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INTERIOR DESIGN OF A PUBLIC LECTURE HALL AS AN EDUCATIONAL COMPONENT OF THE CREATIVE ENVIRONMENT IN A MODERN CITY

The purpose of the study is to identify the design aspects of a public lecture hall as an educational component of the socio-cultural environment in a modern city.

Methodology. The study is based on structural-systemic, historical-cultural, comparative, logical methods, as well as art history methods. The core base of the study is scientific articles of Ukrainian and foreign authors, analogous projects of public lectures in Ukraine and abroad.

Results. The influence of public lecture halls on the formation of cultural and social interests of the inhabitants of the modern metropolis is determined. The types of lecture halls are analyzed as part of socio-cultural educational spaces which are a tool for forming a creative society. The classification of public lecture halls according to the main features is developed. The Ukrainian and foreign experience of designing public lecture halls is analyzed, and the peculiarities of their interior design are generalized.

Scientific novelty. The concept of the lecture hall as a component of the creative urban space, which has an impact on the formation of the socio-cultural environment of the city and on improving knowledge of the modern population, is clarified. The Ukrainian and foreign experience of creating educational public lecture halls is analyzed and systematized.

Practical significance. Research on the socio-cultural role of modern public lecture halls as a type of urban creative environment, as well as the basic principles of design of its premises, will be useful for modern design and promotion of educational spaces.

Keywords: lecture hall; interior design of a lecture hall; educational space; cultural space; creative technologies; socio-cultural environment.

Introduction. The problems of global digitalization of the environment are often the loss of living communication processes of the society, the desire for spiritual and cultural self-development among young people, as well as the oversaturation of the Internet with inaccurate information. Under the influence of the mass culture and the fast pace of modern life, people are beginning to lose interest in creativity and self-improvement. At the same time, modern post-industrial society, which is also called information society (or, according to other definitions, postmodern society, risk, network society and knowledge society), receives an enormous flow of information, much of which is presented implicitly; thus, the society needs specialists who have both analytical and synthesizing thinking, and the ability to make creative, creative decisions. That is why the development of new types of educational institutions is relevant, which include both classical elements of information

presentation and the use of new technologies in education. Cultural and entertainment institutions in general, as well as the creative urban space in particular, play an integral role in socio-cultural processes, create a basis for intellectual development of the population, especially young people, which is a key component of a literate society [16]. Currently, public lecture halls are gaining new forms, the purpose of which is the dissemination of knowledge, self-improvement, creative and cultural development of the individual.

Analysis of the previous research. The results of the analysis have showed an insufficient level of research on the concept of lecture halls as a new type of educational space. Most of such research is conducted in the context of pedagogy and sociology. The authors of such works include O.M. Oliynyk, L.V. Afanasyeva, Y.P. Gula, A.A. Rastrygina, L.I. Yermakova, D.M. Sukhovska [15]. In their works, the authors reveal the importance of

public institutions for the modern urban environment and the role of the city in the formation of erudite society. The role of creative spaces in the development of society as a whole, their typology and components are discussed in the works of C. Landry [6], R. Komunyan [2], R. Florida [4].

Statement of the problem. In modern conditions of informational oversaturation, everyone is trying to find a source of knowledge that will fully meet their needs. Usually, the vast majority of people who use the Internet are at risk of receiving poor quality information and becoming less social. Currently, the public lecture halls are becoming a new type of educational space which provides not only educational services in a modern format, but also has a number of additional functions. Usually, this type of room is part of a certain building, and it has impact on the spatial organization and functional features of the lecture hall, so it is advisable to systematize the existing Ukrainian and foreign counterparts and develop a classification of lecture halls on various grounds.

The aim of the study is to identify the aspects of the interior design of public lecture halls as an educational component of the modern city environment.

Results of the research. Today, the concept of creative public space is quite popular abroad, while in Ukraine, this sphere is only gaining momentum, which makes it appropriate to study the conditions and ways of organizing such spaces in our country.

Creative space is an organization or institution where users reveal their creative potential by creating special informal atmosphere and communication between people [7]. In this way, listeners of lectures, seminars, trainings or webinars not only receive useful information, but also engage in discussions and debates, create new acquaintances, share experiences. Creative space provides resources and assistance by catalyzing the process of self-expression, empowerment and self-development through involvement in art and creativity [9].

