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LIGHTING AND COLOR SOLUTIONS FOR INTERIORS, MADE IN THE STYLE DIRECTION OF "GLAMOUR"

Purpose of the article. Clarity of the color palette and the means of lighting for the interior in glamorous stylistics. **Methodology.** General scientific (analysis, synthesis, generalization, etc.) of art analysis were used. **Scientific novelty.** The glamour in the interior was considered from the experimental side, and the methods of applying color and light were defined, serving as the primary artistic and decorative accents in the design concepts of the chosen sample. The idea of glamour interior is formulated, by the research of stylistic features of which, its modern trends ("digital baroque," "glamorous" neoclassic, glamorous "Provence," oriental glamour, "fashion" glamour) are determined. **Conclusions.** In the article, the primary color trends in the modern, glamorous interior and the ways of the extensive use of light and its relationship with color were considered. In connection with the fact, that glamour seeks to create a unique impression, the accents in favor of color and light effects are the first for interiors above the mentioned direction.

Key words: color, lighting, glamour, interior, design.

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Освітлення і кольорові рішення інтер'єрів, виконаних у стильовому напрямі «гламур»

Мета роботи. Висвітлення кольорової палітри і засобів освітлення для інтер'єру в гламурній стилістиці. **Методологія** дослідження. Використано загальнонаукові методи (аналіз, синтез, узагальнення,

тощо) мистецтвознавчого аналізу. **Наукова новизна** дослідження. Гламур в інтер'єрі розглянуто з наукового боку і визначені прийоми застосування кольору і світла, що виступають основними художніми та декоративними акцентами в дизайн-концепціях обраного зразку. Сформульовано поняття гламурного інтер'єру, на основі дослідження стилістичних особливостей якого, визначено його сучасні течії («цифрове бароко», «гламурна» неокласика, гламурний «Прованс», східний гламур, «fashion» гламур). **Висновки.** У статті розглянуто основні кольорові тенденції в сучасному гламурному інтер'єрі, розкрито засоби широкого використання світла і його взаємозв'язок з кольором. У зв'язку з тим, що гламур прагне створювати неповторне враження, то акценти на користь кольорових і світлових ефектів є першочерговими для інтер'єрів вище згаданого напрямку.

Ключові слова: колір, освітлення, гламур, інтер'єр, дизайн.

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Освещение и цветовые решения интерьеров, выполненных в стилевом направлении «гламур»

Цель работы. Прояснение цветовой палитры и способов освещения для интерьера в гламурной стилистике. **Методология** исследования. Используются общенаучные методы (анализ, синтез, обобщение и т.д.) искусствоведческого анализа. **Научная новизна.** Гламур в интерьере рассмотрено с научной стороны и определены приёмы использования цвета и света, выступающие основными художественными и декоративными акцентами в дизайн-концепциях выбранного образца. Сформулировано понятие гламурного интерьера, на основе исследования стилистических особенностей которого, определены его современные течения («цифровое барокко», «гламурная» неокласика, гламурный «Прованс», восточный гламур, «fashion» гламур). **Выводы.** В статье рассмотрены основные цветовые тенденции в современном гламурном интерьере, раскрыты способы широкого использования света и его взаимосвязь с цветом. В связи с тем, что гламур стремится создавать неповторимое впечатление, то акценты в пользу цветowych и световых эффектов являются первоочередными для интерьеров выше упомянутого направления.

Ключевые слова: цвет, свет, гламур, интерьер, дизайн.

The relevance of research. Given the glamour in the world of consumption, lifestyles, fashion and show business, it should be noted that the phenomenon mentioned above has acquired a steady position in the design industry. That is, glamour is one of the modern stylistic directions in interior design, which requires a more detailed study. Clarity of the color palette and light is based on the tracing of the main current trends in the decorated interiors. The questions of color and light are relevant, since, among the variety of means to achieve glamour aesthetics and expressiveness, they are the most significant and accentuate. Also, it is the combination of colors and lighting techniques that create an emotional background and complete an atmosphere that is inherent in glamorous stylistics.

Analysis of research and publications. The concept of glamour today is not sufficiently theoretically meaningful but necessary from a scientific and practical point of view, taking into account the development of contemporary art and the emergence of new stylistic trends. Based on the definition of dictionaries, glamour (from the English "glamour" - charm, chic) - is, first of all, ostentatious luxury, as a result of the demonstration of deliberate splendor [5, 207]. Today, the definition of "glamour" as a whole means captivating charm, sexual attractiveness, style, which can be extrapolated to the notion of the environment [13]. Thus, the glamorous interior implies the presence of the features as mentioned above in it, as it is closely connected with the modern discerning consumer, who seeks to emphasize his exclusiveness and niche. That is, the price and prestige, limitation and exoticism are decisive for the decorative filling of the interior in glamorous stylistics.

In this regard, in the exploration of K. Tochilov, the glamour has been described as a cultural and aesthetic phenomenon of modern mass culture that guides the spiritual priorities of a person to an aesthetic accent based on luxury and external shine [10]. But nowadays a high glamor is affordable, first of all, for the elite of society ("slave"), because it is calculated on the category of consumers "premium business."

