The role of the art of creating a comfortable festive landscape and architectural environment of a multinational city in the formation of a creative personality of young people

Elena Goryacheva1*, Irina Vlasova1, and Alexey Kuzmenko1

1 Don State Technical University, Gagarin sq., 1, Rostov-on-Don, 344003, Russia

Abstract. International holidays such as New Year, Christmas, Epiphany, and in Russia, the Russian Old New Year have historically developed as folk traditions with history, customs, rituals, and symbols of celebration filled with specific spirituality. All these celebrations commonly take place in houses and nature with a festive landscape and a green beauty, a Christmas tree and reservoirs filled with symbolic images of traditional holiday heroes. Since childhood, people have been participating in such dear and memorable events related to the history of family and loved ones. The landscape and architectural space of a solemnly decorated city should take into account the cultural, psychological, and historical part of the positive motivations of residents and visitors. Designers and specialists who creatively designed the city's festive landscape and architectural territory should be able to connect the historical, religious, symbolic, psychological, and social foundations of such a multinational city as Rostov-on-Don. For young people, these holidays represent another opportunity to unite with other participants in understanding the joyful time and the community of people around them.

1 Introduction

The problem of preserving an eco-friendly, video-ecological, and creating a comfortable and beautiful architectural and landscape urban environment is desirable and even necessary during holidays, especially on New Year's Eve and Christmas celebrations - national holidays of many countries of the world community. Almost all people on Earth celebrate the New Year. At this time, videoecology and festive design of urban space remain especially relevant, especially in places with the largest crowd of such a multinational city as Rostov-on-Don. Representatives of the younger generation of foreign countries have come to our city to study at universities. Many are from far abroad: China, Africa, and Arab states. Tajiks, Uzbeks, and other peoples have recently been added from neighbouring countries. In the articles listed below, we have already written about the need to create a comfortable, harmonious environment for the universal residence of different peoples and the development of the personality of the younger generation. Most people gather in the city centre and the centres

* Corresponding author: eagorva@yandex.ru

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of the neighbourhoods, where they are used to attending events and spending their free time comfortably with friends or family. Many go out into nature, parks, and architectural structures designed for recreation and entertainment, where you can bring children, sports, entertainment and educational events. These are cultural institutions: theatres, cultural centres, halls, and educational institutions that hold concerts and festive events in various organisations, including schools, universities, and shopping and entertainment centres. During the preparation for the holidays, special attention is paid to the landscape areas in front of these architectural objects and on the squares of the city. Each organisation necessarily decorates the entrance and adjacent landscape area with conifers with festive decorations of trees or coniferous compositions with a New Year's theme design. In such places and parks of the city, festive events are organised with children riding horses, sleighs, sledges, and inflatable sledges with Santa Claus, Snow Maiden, and costumed heroes of fairy tales and fairy tales. All these events create a cheerful and creative atmosphere of folk festivities, a common unity of diverse and multinational groups. In 2018, the city administration developed and adopted a resolution document on the preparation and decoration of the city from October to New Year of certain territories and objects of leading visual importance to create a holiday atmosphere [1]. It highlights the territories and objects that occupy central places on the main streets of the city districts and gives recommendations on festive decorative, artistic, and lighting design of objects of the entire social sphere from the sphere of culture, trade, educational institutions and science, offices to cultural monuments, and transport. Especially those that are visually dominant objects of the city.

2 Materials and methods

In a digital society and in a period of increasing urban trends, scientists around the world are working on the problem of successful socialisation of the individual and his creative development. Where creativity is understood as the development of the potential of the personality itself, creative development extends to social space. The comfort for the residents of the New Year's festively decorated landscape and architectural environment, bright, colourful, and artistic, created for several years in such an abundance of design objects, thanks to the administration of Rostov-on-Don city, has several important aspects. It should be harmonious, physiologically useful, video-ecological, culturally appropriate with a historical component, and make residents proud of all its contents. The efforts of architects, designers, landscape zone specialists, and others involved in creating comfortable areas of the city, necessary for a comfortable stay of city residents, especially for the cultural, mental, and physical development of children and youth, allow to form and maintain all these objects.

