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LOCAL AND GLOBAL DIMENSIONS IN CONTEMPORARY ARCHITECTURAL PRACTICE

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Abstract. In the context of rapid globalization and technological development, contemporary architecture faces a fundamental dilemma: how to preserve local identity while meeting global standards and sustainability requirements. The article examines the complex interaction between local architectural traditions and global trends, analyzing their impact on shaping the modern architectural environment. The paper explores historical aspects of this interaction, the transformation of architectural styles under the influence of globalization processes, and the challenges associated with the threat of losing cultural authenticity.

Special attention is paid to the phenomenon of "hybrid architecture," which organically combines elements of various cultural traditions with innovative technological solutions. This phenomenon is becoming increasingly relevant in the modern world, where architects strive to find a balance between traditional values and contemporary demands. Based on the analysis of international experience and specific examples, successful strategies for integrating local features into the contemporary architectural context are demonstrated.

The research emphasizes the importance of a balanced approach to design that considers both global sustainability trends and the need to preserve cultural heritage. An important aspect is also the role of architects in shaping an environment that reflects the uniqueness of local cultures while meeting modern requirements. The analysis conducted in the article provides a foundation for further development of methodological approaches regarding the harmonious combination of local identity with global standards in architectural practice.

The article highlights current problems and offers Ukrainian specialists practical recommendations for further research on the topic of "hybrid architecture" in order to create a theoretical basis for the implementation of successful hybrid solutions in the Ukrainian architectural and urban planning context. This research can serve as a valuable resource for architects and designers seeking to create spaces that reflect cultural specificity while meeting contemporary demands, as well as for specialists in urban studies and cultural studies interested in integrating traditional values into modern projects.

Keywords: architectural identity, cultural heritage, globalization, sustainable design, hybrid architecture, local traditions, global standards, environmental consciousness, cultural preservation, architectural innovations.

Research relevance. The modern world is characterized by rapid growth of globalization, which encompasses all aspects of human activity, including architecture and design. Globalization promotes the unification of architectural solutions, allowing the implementation of new technologies and adaptation to global standards. However, this process is accompanied by the risk of losing local identity, which is an integral part of cultural heritage. Architects and designers face a challenge: how to create spaces that meet modern requirements while preserving unique features of local culture. This issue becomes particularly relevant in the context of modern urbanization and transformation of historical landscapes.

Problem Statement. In the context of rapid globalization and technological development, the problem of preserving local architectural identity while simultaneously integrating modern

construction practices and innovations becomes particularly relevant. This contradiction generates a number of theoretical and practical challenges that require comprehensive research and solutions.

Analysis of recent research shows that the interaction between global and local in architecture is largely considered fragmentarily, without a systematic approach to studying the mechanisms of their balanced coexistence. In particular, several aspects remain insufficiently researched: methodological foundations for integrating traditional architectural forms into modern urban context; mechanisms for adapting global architectural trends to local cultural environments; criteria for evaluating the successful combination of innovative technologies with local building traditions; and practical aspects of preserving urban environment authenticity amid active modernization.

This issue becomes particularly acute in the Ukrainian context, where architectural transformation processes will occur against the backdrop of post-war urban reconstruction and European integration processes, the search for new national identity, and the necessity to implement sustainable development principles in architectural and urban planning practice. The lack of a systematic approach to addressing these issues often leads to the loss of historical authenticity in urban spaces; emergence of typical development that disregards local context; conflict between traditional and modern architectural forms; and deterioration of urban environment quality.

Thus, the research problem is driven by the need to develop theoretical and methodological foundations and practical recommendations for harmoniously combining global architectural trends with local traditions in the context of modern urban development.

Analysis of Recent Research and Publications. The main research directions in contemporary Ukrainian architectural thought (2020-2024) focus on the following aspects:

A. Identity Issues in Architecture

• L. Hnatiuk and H. Novik [1] examine how traditional architectural forms adapt to modern conditions, especially in sacred architecture. The authors emphasize the importance of preserving authentic elements while modernizing architectural solutions.

• N. Leshchenko [2] examines the issue of architectural identity through the lens of globalization processes, highlighting specific features of the Ukrainian approach to preserving local context.

B. Innovative Approaches and Technologies

• The KNUCEA collection [3] presents an analysis of modern technological solutions in Ukrainian architecture, with particular attention to environmental aspects and energy efficiency.

• A. Voitovych [4] investigates the balance between innovative technologies and traditional methods in contemporary Ukrainian architecture.

C. Urban Context

• M. Dyomin et al. [5] focus on territorial planning issues, proposing new approaches to urban space development considering local specifics.

• L. Skler [6] analyzes the role of landmark buildings in forming urban identity and their impact on urban environment development.

D. Cultural Aspect

• T. Filevska [7] examines cultural identity in architecture through the lens of European experience, drawing parallels with the Ukrainian context.

• B. Cherkes and Y. Yuryk [8] investigate the transformation of architectural identity under the influence of globalization processes.

Furthermore, in recent years, the study of "local" and "global" phenomena in architecture has attracted attention from many international researchers. For instance, in R. Boyd's work "Localized Modernity: Architectural Heritage in the Era of Globalization" [9], the author examines the impact of global processes on preserving historical architecture in developing countries. Special emphasis is placed on the role of local building technologies as a counterbalance to unified approaches.

In the study by L. Wang and H. Chen "Hybridity in Urban Design: Global Trends and Local Responses in Asia" [10], the authors analyze the hybridization of urban solutions in Asian megacities, where the integration of international standards combines with the preservation of cultural identity.

