UDC 330.341.46 (1-22)

Lukin Serhii Yuriiovych
Candidate of Economic Sciences, Associate Professor,
Director of postgraduate education establishment
Professional Development Center of Kyiv region

TOOLS OF FORMATION AND USE OF POTENTIAL OF PUBLIC SPACE

The article is devoted to the study of tools of formation and use of public space. The analysis of approaches to the disclosure of the nature, characteristics and potential varieties of public space has been conducted; the author's definition of public space and the potential impact factors have been formed. The types of potential of public space depending on the sphere of manifestation, form of existence, orientation and state of realization have been defined. The mechanism of stages of justification and creation of public space has been described. A set of tools has been identified that should be used in Ukraine, namely: legal, institutional and organizational, financial and information technology tools.

Keywords: *public space, tools of formation, potential of public space, users of public space, transformation processes.*

Formulation of the problem in general. Modern cities are able to meet the needs of residents and guests not only in terms of convenience and usefulness, but also regarding environmental friendliness and aesthetics of the urban environment, which contributes to the transformation of the city, overcoming alienation and social isolation and creating a favorable atmosphere for development.

Since the formation of the potential of public space requires the use of a system of tools, it is advisable to study the world experience of creating public spaces. The formation and transformation of public spaces in the world took place at different rates, but with the use of similar tools.

The purpose of the article. The article is devoted to the consideration of theoretical approaches and analysis of existing systems of tools for the formation and use of public spaces.

Analysis of recent research and publications, which initiated the solution of this problem, the selection of previously unsolved parts of the overall problem. The potential of public spaces was tailored by experts in various fields. G.G. Fesenko proposed a philosophical and aesthetic interpretation of

the potential of public spaces [17, p. 157-159], V.S. Koltun proves that the potential of public space is to balance the opposing vectors of activity, goals, interests, opinions and values   [11, p. 203], I.V. Pysmennyy analyzed the impact of social transformations on the synergetic potential of public administration [15, p. 99-102], Y.V. Borisenko emphasized the importance of communicative activity of the territorial community and local authorities in the context of urban development [5, p. 150], Y.O. Kolmakov grounded most common problems of potential public spaces usage that have a negative impact on its comfort [10, p. 86], M.V. Grishchenko noted that public space is influenced by social reality and, on the contrary, creates it [6, p. 35].

Presentation of the main material of the study with a full justification of the obtained scientific results. Defining the essence of the potential of public space should begin with the epistemological and formal-logical essence of the definition of "potential". Thus, the definition comes from the Latin "potentia", which is interpreted as "power", "opportunity" or "resources". In particular, L.E. Orlen-Lembrick claims that the potential reflects the ability and strength of influence [14, p. 62], G.I. Bashtianyn and V.S. Iftemichuk consider potential as tools, supplies and sources that are available and can be used to achieve a particular purpose or resolve an appointed task [7], O.Y. Babyna determines potential as a set of resources in combination with opportunities, means and conditions of their involvement and use [4, p. 26]. Accordingly, the potential is considered as a measure that can determine the possibility of updating the essential powers of the entity or system in real conditions of existence.

The analysis of approaches to the disclosure of the essence, features and varieties of the potential of public space allows to form an author's definition of the potential of public space and justify its types. The potential of public space is seen as existing and hidden opportunities of public space that can be applied and used by residents and guests of the city on the basis of openness and accessibility in order to establish social dialogue and create safe, comfortable conditions for interaction.

The potential of public space is influenced by a number of factors: organizational and managerial (lack of a clear goal of creating public space, real cooperation of government, business and community in creating public space, clearly defined common and transparent conditions of interaction, low level

of social responsibility), legal (inconsistency and imperfection of the legal framework, which regulates the formation and usage of public spaces, failure to comply with regulations, lobbying and corruption), economic (macroeconomic and financial instability in the country, slowing investment processes, reducing revenues to budgets of different levels, creative youth flow and highly qualified specialists, impoverishment of the population).

