



The sustainable design of capitalism !

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Abstract

In the present era, despite eco - friendly styles and indigenous cultures, we witness the service of designer and design only for further revenue to the employer and stakeholders in this paper, we study the dilemma and examine the determinants of design slavery for capitalism.

Capitalism, based on capitalism and the richness of the wealthy class, is the owner of the industrial society, which, with the slavery of the middle class, uses the concepts of luxury and promotes consumerism, takes power of this class and makes the middle class poor and poorer, and in this bitter process of all Designers are present! Designers who discuss product sustainability at universities and in the design marketplace are just the way to get the job done by the employer. That is, in this capitalist system and the increasing wealth of all criteria, there are conflicting criteria with sustainable principles. Because if the principles of this society were to be given importance in the principles of social sustainability and that they were designed according to the taste and history of the local communities, then the employer would have to Selling more to the same design for all people and the definition of global fashion!

Or in the field of environmental and economic sustainability if indigenous materials are to be used and the ability to recycle the product is important as well as the cost-effectiveness and cost-effectiveness of the price of the raw materials is important. The employer only thinks about luxury, for example, a better packaging It is recyclable and, for example, paper or cardboard materials are used to make the stylish, lacquer and luxurious of plastic, which violates economic stability and economic sustainability.

Selling changes to its effects depends on many factors, such as policies such as export policies, currencies and constraints, and the culture that native culture and global culture refer to. The global fashion is derived from the capitalism of the private capitalist system. In order to clarify the issue, one can say that as much as the middle class of society is encouraged to buy luxury goods and expensive and unsustainable, more money pours over into the private sector pocket. Private property is often just about selling, and in an optimistic state, alongside this thought, it easily thinks its subset and does not have a macro-level insight. He only seeks marketing and sometimes marketing, and does not care about the results of his work, product, and product life cycle. For a lesser seller, the environment and the economy are at a high social and macro level, as well as important historical and cultural traditions and patterns, for which he is important sales This sale depends on our target community. For a better sale, we need a comprehensive introduction of sustainable design in the field of fashion and design in the field of industrial design - interior design - architecture and urbanization, and even the design of clothing.

Keywords: sustainable design, sales, environment, capitalism

Introduction

Preface

Sustainable design as one of the ways to be designed for the design consists of three sub - categories under the title of social sustainability , economic sustainability and environmental sustainability .

There are new challenges and plans ahead of us when it comes to selling products with such specifications . This paper explores the problems of sustainable products in selling and presenting solutions to rational and well - defined problems .

The problems of selling these products are not always with the designer and explores this problem in sections with a different view : one of these angles explores the question of whether sustainable design is the victim of capitalism and what is to be done ?

methodology

the nature of this research is descriptive - analytical that its descriptive part deals with gathering information about concepts of marketing and marketing and sustainable design principles by reviewing written sources such as specialized websites and the end of letters and books and books .

to start at the beginning of the work , sustainable design and its value and its explanation and sustainable design have three main components which include social sustainability and economic sustainability and environmental sustainability in the following lines :

social sustainability

changes that are necessary for the first time of sustainable future sitting are always the restraints of social culture of any society . it is necessary to change and review the patterns and values of them and also to revive the beliefs , traditions and patterns rooted in the historical culture of a society . the first step in this thesis is to ensure the main needs of the society . some of the features are : dedication and adequate enjoyment of the main assets of our society . in order to increase social capital and to enjoy and promote social capital , the enjoyment of education and the promotion of sustainable social skills .

economic sustainability

murad supports economic sustainability of economic capital . sustainability in the economy can be defined in the creation of fair and balanced growth of human society and the guarantee of single human benefit during the time without entering damage to biological , natural and cultural resources . the most important issues in the field of economic sustainability are : economy - economy , sensitivity - based system - value - based system (green economists , economic economists , and not the goal in achieving sustainable development) equitable system - emphasizing the local economy - productivity .

environmental sustainability

environmental sustainability can be used in the continuation and promotion of health and basic functions of the environment , i.e. preservation of natural capital . human should live within the limits of the biophysical environment . natural capital should be memorized because it is both ineffective , as well as the waste material reserve fund , which means maintenance of the size of the human economic system of the multiplied by consumption at any level of technology within the entire ecosystem . the sustainability of sustainable use by a population is sustainable .

