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ILZE BALTIŅA¹, KATERYNA SHUSHURA^{1,2},
 ALINA SIVAK¹

¹Riga Technical University, Latvia

²Kyiv National University of Technologies and Design,
 Ukraine

FROM UTILITARIAN POUCH TO A CONSCIOUSNESS MANIFESTO: A NEW ERA OF BAG DESIGN

Purpose. *The aim of this research is to substantiate theoretically and implement practically a universal handbag model that embodies sustainability principles through the upcycling of recycled textiles, particularly denim, while integrating ergonomic, symbolic, and ecological considerations. The project seeks to demonstrate how accessories can simultaneously serve practical purposes and function as cultural and ecological manifestos, reflecting contemporary shifts toward conscious consumption and circular economy practices.*

Keywords: *handbag design, sustainability, upcycling, recycled textiles, ergonomics. colour psychology, bionic design; circular economy, cultural identity, conscious consumption.*

Objectives.

The evolution of the handbag—from a simple utilitarian pouch to a style symbol—reflects broader cultural and social transformations. Since the 20th century, accessories have become a means of self-expression (e.g., Chanel 2.55 [1]). Today, design priorities are shifting toward responsible production and sustainability.

The AUTEX bag project positions the handbag as a symbol of sustainable development, combining functionality with cultural consciousness [2][4].

Research Methods. The research combined theoretical, historical, and practical approaches: theoretical analysis, material investigation, design and prototyping, functional testing, environmental and economic assessment.

Research results.

The study integrates three main approaches:

1. Theoretical analysis: history, symbolism, color psychology, ergonomics.
2. Material research: use of recycled denim, yellow workwear fabric, and cotton lining.
3. Design and prototyping: shape, handle, and weight balance developed according to bionic design and cradle-to-cradle principles [4].
4. Made of denim and yellow fabric—symbols of reliability and creativity - the bag reflects both ecological and aesthetic intentions (Fig. 1).
- 5.



Fig. 1. AUTEX bag

Design and Ergonomics

- Ergonomics was central to the design process. The bag weighs 380–420 g and has a 12–15 L capacity—optimal for students and professionals [3].
- Handle demonstration. The handle, filled with shredded textile offcuts, illustrates waste reintegration, providing comfortable load distribution and shoulder support (Fig. 1).

- Flap demonstration.

The woven yellow flap acts as both a decorative and water-resistant element, symbolizing the interconnection of communities and ecosystems (Fig. 1).

Environmental and Economic Aspects

Applying upcycling significantly reduces water and energy use, cutting CO₂ emissions by 20–30 % [2][4]. Reusing fabric offcuts minimizes material waste and promotes resource efficiency. Economically, recycled raw materials halve production costs while meeting growing demand for eco-conscious fashion, proving the commercial feasibility of sustainable accessories [2].

Symbolism and Visual Identity

The color scheme combines blue (stability, reliability) and yellow (optimism, creativity) [5], forming a balanced visual and emotional identity. Denim symbolizes democracy and durability, while yellow workwear fabric conveys innovation and safety [5].

Each upcycled piece is unique, reflecting the consumer's individuality and environmental awareness [2].

Sociocultural Dimensions

The AUTEX bag unites style and social responsibility, appealing to:

- young people seeking individuality;
- eco-conscious consumers;
- admirers of craftsmanship and authenticity.

Thus, the accessory becomes a medium of sustainable values rather than a transient fashion item [2].

Bionic Inspiration and Future Prospects

Bionic design principles appear in shapes inspired by plant tissues and spider webs [4] and in the cyclical reuse of materials that mirrors natural ecosystems. Future development may include biomimetic materials and adaptive structures combining aesthetics with ecological efficiency, highlighting the evolving potential of sustainable design [2][4].

Conclusions. The AUTEX bag demonstrates that in the 21st century, handbags can become symbols of responsibility and cultural awareness. It integrates:

- recycled materials – reflecting care for the environment [2];
- ergonomics – reflecting care for the user [3];
- color and symbolic design – expressing new cultural meanings [5].

If handbags once signified luxury and status [1], today true luxury lies in conscious creation and responsible consumption.

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УДК 685.34 TYMOFIY LYPISKIY¹, DARIIA KAPTIUROVA¹,
 LILIIA CHERTENKO¹, BERND FRANKE²
¹Kyiv National University of Technologies and Design,
 Ukraine
²Praeparatio e.V, Germany

MODERN APPROACHES TO MODELING ORTHOPEDIC FOOTWEAR: EXPERIENCE FROM THE PRAEPARATIO AND GIZ EDUCATIONAL PROGRAMS (GERMANY – UKRAINE)

Purpose. *The main objective of this study is to analyze and summarize the experience gained during the training course on the design and production of orthopedic footwear conducted by German specialists, as well as to identify directions for the further integration of effective European practices into the educational process at the Kyiv National University of Technologies and Design. An important task was to reflect on the differences between the German and Ukrainian systems for training footwear specialists and the production approaches to creating customized footwear.*

Keywords: *Orthopedic footwear, biomechanical diagnostics, foot casting, digital modeling, last, vacuum press, prototype footwear, international cooperation.*

Introduction. Since the beginning of the full-scale war, there has been a sharp increase in the demand for orthopedic care due to the large number of injuries, amputations, and severe traumas sustained by both military personnel and civilians. While limb prosthetics are currently provided at a high level in many centers across Ukraine, the production of orthopedic footwear remains largely overlooked by both specialized state institutions and other competent authorities. Amid the sudden surge in demand for orthopedic products in Ukraine, there are very few enterprises