

The Role of Modern Shopping Centers in the Urban Environment

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ABSTRACT

In This article highlights the concept of a shopping center, their types, formation processes. Also, the place and role of modern shopping and entertainment complexes in the urban environment are outlined.

Tashkent is the capital and largest city of Uzbekistan, the largest city in terms of population in Uzbekistan and Central Asia, an agglomeration center, an important political, economic, cultural and scientific center of the country.

The standard of living of the population living in such a large city as Tashkent depends on the quantity and quality of public and commercial buildings located in it, the environment, air purity, the availability of conditions for people to relax, aesthetic impressions, the physical, spiritual and mental state of the population, open squares, green areas.

As in the entire world history of urban planning and architecture, in the urban planning of Uzbekistan, a special place is occupied by public centers, which can consist of several types of public buildings: sports facilities, catering establishments, commercial buildings, viewing platforms, etc. Among them, the most common objects is the specific concept of trading objects, and we can observe that the processes of their formation, types are also extremely diverse [1].



Fig.1.- Samarkand. Kiosks in front of the Bibi-Khanym mosque



Fig.2. Bibi Khanim Mosque and Siyob Bazaar located next to it

We can testify that in Uzbekistan markets and shops were initially formed as objects of trade. Looking back at history, we can see the markets on the territory of Uzbekistan initially as trading facilities and shops located on their territory (1-figure).

As you know, in the process of the formation of our urban planning, we can trace that in the last century there were also several types of stores that were objects of trade. The most common of these were industrial stores, grocery stores, farm stores, and specialty stores. Later, by the second half of the last century, shopping centers began to be built, which were considered original complexes, and almost all types of trading shops that we mentioned above appeared in their structure. An example is the chilonzor shopping center . (Fig. 2) in the structure of this center, we could meet several departments selling food, clothing, haberdashery, as well as household appliances and furniture. Examples include the shopping center Chilanzar , the Central Department Store of Tashkent, the main department store of Tashkent, and a number of shopping centers [2].

In the 1960-1970s, such buildings were erected in the areas of most large residential areas of Tashkent, Samarkand and became extremely popular and quite popular. Later, the number of specialized stores increased. This was due to the growing need of the population. Stores such as a pet store, household appliances, leather goods, food, manufactured goods, clothing stores, gas stores appeared.

In the 1980s and 1990s, a new way of trading began to enter our lives . These were supermarkets. Supermarkets began to be built in the centers of many residential areas, and one of the distinguishing features of supermarkets will be the organization of self-service in them. This, of course, is incredibly convenient for buyers, since the buyer had the opportunity to choose the product he liked. Such structures have become incredibly popular among the population for several years. In many of our large cities, many such structures have been erected. Later, as the needs of the population grew, more progressive outlets began to be created. Among them, supermarkets have taken a wide place, which have become a tradition in many countries. A high culture of trade, a variety of goods, an extremely high level of customer service organization, the aesthetics of the external and internal appearance of buildings, modern lighting devices, and the effective use of modern technology have led to the incredible popularity of such structures among the population. Of course, this is not a process that stops.

In this regard, development continues today, that is, if we look at foreign experience, then the object of trade, which is currently exclusively traditional, are shopping and entertainment complexes or shopping and entertainment centers. Their difference from hypermarkets and supermarkets is that if hypermarkets and supermarkets offer the population mainly trade and catering services, then a third type of service is also provided in shopping and entertainment

complexes. That is, the activity of entertainment sections was established (3-figure)

Here, of course, conditions have been created for both children and adults; children's playgrounds and slot machine zones have been created for children. And for adults, bowling alleys were organized.

This, of course, provided greater comfort for the population, and also greatly increased the demand of buyers for such retail facilities. As a result, the construction of many similar structures began in Tashkent and several other large cities of our republic.

To date, such structures are not only gaining fame for their beauty, their purchasing power, but also gaining their place and importance as a kind of dominant object in urban planning. Such buildings are usually created according to individual projects and are located in prominent areas of the city. In almost all cases, vast open spaces are formed in the territories adjacent to them, where much attention is paid to the organization of short-term recreation for the population.



Fig.3. Shopping center Mega planet.

The landscaping of the surroundings of these territories also pays great attention to the issues of landscape organization, based on the latest achievements in landscape architecture and landscape design. This, in turn, affects the overall aesthetic appearance of the city, its attractiveness, as well as the mitigation of the microclimate in the city, which is certainly considered an extremely positive thing.



Fig.4. Trade Center "Riviera"

Speaking of shopping malls, one cannot fail to mention the markets. The market has long been considered an attractive place for the Uzbek people. In particular, oriental markets are known and popular all over the world. Such markets were originally created in the form of small bazaars in the quarter guzars , but later, having formed as a general large market of the city or the own markets of various administrative regions, each market has its own image, which are areas with the highest concentration of population. With the constantly growing demand of the population, the demand for markets is also growing. There are both open and closed types of markets, and from year to year they also diversify in their type, both in appearance and architectural appearance, are different areas, and this is certainly a joyful situation. Markets selling specialty goods are also extremely popular among people nowadays. For example, clothing, along with food markets, specialty markets for stationery, ECO markets, auto parts markets are becoming more and more traditional. Let's take the Riviera shopping center as an example. Mall in Mankin (4- rasm).

This, of course, is a manifestation of great efforts to meet the needs of the population. Of course, any self-respecting society fights for the well-being of its residents, first of all providing them with the necessary facilities, including beautiful, comfortable retail premises, this will certainly help ensure that any residential areas are beautiful and comfortable, will put modern urban planners and architect the issue of creating new types of shopping centers.

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