Types of potential of public space depending on the sphere of manifestation, form of existence, orientation and state of implementation are shown in Fig. 1.
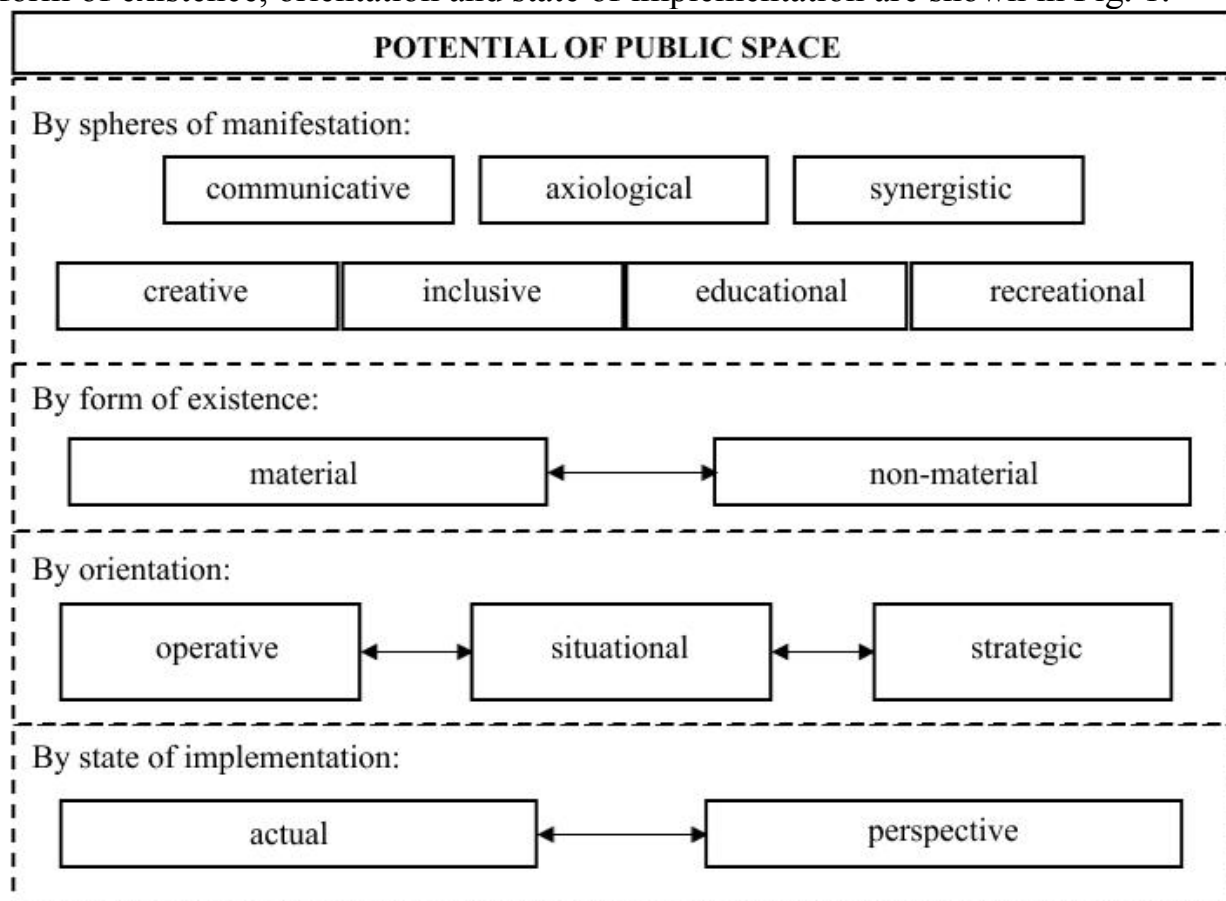
POTENTIAL OF PUBLIC SPACE

By spheres of manifestation:

| communicative | axiological | synergistic |

| creative | inclusive | educational | recreational |

By form of existence:

| material | ◄──► | non-material |

By orientation:

| operative | ◄──► | situational | ◄──► | strategic |

By state of implementation:

| actual | ◄──► | perspective |

Fig. 1 Classification of types of potential of public space
Source: developed by the author

The types of potential of public space, distributed by spheres of manifestation, need the most detail. Thus, due to the realization of communication potential, public space performs an integrative role in the form of a kind of multifunctional environment where people of different origin, age, gender or income interact with each other. Simultaneously with the creation of conditions for social interaction, networking and communication, "as a result of interaction, under the influence of norms and practices of usage and behavior formation and transformation of public space occurs" [6, p. 35].

