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FACULTY OF BUSINESS MANAGEMENT

**ASSOCIATION OF PROFESSORS IN ECONOMICS
AND MANAGEMENT AT THE INDUSTRY**

XVIIIth
***INTERNATIONAL
SCIENTIFIC CONFERENCE***



**MANAGEMENT AND
SUSTAINABLE DEVELOPMENT**

25 - 27 march 2016
Yundola



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UNIVERSITY OF FORESTRY

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УСТОЙЧИВО РАЗВИТИЕ”**

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APPLICATION OF OPTICAL ILLUSION OF MODERN INTERIOR AND EXTERIOR

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Abstract

Optical illusion or misperception phenomenon shrewd deception to achieve illusory effect sought for a change. Different types of optical illusion not deceive us create a distorted picture of what we see. Optical illusions used in modern interiors, their purpose are to change the perception of real space. The influence of style illusions amendment of the final material.

The optical illusion is subject to the principle of the thing that provides the structure of the case and streamlines the creative act as a programmed process that is carried out using standard geometric elements.

Imagination and sensitivity to diversity is treated in some works of the space is a basic level of quality. The main objective of the analysis will be the effects of optical illusion in confined spaces.

Key words: exterior design, art, graphic design, perception, visual field

Introduction

Optical illusion (also called a visual illusion) It is characterized by visually perceived images that differ from objective reality. The information gathered by the eye is processed in the brain to give a perception that does not match the physical measurement of the stimulus source. There are three main types: literal optical illusions that create images that are different from the objects that make them, physiological who are possibly effective on the eyes and brain resulting in excessive stimulation of a specific type (brightness, tilt, color, movement), and cognitive illusions where the eye and brain make unconscious conclusions. There are many different classes of optical illusion related to violation of shape, color, images, size and distance, geometric, sensory perception and magic illusions. Some optical illusions occur without any other incentives other than the image itself, while others rely on their own voluntary eye movement to get illusionary effect. Others rely on us to focus on a specific point of the image.

Our specific relationship details of a whole can mentally raise and excite, and the fact that a person emotionally react with each new visual contact with the environment - accepted the fact that as part of the truth of our subconscious need to constantly edit and create prostranstva. The future of such visual concept, art and undefined space, the man with the conscious intervention becomes settled and harmonious whole, ie formed question is pictorial intervention misled by general concepts to shape and design.

Exploring ways of action for all artistic goals and very creative act of shaping, some artists and theorists of art and design managed over time to identify and establish the legality of the general relationship blossoming between different shapes, color, size, rhythm, texture and the full composition. The thing is that our eye responds quickly to color than form because each form consists of several elements, the relationship of shared items can speak as an optical illusion. Each graphic can generally be pleasant and beautiful only if it is achieved with

compliance of all technical details with all elements of clearance.

Functional is the general framework to ensure clarity of the message and aesthetics is pleasing way all this is connected in a simple universal order, which creates us feel about comfort, pleasure and reliability.

Discrepancies in aesthetic-functional factors in all areas and graphic expression makes opposites.

Optical illusions include the phenomenon, which considered the eyes and perception involves phenomena that we perceive (in any way).

Some perceptual illusions caused by the imperfection of our senses, and the work of our brain. Perceptual illusions differ from hallucinations. They differ in that in the perception of irritation fraud exists, but is wrongly perceived, while hallucination no incentives. For optical illusion "responsible" is the retina of the eye which houses a photosensitive cells - cones responsible for daytime vision and color.

After intense sunlight enters a dark room, you'll still see shapes of objects directly've seen outside.

For this so-called illusion of imaging are maintained although no longer in front of our eyes for a while we see objects and colors.

Although we see with our eyes, we see the brain in terms of interpreting the images it uses the experience of the past.

There are various kinds of optical illusions, but they all have a common name - success not deceive us create a distorted picture of what we see.

Although most often in the service of entertainment, optical illusions have a very broad application in medicine and technology, art and fashion and, for example, designers use visual lines to remove weight.

If you have long observed circles, and they remain still, this is a good sign because it shows that you are very calm and relaxed "- said Kitaoka.