capitalism and consumption



capitalism , or capitalism , is an economic system in which the foundations of an economic system on private ownership are economic production tools and is in the hands of private owners and is used to create economic benefit in competitive markets , which means that freedom of private property is also known .

capital capital is capital and capital includes : land , factories , etc. income in this law has at least two forms : profit and wages . profit is what is given for ownership of the manufacturing tool to those who provide capital . in this law , land , labor and capital are available to a group of people that other people of the society by using them provide material and spiritual production .

it is also common in the law to account for rental as revenue from the control of natural resources that differ from the other two .

in capitalism , investment , production , distribution , income , pricing and supply of materials and services are determined by personal decisions in a market economy . the obvious characteristic of capitalism is that product production primarily takes place in order to gain economic profit , not necessarily meeting human needs . in some cases , it is associated with meeting human needs .

in the most general sense , the system of capitalism can be divided into two categories of governmental capital system (such as the former soviet union) and the decentralized capitalist system such as the united states .

new consumerism seeks to maximize the profit by maximizing profit . economists also have changed and are seeking mass consumption because mass consumption leads to mass production and profit . for mass consumption we need to consume more people and cannot rely on affluent and affluent classes . so by the help of global advertising , all the people around the world were consumerism . to prevent mass consumption , production of indispensable goods was extended to non - essential and luxury goods and for durability of mass consumption , false requirements were advertised . another policy was the production of once - consumed , flimsy , and non - repaired goods so that the consumer would buy the goods again rather than fixing . the important tools of modern consumerism , that is , the birth of the world fashion as for the increasing wealth of capitalists we must pull the last coin out of the middle - class pocket !

in the aftermath of the efforts of animal rights organisations and the departure of fur from fashion , the fur industry had undergone a recession , wearing fur garments and fur garments in many countries around the world , and , at least in many developed countries , the fur industry was looking at them negatively , but unfortunately after last year the fur industry was able to recapture the market with different tricks . the most important strategy of fur industry was to produce mini - collars for collars , wool on hats , bags , and shoes , etc. instead of the manufacture of fur coats or jackets for several thousand dollar fur . the fur industry with this simple trick could make fur a cheap price that anyone could buy and on the other hand , as these products don ' t just attract fur coats and coats , most people pay less attention to ethical issues and animal rights . with the increase in demand for fur products in the world , fur production has grown sharply in countries such as china , russia and poland , and this mass production itself produces plenty of fur in the world and a decrease in its price .

since last year , fur garments imported fur garments as one of the manifestations of violence against the environment . however , in dealing with this design in the service of sales and not design , a number of live -

fashion shows that have been held with animal blood carcasses , or in the industrial design of plastics to carry products designed to carry products , have been printed on the handle of the animal 's handle , and when it is used as goya 's user . in allusion to the use of plastics and its detriment to the design environment , the designer in general along with his product launch his idea , such moves can be turned into sustainable design .

The mother " s capitalism is the concept of luxury and designs and designs , mostly contrary to principles. The private sectors , mainly including the capital of society , don " t care about the environment with their philosophy superior to the environment for them is the luxury of goods , and it may be either a product or a product of a sustainable design , especially among the people of the middle class , and transformed the values of society .

Sustainable products are socially (native to material , texture , etc) , economically (native material , because the transportation process is shorter and more economical) , better designed with native materials with native form and functions , and traditions and values .

Consumer mode and consumption encourages users to buy products at the global level and may have destructive effects on the host community if they accept the product , and sales and economy are one of the main three sustainable design , fashion shopping and consumerism . Sometimes every tripod breaks the sustainable design .

