

FEATURES OF THE GENERAL STYLISTIC CHARACTERISTICS OF MODERN ARCHITECTURE AND TYPES OF DESIGN

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The article examines the development features of contemporary architecture and design, their interrelation, and stylistic harmony. The relevance of the study is determined by the comprehensive development of architecture and design based on functionality, technology, and aesthetics in the modern era. The purpose of the research is to analyze stylistic features, the impact of modern materials and technologies, and their psychological effect on humans. The article systematizes key directions such as geometric precision, functionality, innovative materials, and color psychology. Additionally, a comparative analysis of Kazakhstani and international practices is conducted, identifying their characteristics and development trends. The results of the study allow for a comprehensive understanding of contemporary trends in architecture and design.

Keywords: architecture, design, stylistic features, functionality, technology, color psychology, contemporary trends.

ЗАМАНАУИ СӘУЛЕТ ПЕН ДИЗАЙН ТҮРЛЕРІНІҢ ЖАЛПЫ СТИЛИСТИКАЛЫҚ СИПАТТАМАЛАРЫНЫҢ ЕРЕКШЕЛІКТЕРІ

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Мақалада заманауи сәулет пен дизайн салаларының даму ерекшеліктері, олардың өзара ықпалдастығы мен стильдік үйлесімділігі қарастырылады. Зерттеудің өзектілігі қазіргі кезеңдегі сәулет пен дизайнның функционалдылық, технология және эстетика негізінде кешенді дамуына байланысты айқындалады. Зерттеу мақсаты – сәулет пен дизайндағы стильдік ерекшеліктерді, заманауи материалдар мен технологиялардың ықпалын, сондай-ақ олардың адамға психологиялық әсерін талдау. Мақалада геометриялық нақтылық, функционалдылық, инновациялық материалдар және түс психологиясы сияқты негізгі бағыттар жүйеленеді. Сонымен қатар қазақстандық және шетелдік тәжірибелер салыстырылып, олардың ерекшеліктері мен даму бағыттары анықталады. Зерттеу нәтижелері сәулет пен дизайнның қазіргі заманғы тенденцияларын кешенді түрде түсінуге мүмкіндік береді.

Негізгі сөздер: сәулет, дизайн, стильдік ерекшелік, функционалдылық, технология, түс психологиясы, заманауи үрдістер.

ОСОБЕННОСТИ ОБЩИХ СТИЛИСТИЧЕСКИХ ХАРАКТЕРИСТИК СОВРЕМЕННОЙ АРХИТЕКТУРЫ И ВИДОВ ДИЗАЙНА.

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В статье рассматриваются особенности развития современного архитектурного и дизайнерского направления, их взаимовлияние и стильная гармония. Актуальность исследования определяется комплексным развитием архитектуры и дизайна на основе функциональности, технологий и эстетики в

современный период. Цель исследования — проанализировать стилистические особенности, влияние современных материалов и технологий, а также их психологическое воздействие на человека. В статье систематизируются основные направления, такие как геометрическая точность, функциональность, инновационные материалы и психология цвета. Кроме того, проводится сравнительный анализ казахстанского и зарубежного опыта, выявляются их особенности и направления развития. Результаты исследования позволяют комплексно понять современные тенденции в архитектуре и дизайне.

Ключевые слова: архитектура, дизайн, стилистические особенности, функциональность, технологии, психология цвета, современные тенденции.

Introduction

The main direction of development in contemporary architecture and design is their integration and unified stylistic coherence. “In modern Kazakh architecture, the preservation and revival of traditional styles and elements is one of the key trends” [1]. This process is closely related to the development of new technologies, social changes, and environmental issues. In the architecture and design of the 20th–21st centuries, the influence of functionality, ergonomics, and innovative materials and forms is particularly evident.

Research materials and methods

This research analyzes the features of stylistic harmony and artistic-figurative structures in contemporary architecture and design, their connection with historical traditions, and their significance in modern society.