But if you think that the circle slowly rotates, it is a signal that you are tired and need rest. There is an alarming situation in which people who are doing circles

at high speed, because it means that they are under very great stress and it is advisable to consult a doctor.

An optical illusion due to the different cells and receptors of the eye which perceives images and colors at different rates, which sometimes leads to false images which are transmitted to the brain.

The brain receives information from receptors in the eye, but in fact the eye perceives only a certain amount of visual information at any time, our brain constantly decode, builds and restores visual information, giving us the illusion of continuous look. The right combination of colors, shapes, spatial relations and other incentives seen by eyes and reported to the brain during the relay of information can achieve the effect of an optical illusion.

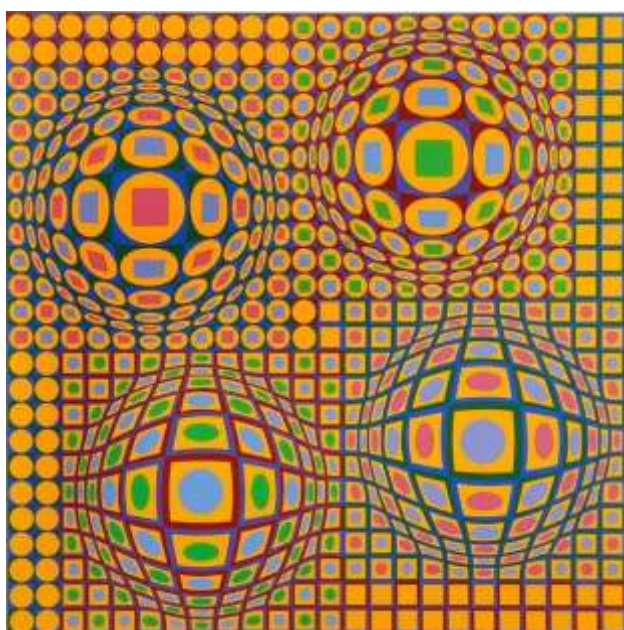


Fig.1 Victor Vasarely

Design of optical illusion

If it is decided to extend a space can start with redesign or removal of the old walls and creating new ones.

Typically, this method can expand the space, but it certainly does not meet any space because it is impossible to say internal volume does not allow it. However, despite the physical method for changing the range of the interior, there are some design decisions that can be changed with the visual perception of space. They can spread walls without destroying, ie with the help of optical illusion.



Figure 2. Optical illusion interior



Figure 3. Optical Illusion exterior

Things that can define it interior space is primarily the color key elements in the interior, as well as the placement of illumination and daylight of space.

Illusion of color in design

The items do not contain color. Coloration arises thus light beams which are illuminated wave them and make coloring. A characteristic of the human senses is that they can not set absolute limits it only differences between them. These are relations of all the senses, but most appeared extent of human vision.

If it is necessary to determine the nature of the hue of a color it is possible to achieve only by comparison with any other color or shade i.e. Only by comparing the similarities and differences.

An essential feature of visual perception or way of analyzing their color and color relationships actually adaptation of the eye.

After long watching eye painted surface tends that the observed color is gray.

With continuous monitoring of the color surface around the trend of that color to be seen as neutral gray.

The color and the combination of colors is special and mnogukoristen effective tool in design. In the proper use of color can visually change the space in three dimensions.

For example, if the space is not large can visually expand by creating a bright and cold colors, ie blue-gray, pearl white or green Bedo.

If the room is large and deep pastel colors range from warm will be good for him, ie make it visually compact.

Traditionally dark colors reduce the space and reduce the height of the ceilings, while bright ceilings can expand the space and room seem large with high ceilings.

Colors visually expand the space are: white, beige, yellow, light blue, blue and cold cold blue green.

For colors that create the effect of restraint and intimacy space are as follows: black, dark brown, blue - green, blue, purple, red, yellow, rich - red, orange-red, hot red. There are neutral colors that are not completely change the perception of space. They are green, purple and red color - black.

Red and all shades of red effectively emphasize horizontal lines and flat-bottomed.



