

ECONOMY AND ARCHITECTURE
THE ROLE OF ARCHITECTURE IN PROCESS OF BUILDING THE
ECONOMIC POTENTIAL OF SPACE

Янченко Н.В., Лиссиги Заїнаб
Національний технічний університет
Харківський політехнічний інститут , м. Харків

Introduction: For centuries architecture and the architectural objects constitute the characteristic landscape's elements of the particular land or region. They were built in accordance with a local tradition and inextricably harmonized with it. They were a vivid illustration of the given culture's achievements, they constitute the aesthetics and engineering accomplishments of their time. Architecture demonstrated the power of a land or a sovereign, emphasized their economic and political position (Fig. 1,2,3). Through ages a role of architecture was subject to slight modifications however its essential aim of manifesting the mankind's progress retained.

Nevertheless in last few decades a distinct transformation took place. Architecture is not only the reflection of the current state but it became an instrument in process of creating yet unexciting – but carefully planned in marketing strategies – economic potential of a space. My research is carried out in-between two distant science disciplines - economy and architecture. On account of an importance of social and economic effects of the relation between architecture and marketing, the research is expected to generate the valuable practical findings. From the economic point of view the space can be treated as a product that fights for appearing in tourists', potential inhabitants' and investors' consciousnesses. The space treated as the object of demand and supply becomes an element in a marketing game and to be an economic value it can not be formed accidentally. The architecture should be one of the marketing devices. For the purpose of redefining the role of architecture in contemporary economics the international exchange of ideas and reflections on scientific and academic level is essential. This article starts where the current discussions about the architecture end. Its origins draws from opportunities established by the global fusion of cultures and economies. Its aim is to inspire the policy-makers to look for the critical frames and strategic perspectives that go beyond the moral discourse limits trapped in the stylistic debates areas.