

## Achieving Sustainability Standards in Designing Products and Interior Design Supplements according to Artistic Movements Principles

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### Abstract:

Sustainability is one of the most important prerequisites for product designers to achieve when designing industrial products to minimize the negative impact on the environment and technical schools vary in their respective criteria, which means that each school's achievement of the principles of sustainability varies. The problem is that some designers focus on achieving some of the technical school's criteria without the rest that can serve as sustainability factors followed by that school, this results in a design that achieves some of the school's principles and does not conform to the current requirements of product design. The importance of research is to describe the types of technical schools and how they apply the principles of sustainability, thus contributing to the achievement of sustainability standards in the design of products designed according to the technical school approach. The research aims to identify the most important sustainability principles that lie in technical school standards, helping product designers to choose technical schools according to their degree of application of sustainability principle. The research examined the types of technical schools, their characteristics, the definition of sustainability, their importance, and the most important sustainability criteria achieved in technical school products. The research identified the principles of sustainability inherent in the different trends of technical schools, and one of the modern products was developed according to the sustainability criteria derived from the school's technical thinking. The relationship between human beings and the environment is interchangeable, always influenced and influenced by it. And everything that man does affects it both negatively and positively. and given that the product designer is the fundamental pillar for innovation and increased convenience and utility, it had to take the environment into account when designing the product, starting from developing the design idea through the selection of materials, manufacturing processes, etc. For the end-of-life of a product, sustainability is one of the most important considerations a designer must follow when designing its products. In addition to its interest in creativity in shaping the appearance of the product, where the consumer is first influenced by the aesthetic appearance of the product, the need has arisen to see and study technical schools, to expand his perception and the circle of his artistic culture. When looking at the criteria of some technical schools, we note that many of them have embraced the thought of sustainability in designing their products, making it easier for the designer when following the foundations of a school to design sustainable aesthetic products.

**Problem statement:** Some designers focus on achieving some technical school standards without the rest that can serve as sustainability factors followed by that school, resulting in a design that achieves some of the school's principles and is not in conformity with the current requirements of sustainable product design. The research problem is to answer a question: how can modern, sophisticated, and sustainable products be designed according to the concepts of different technical schools?

**Objectives:** The research aims to: Identify the most important principles of sustainability that lie in the standards of technical schools, helping product designers to choose technical schools according to their degree of application of sustainability principles. Study the concept of sustainable design, and sustainability strategies in industrial product design.

**Methodology:** The study has adopted the Descriptive analytical method for studying the problem and achieving research hypotheses.

**Importance:** Explaining the types of technical schools and how they apply the principles of sustainability, thus

contributing to the achievement of sustainability standards in the design of their products. Raising awareness of the intellectual aspect of industrial designers of the existence of the idea of sustainability in the foundations and standards of technical schools.

**Results:** The possibility of designing sustainable aesthetic products using the principles and standards of artistic movements that have embraced the thinking of sustainability in designing their own products and artworks (Bauhaus School, Arts and Crafts Movement, Dismantling and Reconstruction Direction). The Bauhaus school, the Arts and Crafts movement, the deconstruction and reconstruction movement are among the most important schools and artistic trends that adopted the thought of sustainability in designing their products.

### **Keywords :**

Product Sustainability, Sustainability Principles, Product Design, Technical Movement

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