

THE INFLUENCE OF FASHION ON THE FORMATION OF THE ARCHITECTURAL ENVIRONMENT: INTERRELATION AND INTERACTION

Barbossynova G. E.,  Kuznetsova Y. N.,  Kasimov O.S. 

Barbossynova Gaukhar Yeralievna – master's degree, senior lecturer, Aktobe Regional University named after K.Zhubanov, Aktobe, Kazakhstan.

<https://orcid.org/0000-0002-9273-5914>;

Kuznetsova Yuliya Nikolaevna – master's degree, senior lecturer, Aktobe Regional University named after K.Zhubanov, Aktobe, Kazakhstan.

<https://orcid.org/0009-0000-1556-0156>;

Kasimov Oybek Sadikjanovich – Professor, doctor of philosophy (PhD) Art sciences. National Institute of Fine Art and Design named after Kamoliddin Behzod, Tashkent, Uzbekistan.

Annotation. This article is devoted to the study of the relationship between architecture and fashion as two forms of art that reflect the spirit of the times and respond to socio-cultural, technological and artistic changes. The author examines the historical parallels between styles in architecture and fashion – from Gothic to postmodernism – emphasizing how the aesthetic and philosophical ideas of the eras found expression in both spheres. Special attention is paid to the modern stage of interaction, where fashion influences architecture through environmental, technological and functional trends. Examples of bionic architecture, digital solutions, street culture, collaboration of fashion houses with architects, as well as the principles of sustainable development are highlighted. In conclusion, it is concluded that fashion and architecture are increasingly converging and that they are jointly shaping future aesthetic and functional standards in art and design.

Keywords: architecture, fashion, cultural trends, bionics, digital fashion, virtual architecture, sustainable.

ВЛИЯНИЕ МОДЫ НА ФОРМИРОВАНИЕ АРХИТЕКТУРНОЙ СРЕДЫ: ВЗАИМОСВЯЗЬ И ВЗАИМОДЕЙСТВИЕ

Барбоссынова Г. Е., Кузнецова Ю. Н., Касимов О. С.

Барбоссынова Гаухар Ералиевна – магистр, старший преподаватель Актюбинского регионального университета имени К. Жубанова, Актобе, Казахстан.

<https://orcid.org/0000-0002-9273-5914>;

Кузнецова Юлия Николаевна – магистр, старший преподаватель Актюбинского регионального университета имени К. Жубанова, Актобе, Казахстан.

<https://orcid.org/0009-0000-1556-0156>;

Касимов Ойбек Садикжанович – профессор, доктор философии (PhD) по искусствоведению, Национальный институт изобразительного искусства и дизайна имени Камолиддина Бехзода, Ташкент, Узбекистан.

Аннотация.

Данная статья посвящена исследованию взаимосвязи между архитектурой и модой как двумя формами искусства, отражающими дух времени и реагирующими на социокультурные, технологические и художественные изменения. Автор рассматривает исторические параллели между стилями в архитектуре и моде — от готики до постмодернизма, — подчеркивая, как эстетические и философские идеи эпох находили выражение в обеих сферах. Особое внимание уделяется современному этапу взаимодействия, где мода влияет на архитектуру через экологические, технологические и функциональные тенденции. Выделяются примеры бионической архитектуры, цифровых решений, уличной культуры, сотрудничества модных домов с архитекторами, а также принципы устойчивого развития. В заключение делается вывод, что мода и архитектура всё больше сближаются и совместно формируют будущие эстетические и функциональные стандарты в искусстве и дизайне.

Ключевые слова: архитектура, мода, культурные тенденции, бионика, цифровая мода, виртуальная архитектура, устойчивое развитие.

MODANING ARXITEKTURA MUHITINI SHAKLLANTIRISHGA TA'SIRI: O'ZARO ALOQA VA HAMKORLIK

Barbossynova G. E., Kuznetsova Yu. N., Kasimov O. S.

Barbossynova Gauhar Eraliyevna – magistr, K. Jubanov nomidagi Aqtöbe mintaqaviy universiteti katta o'qituvchisi, Aqtube, Qozog'iston.

<https://orcid.org/0000-0002-9273-5914>;

Kuznetsova Yuliya Nikolaevna – magistr, K. Jubanov nomidagi Aqtube mintaqaviy universiteti katta o'qituvchisi, Aqtöbe, Qozog'iston.