The axiological potential of public space is responsible for establishing social dialogue on the basis of value orientation (both universal and national). Accordingly, there is a social education and formation of value orientations of individuals, which helps to evoke a sense of dignity, self-esteem, pride and faith in people and their own city, as well as "wisely dispose of oneself in a changing axiological triad "want – can – need" [12, p. 19]. On the one hand, being in public space requires adherence to established human sludge and norms of behavior, on the other hand, within the public space values, characteristic of civil society (social justice, rule of law, democracy etc.) emerge and form loyalty to the city.

Synergistic potential of public space in the system "society – state – person" results from the improvement of social interaction and energy and other formational exchange within the public space, and within the environment, forming premise for social self-organization [15, p. 99-102], as well as the subordination of changes to certain goals of the city, the coherence of interaction of social institutions and the consolidation of efforts to overcome crises and processes. At the same time, from the point of view of the synergistic approach, coincidences are important, because they are hidden opportunities that can significantly accelerate the transformation processes in the bifurcation period or, conversely, significantly slow them down [15, p. 100]. Meanwhile, the public space contributes to overcoming crisis processes in the city by creating opportunities for the formation of social attractors capable of social self-organization.

The creative potential of public space contributes to the search for original design solutions to transform everyday life practices of urban life [17, p. 158], solving the problem of artistic vandalism, creating a unique color and atmosphere of the urban environment by filling the public space with interesting accents that will make it attractive and create a focus of attraction. As a result, conditions for involving various target groups are created. They make up the city's identity by increasing civic activity, which allows to highlight significant social issues related not only to freedom, but also to collective memory, to establish creative exchange with the audience, to provide "accessibility" of art and strengthen the creative activity of city residents, to overcome the passive understanding of their place in the city (in particular, a consumer of culture and creativity). In this sense, the

realization of the creative potential of public space not only allows to involve city residents in artistic practices, but to expand their individual boundaries, as well as to revitalize the urban space [17, p. 158-159]. This is done through the development of public art, support of cultural activities, making a creative environment with the help of street sculpture, installations, monumental paintings (murals), graffiti knitting, landscaping, green street art, art festivals, exhibitions, performances, artistic interactive multimedia projects and lighting design (3D holograms, lumiprinting, light sculptures, shows and festivals).

The inclusive potential of public space provides adaptation and involvement of representatives of marginal groups, psychological comfort of visitors, safe and comfortable environment with the help of adapted and multifunctional zones. The inclusive potential should take into account the following principles of its implementation [9]: non-discrimination, human diversity consideration, effective involvement and inclusion of all participants. Accordingly, the inclusive potential of public space is the availability of educational, developmental, teaching, therapeutic and other opportunities for both space itself and events taking place in its territory. The main measures to strengthen the inclusive potential of public spaces can be considered as the following: assistance in acquiring new skills and adaptation in the labor market, respect for the people rights who live in social isolation, by promoting their active participation in city life and ensuring access to social benefits [16, p. 30]. Thus, the realization of the inclusive potential of public space contributes to positive changes in the social roles of marginal groups in society, allows to master the technologies of effective interaction and strengthen social activity.

The educational potential of public space is manifested in the motivation for intellectual, spiritual, moral, physical or professional improvement through acquaintance with modern arts and scientific achievements, open trainings, seminars, meetings with experts from various fields, joint efforts of higher education institutions, public organizations and businesses. As a result, critical and creative thinking skills are consolidated; an understanding of the importance of lifelong learning and non-formal education is formed, and intersectoral partnerships are established in the city. Partnerships are created to implement personal and partner projects, and the city's intellectual capital is strengthened. It is recognized that the level of development of society "depends on the willingness of

human capital to be realized under conditions of change and the ability to create change" [8, p. 33]. Accordingly, public spaces are able to perform an important educational function.

