



## **International Congress on Economics, Management and Business Studies**

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### **THE POSITIVE EFFECTIVENESS OF USING NATIONAL ARCHITECTURAL ELEMENTS IN MARKETS**

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#### **Annotatsiya:**

Mazkur maqolada « Bozorlarda milliy arxitektura unsurlaridan foydalanishning ijobiy samaradorligi » bozorlarining kelib chiqish tarixi ularning oʻrta asrlar va hozirgi paytdagi funktsiyanal vazifalari, hozirda faolyat olib boryotgan milliy ruxdagi bozorlar arxitekturasida qoʻllanilgan milliy arxitektura unsurlari haqida batafsil bayon etilgan.

#### **Abstract:**

This article "The Positive Effectiveness of Using National Architectural Elements in Markets" describes in detail the history of the origin of markets, their functional functions in the Middle Ages and today, and the national architectural elements used in the architecture of currently operating nationally-style markets.

#### **Аннотация:**

В данной статье «Позитивная эффективность использования национальных архитектурных элементов на рынках» подробно описывается история возникновения рынков, их функциональные функции в Средневековье и в наши дни, а также национальные архитектурные элементы, используемые в архитектуре действующих рынков национального типа.



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**Kalit so'zlar :** Siyob bozori, Chorsu bozori, arka, gumbaz, ravoq.

### **Introduction**

The introduction of ecological principles in market architecture should be considered not only as a design solution but also as an important strategy that contributes to sustainable development for the environment, economy, and social life. In this direction, it is necessary to study international experiences, for example, by utilising the practices of green markets in countries such as Germany, Japan, and the Netherlands [1].

By combining national design elements with modern building materials and technologies, it is possible to aesthetically enrich the visual appearance of markets and make them attractive as architectural objects. This approach not only refreshes the appearance but also serves to preserve cultural memory, demonstrate national identity, and revive the national spirit in the process of modern architecture.

Decorative and structural elements like porches, domes, and ornaments reflect Uzbek aesthetic traditions. Combined with modern architecture, they give bazaars a national feel. For example, gallery balconies provide shade and make markets inviting, benefiting air circulation in hot climates.



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Domes are not only aesthetically pleasing, but also have acoustic and microclimatic benefits. The open-air shopping areas beneath the domes naturally diffuse sound, reducing the ambiguity of large market buildings. At the same time, the domes direct heat upward, acting as a passive cooling system. With the help of modern lightweight metal structures and fibreglass materials, dome shapes are becoming a cheap, durable, and quickly installed solution.

Modern techniques like 3D printing recreate traditional tilework, carving, and painting for markets, decorating facades and interiors. This blend preserves tradition and creates a welcoming atmosphere for customers.

The use of local materials is also important in introducing national styles into modern architecture. For example, the use of bricklaying techniques (with oriental patterns), natural stone, surface plaster, and wooden elements, when combined with new technologies, results in sustainable, ecologically and



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culturally rich objects. At the same time, the availability of composite materials, lightweight aluminium panels, (PVC) coatings, or transparent glass panels in today's construction market is expanding technological possibilities, as well as decorating them with traditional patterns.

Such approaches are based on a strategy of introducing modernity while preserving cultural continuity . That is, even if the markets are built according to new architectural principles, they are not alien to the public psyche, but are shaped as familiar and comfortable spaces. This instils aesthetic satisfaction, cultural pride, and a sense of ownership in the users, buyers and sellers. In addition, such design approaches also increase tourism potential: modern markets with traditional decorations serve as an attraction for foreign tourists.

In international practice, such architectural approaches are called “ neo-traditionalism ” or “ vernacular modernism ” (i.e., modern architecture in the vernacular style). For example, in Turkey, Iran, and Morocco, similar approaches are being used to build modern bazaars, public buildings, and cultural centres. Their experience can serve as a basis for introducing modern design while preserving the national architectural heritage in the conditions of Uzbekistan [2]. The practice of improving elements of national and modern architecture can be seen in the example of several large markets in Uzbekistan . These markets have become not only economic, but also cultural and social centres, combining national architectural traditions with modern construction technologies.

