

PHILOSOPHY
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In the context of the culture of modernism and post-modernism it is considered design features and the mechanism of design culture. Global project of modernity is based on the transcendental subjectivity, which tends to implement a solid design, forcing nature. Subject-centered development paradigm is carried out in production, functionalism and rationalism, that is, in the total calculus of functions and values. The aim is to build a modern lifestyle a happy society on reasonable grounds. The project covers all culture - from design to architecture, from industrial products and communications to social engineering. Turning to the post-modernism - from the intellectualism of corporeality and textuality, leads to the interpretation of culture as a hypertext, in which the subject is a function rather than a source of meaning and shaping. Postmodernism is a reaction to the apotheosis of the total design system, losing interest in the global goal of building peace. Formed as a mechanism design culture is transformed into a mechanism for creating things, characters and language of communication in a situation of temptation, slip on the surface.

Key words: design, modernism, postmodernism, context.

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