<https://orcid.org/0009-0000-1556-0156>;

Kasimov Oybek Sodikjonovich – san'atshunoslik fanlari bo'yicha falsafa doktori (PhD), professor, Kamoliddin Behzod nomidagi Milliy tasviriy san'at va dizayn instituti, Toshkent, O'zbekiston.

Annotatsiya

Mazkur maqola arxitektura va moda o'rtasidagi o'zaro bog'liqlikni tadqiq etishga bag'ishlangan. Har ikkisi ham zamon ruhini aks ettiruvchi va ijtimoiy-madaniy, texnologik hamda badiiy o'zgarishlarga javob beruvchi san'at shakllari sifatida qaraladi. Muallif arxitektura va modadagi tarixiy parallellarni — gotikadan postmodernizmgacha — tahlil qilib, har bir davrning estetik va falsafiy g'oyalari qanday qilib bu ikki sohada ifodasini topganini ko'rsatadi.

Alohida e'tibor zamonaviy bosqichdagi o'zaro ta'sirga qaratilib, modaning arxitekturaga ekologik, texnologik va funksional tendensiyalar orqali ta'siri yoritiladi. Maqolada bionik arxitektura, raqamli yechimlar, ko'cha madaniyati, moda uylari va me'morlar hamkorligi, shuningdek, barqaror rivojlanish tamoyillari misol tariqasida keltiriladi.

Xulosa sifatida, mualliflar moda va arxitektura tobora yaqinlashib, birgalikda san'at va dizayndagi kelajak estetik hamda funksional standartlarni shakllantirib borayotganini ta'kidlaydilar.

Kalit so'zlar: arxitektura, moda, madaniy tendensiyalar, bionika, raqamli moda, virtual arxitektura, barqaror rivojlanish.

Architecture and fashion are two types of art that reflect the spirit of the times. Both directions are influenced by socio-cultural changes, technological progress and artistic movements.

The relationship between the two types of art has historical aspects of interaction. Historically, architectural styles have been reflected in fashion and vice versa. For example, in the Baroque era, magnificent forms prevailed in clothing, corresponding to the abundance and decorative architecture of that time. In the era of modernism, minimalism in clothing went hand in hand with the rejection of excessive decorations in architecture. The relationship between architecture and fashion can be traced throughout history, reflecting the aesthetic, cultural and philosophical views of each era. In the Gothic era (12th–16th centuries), architecture tended towards verticalism, lightness and upward orientation. The same principles were reflected in the clothes: long silhouettes, pointed headdresses (ennens), layering and intricate draperies emphasized the desire for sublime aesthetics. The Renaissance era (XV–XVI centuries) brought a return to the ancient ideals of harmony and proportions, which affected fashion. Symmetrical shapes, an order system, domes and arcades appeared in architecture, while strict silhouettes and rich fabrics embroidered with gold and decorated with pearls appeared in clothing, emphasizing human greatness. The Baroque (17th century) was characterized by splendor, expression, and theatricality in both architecture and fashion. Corsets, extended skirts, and an abundance of lace and embroidery appeared in the clothes, which corresponded to the rich decor of palaces and cathedrals. Classicism (XVIII century) He turned back to antiquity, which was reflected in the restrained, strict forms of buildings and in the fashion of light tunic dresses resembling Greek chiton. The 19th century and eclecticism led to a combination of different styles in architecture, which was also reflected in

fashion: a combination of romantic elements, Gothic motifs, oriental influences and even the first echoes of the coming Art Nouveau.

The 20th century brought rapid changes: art Deco with its geometry and luxurious materials was reflected in graphic dresses, the minimalism of modernism was embodied in laconic silhouettes, and postmodernism allowed mixing different styles, creating eclectic images in both arts.

Architecture and fashion have always gone hand in hand, reflecting the spirit of the times, technological advances and cultural changes. If we talk about the current situation, modern fashion trends have a direct impact on architecture through:

Materials and technologies – the development of new fabrics (for example, membrane materials) finds a response in architecture in the form of high-tech facades.

Eco-friendliness and sustainability - the principles of sustainable fashion (upcycling, zero waste) are manifested in architecture through eco-design, reuse of materials and energy-efficient buildings.

