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CUP AS A PRODUCT OF ART DESIGN

The cup, as a household item, has always served a key practical function, providing convenience in everyday life. Since its inception, the shape, material, and manufacturing technology of cups have evolved in accordance with technical capabilities and time efficiency. Mass production made cups accessible to a wide range of people, contributing to their popularity as indispensable household items. However, across different eras, cups often transcended their purely utilitarian use, remaining symbols of social status, financial prosperity, and cultural heritage. For instance, luxurious porcelain sets with artistic decorations in the 18th and 19th centuries were considered marks of prestige among the European elite. [1] In the modern world, the cup has the potential to become a medium of self-expression, reflecting individuality and cultural identity. This is evident in the variety of shapes, designs, and materials available on the market. From classic forms to unique artistic solutions, the cup has transformed into more than just a functional item—it has become an object of art design that harmoniously combines aesthetics and practicality.

The analysis focuses on modern design approaches to creating cups that go beyond mass production and represent exclusive craftsmanship. For this analysis, cups from the manufacturers "Zorianui Zvir", "Morkva Ceramics" and «Gunia project» will be examined. The first object of study is a cup by the independent manufacturer "Зоряний Звір".



Figure 1. Cup by the manufacturer "Zorianui Zvir"

In addition to handcrafted ceramics, the designer also creates ceramic jewelry. This makes the unique artistic style evident in both the cups and the jewelry. The cup features an original shape, crafted using hand-sculpting techniques, which sets it apart from mass-produced items. It is not perfectly symmetrical, emphasizing the uniqueness and manual labor of the artisan. The design combines pastel colors and soft lines, creating a cozy and warm image. A distinctive feature of this piece is its decoration in

the style of vintage porcelain frames: the center showcases an oval medallion depicting a white rabbit in a red shirt. The image appears framed by a delicate gold border, adding a sense of sophistication and fairy-tale charm to the cup. The color palette includes a creamy base tone and a gentle green checkered pattern. This pattern gives the cup a certain graphic structure, while remaining subtle and non-intrusive. The handle of the cup is also green, complementing the overall composition harmoniously. The surface of the cup has a light texture, characteristic of handcrafted items. The glaze adds a shine, but not excessively, preserving the natural tactile appeal of the piece. Consequently, the cup feels like more than just a utilitarian object; it becomes an artistic creation that provides aesthetic pleasure. [2]

Overall, the cup from "Zorianui Zvir" is not merely tableware but also an interior element that conveys the designer's love for detail. Such an item is perfect for those who appreciate unique ceramic art and those looking to add a touch of magical atmosphere to their daily lives. The next object of study is the cup by the "Morkva Ceramics" brand Figure 2. Designer cup "Whale" by the brand "Morkva Ceramics"



Figure 2. Designer cup "Whale" by the brand "Morkva Ceramics"

The cup by "Morkva Ceramics" is designed in the shape of an adorable whale, featuring distinct stylization. The most notable aspect of this product is its handle, shaped like a whale's tail, which adds both volume and decorative charm. The cup's lines are soft and smooth, yet it includes decorative accents that harmonize aesthetics with functionality.

The decorative details showcase a whale, while the color accents of blue and white make the cup playful and lively. White emphasizes purity and minimalism, while deep blue adds a dynamic touch. This combination of colors, evocative of marine themes, makes the cup a delightful kitchen element.

Its smooth surface ensures easy cleaning and maintenance, while the ceramic material guarantees durability and longevity. With a capacity of 500 ml, the cup is convenient for everyday use, suitable for a variety of popular hot beverages. Thanks to the handmade craftsmanship, each cup is unique, and slight variations between individual items add value to true handmade artistry. [3]

Thus, the "Whale" cup is an ideal example of contemporary ceramic art. It serves not only a practical purpose but also becomes an interior design piece. The product is perfect for those who appreciate high-quality handmade items and unique designs.

With its original marine motif and flawless execution, the cup makes an excellent gift for fans of bespoke creations, attracting attention and providing aesthetic enjoyment.

Finally, we analyze the cup on legs with a cat from "Gunia Project".



Figure 3. Cup on legs with a cat by "Gunia Project"

This exquisite cup by Gunia Project stands out with its unusual legged design, adding elegance and a unique style to the piece. Its design is inspired by an embroidered towel from the second half of the 20th century, originating from the village of Hubivka, Kirovohrad region, and preserved in the Ivan Honchar Museum. The hand-painted decoration transfers traditional motifs onto a modern object, emphasizing attention to Ukrainian cultural heritage. The material of the cup is semi-porcelain, ensuring high quality and durability. The delicacy of the piece is highlighted by gold accents, which complement the decoration and add a subtle shine, enhancing the charm of the cup. Each element of the cup is unique due to its handcrafted nature, and each decorative detail is one-of-a-kind. Its pastel color palette with gold accents creates a cozy and refined atmosphere, while the hand painting gives the item an artistic character. The gold details add sophistication but require careful handling: abrasive cleaners and sponges, as well as citrus-based cleaning products, should be avoided. It is not recommended to use the cup in a microwave, as this could damage the gold elements. Hand washing will help preserve its aesthetic appearance for years [4].

This cup is an excellent example of combining cultural identity with contemporary design. It demonstrates meticulous attention to detail and high craftsmanship, making each piece unique. Thanks to its decorative nature and functionality, the cup serves not only as a practical household item but also as a distinctive gift for admirers of Ukrainian art and handmade works.

As a product of art design, the cup transcends its practical function, becoming a medium for cultural self-expression, aesthetic pleasure, and individuality. The analyzed examples demonstrate how modern designers integrate historical motifs, cultural symbols, and creative ideas to craft unique pieces. The cup evolves into an object that skillfully merges tradition and modernity, inspiring and telling stories through its design.

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