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AESTHETIC REGULATION OF PSYCHOEMOTIONAL STATE THROUGH ORIGINAL FLORAL COMPOSITIONS

The relevance of the study is determined by the increase in the level of psycho-emotional stress in the modern social, professional, and informational environment, which highlights the need for non-medicinal, humanities-oriented means of supporting psychological well-being. The study of aesthetic mechanisms for regulating the psycho-emotional state, capable of providing a gentle, indirect, and at the same time lasting influence on the emotional sphere of a person, is of particular scientific and practical importance.

The purpose of the article is to reveal the essence and justify the role of original floral compositions in the process of aesthetic regulation of the psycho-emotional state of a person, taking into account the peculiarities of emotional perception, individual sensitivity, and the environmental context of their application.

The research methods are based on the use of theoretical analysis of scientific sources, systemic and structural-functional approaches, logical generalization, and interpretation of the results of interdisciplinary research in the fields of psychology, aesthetics, and environmental design.

The results of the study show that the author's floral compositions are an effective tool for aesthetic regulation of the psycho-emotional state, capable of influencing emotional reactions, emotional tone, and subjective feelings of psychological comfort. It has been established that the effectiveness of such influence is determined by the aesthetic integrity of the compositions, their correspondence to the psycho-emotional needs of the individual, the contextual environment of application, and the duration of interaction. The main scientific and practical problems of using original floral compositions have been identified, related to the variability of individual perception, the contextual dependence of the aesthetic effect, and the complexity of objective evaluation of results.

Conclusions. It has been proven that original floral compositions should be considered not only as a decorative element, but also as a means of purposeful aesthetic support of the psycho-emotional state in various sociocultural and professional environments. The possibility of their use to stabilize the emotional background, reduce stress levels, and improve the quality of life has been substantiated.

Prospects for further research are related to the development of methods for evaluating the effectiveness of aesthetic regulation of the psycho-emotional state, empirical study of the long-term impact of floral compositions, and the formation of interdisciplinary models for their practical application.

Key words: *psycho-emotional well-being, aesthetic influence, art therapy practices, environmental design, emotional tone, psychological comfort, non-medicinal support.*

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ЕСТЕТИЧНА РЕГУЛЯЦІЯ ПСИХОЕМОЦІЙНОГО СТАНУ ЧЕРЕЗ АВТОРСЬКІ ФЛОРИСТИЧНІ КОМПОЗИЦІЇ

Актуальність дослідження зумовлено зростанням рівня психоемоційного напруження в умовах сучасного соціального, професійного та інформаційного середовища, що актуалізує потребу в немедикаментозних, гуманітарно орієнтованих засобах підтримки психологічного благополуччя. Особливої наукової й практичної значущості набуває вивчення естетичних механізмів регуляції психоемоційного стану, здатних забезпечувати м'який, опосередкований і водночас стійкий вплив на емоційну сферу людини.

Метою статті є розкриття сутності та обґрунтування ролі авторських флористичних композицій у процесі естетичної регуляції психоемоційного стану людини з урахуванням особливостей емоційного сприйняття, індивідуальної чутливості та середовищного контексту їх застосування.

Методи дослідження ґрунтуються на використанні теоретичного аналізу наукових джерел, системного та структурно-функціонального підходів, логічного узагальнення й інтерпретації результатів міждисциплінарних досліджень у галузях психології, естетики та дизайну середовища.

Результати дослідження свідчать, що авторські флористичні композиції є ефективним інструментом естетичної регуляції психоемоційного стану, здатним впливати на емоційні реакції, емоційний тонус і суб'єктивне відчуття психологічного комфорту. Встановлено, що результативність такого впливу визначається естетичною цілісністю композицій, їх відповідністю психоемоційному запиту особистості, контекстуальним середовищем застосування та тривалістю взаємодії. Виявлено основні науково-практичні проблеми використання авторських флористичних композицій, пов'язані з варіативністю індивідуального сприйняття, контекстною залежністю естетичного ефекту та складністю об'єктивного оцінювання результатів.