The recreational potential of public space creates opportunities for recreation and entertainment by maintaining the aesthetics, quality, accessibility, comfort and safety of space [6, p. 37], provision of drinking water, creating opportunities to meet the various needs of vacationers [13, p. 194]. It should be added that the recreational potential is assessed by the following aspects: "physiological (degree of comfort of natural conditions for the vacationers body), aesthetic (the emotional impact of landscapes on vacationers), technological (possibility of certain recreational activities) and sanitary/hygienic (cleanliness of soils, water and air pools)" [13, p. 196]. At the same time, the formation of the recreational potential of the public space is influenced by the available natural and climatic, medical, recreational resources and infrastructure, the ecological condition of the city and other factors. It is important to comply with certain stages of justification and creation of public space (Fig. 2).
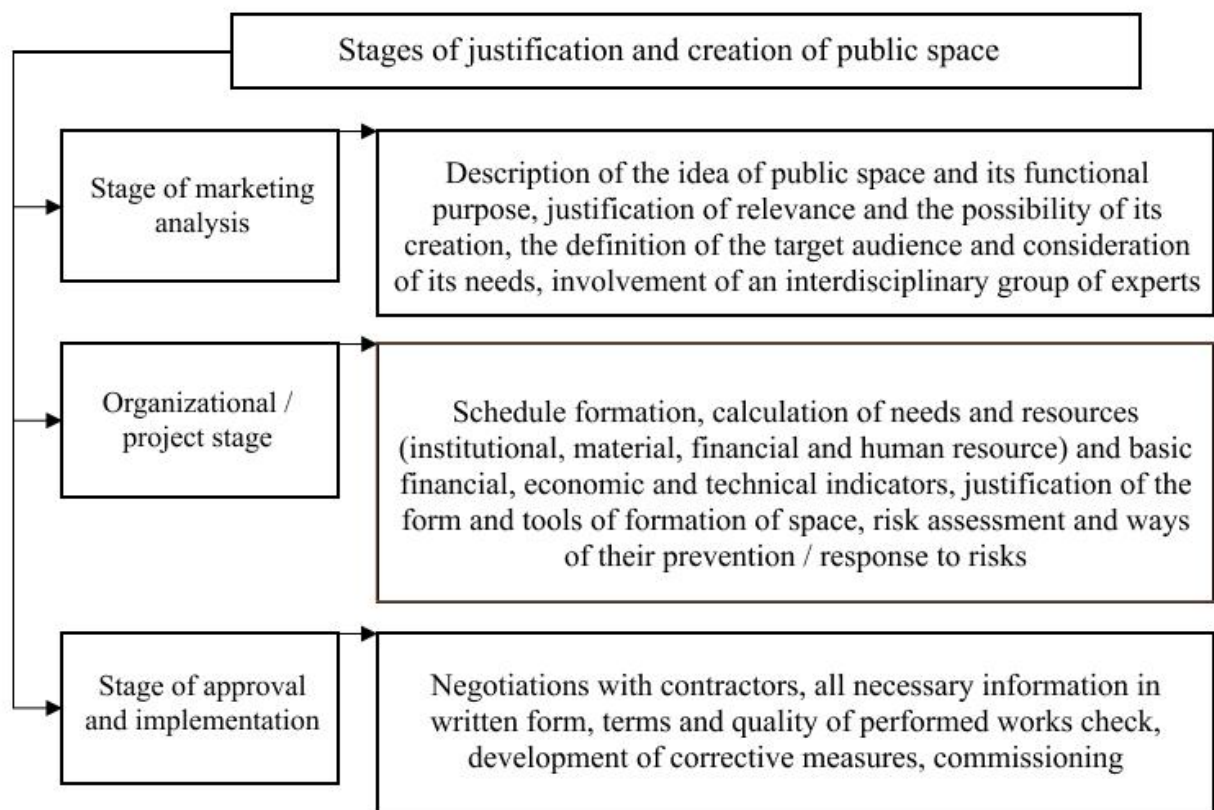

Fig. 2 Stages of justification and creation of public space
Source: developed by the author

Since the formation of the potential of public space requires the use of a system of tools, it is advisable to study the world experience of creating public spaces. It should be added that in order to create a successful and high-quality public space a number of criteria is used, namely: pedestrianism, visual appeal, unique atmosphere, the emergence of positive emotions and the desire to stay with visitors, sociality (targeting different user groups, diversity of social groups, activities and functions), open access for all people, inclusiveness and rich symbolic content. Accordingly, public space in foreign practice is not exclusively a physical object, but rather a place where a person manifests and renews himself or herself.