Figure 4. Illusion in exterior

Blue and all its shades on the floor do not have a long stay in the room, but at the same time it is big and wide. Yellow and all its shades on the floor make the room sunny, but light colors visually gives strong support to the legs.

Style illusion

Another thing that also contributes to changing the space is the style of the final material. For example, horizontal lines visually expanding the space, creating the effect of increasing space.

Vertical lines back used to extend the space in height. The use of vertical wall decorations makes space visually larger. The same effect remains if the vertical form of photos that will "highlight" height, whether standing as a line of light or lines of textile patterns.

The minimum decorations make visual space wide.

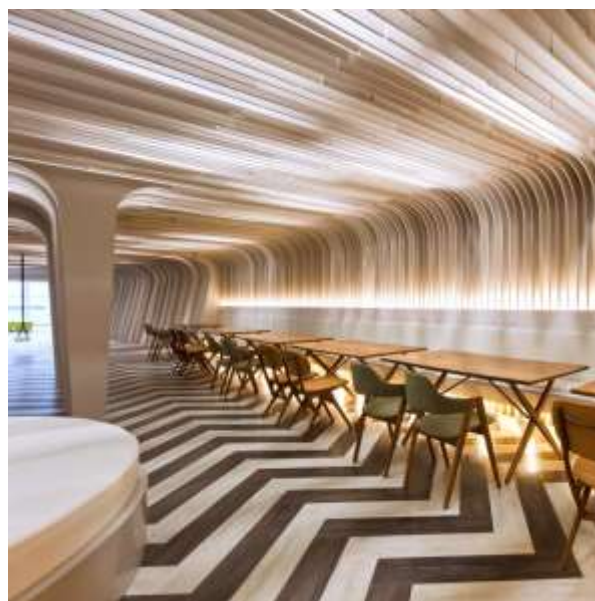


Figure 5. Illusion style in interior

Illusion of light

When using the optical illusion of visual correction of space significant effect is achieved through proper use of lighting some segments.

The effect of increasing the visual height of the place is made with integrated lamps. Furthermore, the change can be achieved with 3D structures ceilings, mirrors, glass tops of space or create shiny surfaces that will make reflection.

Basically, if the ceilings are low it is better to emphasize with great shine, cold light color and shiny textures visually raise to level up.

If the ceiling is illuminated by integrated lights gets interesting effect as the ceiling hovers over space.

It is also possible to visually interfere with uniform illumination of walls in the lower corners of the room with small bulbs. In this case it would seem visually larger. If the space should be reduced, it should shed light on the upper corners.

Mirror illusion

The mirror is a great way to expand the space. This effect is made due to the optical reflection in combination with decorative elements. Experiments with mirrors and reflective surfaces are always justified in small spaces.

Glass ceiling also expanding their space visually him the best of everything. Increased space height over dimensioned. Determining the mirror plates will make any space larger. This method is excellent for small interior spaces - bathrooms.



Figure 6. Mirrors illusion

Conclusions

Unity is achieved by organic game features, visually and expressed odnosi on the case thus becomes self-only and

unique. The organization, figure-basis and grouping the figures are particularly important in creating a case.

The main characteristic of this knowledge is the movement so that it became the basis, whether it's for real movement or creating the illusion of movement. The movement has become part of the space, and that movement in space can be given only if it is included in the space and time components which have been added and a new dimension in a spatial concept.

Handling the illusion of visual response of the viewer creates the illusion of movement.

Effect is achieved by using theory perception in combination with geometric shapes and color fields, and have a strong influence on modern industrialized housing.

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УОГС "Георги Ст. Аврамов" - Юндола



"Устойчивият свят, както и неговите природни и обществени структури, не е състоятелно, което веднъж завинаги трябва да бъде установено. То не е и идеален образ, с който действителността е длъжна да се съобразява. Такива устойчиво развитие е форма на движение, което премахва сегашното състояние. Условиата, темповете и посоката на това движение са предопределени от съществуващите предпоставки. Задачата за науката за устойчивото развитие е да ги ренирире, а на практиката да ги изпълнява при вземане на управленски решения."

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