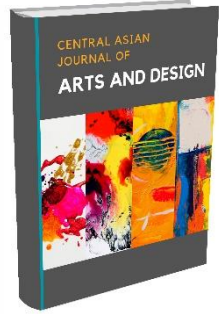




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## The Impact of Changing Public Attitudes on the Development of Urban Architecture

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### Abstract

The article examines the impact of changes in public relations on the development of urban architecture. The issues of evolutionary formation of architectural space with the change of social relations were considered. It is highlighted that the development of urban architecture should be human-friendly and easily understood by it

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**Introduction.** With the beginning of the process of privatization of real estate in the country in 1990 and the issuance of the Presidential Decree "On Support and Development of Private Housing" in 1994, the range of private housing has expanded significantly.

Many trends in the development of urban architecture are associated with changes in social relations, worldviews and aspirations of its inhabitants. Labor activity, the emergence of new forms of socio-economic relations are reflected in the functional saturation and architectural-planning of buildings and all types of open spaces. As Professor AI Lokotko, Doctor of Architecture, put it, "Architecture is not a machine for life, but a living, spiritual environment."

The object of this study is the trends in the architectural development of the urban environment under the influence of changes in the relationship between man and the material and spatial environment of the city. The research topic is the socio-cultural context of the new trends.

**Materials and methods.** The article discusses the impact of changes in public relations on the development of urban architecture on the basis of systematic, logical, functional analysis, comparative, statistical analysis methods.

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**Results.** According to the law of dialectics, each subsequent stage of architectural development in some way negates the previous one. On the one hand, new social ideas are the impetus for new formation, and on the other hand, the development of engineering and construction. The world is constantly evolving due to new discoveries and achievements in various fields. Some successes are shaping the paths that humanity can take. In our view, the models of urban architectural development and the transformation of the material and spatial environment in general in conjunction with social and economic processes are determined by solving a number of dominant paradigms (Table 1):

- the problem of the supremacy of nature over man or man over nature, an understanding of the permissible level of impact on the natural environment and the search for appropriate architectural and construction techniques;
- to pay attention to the personality of the person, to take into account his needs and to create favorable conditions for his life;
- the problem of human size and artificially created material environment;
- to reveal human talents, to create conditions for their realization in the city;
- introduction of advanced scientific, engineering, technological, creative and other developments;
- High-quality organization of the visual space

**Table 1. The main directions of architectural and territorial development of the urban environment**

Main direction	Simple tools and techniques
Man and nature	<ul style="list-style-type: none"> <li>- search for ways to connect with nature, as well as with the artificial environment: panoramic windows, the use of natural building materials, etc .;</li> <li>- Low energy consumption through the greening of the architectural environment, the development of "green" architecture, passive energy saving methods (passive housing) and the use of alternative energy</li> </ul>
Pay attention to the person	<ul style="list-style-type: none"> <li>- development of the recreation segment and related facilities, including. integration of these structural elements into all other groups of buildings and structures;</li> <li>- organization of the workplace in accordance with the concept of a favorable environment and taking into account the human right to work as an appropriate method of self-affirmation;</li> <li>- information content of the spatial environment (advertising structures, multimedia screens);</li> <li>- ensuring a barrier-free environment;</li> </ul>

	- create a sense of security
The compatibility of the environment with man	- attention to the scale of the environment, the parameters of buildings and structures (the environment is compared to man or "absorbs" him); - Reduce trajectories by changing the type of construction
Self-awareness	- Humanization of the environment: increase of landscaping, landscaping of gardens and squares, ensuring the availability of water windows, installation of small architectural forms, thoughtful use of perspectives for the perception of the surrounding space, regulation of exploited roofs; - Development of creative public places for recreation, entertainment and education
Scientific and technical development	- kinetic architecture; - development of the structure of multi-storey buildings; - Introduction of "smart home" system; - futuristic, bionic and others.
visual field	- new directions in the design of the architectural environment; - use of modern building materials with high aesthetic requirements (texture, color, color fastness of coatings); - use appropriate constructive techniques and imitate natural shapes, textures and tones

Architecture clearly reflects the spiritual values and ideological postulates that prevailed in a particular period. Development also brings new architecture. New design schemes and various building materials will appear, constantly evolving computer technologies will be actively used, and the amount of data will increase significantly. Irrational alterations to buildings have been noted, as well as simplifications. One trend is replacing another, but the impact of social relations on architectural needs can be observed. Concepts, styles and tools then form a new stylistic trend.

However, the newly created architectural forms must be properly integrated into the existing building. The search for a dialogue between classical and modern technologies, materials and styles continues, along with direct classical imitations. Take a look at some of the current trends in urban architecture.