### 1. Old Jova Bazaar (Tashkent) — modernity in a historical setting

The Old Jova Bazaar in Tashkent is a place that reflects antiquity while meeting modern requirements. It has preserved its domed roofs , galleries with balconies , and blue mosaics , and today houses modern shopping outlets. As part of the reconstruction work carried out in recent years , LED lighting , ventilation , sanitation services , and comprehensive CCTV security systems have been



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introduced in the market area. Such a harmonious building has modernised not only historically, but also functionally.

### 2. Siyob Bazaar (Samarkand) - integration with cultural monuments



The Siyob Bazaar in Samarkand is located near the ancient Registan Square, and the architecture of the bazaar is inextricably linked to this cultural centre. The bazaar's roofs and colonnaded walkways are in the style of the Timurid era, but were rebuilt using modern materials - reinforced concrete, glass panels, and light metal structures. Here, customers can enjoy modern services while feeling the



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national spirit. In this way, the architecture has become a cultural and aesthetic space for tourists and locals.

3. Bukhara Central Bazaar - a harmony of folk decorations and functionality. The Central Bazaar building in Bukhara has preserved its original structural elements, including carved columns, decorative domes, and wooden carvings. In addition, the building is equipped with modern shopping windows, navigation and information systems, and natural ventilation systems that purify the air. This market is currently being renovated as part of an ecological modernisation project - it is planned to introduce solar panels and rainwater harvesting systems.

The Chorsu building, located in the Tashkent district, is one of the oldest trading centres. Its current appearance was built in the 1980s. The idea was to build a large, functional structure in place of the old, ancient market, meeting the requirements of that time. The project of this building was prepared by Uzbek architects, but the Soviet-era construction style is clearly visible in it.

The central building of the Chorsu Bazaar is domed and consists of four floors. Its architecture combines elements of the "Soviet modernism" or "brutalism" style. The main materials of the building are concrete, iron and glass. The large scale and monumental appearance of the dome reflect the spirit of the "great constructions" of that era. The building is almost devoid of national patterns and decorative elements, but in some places, they are used in a symbolic sense.

Siyob Bazaar: The bazaar was completely rebuilt in the early 2000s. The main goal of the project was to adapt the bazaar to modern requirements, while ensuring harmony with its historical environment and surrounding architectural monuments.

The architecture of the Siyob Bazaar is designed in the national classical style. The buildings are built using mainly ancient techniques, including traditional bricklaying (making shapes in brickwork), wood carving, latticework, and tile



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patterns. The monumental gate at the entrance to the bazaar and the domes, arches, and columns in the interior are reminiscent of the architecture of the Registan ensemble. National architectural patterns were clearly observed in the construction of the building [3].

The Siyob Bazaar, with its architecture, fully embodies national traditions. It is reflected in every detail of the building, every pattern and every architectural solution. This market is not only a place for trading, but also a unique work of national architectural art. It performs not only a functional, but also a spiritual and aesthetic function [4].

Based on the information provided and architectural comparison, we can come to the following conclusion:

Although the Chorsu market is functionally more modern and a shining example of Soviet-era architecture, it architecturally reflects fewer national traditions.

The Siyob Bazaar combines modern construction technologies with national architectural traditions. It is appropriate to take an approach in urban planning in the image of the Siyob Bazaar. While designing newly constructed markets and other public buildings to meet functionality and modern requirements, it is necessary to widely use unique elements of national architecture in their appearance: domes, ayvans, muqarnas, brickwork and wood carvings. This solution will enrich the urban landscape with a national spirit and help preserve its originality.

Conclusion. Such examples of the harmony of national-style architecture and modern technologies allow Uzbek urbanism to develop without losing its identity. These approaches are important not only from a visual point of view, but also from a social, ecological and economic perspective. By using these experiences in new market projects or in the reconstruction of existing ones, not only



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functional and ecological markets will be created, but the rich cultural heritage of our people will also be preserved and developed in practice.

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