

### **Special equipment as one of the components of formation art images environment Motor Show**

*Abstract:* The article deals with the special equipment peculiar subject-spatial environment showrooms, its types and systems, the impact of special equipment for the formation of the artistic image of the interior showroom.

*Keywords:* special equipment, automobile, art image.

**Statement of the problem.** Subject-spatial environment is a complex system of car dealers premises must meet a number of functions such as sales, purchase and maintenance of vehicles. Products in the world is growing, contributing to the opening of new and improved car dealers and auto centers. Automakers develops its own rules and regulations (corporative identity - corporate identity) that form an artistic image of the interior showroom, through filling of spatial object protection, authorized dealer centers, various types of equipment. What should enhance the level of customer confidence in the company and better identification of products in the urban environment.

In the case of private companies (black dealers) that are not officially working with avtorybnykamy, forming the subject-spatial environment showrooms can be carried out without complying with rules and regulations of corporate identity. Interior majority of car dealers are usually vague different artistic and imaginative Resolved environment in general. Usually it pov'yazno with full or partial waiver of the use of special equipment.

**Analysis of recent research and publications.** Among the studies relating to the use of special equipment among public interiors can note A.V.Efimova research, M.V.Lazarevoyi and V.T.Shymko. What special equipment is considered from the standpoint of synthesis as imaginative and practical possibilities equipment protection.

The issue of forming the subject-art image prostorovohoo environment and its role in the architecture and design of a number of works devoted to these authors A.Ikonnikovoyi, S.Han-Magometova, O.Hmelevskoho, E.Lazareva. Although art image is considered in the design as a whole, in the context of yedynychnoho object, in general, these works can clearly present the image of the place and role as one of the important means of forming the human environment.

**The wording of Article goals.** Provides an overview of special equipment among car dealers and identify its properties that affect the artistic image of the interior showroom.

**The main part.** Subject-spatial environment showroom - a complex dynamic system, which includes architectural space, system objects, things, tools, and other forms of equipment, allowing the implementation of a number of functions. Impact on artistic and imaginative interior features showroom done considerable degree because of the shape and functional characteristics of *equipment* which can be divided into classes;

- traditional - for the environmental archetype (furniture, lighting, office equipment, etc.)

- technology - emerged as a response to specific functions appointment Interior (technical equipment for service, lifts, spray chambers, etc.)

- specific, reflecting the introduction of technical progress in the characteristics and parameters of modern lifestyle and generating original, individual interior image.

Equipment actually claimed to be the dominant factor shaping the look of the environmental space showroom. It decorates your interior design themes, helps his visual or functional transformation divides the space into a single flowing or isolated subsystems, and so on. Equipment in the interior showroom has a number of properties, such as - the magnitude of environmental decisions, emotional interior orientation and the ability to generate original, individual image environment.

Сpecialne equipment has the ability to generate custom spatial composition. This compositional creativity is perhaps the most important characteristic of the modern environmental special equipment that helps convert tsilespryamovanno utilitarian and practical environmental solutions showroom settings in yemotsiyno expressive.

The term *special equipment* marked with the following items of design work, which significantly increases the comfort or protection, or form new principles of architectural space (it can be elevators, escalators, air conditioning system, audio system, new types of lighting, etc.), or to radically alter the aesthetics of environmental systems ( video displays, touch-screen monitors, projection, LED, transforming items and fences) and types of environmental equipment, combining the named properties in the complex characteristics, the fundamental way varying possibilities of architectural and design work. For example, new materials that change color and transparency based on their level of temperature or humidity, or holographic projection that can translyuvayt three-dimensional image space.

In the environment of car dealers are the following types and forms of special equipment: information systems, lighting systems, mechanical devices, removable, temporary and transforming equipment, natural ingredients, works of art and art design (Table 1.)

