iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** XI **Month of publication:** November 2021

DOI: https://doi.org/10.22214/ijraset.2021.38793

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue XI Nov 2021- Available at www.ijraset.com

Processes of Modern Design of Shopping and Entertainment Complexes in the Regions of the Republic of Uzbekistan

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Abstract: ***Currently, the creation of service centers for the population - modern shopping markets (supermarkets, hypermarkets) in order to improve the life of the population serves to improve the architectural and urban planning environment, the development of aesthetics, beauty of the city.***
Keywords: Modern - Zamonaviy, Trade - Savdo, Entertainment - Kungil Ochar, Service - Izmat Kursatish, Complex - Mazhmua, Architectural - Memorchilik.

I. INTRODUCTION

In recent years, due to the rapid development of shopping and entertainment complexes in our Republic, the opportunities for Uzbeks to combine shopping and recreation have been expanding more and more.

Modern shopping and entertainment complexes are a collection of architecturally united shopping and entertainment enterprises located in a specially planned location and managed by one company. On their area there are grocery enterprises, boutiques, furniture salons, shops for the sale of audio and video equipment, food courts designed for light snacks, cinemas with several cinemas, billiard rooms, bowling alleys, discos, cinemas for children, parking lots[1].

II. MATERIALS AND METHODS

Large funds are required to open shopping and entertainment centers. In order to return the invested funds and quickly make a profit from this business, it is necessary to carefully develop a concept for the design of the complex, covering the number of consumers of branded products in the shopping center, the price level, the approximate composition of tenants and other factors.

These restaurants, cinemas, bowling alleys, entertainment areas for children are suitable for modern shopping and entertainment complexes, only they must be used not as a main, but as an additional type of activity, because the main activity of shopping and entertainment complexes is trade[1-2].

There are certain standards for concept development; in shopping and entertainment complexes, specialized floors are located in a variety of ways. For example, the first floor is for retail and the second floor is for small shops. Boutiques or highly specialized shops can be located on the second floor. The third floor is intended for restaurants, cafes and other premises.

The concept assumes clear boundaries of the consumer flow in accordance with the existing segments.

III. MAIN PART

In particular, each buyer must find the necessary thing, regardless of his financial condition. If the sales area of the complex is large, then attention must be paid to the correct location of the escalators. Usually the complex has an anchor or an anchor tenant. What does it mean? The anchor tenant occupies a large part and is the main one among the small tenants. The anchor tenant attracts clients with its colorfulness and global approach[2].

There are several stages in the development of shopping and entertainment complexes - opening, direct operation and expansion. The third stage is expansion, which implies the development of the center and access to other regions.

At each stage, one can identify the main actions that help the development of shopping and entertainment complexes.

For example, at the first stage, you need to study the main consumer. This is the most important task because the level of profit in a shopping and entertainment center depends on consumer research.

Shopping centers are distinguished by modern architecture, originality, and it can be noted that shopping centers adequately complement the general view of the city with their composition. When designing shopping and entertainment complexes, attention should be paid to its location[3].

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Usually, such centers are built in a crowded place, that is, within walking distance from public transport. Any center is a kind of place where a functionally competent arrangement of premises should be harmoniously combined with a high aesthetic design. Undoubtedly, the harmony of composition and form is the main important aspect of the success of a shopping facility. The process of working on the appearance of shopping and entertainment complexes begins with the planning of architectural work[4].

This, being the frame and idea of the planned building under construction, determines its style and appearance in the future. It should be noted that the center should be equipped with the most primitive and modern navigation system. The consumer should be able to easily find a way out, even from the most remote areas of the shopping and entertainment complex[4-5].

