

Near the village of Ohurtseve the river enters the territory of Kharkiv region. Kharkiv is a large regional center with a well-developed industry, including heavy engineering and chemical industries, with a population of over one million and a half inhabitants. In Kharkiv region there are 4 cities and 33 settlements which do not have a centralized wastewater disposal. The current capacity of water treatment plants including the main ones such as "Dykanivskyy" and "Bezlyudovskiy" as well as institutional and public water supply does not provide taking waste waters in the proper amount. Therefore, about 48 million m<sup>3</sup> per year of inadequately treated and 36 mln. m<sup>3</sup> per year of completely untreated sewage is discharged into the upper waters. Thus, communal economy, due to the worn-out and obsolete equipment of water treatment plants is the main source of water pollution.

In addition, industrial, agricultural enterprises significantly influence the level of water pollution as well as the upper waters drainage, which is almost uncontrollable. As the result of the abovementioned factors influence, the quality of water of the Seversky Donets river and its major feeders does not conform the standards of permissible level of contamination.

Researching and improvement of the waterway is one of the priority environmental tasks not only in Kharkiv region but also in the neighboring regions which the Seversky Donets runs through.

## **INTEGRATED FACTORS FOR FORMING OF CAR CENTERS ARCHITECTURE**

KONSTANTIN SERGEYEV, PhD degree student

Hearer Institute of Education, Art and Identity, Bialik Street 47 Ramat Gan, Israel

E-mail: kostya@sergeyev.co

One of the key sectors of the modern dynamically developing economy worldwide is the automotive industry. It synthesizes a wide range of products and technological developments. Moreover, it contributes to the improvement of international standards for the design of automobile showrooms, auto centers and objects related to the modern automotive industry, which, in turn, develops a search for new approaches to form the brand image which has an impact on forming of the architectural environment of cities.

The most important characteristic of today's world economy is the internationalization of the economic life. It is based on international integration processes of production, internationalization of capital and formation of transnational corporations. Currently, these corporations play a leading role in the development of global economic relations through global strategies, bringing together national and regional markets. One of such strategies is formation of a network of the automobile industry including international car exhibitions (Paris Motor Show 2014, Frankfurt Motor Show, Geneva Car Show 2013); the system of auto service and car dealerships in large and medium size cities of the world; exhibition car centers ( Big Sight in

Tokyo, multifunctional exhibition center BMW AG located in Munich, etc.).

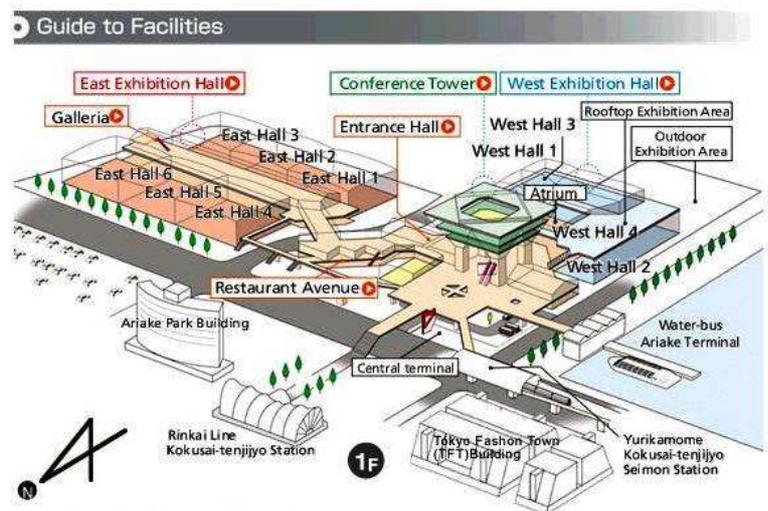
If exhibitions are temporary showrooms presenting the most advanced developments of the automotive industry, car services and car dealerships as well as exhibition centers are the objects of the urban environment forming the image of the city and , to some extent, the image of the modern architecture (Picture 1; Picture 2).



Picture 1. Multifunctional BMW AG exhibition center located in Munich



Picture 2. Big Sight Exhibition Center in Tokyo



Over the past decades in the historic centers of the cities as well as in modern areas new car show rooms and auto centers appear, which include car dealerships, maintenance service, sites for the new and used cars as well as office buildings. As a rule, new car dealers, occupy the first line, adjacent to highways, transport arteries of

the city and shape its aesthetic component. One of the main problems here is blending into the urban environment of the modern architectural object. To implement this strategy, strict functional factors should be considered, such as the size of vehicles, their location, standards for driveways and grounds for test drive. A service center as an integral option of a modern showroom mirrors the brand book that the developer of the project receives for work. This is a clear demonstration of the level of scientific, technical, architectural and spatial developments, which is traditionally the world's car producers count on..

In Ukraine, car dealerships can be located both in detached and infill buildings. Detached showrooms are constructed in new locations or can appear as the result of reconstruction of former industrial sites. Such global brands like Mazda, Honda, Audi, Renault and others have developed their own designs for car dealership. This includes not only the spatial-color standards, but also the design of individual parts. For instance, famous Honda visor can only be produced by a certain company in England. Therefore, a Ukrainian architect designing of a showroom in Ukraine should be able to integrate in the project activities, on one hand, the corporate brand standards of the world and, on the other hand, the specific characteristics of the urban environment, the mentality of Ukrainian people and the legal base of Ukraine. The economic component of the object depends on these factors.

Architectural design of car showrooms includes an advanced integrated design approach. This approach involves developing of the showroom space in such a way that every detail, every accent or a color accent reflects the brand and forms the image of not only a single car, but the general concept of the brand as well the technological component of the service center based on using environmentally friendly and energy-saving technologies.