The presence of lecture halls on the territory of Ukraine and abroad shows that the need for objects of this type does exist. Analysis of the design experience makes it possible to identify trends and features of the formation of this type of premises in a modern globalized city, which is now also acquiring new properties.

Firstly, the city serves as a platform for individual empowerment and development of personal consciousness. The information field of the city (especially the "smart city") is represented by an infinite flow of information, knowledge and news circulating in it. This space provides many opportunities for everyone, regardless of age and social categories. In the information society, information is the most valuable resource that encourages citizens to receive quality education. High intellectual potential of urban residents is characterized by their skills in various fields of scientific knowledge, and a high level of knowledge of technological innovations. This allows adapting effectively to the innovation process with a flexible way of thinking and the ability to find non-standard solutions quickly and accurately in difficult situations. It should be noted that the city, as a center of the modernization process, regularly accumulates a heterogeneous information flow and changes constantly, so it can overload one with its diversity. The increasing amount of excessive knowledge and news that need to be perceived and assimilated blocks the mind of the citizens, deplete their intellectual resources, distract and promote moral and spiritual regress [15].

Secondly, the city serves as a new communication space. Modern urban communication space is characterized by the growing role of the media and the widespread use of multimedia technologies. These processes affect the formation of new ways of acquiring knowledge and communication. Due to the spread of digital technologies, mass urban culture has become more active [11]. Modern urban communication space aims to homogenize the cultural and educational needs

of citizens through the transformation of the principles of individualism. This issue is acute for the young population, as reflected in the results of the nationwide survey "Ukrainian Generation Z: Values and Landmarks" (2017), which found that the interests of modern youth are tied mainly to ordinary basic needs rather than the need for moral and cultural development. Most of the life of modern youth is in close contact with the Internet or even turns into a virtual one through information resources of the Internet, online services, social networks, e-commerce sites; young people can even secure their personal life remotely [19]. Based on this, citizens lose the need to interact with the natural environment of the society, so it is important to create places that will unite like-minded people for communication and self-development in real time [15].

At the moment, in Ukraine, in accordance with the desire of our country to become a full member of the European community, there is a process of formation of creative and educational spaces of a new format. The transition from invariable principles of education to non-traditional education, which is popular outside our country, is becoming noticeable. To determine the role of the lecture halls in the development of creative educational space, the following types of creative spaces are proposed in this study [7]:

- "Individual". It is a space ideal for thinking and meditating and is characterized by silence and calm atmosphere. People use these spaces for personal solitude: reading books, individual work, taking online courses, learning foreign languages;

- "Team". It is a creative space that encourages people to work in teams, exchange ideas and communicate. The atmosphere is usually alive and energetic. Teamwork helps to find ways of communication between different types of people;

- "Workshop". This type of space is for the creative process that allows people to experiment with something new. There are usually separate themed rooms with the appropriate equipment for a particular activity.

For example, these are rooms for robotics or subject design, painting, thematic workshops, vocal or theatrical courses, dance;

- "Space for presentations". This is a type of creative space where people can both listen to lectures and take an active part in presentations. Such lecture halls are usually not suitable for active teamwork due to the location of chairs and tables, but allow providing and receiving feedback. Also, this type of space includes passive demonstration of the results of the work in form of exhibitions, such as models in shop windows or posters on the walls.

According to this classification, modern lecture halls can be attributed to "space for presentations" type.

Commonly used definition of **lecture halls** is a space for a series of lectures, combined thematically or arranged for a certain group of students [10]. The definition of a lecture hall as an institution that organizes public lectures is also used. In this study, the focus is on the lecture hall as a public space which organizes public lectures and has the appropriate equipment for conducting the lectures and demonstrating illustrative material [14]. In addition to lectures, in this space, various events can be held, where the speaker received feedback from the audience, so called "round tables", seminars, question and answer evenings, etc.

Historically, it is known that the first traces of providing information in form of lectures in the educational field are found in ancient Greece. For example, the traditional antique amphitheatres existed not only for entertainment and drama, but also for lectures in institutions of higher education. The interconnection and sequence of forms of the amphitheatres, essentially spectacular buildings, are attributed to the convenient sitting of the students for effective audiovisual exchange of information [13]. To determine the existing conditions for the implementation of these types of spaces, the experience of designing lecture halls in Ukraine and abroad has been analyzed and systematized (table 1).