Results and discussion

Stylistic features play a decisive role in contemporary architecture and design, as they define the aesthetic expression, functional performance, and psychological impact of projects on users. Stylistic harmony in contemporary architecture and design (Figure 1) is described according to four columns:

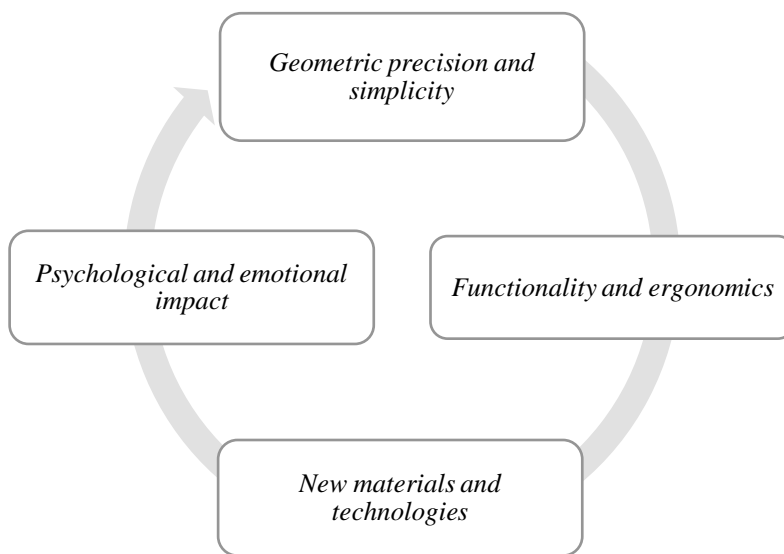


Figure 1. Stylistic features of contemporary architecture and design styles

Under the column of Geometric precision and simplicity, styles such as Minimalism, Functionalism, and High-Tech are commonly used in both contemporary design and architecture. Geometric shapes and straight lines form the foundation of these styles. In modern architecture, these forms can be found in virtually any building, while in graphic design and interior design, they appear as symmetrical or asymmetrical compositions.

Functionality and ergonomics – Modern architecture and design are oriented not only toward aesthetics but also toward user needs. Buildings and

interior elements are designed based on the efficient use of space. In automotive design, aerodynamic forms are emphasized, while in household appliances and furniture, multifunctional solutions are widely applied.

New materials and technologies – Advanced, environmentally friendly, lightweight, and durable materials play a significant role in contemporary architecture and design. In architecture, materials such as glass, aluminum, carbon fiber, and bionic materials are widely used. In fashion design, synthetic fabrics, recycled materials, and smart textiles are

increasingly popular. In graphic and industrial design, digital technologies and 3D printing methods are widely implemented. “After gaining independence, increased attention has been paid to national elements in the activities of cultural institutions in Kazakhstan, particularly in interior design” [2].

Psychological and emotional impact – In modern design and architecture, color, lighting, and spatial organization significantly influence human emotional perception:

- In interiors, light colors create a sense of openness and lightness, while dark tones convey solidity and prestige.

- In graphic design, color and compositional solutions shape the emotional impact of a brand.

- In fashion design, color serves as an important factor influencing personal style and mood.

The major transformations in the development of architecture and design are directly linked to the Industrial Revolution and technological progress of the 20th century. In the late 19th and early 20th

centuries, styles such as Art Nouveau, Constructivism, and Functionalism emerged. During this period, elegant natural forms, plant motifs, and decorative elements played an important role in architecture and interior design. In the 20th century, the Bauhaus school introduced principles of rationalism and simplicity in architecture and design. “The primary goal of the Bauhaus school was to improve the aesthetics of modern housing, encompassing everything from everyday objects to the entire interior environment” [3]. The development of industrial production contributed to the emergence of new forms.

In the 21st century, key design trends include minimalism, bionic forms, and transformation-based design influenced by artificial intelligence. Contemporary architecture and design continue to evolve in close interrelation, integrating functionality, technological innovation, and stylistic coherence. The stylistic features of various design types are systematized in Table 1.

Table 1. Stylistic features in various design models

Types of design	Key stylistic features	Examples
Architectural Design	Simple geometric forms, open space, innovative materials, sustainable (eco-friendly) design	Zaha Hadid’s buildings, Bauhaus architecture, The Shard (London)
Fashion Design	Strict and asymmetrical silhouettes, transformable elements, high-tech materials	Balenciaga’s futuristic style, Issey Miyake’s innovative garments
Graphic Design	Minimalism, modern typography, color harmony, dynamic compositions	Apple advertisements, Bauhaus typography, Vogue layouts
Industrial Design	Ergonomic solutions, technological innovations, modular systems	Tesla electric vehicles, IKEA furniture, Dyson home appliances
Advertising and Print Media	Vivid colors, simple composition, visual dynamics, digital technologies	Nike advertisements, Google UI design

We attempted to systematize the stylistic features found in various design models in the table. Each style reflects the cultural context and technological capabilities of a particular historical period. For instance, classical design is based on symmetry and decorative richness, whereas modernism emphasizes simplicity and functionality. The high-tech style relies on contemporary materials and minimalism, while ethnic styles incorporate traditional ornaments and natural elements. These styles are widely applied in interior, furniture, and graphic design.

