

OBJECTS-PERFORMANCES ARE THE KEY TO REVITALIZING THE HISTORICAL CENTERS OF SMALL TOWNS

Nellya LESHCHENKO^{1,*}, Valerii TOVBYCH¹

¹ Kyiv National University of Construction and Architecture, 31 Povitroflotskyi Avenue, Kyiv, 03037, Ukraine

Abstract

This paper proposes a methodology of the attractive disclosure of the historical centers of small towns with highlighting the «objects-performances» as the main places of attraction and activating various types of «urban performance» based on traditions, as a key to their revitalization and improvement of their inhabitants' life quality. The historical centers of the small towns of Ukrainian Volyn and Podillya are investigated. Methods of «complex attraction» and «step-by-step disclosure of the historical center» with the formation of a spatial «grid of attractiveness» are applied. The approximate indicators of spatial connections between the places of attraction are determined depending on the possibility of visual perception of buildings and the urban environment by a person from certain distances. The techniques of attractive spatial disclosure of the historical center are proposed. The definition and features of «objects-performances» are given. The proposed theoretical recommendations are disclosed in the developed concept of restoration-reconstructive transformations of the historical center of Medzhybizh in the Khmelnytskyi region. We have ensured its sustainable continuity and attractiveness, which makes it possible to draw attention and finance to the historic small town and thus revitalize it.

Keywords: «Objects-performances»; Revitalization; Historical center; Building; Urban environment

Introduction

Today in Ukraine there are 403 historical settlements, of which historical small towns make up 84%, namely 337, and more than a quarter of them are located in the study region (Ukrainian Volyn and Podillya). This region is of particular interest, as it is the most multifaceted in terms of the formation of distinctive cultural features and their reflection in architecture. Due to different historical events, the cities of this region felt the influence of different nationalities and their cultures, which was reflected in their architecture and traditions, enriching them. They have acquired a distinctive feature - a combination in a small area of the best examples of different national architectural features, adapted to regional conditions, which emphasizes their uniqueness. And historical small towns can be identified as the most sustainable keepers of the established traditions. However, they are also the most neglected at the same time. It should be noted the peculiarity of the preservation of architectural and urban planning heritage, which is characteristic of most of these historic small towns. They have quite well preserved the historical planning, partly - the historical parcel. They have architectural and urban planning monuments of national and local importance, which to a large extent need restoration and are in an inexpressive environment. Their ordinary buildings are formed by

* Corresponding author: nellya_leshchenko@ukr.net

single preserved historical buildings, mostly modern, and in many cases of little value, disharmonious. This greatly reduces the attractiveness and quality of their historical urban environment, which affects the activity and quality of life in them.

The relevance of this study is determined by the need to find new approaches to the revitalization and long-term development of small historical towns, which will simultaneously stop degradation processes in their historical buildings, activate and improve the quality of the urban environment and the standard of living in them, thereby contributing to the preservation and enhancement of their attractiveness, identity, and sustainable continuity.

The works of many researchers who are interested in the issues of revitalizing and improving the quality of life in the cities are of great theoretical importance for this study. And especially from those countries, whose cultural features were reflected in the architecture and traditions of small towns of Ukrainian Volyn and Podillya.

Scientists and practicing architects at different times studied various components of the problem. First of all, it is necessary to highlight the studies on urban planning aspects by *K. Lynch* [1], *K. Alexander et al.* [2], *A. Gutnov and I. Lezhava* [3] and *V. Glazychev* [4]. For example, *K. Lynch* [1] and *K. Alexander et al.* [2] determined that the attractiveness of the urban spaces and their activity depends on their borders and to increase the attractiveness of the space it's necessary to activate its borders.

A number of sociological studies of the urban environment, namely by *J. Jacobs* [5], *W.H. Whyte* [6], *H. Lefebvre* [7] and *D. Harvey* [8], is valuable for increasing urban activity, especially the theory of «happy areas», which are usually multi-functional [5]. It is necessary to note the recommendations for improving the quality of the urban environment and its convenience for people in the works of *J. Gehl* [9], who identified four components of an active and convenient city for life, viz. it «should be alive, safe, sustainable, healthy». Valuable are the theories for improving urban aesthetics by *A. Ikonnikov* [10], *Z. Yargina* [11] and *H. Osychenko* [12], harmonization of urban spaces by *N. Shebek* [13]. The studies of the emotional impact of architecture and the urban environment on a person are noteworthy, carried out by *C. Day* [14] and *A. Holovatiuk et al.* [15], the preservation of the national identity of historical cities for their attractiveness and activity by *B. Cherkes and S. Linda* [16].

It should also be noted the significant contribution of existing theories to solving the problem of the cultural heritage conservation by *I.C.A. Sandu et al.* [17] and *P. Spiridon et al.* [18], revival and revitalization of historical cities by *K. Skalski* [19], *Z. Ziobrowskie* [20], *Ye. Vodzynskiy* [21] and *O. Rybchynskiy* [22], preservation and modern use of their historical heritage to attract attention and increase interest in them by *Yu. Raninskyy* [23], *J. Jokilehto* [24], *M. Bevez* [25] and *M. Orlenko et al* [26], increasing the value of historical urban development to improve the quality of life in them by *N. Popova* [27].

