

The Ministry of Education and Science of Russian Federation
Russian State Social University
Faculty of Arts and socio-cultural activities

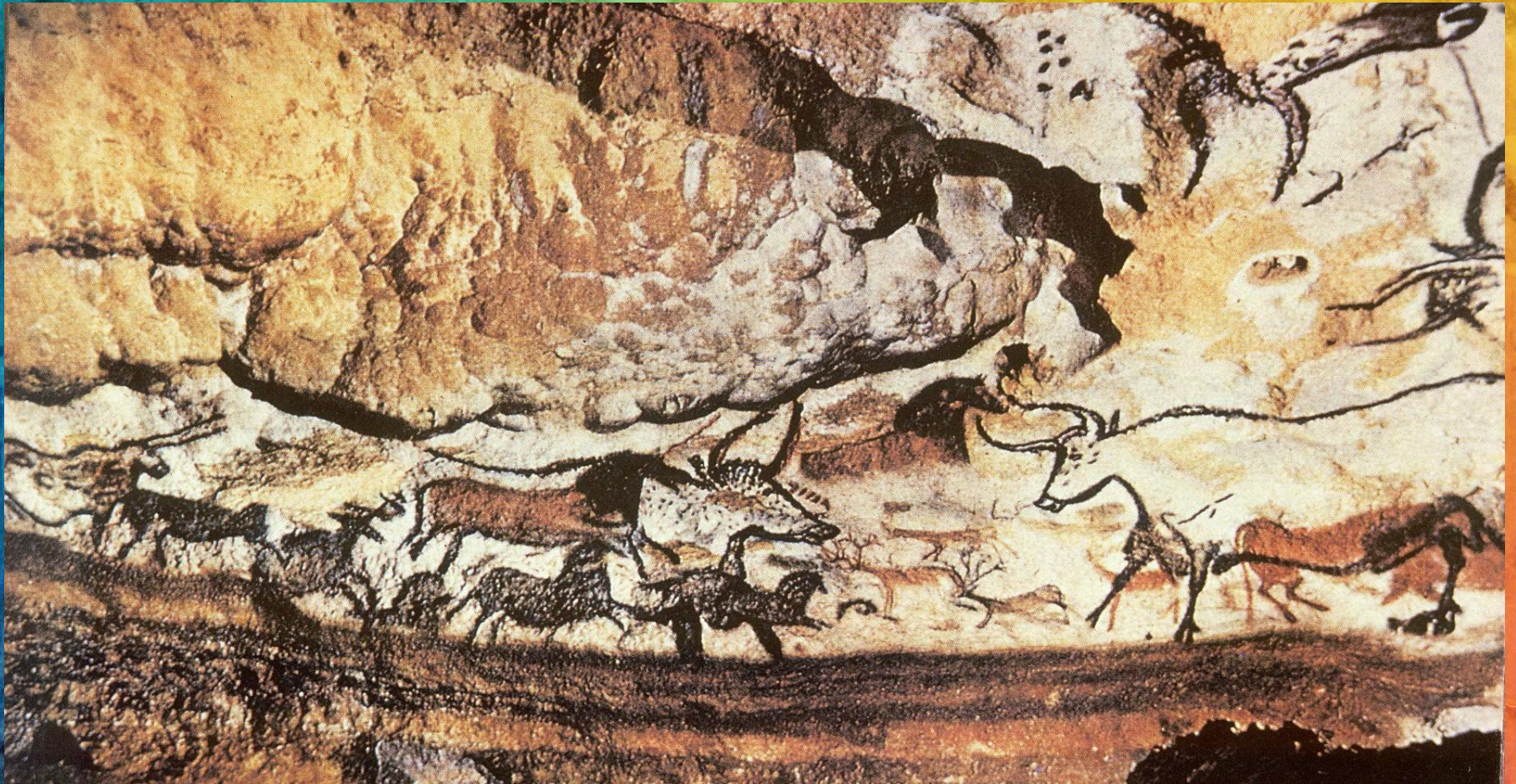
“How my profession can change the world”

Moscow, 2016.