The integration of form and function, the use of new materials, and psychological impact are common characteristics across all design fields. The stylistic features of architectural and design objects are

increasingly adapting to human needs, forming a comprehensive system that integrates technology and aesthetics. In the 21st century, this process is intensifying, with new directions emerging through the application of artificial intelligence and virtual and augmented reality (VR/AR) technologies.

“Design activity is characterized by creating aesthetically refined and functional consumer products that harmonize with the environment and are continuously improved. Although the concept was formalized in the United States in 1928, its roots trace back to early stages of human civilization” [4]. “In the modern era, the field of design actively incorporates scientific achievements and advanced technologies, including nanotechnology, laser cutting, and 3D modeling. In addition, innovative materials such as

bimetals and specialized film-like structures open new possibilities for form generation” [5].

Different fields of design evolve in response to cultural, social, and technological changes of their time. The works of Kazakhstani and international designers and architects differ in stylistic features and materials used. Based on a comparative analysis of fashion, automotive, advertising, publishing, and other design fields, their development in Kazakhstan and abroad can be summarized as follows:

In fashion design, Kazakhstani practice focuses on combining national culture with contemporary styles. Traditional elements of Kazakh clothing are integrated into modern fashion, with widespread use of natural fabrics. As Wagner notes, “fashion design should not only be aesthetically appealing but also protect health and minimize environmental impact” [6]. Kazakhstani designers, particularly Aiman Zhurgenova and Kuralai Nurkadilova, successfully combine national motifs with modern trends. Meanwhile, countries such as France, Italy, and Japan lead the global fashion industry. Brands like Chanel, Prada, and Issey Miyake employ minimalism, futurism, and high-tech materials in their designs. While ethnic style prevails in Kazakhstan, international fashion is driven by innovation and advanced technologies.

In automotive design, Kazakhstan’s production is primarily focused on assembling foreign brands. In terms of industrial design, Kazakhstan hosts factories such as SaryarkaAutoProm and Hyundai Trans Kazakhstan. In other countries, brands like BMW, Tesla, Toyota, and Ferrari use materials according to their needs to produce their products.

In advertising design, contemporary Kazakhstan incorporates national patterns and elements. These national motifs, using traditional colors and designs, help promote the country’s cultural heritage. Advertising agencies such as Red Point, QazBrands, and Aitas KZ exemplify this approach. In contrast, international brands like Nike, Apple, and Coca-Cola focus on using interactive technologies in their advertising.

Regarding graphic design and print production, we can observe a strong presence of the national style in Kazakhstan. Magazines and covers often incorporate traditional elements, highlighting and preserving the country’s cultural legacy.

Thus, based on this, design in Kazakhstan is gradually developing while preserving national heritage. In clothing design, traditional patterns are widely applied, resulting in many unique creations.

In advertising, national style remains important, although digital and emotionally driven approaches dominate globally. In publishing, Kazakhstan maintains traditional artistic styles, while international practice emphasizes functional and minimalist visual solutions.

Thus, a comparison of Kazakhstani and international design practices reveals their development trajectories, shared trends, and distinctive features. In architectural and design objects, artistic and figurative structures vary depending on stylistic direction. These variations are expressed through the dynamics of the object, its emotional impact, and its harmony with the surrounding environment. A comparative analysis of artistic and figurative structures in architecture and design is presented in Table 2.

Table 2. Comparative analysis of artistic and figurative structures in architecture and design

Artistic structure	Architecture	Fashion design	Automotive design	Graphic design	Interior design
Dynamics and Movement	Deconstructivism, Futurism – asymmetry, diagonal lines	Asymmetrical shapes, sporty and futuristic styles	Sports cars, aerodynamic shapes	Dynamic compositions, curved lines, asymmetry	High-Tech, Futurism – unique forms, diagonal elements
Lyrical Subtlety	Romantic Style, Art Nouveau – floral motifs, curved lines	Light, flowing fabrics, delicate colors	Classic cars, vintage style	Handwritten fonts, pastel colors, watercolor styles	Classic interiors – soft lighting, natural materials
Static Nature and Stability	Brutalism, Minimalism – heavy concrete structures, strict geometry	Simple, straight forms, minimalist-style clothing	Simple and strict forms, futuristic style	Grid systems, monochrome colors, minimalism	Interiors using concrete, stone, and metal
Harmony with the Surrounding Environment	Organic Architecture – natural forms, green technology	Natural fabrics, eco-friendly style	Electric vehicles, eco-friendly materials	Natural colors, elements of nature	Eco-interiors – wood, natural light, plants

