

vibrant culture can be minimalist when reduced to its core graphic and color codes.

To conclude, the transformation of ethnic styles in multicultural environment follows the principle of selecting the most resistant and adaptive elements. Ethnodesign has become a strategy for sustainable development and spatial individualization. Traditional materials like clay, wood, and wool receive a new life through modern processing, making them durable and relevant. Ultimately, the use of ethnic codes fulfills the human need for historical memory and roots in today's unstable globalized world.

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IMMERSIVE TECHNOLOGIES IN INTERIOR DESIGN: TRANSFORMING THE ESTHETIC EXPERIENCE OF CULTURAL SPACES

Introduction. Today, digital technologies are quickly changing how we think about interior design. We are moving away from simple, static rooms and starting to create dynamic, immersive environments. In the context of European integration and the growth of creative industries, using Augmented Reality (AR), Virtual Reality (VR), and interactive installations is becoming a key way to make public spaces more

valuable. Modern interior design is not just about furniture or colors anymore; it is about creating a real dialogue between the person and the space. This paper looks at how these technologies can be used in public interiors, focusing on places where food, art, and technology meet.

The Concept of Immersive Design in Creative Industries. Immersive design is a mix of architecture, stage design, and digital art. Unlike traditional design, immersive spaces try to involve all the senses—sight, sound, and sometimes even touch—to make people feel like they are "inside" a different reality. This is very important for cultural and entertainment spots, like the "Liquid Kinetic" restaurant-theater. In this project, the interior is not just a background; it is a part of the show. By using moving structures and light projections, the space can change its shape and mood. This reflects the idea of a "liquid reality" in our modern world, where everything changes fast and depends on technology.

Technological Integration and AI Art. One of the biggest challenges for a designer today is how to combine new technology with artistic ideas in a natural way. Using Artificial Intelligence (AI) allows designers to create unique patterns and visual scenes that change in real-time. For example, sensors can track where people are moving and change the lighting or wall projections accordingly.

The "Infinity Room" is a great example of this. It uses mirrors and LED lights to make a small room look like it has no limits. These solutions are not only beautiful but also show how innovative the Ukrainian design community can be. Designers now have to work like film directors, using programs like Revit for building models, but also Figma or even VS Code to plan how people will interact with the digital parts of the room.

Biophilic Design and Modern Well-being. Even with all this technology, interiors must remain comfortable for people. "Biophilic design"—which means

bringing nature into the building—is a great way to balance the "cold" feeling of screens and metal. In a modern theater-restaurant, we can mix nature and tech. For example, digital screens can show moving water or trees, while real green walls provide fresh air and absorb noise. This hybrid approach helps people feel more relaxed. From a technical side, using plants and natural materials also helps with acoustics, making it easier for guests to talk while a show is happening.

Acoustics and Lighting Standards. To create a high-quality immersive space, we must follow international professional rules. According to the EN 12464-1 standard, lighting in places that have many functions must be able to change. In a restaurant-theater, the light needs to be soft enough for eating but strong enough for a dramatic performance. The designer must find a balance so that the light is not too bright or annoying for the eyes.

Acoustics are also very important. Following the ISO 3382 standard, the designer needs to make sure that sound doesn't "bounce" too much off the walls. This is hard when using "Industrial Loft" or "Steampunk" styles because they often use hard materials like brick, metal, and glass. To fix this, we use special 3D-printed panels or textiles that look cool but also help the sound quality.

Psychological Impact and User Experience. We cannot ignore how these spaces make people feel. Designs that use "Infinity" effects or moving parts create strong emotions. People often feel wonder or curiosity. Research shows that dynamic environments can make people more active and happy. In the "Liquid Kinetic" project, the main goal is to make the guest feel like there is no wall between them and the performance. When a designer understands these psychological triggers, they can create commercial spaces that people want to visit again and again because the experience is unique and cannot be found online.

Impact on Education and Professional Growth. Learning about immersive technologies is now a vital part of the education for students at the Kyiv National

University of Technologies and Design (KNUTD). It is not enough to just draw a floor plan. Students need to learn how to use digital tools for visualization and interaction. This knowledge helps young designers solve hard problems, such as how to rebuild buildings destroyed by war. Creating "Techno-hubs" in these places requires a mix of respect for the past and a vision for a technological future.

Conclusion. The move toward immersive interior design is a new step for the creative industries. It helps Ukrainian designers stay connected with global trends in technology and sustainability. Projects like "Liquid Kinetic" show that technology can make a space more "human" and interesting. In the future, we need to study more about how these "hybrid" spaces affect our mental health and how to create better laws and standards for this new type of architecture.

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