The purpose of this article is to show the methodology of the attractive disclosure of the historical centers of small towns to draw the attention of different people to them and revitalize life in them. It is proposed the highlighting the «objects-performances» as the main places of attraction and activating various types of «urban performance» based on traditions. They will become incentives for activating various urban resources to increase the attractiveness of small towns, their cumulative development in the «place-people-traditions» system, and as a result of their socio-economic development with the improvement of their inhabitants' life quality.

Methods

In this study, the following special scientific methods were developed and used. They should be highlighted as the main ones.

To attract attention and favorable presentation of the historical center of a small town, a method of step-by-step view disclosure of the historical center was developed. It involves identifying, strengthening, and showing the most attractive places and screening the

unfavorable ones at every point of a person's movement along the created certain routes of disclosure and perception of the town and the formation of spatial «grid of attractiveness». This grid consists of a hierarchical structure of nodes of attractiveness (places of attraction: guiding, accent, and dominant attractive places) and paths leading to them (spatial connections of these places).

To activate the historical center of a small town, ensure cognitive comfort and a long stay of a person in it, a method of complex attraction was proposed. It provides attracting attention and activating human actions in places of attraction; highlighting the main places of attraction for transformation into «objects-performances» and activating various types of «urban performance» (daily constant; periodic long-term; one-time short-term), based on traditions.

The selection and assessment of the state of the attractiveness of the potential places of attraction were carried out based on the methodologies for determining the «genetic code» of the historic city and the degree of destruction of the historical center, developed in previous author's studies [28], and with using the method of expert evaluation through the total calculation of points received by each place for its compliance with the criteria of multi-comfort and the existing integrity (degree of destruction). A certain state of attractiveness affects the degree of restoration-reconstructive transformations to increase it.

Modeling was applied to create a model of a spatial «grid of attractiveness» for activating and functional filling of the historical center's existing environment.

Experimental design - for the approbation of the proposed theory and creation of the concept of restoration-reconstructive transformation of the historical center of Medzhybizh, Khmelnytskyi region with the organization of «objects-performances» «Shopping Street» and «Market Square» after their rehabilitation.

Results and discussion

Methodology of the attractive disclosure of the historical centers of small towns

The uniqueness of each city can be determined through the conventionally distinguished generalized three components - «place», «locals», «traditions». The proposed by the author concept of the cumulative development of small historical towns in the system «place - people - traditions», where «people», and first of all, locals, are decisive, means carrying out all qualitative changes in these towns to increase the well-being of their locals [29]. The condition for preserving, using, and enhancing the advantage of «place» is the contextuality of its elements and their connections. «Traditions» should form the basis for the functional filling and activation of historical centers, for organizing various types of «urban performances» to attract the attention and interest of different people. «Locals» are the main component. First of all, the «spirit of the place» depends on them. The first two components should work for them in order to increase the attractiveness and transform the existing environment of historical centers into a multi-comfortable for living, employment, and spending free time, which will help to attract funds to small towns, and thereby, increase their economic development and the growth of locals well-being.

So, to attract attention and revitalize a historic small town, a methodology for the attractive disclosure of its historical center, highlighting the main places of attraction, «objects-performances», and activating various types of «urban performance» based on traditions is proposed.

Attractiveness - the visual appeal, convenience, and interest of different people, is a key lever for revitalizing a small town.

The basis for the attractive disclosure of its historical center is the creation of conditions for a favorable representation of existing buildings and open urban spaces and the formation of its holistic image as a unique place, based on the peculiarities of a person's perception of the town from inside under the influence of factors of movement, time and six basic sensations:

visual, tactile, audio, olfactory (smells), gustatory and thermal, which are associating with a certain place, changing, alternating in the direction of movement and over time. A person perceives, realizes, and cognizes the town, walking along its streets, squares, courtyards. At the same time, the town appears before him not as an alternation of three-dimensional static pictures, but as a diverse dynamic system, with multiple connections, with different conditions for sensations, which discloses gradually, as a person approaches a certain chosen place, and is perceived differently from different angles. For a person, a three-dimensional picture of an urban environment «comes to life» under the influence of movement, time, and certain six basic sensations. Depending on how comfortable and special these sensations are, a person associates and remembers this town. The challenge is to create such a comfortable and unforgettable experience that a person wants to come back here again.

In the small town's existing historical center, this should happen as follows. A person finds himself in an urban environment, he should like it, amazed with something. For this, firstly, the place must be attractive (evoke positive emotions from its visual perception), namely: have restored architectural monuments; harmoniously combined historical and new buildings, subordinate to monuments; diverse, non-monotone building facades, united by distinctive regional characteristics, detailed at eye level; plots with attractive buildings, complemented by landscaped open urban spaces with «green» zones, equipped for a long stay of a person, where you can relax comfortably, admiring what is happening around.

Secondly, these buildings and urban spaces should be of interest to a person. This means they should have interesting functions, while these functions should not be repeated and should be easy to «read». So, the historical urban environment should be functionally rich and diverse, easy and convenient for cognitive perception.

Thirdly, to linger in it, there must be places where you can interrupt the active cognitive route and stop for a while, sit, relax, do nothing, just watch what is happening. These places should be comfortable, equipped so that a person can stay there longer. It is better if they are supplemented with various functions related to service and cultural recreation.

And finally, the total impression of all the sensations in this environment and the town as a whole should be so emotionally positive that you want to come back here again.

So, it is possible to define a strategy for the attractive disclosure of the historical center: to attract - to make an impression - to make you linger - to make you want to return. It requires the presence or transformation of the existing urban environment into an attractive one - visually attractive, functionally filled, comfortable, where you can spend time in an interesting, comfortable, and safe way and get the most positive impressions. Its attractiveness is increased by finding or creating places of attraction. And their activation will launch a cumulative process in the town.