Висновки. Доведено, що авторські флористичні композиції доцільно розглядати не лише як декоративний елемент, а як засіб цілеспрямованої естетичної підтримки психоемоційного стану в різних соціокультурних і професійних середовищах. Обґрунтовано можливість їх використання для стабілізації емоційного фону, зниження рівня стресу та підвищення якості життя.

Перспективи подальших досліджень пов'язані з розробленням методів оцінювання ефективності естетичної регуляції психоемоційного стану, емпіричним вивченням довготривалого впливу флористичних композицій та формуванням міждисциплінарних моделей їх практичного застосування.

Ключові слова: психоемоційне благополуччя, естетичний вплив, арттерапевтичні практики, дизайн середовища, емоційний тонус, психологічний комфорт, немедикаментозна підтримка.

Introduction. In today's world, with increasing psycho-emotional stress caused by the accelerating pace of life, information overload, and prolonged exposure to stressors, the search for non-pharmacological and humanities-oriented mechanisms for regulating the psycho-emotional state of a person is becoming particularly relevant. Traditional approaches to psycho-emotional support, focused primarily on clinical or cognitive-behavioral interventions, do not always take into account the potential of aesthetic factors as means of gentle, indirect influence on the emotional sphere, anxiety levels, and subjective feelings of psychological well-being. In this context, aesthetic regulation of the psycho-emotional state, based on the integration of artistic, natural, and symbolic components of perception, becomes particularly important.

Original floral compositions are seen as a specific form of aesthetic influence, capable of combining visual harmony, tactile and olfactory stimuli, as well as individually embedded meanings and emotional codes. The problem lies in the absence of a sufficiently substantiated scientific concept that would systematically explain the mechanisms of influence of such compositions on the psycho-emotional state, determine the conditions for their effective application, and allow the integration of the results of floral creativity into the practices of psychological support, art therapy, rehabilitation, and the formation of a comfortable living environment. From a scientific point of view, the problem is important in connection with the need for an interdisciplinary combination of psychology, aesthetics, environmental design, and art therapy approaches in order to develop models of aesthetic regulation of psycho-emotional states. The practical significance of the study lies in the possibility of using original floral compositions as a tool for preventing emotional exhaustion, reducing stress levels, and improving quality of life in educational, medical, rehabilitation, and sociocultural spaces, which

meets the modern demands of society for ecological, humanistic, and individualized forms of psychological support.

Literature review. A review of contemporary scientific works indicates the gradual formation of a holistic interdisciplinary field of research that combines aesthetics, psychology, art therapy, and empirical studies of the sensory impact of plant forms. A synthesis of the literature allows us to systematize these works according to the logic of research emphases and the nature of scientific tasks. The first group of works consists of studies in which the aesthetic influence of natural and artistic images is understood at the conceptual and methodological levels. In D. Zholdak's work, the artistic design of opera art in the context of the digital turn is interpreted as an instrument of emotional regulation, where the combination of artistic form, technology, and ethics forms a lasting psycho-emotional effect, relevant also to the author's floral compositions as autonomous aesthetic objects (Zhholdak, 2025).

Chorna O. considers eco-art-therapy as a means of psychological healing, emphasizing the importance of natural materials and artistic activity for stabilizing the emotional state in the context of modern challenges (Chorna, 2024).

Kostrikova K. and O. Kostrikov analyze decorative plaster and bas-relief painting as elements of neurofitness that activate emotional and cognitive mechanisms of self-regulation and can be methodologically correlated with floral art in rehabilitation practice (Kostrikova & Kostrikov, 2025).

Tatmurzinova Y. substantiates the author's psychological method of transforming female identity from deficient to resourceful, in which aesthetic and creative actions are a key factor in rethinking psycho-emotional experience (Tatmurzinova, 2025).

The second group consists of applied psychological and rehabilitation studies in which aesthetic prac-

tices are used as a means of supporting and restoring psycho-emotional resources. Divel M. analyzes creative hairdressing as a form of applied art in post-rehabilitation support for clients with oncological psychological experience, demonstrating the therapeutic potential of aesthetic interventions, conceptually close to the use of floral compositions (Divel, 2025).

