

THE IMPORTANCE OF ECOLOGY AS COLLECTIVE DESCRIPTIVE AND EXPERIMENTAL KNOWLEDGE IN INDUSTRIAL DESIGN

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Abstract: The branch of industrial design redirects its high standards to the human side: social and ecological - for a real and beneficial evolution. The contemporary design focuses on ecology, innovation, the evolution of ideas of responsibility towards society. Ecology has a tendency to get involved more and more in the field of industrial design, its strategic points being the following: experimenting the materials, sciences research, recycling energy and knowledge for the future. The requirements, the values and market economy, dictated by consumers evolve together with the development of science and technology. The content of the concept of quality for industrial products evolves together with the latest discoveries in science and technology which leads to the experimentation and use of ecological materials. This „, collaboration” contributes to the correct education of the consumer’s preferences towards the industrial ecological product.

Key words: experiment, innovation, industrial design, ecology, consumer, science research