It is necessary to identify potential places of attraction and assess their existing attractiveness in order to form a spatial «grid of attractiveness» for:

- 1) the most favorable presentation of the historical center through the creation of certain routes for its disclosure;

- 2) providing cognitive comfort and extended stay;

- 3) activation of the «urban performance» for the revitalization of the town.

It has been established that the attractiveness of buildings, structures, and small architectural forms (as potential dominants, accents, and auxiliary attractors) depends on their architectural, historical, social (accessibility), and utilitarian (functional content) value. The attractiveness of the urban environment depends on the value of auxiliary attractors, accents, and dominants and the quality of their surrounding environment, which should become a background for them, and together form the places of attraction: guiding, accent, and dominant attractive places.

The selection and assessment of the attractiveness state of potential places of attraction were carried out based on the methodologies for determining the «genetic code» of the city and

the degree of destruction of the historical center, proposed in previous author's studies, and with using the method of expert evaluation through the total calculation of points received by each place for its compliance with the proposed criteria of multi-comfort, and existing integrity (degree of destruction). Depending on the state of attractiveness, the necessary restoration-reconstructive transformations are determined to increase it (Fig. 1).

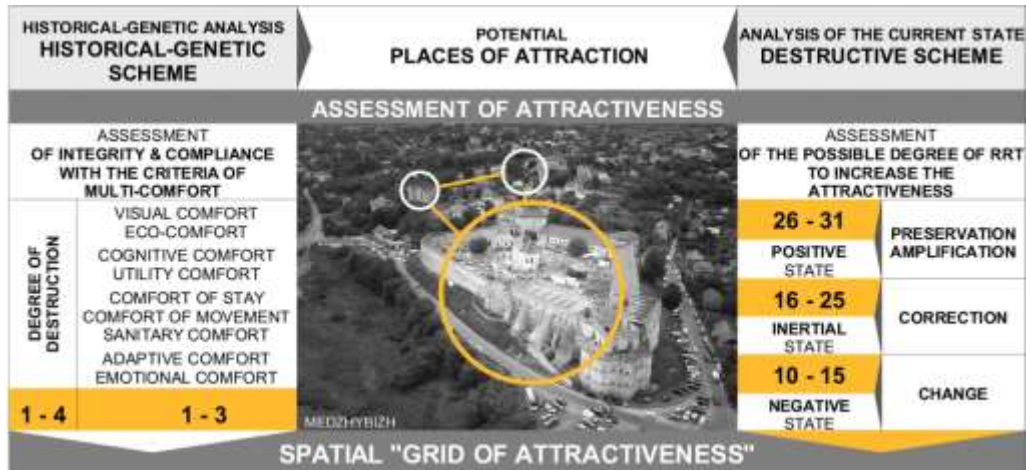


Fig. 1. Potential places of attraction. Assessment of their attractiveness.

Potential auxiliary attractors, accents, dominants, and places of attraction, that should be formed by them, are selected based on the historical-genetic scheme, proposed in the methodology for determining the «genetic code» of a city, as the most valuable places, which may be interesting for visiting. Their existing integrity (the degree of destruction) is determined by the destructive scheme proposed in the methodology for determining the degree of destruction of the historical center. Each place is given certain points, depending on the allocated four degrees of destruction, namely: 1 - for places with IV degree of destruction; 2 - for places with III degree of destruction; 3 - for places with II degree of destruction; 4 - for places with I degree of destruction.

The existing state of a certain place for compliance with each criterion of multi-comfort is assessed as positive, inertial, or negative. For a positive state, 3 points are given, for an inertial one - 2 points, for a negative one - 1 point. For meeting the criteria for multi-comfort, a maximum of 27 points can be received, a minimum - 9 points.

The total score of the attractiveness of the existing state of a certain place in the historical center can give a maximum of 31 points, a minimum of 10 points. It is proposed to define as a positive state of the attractiveness of the place, which received 26 - 31 points; inertial - 16 - 25 points; negative - 10 - 15 points.

A certain state of the attractiveness of the place requires an appropriate restoration-reconstructive transformation (RRT) to increase it, namely: preservation and amplification (I and II stages of RRT) - for a positive state of attractiveness; correction (III stage of RRT) - for inertial; change (IV stage of RRT) - for negative. For each stage of RRT, the corresponding RRT methods are proposed: preserving, restoring, renewing, and transforming, which should be used in certain combinations depending on the existing situation [28].

Method of step-by-step disclosure of the historical center

Spatial grid of attractiveness

For the most favorable presentation of the historical center of a small town, the method of step-by-step view disclosure was applied and techniques of attractive spatial disclosure were

proposed. The method, as mentioned above, provides for the identifying, strengthening, and showing the most attractive places and screening unfavorable ones at each point of a person's movement along the created specific routes of disclosing the historical center and cognition of the city, as well as the formation of a spatial «grid of attractiveness», including a hierarchical structure of nodes of attractiveness (places of attraction: guiding, accent and dominant attractive places, which are, respectively, auxiliary, connecting and main nodes of attractiveness) and paths leading to them (spatial connections of these places).

The construction of a person's movement along a conceived route occurs by finding or creating pointers, auxiliary attractors, and accents to draw attention, respectively, to the guiding attractive and accent attractive places; by their disclosure, keeping a person in them and focusing his attention on dominant attractive places with the formation of an emotionally positive impression, which grows as he approaches the culmination point - the dominant.