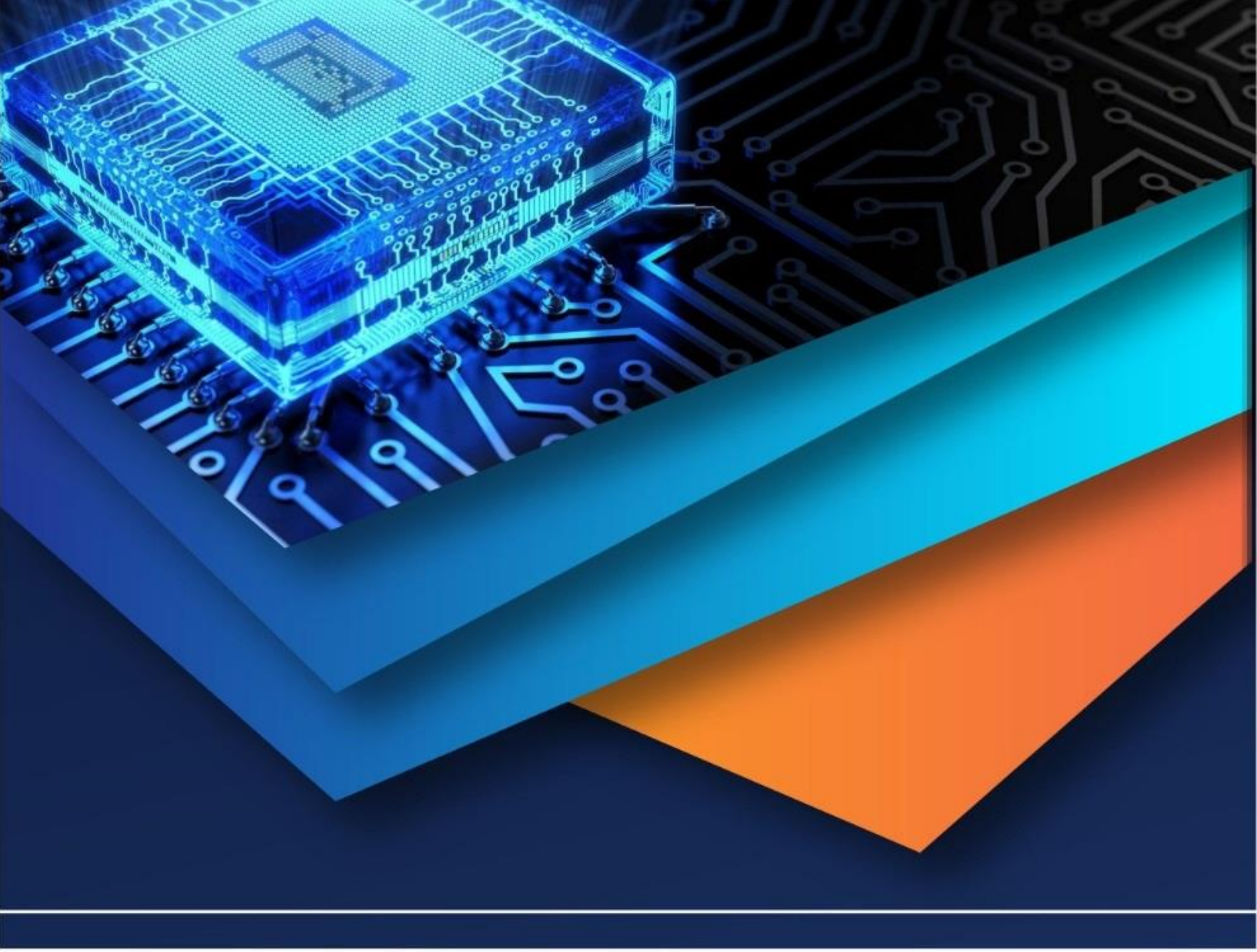
IV. CONCLUSION

The service of shopping and entertainment centers, along with an interesting and unusual architectural solution, can create conditions for the necessary competition. The design style of a shopping center is undeniably an instrument of competition. One of the main conditions is that it should be not only ultra-modern, but also ultra-stylish, equipped with peculiar symbols.

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