FORMATION OF COLOR-COMPOSITE DECISIONS IN THE COLOR ORGANIZATION OF THE RESIDENTIAL TERRITORY
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Abstract: *the relevance of the article lies in the fact that the problems of universal urbanization begin to affect the change in the visual environment, which in turn conflicts with the formation of comfortable living space.*
Keywords: *facades, color schemes, environmental comfort, composition, residential area.*

The beauty of the urban environment that surrounds us can fill life with pleasant content and "attract" a person to itself. Modern architects and other professionals can use color to solve many problems in the urban environment.

The visual environment is one of the main components of human life support. Urbanization processes have ruled out the opportunity to enjoy the natural environment. The leading specialist in the field of urban ecology A.N. Tetior (2002) wrote: "Probably the first place in terms of influence on a person is the environment they see."

The natural factors affecting the perception of the urban environment include light climate, atmospheric conditions, temperature and humidity conditions, the diversity of the natural environment and natural building materials. Color is also one of the main factors that form a comfortable visual environment. Through the use of a wide range of colors, you can enrich the visual environment and saturate it with visual elements. Color ecology, as an integral part of information ecology, provides the interconnection and harmony of the natural and artificial environment, so that color serves all people and every person, providing the necessary information support, comfort, and beauty.

Improving the organization of urban public spaces is currently of particular interest to a number of professions associated with its formation. Along with objects of citywide significance, spaces of residential areas are gradually beginning to attract attention. Moreover, they are considered not only as a necessary zone for household activities but also as a place for leisure and communication, which has a kind of "face" that reflects the characteristic features of the "place" and the living community [1].

The formation of residential space, of course, extends to the principles of organization, characteristic of central urban public spaces. Getting into any space, a person almost immediately makes his impression of him, evaluating the attractiveness of accessibility, a lot of variability of its use, originality, ease of orientation. Therefore, in modern approaches to the design of residential areas, the identity, symbols of a place, its recognizability, memorability, and the possibility of identifying townspeople with him are taken into account and developed. In addition, the shortage of public areas of residential areas makes it relevant to saturate the environment of the yard space with various functions, opportunities for spending time and interacting with the city. The navigation and orientation system in space is also important, in particular, this applies to the same type of living environment.

In implementing these principles, color can be the most mobile design tool. Techniques for the coloristic organization of the environment are able to give recognition to each yard, create an effective orientation system in its space, and distinguish various functional zones. Even within the boundaries of one-yard space, a color organization is able to change the impression of the perception of the living space during the movement of the visitor in it, forming the quality of the diversity of the living environment [2].

Among the means of organizing a high-quality residential area, color is one of the most budgetary, quickly created and changed. Also, modern materials provide an almost unlimited choice of color palette for finishing buildings and creating elements of improvement.

Residential spaces are usually built on a single project. Therefore, during mass development on typical projects, a situation of monotony and "colorlessness" of the living environment often arises, which is especially noticeable in the micro districts of Soviet buildings. As a solution to this problem, objects of public art, navigation, elements of small forms are created that allow you to quickly change previously unattractive and "faceless" spaces for the better. However, along with successful examples of space revitalization due to bright and unusual inserts, there is a problem of oversaturation with numerous elements of the architectural and information environment that are not interconnected. In this case, the desire to create something new and eye-catching does not always lead to successful results, since against the background of many eye-catching color spots it is difficult to single out the main thing, and this leads to disorientation in space and, as a consequence, to

discomfort. Thus, along with the problem of monotony and "colorlessness" of the urban environment, there is also the problem of "color chaos, uniformity with multicolored".

In part, the problems of ill-conceived color organization are being solved today by compiling coloristic maps and building plans. This approach, when the facades of buildings are in harmony with each other thanks to a single color strategy, works well only if along with it there are rules for color regulation and other components of the urban environment, such as advertising structures, signboards, design of entrance areas into buildings and associated small architectural forms.

The color of the elements of the building not only helps to indicate their function and belonging to a particular fragment of the building but allows you to identify interesting architectural solutions. Painting fragments of architectural structures in contrasting and eye-catching colors allows you to create a unique sculptural art object from them. A similar color strategy is also used to add variety to the architectural image of buildings by creating a planar composition from individual facade elements. Such solutions look spectacular within the individual building facades overlooking certain functional areas and complementing the color and meaning of these areas.

The use of bright and saturated colors even on small elements of building facades allows you to add variety to the existing monotony of buildings. Such active colors, combined with a calm background, become an object of aesthetic perception on their own and, contrasting with the restrained colors of the building itself, make the viewer pay attention to his color and volumetric solution. Therefore, it is so important that the choice of color scheme for the facade takes into account these features so that the color emphasizes or fits into the existing environment. Using color, you can save the features of the color palette of the city to highlight its uniqueness. This applies to both reconstructed and newly built buildings.