An attractive disclosure of the historic town center should answer the question: «What is special to see and what to do in it»? Therefore, it must be revealed and shown from the most favorable points, gradually leading to the culmination. These points should become guiding and accent places of attraction. It is necessary to draw attention to them and a person should be detained in them, followed by drawing his attention to the dominant attractive place and dominant - the main object of impressions. This can be done by organizing places to stop and interestingly spending a certain time (through filling with functions related to optional social practices). From these places, the main object of impressions must be visible - the dominant and the dominant attractive place. It is the main place of attraction and the main node of attractiveness in the spatial «grid of attractiveness». This is a place for a long pastime and getting the maximum positive impressions from the urban environment and «urban performance». It should be filled with various functions and comfortably equipped to make a person stay here longer. All the main actions of the «urban performance» should take place here.

The choice of places for impressions from the dominant depends on the distance to it and on what exactly needs to be shown - its details, or it in general in the environment.

Approximate indicators are proposed for the spatial connections of these places (by the possibilities of a person's visual perception of buildings and the urban environment as a whole from certain distances) and the formation of a spatial «grid of attractiveness» (Fig. 2), which, as noted above, consists of nodes of attractiveness (auxiliary, connecting and main) and paths leading to them (spatial connections of these places):

- pointers (indicating elements for drawing attention to something) should be located no more than 25m before attractors - elements of attracting attention to a certain place;
- guiding attractive places (stopping places - showing the environment as a whole and getting the first impression of the dominant) should be located approximately within a radius of three to four heights of the dominant - the main object of impressions, up to 100m from it. They are determined by auxiliary attractors. They form the auxiliary nodes of attractiveness;
- accent attractive places (intermediate places for impressions, retaining attention, spending a certain time - showing the dominant in the immediate environment) - within a radius of up to 50m from it. These places are defined by accents - the key connecting elements of the spatial «grid of attractiveness», and for the accents themselves, these places are dominant. Accent attractive places form the connecting nodes of attractiveness;
- dominant attractive places (the main places for impressions, spending a long free time - the beginning of the perception of fragments, details) - up to 15m from the object of impressions. They form the main nodes of attractiveness.

If the culminating dominant object and, accordingly, the main place of attraction is located at a distance of more than 100m from the beginning of the proposed walking route through the historical center of the town, then additional accent or dominant attractive places should be used to approach it, forming them approximately at the distances suggested above.

So, on each route of movement to the main town dominant and, accordingly, the main place of attraction, there may be several intermediate accent attractive places or additional dominant attractive places, as a rule, tied to the existing historical urban accents and dominants. All intermediate accent attractive places should be spatially interconnected and functionally filled. This will enable a pedestrian, in any case, to get interestingly to the culmination point - the main place of attraction, the main town's dominant.

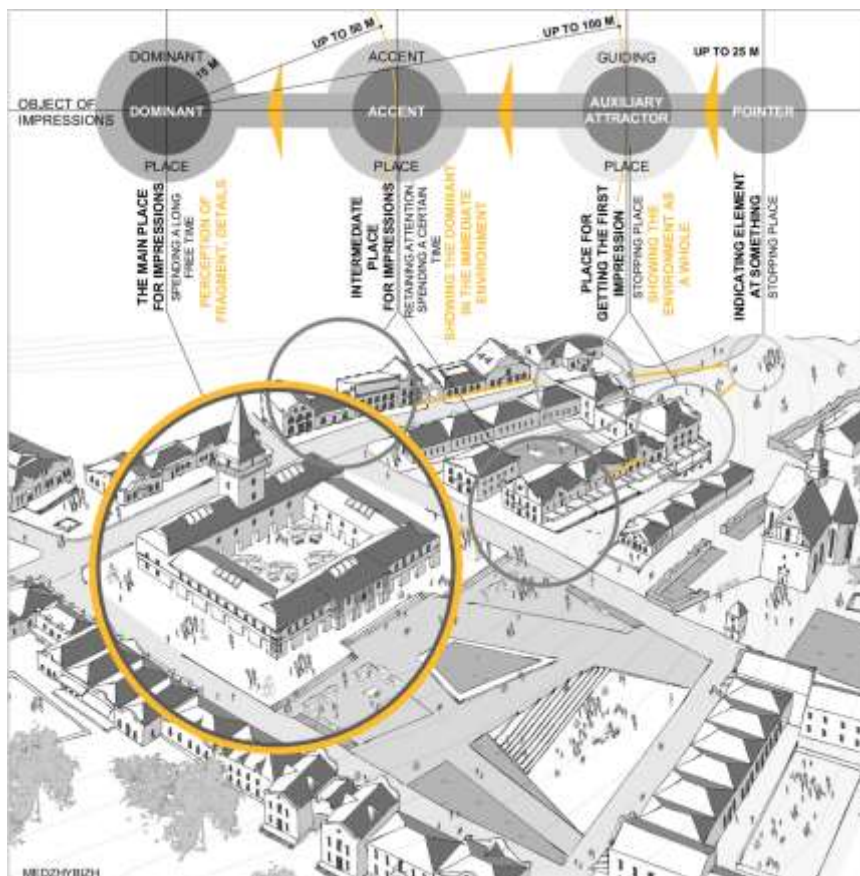


Fig. 2. Grid of attractiveness. Hierarchical structure and spatial connections.