Table 1

Analysis of the experience of designing lecture halls

№	Name (fig. 2)	Functional purpose	Design solution
Ukrainian design experience			
1.	Event space. Promprylad.Renovation [18], Ivano-Frankivsk, Ukraine, 2018 (a)	<i>Main functions:</i> lecture hall for 100 people. <i>Additional functions:</i> - possibility of organizing group lessons; - catering and coffee breaks.	Urban style with loft elements; natural materials with minor color accents; universal mobile furniture.
2.	Art Business HUB 5.0, Kyiv, Ukraine, 2018 (b)	<i>Main functions:</i> lecture hall for 120 people. <i>Additional functions:</i> - availability of a creative platform for business, art, development of international projects and cultural diplomacy; - availability of an art platform, a cultural space aimed at supporting Ukrainian art.	Lack of a distinct design solution; light color of the walls; standard furniture.
3.	Lecture hall in Event Hall Signal, Kyiv, Ukraine, 2016 (c)	<i>Main functions:</i> lecture hall for 150 people. <i>Additional functions:</i> - possibility to conduct seminars, trainings, presentations.	Modest design decision; classic loft unsaturated elements; standard furniture.
4.	Lecturer hall for product designers BAZIS Auditorium from the design bureau ODESD2, Kyiv, Ukraine, 2015 (d)	<i>Main functions:</i> lecture hall for 28 people. <i>Additional functions:</i> - space for the exchange of information in the sphere of industrial design; - preparation of the created objects for production, presentations of those products - negotiations with partners on the possibility of placing their presentation materials in the BAZIS lecture hall	Design solutions with loft style elements; the color scheme is based on the contrast of white and black; designer furniture of own production.
5.	Lecture hall in "Osvitoria Hub" [17], Kyiv, Ukraine, 2018 (e)	<i>Main functions:</i> lecture hall for 170 people, training hall for 30 people. <i>Additional functions:</i> - conducting seminars, discussions, trainings and workshops	Design solution with loft style elements; combination of natural materials with bright color accents; different types of furniture and lighting appliances.
6.	Rockets Space lecture hall, Kyiv, Ukraine (f)	<i>Main functions:</i> lecture hall, conference hall for 40 people, meeting room <i>Additional functions:</i> - creative and educational master classes, seminars, trainings, courses, conferences, exhibitions, presentations.	Themed interior (space theme); bright design solution; harmonious color combinations; cozy atmosphere.
7.	IT-hub lecture hall "1991 Mariupol", Mariupol, Ukraine, 2019 (g)	<i>Main functions:</i> lecture hall for 200 people. <i>Additional functions:</i> - startup presentations; - mentorship programs; - conferences, seminars, trainings.	Stylish design solution based on a successful combination of yellow and gray colors; minimalist forms.
8.	Lecture hall in creative space YA VSESVIT of design studio Yakusha Design, Kyiv, Ukraine, 2019 (h)	<i>Main functions:</i> lecture hall for 80 people. <i>Additional functions:</i> - showroom of Faina Collection brand; - coworking for the design community: architects, designers, stylists, photographers, etc.	Stylish, modest design solution; minimalist style; use of ethnic motives.

