Appreciation/acceptance of traditional and modern appearance of materials and products by users

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Paper deals with phenomena of taste for modern or traditional approach by creating built environment and its elements with particular surfaces. It is related to the research project Identity- SK- common platform of design, architecture and social sciences, where is a main goal to explore regional identity within socio-cultural sustainability and well-being and the possibilities of its transformation and interpretation in a modern society with its built environment. Local identity can be understood as the essence of a cultural heritage and genius loci and plays a very important part in self-identification. Although there exist many research studies in field of ethnography, cultural anthropology, history and archaeology, they are very rarely available and understandable for architects, designers, investors, producers and services providers directly in the regions. Solution can be found in form of regional concepts for products and services, coming from interdisciplinary literature and field research and storytelling. First of all it is necessary to research about it, respect it, having a lot of respect and empathy by adding something new, use it with the context and telling stories, not to embed in misinterpretation and be stranded in many form of kitsch.

In the research we are setting hypothesis that facing the elements having marks of regional identity create positive reaction by users - measurable with objective physiological parameters, observations and mapping and subjectively through interviews and questionnaires. The objects that are being developed in the workshop will be further explored and tested regarding the preferences of respondents. The measure of decorativeness or simplicity is one of crucial issue. Also the topic of physiological reactions with EEG sensors of respondents while facing elements with local identity and built environment that has marks of local identity through environmental simulations is being now further explored and will be presented.

**Keywords:** regional identity, tradition, modern, well-being, built-environment

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