The spatial-planning model of these connections should look like a radial grid formed from each existing dominant of the historic town center with its guiding and accent attractive places at a distance of the radii suggested above. Depending on the distance between the dominants, they can have several levels of accent places, and vice versa, joint guiding or accent attractive places. Such a radial «grid of attractiveness», transferred to the urban layout, allows determining the desired attractive places, linking them to the existing urban accents and auxiliary attractors, and forming the necessary new ones for steady attraction and cognitive comfort. In addition, these places should be conveniently equipped and filled with various functions, and this will contribute to functional content and improve the quality and activity of the historical center as a whole.

To correct a person's movement, enhance and show the most attractive, and screening disadvantageous views, techniques of attractive spatial disclosure of the historical center are proposed. They were divided into: 1) regulation of the dynamics (deceleration or acceleration)

of movement; 2) bringing to the place of impression; 3) functional-spatial connections of places of attraction; 4) determination of places for stops and movement; 5) limitation of the place; 6) creation the places of attraction. The main ones were highlighted the creation of «objects-performances» and activation of «urban performance».

Method of complex attraction. Objects-performances

As mentioned earlier, to revitalize the historical center of a small town, ensure cognitive comfort and a long stay of a person in it, a method of complex attraction was proposed. It provides attracting attention and activating human actions in places of attraction; highlighting the main places of attraction for transformation into «objects-performances» and activating various types of «urban performance» in them (daily constant; periodic long-term; one-time short-term), based on traditions.

These places are both a stage and a background for active person actions, as well as a place to observe everything that happens around. The activity of places of attraction is determined by a person through his sense of their attractiveness, interest, and convenience. The union of these places into a single whole is possible thanks to the accepted scenario of an attractive disclosure of the historical center based on the constructed «grid of attractiveness». For each town, the scenario is compiled separately, depending on the state of the existing dominant resources (for example, the identified elements and subsystems that formed the «genetic code» of the town and are now potential places of attraction) and, accordingly, the possibility of using them for attracting attention to get positive impressions, and transforming into «objects-performances». But such scenarios have the same structure.

The following hierarchical structure of the scenario of the attractive disclosure of the historical center can be distinguished: «scene», «storyline», «object-performance», «urban performance». «Scene» - any attractor in the immediate environment, united with it by one definite concept. These are separately taken functionally filled and comfortable places for stopping, attracting attention, and different pastime. Several «scenes» united by a common concept - a common main function - constitute a «storyline». They can complement or continue each other by uniting. These are the same places for stopping, attracting attention, different pastime, united by a common main function (for example, recreational - places for quiet rest and communication, observing various urban activities; educational-cognitive - places for demonstrating and learning traditional crafts; or trade-service function - places for trade, food, meetings and spending free time, etc.). The totality of various «storylines» linked by a single thematic scenario forms an «object-performance». These are the traditional «shopping street», «market square», «art quarter», «city fortress», «craft square», «ethnic workshops», «cultural yard» and others. «Urban performance» is created by all «objects-performances» united by a common scenario determined based on the positive state of the dominant town resources (for example, «green city», «cultural cluster», «tourist hub», «multi-comfortable city»). «Objects-performances» and active «urban performance» are the key to increasing the attractiveness of the historical center, launching a cumulative process in the town and thereby revitalizing it.

«Object-performance» is a place in a town (town square, street, quarter, courtyard, separate building) where actions and events, that show a certain traditional urban life («urban performance») in real-time, take place and create a positive emotional impact to a large number of people in the process of its perception, comprehension, and experience. This place has a recognizable appearance and combines many different functions in a single scenario, which causes activity in it. Three components of the town's uniqueness - «place - traditions - people» - are maximally activated in it [29].

The «object-performance» is created by increasing the historical and architectural, functional, and socio-economic attractiveness of already existing places and their elements, or by implementing a new element into them that organizes or activates the «urban performance». An increase in the attractiveness of a certain place should occur through:

- preservation and restoration of existing architectural monuments, the introduction of the necessary new buildings and structures (as attractors), as well as improving the quality of existing and introducing new ordinary buildings;
- their active involvement in modern urban life; filling the place with different functions, and primarily related to local traditions;
- arrangement it for long and safe spending of time (interesting and convenient for everyone), comfortable perception of information, and active participation in the «urban performance», which evokes certain positive emotional associations in a person, encourages a long time to stay in this place and return here again. For example, filling with light gives a sense of security, beauty, celebration; smells of coffee, flowers, the freshness of plants after rain (achieved by a combination of water and green spaces near places for long stops) - a feeling of relaxation.

So, these should be beautiful, functionally filled places where different people can spend time interesting and comfortable.

Usually, these places are associated with the history of the town - they are historically valuable; with its authentic architecture or a modern one, which harmoniously complements it - they should be visually attractive. They also should be comfortable for the perception of information, stay, and movement and they should be functionally filled, based on existing, revived, or created new local traditions - and therefore interesting. Altogether, this provides an active action in them that causes a person to feel emotional comfort, which is exactly what contributes to his return here again (Fig. 3).

