Pechenkiona Elizaveta Alekseevna

Ural Federal University named after the first

President of Russia B.N. Yeltsin

Russia, Ekaterinburg

Academic supervisor: Korotich Elena Sergeevna

DESIGN CULTURE PREREQUISITES AND TODAY'S ROLE

Abstract. *This article describes the main features of design culture formation in the world. A review has been conducted on the general aspects of historical prerequisites that lead to design culture emotion today. The basic characteristics of design thinking method have been studied. Particular attention is paid to such important elements of design culture as brainstorming as the way to produce new ideas in corporation's internal organization.*

Keywords*: design culture, design thinking, kitsch, concept development.*

Печенкина Елизавета Алексеевна

Уральский федеральный университет имени первого

Президента России Б.Н. Ельцина

Россия, г. Екатеринбург

Научный руководитель: Коротич Елена Сергеевна

ДИЗАЙН КУЛЬТУРА ПРЕДПОСЫЛКИ И РОЛЬ В НАШИ ДНИ

Аннотация*. В данной статье рассмотрены основные особенности становления дизайн-культуры в мире. Проведен обзор на общие факты исторических предпосылок, которые привели к формированию дизайн-культуры сегодня. Были изучены основные принципы методики дизайн-мышления. Особое внимание уделено таким важным элементам дизайн-культуры, как*

бреинсторминг, а именно как он помогает производить новые идеи в организации работы корпораций.

Ключевые слова*: дизайн-культура, дизайн-мышление, китч, разработка концепта.*

What is design culture?

Even though it is supposed to think that design as an individual field was founded in the beginning of the 20th century, the origins of it may be found in ancient cultures.

«Design culture» term can be considered (taken) as a human ability to organize space and the world of things around himself. From ancient times humans were tend to organize their personal space the way that was comfortable for them.

In Ancient Greece houses were usually built around a patio where people relaxed. Also all windows of their houses faced this patio so nothing was seen from the street side of the house which was a smart way to prevent thefts.

Some contemporary inventions of that time can also be supposed as a product design method used for problem solving. Greek Aqueducts were specially constructed to solve a problem of lack of water for in-house needs As well as Korean warm floors system which let people survive in extreme weather conditions in winter. The need of ease of transportation led to invention of Four-wheeled wagons that first appeared in Bronze Age Europe.

Nowadays the connection between tradition and innovation can be seen in eastern cultures. For example, Japanese design is well known for its innovative side of products as well as traditional appreciation of minimalism.

User experience has always been highly appreciated in Japanese design practice. Japanese products are always high tech oriented although the importance of touch feel that user experiences while using a product is one of the most important aspects of Japanese design culture.
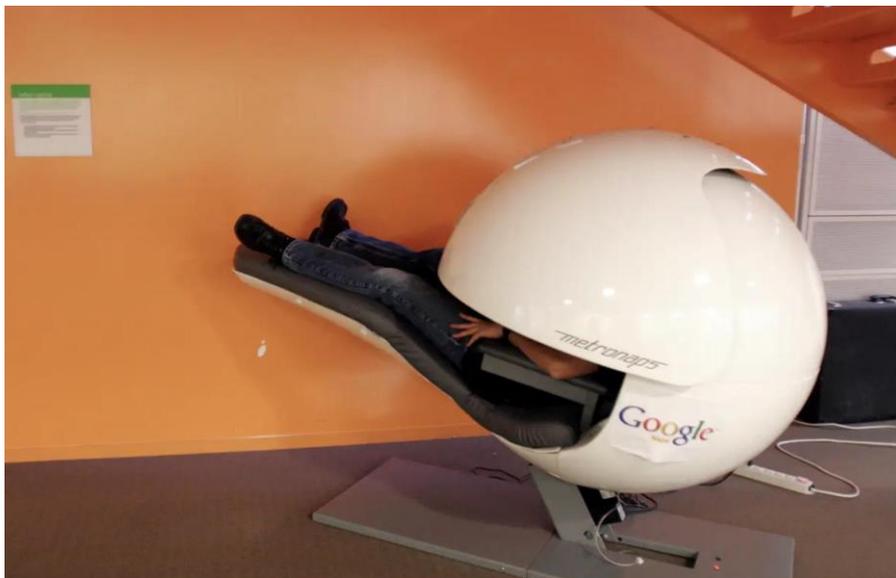
Nowadays big corporations have reached design thinking necessity understanding in process of organization regulation. Undoubtedly, Project thinking methods can increase and fight creative block in ideas generation phases in startups and product development companies.

However, such methods as mind mapping can also be used in any kinds of companies that want to find a new solution to a typical problem.

We can already notice that Design culture has already penetrated into contemporary corporations such as Google and Yandex. Not only do they organize their work process based on design thinking methods, their offices have been designed specifically for the needs of contemporary clerks. Each office is divided into zones that satisfy the needs of workers throughout their day at office.

There are many privileges for google workers: they can organize private meetings in comfortable capsule rooms or play basketball while taking a break. They can also take a nap inside a nap pod, which completely blocks out light and sound.

The atmosphere is such offices inspires workers go to work every day and keep them motivated to work as their office has everything they possibly need.

They also provide their workers with free means every day which also helps people concentrate on their work not thinking about finding places to have a lunch at.

Design culture can also be taken as a way to produce functional items and get rid of gaudy and useless kitch products. If our society refines good aesthetic taste, the world of things will be focused on producing minimalistic products which will solve problems in a smart and minimalistic way. In this case «Design culture» term can be used to describe a stage of product development evolution on its higher level.

Design is a part of culture and this has to be taken in consideration.

Moreover, design thinking methods can improve every company's internal organization and increase productivity of its workers no matter what a company specialises on.

REFERENCES

1.   Dan Cederholm. Twenty Bits I Learned about Design, Business and Community/ Dec, 2020 / https://advencher.co/products/twenty-bits-i-learned-book.

2.   Business culture and etiquette guide - www.globalnegotiator.com

3.   Donald   Norman.   Design   of   everyday   things   /
https://www.ozon.ru/context/detail/id/147120257/?utm_source=google&utm_mediu
m=cpc&utm_campaign=RF_Product_Shopping_Books_newclients_super&gclid=Cj
wKCAiA25v_BRBNEiwAZb4-ZXzMKLhW7yEm-
yZHHlRdW6JBLSVmochWz77XUG-
5fSe2QPdl_NbKSBoCWHQQAvD_BwE#section-description--offset-80