In the table, an attempt was made to conduct a comparative analysis of the features of artistic and figurative structures in architecture and design. In architecture, these structures are expressed through the form, proportions, and materials of buildings, whereas in design they are manifested in interiors, furniture, and graphic compositions. This analysis allows for identifying both commonalities and differences among stylistic directions. For example, the symmetry and decorative elements of classical architecture are also reflected in furniture design, while the principles of simplicity inherent in modernism are evident in interior and graphic design.

“As noted, three main aspects are considered in assessing the quality of architectural objects: usability and convenience (functionality), structural strength and efficiency (constructive aspect), as well as external appearance and artistic concept (aesthetic level)” [7]. Thus, artistic and figurative structures in architecture and design develop in close interrelation, complementing one another.

Certain artistic and figurative structures are found across different fields of architecture and design. Each of them manifests its specific characteristics in buildings, clothing, automobiles, advertising, interiors, and printed products. Fields such as graphic design, industrial design, interior design, fashion, and web design contribute to improving the quality of human life in various aspects [8].

The main types of artistic structures can be characterized as follows:

Dynamics and movement. Design elements that express motion are widely used in contemporary architecture. For example, the works of Zaha Hadid clearly demonstrate dynamism through fluid and curved forms. In fashion design, this concept is conveyed through asymmetrical silhouettes and lightweight, flowing fabrics. Brands such as Yohji Yamamoto and Iris van Herpen are known for creating garments with complex forms that evoke a sense of movement. Lyrical delicacy refers to the lightness and subtle elegance visible in architecture and design. In architecture, this is expressed through Art Nouveau (Modern). For example, in the works of Antonio Gaudí, delicate lines and natural forms immediately catch the eye. In clothing design, this is reflected in visually appealing light colors and soft fabrics. Christian Dior’s “New Look” style clearly emphasizes the softness and femininity of women, which serves as a fitting example. In graphic design, this can be seen through various

types of typography, while in interior design, soft wall colors and minimalistic elements illustrate this quality.

Stability and solidity evoke strength, rigidity, and precision in both architecture and design. This can be observed in historic monuments and ancient buildings that have withstood the test of time. In fashion design, it is represented by garments made from sturdy, dense fabrics, such as suits or coats. Brands like Giorgio Armani exemplify this approach.

Harmony with the environment highlights the thoughtful use of natural materials in contemporary architecture and design. In architecture, this is seen in eco-design, where environmentally friendly materials are stylishly incorporated into buildings, even in simple home walls. In clothing design, garments are made from eco-friendly, natural fabrics, emphasizing sustainability and environmental consciousness.

Thus, architecture and design share common artistic and figurative structures. Dynamics expresses energy and movement, lyrical style emphasizes delicacy and aesthetics, static and monumental qualities convey stability and prestige, while environmental harmony focuses on sustainability. This comparative analysis enables a deeper understanding of the patterns of development in architecture and design and helps to predict their future transformations.

Robert Venturi, in his 1966 work, defined architecture as an art form aimed at organizing the living space of humanity [9]. This perspective highlights the profound significance of architectural design and its role in society. The structure and spatial organization of buildings significantly influence human psychology, social interaction, and societal behavior. For example, well-designed open or enclosed spaces can affect work efficiency, emotional well-being, and creativity.

In this context, color psychology also plays a crucial role in architecture and design. It directly influences emotional perception, spatial comfort, and user behavior. When discussing the psychological impact of colors, in exterior design, color contributes to the visual harmony of buildings. In general, the colors of architectural structures in urban environments have a direct effect on people. For example, warm colors create a sense of comfort and evoke feelings of joy, while cool colors convey a sense of reliability, which is why they are often used in government buildings.

In interior design, colors function similarly: bright colors increase energy levels and help

people feel comfortable, which is why they are commonly used in public spaces. In furniture design, color choices depend on the style direction. For instance, natural, pure materials are used to create a sense of coziness. Basic colors such as black and white are typical in contemporary styles.

In clothing, color has an emotional impact. Bright colors often give a person a sense of confidence, directly influencing self-perception and the way one feels.

