THE SPECIFIC FEATURES OF UZBEK DESIGN

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ABSTRACT

This article analyzes the essence of national design, its relationship to the artistic and aesthetic development of society and humanity. Design is a type of activity aimed at creating a comfortable and aesthetically pleasing object environment that best meets the needs and desires of people. The article also discusses the impact of aesthetics on national cultural development.

Keywords: Design, national design, cultural place, national value, artistic-aesthetic action, humanity

I. INTRODUCTION

Design is only a human ability, it is a search to create a new image of the universe, to develop its concept. It is both a product of culture, a means of cultural construction, and a factor that actively shapes culture. Therefore, it is necessary to generalize and analyze the design from a modern point of view. Scientific approach, objective evaluation, functionality are the main elements of design activity. “Design is a unique way of design thinking based on six principles: engineering, sociology, ergonomics, economics, ecology, aesthetics. While interior design is a specific type of design, while architectural solutions are important in the exterior, interior design can create different “psychological environments” and have different effects, depending on the function of the rooms. They sometimes encourage concentration, in other cases - a sense of solemnity, dignity, exaltation, in the third case - a heartfelt conversation, in the fourth case - a discussion of mature issues in a businesslike spirit, and so on. Thus, the interior design of buildings and structures should focus on creating a moderate psychological environment, good mood, free work, healthy lifestyle. “A dwelling is a part of a building that is connected to each other and is designed for one family to live in. The apartment is a key component of the accommodation. In these apartments, family members spend their main time, which means they can rest, work, sleep, eat and wait for guests.

“Depending on the style of interior design, you can know not only the taste, type of activity, position, image, interests of the residents, but also the mentality, character, the number of people living in the house.

II. MAIN PART

The changes in socio-economic life are the result of new needs and demands of people, materials and modern technologies in modern life. The items that are used in everyday life become the main part of people’s life. They should meet all the requirements. Particularly, XXI century and globalization increases people’s demand for convenience and usefulness, immobilization of material world. In this case, the main tasks of design should consist of creating the range of optimal products that meet all the requirements, mess up things surrounding people. Because, we can not imagine our life without technical means, like telephone, computer and others. They must replenish each other, have an aesthetic value, serve to physical, spiritual-aesthetic development of people. The solution of this problem does not only depend on designers, but also consumers. The consumer or buyer will make his decision to buy a product, shopping becomes a kind of attitude to goods. The commodity must be beautiful, high-quality and convenient. So, the aesthetic value of goods increases.

The things that we use show our taste, outlook and at the same time may be reason for creating modern technical means and items. A variety of mobile phones, TV sets and refrigerators have been created. From year to year, they become more convenient, delicate, resistant and technologically economical. They should have utility and
aesthetic features. Utility is a useful, functional, convenient, technologically economic and constructive feature of goods. The aesthetic feature means beauty and artistry.

Today, design includes modern conveniences of labor conditions. It creates favorable working conditions, aesthetic atmosphere for manufacturers, help to identify their creative abilities. By improving labor conditions, the working process will be more interesting. As a result its effectiveness increases. To protect people’s health, educate their aesthetic taste, improve the creative skills make a worthy contribution to the development of society. These processes are closely connected with each other. The scientific-technological development of society serves to

the improvement of design and design makes a worthy contribution to the enhancement of people’s cultural life. This increases demand for designers’ job. Particularly, as a result of urbanization people have to live in artificial conditions. And, it puts lots of tasks before designers, like humanization and beautification of the world surrounding people. So, it increases demand for urbanization, architecture and landscaping.

After the independence of the Republic of Uzbekistan, architectural design has been improved. It has two sides: the construction of new building and renovation of old buildings. The Art Gallery of Uzbekistan, the Youth Creativity Palace, the Palace of International Forums are the bright examples of modern architecture. The hotels Wyndham, City Palace were renovated on the basis of modern design.

Design is becoming more important in our life from day to day. It shows the level of our aesthetic life. However, there are various kinds of design, their unity under a single goal-beauty, quality and convenience. Designers who consider design creation of simple and convenient things may lead to “mass culture”. Because, goods are manufactured for consumers, and consumer is a person, he has taste, outlook, needs and ideals. The “mass culture” of XXI century is acts under the mask of integration, liberalization, democratization of developed cultural life.

The difference between negative impacts and national values of our nation is demand of time. Because, “mass culture” is closely connected with people’s demands and needs. The “mass culture” is reflected in shapes and appearances of things. The attractive things make an interest on people and make them aggressive. This covers design as other spheres. The designs of dresses, hair-styles and jewelries even toys are bright evidence to this.

Designers should use new styles and methods of creating national dolls and heroes that arise positive emotions, help to develop aesthetic taste of children.

The first president of the Republic of Uzbekistan Islam Karimov emphasized that making dolls and toys for our children who are looking into the world thorough their eyes and try to find its meaning is one of the most important issues. Because, toys are important in shaping such noble feelings, like sincerity and love. The appearance and color of toys enriches the aesthetic imaginations of children. The specialists who are working in this sphere should not be only teachers, psychologists, but also good designers, have a deep knowledge of old-ages history and culture of our nation. Toys and dolls help to educate our children as spiritually developed, well-educated personalities with a good aesthetic taste.

