

## **INFLUENCE OF MINIMALISM AND “ZERO WASTE” MOVEMENT ON MODERN INTERIOR DESIGN**

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One of the global problems of the modern world is the problem of mass consumption. With the development of the massmarket, humanity began to produce more and more things, most of which eventually ended up in a landfill. And only a small part of this waste is recycled. The rest remains to decompose slowly, polluting nature, or it falls into the ocean, polluting it and killing all living things in it. In contrast to this problem, movements began to appear in the world that motivate us to consume more intelligently and produce less waste. This is the “zero waste” movement and the ideology of minimalism. And if the first tells us how to reduce to almost zero the harm we cause to the planet, then minimalism helps people to reduce the number of things necessary for life, to get rid of dependence and fear for the material. However, the roots of this ideology go far back. For example, we all know the history of the ancient Greek philosopher Diogenes. In our country, the ideology of minimalism appeared even under Leo Tolstoy. Zero waste is a younger course. Its main idea is to reduce the amount of garbage we produce by using reusable items and things. And both of these areas are being actively implemented in all spheres of our life. They do not bypass both architecture and interior design.

How do these styles affect the very essence of the interior? Each of these areas makes its own adjustments to the solution of space, materials, colors, furniture, etc. Consider each separately. The interior design, solved in minimalism, is characterized by restraint, rigor in design, the use of geometric shapes and functional objects. As a rule, it uses calm, basic colors, the game of halftones. Of the materials often found: chrome steel, glass, plastic, ceramics, stone (artificial and natural), textured wood. The main idea of the style: “less is better, better” means that in it you will not find non-functional objects that distract and occupy space. Simple, concise and high-quality things - the basis of the style of minimalism and reflects the main ideas of ideology.

The “zero waste” movement can manifest itself not only in minimalism, but also in eco-style. This style was originally created to contrast with the tension and negativity of the city, caused by an accelerated pace of life and a polluted environment. Now, in addition to its main goal, it displays many ideas of eco-movements in itself. And first of all it is, of course, the materials that are used in creating the design in eco-style. There is no place for plastics and polymers, there is no place for fast-wearing materials. Preference is given to natural stone and natural wood, glass, forging, and ceramics. As in minimalism, in eco-style, all objects are

of high quality. Also, modern high technologies are inseparable from the ecological style, because they are aimed at saving and humane handling of natural resources, for example, washing machines and dishwashers use water and electricity economically. Thus, durable materials and functional objects embodies the main idea of environmental movements - reducing the negative impact on the environment through waste reduction.

**References:**

1. Dominic Loro *The art of living is simple. How to get rid of excess and enrich your life*
2. Greg McKeon *Essentialism: The Path to Simplicity*
3. Yuri Hanon *"Minimalism to minimalism" in all arts*
4. Béa Johnson *Zero Waste Home*

UDC 575

**PERSONALIZED MEDICINE AS A NEW TYPE OF MEDICINE**

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What will be your reaction, if I say, that cancer and other rare diseases could be defeated in the future. I think you will have some doubts concerning my claim. That's why I want to tell you about a new ambitious project of English scientists, which is named "The 100.000 Genomes Project". It gives the opportunity to cope with some great problems of our world. This Project was launched in England in late 2012 with the aim to create a new genomic medicine service for the NHS (national health service) and transform the way people are cared allowing the development of treatment which is individual for each person.

Let's consider in details the main aims of this project:

- Patient benefit: providing clinical diagnosis and timely new or more effective treatments for patients.
- New scientific insights and discovery: (with the consent of patients, creating a database of 100,000 whole genome sequences linked to continually updated long term patient health and personal information for the analysis made by researchers).
- Stimulating and enhancing industry: by providing the access to this unique data resource by industry for the purpose of developing new knowledge, methods of analysis, medicines, diagnostics and devices.
- Increasing public knowledge and support for genomic medicine: (delivering an ethical and transparent program which has public trust and confidence and working with a range of partners to increase the knowledge of genomics).