In every sense, it is worth preserving in the city its historical past, embodied in the architecture of previous centuries. Historical buildings, which are in themselves the higher cultural value of the city, that is, an object of the cultural heritage of the city, region, and country, are more popular even during these holidays.

To create an eco-friendly and harmonious environment that pleases residents and visitors not only on holidays but also on weekdays, scientists around the world are exploring the possibilities of creating it in our age of information technology and modern construction. The authors of the article, who studied the package of management decisions on the valuation of residential cultural heritage sites (MDP), write that "According to international standards, all MDP in an "ideal" representation should be preserved forever." [2] It was nice to see how Rostov-on-Don was getting better by 2018 before the World Cup.

To study the positive influence on the people of the multinational city of Rostov-on-Don, we also selected historical buildings of the late 19th and early 20th centuries, which are actively used by tenants in advertising their business. These buildings were built more often in the neoclassical style. There are architectural examples of neoclassicism with elements of
Art Nouveau, eclectic types, and even a harmonious combination of Art Nouveau with elements of Gothic. All these buildings represent a great cultural and historical value of Rostov-on-Don and are an object of cultural heritage according to international standards. Against the background of modern construction, especially the 21st century - non-eco-friendly buildings, this architecture acquires even greater value, which makes it possible to positively perceive the buildings of the city. For residents, it is physiologically very significant that the buildings have decorative elements that can catch your eye and look at reliefs, sculptural images, a harmonious solution to the architectural coloristics of such objects, natural high-quality materials from which they were made, created safe living conditions in such buildings that have served for more than a century.

Currently, scientists are investigating the possibility of creating updated methods taking into account the requirements of environmental safety in urbanized areas of modern buildings, including efficiency, cost-effectiveness and socially protected solutions for the reconstruction and redevelopment of urban areas [3]. In Rostov-on-Don, it is also necessary to follow the scientific requirements of construction, which were actively used in Soviet times, keeping the coastal zone untouched by high-rise housing developments. The result of modern intervention in the foundations of construction can be sad, if not catastrophic. In the postwar years, Rostov residents planted so many trees on the left bank of the Don and the Green Island, which added not only a green zone to the city but also clean air for residents. The embankment, which has become a favourite walking place for Rostov residents, has been reconstructed. Rostov-on-Don became the port of the five seas, which added status to our capital.

Scientists describe how to combine the environmental aspect, economic opportunities for providing regions, Smart City management technologies, and improving the quality of life of the population in their article "Implementation of global and Russian indicators of the smart city concept in the environmental parameters of the development of urbanised territories" [4]. Environmental safety regulation in Russia should be carried out following Article 42 of the Constitution, which stipulates that "all citizens of the Russian Federation have the right to a favourable environment." However, the author of the article, who raised materials on this issue, writes further that the natural resource user often violates requirements and laws. Violations that cause damage to the environment should not be ignored. It is fraught with further consequences, such as the process of cleaning the riverbed in the upper reaches of the Don [5].

The authors of the article "Formation of a Sustainable Ecological Environment of Coastal Zones of Urban Reservoirs" describe the historically established tradition of building cities and settlements near the river. They write that constant attention should be paid to water resources, and it is necessary to improve these territories. Reservoirs have been city-forming objects since ancient times and are of fundamental value to the city and its inhabitants [6]. The embankments decorated with greenery and flowerbeds always pleased the eye and gave coolness from the river water. Residents of Rostov-on-Don and visitors like to walk along them. In summer, boat trips around the Don water area are organised on pleasure boats. Festivals of creative activity of Rostov residents with exhibitions and sales of products are held periodically on the territory of the embankment. On the solemn days of the city, celebrations are held along the embankment with concerts by creative teams and talented youth. On the territory of Rostov-on-Don, there are also water areas of several rivers and the Gypsy Lake. This lake has underground springs, which are considered healing by vacationers. It is located in a green area inhabited by squirrels, foxes, and other animals, carefully guarded by the townspeople who feed them. During winter holidays, these water bodies are also the main recreation area of the townspeople.

