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FOREIGN EXPERIENCE IN THE DESIGN AND CONSTRUCTION OF INNOVATIVE ARCHITECTURE OF MUSEUMS OF THE WORLD

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Abstract. The article analyzes the current state of innovative museums in Rio De Janeiro, Shanghai, Los Angeles, etc. related to the design of the center and the Museum of Modern Art. The main directions and topical issues of urban planning, architectural, technological, and social research in this area are determined.

Keywords. museums of the world, modern objects, architecture, building materials, construction, bioclimatic systems.

Introduction. On May 18, the world celebrates the International Museum Day. The holiday, which appeared in 1977 and is designed to fulfill the responsible mission of cultural exchange, enrichment of cultures, development of mutual understanding, cooperation and peace between people. Most often, we learn about it from the project "Night of Museums", which takes place on the night from Saturday to Sunday, on the dates closest to May 18th. But there is a diverse system of celebration all over the world: someone celebrates only on May 18th, someone on the weekend, like us, and someone generally allocates a whole week to this process. But nowadays the idea of the museum has changed a lot, thanks to various technologies that are being introduced into museum expositions every day. Therefore, today we will tell you about several innovative museums of the world that are worth visiting at least once in your life.

The widespread and rapid growth of the number of museums of contemporary art in the world, which are becoming increasingly important in the life of society, determine the relevance of this work. The unprecedented flourishing and popularity of this type of museum in the last third of the XX — early XXI century against the background of the general "museum boom" are due to many factors of the social, artistic and cultural order, which requires a comprehensive understanding of the phenomenon of the Museum of Modern Art. [1]

It should be noted that the Museum of Modern Art is a museum whose collection and exhibition practices are based on works of contemporary art. Today, the reconstruction of the Museum of modern art in our country at a new historical stage requires both serious economic costs and theoretical understanding based on the analysis of the history of Western European and domestic museum experience. relevance of the study.[2]

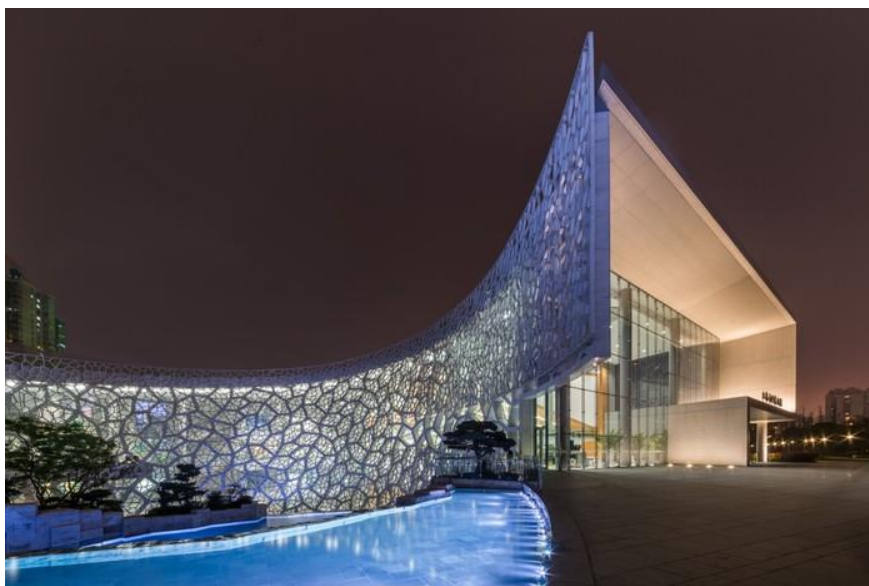
Main part. Modern museums are unique not only for their content. The buildings that house valuable exhibits can be no less amazing and are true masterpieces of architecture and tourist attractions. We present a selection of the most unusual museum buildings in the world.

Modern museums are not like traditional ones. Boring rooms with dust-covered exhibits are a thing of the past, and they are replaced by interactive exhibitions and non-standard presentation of material. But now we want to talk about the buildings, they are worthy of attention and admiration no less than the museum's exposition.



Pic. 1. Museum of the Future in Rio De Janeiro

The Museum of the Future, opened in 2015, is one example of how Rio has been transformed in recent years. The building was designed by Spanish architect Santiago Calatrava. The museum is located on a breakwater almost in the center of the city and seems to hover over the water. The architect was inspired by the nature of Brazil, creating the project of this building.



