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TRENDS IN THE FORMATION OF MODERN BUSINESS CENTERS

The development of architecture in the 21st century associated with the growth of machine, technological component of architectural objects. Considering intelligent buildings and movable structures of buildings, media facades, interactive elements, architecture becomes a link between man and modern technology and becomes a feature of technological digital culture.

With the spread of modern technical and computer means, it deprives a person of the feeling of the real thing. Architecture, as a type of spatial medium, directly conveys the image, space and experience of the scene. As the situation changes, the number of heights or the interface is overlapped by different LED screens.

Moreover, the concept and devices of visual reality and augmented reality are applied in everyday life at a fast pace, and someone predicts that in the future construction will be enough concrete facades and all the contents will be displayed on the devices.

This has created a special between people and architecture, especially in public buildings. To address this phenomenon, many of the scientists are working on this topic.

Today, modern business centers (MBCs) are dynamic architectural objects in which multifunctional human activities take place, in which technological systems of interaction with the environment are used, able to meet the changing needs of changing individual, social and environmental requirements.

Therefore, based on this definition, it is possible to identify and analyze existing MBCs, and identify general methods of their formation.

One interesting example of the MBC is The Milestone, an office building with a distinct facade in Esslingen. Its facade is designed as a crystal rock, and carries the topography of the city and messages about the history and people of the city.

Another interesting example of MBC is the ITRI Central Taiwan Innovation project from Noiz Architects and Bio Architecture Formosana. This IDC is part of a research institute in Taiwan, which includes a kinetic facade made of 4,000 aluminum fins.

Another interesting proposal is the project of a new business TV and radio center, developed by California architects DRDS, in Busan, South Korea. KNN Media Center will be the new home of the Korean News Network and will include radio studios, offices, retail outlets and a teddy bear museum. Uses light color design techniques.

Another striking example of the formation of the MBC is Al Bahar Towers in Abu Dhabi. According to weather of UAE, architects solved environmental design issues. Aedas Architects has created a responsive facade that takes cultural cues from the Mashrabi, a traditional Islamic device for shading the grille. Using the parametric shape of the facade panels, simulated moving structures that respond to sunlight and changes in angles of fall on different days of the year. The screen works as a curtain wall, located two meters from the outside of the business complex on an independent frame. Each triangle is covered with fiberglass and programmed to respond to the movement of the sun as a way to reduce solar growth and glare. In the evening, all screens close.

Therefore, based on the identified features of the formation of MBC, it can be noted that various types of interactivity with diverse forms, technologies and styles were identified. Current opportunities in the field of computer technology indicate that the formation of MBCs is very relevant around the world.

As a result of the practical analysis of MBC, it is established that the peculiarities of their formation include objects of "techno architecture" and "media architecture". Techno-architecture is created with the use of certain technical means to create a transforming building. Media architecture is created with the use of light-color technologies to implement a dynamic light-color artistic image.

Demand for the adaptation of MBC is due, on the one hand, the need to eliminate the contradiction between the ever-growing and changing needs of people, and on the other hand, the development of technological progress.

In the conditions of changes of ecological, economic standards, necessity of change of function of the building and its separate rooms, adaptation will allow to increase operational efficiency of MBC. The procedural approach to the design of architectural objects contributes to the continuous transformation of the function of the building, its renovation and development.

MBC continues adjusted to the demands and behavior of tenants. Change the formats of the premises, a growing segment of 'flexible' offices, the demand for high-quality coworking. The vacancy office space reduced, and the primary pool of tenants remains unchanged.

The considered methods illustrate new tendencies of formation of MBC as elements of public complexes, characterize the general increase of their spatial and artistic value in architecture. This practice deserves scientific study and generalization in order to rationally use it in design. This knowledge develops the theory of harmonization of the architectural and spatial environment, allowing more skillful use of the terms "media facade" and "interactivity", to design the dominant objects, demonstratively laying in them the most appropriate qualities**.**

The identified trends allow us to use them in architectural design and diploma projects.