Regeneration of architectural style of the historical environment of the cultural and public downtown

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Abstract. Comprehensive consideration of problems of preservation and development of historical appearance of the city and also questions of the solution of problems of formation of the modern urban environment makes a basis of sense and contents of article. The methodology of a research of a phenomenon of architectural style in the context of the historical environment of the center of the Siberian city is formed on the basis of the analysis and criticism of specific forms of activity and functioning of city community, and ways of its organization in the form of various type of public actions, actions, movements and associations. Researches are the cornerstone various forms of ideas of the internal organization and structure of external relations, understanding and designing of mechanisms of development of own types of the activity and Wednesday providing normal development and regeneration of architectural style. The main stages of formation of procedures of creation of urban style which develops in several plans are stated: organizational and activity and subject and thematic that is provided with structural communications in the course of cooperation with the subject circle, a way of life of people and their culture. The solution of the listed tasks allows to be objecting the choice of options that is especially necessary in a designing process and updates of the urban environment. The methods of regeneration of architectural style of the historical environment of the cultural and public downtown considered by us allow to perform the described operations over various types of basic and operational data, from formation of a range of parameters to their comparative assessment and to receive as a result indicators of compliance of the studied structure of composition to the set standard. Results of a research confirmed the existing theoretical provisions, having shown thereby efficiency of a research.

1. Introduction

Preservation and development of the cities having considerable historical and cultural potential is the purpose and sense of carrying out researches and design in the field of architecture and design [3] updates and development of architectural and spatial and art and figurative qualities of the historical environment and integration of the remained heritage into modern life of the city [1].

The modern environment of the historic town, as a rule, does not meet the requirements of modern level of comfort and therefore are in great need in protection and maintaining the unique properties, characteristics and qualities. There is a conflict between historically developed building and innovative subjects of the architectural and environmental plan. These problems of harmonization and compliance
of quality of historically developed urban environment to requirements of the latest time are the corner-
stone of all design problems of a modern urban planning and ensuring comfort in borders of historical
settlements.

One of effective solutions of problems of interaction historically developed an image and "remake"
- wide use of tools and methods of regeneration of an architectural image of the urban environment, as
way of preservation and revival of the initial environment of the historic town, provoking formation of
new trends in the organization of the lifestyle of citizens promoting stabilization of a valuable picture
of the world and also providing support and development of traditions of a way of life of the city inhab-
itant that will give to his life stable comfort and will make it more dynamic.

2. Materials and Methods
In the course of formation of design of the urban environment, the system of standard restrictions and
requirements performs as means of complex formation of architectural and spatial characteristics of the
environment of the historic town in the course of creation of elements of complex filling and reorganiza-
tion of city spaces on the basis of optimal architectural and town-planning solutions with inclusion of
natural landscapes [2].

**Restoration** is understood, as a rule, as restoration of a monument in original form taking into account
all planning, design and stylistic features while reconstruction is a reconstruction whole on the basis of
the remained data (the description, the image, etc.) and the subsequent its operation in modern condi-
tions.

**Renovation** assumes consideration of the available options of use of the building (esthetic, economic,
functional) the architectural concept is developed for renovation of the building. For each object the
individual concept on reconstruction and several interesting scenarios of use of this territory, as a rule,
is specially thought over. Renovation assumes the fullest modernization of buildings, also adjacent ter-
ritory in full accordance with today's policy of the capital and also, needs of business in general.

**Resuscitation** - revival of an architectural organism — restoration of sharply broken or lost vital
functions of a system, set of actions for revival of the organism which is in a condition of "clinical death"
- "the patient is rather alive, than is dead. If he is alive - he will survive, or he will not survive. If he is
dead - he can be recovered, or he is impossible to treatment".

**Re-cultivation** – Re-cultivation of landscapes - (Latin re - the prefix expressing renewal, the return
action and **cultiva** - cultivation, a processing) - a complex of the works directed to restoration of eco-
nomic, medico biological and esthetic value of the landscapes broken (degraded).

Distinguish the following stages of re-cultivation: techno-sphere, biotechnological and sociocultural
which realization assumes that the technical aspect of passing of all required procedures includes plan-
ning, formation of slopes, removal, transportation and drawing soils and fertile breeds, construction of
roads, hydraulic engineering and other constructions.

