape memory). Currently, they are and developing the chips, receiving and processing signals from several sensors (pressure, temperature, accelerometer, humidity, pulse, gas, etc.). Such fabrics usually have two active modes. These functions are reversible, as the textile product can move from passive to active state via a switch. Fabrics can be interactive because they respond to external stimuli, responding to the signals. When the software has extensive features, consumers feel that they are dealing with "smart" fabrics. But this effect is only possible in the creation of complex scenarios with the help of design and information technology.

If we discard the scientific nuances the LED becomes a conventional synthetic fabric. The only difference of the fabric is the presence of transverse threads along other threads and using a special synthetic thread fiber capable of conducting light. Sources of the backlight, the LEDs are connected to the optical fiber which distributes light across the surface of the cloth.

Scientist MIT Center of Bits and Atoms Remy Post is one of the first who began to engage e-textiles. In the late nineties as a student at the MIT Media Lab he developed a way to integrate the electronic circuits in textiles, preserving its natural qualities: lightness, elasticity and softness. Today the task is to create a "smart" textile in fiber woven into microprocessors, electro-luminescent particles, light-emitting diodes (LED) and various sensors.

In 1988, the scientist mark Weiser first coined the term ubiquitous computing or ubiquitous computing. This is a concept that describes the computers and computer technology embedded in everyday things, their seamless integration into the environment, where all parts are integrated and able to exchange information. In other words, the intranet of things, endowed with computational power, chip and sensor that make up the system of connected multi-function devices. The process of human interaction with the computer will flow intuitively and naturally: we don't have to learn "computer language", on the contrary, the computer will start to talk the same language, responding to gestures, voice and emotions of a person. The emergence of smart clothes and e-textiles, as well as technologies that can be worn again confirms that the era of ubiquitous computing is not far off.

T-shirt, which you can use to send hugs to your loved one, vest, causing fear and joy when watching a movie, and e-red carpet dress — perhaps the future of the fashion industry for its innovative technologies in the production of clothing.

LED-cloth active is used to create theatrical costumes. For example, at the Mariinsky theatre in the Opera by Rimsky-Korsakov "The snow Maiden" there

is an amazing radiance of the dress of the snow Maiden for years causing applause from the audience.

Luminous clothing for military, firefighters, ambulance workers, GUO ICs will help them to become visible in any situations. As used in children's clothing, it protect the child crossing the road in the dark.

The ability to cause the light pattern to the fabric LUMINEX opens new opportunities for fine artists. The first drawings and paintings have already appeared.

Increasingly, designers use innovative fabrics and sophisticated technology to create their collections, vividly presenting their work.

One of the main designers working in this direction was Hussein Chalayan.

Show SS 2007 went down as one of the brightest in the history of fashion. The designer presented the clothes of the future: models came out in shining LEDs dresses, long skirts transformed into a short and the zipper was fastened, as if by magic.

In early 2008, Hussein Chalayan designed the dresses with laser diodes in collaboration with the Swarovski brand.

Silicone outer dresses of the show SS 2009, as if frozen in the wind, remember everyone. Psychedelic stains on fabric you could see license plates and arms.

CuteCircuit is a company engaged in fashion, founded in London in 2004. The company manufactures garments from the realm of wearable technology and interactive fashion. Ryan Gents and Francesca Rosella are the founders of CuteCircuit who personally developed all the elements of the clothes.

The transformational creations from CuteCircuit became the inspiration and precursor to the works of other avant-garde designers such as Hussein Chalayan.

Also the artist – designer, the Hope Series (the fashion House Zaitseva S.) created the amazing flowers from LUMINEX for millinery.

In 2008 CuteCircuit developed a "Dress M" that accepts a standard SIM card and allows you to make and receive calls anytime, anywhere without having to carry a cell phone.

The Galaxy Dress is the largest wearable LED display embroidered 24 thousand full-color light-emitting diodes. "Galactic dress" is exhibited at the Museum of science and industry (Museum of Science and Industry) in Chicago.

Design companies increasingly use the unique capabilities of LUMINEX in their designs for private interiors, casinos, clubs, restaurants, bars.

The creators of lamps and lampshades have already drawn attention to the possibility of a new light source: the luminous walls, luminous ceiling; planar and volumetric, fantastic forms in the lamps.

Smart tissue affecting on more and more different areas of design very quickly gains popularity.

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