M. Santos, in the article "Reinventing Vernacular: Adaptive Strategies in Contemporary Architecture" [11, pp.178-195], proposes studying the adaptation of traditional architectural forms to meet modern environmental standards. The author notes that such approaches allow combining local traditions with global trends in sustainable design.

These and other studies from around the world provide a foundation for understanding how local and global dimensions interact in contemporary architecture. This article builds on the analysis of these approaches and is illustrated with specific examples in an effort to identify key directions of their mutual influence.

Research Aim and Objectives. The aim of the research is to analyze contemporary international experience in the interaction between global architectural trends and local traditions for further application of the most successful practices in the Ukrainian context.

To achieve this aim, the following *objectives* were set:

• Track historical roots and analyze current global architectural trends; identify key development directions in the context of preserving local identity;

• Study successful international cases of integrating modern architectural solutions into existing urban environments, with special attention to projects in countries with similar historical and cultural contexts;

• Identify main problems and challenges that arise when implementing new architectural interventions in traditional urban environments, and ways to overcome them based on international experience.

1. Dynamics of Local and Global Interaction in Contemporary Architectural Practice

1.1. Historical Development of Local and Global in Architecture

The development of architecture throughout centuries has always existed at the intersection of local and global influences. Local traditions, rooted in cultural and natural characteristics of regions, often served as the foundation for architectural solutions. On the other hand, global trends, advanced through trade, military campaigns, or migration, influenced building stylization and the formation of new directions.

One of the most striking examples of such interaction can be found in the colonial era. During this period, the architecture of European colonial powers, such as Great Britain, France, or Spain, integrated with local traditions. For instance, in India, British colonial architecture combined classical elements of neoclassicism with traditional Indian motifs, creating a style known as Indo-Saracenic architecture. Similar mixtures can be observed in Latin America, where Spanish Baroque elements integrated with local indigenous traditions, leading to the emergence of unique Latin American Baroque.

The industrial revolutions of the 19th century also became catalysts for globalization in architecture. Technological achievements, such as mass production of glass and metal, enabled the creation of new building forms. However, these technologies were implemented with consideration for local context. For example, in France, architect Gustave Eiffel, known for his metal structures, drew inspiration from both European and Asian building traditions.

In the 20th century, modernism became a symbol of the global approach to architecture. The pursuit of functionalism and minimalism contributed to creating a universal architectural language. However, within modernism, many architects continued to preserve local elements. For example, the works of Luis Barragan in Mexico demonstrate how modernist principles can be complemented by vibrant colors and forms characteristic of Mexican culture.

Today's architecture continues to evolve under the influence of these historical interactions. Globalization creates a challenge for preserving local identity, as both historical and contemporary

experiences show that the integration of these two aspects can and should be harmonious and productive.

1.2 Globalization and Its Impact: International Brands, Architectural Trends, and Standardization

Globalization processes currently exert significant influence on the development of architecture and design worldwide. Global styles such as modernism, minimalism, and high-tech remain relevant and widely distributed today.

For example, in 2021, the Gangnam Finance Center office complex was completed in Seoul (South Korea). This project was developed by Kohn Pedersen Fox Associates (USA) and built for South Korean company Mirae Asset Global Investments [12]. The Gangnam Finance Center is executed in a strict minimalist style with predominant use of glass and concrete – characteristic materials of contemporary global architecture. However, the building is adapted to Seoul's local climatic conditions: it features a sophisticated sun protection system that allows regulation of natural lighting and temperature control in the premises. Additionally, traditional Korean motifs and elements are used in interior design, giving the building a national character. Thus, the international minimalist style of this project harmoniously combines with local architectural traditions.

Another example is the Museum of Contemporary Art in Rome, opened in 2022. This project was developed by architectural firm SANAA (Japan). The museum's architecture combines elements of modernism and high-tech, with extensive use of glass, metal structures, and laconic forms, characteristic features of global architectural language [13]. At the same time, the museum building organically fits into Rome's historical context through the use of traditional Italian building materials such as travertine. Moreover, its compact, almost cubic form resonates with the architecture of neighboring buildings, creating a harmonious dialogue between the modern structure and historical context. Thus, global style influences were implemented in contemporary Italian architecture while considering local cultural and urban planning characteristics.

Large international companies continue to use standardized architectural approaches for their facilities worldwide. For example, in 2023, a new flagship Apple store opened in Tokyo. This project was developed by Apple's internal design team. The store demonstrates characteristic features of the company's signature style – extensive use of glass, minimalist design, and clean geometric forms. Similar solutions can be observed in other countries where Apple stores are opening, creating a recognizable global brand image [14]. Apple's global architectural standardization is evident in the use of identical building materials, such as transparent facades made of tempered glass, aluminum structures, and concrete elements. Interiors are also maintained in a unified minimalist aesthetic with predominantly white colors, minimal decoration, and emphasis on technology. This approach allows the company to maintain its corporate style in all stores worldwide, regardless of differences in local cultural and architectural traditions.

Another example is the Marriott hotel chain, which in 2022 presented a new conceptual design for its hotels. This project was developed by Marriott's internal design team. The new design concept aims to create a recognizable global brand image. It includes the use of modern materials such as glass, steel, and concrete, as well as concise geometric forms in the spirit of international style [15]. At the same time, Marriott strives to adapt its hotels to local conditions by incorporating regional motifs in interior and exterior designs. For example, Marriott hotels in Asia may utilize traditional Asian ornaments and natural materials, while in Europe they may incorporate elements of classical architecture. Thus, the company maintains a unified style across all its properties worldwide, combining the global objectives of its brand with local approaches in architectural design.

