

## ROLE AND PLACE OF TRASH-TREND IN DESIGN

*Abstract.* Characteristic of the role of design in creating trash facilities design and shaping of the environment with the use of direction. Trash-The influence of design on the following areas of modern design as portraiture, fashion design, interior yerne environment and the ability to use in everyday life. Formulated recommendations for further research reuse and recycling of materials.

*Keywords:* trash design, redesign, trash-couture, trashion, art object.

**Background.** The ecological crisis and the problem of disposal of excreta - one of the most pressing today. And not only because of insufficient recycling , but also because some irresponsible people. Designers say about the problem of irrational use of raw materials and waste disposal problems , the need for non-waste technologies.

" Waste " design and it is called Trash- design - one of the areas in which, at the level of the requirements of beauty, convenience and price, special attention is paid to the use of secondary resources.

**Analysis of recent research and publications.** The U.S. and Europe are trash design exhibitions: "Year of Design " in Finland, fashion weeks and fashion-shows such as Eco Chic Fashion Show in Jakarta and at the " trash fashion : design without waste " in the London Science Museum , which presents the problem of improving the environment of pollution of the planet unnecessary things and clothing. To create collections of apparel designers use only raw materials from unnecessary things and industrial wastes. Some designers, such as Andy Uorohol , Paco Rabanne , Ivano Vitali create their works from the same raw material. These collections they represent an exclusive clothing that has long become a new trend in fashion design , called trashion [ 2].

The most famous designer who works in this area become Maison Martin Margiela, namely his work is sometimes called " redesign " for his tendency to dissect things , so they look like from the outside turned from the middle (Fig. 3).

At present, some researchers and designers interested in " trash " design. But unfortunately mostly presented in exhibitions and experimental design in single copies , but few have investigated its use in the design or manufacture of the elements of the interior .

Brief report analyzes trends Trash-sponsored design O.P.Oliynyk , L.R.Hnatyuk , V.H.Chernyavskym [4 ].

**The wording of Article goals.** Identify the role and place of the Trash-design and its influence on contemporary design in areas such as portraiture, fashion design, interior yerne environment, can be used in everyday life.

**The main part.** Exploring design , especially more so for Ecodesign direction , it is necessary to allocate a special function use secondary resources to create interior objects , that is " garbage " Design.

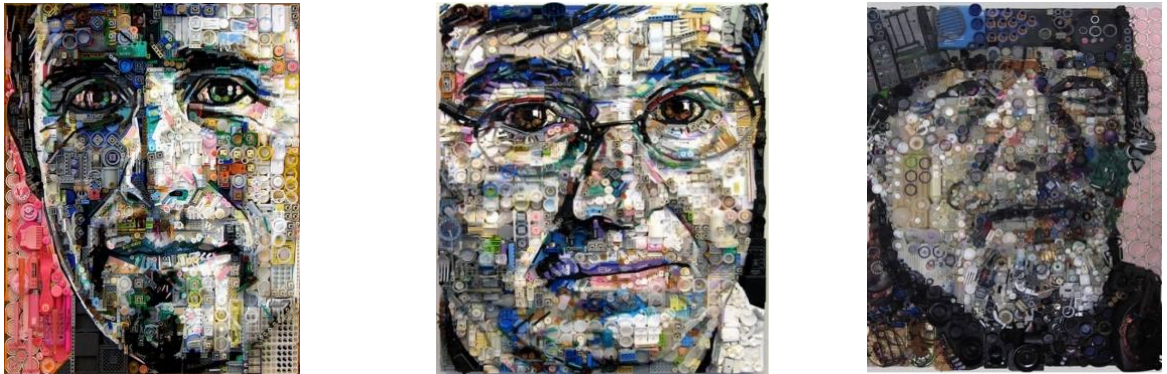
The main idea of this trend by giving rubbish rebirth , nature and deprive people from having its disposal ( transport, bury , burn or recycle ).

From a practical point of view, " garbage " Design - an attempt to save money and natural resources. However, this attempt today has become a fashionable trend . All over the world have long realized the benefits of this alternative recycling as they rose to the level of art objects.

The exhibition " Design Year " in Finland , the designers of the company Dodo Oy presented using recycled materials , have given new life to things that have to be long in the land fill ( clothes and items collected in landfills, or bought at flea markets). We have created a living room, where a table lamp made from a tin can and a bookcase with wooden pallets , fur cape , bought at the fair for a couple of euros - covers desktop. Henrik Enbom believes that the basic idea - to show mankind that endless consumption does not make us happy, and that natural resources can be used more wisely .

Also trash used in portrait art , eg, American artist Zac Freeman (Zac

Freeman), elaborated creates images that can not be called low-grade : but if you look closely, it becomes clear that they, like mosaic, assembled from the real "trash" - everyday household trash (Fig. 1).



