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THE IMPACT OF INDUSTRIAL DESIGN ON THE MARKET

Влияние промышленного дизайна на рынок

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The main goal of our paper is to proof the importance of the work of industrial designer and discuss its contribution into production of goods and into success of goods at the market.

First of all, we should understand better things that include "Industrial design" and what is the relevance of this term today to cover the subject and answer the major question of our topic.

Industrial design is a multisectoral and sophisticated phenomenon. But the most important thing is that design is a humanitarian sphere. Designer is a defender of interests of consumers in the whole cycle (from production to items recycling). It will always be like that while humans use goods.

This occupation has already existed more that 100 years, and designers have been on top of technological cycle of industrial manufacturing for decades. But suddenly when the information age came, it became quite difficult for heavy industry to keep up with time. In different countries all happens in different ways. Everyone has its own definition of the word "industrial design ". Many people understand it as projecting. The projecting, which make human comfort, safety and productivity of interaction with the object of primary things.

There is a misconception that the design is "the beauty". This is nonsense. The primary mission of industrial design is a formation of consumer properties of the product. Here aesthetics and look are important elements, but not crucial and even not principal ones.

Secondary mission here is creation of added value.

Industrial design is the output which is literally produced by machines, not by its designing. Design is the interdisciplinary links inside of projecting these are mechanisms for the responses to the consumers' queries. This is a serious tool for the market.

Design is also inseparable part of industrial manufacturing as well as technologies, logistics, marketing, promotion, advertising and etc. Leading companies operate this tool perfectly, but frequently our industry considers that designing is just a bow on a package. Phillip Stark had projected a toothpick for 2 years to make it cheaper than the competitors. He reached the price of some cents. Eventually this toothpick costs a fortune now. And Stark was very sorry for the work of marketers in front of the press.

For a producer industrial design is increased added value and access to a new market. This is an increase of effectiveness of work, reducing the risk of traumas, respectful attitude toward the item.

How big the importance of understanding of industrial design? All enterprises are diverse. They work in different spheres. And the level of development is different as well.

Here are some examples. There are several types of companies developing the sphere of industrial design.

1. Companies, which had advanced design-departments in the Soviet era, and then died for natural reasons. And now they try to revive design on a new level.

2. The companies, which rapidly develop the sphere of design, are located even in the vanguard of the market. Generally, these companies are the companies of consuming segment: domestic appliances, electronics.

Of course, there are companies which consider designing unnecessary. Different manufacturers are at different levels of understanding the importance of industrial design. Some of them have already invested and are ready to get impacts.

In conclusion we would like to consider factors which slow down the market development of Belarusian industrial design.

1. The immaturity of consuming market. On the one hand the market is just empty. It's not filled with goods and services. On the other hand, the category of consumers hasn't been formed properly.

2. System backwardness. We have designers of a world level, but we don't have our national design system. There are no professional managers working in the sphere of construction and design management.

3. Forced limitation of competition through import substitution or under a financial failure, when a consumer can't afford decent goods.

It all takes time, effort and money. There is no state policy in the development of category of consumers. Moreover, the word "consumer" has a

negative undertone, when officials speak about it. But there is no design without consumers.

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INNOVATIONEN IN UNSEREM LEBEN

Иновации в нашей жизни

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Die Innovation – das Gebiet des Wissens, der Theorie und Praxis von Prozessen Transformation, wissenschaftlicher und technischer Leistungen, Entdeckungen und Erfindungen in die neuen Technologien.

Als erster hat diesen Begriff österreichischer Ökonom Joseph Schumpeter im 20. Jahrhundert verwendet.

Das Wort kommt aus Latein und wurde aus den Wörtern “Neuerung”, “neu”, “beispiellos” gebildet.

Innovation oder Neuerungen sind die wichtigsten Faktoren der Entwicklung gegenwartiger Welt. In heutiger Gesellschaft, die sich sehr dynamisch alle Bereiche soziales Lebensunterhalt ändert, wird Erfolg durch die Fähigkeit bestimmt, alle Arten von Innovationen wahrzunehmen, zu nutzen und zu schaffen.

Zu den Innovationen gehören Internet, Handys, PC, E-Mail, Geldautomaten usw. In letzter Zeit dringen sie in unser Leben ein und ohne sie können wir unser berufliches und tägliches Leben nicht mehr vorstellen. Und dieser Prozess geht weiter.