End of Table 1

Foreign design experience			
9.	Lecture hall of the Technical University of Munich, Munich, Germany (i)	<p><i>Main functions:</i> two lecture halls for 479 and 288 people respectively.</p> <p><i>Additional functions:</i></p> <ul style="list-style-type: none"> - conducting of webinars, presentations, lectures; - for university students. 	The emphasis is on the design solution of the facade; the interior is made of budget materials; functional and spacious room.
10.	Lecture hall of the College of Polytechnics Jihlava (VŠPJ), Czechia, Jihlava, 2019 (j)	<p><i>Main functions:</i> lecture hall for 333 people.</p> <p><i>Additional functions:</i></p> <ul style="list-style-type: none"> - space for conferences and meetings; - hall for public events. <p>The lecture hall is open not only to students and teachers, but also to anyone who fully reflects the educational philosophy of the university.</p>	Architecture with industrial elements and minimalist interior design.
11.	Entrepreneurship Center Sheraa at the American University, Sharjah, UAE, 2019 (k)	<p><i>Main functions:</i> center for the development and launch of startups</p> <p><i>Additional functions:</i></p> <p>availability of a lecture area for presentations of new ideas and holding various events.</p>	The room has modern style; light shades in combination with color accents prevail.
12.	Lecture hall of medical university Karolinska Institute, Solna, Sweden, 2013 (l)	<p><i>Main functions:</i> conducting lectures for university students</p> <p><i>Additional functions:</i></p> <ul style="list-style-type: none"> - the possibility of organizing various events. 	Sophisticated facade design with colored glass of warm shades, which creates a cozy atmosphere inside the hall.
13.	Lecture hall of the art center of Palacký University Olomouc, Olomouc, Czechia, 2016 (m)	<p><i>Main functions:</i> conducting creative classes.</p> <p><i>Additional functions:</i></p> <ul style="list-style-type: none"> - conducting lectures, conferences, seminars, film screenings. 	Minimalist interior. The room has modern style; available furniture can be easily transformed to meet the different needs of visitors.

It should be noted that the analysis has showed the presence of multimedia and interactive technologies as the main equipment in all types of research objects, such as professional acoustic equipment (microphones and acoustic audio systems), demonstration equipment (projectors and projection screens, interactive screens, plasma screens), possibility of audio and video recording and video broadcasts; lighting control systems; Wi-Fi and wired internet. Also, in most cases, the following equipment and functions are available to the users: marker boards and markers, flipcharts, air conditioners, the area that allows organizing a catwalk for fashion shows, hammocks, mats, chairs for performances. It has been determined that

most of the implemented projects are spacious multifunctional spaces; elements of modern and minimalist styles or loft style are used in design solutions; color solutions are based on a combination of natural materials or materials of light shades with bright color accents; both standard and designer mobile or transformed furniture is widely used.

Based on the conducted research of the Ukrainian and foreign experience of organizing modern lecture halls, their classification based on a kind of financing, architectural, planning decisions, and functional purpose, has been developed (Fig. 2).

In addition to the lecture halls, which have a permanent location with their own premises, there are also temporary lecture

halls, which are located in parks, squares, open-air amphitheatres (Fig. 3). Their temporality is determined by seasonal changes, and they are usually organized in the warm season. Abroad, open-air university lectures, which anyone can join, are popular. For example, the English-language lectures of the higher School of Economics "HSE Open Talks", which seeks to open new international horizons in both scientific and academic work, conduct a variety of outdoor lectures. Every year, HSE Open Talks attracts new teachers, students, applicants from

various universities around the world as part of an international school recruitment program and conducts lectures on various topics on the premises of the university.

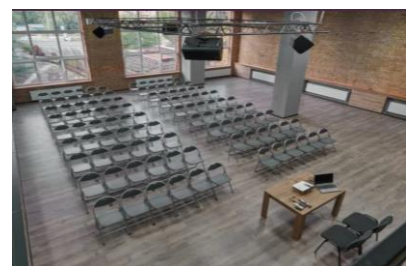
Another example is the open-air lecture hall of Drohobych Ivan Franko State Pedagogical University located between the Faculty of Philology and the main building. The park pool, which had not functioned for several years in a row, was renovated and has since been used for meaningful pastime and street lectures.



a



b



c



d



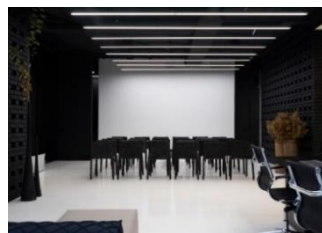
e



f



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h



i



j



k



l



m

Fig. 1. Types of lecture halls based on the main features: *integrated*: in educational institutions – i, j; in municipal institutions – b, g, k, m; on the territory of malls and business centers – f, c; in design and architectural studios – d, h; *located separately*: covered buildings – d, i, j, a, l