It is necessary to mention one more direction connected with existence undeveloped, not used, ineffect-
ive and abandoned urban areas – regeneration of the urban environment including its design which is
capable to update the vital functions of the city and to provide various scenarios of future use.

3. Results
The harmonious city design has to become not only esthetically subject expression of spiritual and ma-
terial human life, but also the latent instrument of management and coordination of life of society by
means of formation of a valuable picture of the world, support of traditions, formation of new trends of
style and a way of life. [4]. Creation of the increased level of comfort of the urban environment gives to
life in the city the new forms of stability that finally does it to more dynamic. A stable variety of lifestyle
and activity of community in the urban environment considerably depends also on active inclusion on
Wednesday of complex objects of city design and also on intensity of formation by them of shape and
an image of the city.

Discomfort and disharmony of the modern environment of historic towns it is possible to call indis-
pensable attributes and obviously expressed signs of destruction of mentality and spiritual life of modern
society [5]. Studying of environmental qualities of the historic center of Irkutsk allowed to formulate the main problems which part can be solved or leveled means of design:

- loss of architectural and landscape qualities of specific points and panoramas;
- distortion of scales of the new and developed urban environment of the historic center (for example, inclusion not esthetic, in most cases standard buildings in building of the center);
- discrepancy of the actual sizes to visual parameters of functional use of city squares and streets (the large, disproportionate to the scale of surrounding building, empty areas at modern large office and public buildings);
- lack of well-planned streets – the destroyed covering, "indistinct" borders of street profiles, the started gardening;
- decay and neglect of a physical condition of facades of the majority of buildings, unreasoned coloristic decision of both separate volumes, and street in general; use of unacceptable means of reconstruction and restoration of facades;
- oversaturation and weak structure of information and advertising elements; unacceptably poor quality of advertising, imperfect graphic design;
- lack of small forms, symbols, signs and, in particular, branded, sign design.

Statement of tasks at a complete solution of the problems connected with formation and the organization of optimum performance of the comfortable environment of the historic town it is directly connected with ways of inclusion of form and content of its architectural and spatial and art characteristics in a basis of creation of next image of the projected architectural complex. Let's consider below the main methods of transformation of the architectural and art and subject-spatial environment of the city historic center.

4. Discussion
So it developed that it is accepted to carry out all operations and procedures in the existing architectural and town-planning environment with emphasis on the reversible nature of the carried-out procedures which cornerstone the plan of repeated action in value of renewal, restoration of sign or the return action – "regress", "restoration", "reproduction", "renovation", "revalorization", "resuscitation" and t is. item. In other words, everything that is implemented in the sphere of formation of architectural style of urban development of the historic center has to is under construction on knowledge, understanding and use, first of all primordial technologies, professional methods and receptions and also the historical art styles internally inherent in the place, the temporary period, specifics of the internal organization of function and a cultural originality of a designed project and also a way of life of the people inhabiting it, as makes a basis of semantic fullness of procedures of regeneration of style transformations to areas of architecture and design of the urban environment.

Other side of the problem of reconstruction in the conditions of the developed historical environment [6] the question of restoration, renovation and resuscitation of historical buildings in connection with their strong physical or obsolescence, function change, partial unauthorized reorganization and other uncontrolled actions of owners without violation of composite integrity and harmonious interaction with the environment where procedures of making decision on the fate of a separate object or even the whole complexes accept "subjects of the legal right and administration" which competences obviously do not correspond to form and content of the made decisions is represented (as it was in recent story with "A.A. Rassushin's house" in Irkutsk).
Figure 1. "A.A. Rassushin's house" in Irkutsk. The house of the end of the 19th century is located in Boulevard Gagarin, 32.

Old buildings for all the long-term history were exposed to repeated reorganizations, responding to the requests of commercial taste and change of the social relations, and, losing special unique spirit. over time fall and become useless, losing the initial shape and meaning of own existence, not to mention a condition of designs, networks and ridiculous re-planning. These trends concerning cultural heritage provide the whole complex of conservative actions for maintaining initial shape and style both the certain building, and a historical complex in general, its interrelations with the environment and to increase in sociocultural value in city life. At the same time, the main argument of "defenders of the historical environment" is that "… the buildings reconstructed today will serve future generations when the demand in an esthetics and level of comfort becomes higher also today's actions, material expenses and labor expenses will be appreciated", - but who and when simulated the system of values and criteria for evaluation of quality of the held events of "reconstruction of architectural heritage" by future generations of residents?!