Sarancha I. et al. prove the effectiveness of horticultural therapy courses as an educational and therapeutic rehabilitation tool, emphasizing the role of interaction with plant forms in restoring psycho-emotional balance (Sarancha et al., 2022).

Romão F. G. S. G. et al. show, based on the results of a prototype analysis, the positive effect of flower therapy on the psycho-emotional state of medical workers, in particular, a reduction in emotional tension and exhaustion (Romão et al., 2025).

Gava F. G. S. and R. N. T. Turrini confirm the effectiveness of flower therapy in reducing the level of perceived stress among primary care professionals in a randomized clinical trial (Gava, Turrini, 2024).

The third group consists of review and experimental studies aimed at assessing the psycho-emotional effects of floristic and horticultural interventions in different social groups. Liu Y. et al. in a scoping review confirm the stable positive effect of horticultural therapy on the mental health indicators of older adults, confirming the universality of the aesthetic impact of plant forms (Liu et al., 2023).

Xie J., B. Liu, and M. Elsadek demonstrate that the visual characteristics of flowers and their colors in conditions of social isolation contribute to improving psychological state and physiological indicators (Xie et al., 2021).

She J. et al. show that emotional state determines preferences for flower colors, which has practical significance for the purposeful creation of original floral compositions with a regulatory function (She et al., 2025).

Zhang L. et al. analyze the influence of floral color on relaxation and positive emotional uplift, emphasizing the importance of the color structure of compositions for the formation of aesthetically determined emotional reactions (Zhang et al., 2023).

The fourth group consists of studies focused on analyzing the sensory and perceptual mechanisms of the influence of floral compositions on the psycho-emotional state. Jiang S. et al. empirically prove the influence of flower scent on physiological and psychological indicators, emphasizing the role of multisensory perception in emotion regulation (Jiang et al., 2021).

Zhuang et al. show that the visual attributes of floral compositions in landscape environments signifi-

cantly influence emotional perception and aesthetic preferences (Zhuang et al., 2021). Urakami et al. analyze the emotional experience of interacting with flowers in various formats, including direct, indirect, and artistically reproduced forms, demonstrating the multidimensional nature of aesthetic regulation of the psychoemotional state (Urakami et al., 2022). Despite existing research in the field of aesthetic influence on the psycho-emotional state, a number of aspects of the problem remain unresolved. The content and functional characteristics of aesthetic regulation as a holistic mechanism of psycho-emotional influence are insufficiently defined, and the effects of original floral compositions on emotional reactions, emotional tone, and psychological comfort have been studied only to a limited extent. Questions remain unresolved regarding the factors of the effectiveness of such influence, the variability of individual perception, the contextual dependence of the aesthetic effect, and the methodological difficulties of evaluating the results.

The proposed study aims to fill these gaps by systematizing approaches to the aesthetic regulation of the psycho-emotional state, summarizing the factors of effectiveness in the use of original floral compositions, and formulating practical recommendations for their application. This allows for a deeper scientific understanding of the problem and expands the possibilities for the practical use of aesthetic means of psycho-emotional support.

Purpose and objectives of the article. The purpose of the article is to reveal the essence and justify the role of original floral compositions in the process of aesthetic regulation of a person's psycho-emotional state, taking into account the peculiarities of emotional perception, individual sensitivity, and the environmental context of their application.

To achieve this goal, the article sets the following tasks:

1. To determine the content, functions, and mechanisms of aesthetic regulation of the psycho-emotional state, taking into account the influence of natural and artistic images and original floral compositions.
2. To analyze the psycho-emotional impact of original floral compositions, the factors of their effectiveness, and the main scientific and practical problems of their application.
3. To substantiate recommendations for the practical use of original floral compositions to support the psycho-emotional state in various sociocultural and professional environments.