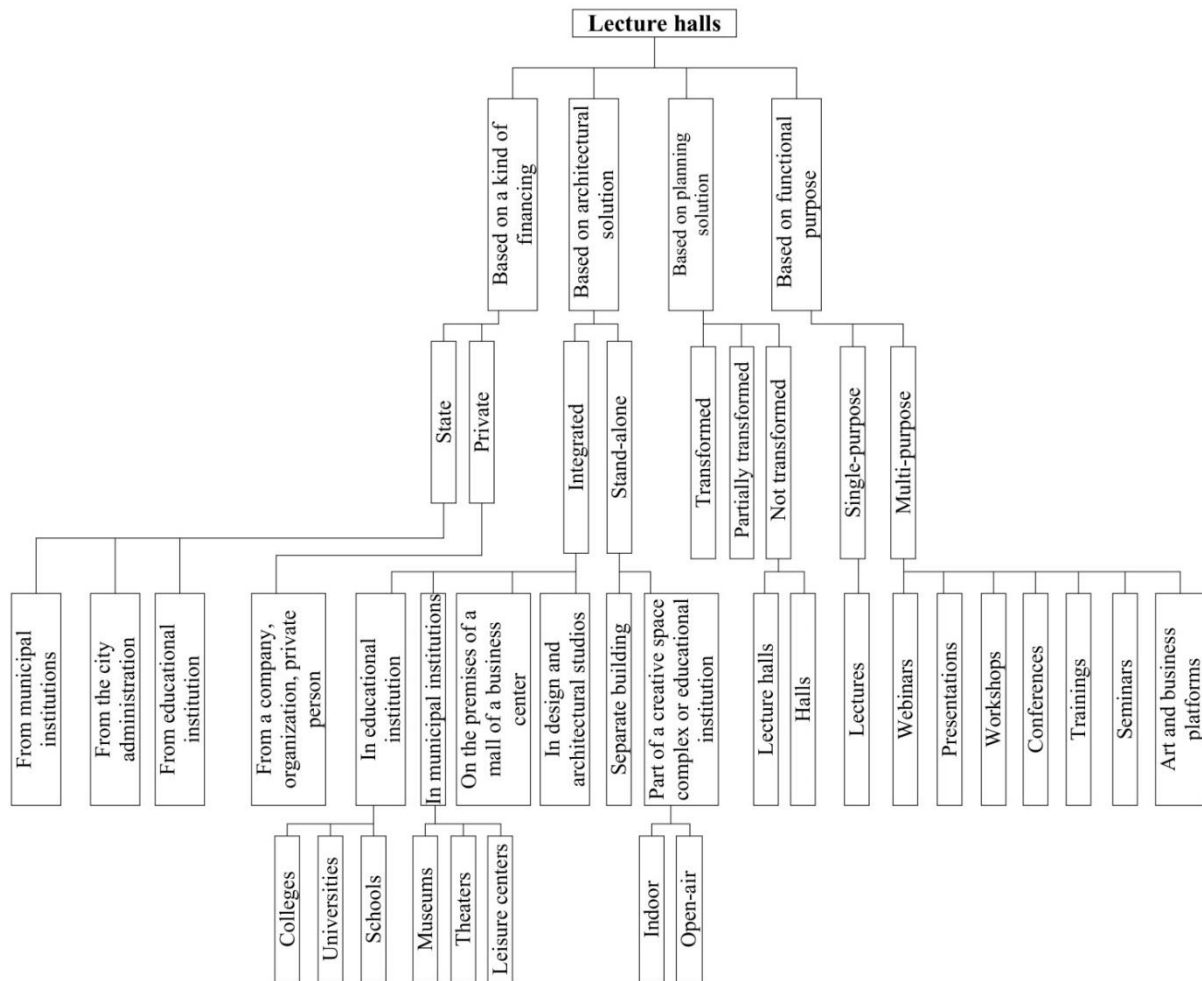


Fig. 2. Classification of lecture halls



a



b

Fig. 3. Open-air lecture halls: a – Higher School of Economics “HSE Open Talks”; b – Drohobych Ivan Franko State Pedagogical University

Open-air lecture halls are often part of seasonal festivals. For example, within the framework of the Make it Show festival, which is held in the summer at the Art-zavod Platforma in Kyiv, everyone can attend lectures on art, history of design, modern technologies, and IT.

Thus, the study confirms the role of modern lecture halls in creative spaces, and the need for their implementation and promotion among the population, in particular in Ukraine.