With development of a way of life and the spatial and functional organization of the city the need for development of new platforms, introduction of modern design and design innovations and expansion of the existing architectural and spatial complexes increases [7]. The historical kernel is cultural, business and shopping center and the main objective maintaining integrity of historical building and harmonious interaction of the developed urban environment and the designed structures is. As a rule, the most valuable monuments of architecture are in the center of the settlement where cultural and business life of city communities is concentrated. To keep art and figurative integrity of an architectural and historical object at any type of design impact on style, structure, weight and scale of the historical environment, in a designing process it is necessary to pay special attention to creation of the mechanism of harmonization whole and separate parts of a designed project, to modeling of details and nuances of modeling of composition of all parts of the building - a socle (basement), entrance groups, a frieze, eaves, decorative frame of apertures, harmony of color and light and quality of finishing of a facade in general.
Development of improvement and application of elements of a landscape in the environment of the historic town for achievement of harmony of architectural design of the urban environment with landscape plasticity of the urbanized landscapes is a major complex of design problems of creation of comfortable life, especially in the conditions of the historic center of the city where the landscape is continuously connected with the architectural environment. A city landscape - the integral part of any settlement where it, being organically included in planning structure, supplements and develops a unique artistic image of a unique city landscape [5].

In structure of the design purposes and tasks the design of the urban environment becomes the separate projected element and the instrument of formation of city comfort and respectively - independent subject to the design [3] demanding preservation of visual communications with a surrounding landscape, an exception of the urban environment of a stylistic dissonance between the architectural and design decision of city ensemble and objects of a natural and landscape complex (green plantings, the city equipment and improvement, water constructions of park economy, the system of audiovisual registration and so forth).

Considering landscape architecture as means of interaction of city culture and the nature where it is the instrument of cultural human activity, elements of landscaping are represented as means of high-quality updating and revival of historical bases of city life and have to find active application in transformation of planning and building of the downtown for the purpose of creation of a unique city landscape, its artistic image. Preservation of historical and cultural monuments, successive development of the city and creation of art and expressive spaces has to contribute to sustainable development of the urban environment. At the same time the technological and cultural and historical aspects of activity of city communities which are not breaking integrity and keeping historical heritage of the city are considered.

Filling of city space small architectural forms makes one more complex of problems connected with the obvious shortage of city furniture and the functional equipment of public spaces. This problem has two parties – lack of the due and various nomenclature of the equipment of the corresponding quality and also ways and forms of the organization of address typology of stylistic complexes of building of the urban environment which would correspond to art quality and the level of development of modern society in general. Duping consumers visibility create a comfortable environment with use of the Small Architectural Forms (SAF) – the problem defining in the future an image of all city and its historical part. By means of SAF which an improvement component is it is possible to solve quickly problems of physical comfort and art quality of spatial characteristics of the objects of the urban environment which are harmoniously arranged in a historical context. At the same time SAF are meant as the so-called "shoddy constructions" which are situationally intended for architectural and planning and art and figurative modernization of objects of landscape architecture, creation of comfortable stay of visitors, landscape enrichment of the territory in general, esthetically and functionally supplementing the general composition of an architectural complex of historical building.

Some of the SAF elements do not bear utilitarian functions and have exclusively art and decorative or functional and spatial appointment. Being in the urban environment, objects of city design sate Wednesday emotionally, is information, artly, bring esthetic pleasure, increase comfort, bear information, necessary for fast and convenient orientation. And in this sense, it is necessary to speak about increase in information and emotional capacity of the urban environment as major lever on formation of art taste, an emotional state and mental tone of the city dweller. For this reason, the elements making a basis of SAF have to be unostentatious and innovative, plastic and convenient, simple and expressive, beautiful in a form, color and texture of material, easy, durable, ergonomic and economic, with good proportions and to correspond to the scale of the person. For our country town capital, steady forms can act as the most suitable subjects to improvement that promotes formation of pride in citizens and to feeling of stability of city life.