Table 1

**List of special equipment peculiar environment showrooms**

<b>Si tem of special equipment among car dealers</b>	<b>In formational system</b>	<b>Si tem lighting</b>	<b>Me hanichni devices</b>	<b>Change inne, temporary and trans forming equipment</b>	<b>Prioni components</b>	<b>You artwork and Art Design</b>
Pr yklady special equipment showrooms	Bi zualni communication: stands infohrafichni scheme banners, signs, information stands, light boxes. Media equipment: monitors, touch-screen panels, projectors, holographic projection, personal mobile devices.	Where local nne - glass windows in Dasi. Artificial sent - projectors, lamps, decorative illumination (hidden potolochni), wall design, lights (mounted - podium, floor).	Tion Co. - escalators, elevators, lifting platforms, devices for limited mobility.Maintenance and service elevators, lifting platforms.	By continually - mobile podiums, movable partitions.Inpatient - podiums, shop.Mobile - catwalks, advertising stands	Ro saliva decorative wood vases, decorative bouquets.Elements of landscape - rocks, streams.	On the wall - photography (advertising, creative), contemporary art. Three-dimensional objects, sculptures, small arch.form.

It should be noted that each of the groups is not only a range of functional participation in the environmental design, but also own abilities and orientations influence on the aesthetics of the environment showroom. Information Systems, lighting, art design to a greater extent linked to the formation of artistic and imaginative properties inter'nyh showroom space, giving them features a dynamic, changing moods and images. Mechanical equipment and transforming the system, determine the form of spatial constructions, appearance of complex multilevel structures that are visible in the visual detail of the interior showroom.

Properties listed of special equipment, synthesize, overlap and intersect, resulting in giving almost unlimited freedom of choice for the development of any options image design showroom environment.

Artistic image as a specific way of reflection, interpretation and processing of objective reality from the standpoint of a particular aesthetic ideal in concrete chutteviy form is information that is recorded among graphic symbols, various formative elements of the substantive content of the interior. Formation of an artistic image among car dealers usually subordinated corporate identity company cars are on display for sale. There are many techniques roztashuvvannya special equipment showroom in the environment to provide imaginative expression of the interior, for example: synthesis utilitarian qualities and information systems, as an element of visual communication (Figure 1), significant elements of the environment and patterns of behavior and orientation visions of human (client) (Fig. 2), the location of

indirect action as a source of additional and related information (Fig. 3), light scenarios using daylight (Fig. 4).

**Pryomy location of special equipment among car dealers**



*Ri p.1. Synthesis utilitarian qualities and information systems as part of visual communication.  
RENAULT Motor Show in Paris.*



*Ri c. 2. Significant elements of the environment and patterns of behavior and orientation visions person (the client).  
TOYOTA dealership in Odessa.*



*Ri c. 3. Location of indirect action as a source of additional and related information.  
Detail of TOYOTA Motor Show in Paris (diz Ora Ito).*



*Ri c. 4. Lighting scenarios using daylight.  
Detail of OPEL car dealership in Kyiv*

Information systems and means of visual communication as integral features of special equipment are becoming increasingly important in shaping the interior showroom. Strengthening the information component of modern active lifestyle turns them on utilitarian auxiliary in the main means of decorative and imaginative development. This affects the composition of space by asking not only shaped interior features, but also creating expressive object spatial environment showroom. The complex tactile-visual communication provides functions of object recognition, obtaining information on its features and content, orientation in space, and obtained the cognitive information on the environment of its elements and functionality.

**Conclusions.** Specific equipment directly affects the formation of the artistic image among showroom. After all, information is a key component of any image embodied in the medium. In the interior showroom space intermediary between the user (client) and the information it receives a special equipment exhibits, and provides acquaints with the information about the brand of the car, its characteristics, functional solution showroom environment, and so on. A key component of the

artistic image of the interior showroom is the result of the synthesis of special equipment (Information Systems) Architecture and the composition, the marketing of construction and so on.

**Prospects for further research.** Information systems - a promising trend that is developing in parallel with the achievements in the field of media design technology, finding its expression in the artistic image formation medium showrooms. In the future, today's analog information stands infohrafichnyh tables, signs, etc. may become holographic projection and light, personal mobile devices and touch-screen panel. The study of their impact on the size of exhibition space, work areas and service environment is the task showrooms for further study.

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### Аннотация

*Кобылинський А.Ю. Спеціальне обладнання як один з компонентів формування художественного образу середовища автосалона*

*Рассмотрено специальное оборудование, свойственное предметно–пространственной среде автосалонов, его виды и системы, влияние на формирование художественного образа интерьера автосалона.*

Ключевые слова: специальное оборудование, автосалон, образ.

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