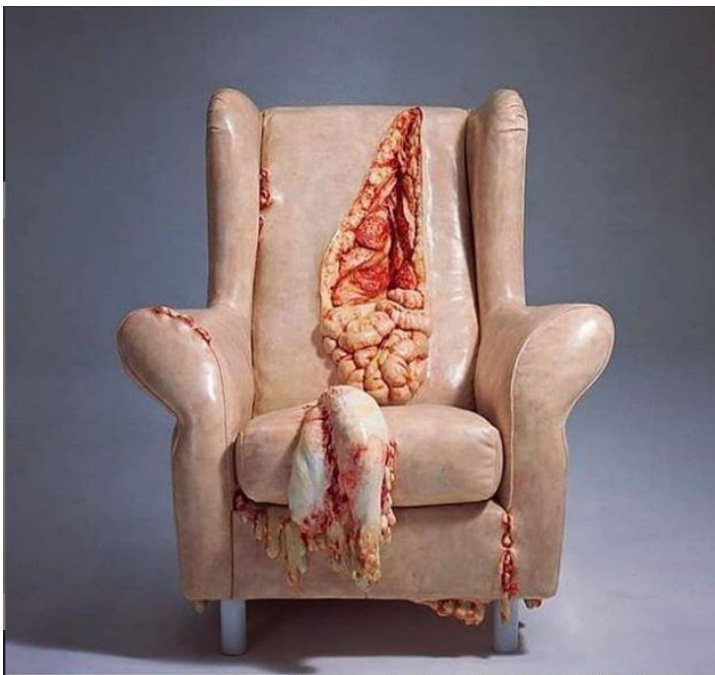
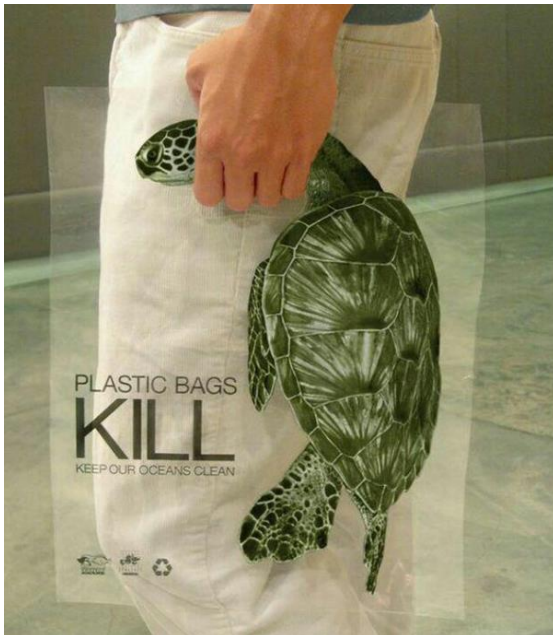
The burden of sustainable design sales can be attributed to the inability to provide sustainable products in front of demand for buyers , for example , clear plastic due to visual attractiveness may be involved in buying a product against economic and environmental cultural factors and further reflection of the designer with the concept of materials engineers and chemistry to include materials with more diverse physical properties and in their designs .

Conclusion:

To overcome the problems ahead, these solutions seem to keep capitalism out of a sustainable design, which, given the cost of the designer and the need for the employer and the money, is practically difficult, and that can be met with this capitalism And reduced its losses by using more economical and recyclable materials such as cork, cork, cellulose straw, etc. instead of plexiglas and also the use of indigenous or at least transformed tissues. Global fashion to indigenous fashion and native design to preserve the values of the community of product or service host can also be used to control the costs of sustainable design. It is possible to work even to cope with this problem, such as recycling factories that collect and recycle garbage in recycled materials in the city and then reuse them, which is surely due to economic justification This scheme is applicable.

In addition, the solution that seems to be the use of contemporary design and contemporary art exhibitions to re-promote sustainable design and improve society's values. With the advent of sustainable design achievements and consumer disadvantages, people can be encouraged to buy these products and Indirect forms put industrial and industrial owners under pressure to produce sustainable products.

With all these discussions, industrial design is undergoing changes due to its dependence on the economy and the dependence of the economy on the economy, and the planner must strive to preserve the values of the industrial design and the limits behind it at the university. In today's society, a designer like a savior can work. Perhaps the designer of the last hope of a modest society for sustainable products is the designer's slavery for money and his membership in the capitalist system as well as a slave and reduces industrial design.





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Capitalism, or capitalism, [1] [2] [3] Capitalism [4] is an economic system in which the foundations of an economic system are based on the private ownership of economic means of production, owned by private owners, and from This is used to create economic advantage in competitive markets; this is also called personal freedom, which means the production and distribution of goods. [5]

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