INTEGRATION OF LOCAL IDENTITY IN THE ARCHITECTURE OF BUSINESS CENTERS IN UZBEKISTAN.

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Abstract. This article explores current trends and the influence of local identity on the design of business centres in Uzbekistan's urban environment. The study covers current research in the region, research on architectural styles and cultural traditions.

Keywords: Globalization, urbanization, cultural heritage, environmental aspects, design of business centers, architectural style, facade, sustainable architecture, traditional elements, local identity, architectural influences, urban landscape, business environment.

Аннотация. В статье рассматриваются современные тенденции и влияние местной идентичности на архитектуру бизнес-центров в городской среде Узбекистана. Это исследование включает в себя изучение текущих архитектурных стилей и культурных традиций страны.

Ключевые слова: Глобализация, урбанизация, культурное наследие, экологические аспекты, дизайн бизнес-центров, архитектурный стиль, фасад, устойчивая архитектура, традиционные элементы, местная идентичность, архитектурные влияния, городской ландшафт, деловая среда.

Annotatsiya. Ushbu maqolada hozirgi tendentsiyalar va mahalliy o'ziga xoslikning O'zbekistondagi shahar sharoitida biznes markazlarini loyihalashga ta'siri ko'rib chiqilgan. Tadqiqot mintaqadagi hozirgi tadqiqotlar, me'moriy uslublar va madaniy an'analar bo'yicha tadqiqotlarni qamrab oladi.

Kalit so'zlar: globallashuv, urbanizatsiya, madaniy meros, ekologik jihatlar, biznes markazlarini loyihalash, me'moriy uslub, fasad, barqaror arxitektura, an'anaviy elementlar, mahalliy o'ziga xoslik, me'moriy ta'sirlar, shahar landshafti, ishbilarmonlik muhiti.

Introduction

The design of business centers is changing all over the world, as they have become not only a practical but also a cultural and aesthetic symbol. Uzbekistan, with its rich historical heritage and diverse cultural influences, offers a unique environment for integrating local identity into contemporary architecture. This article looks at how Uzbekistan's business centers combine traditional architectural features with modern design to create an environment that respects national heritage while responding to contemporary demands.

ISSN 3030-3907

Uzbekistan, with its rich cultural heritage and unique history, is faced with the challenge of preserving and integrating its indigenous identity in modern architecture. According to UNESCO, more than 70% Uzbekistan's cultural heritage is at risk from globalization and urbanization. This underlines the importance of studying and integrating local architectural features in new projects, such as business centers, which are becoming important centers of economic activity.

Persian, Russian, Islamic and Soviet architectural influences combine to create Uzbekistan's unique architectural identity. Modern architects are faced with the challenge of integrating these elements into corporate buildings to create spaces that are both culturally significant and functional. This article examines the methods used for this integration, discusses the results and concludes on the implications of these architectural choices for the future of Uzbekistan's urban landscape.

METHODOLOGY

A mixed-method approach was used to examine the integration of local identity in the structure of Uzbek business centers. This included a review of existing literature, an analysis of architectural research and interviews with architects and urban planners involved in the projects. The aim was to identify the most important elements of Uzbek traditional architecture recorded in the trade centers and to understand the reasons behind these design choices.

The literary review focused on academic publications, architectural journals and books that deal with Uzbekistan's architectural past and contemporary architectural trends. This provided a theoretical framework for understanding the architectural elements that define Uzbek traditional architecture and how they can be adapted to modern designs. Although academic work on this particular subject is still limited, some related research provides valuable insights into wider themes of tradition in modern architecture, cultural representation and local adaptation in the context of urban development. This section provides an overview of the most relevant findings in this area.

1. Identity and Architectural Heritage.

The significance of conserving the architectural legacy is emphasized in numerous works (e.g. articles in the magazines “Architecture and Urbanism” and “Architecture of Uzbekistan”), particularly in historic cities like Bukhara, Samarkand, and Hiva. They bring up the question of how to incorporate traditional architectural features — such as ornaments, domes, ayvans, and mosaics—into contemporary design.

2. Sustainable Architecture and Local Materials

ISSN 3030-3907

In order to reinforce cultural identity and promote sustainability, some studies support a return to traditional building methods. Traditional Uzbek architecture features like shaded courtyards, natural ventilation systems, and mudbrick walls, for example, not only honor local traditions but also successfully adapt to the dry climate. Global trends toward environmentally friendly and contextually aware architecture are in line with this strategy.

3. Globalization and the development of "International Style".

The so-called "International Style" is becoming more and more common in new developments, particularly in business center design, which has drawn criticism from several authors. Steel constructions, glass facades, and simple geometries are thought to be imported from Western architectural models, frequently ignoring Uzbekistan's cultural and climatic context. According to researchers, this tendency causes urban landscapes to become visually homogeneous and to lose their sense of local identity.

A number of business centers in significant cities such as Tashkent, Fergana, Samarkand, and Bukhara were examined. These cities have been selected to reflect Uzbekistan's diverse historical and cultural influences. The case studies, which examined how traditional elements were incorporated into the design, included site visits, architectural drawing analysis, and photographic documentation.

RESULTS

Integrating the local identity into the business center has created a building which is not only functional and modern, but also of cultural interest. These buildings act as bridges between the past and the future, while preserving the cultural heritage in an innovative way. The strategy aims to combine modern design with the country's rich cultural and historical heritage. Remarkable examples of such integration are listed below.

1. Business Center in Yunusabad

This nine-story multipurpose complex in Tashkent blends high-end materials like metal, natural stone, and tinted glass with contemporary architecture. The design's deliberate facade elements and layout pay homage to Uzbekistan's architectural traditions. High ceilings on the first two floors give the building a feeling of grandeur and space that is evocative of traditional Uzbek architecture.