The Ukrainian theorist of culture J.-M. K'yubile defines glamour as "the successor to some great styles" [7, 160], whose conceptual foundation is sensuality, temptation, and sexuality. It should be noted that in the modern interior the aforementioned stylistic direction manifests itself through a combination of elements of great styles with the latest technologies and a current vision of sexual attractiveness, extravagance, and refinement, the combination of which allows the most creative embodiment of luxury in the development of the interior environment.

The researcher, N. Yegorova in this regard, defines eclecticism as the glamour of the actual essence in the interior, but with the own stylistic features. It is the precious materials of decoration and iconic decoration objects from well-known factories aimed at emphasizing the status and tastes of the owners, creating a refined environment [3, 3]. That is, ostentatious luxury and frivolity make glamour one of the modern stylistic directions in interior design.

Glamorous interior - an environment, in which the elements, associated with the "alphabet" of great styles, are accentuated while emphasizing bohemian and chic at the expense of introducing decoration materials, that meet the highest fashionable queries. The glamorous interior is always attractive, contains image components that enrich the space and adjust the viewer to the emotional and festive perception of extravagant and fanciful design elements. Extremely important regarding enhancing the effectiveness of such interiors is the expressiveness of color and lighting. Therefore, consideration of the color palette and its importance in the glamorous interior, as well as reveal the relationship with lighting techniques.

In the textbook "Color of the interior," developed by scientists O. I. Sedak and O. Yu. Zaporozhchenko, the peculiarities of the use of color in the interior and its perception are considered in detail. [7]. The study of O. O. Kostyuk regarding the latest color trends in design is important in the context of studying this theme. In particular, it is necessary to note the groups of colors of "new Africa" and "luxurious minimalism" that can be used in the design concepts of modern glamour [4, 67]. So the researchers M. S. Avdeeva and O. V. Vishnevskaya note the use of blue, violet and calm shades, which symbolize sophistication and nobility in the design of interiors of shops. As well as they emphasize the introduction of "theatrical" and "festive" lighting, the importance of its shades of light and the direction of light flows [1, 74].

Taking into account the high demand for the style of "glamor" in the design of restaurants, bars, night clubs of premium class, consideration of the specifics of color and light was conducted by scientist V. Mikhalev in the context of new technologies in interior design [6].

The Kiev researcher O. Shkolna notes, that glamour manifests itself in the latest trends of world porcelain. Meanwhile, white, black, green colors are used (for example, in works of H. Aiona) and many golden and silvery elements [11, 190].

Considering the recent tendencies of lighting in the glamorous interior, one should note the research by M. Kukhta about the creation of light panels on LED elements [6, 98]. In this case, the interior light panels can be applied in the design of the environment in the style of "glamor," representing an interesting interior accent in the form of a window for interiors with classical backgrounds and the type of abstract or thematic story concepts in modern and minimalistic interiors.

Therefore, the research aims to accurately formulate the main color trends and determine the types of lighting for a glamorous interior.

Basic material presentation. The palette has great importance both with the general perception of the interior and also the person in it. Therefore, it is necessary to outline the shades inherent in the glamorous interior. Meanwhile, it is black and white, symbolic as day and night, light and darkness, pure and vicious, male and female, sacral and profane. Black and white movie footage from Hollywood films of the 30s of the XX century in the silver Baroque frames as if come to life in the bohemian and perfect images of divas. Black and white are used in the glamorous interior as independently, emphasizing the clarity of the forms, and in spectacular contrast combinations: chess tile, geometric ornaments in the spirit of pop art, black and white stripes of textures, patterned accents or lace floral ornamentation of the floor.

Black represents elegance and strength, status and impeccability, adds goth and mystery. Adamantly to pay attention to the extensive use of black glossy surfaces, ceramics and dark stone in the glamorous interior. The black color is spectacular in the different samples of textiles, leather, and fur, which are actively used in the design of a glamorous space. In contrast to the black color, the white visually increases the room, emphasizes lightness and weightlessness.

The white color is the basis of most products in the modern design industry: decoration materials, furniture, décor. It can be argued that the concept of a glamorous interior involves the use of the most modern and most stylish design elements, so often the choice falls precisely on the white palette. The dominance of white in southern interiors is also traced, as well as sometimes in those that ideologically border on the varieties of country stele: "Provence" and the shabby-chic (the vintage direction where glamour manifests itself through romanticism and decorativeness). Often designers lend elements of these styles to create glamorous, romantic interiors. White and its shades (ivory, antique, cream, pearl, linen, smoky) are used in glamorous interiors most often, as they are impeccable background, and also are used as accents.

Black and white glamorous interior, the color scheme which is based on the contrasts of the connection of classical and modern furniture, baroque décor with natural design materials, inspired by the classics of French interiors. Slightly opposite, black and white glamour appears in a contemporary environment with graphical and linear forms, supplemented by phantasmagoric elements and gloss. With the help of shapes and textures, black and white can be the primary colors in the glamorous interiors, where minimalism or neoclassicism is taken as a basis. Due to their versatility, the above-mentioned colors are the backdrop for bright accents, which enhance the style and exclusivity in the expressive glamorous interior. An example of this may be a Neo-baroque chair, lined with lilac velvet or bright pink futuristic chairs and grand piano.