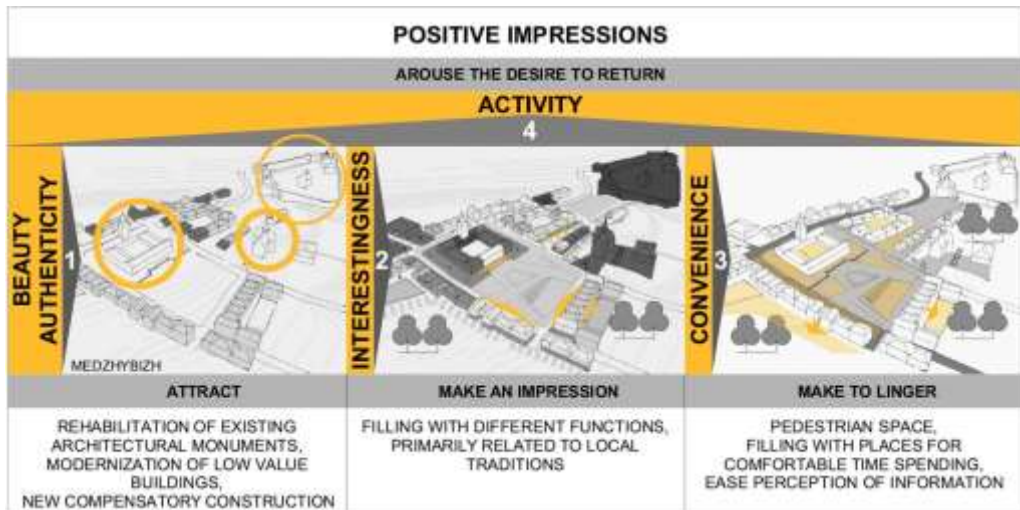


Fig. 3. Object-performance. Process of creating

They should become the visiting cards of the town, key objects in the formation of its branding. These are places, historically and architecturally attractive, with which everyone should be associated this town. Where do the tourists first of all go, and why do they come to this particular town? But most importantly, these should be places that are functionally and socially attractive, where locals come every day, and where active daily action takes place, which revitalizes the town and increases its economic attractiveness.

Two types of «object-performance» can be distinguished:

1) itself, «alive», place of attraction with the usual daily «urban performance». At the same time, people who are there, without performing any special actions other than natural ones

(stay, movement, emotional reaction to what is happening), become its participants - at the same time active performers and observers (spectators);

2) the place of attraction under the influence of special actions of people and artificially created effects for impressions, as a rule, with a festive performance. At the same time, specially created effects influence its constituent elements (buildings, space), and they provoke people to action or change their mood and perception of the environment according to a certain plan.

So, these are places where city life is always active. In them, a person can understand how the town lives, take part in its «urban performance» at different time levels: short-term - for tourists; long-term (permanent) - for locals.

For an interesting short-term stay (primarily for tourists), «objects-performances» should be filled with places of active attraction (those that cause an instant vivid impression). In a well-preserved historical urban environment, this can be the creation of some kind of themed, creative, or leisure space with the authentic architectural monument as the backdrop, and filling it with platforms for demonstrating, selling, teaching, and making traditional handicrafts.

For an interesting long stay (primarily for locals), the places, where you want to come every day and spend your free time, relax, are important. They can also be creative places for leisure or quieter places for meeting, communication, relax. On weekends and holidays, these places can be supplemented with some additional functions, for example, cultural («live music», city performances), exhibition, retail, as well as additional installations and lighting, turning them into places for vivid impressions.

So what should be done in the «objects-performances» for the locals? For them, these places of attraction (for example, «Market Square» or «Shopping Street») should be, first of all, comfortable for their daily stay - for living, working, studying, as well as spending their free time, recreation, hobbies, etc. Therefore, filling them with various functions related to mandatory and optional social practices, the creation of chamber, equipped spaces for rest and leisure contributes to an increase in their quality and attractiveness for locals.

What will be interesting in the «objects-performances» for tourists? First of all, tourists are attracted by the authenticity, originality, and activity of these places. They are interested in the live historical urban environment, well preserved, with unique architectural monuments in a high-quality surrounding. Filling the main places of attraction with various functions, and mainly related to optional social practices (spending free time), arranging their open areas for various activities, primarily related to revived, existing, or new traditions, together with attractive architectural monuments and high-quality surroundings increase their attractiveness and value for tourists.

Activation of urban performance

The activation of «urban performance» in the historical center is the culmination stage in increasing its attractiveness and revitalizing the city.

Urban performance» is an action that occurs in a certain place and time due to the alternation of the connection - the observer – the active performer, if they are interested in it [30]. Observers and active performers are the same ordinary people who are in this place.

The activation of «urban performance» is based on attracting attention and activating the actions of people in a certain place of attraction. Getting into an interesting and beautiful historical urban environment, a person is amazed, observes what is happening in it, and if he likes the action he becomes its participant (observer or active performer). For this to happen, it must:

- highlight the key places of attraction (according to the formed «grid of attractiveness»)
- places for stops, attracting attention, different pastime (terraces, playgrounds, courtyards with beautiful views of authentic buildings and structures);
- give them various functions (for example, recreational - places for quiet rest, communication, observation; cultural - places for exhibitions, performances; educational-

cognitive - demonstration of products and training in traditional crafts; trade-service - food, trade; informational-tourist - receiving information, sports-entertainment - places for city games, outdoor activities, etc.);

- connect them with horizontal and vertical ties (places of movement convenient for all);
- and attract people to the action. And this depends on the variety of functions and convenience of stay (place should be protected from adverse weather conditions), perception of information, and movement.

To activate (or continue) the «urban performance», a person must change the place of the observer to the place of an active performer of the action and vice versa. For this, there should be small distances between these places without visual interference for the comfort of information perception. In addition, what is happening should interest the observer so much that he has a desire to take an active part in this action, and thereby become its active performer.