The formation and transformation of public spaces in the world took place at different rates, but with the use of similar tools. Thus, in the European Union there is a large number of urban development programs aimed at both the restoration of old industrial areas through the introduction of new economic functions, and creation of long-term prospects for spatial development. In particular, the experience of Cagliari (Italy) is an optimal case for reflecting the traditions, policies and projects developed on the protection of children's rights, accessibility and participation. In 2014, under the program UNICEF in   Italy "Child Friendly Cities", the city joined the initiative "Build a child-friendly city" [2, p. 10], which required for local authorities to promote child-centered urban planning and design by encouraging child participation and creating safe, well-lit public spaces. These goals are achieved through the following initiatives: workshops on photography and urban studies (as part of "Explore the City" project, 2013); territorial mapping laboratories (according to the project "More places than streets", 2017) [2, p. 11]. As a result, modernized public spaces have minimal environmental hazards, pedestrian priority, multiplicity, intensity and liveliness of spaces, and a variety of incentives to participate, resulting in a significant collective experience and a sense of connection to places.

The experience of Turin (Italy) reflects the potential of local authorities to work with private partners such as developers, large industrial enterprises, universities and professional agencies in order to restore public spaces in a richer way than a simple set of physical modifications, as it allows residents to influence perceptions and understanding of the city, catalyzing microeconomic and socio-cultural development. Thus, the spatial context is changing in the city, which can

provoke original, autonomous and self-organizing initiatives in the field of culture. At the same time, such initiatives give way to increasing commitment from city residents, who are becoming more aware of relevant activities and are willing to participate in them. Residents of the neighborhood are not only consumers or recipients of cultural offer, but also become part of the production process. From this point of view, relations with residents help to identify the built-in processes of development of places, which are activated through cultural practices. As for the role of the public sector, in most cases the impact is weak, if not absent, both in terms of organizational contribution to the initiative and funding [3].

World experience convincingly shows that public spaces should take into account the specifics of the city, including the peculiarities of natural and climatic conditions. Thus, in 2015, the municipality of Umeå (Sweden) decided to renovate the main square, where the old town hall is situated (one of the main characteristic buildings of the city), and began the process of creating a new project by interviewing citizens and appointing a group of designers. Though winter conditions were one of the main problems, it was important for the municipality that all public spaces were attractive all year round, especially the main square. Typically, drawings and images show the future area in spring and summer with the appropriate presence of greenery and sunlight. Therefore, at all stages of planning, the municipality asked the architects to pay special attention to two aspects of winter, light and snow. Designers were instructed to emphasize artificial light as an effect, as well as to work with snow and snow cover. Another attention is paid to the influence of sunlight on the area. The designers drew up shadow schemes and placed a transparent greenhouse in the part where, in their opinion, there will be the most people, because it is the sunniest place in the square. The idea was to be able to sit in a greenhouse and have a view of the winter climate with the feeling that you are actually in the square, not inside the building. The presence of snow and its use in the area was also studied, so it was decided to heat the area with pipes containing warm water, which will be placed under the pavement. A heating system with different zones was designed to be able to choose which parts of the area should be heated and which should be left cold. This means that in winter the snow may remain on some parts of the area for aesthetic reasons. For the winter season 2017/2018 (the first after the completion of the project) an ice labyrinth was built on the square and ice furniture was sculpted [1, p. 142-143].

Conclusions. World experience shows that in the formation and use of the potential of public space there are four key characteristics: accessibility, functionality, comfort combined with image and social value, each of which has two groups of features: measurable (objective, which can be measured by certain indicators) and non-measurable (subjective assessment of the value of public space).