The red color is also widely used in the glamorous interior. Having different shades, it can be bright and shocking (scarlet, fiery red), restrained and deep (cherry, dark red), warm and natural (terracotta, orange). This dynamic color of the holiday and love can create an atmosphere of luxury and greatness for active and sociable people. Red as dominant, somewhat aggressive and ostentatious, can be both the primary color of the glamorous interior styling, and successfully combined with black and white (on examples of furniture, textiles, accessories). In this combination, it is characteristic of the sign in the whole avant-garde art (the so-called "blood-tragic" spectrum). Red accents in the form of a multicomponent chandelier, designer chest or chair become the "calling card" of the design project. Also, red often successfully acts as a background for gold décor and patterns, black and white photo panels and decorative compositions.

Various shades of lilac, violet, amethyst, and pink – obligatory colors of style direction "glamour." Violet – a sophisticated tone of the spectrum – carries in itself a large part of elegance, mysticism, and decadence. He passes the chapel side of glamor and, as psychologists note, on the one hand, is the color of life fatigue, and on the other hand – the portrayal of freedom, craving for forbidden, boundless incarnations of creativity and self-expression. Purple color, having a connection with purple, embodies royal luxury, wealth, sophistication and often manifests itself in materials of decoration (fabrics, wallpapers, paints) and Neo-baroque elements of glamour [12, 192].

Pink is also considered a color of glamour. This is the color of girl's dreams and shocking, sensual and light, confident and careless, and depending on the saturation, it can be both romantic and provocative. Pink is a favorite of the female glamour interior. A delicate pink palette of pastel shades is widely used in glamorous interiors, where neoclassicism or "Provence" is taken as a basis. But in recent years, a sufficiently rich pink color finds itself in the individual designer furniture and interior decorative accents, emphasizing the luxury of textures (furs, suede, velvet) and creating positive feelings from them. Pink colors are also found in stone and ceramic decoration, are widely used in porcelain and crystal products [12, 54].

In the interiors of American glamour, where the features of the art deco style of the 1940s are often preserved, one can note the use of mustard-yellow, orange and emerald colors.

Bright shades of green, light green, yellow, turquoise (Tiffany color), blue, dark blue can be used in accent furniture and décor elements. But thanks to the sophisticated forms and luxurious accessories, such things look fashionable, but not provocative.

It is important to note that the choice of palette for the interior, solved in the style of "glamor," depends on its purpose and social purpose. That is, taking into account a large number of research results of scientists in the field of color influence on a person, we can assume that the color in the glamorous interior is aimed at creating an atmosphere of holidays and luxury, confidence and status, belonging to the world of fashion and privileged leisure.

When implementing any design concept, one must take into account the regularity of the dependence of color on lighting. That is, light in the glamorous interior is aimed to emphasize color, brilliance, texture, and play of reflections. The universal background of lighting here will be appropriate shade, which adjusts to rest, allows you to expand the space visually. But the main functional zones and accents are illuminated by directional and bright light: soffits, halogen lamps with reflective elements, crystal chandeliers, and sconces.

An attractive solution in the glamorous interior is the creation of light effects by using LED backlighting. Often it is a pink or lilac light that fills the room with the relaxing atmosphere of a nightclub. Thus, different levels of ceiling or floor elements can be distinguished, podium beds, items from works of art, etc. In connection with the fact that mirrors are mandatory elements in the style direction "glamour", it is often used to receive their illumination. Rays of light emphasize the brilliance of crystals and rhinestones, the iridescence of the mosaic and the gloss of surfaces. Murano glass, Swarovski crystals, precious metals, valuable fabrics, natural stone and wood are used for them.

It should be noted design lighting from Philip Stark, which combines the form of esthetics, elegance, eccentricity and manufacturability. In 2005 the designer created a chandelier «Darkside» for the brand of Baccarat, setting the beginning for black crystal [2]. In general, it is necessary to say that the interpretation of this chandelier has become popular among other brands and has become the accents of glamorous interiors.

Scientific novelty. The style direction of glamour is an unexplored area in the interior design with a scientific side. Thus, clarification of the color palette and lighting characteristics for a glamorous interior gives the opportunity to outline in more detail the characteristic features of the style direction and explore the latest trends in examples of well-known design developments.

Conclusions. Lighting and application of color in interiors in glamorous stylistics deserve attention within the limits of the modern scientific environment and practical designing activity. It was considered and installed the leading light and color means that make up the vision of the glamor in the interior trim and carry a confident mood and reference, provide a perception of the sizes and forms, emphasize the luxury and ver-

satilily of details. Glamour and its currents are directions where designers can express their impressions very expressively, using a useful color palette and original ways of lighting. So, the results of the research of these aspects help today to outline the color decisions relevant to this style direction, as well as to identify the main lighting trends inherent in it.

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