

DEVELOPMENT TRENDS OF NON-STATIONARY TRADE FACILITIES

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ABSTRACT

The article examines the history of the emergence and stages of development of non-stationary trade objects. Architectural-spatial and planning solutions of non-stationary trade objects, stylistic changes that took place in different periods, factors of their emergence and formation are displayed. Various aspects of non-stationary trade objects in the world and Uzbekistan, their aesthetic impact on the urban environment are shown.

KEYWORDS: *Design Styles, Stylistic Solution, Shopping Facility, Urban Environment, Design Code, Kiosk, Landscaping.*

INTRODUCTION

Today, work is underway on the main directions of necessary and innovative development in the system of modernization of the urban environment, the formation of a favorable urban environment for various categories of society and spheres of life. This is evidenced by the active discussion of many projects adopted in the regions of Uzbekistan, including the problems of the urban environment [1].

The active development of street trading in an urban environment has led to the need to create architectural structures for people to conveniently and safely carry a variety of goods and services. The historical development of non-stationary trade facilities began with the emergence of simple open or hanging structures that corresponded to the proportions of the first non-stationary trade objects, which became a place to place specific showcases or commercial products (tents, booths, carts, etc.) served. However, these structures should not become large-scale architectural objects with their own characteristics and various influencing factors.

ANALYSIS OF THE RELEVANT LITERATURE

The theoretical basis of the article is based on the work of researchers in the same field, which reveals some aspects of the study of non-stationary commercial objects in architecture. Along with the works of foreign scientists and researchers Slovenian architect-designer Sasha Mahtig modular kiosk projects, and scientists and researchers such as Shimko VT, Ellard K., Belyaeva EA, Reyimbayev Sh.S., Adilov ZX [2; 3; 4], Saidov A.A. [5], Vetlugina A.V. [6], Aliyeva M.X. [7], Saidkhonova U.Z. [8], have been studied by scholars such as.

In addition, legal and regulatory documents related to the article were studied. Decree of the President of the Republic of Uzbekistan No. PF-6119 of November 17, 2020 "On approval of the Strategy for modernization, accelerated and innovative development of the construction industry of the Republic of Uzbekistan for 2021-2025" [9] allows you to take the work to a new level.

One of the main goals of the decree is to "develop and implement a regional" design code "by July 1, 2022, taking into account the purpose of the elements of the urban environment, traditional architecture and culture, as well as the natural and climatic conditions of the place." can be determined [9].

THE MAIN FINDINGS AND RESULTS

In the process of development, non-stationary commercial facilities, unlike other large urban facilities, began to become fully architectural objects, maintaining their scale with people [10]. This characteristic put non-stationary trade objects in the general architecture of the city at the level of small architectural forms, whose architectural and design solutions have been developing since the appearance of the first non-stationary trade objects and to modern objects [11]. Small architectural forms represented by these types of objects play an important role in shaping the urban environment relative to the overall architectural ensemble of city streets, as well as in the overall planning and spatial resolution of urban areas. The importance of non-stationary trade objects is determined by their number (growing with the development of the trade market and various goods) and the high profitability ratio that automatically arises when there is a great opportunity for them. It provides the city residents with the necessary products. Although non-stationary commercial objects are smaller architectural forms than large architectural objects, they are the epitome of urban street spaces and are perceived by city dwellers as first-class architectural objects, and the city creates a basic image of the environment [12].

Historical analysis of non-stationary trade objects in Germany. The first commercial rastas in Germany appeared in the 12th century in the form of small temporary wooden rastas at fairs and markets. Such kiosks were then called "Budkas" (Bude in German). The history of German kiosks begins in the Ruhr area (province), which is experiencing the most rapid stage of industrial development. "Beer pavilions" were invented for the workers, where not only drinks but also basic necessities were sold. The Germans still call them "stands." The first drinking pavilions in Erfurt appeared in 1900. These were works of art created by famous architects. In 1906, Klikker Kupper, a manufacturer of bottled and mineral water, received permission to build the first drinking halls in Duisburg. These were the richly decorated pavilions he had rented from city councilors. The main material for the construction of such pavilions was wood, some additional elements were made of metal. Over the years, small shops have expanded their range where you can buy canned food, bread and wine. With the advent of bottled beer, at the turn of

the century, drinking pavilions became a real competitor to many pubs. In addition to beverage pavilions, kiosks selling tobacco and newspapers appeared.