2. Trilliant Business Park

Trilliant is a complex of two office towers and a hotel tower located in Tashkent at the intersection of Amir Timur and Navoi Avenues. The project, which was designed by the Singaporean firm DP Architects, is inspired by themes of sustainability, hospitality, and success. In order to create a distinctive identity that speaks to the local heritage, the architecture incorporates elements that reflect

ISSN 3030-3907

Uzbekistan's cultural motifs. With its emphasis on sustainable design principles, the project is also a contender for LEED Gold certification.

3. The International Business Center of Tashkent City.

This large-scale project combines commercial operations, residential buildings, and recreational amenities. The Turkish architectural firm Tabanlıoğlu Architects created the master plan, which places a strong emphasis on designing a business district that blends in seamlessly with Tashkent's urban landscape. The design reinterprets traditional Uzbek architectural features, like courtyards and ornamental motifs, for a contemporary setting.

4. Tower of Unity Gardens.

Located in the Shaykhantakhur district of Tashkent, this multi-purpose complex was designed by INK Architects and presents a distinctive architectural concept. Inspired by the legendary bird Humo, which is the centrepiece of the coat of arms of Uzbekistan, the shape of the tower is reminiscent of a delicate flower. This project integrates modern architectural techniques with national symbols. These examples show how Uzbekistan's local identity is consciously integrated in the architecture of contemporary business districts, resulting in areas that respect cultural heritage while keeping modern architectural ideas in mind.

The analysis of the above mentioned business centers in Tashkent has shown that several key elements should be taken into account when designing business centers in Uzbekistan.

Increased aesthetic appeal: Business centers in Uzbekistan have become a real landmark by combining traditional elements, which has improved their aesthetic appeal. This will benefit both the local economy and tourism.

Cultural protection: architectural decisions made here contribute to the preservation of Uzbekistan's rich cultural heritage. Adapting them to modern uses ensures that the principles of traditional craftsmanship and design are maintained.

Engagement with the community: Business centers foster a sense of community and pride by creating spaces that embody the local identity. They are transforming from workplaces into centers of cultural interaction and exchange.

Impact on the Economy: The distinctive architectural identity of these business centers has the potential to attract foreign investors and companies seeking an environment that is both unique and culturally diverse. This may create jobs and strengthen the local economy.

Uzbek traditional architecture is characterised by intricate tiling, domes, arches and the use of locally sourced materials such as bricks and ceramics. These features are not only decorative but also functional and reflect the climate and the cultural context of the region.

ISSN 3030-3907

Modern business centers require flexibility, integration of technologies and efficient use of space, which makes it difficult for architects to integrate these traditional elements. Some of the tactics used include the following.

- Facade design: traditional tile designs are incorporated in the facade design of many Uzbek commercial districts. This results in aesthetically striking buildings that stand out in the urban landscape, as well as in respect for the architectural heritage of the country.

- Interior design: Adapted to modern use, arches and domes are common interior design elements in shopping malls. For example, a light fitting in the central dome could bring natural light to common areas.

- Sustainable materials: In line with long-standing custom, there is a growing movement to use locally-produced, sustainable materials. This helps local businesses and also reduces environmental impact.

- Cultural spaces: Galleries and exhibition halls highlighting regional arts and crafts are examples of cultural spaces which are integrated in certain business districts. This will create a lively community centre by attracting tourists and by increasing the cultural life of the building.

DISCUSSION

Despite the general success of local identity integration in business centers, there are a number of issues and concerns that need to be addressed:

- Balancing tradition with modernity: balancing traditional features with modern functionality is a delicate exercise. The omissions of traditional features can render the building outmoded, and the omissions can result in a loss of cultural identity.

- Cost implications: The use of conventional building materials and methods may lead to higher construction costs. Finding cost-effective ways of integrating these components without sacrificing quality is essential.

- Regulatory difficulties: Architects have to comply with regional building codes and regulations, which may not always allow creative designs using traditional building elements.

- Sustainability issues: Although traditional building materials are often sustainable, architects still need to ensure that new buildings meet current energy efficiency requirements. This requires innovative solutions that combine modern technology with classic design.

CONCLUSION

In Uzbekistan, the integration of local identity in the design of business centers is a promising trend of high cultural, economic and aesthetic value. Taking

ISSN 3030-3907

advantage of the region's rich architectural heritage, these buildings create a unique sense of place that is appreciated by both locals and visitors alike.

Uzbekistan's economy has grown rapidly in recent ears, attracting foreign investment. According to the World Bank, its GDP grew by 51.7 percent in 2022, suggesting that business activity in this area is increasingly popular. The construction of business centers that display regional cultural features can therefore play an important role in attracting investors and promoting a friendly business environment.

From the use of sustainable materials to the design of facades, the techniques used in this integration show how architecture can act as a bridge between the past and the future. Increased community participation and enhanced aesthetic appeal are just two of the benefits of this strategy.

However, challenges remain, particularly in controlling expenditure and striking the right balance between tradition and modernity. In order to further develop Uzbek business districts in a way that reflects the country's identity, architects, city planners and policymakers need to continue working together to address these issues.

In Uzbekistan, which is continuing to modernize and expand its urban infrastructure, the integration of the local identity into the structure of business districts will be crucial to determining Uzbekistan's future. In an era of globalization, Uzbekistan is setting the standard for other countries seeking to preserve their cultural heritage by honoring their past and looking to the future.

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ISSN 3030-3907