Scientists are concerned about the mobility of the soil with sand, namely, "the relationship between the magnitude of the coefficients of vibration creep, the frequency of dynamic
vibration action." The research material is planned to be used in forecasting and developing models of the behaviour of such soils in certain man-caused conditions [7]. This problem also concerns Rostov-on-Don, in particular construction on the left bank, where specialists in Soviet times were forbidden to build because of strong underground flows. In this part of the left bank, the green spaces planted by our ancestors with such love after the war suffered due to construction.

In connection with the research of previous authors on vibration creep and vibration effects on sandy soils, the following study on the use of noise maps of the city seems to be relevant material for the study and application in cities of the geodetic program "Panorama", which involves the creation of urban and noise maps to determine the frequency of noise, coordinates and boundaries of noise exposure to city buildings, especially residential ones blocks, for example, already listed zones and other coastal territories [8].

The article "Justification of ways to improve environmental safety during the liquidation of buildings in dense construction conditions" presents relevant material for Rostov-on-Don, especially with active construction work in the city centre where spot construction of high-rise buildings is underway. At the same time, space is being freed up in the historical city centre - residential buildings and other structures are being demolished. Therefore, the materials of this study are significant for the remaining buildings of these areas, especially historical and residential ones, to reduce negative human impact factors and comply with environmental safety [9].

All these studies were carried out by our colleagues - experts in their field of knowledge who are not indifferent to the development of our homeland in a digital society and the preservation of the safety of people's lives. Academic teachers who train future designers, architects, builders, restorers, and representatives of other professions significant for preserving the cultural face of cities are set to transfer professional knowledge to students and their creative development in the profession as well as improving the student's personality. The authors of the article "Technological Initiative for the Implementation of the Roadmap for the Creative Development of Bachelor Designers in Art" write about the need to create conditions for self-development and self-realisation in the professional activity of a designer simultaneously with the disclosure of the inner potential of the individual and the assimilation of value orientations in creative artistic activity [10].

We wrote in previous articles that the environment, including the landscape with the presence of a green zone, allows a person to feel positive emotions through various aspects of exposure. The environment created taking into account human physiology and cultural traditions is a means of harmonious formation of the personality of a multinational population. The trends in the development of modern architecture and landscape architecture in Rostov-on-Don and China, taking into account their cultural customs and environment, have great similarities in the position of specialists from both countries. They value their historical and cultural past. Chinese specialists necessarily bring elements of tradition into modern construction, both in architecture and in the landscape [11]. Such current problems are also being studied: the problem of urban development and the education of students and undergraduates in the fields of architecture, construction and design; the art of creating the landscape and green architecture of a million-plus city for the harmonious development of personality [12]; the creation of architectural and landscape spaces of large cities as a tool for the harmonious development of the personality of multinational citizens [13].

3 Results

Festive Rostov-on-Don pleases the eyes of residents and visitors. There are even fans celebrating the New Year on Sovetov Square in front of the main Christmas tree of the city. The authors of this article were invited by friends to come to this place after a family meeting
to continue enjoying themselves in the large company of Rostov residents. There are many beautiful festive places in the city. We have selected for the article several exceptional and traditional design objects, places of special interest to residents of the city, distinguished by their approach to design and the ability to attract attention with special originality of creating festive comfort.

![Winter terrace in "Mussel place" restaurant in Rostov-on-Don with a green area and its interior](image)