The improvement of design in our country based on the of national values, customs and traditions is growing as a profession. Design of dresses and samples of architecture show the positive sides and impacts of this sphere. Especially, houses in rural areas are designed on the basis of our national traditions and lifestyle of our people. They are designed taking into account such national values, like hospitality, enterprising.

The effective use of functions and aesthetic rules of design by designers may prevent the negative impact of “mass culture”. Indeed, the main and specific feature of design is to identify the balance between morphological and axiological ideals and view of the real world. Design is not only understanding and evaluation of beauty, but also its implementation, contributes to the cultural development of society.

As a result of cooperation between architecture and designer, the modern living conditions have been created. This atmosphere makes spiritual-psychological impact on people, help to form their aesthetic taste, feelings and
ideals. The things that have spiritual value make an influence on people’s lifestyle, behavior, outlook and thinking. Today, design plays an important role in manufacturing, as well as spiritual life of people. This process does not only change the appearance of things around people, but also enhances the convenience and evidences humanization of society on human interests.

Thus, the positive impact of design on society is to make convenient labor processes and means, adaptation to people, increase the creative skills, efficiency and effectiveness of labor.

Second, rational proper placement and facilitate of things and materials that are used in everyday life; Third, the structure of buildings and streets, designed for living, working, resting, restoring the health. In a word, to make convenient the world surrounding us.

Created by human infrastructure, development of territories and residence place of people is considered cultural space and integral part of non-material cultural heritage. One of the major components of this cultural space is a family center a house. In a habitation interior the important role is played by historical, social, economic, natural and climatic factors. It is especially shown in houses constructed in 19-20 centuries.

The originality of architectural design of an Uzbek house consists in its division into internal and external parts. It was described by an Uzbek writer A. Kadyri in the product “Past days”.” The first thing that you will see in the court yard is a house with a terrace, extended from east to west. Even if is not a work of art, anyway, it of one of the best houses in the city. There is nobody on the area in front of the house, and also indoors behind it at this time of the day ,from which we can conclude, that it is an external courtyard and living room. This description gives an idea about architectural design of Uzbek house as well as about attention to a woman, taking care of her and domestic environment. An internal part of the house was intended for women with all conveniences and comfortable conditions. At creation of the interior of Uzbek house such qualities of the people, as hospitality and huge love to children were considered.

The interior of the Uzbek house was directly connected with the national applied art and traditional crafts. A child in the Uzbek house from the early days of the birth got acquainted with the applied art. As a vivid example of this is beshik (cradle). Beshiks throughout centuries were decorated by various colorful patterns. Beshik with colored kurpacha (mattress) and beautiful coverlet served to the child as a small world calling to beauty, grace, convenience, and was a symbol of duration of generations and confidence in the future.

A particular part of the house was a living room, in which especially important thing was a harmony of functionality and beauty. An integral part of the living room interior was niches in the walls, designed for blankets and utensils, that’s why they differed from each other in the sizes and decoration. Customs, traditions and values of each area displayed in their interior designs. For example, the interior basis in Surhan (Сурхандарийская область) area is made by art embroidery-kurok (patchwork) and carpets. The room of a new bride was decorated with embroidered by her hands suzane, palak (tapestry) and prayer mat. Thematic patterns in Suzane were subjects of space, nature, happiness and love. As a rule, a big circle symbolizing the sun, of the moon was embroidered in the center of the suzane. Each suzane had from one to eight such circles. They displayed planets and were called moons. The were divided into «katta oy», (big moon) and «kichik oy» (little moon). The width were of the suzane was 1,5-2, and the length up to 2-4 meters; along the edges they had an embroiderers. The taste and aesthetic culture of a bride was shown in drawings of kurbachas, and the way of their folding up on kits. It was compulsory that a bride’s dowry include embroidered pillows and tablecloth. They symbolized duration of the kin, prosperity and abundance in the family.

In general, modern interior design has following aspects of nonmaterial cultural heritage:

- firstly, functional features of subjects, that is, conformity of forms and sizes of carpets, kits of shelves to parameters of the room and their demand to meet utilitarian needs of a person;

- secondly, patterns, color, decoration of items and artifacts (for example, carpets, kits, shelves) in functional term are not important, but their beauty and grace give good mood to a person and are a kind of decoration of the room;
thirdly, these items and artifacts are environmentally friendly, high-quality, durable and can be used by the subsequent generations;

fourthly, they can serve as an indicator of the art-aesthetic taste, level of culture and lifestyle of the house owner.

Design is a social phenomenon personifying technical, scientific and art creativity, and major factor in formation of cultural space is immanent feature. i.e. harmony of functionality and artistry, convenience and comfort.

III. CONCLUSIONS

“Design is a way to rebuild, change, change the world on the basis of axiological principles, to realize the potential of the individual in a post-industrial society.” In this process, design becomes a creator of universal values by combining art and technology, mind and emotion, theory and experience.

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