Three types of «urban performance» can be distinguished, namely:

- daily constant (the action that takes place in the town every day);
- periodic long-term (the action that occurs periodically in the town and lasts for a certain time), for example, Christmas markets;
- one-time short-term (the action that is associated with a certain event in the town), for example, thematic town holidays, certain cultural events.

The last two types are artificially created for a specific event, are festive, serve to impress. It is necessary to designate groups of primary users of «urban performance» at various time levels, namely: permanent (long-term) - locals; short-term - tourists. The daily constant «urban performance» and its primary users, locals, are crucial. This «urban performance» is a marker of the attractiveness and activity of the existing environment of the historical center, contributes to an increase in its quality and transformation into a multi-comfortable one.

And the activation of various types of «urban performance» in the historical center is aimed to attract the attention of different people at different levels (locals and tourists - as its simultaneous users, performers, and investors), to disclose and activate the historical urban environment, increasing the attractiveness of its buildings and open spaces, which will launch a cumulative process in the town and revitalize it.

Objects-performances in the concept of revitalizing the historical center of Medzhybizh

Thus, the creation of new «objects-performances» is the creation of new places of tourist attraction and active use by locals. And they will help to increase the value and quality of the existing environment of the historical center and transform it into a multi-comfortable one.

As an example, we can cite the proposed conceptual solution of restoration-reconstructive transformation of the historical center of Medzhybizh with the creation of «objects-performances» «Shopping Street» and «Market Square» after their rehabilitation (Fig. 4).

Medzhybizh is located in the Khmelnytskyi region. It refers to historical settlements with a valuable architectural and urban planning heritage. The date of foundation is 1146, according to the Ipatiev Chronicle [31]. The greatest prosperity fell on the second half of the XVI-XVIII centuries, as evidenced by the preserved monuments of architecture and urban planning, dating from this period.

Now the existing monuments and the historical urban environment formed by them have a different degree of preservation and activity of use. Today, only the town castle is actively used. Tourists come to this town, first of all, to see the castle. However, the problem exists in the fact that after visiting the castle, tourists do not stay in Medzhybizh for at least a few days. This is because the tourist infrastructure is not yet developed at all in the town. There is nowhere to eat, to rest comfortably, to stay overnight. Medzhybizh has tremendous historical, architectural, and natural tourism potential, and at the same time, it is underutilized.

The historical, former main shopping street and market square, which previously attracted many different people to the town, are now empty. Lost their multifunctionality. The market square, even worse, is not used at all, has turned into a degrading empty territory.

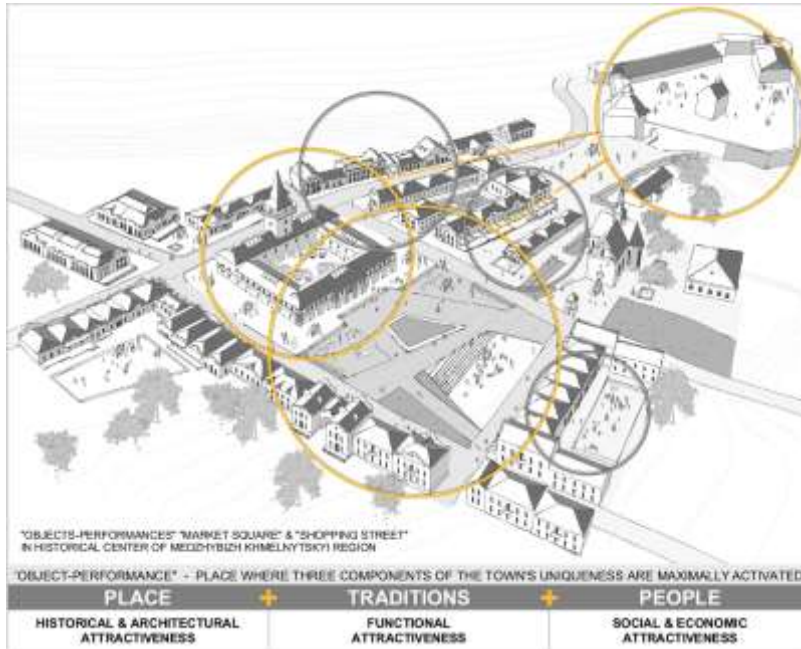


Fig. 4. RRT concept of the historical center of Medzhybizh.
 Source Developed by L. Ogneva (student), N. Leshchenko (tutor)

To remedy this situation, a strategy was proposed to increase the attractiveness and revitalize Medzhybizh, which consists of the following:

- increasing the architectural value of the historical environment and buildings that form it through the rehabilitation of disturbed ones, designation of the lost, revitalization of abandoned and degrading architectural monuments and spaces; modernization of low-value and disharmonious buildings; replication of point compensating new buildings and the introduction of new buildings of modern contextual architecture in compliance with the historical scale, number of stories, morphology, parceling, regional architectural features;
- increasing the socio-cultural value of the historical environment through its functional content and diversity; creation of «objects-performances» and activation of various types of «urban performance» based on urban traditions [32];
- improving the quality of the historical environment by filling it with various places associated with optional social practices of a person, namely, with rest, communication, spending free time.

