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FLOWER TEXTURE AS A MEANS OF DISPLAYING FEMININITY IN HOSPITALITY ESTABLISHMENTS SUITS

Keywords: feminine image, suit, flower textile decorative texture, hospitality establishments.

The suit of hospitality establishments is not only image and branding component, but also expresses the certain character of the company concept and forms its artistic visual image. Therefore, the composite integrity of its design is a necessary stage in the subject environment designing of the hospitality establishment. One of the most important tools for shaping the visual image, such as the shape and color, is the texture.

The texture is one of the properties surrounding objective world, which is a means of expressing artistic image of the created object [1, 2]. Using different invoices allows you to create different emotional effects of things.

Usually invoice perceived visually, depending on how it absorbs or reflects light [3]. It differs by the number and size of the elements that form the textured surface, that is, by size. In addition, the texture perceived tactilely. The tactile effect of the texture can felt by touching the texture of the tissue by hands. For example, it can be soft, smooth, barbed, slippery, fluffy, rough, butterfly, matte, rough, glossy, glowing. This physical property induces the viewer to touch the object of contemplation. Therefore, the use of decorative textile texture in clothing,

the subject of which is a person, is appropriate. From the point of view of psychological action, the texture can be pleasant, unpleasant, restless, monotonous, joyful, boring and clumsy.

In order to create an artistic image and emphasize character, it is necessary to pick up and create the required texture in clothes. An expressive sound of a design-shape suit generates certain associations in the viewer. The structure greatly affects on the plastic shape. Varied with her it is possible to obtain contrasting characters of image with the same external geometry (Fig. 1).



Fig.1 The associative contrast of emotional perception phenomena and properties, expressed through textile invoices

For the full disclosure a female image in a suit of hospitality facilities, it is necessary to convey the impression of softness and delicacy. The texture of the

material should emphasize the main qualities of women. To create a harmonious feminine image in a suit, it is necessary to apply the appropriate materials invoice. One of the options for achieving this goal is the use of flower motifs that are associated with the feminine image [4]. The main characteristics of flower texture models of women's clothing are considered. The concept of analysis decorative textile textures in feminine images taken into account [5]. Next diagrams (Fig. 2, 3) illustrate the results of investigations.

