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PECULIARITIES OF THE COMMERCIAL COMPONENT OF MODERN ARCHITECTURE

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Modern architecture has a complex commercial component that is constantly evolving in line with changes in societal needs, technology and economic conditions. Here are some key aspects of the commercial component:

1. Clients and customers: Consumers of architectural services can be either private individuals or corporate clients. They may have different requirements and expectations for projects that reflect their needs, desires and budgets.

2. Financing and investment: The implementation of an architectural project often requires significant financial outlay. Investors may be interested in the construction of commercial facilities such as shopping centers, office buildings, hotels, etc.

3. Marketing and branding: Successful architectural projects are often associated with effective marketing and branding. Architects can collaborate with marketers to create an image that aligns with clients' goals and values.

4. Project and resource management: The commercial success of an architectural project often depends on the effective management of resources,

including human, financial and material resources. This includes planning, organizing and controlling all stages of the project.

5. Innovation and sustainability: Modern architecture also takes into account trends in innovation and sustainability. Investing in energy efficiency, using environmentally friendly materials and developing sustainable projects can be a competitive advantage in the market.

6. «Legal and regulatory aspects: The commercial component of architectural projects also depends on local and international rules and regulations governing construction and land relations» [2].

Successful commercialization of architectural projects requires a deep understanding of these aspects, as well as the ability to effectively manage the processes from idea to implementation.

Modern architectural projects can be commercially attractive for a variety of reasons, including their location, functionality, design, sustainability and innovation. Some of the most commercially attractive projects in recent years include

- high-rise skyscrapers and residential towers: In major cities such as New York, Shanghai, Dubai and London, the construction of high-rise skyscrapers and residential towers is becoming increasingly popular. Not only do these projects create an impressive architectural image, but they can also attract many investors and buyers;

- shopping centers and entertainment complexes: Located in central urban areas or on the outskirts, these projects offer a wide range of services, including retail, restaurants, cinemas and entertainment. They can become a center of cultural life and attract large numbers of visitors;

- innovative office spaces: With the growth of technology companies and start-ups, the demand for innovative office space is increasing. Projects that offer open spaces for collaboration, convenience and green technology can be very attractive to tenants;

- environmentally friendly and sustainable buildings: The construction of environmentally friendly and sustainable facilities is becoming increasingly popular. Such projects can use renewable materials, energy-efficient technologies and green management systems;

- «hotels and tourist complexes: In popular tourist destinations, the construction of hotels and tourist complexes can be very lucrative. Such projects can attract tourists from all over the world and provide a wide range of services for guests and significant commercial success for owners» [1].

These projects reflect the needs and demand in the market and can have high commercial potential for investors and developers.

Modern digital technologies have a significant impact on profitability in

architecture, helping to increase the commercial attractiveness of architectural objects. Here are some ways in which this is happening.

1. Visualization and virtual reality. Thanks to digital technologies, architects can create impressive visualizations of their projects that allow clients and investors to better understand the end result. The use of virtual reality even allows people to immerse themselves in a virtual environment so that they can explore and evaluate the facility before it is actually built.

2. «Building Information Modelling (BIM) – allows architects, engineers and other participants in the construction process to work on a project in a digital format. This ensures better coordination and cooperation between all parties, as well as more efficient management of resources and risks» [3].

3. Effective project management. Digital technologies also help in project management, including planning, resource allocation, cost control and problem solving. Project management tools, such as specialized software and cloud-based solutions, can help ensure more efficient project delivery.

4. Data analysis and forecasting. Digital technologies also help to analyse data and predict the risks and potential benefits of architectural projects. Large amounts of data can be used to understand market demand, assess competition, and determine marketing strategies.

In general, digital technologies greatly facilitate the process of developing, implementing and marketing architectural projects, making them more commercially attractive to various stakeholders.

Another significant component of the commercial side of architecture is the

greening and use of clean technologies, which can positively impact the profitability of architectural projects in several key ways. Firstly, the efficient use of resources, namely the use of environmentally friendly materials and technologies, can help reduce the consumption of resources during the construction and operation of facilities. This can reduce the cost of construction and operation in the future.

«Secondly, reducing energy consumption, i.e. using energy efficient technologies such as insulation, solar panels, energy efficient lighting and ventilation systems, can reduce the energy costs for heating, cooling and lighting a building. This can significantly reduce energy costs for facility owners and users» [2].

Thirdly, lower maintenance and repair costs due to the use of durable and wear-resistant materials, as well as environmentally friendly technologies, can reduce the need for regular maintenance and repair of facilities. This can reduce overall property management costs. And it can further increase the attractiveness of the property to tenants and buyers. Modern consumers increasingly value environmentally friendly and sustainable facilities. Such projects can have a competitive advantage in the property market and attract more tenants and buyers.

Greening and the use of clean technologies in architecture creates additional opportunities for financing. For example, some financing or support programs may provide additional funds or incentives for projects that use environmentally friendly technologies or meet certain environmental standards.

Thus, greening and clean technologies not only contribute to the

conservation of natural resources and the reduction of negative environmental impacts, but can also have a positive economic impact on the profitability of architectural projects.

In general, it should be noted that stakeholders can obtain various results from the commercialization of architectural projects, taking into account both the demands of society and the market. The main ones include:

- satisfaction of consumer needs: Commercial architectural projects can be designed to meet the needs and desires of consumers. For example, residential complexes can offer modern amenities, including sports areas, relaxation spaces and other services that meet the needs of residents;

- economic income: Successful commercial architectural projects can generate significant economic income for developers and investors. This can include income from the sale or lease of the property, as well as an increase in property value due to market demand;

- contributing to sustainable development: Commercial architectural projects can contribute to sustainable development by responding to societal demands for reducing CO2 emissions, achieving environmental neutrality, energy efficiency and the use of environmentally friendly materials. This can have a positive impact on the ecology and environment;

- creation of new jobs: The construction and operation of commercial architectural facilities can create new jobs in a variety of sectors, including construction, maintenance and management;

- local community development: Successful architectural projects can play a role in the development of the local

community by providing places for meetings and socializing, as well as contributing to the cultural life of a city or any space.

Overall, the commercialization of architectural projects can bring a variety of benefits to different stakeholders, responding to the demands of both society and the market. Commercial architecture is developed with the aim of generating profit. This can be through the sale or lease of premises intended for business, trade, entertainment and other commercial activities. Commercial

architectural projects can increase the value of property and make it more attractive to potential investors or buyers; stimulate innovation and technological progress in construction, design and property management; create attractive and functional environments for work and leisure, which contributes to an improved quality of life. Ultimately, the point of commercial architecture is to create efficient and profitable facilities that meet the needs of users and bring benefits to their owners and investors.

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ЗДІЙСНЕННЯ ЕКОЛОГІЧНО БЕЗПЕЧНОГО ПРИРОДОКОРИСТУВАННЯ ТА ПЕРСПЕКТИВИ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ УКРАЇНИ

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Україна нині веде надзвичайно важку збройну боротьбу проти російської окупації, за свій цивілізаційний вибір, що полягає у входженні нашої країни в євроатлантичну спільноту і саме цього

вибору воліє позбавити українців російський агресор. Проте історія, що твориться на наших очах свідчить про незворотність курсу України на європейську інтеграцію, адже наразі вже розпочались відповідні процеси у