Research results. Aesthetic regulation of the psycho-emotional state in the context of the influence of natural and artistic images is interpreted as a form of indirect psycho-emotional influence, which is real-

ized through the perception of harmonized visual and sensory stimuli. Its specificity lies in the combination of the natural characteristics of objects with an artistically constructed composition, thanks to which the mechanisms of emotional self-regulation, associative thinking, and internal adaptation are activated. Such images do not impose emotional reactions directly, but create conditions for their gentle correction, which provides a lasting effect of stabilizing the emotional state and increasing the subjective feeling of psychological comfort (Table 1).

The implementation of these functions in modern conditions is manifested primarily in the transformation of the emotional background of the environment in which a person stays for a long time. For example, in workspaces, the use of floral compositions with a predominance of natural forms and moderate color contrasts helps to reduce chronic professional stress and maintain concentration without additional stimuli. In medical and rehabilitation facilities, natural and artistic images perform a compensatory function, softening the emotional reactions associated with waiting for procedures or long-term treatment, which indirectly affects the general psycho-emotional state of patients (Urakami et al., 2022). In an educational environment, such images contribute to the formation of an emotionally safe space that supports the ability to learn and reduces situational anxiety. In residential interiors, aesthetic regulation through natural and artistic images manifests itself in the stabilization of the emotional background after stressful loads, ensuring the restoration of internal balance (Chorna, 2024: 27). Thus, the functional characteristics of aesthetic regulation are not realized in isolation, but in interaction with specific environmental conditions, which makes natural and artistic images an effective and universal tool for practical support of the psycho-emotional state.

Author's floral compositions as an object of aesthetic influence are distinguished by an individualized artistic concept, a holistic image structure, and a focus on emotional experience, which determines their specific influence on the psycho-emotional state of a person. Unlike typical decorative elements, such compositions form a unique emotional signal that is perceived not only at the level of visual impressions, but also through deep associative and affective mechanisms. This provides a differentiated impact on emotional reactions, allowing for the adjustment of both the intensity of emotional responses and their qualitative coloring, which is directly reflected in emotional tone and subjective feelings of psychological comfort (Table 2).

The impact of original floral compositions is achieved through their deliberate placement in spaces characterized by high psycho-emotional stress. For example, in work environments, compositions with clearly structured forms and moderate color schemes contribute to the stabilization of emotional tone throughout the day, reducing sharp fluctuations in emotional responses without inducing emotional suppression (Jiang et al., 2021). In waiting or relaxation areas, the use of soft, flowing forms and natural shades decreases the intensity of negative emotional reactions, creating a sense of calm and predictability in the environment. In residential interiors, original floral compositions often function as an emotional anchor, promoting faster restoration of psychological comfort after stressful events (Gava & Turrini, 2024). The practical effect is further enhanced by the cumulative nature of the impact, as regular interaction with the arrangements gradually stabilizes the emotional background and supports the maintenance of a positive psycho-emotional state in daily life.

The effectiveness of using original floral compositions to correct and stabilize the psycho-emotional

Table 1

Functional characteristics of aesthetic regulation of the psycho-emotional state through natural and artistic images

Functional characteristic	Content of manifestation	Psycho-emotional effect
Emotional stabilization	Harmonization of emotional reactions through balanced forms, colors, and rhythm of composition	Reduced anxiety, emotional balance
Relaxation	Creating conditions for psychophysiological relaxation	Reduction of tension, feeling of calm
Compensatory	Partial restoration of emotional resources under stressful conditions	Increased emotional stability
Meaning-making	Activation of positive associations and symbolic meanings	Enhancement of the sense of well-being
Environmental	Improving the emotional quality of the space	Increasing psychological comfort

Source: compiled by the author based on (Kostrikova, Kostrikov, 2025: 364; Chorna, 2024: 27; Tatmurzinova, 2025; Urakami et al., 2022; Zholdak, 2025: 750).

state is determined by a set of interrelated factors that form the conditions for a purposeful and predictable aesthetic impact. Unlike the general emotional response to visual stimuli, the effectiveness of such compositions depends on the consistency of the artistic concept with individual characteristics of perception, the spatial and environmental context, and the duration of interaction. It is not only the presence of a floral composition that is important, but also the nature of its integration into the living or professional space, which determines the degree of a person's involvement in the process of emotional experience and the ability of the composition to perform a regulatory function (Table 3).