Thus, globalization has a dual impact on architectural styles: on one hand, promoting the spread of international trends, and on the other, leading to certain unification and standardization of architectural solutions. The author of this study considers it appropriate to find a balance between global and local approaches in architectural and design solutions to preserve cultural identity and form the uniqueness of architectural objects in different locations.

2. Local Identity: Preservation and Adaptation

In the era of globalization, preserving local identity in architecture has become an important tool for maintaining cultural diversity. Architects around the world are inspired by local ideas and turn to traditional materials, technologies, and forms, integrating them into contemporary projects. This process, on one hand, preserves cultural heritage, while on the other, it contributes to the development of a unique architectural style that reflects the specificity of each region.

The use of local materials and construction methods allows for the preservation of the cultural characteristics of the region while making projects more environmentally friendly. Local materials such as wood, clay, sandstone, bamboo, and others are adapted in modern projects for East Asian countries, making them recognizable and reflective of the cultural patterns of construction activities and artistic creativity of local residents. Another value is that these local materials are not only accessible but also have a low carbon footprint, making them ideal for sustainable construction. Furthermore, the use of such materials allows for the preservation of traditional processing methods while simultaneously introducing innovations that meet modern requirements.

Traditional building technologies also inspire contemporary approaches to construction. For instance, the traditions of building residential houses in Morocco using rammed earth (rammed-ers) have become the basis for creating modern buildings that not only retain heat but also emphasize the cultural uniqueness of the region. This approach demonstrates how traditional techniques can be adapted to modern conditions, ensuring comfort and aesthetics.

Thus, preserving local identity through traditional materials and construction methods is increasingly becoming an important task for contemporary architecture. Such approaches highlight the cultural characteristics of various regions of our planet and contribute to the creation of environmentally sustainable projects. They also open new opportunities for collaboration between architects, local communities, and craftsmen, which can lead to a deeper understanding and respect for the cultural heritage of the regions. As a result, architecture becomes not only functional but also culturally significant, branding the uniqueness of each location and its history.

Next, we will consider some successful examples of hybridization and adaptation of local and global trends in modern architectural practice.

2.1. Clay and Earth: India and Morocco

Clay structures retain heat in winter and provide coolness in summer, making them ideal materials for hot climates.

An example of this approach is The Brick House project, built in 2019 in India by iStudio Architecture [16, pp.104-111]. The house is located in Wada, Maharashtra state, and represents a private residence of 280 square meters. The architects used local red clay brick as the primary building material, reimagining traditional masonry methods to create dynamic patterns on the facade. A distinctive feature of the project is an innovative natural ventilation system, created through special arrangement of brick blocks forming permeable lattice walls (jali). The internal courtyard with a water feature and greenery serves as a natural cooler, while massive walls provide thermal mass that regulates temperature inside the house. The project demonstrates how traditional building materials and methods can be adapted to create modern, environmentally conscious housing.

Another striking example of this approach is the Eathouse restaurant, built in 2021 in Marrakech, Morocco [17, pp.423-441]. The project was designed by local architect Amine Aboura. In designing Eathouse, Aboura turned to characteristic elements of traditional Moroccan architecture, such as arched openings of specific configurations, vaulted ceilings, and internal courtyards with fountains. These classical motifs in Amine Aboura's contemporary project also acquired minimalist geometric outlines. The restaurant's facades are clad in local clay brick, giving the building a warm ochre tint and harmoniously integrating it into the surrounding environment of Marrakech's medina. Internal courtyards with plants and water elements create a sense of tranquility and connection with nature – characteristic features of traditional Moroccan architecture.

Thus, The Brick House and Eathouse clearly demonstrate how global architectural trends can be adapted to local cultural and climatic conditions. The combination of contemporary minimalism with traditional Indian and Moroccan motifs has allowed the creation of unique and recognizable architectural images that reflect regional identity.

2.2. Stone: Greece and Switzerland

Stone has served as a primary building material in mountainous regions for centuries. Today's architects are reimagining its application.

A demonstrative example is the Thermal Complex in Vals (Therme Vals), created by architect Peter Zumthor [18, pp. 155-170]. This project, although completed earlier, remains a benchmark example of working with local stone in contemporary Swiss architecture. The building consists of 60,000 slabs of local quartzite, extracted from the Vals valley. The architect used traditional masonry techniques but reinterpreted them in a modern way, creating monolithic volumes that organically blend into the Alpine landscape. A distinctive feature of the project is how natural light interacts with stone surfaces through narrow ceiling slots, creating a dynamic play of light and shadow. The complex demonstrates how traditional material can be used to create contemporary architecture that meets current needs while maintaining a deep connection with local context and building traditions.

Stone House in Anavyssos, Greece, created by Decavalles Architecture [19, pp.131-144], is a striking example of contemporary interpretation of traditional Greek stone architecture. The house is situated on a hillside overlooking the Saronic Gulf, where architects skillfully used local limestone to create a series of terraced volumes reflecting the natural terrain of the site. The building's structural scheme combines a reinforced concrete frame with double stone walls: the outer layer is made of local limestone using traditional dry-stack technique, while the inner load-bearing layer is made of concrete blocks. Between the layers is an insulation layer that ensures compliance with modern energy efficiency requirements. A distinctive feature of the project is the stone laying method: traditional dry-stack technique visually dominates the building's exterior, creating massive walls that simultaneously appear light thanks to well-thought-out proportions and rhythm of openings. The architects preserved the natural texture and color of the stone, allowing the building to organically integrate into the surrounding Mediterranean landscape. The project demonstrates how traditional building methods can be adapted to modern needs, creating architecture that respects local context and ecological building principles.

