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Bolotov G.I., Associate professor

(National Aviation University, Kiev, Ukraine)

EFFECTIVENESS OF THE BUFER ZONE

Effective functioning of the buffer zone of communication between an architect, a

manager and a customer is en sured by creating init of comfortable conditions for a

proper dialogue by means of appropriate equipment and design including creation of

a footage out of whole of the palette of psychological types: “Creators”,

”Pragmatists”, ”Intellectuals” and “Dreamers”.

A buffer zone is an area which is meant to ensure an effective communication

between an architect-practitioner and a customer representing a wide range of

psychological types. Since a project and its implementation are the main result of

architectural activity, the most convincing argument is photographic images from nature.

And such footage is supposed to represent different psychological types. It becomes of

special importance when an individual dwelling house is considered as an object of a

contract since it requires the most possible consideration of the personal preferences of a

customer in terms of images and sensuality and functionality. Whether a bargain (a deal)

takes place at all depends on whether a customer sees in the exposition presented to him

“his” version of interpretation of an architectural object and of space arrangement.

Consequently an expositional range should be properly segmented and each the

psychological types not only represented but also outlined and accentuated (by means of

the range of colors typical for a type, accessories, and a way of arrangement). In this case

it is also important, for example, in which frame the exposition is represented, from what

material the frame is made, its structure.

One of the main parts of the buffer zone should be an image-making and

representative one where the diplomas, certificates, awards issued to the firm and authors

of developments are located. The representative part affects different psychological types

differently: for ”pragmatists”, for example, it is a significant argument while for

“creators” – not very much, but its presence is obligatory because it testifies for the actual

accomplishments of a firm, a studio, an architect, and works for their image.

In the buffer zone there can be also a screen for demonstration of video

presentations when there are discussions about projects or there is a dialogue with a

customer.

Architectural space of the buffer zone can be created in different ways depending

on the creativity preferences of a director of a firm/ a studio, his/her psychological setting.

According to the existing classification of the types of architect managers (by

Yasinskiy M.) there are five categories currently working in Ukraine: 1.” Architect on

Sale“,2.“Substitute Mother”, 3.”White Dove”, 4.“Satrap”, 5-“Commercial Diplomat“[1 ].

The architectural and design arrangement of the area of the buffer zone by

architect managers of the ”Architect on Sale“ type as well as their principles of

“omnivorous” work aimed at getting money are built exclusively on the advertising basis

using brutal and grotesque techniques and effects (going on the leash of a customer they

violate the normative requirements, moral and aesthetic principles in order to get a

10.38 UDC 72.012.8 (1-0 ):347.75//76 (045)

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10.38 easily transform ensuring in that way democratic ways of communication.

It worth of saying that the mentioned above types of architect management

develop in the changing social and economic environment and in the nearest future

should be exposed to significant changes due to the upcoming process of harmonization

of the social relations provoked by the “Euromaidan”. First of all as it has been already

mentioned before the type of “Architect on Sale” as a rudiment will disappear

completely. The “Substitute Mother” type will transform into a “United family” and

“Satrap” into a “Harmonious Rapport”. In that way there will be four main psychological

types corresponding with the types of nature power (Fire, Earth, Air, Water) and aezo

psychological types of “Creators”, “Pragmatists”, “Intellectuals” and “Dreamers”.

The profession of an architect manager implies certain requirements and first of

all the ability to not just professionally correctly communicate your thoughts but to do it

with the necessary conceptual and emotional accents depending on the psychological

and physiological peculiarities of a customer, his/her aesthetic preferences, psychological

type.

For example for “pragmatists” it is necessary to make accent on expediency of

the proposed solutions, their economic advantages, while for “dreamers” it is important to

make accent on the emotional integral parts of the project, its image and aesthetic features

such as design, colors solutions. These integral parts should be smoothly integrated into

the special environment of an object, be its indispensable part, so it means that for each of

the psychological types there should be selected a palette of appropriate solutions for a

preferred type of a construction no matter whether it is an individual dwelling house, or

an office, or a restaurant. If the image melody of the construction or of the space sounds

in a customer`s mind as his/her own one then the deal and further cooperation will take

place [2].

So the effective functioning of the buffer zone of communication between an

architect, a manager and a customer is mainly dependent on its being comfortable

ensuring in that way the proper perception of all the “seen and heard” by a customer,

manager`s “hitting” the core of the problem under review and a successful completion of

a dialogue.

To achieve this goal the buffer zone should be appropriately equipped and

designed. The main integral part of an exposition is a footage of a project developments

and photograph images from nature, of the objects interesting for a customer, and should

represent the whole of the palette of the psychological types, namely: “Creators”,

”Pragmatists”, ”Intellectuals” and “Dreamers”

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