Thus, in professional environments with a high level of cognitive and emotional stress, the effectiveness of compositions increases significantly when they are adapted to the individual sensitivity of employees, when the artistic image does not conflict with the dominant emotional state, but gently corrects it (Divel, 2025). In this case, the composition acts as a stabilizer of the emotional background, reducing the fragmentation of emotional reactions throughout the working day. The context of the environment determines the nature of the regulatory influence by corre-

lating the composition with the spatial and functional parameters of the room. In medical and rehabilitation facilities, compositions that support a sense of order and predictability of space are effective, helping to reduce the emotional tension associated with anticipation or uncertainty. In educational spaces, the harmony of the artistic concept with the rhythm of the educational process allows avoiding sensory overload and maintaining the emotional composure of students. The duration of interaction with original floral compositions is of fundamental importance for the formation of a lasting psycho-emotional effect, since regular contact contributes to the consolidation of positive emotional associations and the gradual normalization of emotional tone. In residential interiors, this manifests itself in a reduction in the severity of emotional fatigue at the end of the day and a faster restoration of psychological balance. The level of aesthetic integrity of the composition, achieved through the harmony of form, color, and texture, prevents emotional dissonance and provides a sense of completeness of perception, which is an important condition for stabilizing the psycho-emotional state. The relevance of the artistic concept in practical application is manifested through the correspondence of the composition to a

Table 2

The influence of original floral compositions on the components of the psycho-emotional state

Component of influence	Nature of manifestation	Expected psycho-emotional result
Emotional reactions	Mitigation or actualization of emotional responses depending on the figurative content of the composition	Reduction of emotional tension, emotional balance
Emotional tone	Regulation of emotional activity through color saturation and dynamic forms	Maintaining an optimal level of alertness
Psychological comfort	Formation of a sense of security and aesthetic completeness of space	Increasing the subjective feeling of well-being
Associative background	Activation of individually significant positive associations	Stabilization of emotional state
Duration of influence	Cumulative effect with regular contact	Stability of positive emotional changes

Source: compiled by the author based on (Gava, Turrini, 2024; Jiang et al., 2021; Romão et al., 2025; She et al., 2025; Xie et al., 2021).

Table 3

Factors affecting the effectiveness of using original floral compositions in psycho-emotional regulation

Factor	Characteristic	Regulatory potential
Individual sensitivity	Consideration of personal characteristics of emotional perception	Increased accuracy of psycho-emotional influence
Context of the environment	Compliance of the composition with the functional purpose of the space	Enhancement of the stabilizing effect
Duration of interaction	Regularity and duration of contact with the composition	Formation of a lasting regulatory effect
Level of aesthetic integrity	Consistency of form, color, and texture	Reduction of emotional dissonance
Relevance of the artistic concept	Compliance of the composition with the user's emotional request	Optimization of corrective influence

Source: compiled by the author based on (Divel, 2025; Liu et al., 2023: 361; Sarancha et al., 2022: 185; Zhang et al., 2023; Zhuang et al., 2021).

specific emotional request of the environment or person, for example, the need for reassurance, support, or emotional recovery (Liu et al., 2023). Together, these factors form a controlled mechanism of aesthetic correction, which allows the use of original floral compositions not as a random element of decor, but as a tool for purposeful psycho-emotional stabilization in modern social and professional practices.

