

MODERN OFFICE AND BUSINESS, AND CULTURAL AND ENTERTAINMENT CENTERS AS TYPES OF PUBLIC BUILDINGS IN THE STRUCTURE OF BIGGER CITIES

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Urbanization processes and population growth in bigger cities are determined new trends in the development of public buildings. Moreover, office and business, and cultural and entertainment centers have become integral elements of the urban environment which perform not only functional and socio-economic roles [1].

In large cities of developed countries, the development and formation of large multifunctional office and business, cultural and entertainment centers is observed, which combine various functions, namely communication, business, entertainment, cultural, exhibition and other related functions.

It is important to note that it is these public facilities that become the main centers of attraction for city residents, as they include many additional public functions, such as educational institutions, museums, libraries, entertainment and recreational areas, shopping areas and other important blocks that cooperate in such facilities and create comfortable conditions for city residents to stay there. By the way, such centers ensure work for people, stimulate the development of related sectors (cafes, transport, service sector) and increase the investment attractiveness of the area [2, 3].

Therefore, transition to a new level of life requires radical changes in the formation of modern office and business, cultural and entertainment centers in the urban environment. Firstly, this concerns such aspects urban space as organization of territories, placement and architectural and planning decisions for all structural elements, their relationships and conditions for energy-efficient functioning.

Also, new methods of formation office and business, cultural and entertainment centers are allowed to use new principals and design techniques, innovative conceptual models of architectural and spatial organization office and business, cultural and entertainment centers.

Modern office and business, cultural and entertainment centers are the complicated urban planning objects that includes different planning elements which can function separate from each other and consists of the corresponding list of premises, namely,

social and business, public and administrative, as well as addition premises such as parking lots and garages [4, 5].

The formation of the architecture of office and business, cultural and entertainment centers is influenced by environmental, urban planning and economic trends, which are closely related to the general concept of such buildings, which allow reducing operating costs, improving the quality of the light, acoustic, temperature and humidity environment and microclimate [5].

Another significant trend in the formation of the architecture of office and business, cultural and entertainment centers is multifunctionality, which can manifest itself through the concentration of high density within the city limits, where architectural dominants or compositional accents are precisely the elements of the urban planning structure, such as public buildings and structures [5].

In addition, the architectural composition of office and business, cultural and entertainment centers have some specific features that are aimed at serving three main categories of users: pedestrians, public transport passengers and drivers of individual cars. Therefore, this requires the strategic location of such establishments near transport routes and stops, as well as the coordination of pedestrian zones with the modern concept of urban planning, such as the location of a “building in the middle of the urban space”, which replaced the outdated concept, which was mostly aimed at the location of “space between buildings” [3, 4].

The analyze of main function elements that impact on formation office and business, cultural and entertainment centers are allowed to identify factors which lead to the creation of such objects [5]. There are outside and inside factors.

Outside factors include [5]:

1. Placement objects at the central of the city, in the middle or peripheral parts of the city, which determines their accessibility and impact on the environment.
2. Transportation services that affect the convenience of transportation access for employees and customers, namely, proximity to major transportation arteries and public transportation.
3. The size of the territory allows for the implementation of larger and functionally diverse office and business centers, which affects the organization of space and the efficiency of use.
4. Natural conditions, such as relief and the presence of green areas, can affect the architectural solution and the integration of the building into the environment.

Inside factors include [5]:

1. The compositional approach, which is based on the use of appropriate compositional solutions when forming such different centers. This approach includes planning the space according to functional needs and the activities that will take place in it, as well as the design and arrangement of elements taking into account aesthetic and functional requirements.

2. The volumetric-spatial approach that focuses on the design and organization of space, taking into account the volumetric characteristics that will make up the architectural space and spatial characteristics.

3. The functional and planning approach which focuses on the organization of space taking into account its functional needs and planning decisions.

4. The communicative approach focuses on creating spaces that promote effective interaction and communication between people, designing such spatial elements.

These conditions and factors are interrelated and have both direct and indirect effects on the development and location of office and business, cultural and entertainment centers, as well as affecting the territorial organization of the city.

Therefore, office and business, cultural and entertainment centers shape the face of a metropolis, determine the pace of its development and influence the quality of life of its citizens. Effective planning and implementation of innovations will contribute to the creation of a comfortable, multifunctional urban space.

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