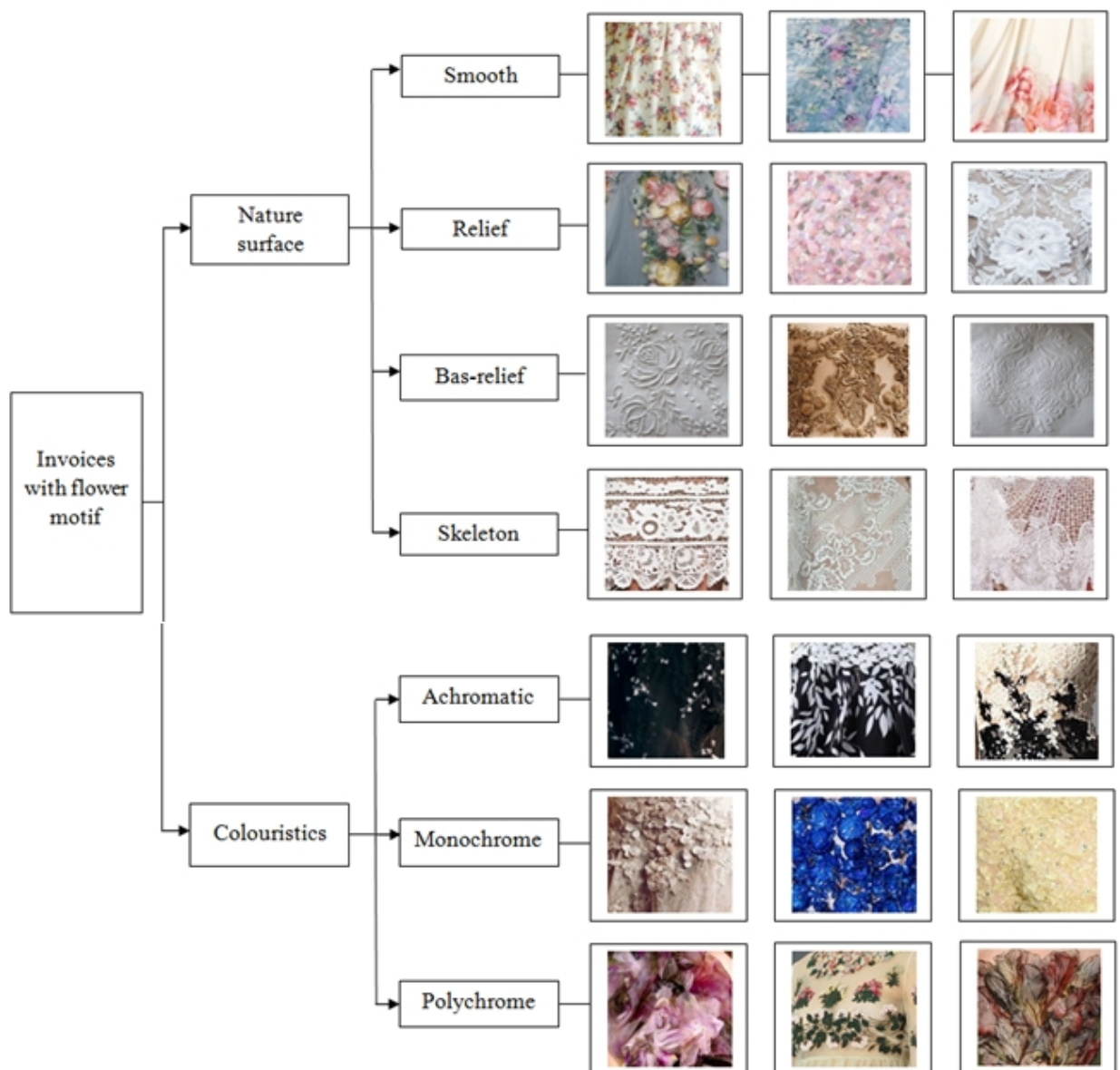


Fig. 2 Scheme of the main characteristics of flower decorative textures in feminine images depending from nature surface and colouristics

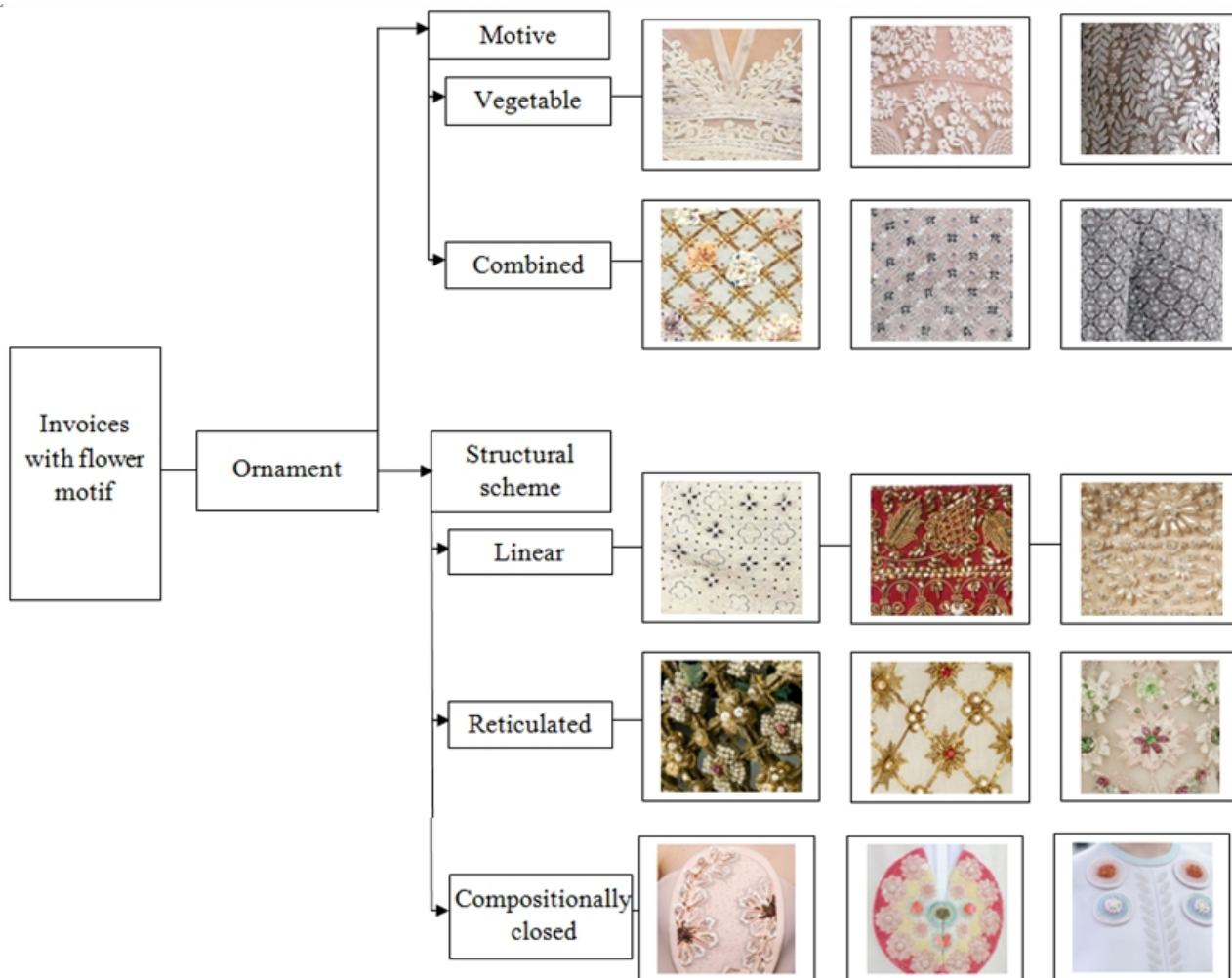


Fig. 3 Scheme of the main characteristics of flower decorative textures in feminine images depending from ornament

Therefore, from the analysis of flower texture in women's suits established, that they have a smooth, relief, bas-relief, openwork character of the surface. The visual perception of floral texture amplified by the use of corresponding coloring. For these textures characteristic application the following color palettes: achromatic, monochrome, polychrome. On the motive of floral invoices there are plant and combination (vegetative + geometric, vegetative + zoomorphic) character. The texture ornament is a linear, mesh, and composite-closed structure.

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