*Fig. 1. Images collected "trash" Zach Freeman*

According to some reports in the UK alone each year to landfill gets about 1.5 million tons of clothing, this is why the creators of high fashion, who are concerned about this situation sent his creative work on the creation of such areas in fashion design as a trash- couture or trashion - fashion, in which are used to create clothing industrial waste. In the fashion world there are such famous collection " Greenpeace ", representing the clothes out of plastic bottles, plastic bags, caps from bottles under . On that not so interested in possibilities " garbage Design" indicates occurrence collections of famous fashion designer with unconventional materials such as old newspapers , packaging of powder, plastic bags and remnants of textiles [ 1].

You can determine that the design activity trashion first style was represented on the podium in 60 years at the time known designer Paco Rabanne , and it was the first manifestation of eco fashion . He presented the author's dresses made of paper that staya symbol trash- couture . And he gained worldwide recognition through its corporate identity - dresses made of metallic parts. So horakteryzuyuchy fashion 60s , we can say that even then people started to worry about the environmental situation , as is evident from the work of famous

designers, which was characterized by the use of secondary waste in their tvorchvy diyalynosti .

Important role in the formation of identity trashion played Italian designer Ivano Vitali, who is still working in this field. His collection of eco-clothing created entirely from recycled newspapers and magazines, the designer cuts the long strips and twists into huge balls without glue, paint or silicone. The resulting "yarn" designer stitches with needles and hooks made of wood, as it absolutely does not use colors. Instead, the master carefully selects similar color pages [2] (Fig. 2).

You can also note the following well-known fashion designer Jean Paul Gaultier , his collection is his " Hi-Tech " through which went to the number of points of the French avant-garde fashion. " Hi-Tech " refers to high technology, and Gaultier showed models in the spirit of " garbage Design "using circuit boards and cans from the pet food.

However , the most famous designer who works in this area become Maison Martin Margiela, his work is sometimes called the " redesign " for his tendency to dissect things , so they look like from the outside turned out of the way. His most famous outfits made from other things , such as a trash the dress package , top with gloves or jacket with broken ceramic plates, bags jackets , gloves , belts and plastic labels ( Fig. 3). These exclusive models are made in single copies, and cost several thousand euros, often getting in museum collections [2 ] .



*Fig. 2. Cotton papers of Italian designer Ivano Vitali*



*Fig. 3. Top of gloves, hats and jackets with broken plates*

Also , we note that the trash design is quite popular in interior yernomu environment. Zane Architect and designer Elina Teterya Teterya with Office Open Architektura un Dizains, projected on the floor business - the center of Riga office of international advertising agency McCann Erickson - Riga, using recycled materials . The designer's task was to develop a low-budget project that would be both environmentally friendly and would have an interesting stylistic solutions.

The project played with the idea of simulating outdoor space in the interior. Different parts of the office are free standing units , buildings , among which paved walkways , streets. In the interior used recycled raw materials and economic , and the walls and tables in rooms decorated timber left over from other offices and private projects (Figure 4). The main idea risayklynhu interior features a concierge reception, which consists of electrical appliances and household items that have long had bits in a landfill . [3]



*Fig. 4. The office of international advertising agency McCann Erickson - Riga,*

**Conclusions.** Scope Trash- design is extremely wide : from individual elements Promdesign to shaping the environment and fashion design , the use of recycled materials in shaping the environment and making art objects.

We found that the task thrash design is the use of garbage and unwanted items, ie, recycled materials, new ideas and a renewed focus on the habits of consumers. Objects and concepts may be part of the mass production of unique items or intermediate option, the main thing that they were made from pre- used materials.

Using Trash- design will save having to recycling of secondary raw materials, thus bring economic benefits.

**Prospects for further research.** Research of shaping objects thrash design. Using a closed eco-cycles that provide for the reuse and recycling of raw materials, a solution of pollution. Setting up serial production design elements of everyday use.

## Literature

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### Аннотация

**Царик А. А., Гнатюк Л. Г. Роль и место trash-дизайна.** Охарактеризована роль трэши дизайна в создании объектов дизайна и формообразования среды с применением данного направления. Выявлено влияние Trash-дизайна на такие сферы современного дизайна как: портретное искусство, дизайн одежды, интерьерное среду а также возможность использования в повседневной жизни. Сформулированы перспективы дальнейших исследований повторного использования и вторичной переработки сырья.

Ключевые слова: trash -дизайн, редизайн, trash -кутюр, trashion, арт-объект.

### Анотація

**Царик А. А., Гнатюк Л. Г. Роль і місце trash-дизайну.** Охарактеризована роль треш дизайну в створенні об'єктів дизайну і формоутворення середовища з застосуванням даного напрямку. Виявлено вплив Треши-дизайну на такі сфери сучасного дизайну як: портретне мистецтво, дизайн одягу, інтер'єрне середовище а також можливість використання в повсякденному житті. Сформульовано перспективи подальших досліджень повторного використання та вторинної переробки сировини.

Ключові слова: trash -дизайн, редизайн, trash -кутюр, trashion, арт-об'єкт.