In the second half of the 19th century, Trinkhalle drinking pavilions were established (Fig. 1). These facilities were designed to distract workers and miners from drinking beer and provide them with clean water, as it was dangerous to drink tap water at the time. Land for the pavilions was provided free of charge or at a very low price. That's why drinking pavilions have spread among the townspeople. It was a kind of "national health program".

Pavilions began to appear actively after World War II. Beer, as well as tobacco, confectionery and food sales, have rebounded. During this time, wooden awnings continued to be made, and gypsum was actively used for exterior decoration.

In the 1960s and 1970s, the idea of modularity developed, and interest in the problems and functionality of the urban environment began. A number of experimental projects with mobile and modular designs have been implemented. In 1966, Slovenian architect-designer Sasha Mahtig, one of the founders of the School of Industrial Design at the University of Ljubljana, designed the K67 modular kiosk. After receiving a patent in 1967, the K67 was prepared for mass production, which began in 1968 with the first prototypes demonstrated in the province of Ljutomera in Slovenia. The K67 system is based on the use of five modules made of reinforced polyester and polyurethane. Kiosks can be used separately or combined into large configurations to suit any environmental context, any urban setting. These developments influenced the subsequent architecture of the pavilions in Germany, with the appearance of portable pavilions along with wooden and gypsum trade facilities, the base of which was made of metal with a metal frame and plastic cladding.



Figure 1. Trinkhalle 1979, Dusseldorf

The main façade is often made of stained glass combined vertically and horizontally with wooden or metal frames to allow consumers to see the products. Since 1980, non-stationary trade facilities in Germany have been developing in this direction. Different color schemes and a large amount of visual information appeared in the form of advertising in the kiosks and pavilions themselves. It should be noted that the long-standing trade racks in Cologne have survived to this day. As part of improving the comfort of the urban environment, officials are trying to replace old kiosks and pavilions with new, more modern ones, but city dwellers oppose such moves because German residents have a unique impression of each "old" kiosk. This national identity is very important for Germany, so exhibitions, competitions are organized in honor of kiosks, books with photos are sold, kiosks are also kept in museum exhibits. It is believed that with the disappearance of street stalls, the culture of local communication will also disappear.

Nowadays, when many supermarkets have sprung up and other stores have started to fight for customers by increasing their opening hours, shops in beverage pavilions and gas stations have had to expand their range, among other things. along with the sale of bread, milk, sweets. Today,

there are between 18,000 and 48,000 kiosks in Germany. There are no exact statistics. The largest concentration of trade pavilions is located in Dusseldorf, cities of the Ruhr region, Frankfurt am Main, Berlin and Hamburg. Cologne is a country record holder, with more than a thousand such “shops”.

Historical analysis of non-stationary trade facilities in France. The first non-stationary trade facilities in France were newspaper kiosks, which appeared on the Grand Boulevards in 1857 under the leadership of Baron Haussman, prefect of the Seine, and copied them from the booths of Constantinople - small pavilions and gazebos for the aristocracy. Newspapers were sold in plywood booths in Paris, and a few years later the newspaper shop became an important part of Parisian life. They consisted of a wooden structure with enough space to accommodate the vendor and a small amount of newspaper products. Newspapers were distributed to consumers through open windows. The kiosks were designed to distribute newspapers during the day, unsold newspaper products were taken away by the owner at night, and the kiosk remained empty until the next morning. In 1875, small non-stationary trade facilities for various types of posters and advertisements began to be actively introduced into the urban environment. The posters mounted on them are made of wood hexagons according to a round plan for easy viewing. In France, the name of Gabriel Morris, a Parisian printer, was written on a billboard to place advertising posters, and in 1868 he received permission from the Paris city administration to install such poles around the city to affix concert and theater posters.