The color of the facade of the building plays a very important role in the human perception of the surrounding architectural environment. Thanks to color, you can emphasize the idea and functionality of any building, its shape. For example, kindergartens and schools are usually painted in bright colors, which positively affect the well-being and ability of children. It is known that red color symbolizes joy and fullness of life, green shades mean growth, tranquility, harmony, and development.

The rational choice of the facade color depends on the following aspects: the functional purpose of the building; natural features of the environment; weather conditions in the region; social foundations and characteristics of the traditional culture of the city; modern fashion and style.

Also, the choice of colors is based on the perception that the color creates: a range of light shades emphasize completeness and unity, create the feeling that the structure is closer or are a background for other more saturated colors, increase the intensity of the color standing nearby. Dark shades - visually distance the object. Various architectural elements of the house can be emphasized with bright colors and make them more noticeable. An equally important role is played by the surface of the external facade decoration (matte, porous contribute to dimming the color, and smooth - enhances brightness).

One of the problems with the deterioration of the quality of the spaces of residential territories is the lack of a full-fledged subject environment or its poor quality. In the absence of a full-fledged subject environment, including various options for choosing the time spent and thus creating diversity, the technique of including several bright elements can be used. This technique is most often implemented by emphasizing, filling with one color, and is used to create quick positive changes in the organization of recreation places and other necessary elements in previously undeveloped spaces, which, combined with an unusual design, creates memorable art objects from small architectural forms and immediately attracts attention.

Even with all the necessary functional elements of the content of the courtyard environment, a single positive image of space does not always form, since the materials used and the color solutions of the different elements do not harmonize with each other. The formation of a single memorable image of all the elements of small architectural forms is also facilitated by the reception of their plastic associations with the surface of the earth and the creation of a single composition from them. This decision to fill the open space allows us to distinguish it as a separate zone, belonging to a certain group of buildings, but constituting visual contrast with them, thus emphasizing the separation of private and public areas. Single color and factual solution of the whole composition creates a unique image, and variations in the plasticity of small architectural forms and their combinations make it possible to introduce a game element into the process of using space.

It is also possible to combine several types of small architectural forms, for example, seats and canopies, with the surface of the earth and highlight other elements: lanterns, garbage containers, bicycle parking lots, flower beds and containers for landscaping. Various color and plastic combinations of elements of small architectural forms and the earth's surface allow you to create a large number of solutions, both individual fragments of the environment of residential open spaces, and a single organization of the whole space as a whole, with a gradual shift of emphasis in different functional areas.

In a situation of uniformity and uniformity of the environment of a residential courtyard or a network of courtyards, especially in small enclosed spaces, it is possible to introduce a bright saturated color in combination with the use of a single plastic composition of elements of small shapes and the surface of the earth. In this case,

the entire plastic composition, receiving a bright color scheme, becomes a sculptural art object. This allows not only to revive previously unattractive space but also to link together individual fragments of a diverse environment, to emphasize the social and recreational function of courtyards in which buildings previously visually dominated [3].

Scenarios for the color organization of the environment. Understanding the role and possibilities of using each type of component in the space of residential areas allows you to create an environment that takes into account all the needs and interests of residents. It is also important to understand not only the role of the components themselves, but also the combination of groups of components, both in the context of the entire area of the region and in open spaces.

Such impressions are formed both due to the volume and spatial ratio of the components and due to their color combination. With the help of competent color elaboration of all environmental elements of a residential area at different scale levels, it is possible not only to create a harmonious image of new spaces but also to correct and change for the better the perception of existing residential development. The color scheme of each group of one-scale elements not only brings diversity to space but also helps to create landmarks in the environment. Highlighting a high-rise building or group of buildings with a color contributes to the creation of color dominance at the scale of a district or block, a landmark visible far beyond the boundaries of a residential group.

The color scheme and the change of color impressions in the sequence of different zones allow you to create a memorable and interesting image of the environment of open living spaces. The nature of individual fragments of the medium and the combination of the spaces forming it is formed due to different scenarios of color combinations of their components [4].

There is a need to create a high-quality color environment of the city, which will take into account the functional, social and aesthetic needs of residents, as well as the polychrome of the surrounding space. It is important to create a harmonious system of color relationships and color balance. When forming a balanced color drawing of the city, it is necessary to take into account the climatic conditions, the structure of the city, the color culture of the population and the psychophysiological perception of color by a person. Any surrounding space influences the formation of aesthetic taste, which contributes to the education of a mentally healthy and spiritually rich population. The concept of the problems of architectural polychrome of a modern city and, as a result, the formation of recommendations on the color scheme of the urban environment is an urgent task today. Solving problems associated with the chaotic color structure of the city helps to improve the quality of life.

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