Both projects – the Thermal Complex in Vals (Therme Vals), Switzerland and Stone House in Anavyssos, Greece – demonstrate the adaptation of global architectural trends to local cultural and natural conditions. The combination of traditional building techniques and modern design solutions has enabled the creation of facilities that successfully meet modern construction and operational technologies while maintaining environmental authenticity.

2.3. Bamboo: Asia

Bamboo, a traditional building material of Southeast Asia, is experiencing a revival in contemporary architecture due to its ecological properties and structural versatility.

The Great Hall of Bamboo at the Green School Bali campus [20, pp.78-89] demonstrates an innovative approach to using this material in public buildings. The hall's structural system is based on the principle of double arches: the main load-bearing arches are made of four interconnected bamboo stems, 15 cm in diameter, creating an 18-meter span. A secondary system of thinner bamboo elements forms the latticed roof structure. A distinctive feature of the project is the use of traditional nodal connections, enhanced by modern engineering solutions: steel bolts with epoxy filling ensure structural reliability while maintaining the visual lightness of traditional jungle ties. An innovative natural ventilation system is integrated into the roof structure, allowing the building to function effectively in tropical climate without mechanical air conditioning.

Sharma Springs Residence [21, pp.101-116] represents an alternative approach to working with bamboo in residential construction. The six-story structure relies on a complex system of inclined supports, where each bamboo element works exclusively in compression or tension, according to the

material's natural properties. The building's structural scheme is based on a modular system of triangles, where each connection node is designed considering bamboo's behavior under humidity changes. The engineering solution incorporates steel embedded parts that allow bamboo to naturally expand and contract without losing structural integrity. The architects applied an innovative bamboo treatment technique using boric acid, significantly increasing the material's durability while maintaining its environmental friendliness.

2.4. Wood: Japan and Scandinavia

Along with bamboo, wood remains a traditional universal building material that is successfully used in combination with advanced technologies, especially in Japan and Scandinavia.

An example of this approach is the Kamikatsu Zero Waste Center, built in 2021 in Japan by architect Hiroshi Nakamura [22, pp. 45-62]. The waste recycling center is constructed primarily from local wood with minimal use of other materials. The building's facade is adorned with wooden panels, maintaining a laconic minimalist style and traditional Japanese motifs.

Another striking European example is The Treehotel in Sweden, designed by architectural firm Tham & Videgard [23, pp.85-104]. The natural wood structure is organically integrated into the forest landscape. Wood is used here for both load-bearing elements and decorative interior finishing.

Thus, bamboo and wood continue to play important roles in contemporary architecture, allowing harmonious combination of traditional materials with innovative technologies and design solutions.

3. Approaches to Working with Local Decorative Motifs

3.1 Replication of Patterns and Ornaments

The use of traditional patterns in the decoration of walls, ceilings, window frames, and other details contributes to the integration of contemporary objects into local contexts. These patterns not only provide aesthetic value but also serve an important cultural function, reflecting the history and identity of the region. For example, Arabic architecture often employs authentic mosaic motifs that symbolize harmony and order, while Indian architecture is characterized by intricate carved elements that showcase the craftsmanship of local artisans and a deep connection to spiritual traditions.

Contemporary architects widely apply traditional patterns in both modern facades and interiors, creating a link to local culture. This approach not only preserves cultural heritage but also adapts it to new conditions that meet modern requirements. The use of traditional elements in new contexts can become a powerful tool for forming a unique architectural style that combines the past and the present.

It is important to note that in modern construction, these elements not only retain their decorative function but also acquire new interpretations thanks to innovative materials and technologies. For instance, modern composite materials can imitate traditional textures and patterns while providing high strength and durability. This allows architects to experiment with forms and colors, creating new visual effects that emphasize cultural identity.

Thus, the integration of traditional patterns into contemporary architecture enriches the aesthetic aspect of buildings and fosters a cultural dialogue between the past and the present. This underscores the importance of preserving local traditions in a globalized world, where the uniqueness of each region can serve as the foundation for creating new architectural solutions.

A landmark example of this approach is the reconstruction of Qasr Al Hosn fortress in Abu Dhabi, completed by CEBRA Architecture in 2020 [24, pp. 578-593]. This project demonstrates how traditional Islamic geometric patterns can be reinterpreted in the context of contemporary architecture. The architects integrated classical Arabic ornaments into the building's facades and interior spaces. An innovative approach was used in manufacturing these details: patterns were cut into white concrete panels using modern digital fabrication technologies. This achieved exceptional precision and detail while maintaining visual lightness in the construction. Special attention was paid to the play of light and shadow – an important element of Islamic architecture. Perforated patterned panels create constantly changing light patterns in the interior, offering a contemporary interpretation of traditional Arabic lighting solutions.

The Al Bahar Towers in Abu Dhabi, completed in 2012 by Aedas Architects [25, pp. 85-94], represent a revolutionary reinterpretation of the traditional Arabic mashrabiya. This project showed the world how an ancient architectural element could be adapted to meet modern construction requirements. The towers' facade features a dynamic system of thousands of computer-controlled geometric elements. Each element can open and close depending on the sun's position, creating a living, breathing facade. This modern interpretation of mashrabiya reduced solar heat gain by 50% and significantly decreased the need for interior air conditioning. The facade's geometric pattern is based on traditional Islamic motifs but is executed using modern materials: lightweight aluminum frames and PTFE-coated fiberglass. The system is controlled by a sophisticated algorithm that considers time of day, season, and weather conditions.

