European Journal of Innovation in Nonformal Education (EJINE)
Volume 2 | Issue 5 | ISSN: 2795-8612

Methods of Using Ethnographic Elements in Furniture Design

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A B S T R A C T

The article is devoted to the problem of using the principles of fine shaping based on national ornaments in the design of furniture. The relationship between the content of images and the nature of the universal principles of shaping is determined. On examples of furniture, the action of several principles of shaping is considered, a comparative analysis of their capabilities is carried out. The concepts of shaping methods are introduced, their principles are highlighted.

A RTICLEINFO

Article history:
Received 15 March 2022
Received in revised form
19 April 2022
Accepted 23 May2022

Keywords: ethnic style, ethno design, ethnofuturism, decor, colors, eclecticism, ethnic art

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Introduction

The desire to decorate their homes with exotic items imported from distant lands has probably always existed. This phenomenon became widespread during the first crusades, when Europeans were on their way to Palestine, visiting the Middle East and modern-day Turkey. Then the era of great geographical discoveries began, and the objects of material culture of other countries became familiar in European homes. Ethnic style is a broad concept that encompasses the traditions of many peoples. Therefore, it is impossible to decorate the interior in a simple ethno style, in each case a certain direction is taken as a basis. It is important to keep in mind that all styles respect centuries-old traditions and often have nothing to do with modern culture (e.g., Egypt). However, there are features that are unique to the entire ethnic group: the use of natural materials or their high-quality imitation. Only wood and stone are allowed in the decor, decoration, furniture. To them are added metals, ceramics (clay), glass, natural textiles, known since ancient times. The traditional palette varies from country to country. Both calm natural shades and bright, watery colors are used. The ethnic style of the interior uses objects and decors that are typical of this trend. The lighting is always soft, moderate. Traditional ethnic interiors are not complete without patterns. Their role is not only to decorate, but also to draw attention to the object or to express the surface (e.g., ceiling or door). Jewelry can be mixed in different proportions; the main thing is to use patterns from the same culture.

The most difficult option is to recreate a truly ethnic style interior, where every detail is repeated as accurately as possible. Before starting work, a whole survey is conducted to determine what furniture and household items will look like in the selected culture, and what materials will be chosen to decorate the floor and walls. Reality is rarely used for accommodation, it can be seen in a themed restaurant. The fact

is that it is very difficult for a modern man to give up familiar comforts - for example, a bed in a typical Japanese interior.

Ethnic mix. (Eclecticism). Eclecticism (mixing) in several directions has long been used in ethnic style and is successful, fortunately, folk art is unique in its diversity. Usually they mix motives from different cultures to make more impact. An arbitrary combination of directions will inevitably lead to imperfection. First, the selected color palette should be followed when decorating the interior. Second, the decor and furniture items are chosen based on the similarity of the themes (for example, a patterned table and chairs from Morocco fit very well into a carved Indian sofa). The same goes for decorations - they are chosen in a way that combines the nature of colors or patterns (geometric or floral) or stylistics.

Ethnic stylization. The simplest and most acceptable option for decorating a home in an ethnic style. In modern conditions, there is no need to properly restore life and carry out major repairs, it is possible to deal with the characteristic details that are specific to the culture of the chosen country. Textiles of the desired color are used for decoration - pillows, curtains, blankets. Accessories will be in addition to textiles: figurines, panels, lamps, souvenirs, vases [1].

Analysis of the Relevant Literature

Ethnofuturism as an artistic movement in the Russian space (or worldview, according to many of his followers) was formed in the dmurtia about 15 years ago. The essence of ethnofuturistic design research methods can be described as a re-translation of traditional culture into the modern era. Ethnography, which relies on the methods, techniques, and theories of other social sciences, such as anthropology and psychology, sociology, and communication theories, is referred to as the “methodology used to present the perspective of everyday life” [2].

When we talk about ethnic interiors, what do we think about first? East, Africa, India. These are all physically developed, well-grounded nations that know how to deal with their passions. By adding oriental colors, furniture, things with a clear traditional theme to the interior, we add the emotion, the energy that is unique to these cultures and to any person by nature.

There are almost no pastel shades or cool pink-blue colors in the ethno style. It is always warm, dry, cheerful and simple colors: natural and dark wood, sand, gray, stone color, skin color, black soil color, pale leaves, rich green, red and yellow, blue.

In an intellectually advanced society, people sometimes have no contact with the earth, with ordinary human emotions. Earthy and warm colors, the interior filled with bioforms contributes to relaxation and tranquility.

The first thing that evokes emotions in a person is color. In addition, the most understandable and initial feelings that give us strength are the warm, bright, local colors that signify flowering, sun, love, and life.

Ethnic works of art or crafts have a biological form in which they are or are depicted as parts, figures, or faces of an animal’s body. In a word, these objects are filled with emotion.

