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ТРАНСФОРМАЦИЈА ОДНОСА ПРИРОДЕ И ЧОВЕКА УВОЂЕЊЕМ ДИГИТАЛНЕ ПРИРОДЕ У ПРОЦЕСЕ ДИЗАЈНА И ЊИХОВ УТИЦАЈ НА ЗДРАВЉЕ ЉУДИ

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Поред еколошке вредности, значај природе огледа се и у позитивном утицају на здравље људи. Везу коју људи остварују са природом дефинисао је Едвард Вилсон (Edward Wilson) кроз биофилију, генетски засновану људску потребу и склоност повезивања са природом. Технолошки развој и промене у начину живота људи утицали су да се потреба људи за природним окружењем смањи. Феномен прилагођавања и прихватања окружења у ком се степен природе константно смањује је, као еколошку генерацијску амнезију, дефинисао Питер Кан (Peter Kahn). Употребом различитих технологија, кроз дизајн којим се стварају илузије природе, формирана је алтернатива за боравак у природном окружењу. Овакав дизајн, који је могуће применити у пројектовању и планирању али и у другим областима, подразумева симулацију природних елемената и процеса, приказивање природе путем виртуелне реалности и сл.

Имајући у виду да природа позитивно утиче на здравље људи било да је она стварна или дигитална, поставља се питање оправданости и могућности компензације стварне дигиталном природом. Рад испитује односе природе, дигиталне природе и човека кроз следећа истраживачка питања: да ли повезивање човека са дигиталном природом за последицу може имати негативне ефекте и да ли може одвојити човека од његових урођених потреба и карактеристика, може ли интеракција са дигиталном природом пружити људима исто психолошко искуство и користи као стварна природа и да ли природа има своје негативне аспекте.

Кључне речи: природа, биофилија, дигитална природа, човек, еколошка генерацијска амнезија.

TRANSFORMATION OF NATURE AND HUMAN RELATIONSHIP BY INTRODUCING A DIGITAL NATURE IN DESIGN PROCESSES AND THEIR IMPACT ON PEOPLE'S HEALTH

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In addition to ecological value, the importance of nature is also reflected in the positive impact on human health. The connection that people make with nature has been defined by Edward Wilson as biophilia, a genetically based human need and a tendency to connect with nature. Technological development and changes in people's way of life have caused a decrease in people's need for the natural environment. The phenomenon of adaptation and acceptance of the environment in which the degree of nature is constantly decreasing is defined by Peter Kahn as environmental generational amnesia. Using different technologies, through the design that creates an illusion of nature, an alternative is created for staying in a natural environment. This design, which can be applied to design and planning but also to other areas, implies simulation of natural elements and processes and the presentation of nature through virtual reality, and the like.

Bearing in mind that nature positively influences the health of people, whether it is real or digital, the question is raised whether digital nature justifies the compensation of real nature and whether that compensation is possible. The paper examines the relations of nature, digital nature, and humans through the following research questions: whether the connection of a human with digital nature can have a negative effect and can it separate a person from his innate needs and characteristics, can interaction with digital nature provide people with the same psychological experience and benefits as real nature and whether nature has its negative aspects.

Key words: nature, biophilia, digital nature, man, environmental generational amnesia.