Another example of successfully combining traditional elements with modern technologies is the Jameel Arts Centre in Dubai, designed by Serie Architects [26, pp. 254-257]. In this building, opened in 2020, an innovative approach was applied to using the traditional Arabic architectural detail – mashrabiya, carved wooden lattices that have been used in Arabic architecture for centuries for natural ventilation and sun protection. At Jameel Arts Centre, architects reimagined this element, creating a contemporary version of mashrabiya using high-tech materials. The carved panels in this project provide natural cooling for interior spaces and create unique lighting effects in the interior; they serve as an element of energy-efficient design and form a recognizable architectural image connected to local culture. A distinctive feature of the project was the use of computer modeling to optimize the size and placement of openings in the panels. This allowed achieving maximum natural ventilation efficiency while maintaining the aesthetic appeal of the traditional pattern.

All these projects demonstrate how traditional decorative elements can be successfully integrated into contemporary architecture, serving not only aesthetic but also practical functions. The use of advanced technologies and materials in this case allows: increasing the durability and strength of decorative elements; optimizing their functional characteristics; reducing production and installation costs; creating a unique architectural language that combines tradition and innovation. This approach to replicating traditional patterns and ornaments is becoming increasingly popular in contemporary architecture, especially in regions with rich cultural heritage, where maintaining connections with historical traditions while creating modern buildings is important.

4. Combination of Old and New Technologies

The application of traditional materials (clay, wood, stone) combined with modern technologies, such as contemporary waterproofing and reinforcement of load-bearing structures, makes architecture sustainable and aesthetically appealing.

The Cultural Center in Abu Dhabi, implemented by BDP Architects in 2021 [27, pp. 182-185], represents a remarkable example of integrating traditional materials into contemporary architecture. Several modern methods were used to process local limestone quarried in the UAE region: computer modeling to optimize block sizes; laser cutting to achieve precise dimensions; special surface treatment to increase resistance to climatic effects. Additionally, modern technological solutions were implemented, namely: a multi-layer waterproofing system for moisture protection and an integrated ventilation system in the masonry; modern fastening systems ensuring seismic stability; and special temperature joints to compensate for thermal expansion. Local aesthetic architectural features were preserved, including the natural stone texture, creation of traditional Arabic patterns using modern cutting technologies, and the use of light and shadow play on the textured stone surface.

The Songyang Story Hall project in China (2021), developed by DnA Design and Architecture [28, pp. 94-101], demonstrates an innovative approach to using bamboo in modern construction. As in the previous example, innovative methods were implemented, particularly in bamboo processing: vacuum impregnation with polymer resins; thermal treatment to increase material strength; special drying to prevent deformation. Structural reinforcement was also performed, including: use of composite materials for joints; integration of steel elements at key nodes; application of modern adhesive compounds. Ultimately, thanks to bamboo's flexibility, complex geometric structural forms

were created, combining traditional Chinese weaving techniques with modern fastening systems. Additionally, new types of connections for bamboo structures were developed.

To understand the advantages of integrating these traditional materials, they fully align with sustainable architecture principles in terms of their environmental friendliness. Both materials possess the following properties: low carbon footprint due to their local availability; recyclability and reusability; natural regulation of indoor microclimate.

The economic advantages cannot be overlooked, such as: reduced transportation costs during construction; support for local producers; structural durability thanks to modern processing methods. The socio-cultural significance of the applied solutions is also important, including: preservation of traditional building techniques; creation of a recognizable architectural image that is familiar and understandable to the local society; maintenance of cultural continuity in the construction region.

The integration of traditional materials into contemporary architecture opens new possibilities for developing sustainable architecture, creating energy-efficient buildings, preserving cultural heritage across different regions of the planet, and developing innovative structural solutions for authentic building materials. The experience of The Cultural Foundation and Songyang Story Hall projects shows that traditional materials can be successfully applied in modern construction, creating unique architectural solutions that combine historical continuity with technological innovation.

5. Use of Local Plants

The integration of local flora into architectural projects not only supports local ecosystems but also creates a visual connection with the region's natural landscape. This approach reduces the maintenance costs of greenery, as local plant species are naturally adapted to the area's climatic conditions.

Bosco Verticale – the vertical forest in the heart of Milan, Italy (2014) – a project by Stefano Boeri [29, pp. 159-163], became an innovative example of integrating local flora into high-rise architecture. Over 900 trees and 2,000 plants characteristic of the Lombardy region were planted on the facades of two towers. Plant selection was carried out considering their natural adaptation to the local climate and altitude placement. Special attention was paid to species traditionally used in Italian gardens: various types of oak, maple, and beech. The plant care system takes into account seasonal changes and traditional gardening methods of the region.

Gardens by the Bay (2012) in Singapore [29, pp. 164-173] demonstrates an innovative approach to preserving and showcasing local tropical flora. The gardens feature over 40 plant species characteristic of Southeast Asia. A distinctive feature of the project was the integration of traditional Asian gardening principles with modern technologies. The vertical gardens here recreate natural tropical ecosystems, while the rainwater collection system is based on traditional water conservation methods of the region.

Another notable example is *the Eden Project* (2001) in Cornwall, England [30], which showcases the importance of local plant species in creating sustainable environments. This project consists of a series of biomes that house diverse plant species from various climates, including a significant focus on local Cornish flora. The design emphasizes the use of native plants to restore the local ecosystem and educate visitors about the importance of biodiversity. The project incorporates sustainable practices such as rainwater harvesting and renewable energy sources, demonstrating how local plants can play a crucial role in environmental education and conservation efforts.

