



## SUSTAINABLE DESIGN: IN SEARCH OF MEANING

Dmitrieva Irina Valentinovna,  
PhD in Architecture, Associate Professor of  
Tashkent State Technical University, Head of "Industrial Design" Department  
e-mail:irinadmitrieva65@mail.ru,

Madaminova Mokhinabonu Khusnutdin kizi  
4th year student of "Industrial Design"  
Department of Tashkent State Technical University,  
e-mail:madaminovamohinabonu@gmail.com

### ABSTARCT

Greening all society spheres is a response to the global challenges of our time. According to famous philosophers E.V. Girusova, I.K. Liseeva, a humanitarian transition is made from an era before an ecological to an ecological era; humanity is taking the test for spiritualized intelligence, and modern technogenic civilization - on the biosphere compatibility.

**Keywords:** eco, design, engineering, creativity, art, meaning.

### Introduction

The study, comprehension of new life realities inevitably leads to the emergence of new concepts, terms designed to reveal the emerging phenomena essence. And here the knowledge and linguistics laws seem to interact. Our vocabulary selects preserves and develops more and more conceptual structures using the "eco" derivative: eco policy, eco thinking, eco consciousness, eco culture, eco education, eco city, eco house and eco design finally. Our analysis subject is the meaning of the "ecological design" concept, its formation and development.

It has long been noticed that to define a concept means to name it - it is part of a more general concept, a group of concepts. The English word "design" is most often translated into Russian as design, modeling (other design meanings are used - project, model, plan, drawing and picture).

In Russia, design as an activity is understood most often in a narrow sense, as artistic construction. However, in recent decades, an increasing number of specialists in the world call design (designing) the third culture, organically combining humanitarian, artistic and scientific and technical cultures.

The third culture - design, English experts figuratively call - Design.

A universal, in our opinion, definition of design was proposed by V.Yu. Medvedev: «Design is a creative method, process and result of artistic and technical design of industrial products, their complexes and systems, focused on achieving the most complete correspondence of the created objects and the environment as a whole to the capabilities and needs of a person, both utilitarian and aesthetic»

And yet, this and many other definitions do not exhaust, and sometimes do not reflect the deep design meaning inherent in Russian philosophy and culture. Perhaps that is why it is so difficult to comprehend the ecological design essence. There are many different directions in its definition and comprehension. We would call one of them utilitarian. So, L.M. Poddubko and A.I. Demidenko define eco design as «a modern design trend focused on the recycling of used design products».

Another direction is the judgment “ecodesign is the basis for the design and manufacture of products from natural materials, the design of flower arrangements and landscape design” (L.V. Sidorova).

Design is undoubtedly closely related to the nature knowledge, its laws manifestation in natural and human-modified conditions, with the anthropoecosystems functioning. However, they have their own subjects to which design activities are directed: in landscape design, it is the creation of an artificial environment using natural components; psychodesign is based on eco psychology, constructing the environment depending on the psychological portrait of a person; Feng Shui is one of the metaphysical doctrines, a mystical-symbolic tradition aimed at harmonizing a person's relationship to the world on the basis of his spiritual comprehension. Their union is not entirely organic.

D. Orr's statements are categorical and emotional: «Ecological design is the right design, it should create an environment in which ecological imagination and a sense of connection with nature will flourish, guide our desires and help us understand what our true needs are and under what conditions we generally exist in this world».

Ecodesign is also called ecological design, designed to ensure need awareness to integrate science, technology and art, the scientists and artists' consolidation on the basis of the harmony principles between man and nature, the ecology laws.

In the pluralism era, each of these areas has the right to exist - this is one of view angles. However, they do not reveal the full essence of the ecological approach to design cognition and activity.

## Materials and methods

### 1. Connection with nature



### 2. Original things



### 3. Well forgotten old



### 4. Do it yourself



### 5. What will remain after me?





## Results and discussion

Thus, ecological design takes inspiration from nature and rethinks the man role in relation to it. Modern man has the ability to minimize the harm caused to the environment by production by opting for practical and convenient things made from local materials using long-established technologies. Naturally, no one forces to give up smartphones and cars, but you can try to find a “green” alternative for many items that we use every day.

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