Design - it is a way of life and thinking. You can not be a designer on weekdays, and on weekends - an ordinary citizen.



Even thousands of years ago, when people still lived in caves, People strove to make their home more comfortable, beautiful. It was then that appears the first cave paintings.



There are very few interior designers among women. I would like to tell you about one of the most significant women figures in design. Her name is Greta.

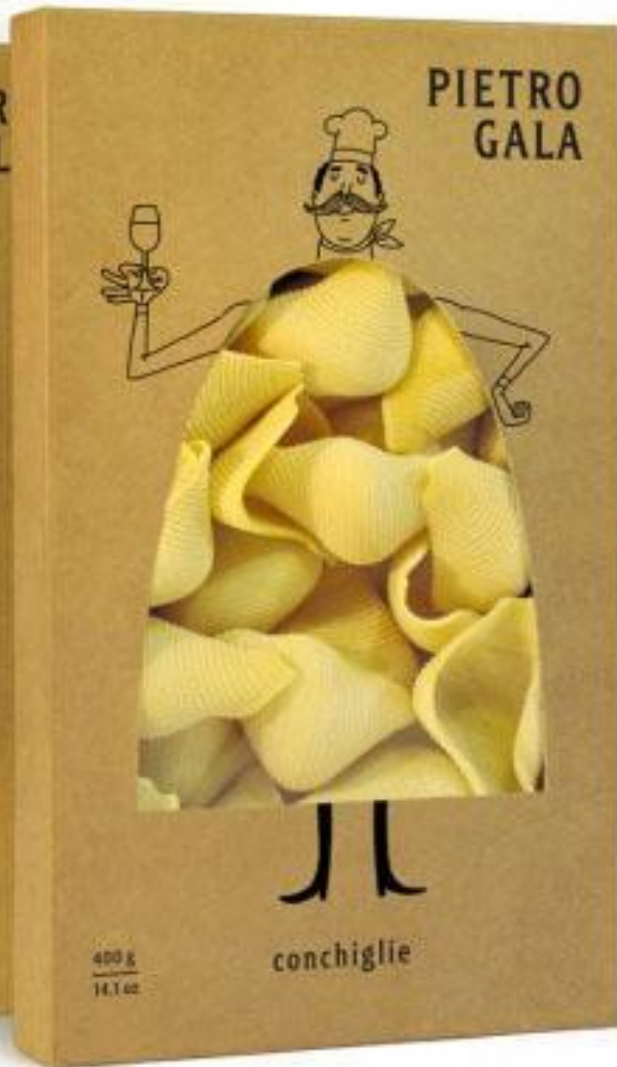


This is the kitchen. That woman is carried out in the room a lot of time, came up with the idea to create a space that would facilitate the process of cooking.



There is a very good book "With the help of design." by a famous designer Ralph Caplan - about the world of things in which we live.







If you turn a
bottle of
champagne,
it looks like
a bouquet
of flowers.

Packing fruit juice looks like fruit from which the juice is made.





This is a thread for knitting.



Tut Design

And the cookie packaging like a plate.





The
package
for the
product
"You are
what
you eat"

Interesting packaging for biscuits.



Adhesive cloth for cleaning hard to reach areas. In this case, the performances not as important as the idea itself.



Some inventions still do not even have names. Nevertheless, they simplify our lives.





**I believe that it is a good idea
to 50% of the project's success.**

**I believe that we can change
the world for the better!**



Thank you for your attention!

Difficult words:

- Inventions – изобретения
- Execution – исполнение
- Female – женский пол
- Unattractive – непривлекательный
- Plumbing – водопровод
- Engaged – занято
- Recognition – признание
- Eventually – в итоге
- Invite – приглашать
- Crimson – малиновый
- Armchair – кресло
- Confirm – подтверждать
- Responsibility – обязанность
- Externally – внешне
- Knitting – вязание
- Orders – заказы
- Implementation – реализация
- Moreover – более того
- built-in appliances – встроенная бытовая техника