Both projects demonstrate how the use of local plant species can create sustainable ecosystems in urban environments while preserving cultural traditions of landscaping and gardening. This approach increases the ecological efficiency of buildings, creates a strong connection between contemporary architecture and the local natural context.

The integration of local plants into architectural design is not merely an aesthetic choice; it is a vital strategy for fostering sustainability and enhancing the ecological integrity of urban environments. By utilizing native flora, architects can create spaces that resonate with the local landscape, promote biodiversity, and reduce maintenance costs. Projects like Bosco Verticale, Gardens

by the Bay, and the Eden Project exemplify how thoughtful plant selection and innovative design can harmonize with nature, creating vibrant ecosystems that benefit both residents and the environment.

Moreover, these initiatives highlight the importance of cultural heritage in landscaping practices. By incorporating traditional gardening techniques and local plant species, architects and designers can honor the historical context of a region while addressing contemporary environmental challenges. This dual focus on sustainability and cultural identity enriches the architectural narrative, and also fosters a sense of community and belonging among inhabitants.

As urbanization continues to expand, the role of local plants in architecture will become increasingly significant. Future projects should prioritize the integration of native species to improve ecological performance and to foster a deeper connection between people and their environment. Ultimately, the thoughtful incorporation of local flora into architectural design can lead to more resilient, sustainable, and culturally rich urban spaces that reflect the unique identity of each region.

6. Examples of Successful Integration of Local Elements in Modern Projects

6.1 Eco-design in Scandinavia

Scandinavian architecture has always been distinguished by its special approach to interaction with nature and the environment. For example, the famous "The Tree Hotel" project in Harads, Sweden (architects: Tham & Videgard Arkitekter (Mirror Cube); Cyren & Cyren (Bird's Nest); SandellSandberg (Blue Cone); Inredningsgruppen (The Cabin); opening year - 2010; latest update/expansion - 2017 - addition of new Biosphere house by BIG - Bjarke Ingels Group) combines minimalist design with forest landscape while maintaining harmony with nature. In recent years, this region has become a true laboratory for sustainable construction, where traditional principles of nature compatibility organically combine with advanced technologies. Let's examine several landmark projects that demonstrate the evolution of the Scandinavian approach to architecture.

In 2021, the reconstruction of the unique Nature House project [31, pp. 145-162], created according to architect Bengt Warne's concept, was completed in Sweden. This project represents a revolutionary reinterpretation of traditional Scandinavian housing. The main idea involves placing a traditional wooden house inside a large glass greenhouse, creating a special microclimate and significantly reducing energy consumption. The glass shell acts as a buffer zone between the house's interior space and the external environment. In cold weather, it accumulates solar heat, substantially reducing heating costs, while in summer it provides natural ventilation. The space between the house and glass shell is used as a winter garden, where fruits and vegetables are grown even in the harsh Scandinavian climate. The project exclusively uses ecological materials: the main house is built from local wood treated with traditional methods, and the water supply system operates in a closed cycle, including rainwater collection and purification for reuse.

The Powerhouse Brattorkaia office center in Trondheim, Norway [32, pp. 112-128], designed by Snohetta architectural firm, represents a breakthrough in energy-efficient construction. This project, completed in 2019, became the first office building in Northern Europe that produces more energy than it consumes throughout its lifecycle. The building is covered with solar panels integrated into the sloped roof and facades. The building's form is carefully calculated for maximum solar energy utilization, while the architects managed to create an expressive image that harmoniously fits into the urban landscape. The use of local stone and wood in facade finishing emphasizes the connection with Norwegian building traditions. An innovative heat exchange system uses seawater for cooling and heating spaces, while natural ventilation and thoughtful window placement maximize daylight use, reducing electricity consumption.

The Amager Bakke (CopenHill) project in Copenhagen, Denmark [33, pp.78-95], completed in 2020 and designed by BIG, demonstrates a revolutionary approach to industrial architecture. This facility combines seemingly incompatible functions: a waste-to-energy plant and an urban ski resort. The building's sloped roof has been transformed into a 450-meter ski slope accessible to city residents year-round. The building's facades are covered with vertical gardens that not only improve the industrial facility's aesthetic appearance but also contribute to air purification. The plant uses state-

of-the-art waste processing technologies, converting urban waste into heat and electricity for thousands of homes. Particularly impressive is the facility's integration into the urban environment: besides the ski slope, there are hiking routes, an 85-meter climbing wall, and an observation deck with panoramic city views. The project demonstrates how industrial architecture can become part of urban leisure space.

These projects demonstrate key principles of modern Scandinavian architecture, namely: integration with the natural environment; use of local materials; energy efficiency and sustainable development; multifunctional spaces; social responsibility.

The Scandinavian approach to architecture has a significant influence on global sustainable construction practices. The experience of projects such as The Nature House, Powerhouse Brattorkaia, and Amager Bakke shows that environmental friendliness can be not a limitation but a source of innovative architectural solutions. These buildings don't just minimize negative environmental impact – they actively contribute to improving the ecological situation and people's quality of life.

7. Hybrid Architecture: Synthesis of Traditions and Innovations

The term "hybrid architecture" was introduced into professional discourse in the late 1970s by Japanese architect Kisho Kurokawa [34, pp. 8-16] and theoretically substantiated by Charles Jencks in the context of postmodernist architecture [19]. Kurokawa, drawing on the Japanese philosophical concept of "symbiosis," developed the idea that the architecture of the future should combine different, sometimes opposing elements, creating a new quality of space and form.