Pic. 2. Shanghai Museum of Natural History

The building of the Shanghai Museum of Natural History was designed by Ralph Johnson in the shape of a clam shell – the most perfect spiral in nature. The museum building has an area of more than 44,000 m², it has a cinema, a garden and an atrium. The atrium has a remarkable "cell" wall, the design of which is made in the form of plant cells. Thanks to this wall, shadows in the form

of cells are displayed on the floor. One wall of the museum represents the rocky mountains, the other – the vegetation cover of the earth. There is a lawn on the roof. The building is equipped with bioclimatic systems and is a scientific facility in itself.



Pic. 3. “Bordo” Wine Museum

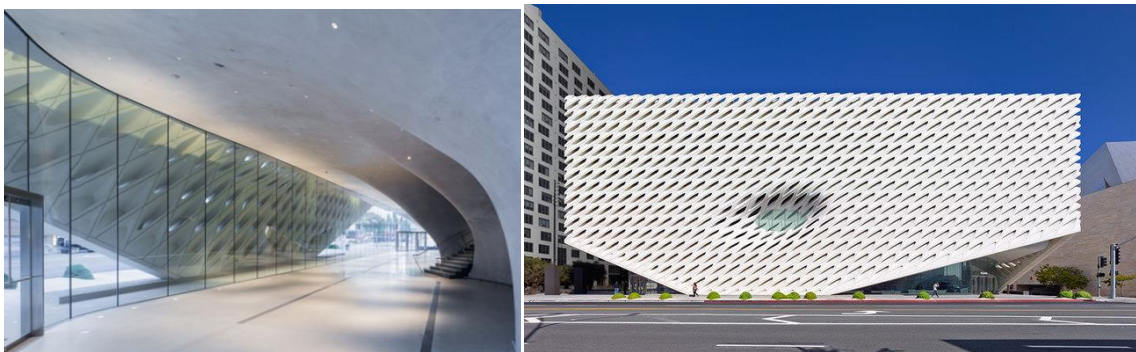
As it is written on the museum's website, "this is a unique cultural object where wine comes to life through an exciting, sensual approach embodied in expressive architectural design." The shape of the building resembles a splash of wine in a glass or the waves of the Garonne River, on the banks of which the museum is located. The bold architectural design impresses with its shape of curves embodying a wave, a fluid in motion. The museum building with an area of 13,350 m² reaches a height of 55 meters. Minimize the impact on the environment. It receives 70% of its energy needs from environmentally friendly sources.

The bioclimatic design and compact form of the structure made it possible to optimize ventilation inside the building so as to reduce the need for air conditioners. The roof protects the building from excessive heating.



Pic.4. Zeitz Museum of Contemporary Art of Africa, Cape Town

The museum will be opened this year. It is created around the building of the former granary, built in the 1920s. The museum area will be 9,500 m², it will be divided into 9 floors, 6,000 m² will be allocated for exhibition space.



Pic. 5. The Broad Museum, Los Angeles

The museum was built with money from Eli Brod and opened in 2015. The museum attracts not only with its extensive collection of modern art, but also with its original appearance. It was designed by the architectural bureau Diller Scofidio + Renfro. It was there that they came up with the characteristic openwork exterior design of the museum and its unusual shape. The museum's storeroom is located in the center of the building, behind a wall with windows through which you can look.



Pic. 6. Qatar National Museum, Doha

A very original structure, built of giant white disks, as if carelessly scattered. The museum's website says that Jean Nouvel, the author of the building project, was inspired by a desert rose. The museum is built around the original palace of Sheikh Abdullah bin Jassim Al-Thani — his family home and seat of government for 25 years. In addition to galleries, the museum has a cinema, two shops, two restaurants and cafes, a research center and laboratories, a park with local plants.



Pic. 7. Louis Vuitton Foundation, Paris

The Bois de Boulogne hides one of the most modern buildings in Paris – the Louis Vuitton Foundation, the center for international contemporary art. The building was created according to the original design by Frank Gehry, taking into account the characteristics of the soil and using environmental technologies that allow, for example, to save and use rainwater. [3]

Conclusion. Summing up, it should be noted that the prospects for the successful development of museums in the modern world are closely linked with the change of their image; with the transformation of museums into a social institution that creates and provides the necessary information and mass accessibility to intellectual, historical, cultural and natural heritage; with the development of various forms of cultural and educational activities of museums that focus on individual preferences, creative inclinations, interests, level of training and other features of various categories of visitors. In accordance with the requirements of the time, an innovative movement is actively developing in the museum sphere, and tourists are offered new forms of excursions and innovative sightseeing tours. Offering such innovative excursion service programs is one of the common uses of innovations to attract visitors to museums.

Thanks to the organization of museums and galleries, people can learn a lot of interesting facts about history, natural phenomena, achievements of science and technology, and see masterpieces of art. Take, for example, a unique collection of samples of wooden architecture in open-air parks and museums in Uzbekistan, where visitors can touch their origins and folk traditions.

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