**Fig. 1.** Winter terrace in "Mussel place" restaurant in Rostov-on-Don with a green area and its interior

Depicted in Fig. 1, the winter terrace in "Mussel place" restaurant in Rostov-on-Don with a green area, transformed from a summer one, and its interior demonstrates a modern approach to the design of green areas of the street and the interior of the cafe with the design of the territory for receiving and catering visitors. The green terrace is adjacent to the historical building on the central street of Bolshaya Sadovaya, which houses a cafe. It is located on a wooden podium enclosed by a structure covered with a dense transparent film imitating glass. Cosy areas with armchairs, sofas, and tables made of natural materials using traditional technologies have been created on the podium: wicker chairs and sofas and wooden countertops. Along the perimeter of the fence from the inside, balcony boxes match the colour of furniture with greenery - compositions of cereals, groundcovers, and succulents on marble chips framed by textile curtains, creating an arched opening in harmony with the shape of the windows of the building. There are vases with flowers and wicker breadbaskets on the tables. Outside, the winter terrace is also decorated with green floral and light garlands fixed in the form of arches and wreaths. Additional festive lighting above the free part of the sidewalk in front of the terraced podium creates an additional festive area, as if inviting passers-by to visit the cafe. The magnificent building in which the "Mussel Place" is located is made in the classical style of the late 19th - early 20th century. The facade of this time was laid out of brick. The brick was made of pure clay baked in furnaces. The embroidery is a cement-sand mortar in a composition with egg yolk. The historical part of the city is the decoration and pride of Rostov-on-Don. The designers have created a fairly festive, comfortable recreation area in winter.
In Fig. 2. The Puri-Puri family bistro with a landscaped green design area of Rostov-on-Don represents the cathedral as a favourite place for photo shoots and recreation of citizens and visitors. A semi-arched green coniferous structure is made in front of the entrance using red balls and brushes of red fruits similar to viburnum and red pomegranates. Compositions of conifers with the same red decorative elements as in the semi-arched composition are installed in front of the bistro windows and the facade of the building. In the evening and at night, the lighting of these festive design objects is turned on, also above the bistro windows and on a tree in a cube in front of the bistro. In general, this whole festive design is in harmony with the recreation areas of this quarter, but stands out for the integrity of the composition and the contrasting colour combination of red fruits with the greenery of coniferous plants. The old classical building is located at the address per. Cathedral 22, which overlooks the Cathedral Square in front of the Central Church of the Nativity of the Blessed Virgin Mary. There is always a very large flow of passers-by in this place and a lot of visitors to the temple, the central market, visitors and residents of Rostov. We described the landscape design of this territory in a previous article. It is made professionally with cube-shaped green spaces throughout the alley and a lighting structure starting from Bolshaya Sadovaya Street to Moskovskaya Street. The whole design has been pleasing Rostov residents for several years.

In Fig. 3. the square in front of the Don State Technical University (Rostov-on-Don) with a festive design of the adjacent landscape area. This architectural object belongs to post-war buildings. In the spring of 1949, the foundation stone of this solemn building was laid and organised the Voroshilovsky Prospekt Square. After the flight into space of Russia's first cosmonaut, Yuri Gagarin, the square was named after him. The four-storey building of the
DSTU University was made with columns and risalites. It organised the square as the main architectural object in the development of this part of the city of Rostov-on-Don and continues to remain so. This was facilitated by the choice of the location by the architects on a hill and the scale of the building itself with the surrounding space, which is a park area. There is a monument to Yuri Gagarin in front of the building next to the fountain. On New Year's holidays, the fountain is covered with shields and a festive fir tree decorated with ornaments and glowing garlands is installed.

**Table 1.** Assessment of the perception of the landscape and architectural zone of the city of Rostov-on-Don during the New Year holidays

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Architecture (meets the criteria of video ecology)</th>
<th>Material, surfaces, structures</th>
<th>Territory dimension</th>
<th>Landscape</th>
<th>Green spaces, holiday design objects</th>
<th>Visual acceptability</th>
<th>Holiday emotions acceptability</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter terrace with green area and its interior “Mussel place”</td>
<td>Historical building in the classicist style</td>
<td>Stone, natural materials</td>
<td>B. Sadovaya Street/Sokolova Street/Socialist/Voroshilovsky</td>
<td>Square</td>
<td>Green spaces-cubes with conifers, flower arrangements</td>
<td>5+</td>
<td>5+</td>
<td>5+</td>
</tr>
<tr>
<td>“Puri-Puri family” bistro with landscape area</td>
<td>Historical building in classicism style</td>
<td>Stone, natural materials</td>
<td>“League of Nations”, playground</td>
<td>Green areas</td>
<td>Green spaces, lawns, flowerbeds, furniture</td>
<td>5+</td>
<td>5+</td>
<td>5+</td>
</tr>
<tr>
<td>Square in front of Don State Technical University</td>
<td>Post-war period in classical style with columns and risalites</td>
<td>Stone, natural materials</td>
<td>City quarter</td>
<td>Green areas, park</td>
<td>Green spaces, lawns, flowerbeds, fountain, pond</td>
<td>5+</td>
<td>5+</td>
<td>5+</td>
</tr>
</tbody>
</table>