Hybrid architecture is characterized by several key features that define its special place in contemporary architectural practice:

7.1 Multilayered Cultural Codes. Modern hybrid buildings can simultaneously address different cultural traditions and their bearers. A striking example is the Museum of Islamic Art in Doha (2008, arch. I.M. Pei) [35, c. 1-13], where traditional Islamic geometric patterns are reinterpreted through the lens of modernist aesthetics, creating architecture that is comprehensible to both local residents and international audiences.

7.2 Functional Flexibility. Hybrid buildings are designed with the possibility of transformation and adaptation of space for various functions. An example of this approach is the Timmerhuis complex in Rotterdam (OMA) [36, c. 12-18], where the modular structure allows easy conversion of spaces from offices to housing, responding to the changing needs of the city.

7.3 Technological Integration. Hybrid architecture seamlessly combines traditional construction methods with the latest technologies. The Al Bahar Towers in Abu Dhabi demonstrate how the traditional mashrabiya element transforms into a dynamic computer-controlled facade that adapts to sunlight [37, c. 185-221].

7.4 Environmental Responsibility. Modern hybrid buildings integrate principles of sustainable development with architectural expressiveness. The Bosco Verticale building in Milan combines residential function with vertical landscaping, creating a new type of urban ecosystem [29, c.159-163]

7.5 Social Inclusivity. Hybrid spaces create new forms of social interaction. The Tjibaou Cultural Center in New Caledonia (Renzo Piano, 1998) demonstrates how traditional Kanak culture can be integrated into a modern cultural center, creating a space for intercultural dialogue [38, pp. 83-111].

7.6 Material Hybridity. The use of different materials in unexpected combinations becomes a source of new aesthetics. The Swiss Re building in London (N. Foster and Partners, 2004) [39, 40] combines steel, glass, and diagonal grid construction, creating an energy-efficient form that has become a new symbol of the city.

7.7 Contextual Sensitivity. Hybrid architecture considers both the physical and cultural context of the place. The Museum of Contemporary Art in Kanazawa (SANAA, 2004) [41, pp. 44-69] demonstrates how a modern building can harmoniously fit into a historical environment, creating a dialogue between past and future.

Today, hybrid architecture demonstrates its viability and promise in various contexts worldwide. This approach is particularly relevant in the context of globalization, where architecture

must respond to multiple challenges: preserving cultural identity, adapting to climate change, creating inclusive spaces, and ensuring economic efficiency.

Successful examples of hybrid architecture can be found in different parts of the world: from Singapore's skyscrapers combining vertical greenery with office spaces to Scandinavian cultural centers where traditional materials are used in innovative ways. This trend indicates the formation of a new paradigm in architecture, where hybridity becomes not a compromise but a conscious design strategy that responds to the complexity of the modern world.

Hybrid architecture offers a development model that allows preserving local identity in the context of globalization, creating sustainable and adaptive buildings, and forming new types of public spaces. This makes it particularly relevant for developing cities and regions seeking to find a balance between preserving traditions and implementing innovations.

Conclusions. To address the stated topic, we chose the method of analyzing examples of contemporary architecture from different regions of the world. We structured our research by examining the following aspects through current architectural examples: the influence of global brands on architectural trends; the use of local materials in buildings constructed in European, African, and Asian countries (India, Morocco, Switzerland, Greece, Indonesia, Japan, Scandinavia); the integration of traditional decorative motifs in contemporary architecture (Arab world countries); the combination of traditional and newest technologies through examples of recently built objects in the UAE and China; and the use of local flora in architectural innovations (Italy, Singapore).

According to the first research objective – tracking historical roots and analyzing current global architectural trends – it was revealed that the concept of hybrid architecture has deep historical foundations, traceable from antiquity to the present. Current trends demonstrate a growing interest in the synthesis of global and local, manifested in: reinterpreting traditional forms and materials in the context of modern technologies; integrating ecological principles with local building practices; creating a new architectural language that combines international style with regional features; and using digital technologies to reproduce and reinterpret historical patterns.

The study of successful international cases allowed us to show the diversity of approaches to integrating modern solutions into existing urban environments. Particularly important for illustrating this were: the experience of Middle Eastern countries in creating contemporary architecture while respecting traditional forms; Asian countries' practices in balancing technological progress with cultural heritage; European examples of revitalizing historical districts while implementing innovative solutions; and Scandinavian experience in harmoniously combining natural materials with modern technologies.

Regarding the identification of main problems and challenges, the research revealed the following key aspects: the need to balance authenticity preservation with innovation implementation; the importance of considering climatic and environmental factors when adapting global trends; the need to develop local building regulations that consider both traditional and modern construction methods; and the significance of social context and public opinion in implementing new architectural solutions.

Prospects for Further Research. All examples presented in the article indicate the viability and creative development of the hybrid architecture concept, and therefore, can be further tested and implemented in the post-war reconstruction of Ukrainian cities and settlements. Of course, this should be done with a complete understanding and awareness of the appropriateness of applying various hybridization techniques in architecture and design.

We suggest that for Ukraine, particularly relevant directions for understanding the hybridity paradigm in local conditions are:

• Development of methodology for restoring historical centers and urban development using modern technologies and materials while preserving the authentic character of the environment;

• Development of a regulatory framework governing the application of innovative construction methods in the reconstruction of historical objects;

• Formation of a new architectural identity that reflects both historical heritage and meets the modern needs and aspirations of Ukrainian society;

• Creation of new architectural solutions that take into account regional characteristics and historical heritage of different regions of Ukraine;

• Implementation of energy-efficient technologies and ecological solutions in the context of traditional architecture.