An ethnic interior is a space that, with its contours, shapes, and content, resembles the residence of an ancient people or is filled with interiors and decorative elements derived from its culture. Such things bring deeper meanings to the room and connect with the culture of the past, allowing us to rely on the experience, aspirations, and skills accumulated by our ancestors.

In the modern world, art objects and furniture make the interior interesting for tourists. Ethnic motifs in the design of hotel and restaurant interiors are a modern trend that expresses the desire for national self-identification, a return to the roots, folk arts and crafts. It arose as a response to the trend towards "depersonalization", universalization of design solutions and formed into a stylistic direction, which some researchers define as "ethnodesign" or "ethnic design". In our opinion, there is another reason for the popularization of ethno-cultural motifs in design - a marketing strategy for designating the territorial or ethnic origin of a product or service, or their producer in the context of the development of regional tourism [3].

The use of elements of national ornaments and objects of applied art is the most common design technique. Ethnic motifs can be used both as the main structural element and as an element of decorating an object (Figure 1, 2).



Figure 1. Karakalpak ornaments Shubal (row) - on the left and Segiz muyiz (eight horns) - on the

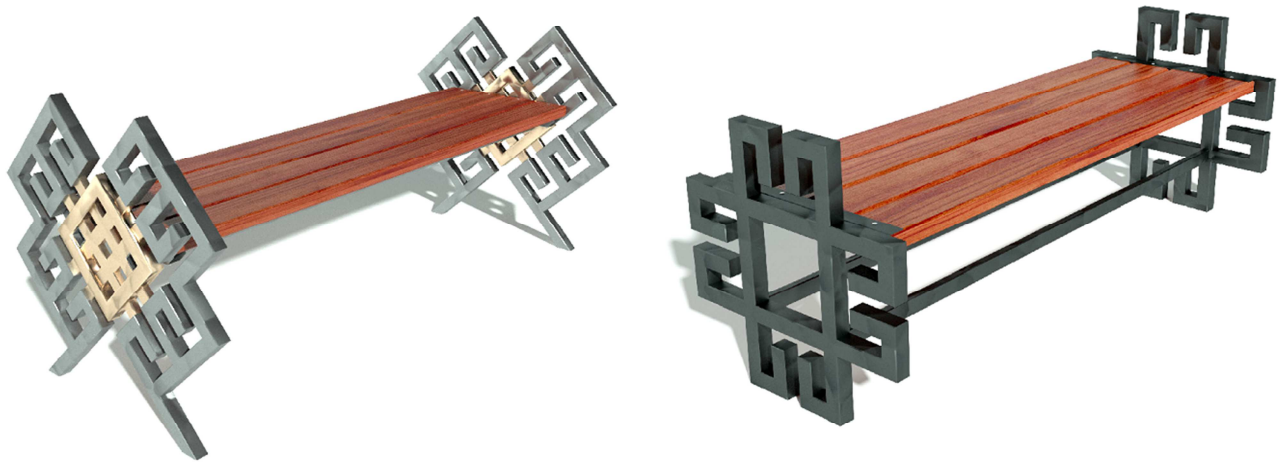


Figure 2. Benches created in the style of ethnodesign

Ethno-style furniture will not only allow you to relax and take a break from monotony, but will also help you create additional memorable images. The use of elements of the culture of the ethnic group will improve the attractiveness of the space and allow you to create an image of the ethnic interior.

The ethnic theme is actively developing in the modern design industry. Many types of drawings, patterns and shades of decorative materials are produced, in which ethnic patterns are clearly expressed. And these materials enliven the interior. They began to be used in almost any style.

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Thus, any ethnic style is a good addition to the eclectic interior, making it more unique and deeper. Traditional decor and accessories have remained at the peak of popularity in the last century and do not want to give up their position. The possibility of making the environment more relevant is the second reason for adding ethnicity to the interior. Every nation, as well as the history of the nation, the Uzbek nation has a rich and bright history, and this has been partially passed down to us. The problems of ethnogenesis and ethnic history of the Uzbek people are of great scientific and practical importance as a result of the growing sense of ethno-national identity of our people, the growing attention to national values and historical traditions [4]. Ethnic style is mainly derived from the way of life of our ancestors and the conveniences they created for themselves, attracting our attention. It is known from history that in the period of development of famous schools of architecture in the West, the architecture of the East was

also developed and included in the list of elites. An example of this is the luxurious quiet buildings built by Sahibkuran Amir Temur. These buildings, which have left a unique mark, are still attracting the world's attention. It should be noted that having our own style, creating a unique and appropriate environment in our interiors also helps to understand ourselves. Of course, we cannot achieve this by blindly copying the way of life of our ancestors. By adapting the way of life of our ancestors to our environment, we can create a unique interior by creating more conveniences and innovations.

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