Generalization of world experience in the formation and use of public space gave the opportunity to identify a set of tools to be used in Ukraine, namely: regulatory, institutional, organizational, financial and information technology tools. The most important thing in choosing tools for the formation and use of public space is the awareness of this space, the purpose of its creation, target groups; understanding the importance of a strategic approach to urban spatial development; as well as the ability to understand the needs of the city, its residents and guests. This would allow to choose the priority areas of the city's development, to identify the areas that need prior restoration and to establish mutually beneficial long-term cooperation. At the same time, the presence and application of transparent rules of cooperation at all stages of justification and creation of public space will be the key to strengthening confidence in management decision-making.

1. Federico Costamagna, Rebecka Lind & Olof Stjernström (2019) Livability of Urban Public Spaces in Northern Swedish Cities: The Case of Umeå, Planning Practice & Research, 34:2, pp. 131–148, DOI: 10.1080/02697459.2018.1548215

2. Garau C., Annunziata A., Coni M. A Methodological Framework for Assessing Practicability of the Urban Space: The Survey on Conditions of Practicable Environments (SCOPE) Procedure Applied in the Case Study of Cagliari (Italy). Sustainability 2018, 10, 4189; DOI:10.3390/su10114189

3. Salone C., Baraldi S., Pazzola G. Cultural Production in Peripheral Urba n Spaces : Lessons from Barriera, Turin (Italy). European Planning Studies, 2017. http://dx.doi.org/10.1080/09654313.2017.1327033

4. Babina O.Y. Potential as a systemic economic category. Bulletin of Transport Economics and Industry. 2011. № 36. Pp. 23–26.

5. Borysenko Y.V. Formation of network systems of local development with the use of potential of social networks. Ensuring a constructive dialogue between government and society: materials of scientific practice. conf. April 28 2016. Odessa: ORIDU NADU, 2016. Pp. 148–151.

6. Gryshchenko M.V. Public space of the city as an object of sociological research. Bulletin of Taras Shevchenko National University of Kyiv: Sociology. 2016. 1 (7). Pp. 31–38.

7. Genesis of market economy: Terms, concepts, personalities / under ed. G.I. Bashnyanin and V.S. Iftemichuk. 2nd ed., corr. and add. Lviv: Magnolia 2006, 2007. 688 p.

8. Zhuk M., Kostanchak S. Social development in the XXI century: educational potential of social transformations, transits, innovations. Collection of scientific works. 2012. Issue 2. Pp. 25–34.

9. Law of Ukraine "On Education". Kyiv, 05.09.2017 № 2145-VIII https://zakon.rada.gov.ua/laws/show/2145-19

10. Kolmakov Y.O. Using the potential of Kyiv squares through the development of their public space. Problems of theory and history of architecture of Ukraine. 2018. №18. Pp. 83–89.

11. Koltun V.S. Public space of Ukrainian cities in the system of the globalized world. Scientific notes of TNU named after V.I. Vernadsky. Series: Public Administration. 2018. Volume 29 (68). № 1. Pp. 200–204.

12. Kryzhko V.V., Mamayeva I.O. Axiological potential of state management of education. K.: Education of Ukraine, 2005. 217 p.

13. Leonova S., Nikipelova O. Score as a method of research of recreational potential. Bulletin of Lviv University. The series is geographical. 2013. Issue 41. Pp. 193–204.

14. Orlen-Lembrick L.E. Psychology of management. K.: Akademvydav, 2003. 568 p.

15. Pysmennyy I. The influence of social transformations on the synergistic potential of public administration. Actual problems of public administration. 2012. Issue 3. Pp. 98–103.

16. Prushkivska E.V., Derevyagin M.V. Theoretical aspects of inclusive development and its role in modern conditions. Economic Bulletin. 2018. № 2. Pp. 24–33

17. Fesenko G.G. Aesthetics of the public space of the city in the context of the philosophy of the subject of creativity. Current issues of philosophy and sociology. 2016. Issue 10. Pp. 157–160.