

**HARMONY OF NATIONALITY AND INNOVATION IN APPLIED
DECORATIVE ART**

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Annotation

This article discusses the issue of the harmony of nationality and innovative approaches in applied decorative art from a scientific and theoretical perspective. It analyzes the historical roots of national traditions, symbolic ornaments, colors and patterns, and considers the possibilities of combining them with modern technologies, new materials and design solutions. It also reveals the role of applied decorative art in today's global cultural processes, its importance in preserving national identity and expressing it in a new form. Special attention is paid to the issues of adapting traditional decorative art samples to the requirements of the time through innovative approaches, increasing their aesthetic and functional value. The results of the article are of great importance in the development of national cultural heritage, support for young artists, and integration of applied decorative arts into the contemporary art space.

Keywords

applied decorative arts, nationality, innovation, tradition, modern design, cultural heritage, aesthetic harmony.

Applied decorative arts are an important cultural phenomenon that embodies the historical memory, worldview, and aesthetic taste of each nation. They are manifested in everyday objects, architectural decorations, clothing, dishes, and various handicraft products. National patterns, color combinations, and symbolic signs have been formed over the centuries and have been passed down from generation to generation as a heritage. In today's globalization environment, applied decorative arts have reached a new level and are being enriched with innovative approaches. This article extensively discusses the harmony of nationality and innovation in applied decorative art, their complementary aspects and their role in modern development.

Applied decorative art not only brings aesthetic pleasure, but also performs a practical function. It is present in all aspects of human life, and while meeting daily needs, it also expresses cultural values. This type of art reflects the people's lifestyle, attitude to nature, religious and philosophical views. In particular, geometric shapes, plant patterns and symbolic signs in national ornaments have a deep meaning, and they are an important tool in understanding national identity.

In today's conditions of globalization and rapid technological progress, the issue of harmony of nationality and innovation in applied decorative art is gaining urgent scientific and practical importance. In modern society, the demand for cultural products is determined not only by their functionality, but also by their aesthetic value and the degree to which they reflect the national spirit. In this regard, the combination of national decorative arts traditions with modern design and technologies is becoming an important factor in cultural development.

First of all, this topic is directly related to the preservation and strengthening of national identity. In the current era of increased information flow, when many cultural elements are becoming uniform, applied decorative arts allow us to preserve national values and express them in a modern way. Innovative interpretations of national patterns, colors and symbols increase interest and respect for cultural heritage among the younger generation.

This topic also has economic and social significance. Modern products created on the basis of applied decorative arts are competitive in the domestic and foreign markets, serve the development of crafts, design and creative industries. Innovative approaches increase production efficiency and create the basis for the formation of national brands.

In addition, the topic is also of great importance in the fields of education and culture. Educational processes based on the combination of nationality and innovation develop creativity, encourage students and young specialists to think modernly. As a result, today applied decorative arts are not only a means of preserving cultural heritage, but also an important factor ensuring the spiritual, economic and aesthetic development of society.

Nationality is the sum of the historical experience, traditions, mentality and aesthetic views of the people. In applied decorative arts, nationality is manifested through the system of patterns, choice of colors, and methods of using materials. For example, in traditional ornaments, natural colors and techniques based on manual labor are often prioritized. This serves to preserve the uniqueness of national art. Preservation of nationality means preserving cultural heritage, because it conveys the historical roots of the people to present and future generations.[1]

Innovation is the process of introducing innovations, improving existing experience and implementing new ideas into practice. Innovation in applied decorative arts: new materials, is reflected in modern technologies, design concepts and production methods. For example, technologies such as digital design, laser cutting, 3D modeling allow for the reinterpretation of traditional patterns in a modern way. This process increases the functionality and aesthetic appeal of works of art, making them accessible to a wider audience.[2]

Nationality and innovation are often seen as contradictory concepts. However, in applied decorative arts, their combination creates a new artistic quality. By combining traditional patterns and symbols with modern technologies, works of art become more relevant and competitive. Importantly, innovation should not lose nationality, but rather express it in a new way. Only then can a work of art be both modern and national in spirit.[3]

Today, traditional ornaments are actively used in the field of design. In interior and exterior design, national patterns are being combined with modern minimalism, loft or ecological styles. As a result, nationality adapts to global design trends and retains its aesthetic value. This process is important not only for artists, but also for consumers, because objects with a national spirit enhance a person's sense of identity.

Technological progress has a great impact on the development of applied decorative arts. Modern machines, computer programs and automated processes increase production efficiency and improve product quality. At the same time, traditional methods based on manual labor are also preserved. The most effective approach is the balanced use of technology and tradition.

Such an approach allows you to preserve the uniqueness of works of art and adapt them to the mass market.

Applied decorative arts are an integral part of the national cultural heritage, and its preservation and development are one of the important tasks of the state and society. With the help of innovative approaches, it is possible to restore examples of national art, adapt them to modern life. The role of educational institutions, creative workshops and cultural centers in this process is invaluable. By attracting the younger generation to national art and training them to work with modern technologies, the continuity of cultural heritage is ensured.

Young artists play an important role in combining nationalism and innovation in applied decorative arts. They reinterpret traditional patterns and adapt them to modern aesthetics. Through creative thinking, experimentation, and the use of new materials, new directions in art are emerging. This ensures the continuous development of applied decorative arts.

In the process of globalization, cultures are interacting and enriching each other. Applied decorative arts are not left out of this process and are becoming internationally recognized. The combination of nationalism and innovation makes works of art competitive in the global market. At the same time, preserving national identity is an important factor in ensuring global cultural diversity.[4]

In applied decorative arts, the combination of nationalism and innovation is an important direction of modern cultural development. The use of modern technologies and design approaches, while preserving traditional values, helps to elevate art to a new qualitative level. While nationalism gives art a spiritual depth, innovation makes it keep pace with the times. Through this harmony, applied decorative art has the opportunity not only to preserve national culture, but also to promote it on a global scale.

The issue of nationalism and innovative harmony in applied decorative art is of particular importance in today's cultural development process. The ideas and analyses considered during the study show that the balance between national traditions and modern innovations ensures the sustainable development of art. National decorative art, embodying the historical memory, aesthetic taste and spiritual values of the people, is being enriched with new content and forms through innovative approaches. This process reveals art not only as a heritage of the past, but also as a relevant creative field for present and future generations.

Preservation of nationality is one of the main pillars of applied decorative art, which determines the uniqueness of works of art. At the same time, innovation allows us to combine this uniqueness with modern needs. With the help of new technologies, materials and design solutions, traditional patterns and symbols are being reinterpreted. As a result, products of applied decorative arts are becoming not only aesthetically attractive, but also functional and competitive. This strengthens the place of national art in modern society.[5]

The role of young artists in this process is also important. Their creative thinking, openness to experience and The acquisition of modern technologies is creating new directions in the national decorative arts. The harmonious transfer of national values and innovative knowledge in the educational and creative environment ensures the continuous development of art in the future. This means not only the preservation of cultural heritage, but also its active development.

In conclusion, in applied decorative arts, nationality and innovative harmony are not mutually exclusive, but complementary concepts. Through their mutual harmony, art keeps pace with the times and has the opportunity to enter the global cultural space without losing its national identity. Therefore, the preservation of national traditions and support for innovative approaches are important strategic directions for the current and future development of applied decorative arts.

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