The steady increase in motorization of the population since the end of the twentieth century still leads to a lack of space for parking lots and transport arteries. The use of underground spaces in existing construction is still difficult and financially expensive. There is a search for further development of underground areas, as well as other ways to eliminate the inefficient use of parking spaces, including their placement outside residential areas.

Architectural structures should be human-friendly and easily perceived by him. Artificially created material environment should not cause inconvenience. In this regard, there has been a shift from the development of large-scale neighborhoods to quarters (Figure 1) by limiting the height of buildings and ensuring the number of variable floors, reducing the population density on the site. This is to ensure adequate pedestrian traffic, reduce the trajectory between the main nodes, and create conditions for walking and cycling. Given the many challenges of transition, compromise options and the formation of a functional and composite building are relevant.

In the urban environment, the leisure segment is developing rapidly, with new forms of entertainment, including education, consumption, sports and leisure combined, becoming more popular. They are reflected in the construction of large shopping and cultural centers, lofts, art grounds and other hybrid public-private spaces.

**a – micro-district****b - quarter****Figure 1. Examples of development: a - neighborhood, b - quarter.**

New forms of workplace organization can be noted that affect the planning structure of buildings and interior solutions.

With the change in approach to work organization, workplaces have become more flexible. The formation of a collective office involves the implementation of labor activities and informal dialogue between representatives of various professions and bodies to implement them professionally. In contrast to well-established approaches to designing workplaces across the cell system, coworking is presented as a place for productive work, information, and emotional exchange.

Seminars, trainings and master classes for this type of work and leisure areas, non-working production facilities, school gyms are used while maintaining expressive design and planning features: characteristic floor beams, lined windows, wide column steps, significant floor height and others.

Discussion. The desire for intense interaction is manifested in new forms of architectural and spatial organization of the environment in which these changes are possible, or in the complete rejection of traditional ideas. At the same time, the negative consequences of such an organization must be addressed: lack of personal space, possible noise, as well as cramped working conditions. Such an architectural and planning structure of buildings and the corresponding “guest” type of work are not acceptable for businesses with “heavy” work schedules.

The environment directly affects a person's psycho-emotional state: depressive, aggressive, and so on. Urgent, but difficult to solve, removing dormant urban areas from a depressive state. The main tasks in this direction are to ensure the good condition of the yard, street safety, business on the first floor, the availability of housing throughout the city. Efforts are also being made to create an environment for arts, trade and sports facilities, in general, for the creative life of the population, which is rich in opportunities for learning, informal communication, skill sharing and experimentation.

Environmental issues are regularly raised by experts, who pay special attention to the urban environment. On the one hand, we are talking about ecological cleanliness, which is manifested more in ecological consumption, which is due not to the specific features of the building, but to its location in an area with rich natural content. Environmental cleanliness, on the other hand, is seen as a conscious need to use technologies and building materials that have minimal impact on the environment. This presentation is broader and more meaningful, and includes concepts such as ‘environmental construction’ and ‘environmental exploitation’: the use of environmentally friendly

building materials, construction methods that do not significantly affect the natural landscape, alternative energy technologies and engineering use of systems, energy recycling and saving, efficient use of space planning and design solutions. for buildings and master plans. In urban conditions, it is the development of sustainable transport, reducing the number of vehicles, creating conditions for cycling.

Speaking of a comfortable visual environment, we note that, according to the researchers, its “contaminants” are homogeneous and aggressive fields of vision, as well as a plethora of straight lines, right angles, and large planes. . The parameters of visual aesthetics are varied and constantly changing as technology changes.

Reducing the number of straight lines and angles in shapes, rhythmic changes in wall surfaces, sufficient variety of elements, natural coloring, interesting textures, preservation and shaping of green spaces - all these are ways to create projects that meet the standards of visual perception.

**Conclusion.** Referring to the achievements of architecture and construction science, we note the emergence of buildings with kinetic elements as a result of the efforts of human thinking and scientific and technological advances. The need for authorship, nationality, brand self-expression evokes architectural impulses embodied in creative, ‘sad’ architecture. The implementation of solutions based on individual creative message is constantly linked to scientific and technological progress. The original formation will be provided with new constructive forms, typological developments and engineering equipment.

However, in pursuit of creative forms and trends, dreams should not be allowed. The original architectural technique must be done in a suitable and quality manner. A clear example is the use of panoramic windows, which cannot be used for their intended purpose. In this case, you can get the opposite effect - as it will cause additional inconvenience to users of the premises.

Thus, the change in social relations, of course, requires new forms and means of architectural organization of space. What may be a new idea for its time is presented as a concept and then becomes a tradition. In this continuous progressive movement, as well as past stages, almost forgotten techniques are integrated into new solutions.

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