Black conveys formality and seriousness, making it common in business and classic attire. Red and other saturated colors express boldness and attractiveness, while pastel tones represent softness and lightness, often used in casual and romantic styles. “Traditional Kazakh clothing is not merely decorative but is closely connected with

national customs and traditions, reflecting important cultural and social aspects of life” [10].

In advertising and print media, color plays a key role as an element of marketing strategy. According to Abeldinov (2024), national ornaments and artistic traditions hold particular significance in Kazakh animation, contributing to the preservation and promotion of cultural identity [11]. Red is often used to stimulate quick consumer action, especially in sales promotions. Blue conveys trust and stability, making it common in banking and technology branding. Green symbolizes экологичность and naturalness, and is widely used in eco-friendly products and brands. The application of color psychology across various design fields is illustrated in Figure 2.

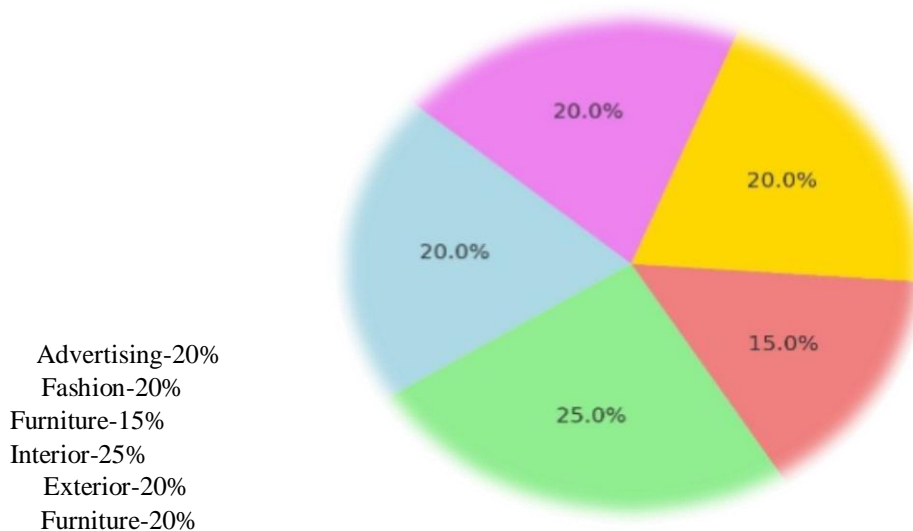


Figure 2. Application of color psychology across different design fields

As shown in the diagram, color psychology plays a crucial role in architecture and design. Each color carries its own meaning, and its correct use can fundamentally influence the perception of a space or product. Therefore, selecting appropriate colors is an essential factor across all areas, from building exteriors to advertising.

“In architectural design, color holds a special place as one of the primary compositional tools for architects. Methods of decorating buildings with color have continuously evolved across different eras and regions. For example, the blue-toned streets of Chefchaouen in Morocco and the brightly colored buildings in Cape Town, South Africa, clearly demonstrate the importance of color in contemporary architecture” [12].

“When creating color harmonies, an important step is to determine the brightness and contrast levels between interacting shades. In such

choices, the volumetric relationships between colors can serve as a key metric” [13].

Overall, the application of color psychology in exteriors, interiors, furniture, clothing, and advertising directly affects human emotional perception and responses to the surrounding environment. Shemel notes: “Interior design is the art of harmonizing the psychological and functional qualities of the environment surrounding a person” [14].

Considering the importance of colors in architecture and design allows for the creation of harmonious spaces, draws consumer attention, and influences behavior. In her research, A.T. Baikonurova examined the cultural significance of colors in interior design in southern Kazakhstan, analyzing color semantics from social, historical, and cultural perspectives and identifying their

influence on traditional interior elements in the region [15].

Conclusion

The results of the conducted research demonstrate that the development of modern architecture and design is closely interconnected with their integration, stylistic coherence, and technological advancements. The identified stylistic features—geometric clarity, functionality, innovative materials, and color psychology—define the key directions of contemporary architectural and design practice.

The comparative analysis of Kazakhstani and international experience revealed that the preservation and reinterpretation of national traditions remain a dominant trend in Kazakhstan, while innovation and technological solutions play a leading role in global practice. In addition, it has been established that artistic and compositional structures, as well as color and design solutions in architecture and design objects, have a direct impact on human emotional perception.

Thus, modern architecture and design are developing as an integrated system combining functionality, aesthetics, and technology, playing a significant role in shaping environments adapted to human needs. The findings of this study contribute to a deeper understanding of current development trends and provide a basis for their effective application in the future.

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