Based on the analysis and comparison of the existing historical plans, iconography with photographs, and field studies, and the destructive scheme the following decision was proposed. Medzhybizh will receive a restored pedestrian space in the historical center, which will combine a castle with a castle square, a market square, and a shopping street connecting them. This space will show to the visitors the historical urban topology and create a characteristic atmosphere of the intimacy of a small town. There is no better place for tourist hikes and spending free time. Its revitalization and activation will be accomplished through physical and functional filling.

Now abandoned and inactive, the former main shopping street of the town will become an «object-performance» «Shopping Street» and will regain its historical significance. Together

with traditional residential and commercial buildings, it will receive new buildings with additional new interesting functions - cultural and tourist services, presented by a museum, galleries, art workshops, an art cafe. People will again associate it with a place where you can buy everything you need and spend your free time comfortably and interestingly. It will be again associated with town cultural and entertainment events - it will be possible to hold all kinds of festivals and holidays on the street. This will evoke positive emotions that a person will remember, and in order to feel them again, he will want to return to this place again.

The creation of an «object-performance» «Market Square» on the site of the destroyed and now degrading territory of the historical market square will revive it. It should once again become the place where all the town events, everyday and festive, will take place, which will be very interesting to watch while sitting with a cup of coffee in the market cafe or on the outdoor terrace in front of it. And if you wish, you can take an active part in the everyday «urban performance», walk around the shops, workshops, talk with locals, and try yourself at master classes in traditional folk crafts. Immersed in this «urban performance», you will feel the «spirit» of the place. And the vivid positive impressions received from staying in this place and communicating with locals will make you want to come back here again.

The effect of tourist attraction is created with the help of architectural techniques, which are theatrical, and with the placement of specific tourist objects - art workshops with open areas for holding master classes in traditional crafts, where you can join the training. The courtyard of the rehabilitated shopping arcade with the restored town hall and the territory of the square in front of them will be united by a common concept of cognition of the town's history, thanks to the knowledge gained from exhibitions, lectures, and immersion in the traditional atmosphere of life in a historic small town.

These «objects-performances» will organize an interesting and active «alive» «urban performance», which will take place in an «alive» historical city, where the stage will be a rehabilitated and revalorized historical urban environment, and the performers and spectators will be locals and tourists, functionally adapted monuments and historical buildings, and functionally filled new buildings, structures, and sites.

Such an approach to reviving the value of the market square and street, restoring the historical and architectural value of existing monuments, increasing their social and economic value and the quality of the existing historical environment will significantly increase the attractiveness of Medzhybizh, revitalize it, and make it possible to attract more tourists and investments, which will improve the quality of life in this historical small town and the well-being of its inhabitants.

Conclusions

To sum up, it is possible to generalize the proposed methodology for an attractive disclosure of the historical center, with the creation of «objects-performances» and the activation of various types of «urban performance» for the revitalization of a historic small town. It should be divided into five stages: preparatory, research, evaluative, resulting, verification.

At the first, preparatory stage, the strategy of attractive disclosure of the historical center of a small town is determined.

Secondly, research, stage, potential places of attraction are determined. All existing historically valuable elements and modern (buildings, structures, small architectural forms, and spaces) and subsystems (streets, squares, quarters), which can become places of attraction, are allocated based on the methodology for determining the «genetic code» of the town, historical genetic analysis and analysis of the current state of the historical center of a small town.

Their existing state (degree of destruction) and the activity of involvement in modern urban life are determined based on the methodology for determining the degree of destruction.

At the third, evaluative, stage, their attractiveness assessment is provided:

- using the method of expert evaluation, the attractiveness of the selected places is assessed after the total calculation of the points received by each specific place for its existing integrity and compliance with the criteria of multi-comfort;

- an assessment of the possible restoration- reconstructive transformation is given, namely preservation and amplification, correction or change, depending on a certain positive, inertial, or negative state of attractiveness.

At the fourth, resulting stage, a spatial «grid of attractiveness» is formed with the definition of the hierarchical structure of nodes of attractiveness (places of attraction) and paths leading them (spatial connections of these places) for:

- the most favorable presentation of the historical center of the town through the creation of specific routes of its disclosure and cognition;

- ensuring cognitive comfort and long-term stay of a person in the historical center of the town and thus its revitalization. Transformation of the main places of attraction into «objects-performances», which are the culmination in the attractiveness of the environment of the historical center, aimed at increasing its value and quality and launching a cumulative process in the town;

- activation of «urban performance» in the nodes of attractiveness and paths leading them, and thus the revitalization of the historical center as a whole. Organization of an interesting daily permanent (as defining), periodic long-term and one-time short-term «urban performance» to draw attention of different people to the small historical town and revitalize it.

At the fifth, verification, stage (using the method of questioning and expert evaluation), the proposed measures are checked and adjusted to increase the attractiveness of the existing environment of the historical center and its compliance with the criteria of multi-comfort for:

- locals - comfortable for living;
- tourists - interesting to visit;
- investors - interesting for investment.

Thus, the proposed methodology for the attractive disclosure of the historical center is designed to attract interest to the town of different people and at different levels for their joint influence on its cumulative development and transformation of the urban environment into a multi-comfortable one, which will be of high quality for permanent residence, will cause positive, unforgettable impressions from visiting it, the desire to stay here and come back here again. And this will contribute to the revitalization of the historical small town and its economic development.

The conducted theoretical studies were tested in the developed concept of restoration-reconstructive transformations of the historical center of Medzhybizh in the Khmelnytskyi region and found positive practical confirmation. We have ensured its sustainable continuity and attractiveness, which makes it possible to draw attention and finance to the historic small town and thus revitalize it.

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