

MODERN DESIGN OF SOUTH KOREA

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Introduction. Modern design is a part of the larger movement of modernism. Modernism is usually dated back to around the end of the 19th century, although there are examples of modernist thought before that time. Modern design encompasses a lot of different incarnations, which can make it difficult to define. In its simplest terms, modern interior design refers to the reflection of the modern art movement on the interiors of the home. There are several central characteristics and design themes seen throughout modern design, however, that could be described in part as the definition. Design - is a creative method , process and outcome of artistic and technical design of industrial products, their complexes and systems focused on achieving the fullest accordance created objects and the environment in general needs a man as utilitarian and aesthetic.

South Korea - one of the leading Asian countries. Today South Korea is one of highest – tech country in the world. This country has made great progress in the exact sciences. South Korea successfully overcame the crisis in 1997 and just over 2-3 years regained pre-crisis levels, and significantly progressed in its development. So, in 2008, for the performance of information and communication technology (index IT) South Korea has ranked second in the world behind only Sweden.

Korea has known to us from such companies as: "Samsung", "Hyundai", "Kia Motors" and "Daewoo". It is through the development of the company "Hyundai" in Ukraine were brought new high-speed trains "InterCity" and "InterCity +". Nowadays South Korea is popular not only innovative technology, but also its culture, traditions and K-pop culture - particular.

Purpose and objectives. Aim - identify the progress of South Korea in design and information technologies. The time period Korea reached such heights that it caused such success. And also reveal design features of traditional costume.

Task - To investigate how different Hanbok is. To study in detail all the information presented in books. Find out the time period changed his costume design.

Object of study. Folk costume of South Korea called «Hanbok» during the Joseon Dynasty and to this day.

Methods and tools for research. Search different material on the Internet and use a few books from my own library. Search various papers on "modernized hanbok" "Modern Korea," "leading designers of South Korea". Survey citizen from South Korea all about hanbok and gathering more detail information.

Scientific novelty and practical significance of the results.

- For the first time this issue is discussed in Ukraine.
- During this period of time hanbok was improve in different kinds of modern design.
- The modern design was developed in China, Japan, Canada and the USA.

Now the Asian style of dress is very popular because it is unique and very comfortable to wear in everyday life.

Research results. We studied the Korean technology for this, we had decided to study new and modern cloth called hanbok. We have found that many technologies for tailoring changed in the period 1953-2017.

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Clothing for Koreans - is not only to cover the body. Evidence of this is the Korean national costume called Hanbok. Hanbok has unique proportions. This dress is briefly blouse and bolero-style long skirt *. In some models, the skirt is four times longer than the blouse. So small stature woman looks in the dress higher. Another feature of the Korean national costume - a simple and soft contours. Wide sleeve blouse resembling the wings of a large bird, a long skirt easy elegant pleats falling from the chest down to the floor. Front blouse usually decorated with a bow unusual shape that emphasizes the chest. Both ends of the bow hang down nearly to his

ankles. Cuffs and neckline blouse and skirt often embellished with embroidery - geometric patterns or floral patterns. No doubt thanks to the harmony of colors, unique proportions and simple lines, hanbok looks very elegant. However, the Korean national costume is not only beautiful, but also very practical clothes. Hanbok can be worn at any time of year, because it usually sewn from natural fabrics. For instance, a hanbok frame or cannabis is well breathable. Although hanbok almost completely cover the body, it is not too hot in summer. A winter hanbok made of fabrics that retain heat. In addition, the hanbok is very convenient. This garment was not in favor of some fashion trends and lifestyles through ancient Koreans. In those days, almost every Korean rode. [1]

After the Korean War (1950-1953) in the country began the process of modernization. As a result, in the early 1970s almost ceased to wear Hanbok: fashionable clothes entered the western style. However, closer to our times hanbok again began to gain popularity. For example, 1996 was quite an effort to restore the former glory hanbok. The first Saturday of each month declared "the day when all go in hanbok." To national costume began to like the young Korean designers decided to modernize. Also, many American stars, when they come to Korea, are dressed for filming and interviewing hanbok or his "podium" variations. Recently, the love of Koreans for their national costume is still strong. In addition, thanks to popular Korean television series, the interest of foreigners to hanboku has been growing steadily lately. [2]

However, some known that Korea is also and one of the largest exporters of synthetic textile products. Thus it always has to compete with China, which produces cheap products, and Japan, making Premium-class products - high-quality and expensive. Recently, actively began to import clothes from Korea, Russia and Ukraine. Do not mistake the Korean company, focusing on casual wear, especially in sportswear, whose main consumer is looking for fashion, well aware of fashion trends, youth. Clothes Korean national brands MARU, WHO A. U., D-DAY, BASICHOUSE, C. O.A. X., GIORDANO, U. G.I. Z., HUM-HUM, TBJ, its design, quality and price is comparable recognized leader in this segment is rapidly gaining fashion-space. The leader of the fashion market in South Korea is a famous company

Samsung Cheil Industries, which produces such brands Korean fashion clothes as Bean Pole, Galaxy, Rogatis and LANSMERE. Therefore, South Korea is one of the highly developed countries, which could achieve greater heights despite the crisis.

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