

UKRAINIAN ORNAMENTAL PATTERNS IN MODERN DESIGN

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Ukrainian ornament is undoubtedly an important part of the national cultural heritage and one of the main elements of the visual identity of Ukrainian culture. For centuries, ornamental motifs have been formed in embroidery, weaving, ceramics, Easter egg making and wood carving. They have not only a decorative, but also a symbolic function. The ornament reflects the worldview, attitude to nature, family, and spiritual values of Ukrainians.

Ukrainian ornament has many different motifs, among which geometric, floral and combined ornaments are distinguished. Geometric elements - rhombuses, symbolizing a sown field and fertility, as well as crosses, broken lines, symbolizing order, harmony and protection. Plant motifs - flowers, leaves and branches, are associated with rebirth, life and fertility. In traditional culture, these elements had a sacred meaning and were often used as amulets.

Modern design actively uses traditional motifs in graphics, branding, fashion and digital media. Designers adapt ornaments to modern solutions, while preserving symbolism and cultural value. The combination of traditional elements with a design approach helps preserve cultural heritage and form a unique national visual language.

Therefore, the use of Ukrainian ornaments in modern design is an example of the harmonious interaction of tradition and modernity. This allows us to continue to keep the cultural heritage relevant for the present and make Ukrainian culture popular in the global cultural space.

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