The billboards used hexagonal wooden constructions in the plan for the convenience of the round appearance of the posters placed on them. In 1871, the Belle Epoque began in Parisian architecture. This time was marked by rich decorations in architecture, as well as the creative use of new and traditional materials, and this was reflected in the architectural and design solutions of the advertising columns.

In addition to indoor kiosks, mobile shelves with shelves for products to protect the vendor from the sun and rain, and a small stand with a roof, non-stationary commercial facilities with closed sides and backs began to appear. Such stores began to be set up next to billboards, as they attracted the attention and interest of the townspeople with their posters. It should be noted that the advertising stands are designed in the same style and are the same in shape, size and proportions, but the wooden booths next to them are assembled from boards and have a simple architectural and design solution was.

The development of the printing industry led to an increase in the number of printed products, which meant an increase in the variety of printed products in the kiosks themselves. It became impossible to sell all the purchased products in one day, so kiosks began to provide the opportunity to store printed matter, as the seller could not take large quantities of goods with him. For this reason, some kiosks have been modernized, retaining the appearance of billboards. The walls of the advertising stands penetrated into the interior of the structure and served as a door. This allowed the goods to be stored inside the trade facility at night, as well as a place for the seller and a window to communicate with the buyer. As the number of printed products increased, each kiosk tried to provide the buyer with more detailed information about the availability and quantity of products sold, so all printed publications were displayed outside for buyers to see. Therefore, the walls of the kiosk began to serve as a stand for the exhibition of printed products. In 1930, with the development of industry, new kiosks made of metal and glass

appeared on the streets of Paris. These facilities retain the overall architectural parameters of the wooden kiosks.

With the increase in the number of printed publications, the usable area of kiosks has increased, which has begun to affect the overall architectural proportions of the entire retail space. With the use of new materials, new architectural and design solutions have emerged. Since the 1950s, architects and designers have come up with unusual new images of metal trade objects, but not all of them have been realized. Therefore, until 1960, the stalls on the streets of Paris did not change much. But in general, they were all solved in a single architectural and design solution, and often made of the same material, accordingly they had a harmonious appearance in relation to each other. The only drawback associated with the architectural design solution of commercial objects is that the sides of the commercial objects are made of wood and glass covered with printed matter, which hides the overall stylistic solution of the small architectural form.

With the further expansion of printed products, some kiosks have expanded their area. Therefore, stores appear with an enlarged area for their assortment. Now, in addition to newspapers and magazines, books could also be purchased here. Large roller shutters were installed on the main façade, facing the street passers-by, allowing the goods to be closed inside the kiosk.

The Paris newspaper shop plays an important role in city life, such as the Paris Cafe, the Paris Square or, for example, the Wallace Fountains. In the thirty-five years since the first kiosks appeared on the boulevards, their number had risen to 350 by 1892. There is now an organization that repairs them.

The architectural and design solution of the kiosks has hardly changed since its appearance in Paris. The non-stationary shops in Paris have retained their historical style and character, which is highly respected by the city's residents. The new kiosks are based on the architectural and design solutions of the kiosks of previous years, typical kiosks with a simple and boring shape, proposed by the administration. Due to the protests of the city residents, various rallies were held to preserve the kiosks of the historical period [13].

In 2018, a new generation of kiosks appeared in France. Timescope in France produces virtual reality kiosks and installs them next to historical monuments. Users can travel back in time through a VR headset that captures live historical events from different eras. Timescope kiosks use virtual reality to recreate the appearance of various objects and offer a virtual time machine that allows people to see how cityscapes have changed in recent decades. Since 2016, a total of 15 VR kiosks have appeared in the country.

Historical analysis of non-stationary trade facilities in the UK. Street trading in the UK has long been carried out by people using mobile and portable home-building equipment. Basically, it was all sorts of wooden racks or carts with wheels moving on wheels. There are no kiosks or stands on the streets. People who traded on the street did not have to find a place to store small items at night. Therefore, there were no non-stationary trade facilities in the form of small architectural forms.