Therefore, the concept of hybrid architecture in creative application to Ukrainian territories represents not just a theoretical model but can become a practical tool for solving current tasks of restoration and development of Ukrainian cities, allowing the preservation of cultural identity while implementing modern architectural solutions (Table 1).

Table 1. Prospects for Developing Theoretical Foundation for Implementation of Hybrid Architecture Paradigm in Ukraine

Research Direction	Research Field	Expected Theoretical Result
Cultural	• Interaction of traditional and innovative forms in Ukrainian architecture; • Transformation of cultural codes; • Regional features of architectural identity	• Formation of a theoretical model for cultural adaptation of hybrid forms; • Definition of principles for preserving authenticity while implementing innovations
Methodological	• Methods of integrating traditional and modern technologies; • Principles of hybrid object design; • Criteria for evaluating hybrid solutions effectiveness	• Development of hybrid design methodology; • Creation of quality assessment system for hybrid solutions
Typological	• Classification of hybrid architectural forms; • Analysis of functional combinations; • Research of spatial structures	• Creation of hybrid architectural objects typology; • Formation of functional zoning principles
Technological	• Adaptation of modern technologies to local conditions; • Integration of energy-efficient solutions; • Use of local materials	• Development of technological standards; • Creation of adapted solutions database
Social	• Public perception of hybrid architecture; • Social adaptation of new forms; • Public participation in design	• Formation of social integration model for hybrid objects; • Development of public participation mechanisms
Ecological	• Environmental impact; • Bioclimatic adaptation; • Resource efficiency	• Creation of environmental standards; • Development of sustainability criteria for specific territory
Economic	• Economic efficiency of hybrid solutions; • Object lifecycle; • Investment attractiveness	• Formation of economic evaluation model; • Development of investment feasibility criteria
Urban Planning	• Integration into urban environment; • Impact on territorial development; • Transport connections	• Creation of urban integration principles; • Development of environmental impact assessment methods

Let us summarize the results that can be expected from further development of this topic.

The expected general results of theoretical research will consist of:

- Formation of a comprehensive theory of hybrid architecture in the Ukrainian context;
- Creation of a methodological foundation for design;
- Development of quality assessment criteria for hybrid solutions;
- Definition of balanced development principles.

The practical significance of this work will lie in:

- Creation of a regulatory framework;
- Development of recommendations for designers;
- Formation of new educational programs;
- Determination of directions for further research regarding the effectiveness of this approach.

Thus, the chosen research methodology allowed us to systematize international experience and identify the most relevant practices for Ukraine, paving the way for the creation of a reliable theoretical foundation that will support the implementation of successful hybrid solutions in the Ukrainian context and serve as a basis for future research. The proposed approach to developing the topic will enable us to theoretically and practically explore innovative design strategies, assess their impact on local communities, and adapt global trends to enhance the cultural and environmental sustainability of architectural practices in Ukraine. By contributing to a deeper understanding of hybrid architecture, we aim to foster the evolution of architectural discourse and practice, ensuring that it remains responsive to both local needs and global challenges.

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ЛОКАЛЬНЕ ТА ГЛОБАЛЬНЕ В СУЧАСНІЙ АРХІТЕКТУРНІЙ ПРАКТИЦІ

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Анотація. В умовах стрімкої глобалізації та технологічного розвитку сучасна архітектура стикається з фундаментальною дилемою: як зберегти місцеву ідентичність, відповідаючи при цьому глобальним стандартам і вимогам сталого розвитку. У статті досліджується складна взаємодія між місцевими архітектурними традиціями та глобальними тенденціями, аналізуючи їхній вплив на формування сучасного архітектурного середовища. Папір розглядає історичні аспекти цієї взаємодії, трансформацію архітектурних стилів під впливом процесів глобалізації, а також виклики, пов'язані з загрозою втрати культурної автентичності.

Особливу увагу приділено феномену "гібридної архітектури", яка органічно поєднує елементи різних культурних традицій з інноваційними технологічними рішеннями. Це явище стає все більш актуальним у сучасному світі, де архітектори намагаються знайти баланс між традиційними цінностями та сучасними вимогами. На основі аналізу міжнародного досвіду та конкретних прикладів демонструються успішні стратегії інтеграції місцевих особливостей у сучасний архітектурний контекст.

Дослідження підкреслює важливість збалансованого підходу до дизайну, який враховує як глобальні тенденції сталого розвитку, так і необхідність збереження культурної спадщини. Важливим аспектом є також роль архітекторів у формуванні середовища, яке б відображало унікальність місцевих культур, водночас відповідаючи сучасним вимогам. Аналіз, проведений у статті, надає основу для подальшого розвитку методологічних підходів щодо гармонійного поєднання місцевої ідентичності з глобальними стандартами в архітектурній практиці.

Стаття висвітлює актуальні проблеми та пропонує українським фахівцям практичні рекомендації щодо подальших досліджень тематики «гібридної архітектури» з метою створення теоретичної бази для впровадження успішних гібридних рішень до українського архітекурно-містобудівного контексту.

Це дослідження може стати корисним ресурсом для архітекторів та дизайнерів, які прагнуть створити простори, що відображають культурну специфіку, водночас відповідаючи вимогам сучасності, а також для фахівців у галузі урбаністики та культурології, які зацікавлені в інтеграції традиційних цінностей у сучасні проекти.

Ключові слова: архітектурна ідентичність, культурна спадщина, глобалізація, сталий дизайн, гібридна архітектура, локальні традиції, глобальні стандарти, екологічна свідомість, збереження культури, архітектурні інновації.