Flexibility and mobility – the popularity of transformable clothing finds an analogy in mobile architectural solutions (modular homes, adaptive spaces).

In addition, there are several aspects that complement the theme of fashion's influence on the architectural environment.:

1. Bionic Architecture and Textile Design Bionics in architecture is inspired by natural forms, which resonates with fashion using organic lines and natural materials. For example, Zaha Hadid's work resembles fluid silhouettes of high fashion.

2. The influence of architectural forms on model design Some designers are directly inspired by architecture. For example, Iris van Herpen uses 3D printing and structural elements reminiscent of modern building facades.

3. Urban environment and streetwear Street fashion adapts to megacities using utilitarian materials and functional elements (for example, high-tech fabrics in sportswear). In architecture, this is reflected in the concepts of smart cities and adaptive spaces.

4. Digitalization and virtual architecture Digital fashion (NFT clothing, virtual catwalks) influences the design of architectural objects in the metaverse. For example, brands create virtual showrooms and buildings for digital collections.

5. Futurism and high-tech in fashion and architecture

In architecture, the high-tech style (for example, the works of Norman Foster, Renzo Piano) uses innovative materials, glass and metal, creating technological, minimalistic forms.

- In fashion, this is reflected in clothes with metal elements, reflective fabrics, as well as the use of 3D printers and "smart" materials (for example, clothes that change color depending on temperature).

6. Postmodernism: eclecticism and playing with forms

- In architecture, postmodernism (Philip Johnson, Robert Venturi) is a combination of styles, bright colors, and irony.

- In fashion, this manifests itself in eclectic images, mixing vintage elements with modern silhouettes (for example, the collections of Vivienne Westwood or Jean-Paul Gaultier).

7. The influence of subcultures on urban architecture

Hip-hop culture has influenced streetwear and the architecture of megacities, where graffiti facades and urban spaces for self-expression (skate parks, conceptual art objects) appear.

The punk movement was reflected not only in fashion (leather, rivets, anarchic style), but also in architecture in the form of industrial spaces converted into art centers and clubs (for example, Berlin with its converted factories).

8. Interior design and haute couture

- Luxurious interiors created in collaboration with fashion brands: Louis Vuitton and Frank Gehry, Fendi and architect Zaha Hadid.

- Boutiques decorated in a unique architectural style (for example, the Prada building in Tokyo, designed by Herzog & de Meuron).

9. Fashion and architecture in the context of sustainable development

- "Green" buildings and eco-design reflect trends in conscious consumption in fashion – clothing made from recycled materials, the principles of circular fashion.

Vertical gardens and plant facades are similar to the trend for natural fabrics and biodegradable materials in clothing.

10. Festival and temporary architecture

- Burning Man and its temporary art objects often inspire fashion designers to create collections in the style of boho, futurism and cyberpunk.

- Pop-up shops and installations that also reflect fashion trends, making architecture more flexible and interactive.

Analyzing the above, we can conclude that with the development of technology and changing values of society, we can expect a further convergence of fashion and architecture. There may be the appearance of "smart" fabrics integrated into architectural structures, and the creation of adaptive spaces that change shape and functionality depending on the needs of users.

Fashion and architecture are interrelated spheres that shape the look of an era. Their interaction is developing, creating new directions in art and design, and in the future we can expect an even greater fusion of these disciplines due to technological progress and changes in socio-cultural orientations.

Conclusion

Architecture and fashion have developed in parallel over the centuries, reflecting the key cultural, philosophical, and technological changes of each era. Their close relationship is evident in both visual and conceptual aspects: forms, materials, ideas and stylistics in both types of art often overlap and mutually enrich each other. From Gothic cathedrals and elongated silhouettes to digital facades and virtual clothing, architecture and fashion demonstrate the ability to adapt, transform and express the spirit of the times.

Today, in the context of accelerating technological progress, globalization and rethinking of values, their synthesis is becoming especially relevant. The principles of sustainability, innovations in materials, the influence of the digital environment and subcultures form a new type of creative interaction.

Thus, fashion and architecture are not only a reflection of culture, but also tools for its formation. Their union is able to determine the aesthetic guidelines of the future, offering society not only new forms, but also new meanings.

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