

PAVILION AS THE PART OF IMAGE OF A CITY AND A PLACE

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ABSTRACT:

The study deals with the effect of the pavilion in public areas. It illustrates the current situation in the global context. It follows its role of a social, compositional and image element in public areas of Urban structures. However, it preferentially examines a pavilion and the impact on increasing identity of a place.

Spatial development of cities increasingly requires a strategy reflecting demands and needs of contemporary society. In connection with the worldwide trend of globalization, concentration of vast majority of job opportunities into urban agglomerations has been occurring. Results in rapid population growth in cities providing suitable conditions for locating new investments. As a part of the mentioned trend in the concentration of production and population into urban agglomerations, the need for a fast solution of issues of public spaces as a basic skeleton structure for transformation of the intra-urban structure or its new development is beginning to emerge. Tendencies of population concentration create often large monofunctional territories without impulses conditioning working or other activity in such area, so there is an urgent need for integration of additional functions of public and semi-public spaces into such territory. Public spaces in the new context of urban development are becoming an important social phenomenon of the city. The topic of so-called “*temporary public spaces*” - starts to emerge nowadays. These are spaces offering a diverse range of incentives for the public e.g. city beaches, picnic areas, green parking plots with street furniture, areas for “*street performances*”- street art, and recently fashionable and often projected pavilions with variable disposition, intended mainly for presentation, education and relaxation.

A pavilion, the bearer of an impulse, identity, information and orientation, has become a favourite element in urban structures. At the same time, it is an object, which can determine human activities taking place in and around it, since it is a part of the public space. Impulses, which a pavilion as a clearly defined space within the urban structure often brings, are associated with social interaction.

Besides the benefits of social interaction, a pavilion has the feature of marketing influence on its surroundings. The twentieth century architecture has increasingly been in the position of a medium presenting ideology, identity and lifestyle of individual cities. As a result of globalization, there is an effort of cities to differentiate themselves and create their own identity and a pavilion has increasingly important role in this. The current trend respect “*global iconic architecture*”, of which goal is to reflect the particularity of a place as much as possible.

A pavilion can also be included among marketing tools for the presentation of an idea, product, people and the results of their activities to a wide range of residents. This presentation ability helps to create an overall impression - an image of a place or a city.