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## **ARCHITECTURAL AND URBAN PLANNING VIEWS OF DESIGNING MODERN CITIES**

**Annotation:** The modern city is in dire need of design, planning, management,. The topics touched upon only reveal several facets of the problems of city research, and today there are many more of them and they need their own resolution and interpretation of modern approaches to them. Thus, the term “social design” is used in sociological literature and is reflected in the architectural, technical, predictive, environmental, urban planning and design types of design.

**Keywords:** urban planning, designing, culture, modern cities, regulation, development, society.

## **АРХИТЕКТУРНЫЕ И ГОРОДСКИЕ ВИДЫ ПРОЕКТИРОВАНИЯ СОВРЕМЕННЫХ ГОРОДОВ**

**Аннотация:** Современный город остро нуждается в проектировании, планировании, управлении. Затронутые темы раскрывают лишь несколько граней проблем исследования города, а сегодня их намного больше, и они нуждаются в собственном решении и осмыслении современных подходов к ним. Таким образом, термин «социальный дизайн» используется в социологической литературе и находит свое отражение в архитектурном, техническом, прогнозном, экологическом, градостроительном и дизайнерском типах дизайна.

**Ключевые слова:** градостроительство, проектирование, культура, современные города, регулирование, развитие, общество.

Today the study of the development, globalization and modernization of a modern city is becoming a very popular and promising area of scientific reflection

not only for urbanites, but also for architects, designers and even heads of various departments, administrations, ministries at various levels. Consequently, the designated problems of this article are very relevant and interesting as a kind of discourse for designing a modern city in the context of the architectural and urban planning perspectives of its consideration.

However, despite the ambiguity and pluralism of the interpretations of this concept given in the scientific literature, design is associated with the development of projects, programs and plans aimed at further development and improvement of the functionality of a modern city [1]. In general, a project is a model of a goal-oriented result, its actively developed goal. The design of a modern city is focused on practical activities, in which the goal planned by the designer is substantively deployed. It turns out that design of any kind, no matter what we have adopted, can be considered as a prelude to practical activity, as well as a mental, spiritual, sensory-logical and symbolically presented modeling of future activity. To carry out design activities, of course, you need a regulatory framework and accompanying documentation of the planned logic of design and planning of a modern city. The adopted, approved plan is the subject of the activity of the executive agencies.

All of the above indicates the need to have special services in the system of design bodies: sociological, socio-psychological, marketing, advertising and information. These services are intended to ensure the further promotion of the developed project of development or improvement, modification of the city. It is necessary to consider separately predictive design - social design for the future [3]. A situation arises with this type of design, when the developed project is put aside “on the shelf”, “in stock”. Trends in the development of society and modern cities may at any time require a project that today seems unnecessary or projectile. Here we should remember eccentrics, enthusiasts, geniuses, obsessed who work not for the present, but for the future [6]. That is why the predictive type of design can be attributed to the most peculiar type of project, but at the same time it is in demand today in a situation of globalization, transformation processes. Coordination and approval of a project in the examinations and authorities takes more time than its development and

leads to a decrease in the quality of the project, its depersonalization. Design activities within the framework of the architectural and urban planning transformation of the urban environment or the urban area of a modern city, it is expedient to the needs of citizens, draws attention to the following important parameters:

- ✓ emotional and socio-psychological impact (fashion, assimilation, superiority effect);
- ✓ logical and rational evidence of the benefits of the project;
- ✓ statistical data that indicate the feasibility of the implementation of this project;
- ✓ personal experience of the designer and the customer;
- ✓ link to experts, authorities, intermediaries.

Aspects of the urban planning perspective are:

- city as a system of social and functional settlement (places of work, housing, entertainment);
- a city as an artificial habitat (a set of architectural and engineering infrastructure);
- the city as an object of aesthetic perception (aesthetic foundations of urban planning) [9].

From a problem-sociological perspective, the following issues are discussed from this perspective:

- the influence of city architectonics on the inner world and personality behavior;
- the mutual influence of subject-territorial (architectural) and socio-cultural spheres of human life (the world of things with the world of ideas);
- the influence of the socio-cultural atmosphere in society on the form and principles of urban planning;
- «well-being» of a person in the symbolic space of the city.

For a long time, mass residential buildings suffered from monotony, a kind of stereotyped design, standard design, rigid technologies of industrial housing

construction, which made it impossible to get a variety in the form and types of buildings. In turn, today's construction, as well as its architectural and urban planning components, are inclined towards a broad discussion of long-term planning and design of the architectonics of the city and urban area (architectural and aesthetic plan, engineering and communicative plan, subject discourse).

It is worth noting a number of problems that require their urgent solution:

- ✓ urban planning concept as a whole;
- ✓ комплексная ансамблевая застройка городов и сёл;
- ✓ overcoming typological and departmental barriers in the formation of a unified architectural and spatial environment;
- ✓ improving the architectural quality of mass residential development;
- ✓ the creation of artistic and expressive architectural structures that adequately reflect the traditions of the whole society, as well as the representation of our country in the general flow of world architecture [2];
- ✓ preservation and use of historical buildings in the modern architecture of the city;
- ✓ compliance with the architectural and compositional features of modern high-rise buildings;
- ✓ reconstruction and restoration of historical buildings in the center and on the outskirts of the city;
- ✓ compliance with standards and number of storeys of buildings, safety and comfort of housing (compliance with structural and design requirements).

The search for architectural solutions of a modern city also depends on competitions or reviews held by the city administration for the best buildings and projects of the city in their perspective of implementing the plan conceived by the architect (developer). There is a tendency indicating that among the best projects and buildings there are more and more objects of modest size, and small cities, in turn, boldly claim their rights to "large" architecture. The architecture of modern cities reflects regional specificity and respect for historical and cultural traditions, and work is also underway to regenerate old quarters. This is how architecture becomes a true

art. Although earlier there was not enough determination to defend the interests of architecture in front of customers, contractors, and the whole society.

It turns out that creative and organizational efforts are needed to further improve architectural designs. The following indicators may be the key factors that will help determine the final quality of an architectural work: the organization of the architect's creative process, the conditions for implementation, management and control of the design and construction process and architecture, the responsibility of the architect, and the training of architectural personnel [6]. The architectural heritage materializes the historical memory of society and is a kind of chronological scale of social processes [5]. The formation and functioning of the phenomenon of the city is the task of the theory of architecture and urban planning, sociology of the city, cultural studies, geo-urban studies and has an interdisciplinary character. The entire array of information about the city includes information about the architectural environment, has a socio-political and spiritual component.

So, summing up, it should be noted that a modern city is not only a system, but also a living organism, which is in continuous development and transformation. The construction of new modern buildings, houses, churches, kindergartens, schools and hospitals is inevitable and necessary for the economic, political, social and spiritual development of the city. Today, the architectural and construction activities of Russian cities are increasing, as well as becoming more intense and diversified. New trends in urban development are being consolidated in accordance with the modern realities of the everyday life of citizens. Increasingly, there is a struggle for the preservation of historical and cultural values and traditions with the aim of pragmatic and rational use of the urban area.

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