
Industrial design as an element of project culture

© S.A. Vlasov, I.R. Nazarova

Bauman Moscow State Technical University, Moscow, 105005, Russia

The present state of industrial design demonstrates limited possibilities in creating harmonic object human environment. The solution of this problem is closely related to the necessity of the design sphere being introduced into social-cultural field. This gives more opportunities for searching the means of designing the integral man-made world of the second nature. Syncretism of culture can become a perspective and productive model of developing the design of future.

Keywords: design, object environment, project culture, industrial design, syncretism, technocratism, values.

REFERENCES

- [1] Bystrova T.Yu. *Veshch'. Forma. Stil'. Vvedenie v filosofiyu dizaina* [Thing. Form. Style. Introduction to the design philosophy]. Ekaterinburg, Ural University Publ., 2001, 223 p.
- [2] Knyazeva E.N., Kurdyumov S.P. *Osnovaniya sinergetiki: chelovek, konstruiruyushchiy sebya i svoio budushchee* [Foundations of Synergetics: a person who constructs himself and his future]. Moscow, LIBROKOM Publ., 2011.
- [3] Minervin G.B., Shimko V.T., eds. *Dizain. Illyustrirovannyi slovar'-spravochnik* [Design. Illustrated Glossary]. Moscow, Arkhitektura Publ., 2004, 228 p.
- [4] Grechko P.K. *Vestnik Rossiyskogo universiteta Druzhyby narodov. Seriya Filosofiya — Bulletin of People's Friendship University of Russia. Series Philosophy*, 2012, no. 1, pp. 5–21.
- [5] Zinchenko V.P. *Voprosy psikhologii — Psychology issues*, 1992, no. 3, pp. 30–34.
- [6] Bityuk V.A. *Vestnik Astrakhanskogo gosudarstvennogo tekhnicheskogo universiteta — Bulletin of Astrachan' State Technical Univ.*, 2009, no. 1, pp. 2–32.
- [7] Lipetskaya M.S., Shmeleva S.A., eds. *Promyshlennyy dizain Rossiyskoy Federatsii: vozmozhnost' preodoleniya "dizain-bar'era"* [Industrial Design of the Russian Federation: the ability to overcome "the barrier of design"]. St. Petersburg, Politekhicheskyy univer. Publ, 2012, 80 p.

Vlasov S.A., Ph.D., Assoc. Professor of the Philosophy Department at Bauman Moscow State Technical University. Academic interests include social philosophy, philosophy of science and technology. e-mail: cfdkfc2010@yandex.ru

Nazarova I.R., Ph.D., Assoc. Professor of the Philosophy Department at Bauman Moscow State Technical University. Academic interests include philosophy of education, science and technology. e-mail: nazirrad@yandex.ru