The first non-stationary commercial properties in London were small houses built in 1875 by the Count of Sheftsbury by the Cabmen Foundation and built for taxi drivers. They were rectangular green huts the size of a horse and cart made of wood. Such houses served as shelter from the

rain, providing an opportunity to rest and consume hot food. In total, about 60 such facilities have been built since 1875, 13 of which have survived to the present day [14].

Other objects of the city streets appeared after Alexander Bell invented the telephone in 1876, the need for convenient communication arose at any time of the day. To this end, in the late 1880s, the first "public telephone offices" were established. They were often located indoors: in shops, hotels, railway stations. This was not convenient, as the stores opened at a fixed time and the "quiet office" customers were separated from the customers only by curtains. Then it was decided to take the phones to the streets and wooden cabins were built for them.

The British were the first to set up telephone booths on the streets and create "street offices". These stores have become a Victorian-era innovation. But the interior and exterior of each telephone operator's booth had its own design solutions, which caused a lot of problems for citizens when finding a telephone booth in different cities. In this regard, the British General Post has commissioned new telephone booths called KI (Kiosk 1). The stands played the role of kiosks, which made it possible to talk on the phone with city residents. The size of the stand is designed for one person and the phone itself. The kiosks were made of concrete, cream-colored and transparent glass-covered wood with grilles, only the door frame was red. Several similar booths have been set up across the country.

In 1924, a competition was announced for the best design of a new type of telephone booth, because the K1 model was inconvenient for maintenance and was not accepted by the public. The winning model was the K2 (kiosk 2) designed by architect Giles Gilbert Scott. The post office has made some changes to the design proposed by Scott. Cast iron, not steel, was chosen as the main material for production. In addition, the gray color scheme was changed to red so that a bright red stand could be seen on the streets of London, even in a dense fog.

Booths and telephone booth kiosks in the UK are the only non-stationary facilities in the UK. Other goods were sold by street vendors and in various shops located on the first floors of large buildings.

Modern London kiosks have a simple, minimalist architecture and most of them operate during the warmer months. Architects and designers have developed modern concepts for non-stationary commercial facilities for city streets and parks. Basically, a system is used that allows you to change the externally supporting structures, which allows you to open the kiosk counter and sales area during the day and close them safely at night.

Comparative analysis of non-stationary trade objects in the leading countries of Uzbekistan and Europe. For a long time, trade in the cities of Uzbekistan was carried out in shops, temporary tents and stalls. These trade facilities in the cities are located on specially designated trading platforms. But gradually with the growth and development of the city, trade facilities began to find their place not only in the market area, but in the whole city.

A characteristic feature is that initially various types of goods were sold in non-stationary trade facilities in Uzbekistan (Figure 2). Preliminary arrangements of non-stationary trade facilities for the sale of periodicals in Uzbekistan are designed to accommodate the sale of rectangular three-sided glass advertising and other types of products (books, magazines, water, etc.).

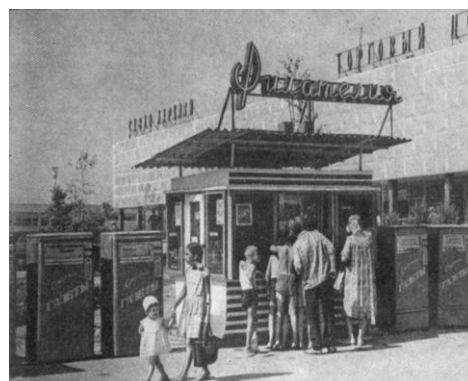


Figure 2. Kiosk, Tashkent Chilanzar shopping center 1967.

In European countries, trade facilities are aimed at selling certain types of goods or services. In European countries, kiosks and pavilions have a special place, they are praised and supported by the local population, so the architectural and design solutions of kiosks and pavilions

usually fit into a single style. Most European retail outlets aimed at working in the hot season, which is evidence of their constructive solution. In Uzbekistan, non-stationary trade facilities are located mainly near bus stations. A common feature of commercial facilities is the desire for compactness and modularity for convenient location in urban conditions.