System approach to placement of elements of information design in the environment of the historic town has significant effect on perception of the modern city, its artistic image and architectural and decorative registration of shape. Development of forms, means and receptions of the organization of
objects of design of the urban environment is of great importance for formation of sociocultural and architectural and planning infrastructure of the city, identification of its natural-spatial components and preservation of monuments of historical and cultural heritage. It is necessary to build precisely and selectively the system of placement of elements of information design in structure of the developed urban development [8] in this connection the need for development of the comprehensive architectural and art concept which will solve all complex of problems of placement of information designs and elements of navigation in a historical part of the city increases. Within this concept the image of the urban environment of the historical settlement has to be created full architectural and art; the mechanism of creation of art composition and the style of the city equipment which are harmoniously combined with architectural, art and coloristic features of city buildings and constructions is developed; use of advanced technologies and materials on the basis of studying of domestic and foreign experience and features of local art national culture [9].

In real practice it is necessary to consider features of architectural style of a facade of the historical building on which elements of city design will be established. Again, entered designs of objects of city design have to fit in organically on the projected Wednesday and interact with it, forming new images and meanings generally a historical and art context. Means for this purpose in modern design and marketing technologies more than are enough: the designs consisting of separate elements, symbols, signs and images without substrate or with a flat substrate, flat and volume banners, designs with inclusion of effects of illumination, a design made in complex three-dimensional composition of separate elements and signs, lightboxes, poster designs, panels arms, plates, the general indexes, mobile signs on flexible material, an inscription on the sidewalk and many other things [9]. It is also often used methods of difficult configuration of volume elements and signs behind which the facade fragment and also the composition of letters and signs without substrate casting own shadow on the facade plane, etc. is visible.

Rebranding in the conditions of reconstruction of the historic town is the important moment which needs to be considered at design of the urban environment. Regardless of the size, arrangement and the administrative device, the historic town is in great need in awareness of own uniqueness, understanding of sources of originality and originality of an image, sociocultural identification and recognition of its sign elements. And to create the required relation to the city, its positive image in the foreign and domestic consumer market, it is necessary to accent historical, cultural, art and economic appeal of the city. The system complex of various type of actions for the analysis, development and deployment of a brand of the city, to maintenance of its functioning and providing conditions of successful development in which questions of formation and development of native architectural style and art image of the historical settlement act on the foreground is for this purpose formed and carried out.

City brand, in fact – his name, the strange essence lying between an impression of aboriginals - residents and a look "from outside" visitors – interventionists – an important component of city identity of image of the settlement. As a rule, it has visual expression – the sign, symbols, the motto, a logo, the branded (corporate) block and style – but has global value first of all when it is immanently connected with the strategy of development for the city, its image and semantic messages. Actually, the procedure of advance of a brand is some kind of creation of positive reputation that involves growth of direct and indirect city investments and also the subsequent its economic development and cultural prosperity [1].

City communities in any region or the settlement always hope, to attract that by means of a new brand or its part - a logo and a slogan, will be able to expand tourist appeal of the city external investments and to increase a profit share due to stimulation of a trade and tourist segment of economy. Because of the increased competition many cities are forced to position more and more actively themselves in the market of trade and tourism worldwide, to be more active in processes of attraction of new human and financial resources. However, the main problem consists that practically think of all city administrations equally and want that they were perceived as the first in many parameters — culture, arrangement, history [2]. And true sense of attraction of interest in foreign market – creation of special conditions for development of internal uniqueness of the city and support of characteristic originality, an originality
and unprecedentedness of unique city initiatives in the history of development of the market of innovative services.

5. Conclusion

Such approach assumes formation of the mechanism of regeneration of architectural style of the urban environment not only by criteria "advantage, durability and beauty", but also in terms of the prospects of its development and functional and spatial flexibility of decisions in any range of problems - from the solution of problems of transport and architectural and landscape complexes of the city before interior design of city spaces, colors-light filling and the device of systems of elements of city furniture and the equipment [9]. Methods and methods of transformation of the urban environment rely on modern engineering technologies and social requirements in which interaction there are contradictions between requirements of maintaining historical environmental values and the need for filling by the new environmental qualities corresponding to modern understanding of comfort of the urban environment [8]. Thus, creation of the mechanism of continuous increase in comfort of the living environment in the city, increases in level of its maximum safety and providing "atmosphere" of benevolent activity of all elements of the life support system also is one of important criteria for evaluation of quality of design in the conditions of regeneration of architectural style in terms of problems of modern city design.

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