The use of original floral compositions in the processes of psycho-emotional regulation is accompanied by a number of scientific and practical problems that limit the predictability and reproducibility of the effects obtained. The key problem is the high variability of individual perception, which is determined by personal emotional experience, cultural codes, the level of aesthetic sensitivity, and the current psycho-emotional state, as a result of which the same composition can evoke different, and sometimes opposite, emotional reactions (Sarancha et al., 2022: 189). This complicates the formation of universal approaches to the use of floral compositions as a means of psycho-emotional regulation and reduces the possibility of their standardization. A significant problem is the contextual dependence of aesthetic influence, which manifests itself in a change in the psycho-emotional effect depending on the functional purpose of the space, the intensity of sensory load, and the social situation of interaction with the composition. When the artistic image does not correspond to the environmental context, floral compositions may lose their regulatory potential or even cause emotional dissonance (Zhang et al., 2023). An additional limitation is the dynamic nature of a person's psycho-emotional state, which causes the effectiveness of the same composition to change over different periods of time. The problem of evaluating the results of aesthetic regulation remains scientifically and methodologically complex, since psycho-emotional changes are predominantly subjective in nature and difficult to measure quantitatively. The lack of unified indicators of effectiveness complicates the comparison of the results of different studies and practical cases. In addition, the cumulative and delayed nature of the impact of floral compositions complicates the establishment of a direct cause–effect relationship between aesthetic stimulus and psycho-emotional result. Practical problems also include the limited preparedness of specialists for the targeted use of original floral compositions in psycho-emotional regulation, the risk of reducing their potential to a purely decorative function, and the complexity of adapting compositions to diverse groups of users.

The practical use of original floral compositions as a means of aesthetic support for the psycho-emotional

state should be carried out on the basis of conscious consideration of the psycho-emotional needs of the target audience and the specifics of the socio-cultural environment. It is recommended to consider floral compositions not as a universal decorative element, but as a tool for soft psycho-emotional regulation, integrated into the overall logic of space organization. In professional environments with high levels of stress, it is advisable to use compositions with a restrained color scheme and balanced plastic forms that maintain a stable emotional tone and do not create sensory overload.

In medical, rehabilitation, and social institutions, it is advisable to focus on compositions that create a sense of security, order, and predictability of space, helping to reduce anxiety and emotional tension. In educational environments, it is recommended to use floral arrangements that support emotional balance and concentration while remaining neutral to the individual emotional reactions of students. In residential spaces, it is advisable to use original compositions as elements of long-term aesthetic interaction, capable of providing a cumulative effect of psycho-emotional stabilization and recovery after stressful loads.

A general recommendation is the need to periodically update or transform floral compositions, taking into account changes in the psycho-emotional state of users and seasonal factors, which allows maintaining the relevance of the aesthetic impact. It is also advisable to involve specialists from related fields to ensure the consistency of the artistic concept with the psycho-emotional tasks of the environment. The implementation of these recommendations creates conditions for the purposeful and effective use of original floral compositions as a practical tool for supporting psycho-emotional well-being in modern socio-cultural and professional contexts.

Conclusions. The study found that aesthetic regulation of the psycho-emotional state through original floral compositions is an effective non-medicinal tool for gentle psycho-emotional influence, which is achieved through a combination of natural forms, artistic concept, and individual emotional perception. It has been proven that such compositions influence emotional reactions, emotional tone, and subjective feelings of psychological comfort, ensuring stabilization of the emotional state when they are purposefully and regularly integrated into the environment.

It has been established that the effectiveness of aesthetic regulation is determined by the compatibility of the composition with the individual sensitivity of a person, the functional and sociocultural context of the space, and the duration of aesthetic interaction. At the same time, the main scientific and practical

problems have been identified, in particular, the variability of perception, the contextual dependence of the psycho-emotional effect, the dynamism of emotional states, and the complexity of objective evaluation of results, which limits the possibilities of standardization and prediction of impact.

Recommendations have been formulated for the practical use of original floral compositions as a tool for aesthetic support of the psycho-emotional state

in professional, educational, medical, and residential environments, with a focus on their functional expediency and the relevance of the artistic concept. Prospects for further research are related to the development of methods for evaluating the effectiveness of aesthetic regulation, the study of the long-term impact of floral compositions, and the formation of interdisciplinary models for their application in the system of psycho-emotional support.

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