According to the stylistic solution, since the development of the printing industry, there is a surplus of advertising information placed on the facades of retail outlets. Problems with the planning and spatial solution of kiosks and pavilions in European countries are less pronounced than in Uzbekistan, as their number is several times less. In Uzbekistan, as in European countries, modern concepts of non-stationary trade facilities are being developed. In each of the registered countries, non-stationary trade facilities have been left out of the attention of the city authorities, have not been updated or modernized. Therefore, their appearance has lost its original aesthetics. Most of the non-stationary trade facilities in the countries under analysis were originally made of simple common and usable materials, respectively, not all facilities were representative of the ideas of architects and designers.

The data clearly show that non-stationary trade facilities initially emerged and developed in France, Germany, and the United Kingdom as facilities for the provision of certain types of services. In Uzbekistan, non-stationary trade facilities were mobile outlets for various types of products and were widely distributed in urban areas. In contrast to the countries studied in Uzbekistan, non-stationary trade facilities are part of bus stops, which is a unique feature. There are similarities in the architectural and design solution in the wide availability of outdoor advertising, in general architectural forms, and in the types formed. It should be noted that since 2017, the types of non-stationary trade facilities in Uzbekistan, mainly for light food, have become widespread (Figure 3-4).

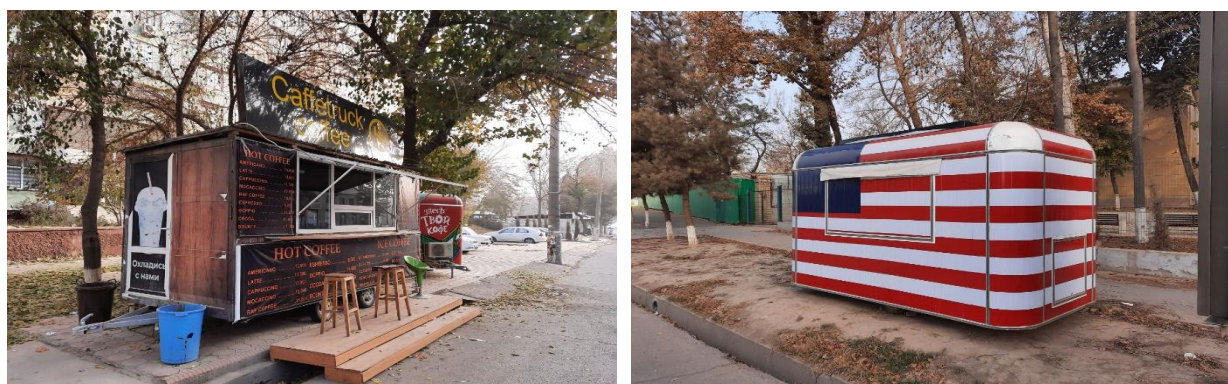


Figure 3.4. Non-stationary trade facilities Tashkent, Asia Street

CONCLUSION

Non-stationary commercial facilities architecture is an integral part of the urban environment, which began to develop more than a century ago, and is still actively developing today. In recent years, non-stationary trade facilities have also become widespread in Uzbekistan. Non-stationary trade facilities in cities and streets of Uzbekistan are mainly modern, have different designs and are decorated with different colors and advertisements. When placing non-stationary trade facilities and kiosks in an urban environment, it is recommended to decorate them in accordance with the architectural appearance of the area and to develop architectural and design solutions.

They try to preserve the historical image of trade objects in Europe. There is a time frame for the trade objects in the European and Uzbek countries under study, which did not pay enough attention to the problems of architecture and planning, which are now being actively addressed. Over the next 2-3 years, the architectural forms of commercial facilities are gaining new architectural, planning and design solutions. This underscores the importance of non-stationary retail facilities in the urban environment, with kiosks and pavilions helping to create a comfortable urban environment and also being beneficial to urban residents.

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