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IN-DEPTH STUDY OF CYBERPUNK AND RETRO-FUTURISM STYLES WITH THE AIM OF DEVELOPMENT AN INTEGRATED DESIGN PROJECT CONCEPT

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The aim of investigation is to analyze the aesthetic taste of the minority groups who are proponents of Cyberpunk and Retro-Futurism subculture. To classify the main expressive creative-compositional characteristics of presented style directions. To study the relevance of consumer demand for products developed on the basis of the Cyberpunk and Retro-Futurism style, as well as awareness of this topic. The relevance of research in this area is a combination of presented two style directions. The embodiment of the results lays in the creative solution of an integrated design project: the development of the exterior and interior of the video game club; organization of a play space; the development of the corporate identity and costume of the service managers and stuff of a playroom.

Key words: *Cyberpunk, Retro-Futurism, integrated, design, project, bionics.*

INTRODUCTION

It is difficult for small companies providing gaming services to stand out from the competitors, because the range of video games is very extensive and difficult to distinguish a single style of game design. However, we can conclude that computer technology and gaming are the future directions expressing common desire to the technical progress and can be manifesting by various directions of a Futuristic style.

PURPOSE

The design of a creative concept of a computer game club, including corporate and clothes design for the company's staff, based on in-depth study of Cyberpunk and Retro-Futurism styles.

RESULTS AND DISCUSSION

The term "Cyberpunk" originated from the neologism "cybernetics" coined by Norbert Wiener in 1948, which was actually created and realized by William Ford Gibson's work "Neuromancer". The general idea is to see the world in a high-tech way, but to despise the conventional way of using it. Since then, the tide has been surging and surging against the mainstream culture [1].

The work carried out a classification of the common elements and characteristics of the Cyberpunk and Retro-Futurism styles. The common elements of Cyberpunk are: hackers, bionic people, virtual reality, conspiracy theories, artificial intelligence and others were revealed. In the tone of the neon rendering,



this tonal psychedelic technology feels in sense of electronic tones, gorgeous neon lights, utopian realism and is filled with darkness, displaced living environment implies the human concern about the development of science and technology.

At present, "high technology, low life" has become a general trend, electronic devices have filled our daily life. We have been inseparable from mobile phones and computers; the world is enveloped by a virtual electronic information. Information can be modified, you do not know the knowledge and information online is true or false, will not be able to verify. Thus, a special form of visual expression - Retro-Futurism, was derived. The concept of this form of expression is a sense of confusion about the present and a fascination with the past. People who stand in the present moment and look back at the patterns of technology in the past always evoke special emotions.

Today's Retro-Futuristic concept images are full of the era sense of 90 years of "surfing the web", and the Renaissance plaster and pixel style are also its usual elements, through the strong contrasting colors, complementary colors, color block combination of color matching principles, giving people a psychedelic and vague sense of alienation from reality [2, 4].

Based on cyberpunk, the derivative of retro modernism, steam wave, and pop art with a visual lovesickness, have the following in common: the collective protest of the youth against the rational society and the parallel of nostalgia and retro with the wave of the new era. The wave of subcultures represented by them pursue novelty and oddity, boldly breaking rationality. The culture with the countermainstream as its core meaning often ends up becoming the fashion itself (Fig. 1) [1, 2].



Fig. 1. Theme visualization – collage



Fig. 2. Design and organization of the video game club playing space

The target audience of the developed concept is made up of young people – «The new blood» and middle-aged people with advanced ideas. The motto symbol and slogan of the project is the «Final game».



During the development of the project were designed such corporate identity elements as: promotional posters, company logos, game cards and packages, tote bags, clothes design for the company's staff. The source of inspiration is expressed in the design of the project in a way of using science fiction color to create an anti-Utopian atmosphere, similar to the feeling of Cyberpunk. Taking the game controller as the logo can more intuitively reflect the operation of the game company. The gamepad is a must-have for gamers used as a prototype and main element of the company logo. The pixel style is to highlight the era of the game decades ago, while the pink and blue color is to highlight the magic style of the future. The second is a bionic human head based on a heart. The heart is a source of fresh blood, suggesting that the time has come to «replace blood vessels with wires» (Fig. 2, 3).

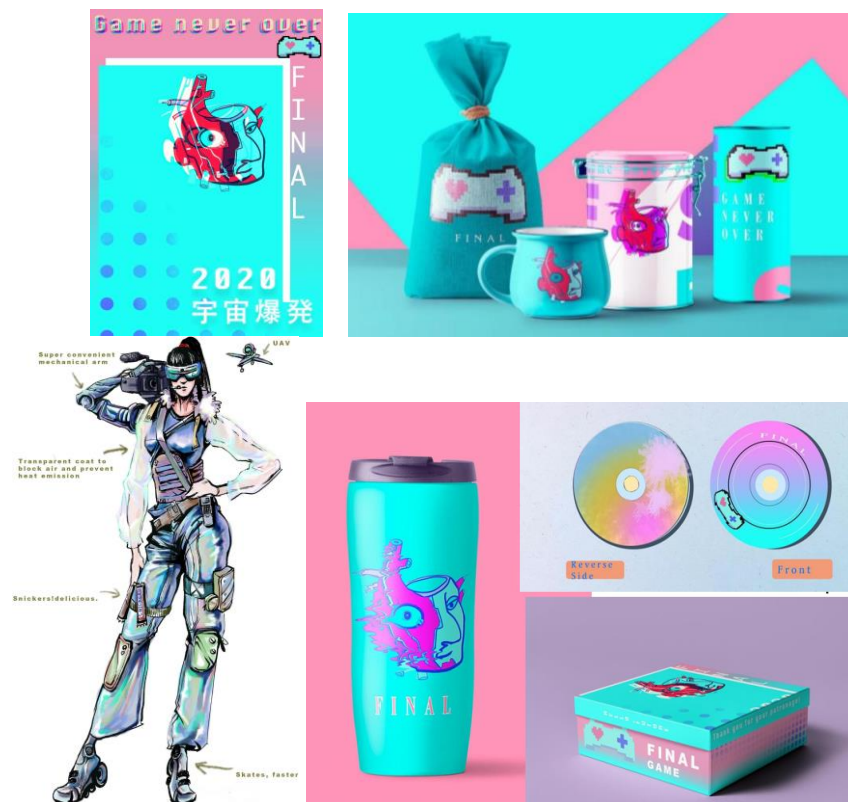


Fig. 3. Design of the corporate identity and costume of the service managers and staff of a video game club «Final game»



The bionic transformations, bionical cyber models are an integral part of Cyberpunk culture and Futuristic themes [3,4]. Therefore, the design of the costume was developed using bionic elements and game devices (Fig. 4).



Fig. 4. Clothes design for service managers and stuff of a video game club
«Final game»

CONCLUSIONS

The reality of today's world is such that we are steadily moving in a semblance of «Cyberpunk reality», continuing to use retro elements as relics of the past. This confirms the relevance of the combination of Cyberpunk and Retro-Futurism for the development of design objects in different directions. The proposed algorithm for developing the concept of a creative design project is effective and can be applied with other different sources of inspiration.

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