TRENDS AND PRINCIPLES OF THE FORMATION OF THE COLORISTIC ENVIRONMENT OF A MODERN CITY

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Abstract: *the article considers the influence of color in architecture, which is affected by color, light source, distance, type of surface and background, as well as the formation of a harmonious architectural urban environment as a factor in the formation of a visually comfortable and high-quality urban space.*
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Color is of great importance in human life. The color environment shapes and affects our mood, aesthetic preferences, and artistic taste. Coloristic decisions of the urban environment are the most important element of architectural and urban planning. The concept of coloristic design solutions for facades, structures, courtyards, streets and the city as a whole is created on the basis ofthe analysis of factors taking into account their significance, interconnections, the addition of actions or counteraction [1]. For each city, regional factors that significantly affect the color environment are identified. The main factor is the climatic factors that determine the natural light dynamics of the region, the structure of the color palette of the natural environment; factors of historical polychromy manifested in historical buildings and arts and crafts; factors of urban planning color structure prevailing in the city, the elements of which are related units: path, region, border, node and landmark [2].

Color is an integral attribute of the spatial environment. A person created by nature usually considers harmonious: but, is everything harmonious in color in an artificially created environment? In this regard, the relevance of studying the experience of prominent masters of architecture and art in the study of color for the further improvement of the aesthetic expressiveness of city architecture [3] is growing. The activation of polychrome in the architecture of the city today is considered as an urgent professional task of architects, urban planners, and art historians. They are designed to rehabilitate color [1].

Color in architecture is one of the means of architectural expression. Composite tasks in the field of color during the construction of buildings, structures, and architectural complexes are solved by using their own color, or finishing materials, painting surfaces in the process of building buildings and structures, or in the manufacture of individual structural elements in the factory. The problem of color in architecture is closely related to the issues of the lighting of buildings and structures. Using color, you can distinguish individual structures from other structures of the architectural complex. With the help of light, you can correct existing color schemes and partially or completely change the appearance of the building. In practice, the color illumination of objects is often used. The color of buildings affects the level of average street illumination, the greater the number of stories of the building and the smaller the width of the streets, which affects the emotionally-shaped characteristic of the building. Despite individual differences in color perception, there are common, the same for all people's reactions to color tones. Science provides architecture with a variety of options for exploiting the effects of color on humans, such as colors that are cold and warm, near and far, light and heavy. Many factors influence color perception. There are external, depending on the environment, which includes light, distance and type of surface, as well as internal factors arising from the structure of the human brain and eyes.

Color is perceived and becomes visible through light. In open space, the color of objects is largely dependent on natural light, its direction and intensity. Also, the orientation of the walls relative to the cardinal points has an effect on the perception of the color scheme. The wall facing the east receives soft morning light. Western - muffled evening, reddish hue. The northern wall receives the least light and therefore it is most advantageous to paint it in bright colors. The south wall can even be of intense, brilliant color, because, given the brightest lighting, its visual impact is significantly reduced. Distance also affects color perception. With its increase, the three-dimensionality of the object is lost - the colors are subjected to optical mixing, become similar to each other, and also succumb to the influence of an aerial perspective, acquiring a green-blue tint. The color visible from a far distance loses its intensity, and its hue approaches the closest achromatic color - white, black or gray. External elements of architectural objects are perceived as painted surfaces, the visual properties of which depend on a number of factors. So, we can say that the choice of material imposes certain restrictions on colors because the same colors used on different materials evoke different feelings and give different visual effects. For example, intense colors acquire a special sheen on materials with a smooth, glossy surface: enamel, colored

glass, glaze, clinker or artificial materials. But matte, coarse-grained or fibrous texture (plaster, mud brick, concrete, roughly processed stone) is better in harmony with less saturated colors, close to the shades found in nature. The texture of the plaster also directly affects the color scheme: the larger the granules, the darker the color will appear. At the same time, the size of the element itself should be taken into account: the color covering a small area seems less intense than the same tone on a large surface. Properly selected colors and lighting can significantly diversify the urban environment in terms of the visual qualities of urban development. It is a misconception that color and light are secondary means, subordinate to volume and space. At one time, the color was absent in architecture in order to save, clean, order, etc. For a long time, color played only a decorative role. At the moment, architectural coloristsperforman artistic function, provides orientation in space, cause psychological reactions and aesthetic experiences. Thanks to the architecture, a large amount of color has appeared in the urban environment. Color affects the perception of the shape of objects in urban space, divides or combines the spatial structure of the city [4].

The color issues of the elements of the urban framework are solved on the basis of the methodology for creating a harmonious image in accordance with their urban development significance, historical and architectural - artistic value. The color of a city is fixed by three data: structure - relationships and construction of color masses, chromatic content - color palette, dynamics - a measure of the mobility of a structure and its chromatic content in space and time.

Color modeling is a system of tools and methods aimed at solving compositional problems that arise in the design work of an architect. The creation of figuratively - conceptual and material - subject color models contributes to a comprehensive study of the initial coloristic situation, the prediction and justification of coloristic decisions, taking into account the conditions of perception and aesthetic impact on the viewer. Being the most important means of studying architectural color, color models are a reliable means of searching and demonstrating the regularities of color - volume - spatial composition [4].

Color in architecture is one of the factors in the formation of a visually comfortable surrounding space. Architectural polychrome has a physical and psychological effect on a person. Due to the color, the architectural form can be entered into the natural landscape and existing buildings, or highlight and thus create a contrasting interaction.

The population growth in cities, the active use of urban space and its various functions increase the importance of color in the surrounding space. The fragmented use of color and the monotony of the urbanized environment are a consequence of socio-economic changes and the dominance of typical architecture in the cities of the post-Soviet space. All this creates the need for a new look at architectural polychrome [5].

Architectural polychrome is a combination of the colors of the facade of an architectural object as a separate element from the color scheme of the architectural environment, consisting of a natural context and a spatial-spatial structure. Due to the architectural polychrome, it is possible to change the plastic characteristics and dimensions of the structure, highlight or level architectural fragments, have an emotional effect on a person and also create contrast or fusion with the architectural environment.

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. 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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