Conclusions. The analysis of the concept of creative space has been carried out, the

affiliation of the public lecture hall to the creative space has been determined, and the main tendencies contributing to the formation of such educational spaces have been outlined. The Ukrainian and foreign experience of designing educational lecture halls has also been considered, on the basis of the analysis of which the classification of lecture halls based

on architectural and planning decisions, functional purpose, type of financing has been created. It has been determined that the design solutions of most of the implemented projects correspond to the current trends in the organization of flexible multifunctional public spaces, where the presence of multimedia and / or interactive technologies is mandatory.

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ДИЗАЙН ІНТЕР'ЄРУ ГРОМАДСЬКОГО ЛЕКТОРІЮ ЯК ОСВІТНЬОЇ СКЛАДОВОЇ КРЕАТИВНОГО СЕРЕДОВИЩА СУЧАСНОГО МІСТА

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Метою дослідження є виявлення особливостей дизайну громадського лекторію як освітньої складової соціокультурного середовища сучасного міста.

Методологія. Дослідження базується на структурно-системному, історико-культурологічному, мистецтвознавчому, компаративному та логічному методах. Джерельною базою дослідження є наукові статті українських та зарубіжних авторів, проекти-аналоги громадських лекторіїв в Україні та закордоном.

Результати. Визначено вплив громадського лекторію на формування культурних та соціальних інтересів мешканців сучасного мегаполісу. Проаналізовано типи приміщень лекторію з точки зору приналежності до соціокультурних освітніх просторів, що є інструментом формування креативного суспільства. Розроблено класифікацію громадських лекторіїв за основними ознаками. Проаналізовано український та закордонний досвід проектування громадських лекторіїв та узагальнено особливості дизайну їх інтер'єрів.

Наукова новизна. Уточнено поняття лекторію як складової креативного міського простору, що має вплив на формування соціокультурного середовища міста та підвищення обізнаності сучасного населення. Проаналізовано та систематизовано український та закордонний досвід створення освітніх громадських лекторіїв.

Практична значущість. Проведені дослідження щодо виявлення

ДИЗАЙН ІНТЕР'ЄРА ОБЩЕСТВЕННОГО ЛЕКТОРИЯ КАК ОБРАЗОВАТЕЛЬНОЙ СОСТАВЛЯЮЩЕЙ КРЕАТИВНОЙ СРЕДЫ СОВРЕМЕННОГО ГОРОДА

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Целью исследования является выявление особенностей дизайна общественного лектория как образовательной составляющей социокультурной среды современного города.

Методология. Исследование базируется на структурно-системном, историко-культурологическом, искусствоведческом, компаративном и логическом методах. Теоретической базой исследования являются научные статьи украинских и зарубежных авторов, проекты-аналоги общественных лекториев в Украине и за рубежом.

Результаты. Определено влияние общественного лектория на формирование культурных и социальных интересов жителей современного мегаполиса. Проанализированы типы помещений лектория с точки зрения принадлежности к социокультурным образовательным пространствам, являющиеся инструментом формирования креативного общества. Разработана классификация общественных лекториев по основным признакам. Проанализирован украинский и зарубежный опыт проектирования общественных лекториев и обобщены особенности дизайна их интерьеров.

Научная новизна. Уточнено понятие лектория как составляющей креативного городского пространства, оказывающего влияние на формирование социокультурной среды города и повышение осведомленности современного населения. Проанализирован и систематизирован украинский и зарубежный опыт создания образовательных общественных лекториев.

Практическая значимость. Проведены исследования по выявлению особенностей социокультурной роли современного

особливостей соціокультурної ролі сучасного громадського лекторію як різновиду міського креативного середовища, а також основних засад дизайну його приміщень стануть корисними для сучасної практики дизайну та популяризації освітніх просторів.

Ключові слова: лекторій; дизайн інтер'єру лекторію; освітній простір; культурний простір; креативні технології; соціокультурне середовище.

общественного лектория как разновидности городской креативной среды, а также основных принципов дизайна его помещений станут полезны для современной практики дизайна и популяризации образовательных пространств.

Ключевые слова: лекторий; дизайн интерьера; образовательное пространство; культурное пространство; креативные технологии; социокультурная среда.

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