

THE ART OF INDUSTRIAL AESTHETICS: A HISTORICAL PERSPECTIVE ON DESIGN

The history of design isn't just a chronology of events or a list of famous names. This is a reflection of the profound changes in society, economy, technology and culture that have taken place over the past hundred years. Design became its own job around the late 1800s and early 1900s because of new challenges in the industrial world. Making lots of products, the growth of machines, more competition, and what people wanted changed, all needed a brand-new way of making things.

Design didn't just pop up out of nowhere! It has roots in the old ways of making things look nice, like decorations and crafts. But instead of just one person making something by hand, modern design is about making lots of things that look good, are easy to use, work well, and do their job. It's like a helpful friend between the world of machines and people, making the things around us more comfy, easy to understand, and nice to look at.

A truly important way to understand the history of design is to look at how everything has changed over time. This helps us see not only how forms and technologies have improved step by step, but also the big ideas that have transformed the way we think about the things we use at home and in our communities. It's important to know that design is not just about making things look beautiful. It's a thoughtful way of creating — like an artist planning something, thinking about what people need, how new tools can help, how to be kind to the Earth, and what matters in our culture.

Thus, the history of design is a story about how a person learned to create not just functional, but meaningful objects that can carry emotional, aesthetic and social load. This is a history of creative searches, breakthrough ideas and constant renewal - in accordance with the spirit of the time.

The history of design covers a relatively short period of time - a little over a hundred years, starting in the late 19th century. It is based on a consistent presentation of the main events and stages of the formation of design activity in different countries. An evolutionary approach plays a significant role in the study of this process, allowing us to trace the gradual development of technologies, materials, forms and changes in consumer demands. Unlike the classical historical approach, which involves a detailed examination of all periods, the evolutionary approach focuses on key trends and breakthroughs.

The emergence of design as a separate field of activity in the early 20th century was driven by social, ideological, and economic changes associated with industrialization. The development of decorative and applied arts, the emergence of machine production, competition in the product market, and the need to harmoniously integrate the aesthetic and functional qualities of products created the conditions for the emergence of design as a new professional field. The so-called design artist began to play a key role in creating the object environment, combining technical, ergonomic, environmental and aesthetic aspects.

Using the latest technological advances, from 3D modeling to nanotechnology and laser processing, modern designers not only meet our practical needs, but also shape the socio-cultural landscape by establishing a dialogue between producers and consumers.

Their work is key to our adaptation to a changing world, providing comfort and visual harmony in our everyday lives.

Researching the history of design involves getting to know prominent personalities who laid the foundation for modern design approaches. Their innovative ideas contributed to the development of new forms, styles and methods in industrial production, graphic design and corporate identity. In this context, design is viewed not only as a professional activity, but as a special worldview closely related to the cultural context, technological progress and the needs of society.

Today, design is not only a professional activity aimed at creating aesthetically pleasing and functional things, but also a way of thinking that reflects the interaction of technology, cultural values, and social needs. Having emerged at the turn of the 19th and 20th centuries as a reaction to industrial development, it is constantly evolving, adapting to new realities and using the latest scientific and technological advances. Thanks to the outstanding masters who shaped its principles, design has become an important tool for social communication and helps people better navigate the dynamic world, providing comfort, harmony and meaningfulness to their environment.

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