In Table 1, Evaluation of the perception of the landscape and architectural zone of the city of Rostov-on-Don during the New Year holidays, the main parameters of the objects of our study of the festive urban space and their evaluation by visitors are described. Their positive attitude was expressed in the highest scores of the results of the study of objects, their cultural and historical architectural binding, the design and size of the landscape area, elements of festive design, and green spaces with lighting. Each of the selected holiday zones is linked to a historical building with videoecological architecture, which is a cultural value of the city and part of a comfortable territory loved by residents.

The list of studies reflected in Table 1 includes architecture (meeting the criteria of video ecology), materials, surfaces, structures, the size of the territory, landscape, green spaces, objects of festive design, their names, and a video sequence proposed to evaluate each of them. The appearance and festive atmosphere of the facilities were rated at 5+. 
4 Discussion

We have analysed diverse studies considering aspects of the problem of the development of modern cities in terms of strengthening urban trends. It is significant for Rostov-on-Don as the capital of the Southern Federal District and a multinational city that is actively under construction, in which, through the efforts of the administration, historically established cultural values are preserved, architectural buildings, especially in the late 19th and early 20th centuries. They have a huge impact on the status of the city and its popularity in our region as a centre of tourism. Residents of the annexed territories of Russia constantly come to our city. They feel very comfortable here. We are glad to see their happy faces in such a beautiful architectural and landscape environment, including the historical centre and Soviet construction, characterised by an individual approach to each residential building, especially in the Northern residential area. We described in a previously published article how important it is to understand and create the possibility of realising the spirituality of art in the landscape-architectural biotechnological environment and cultural objects and the history of the city. To take into account and describe their participation in the formation of the personality of the younger generation. This understanding is especially significant for young specialists in all fields: architects, designers, builders, reconstructor and restorers, MDI (exteriors, interiors), landscape and other creative specialties in demand in the city [14].

The article examines the interdependence of forms of psychological activity with the organisation of architectural space and the problem of differences in the perception and interpretation of architectural forms by both consumers and professional architects. The art of the future Master of Architecture, their ability to visualise, as well as their understanding of the principles of creating a video-ecological space, depend on his responsibility, professional maturity in all areas of individual development, as well as on the level of development of the existential sphere of his personality.

Architectural and artistic activity as a condition for the development of the existential sphere of students is described by the following authors [15].

For the holiday, squares in front of large city facilities and centres of transport interchanges are necessarily decorated with fir trees. For example, the green zone on Cosmonauts Square in the Northern Residential area and others that create a festive effect will highlight the often decorated and illuminated design works. Russian Rostov-on-Don City Administration building has a beautifully decorated Sovetov Square with several entrance areas to the square with luminous structures in the form of arches associated with a Russian kokoshnik or snowflakes. In the central area, there is a huge fir tree decorated with lighting with garlands, repeating the structure of the paws of fir trees with accents in the form of snowflakes in the direction of movement. The fir tree is surrounded by a fence in the form of a cylinder, with the image of illuminated stylized houses of the city. Designers organise and decorate a similar festive area at the central entrance to Gorky Park. There are added objects in the form of a series of luminous arches and a rotunda. In front of the favourite store of Rostov residents, Zolotoy Kolos Cafe, you can see a glowing carriage with reindeer harnessed to it in the evening. At the intersection of Sobornoy Lane and Bolshaya Sadovaya Street, a luminous antique clock is installed, sending viewers to wonderful images from childhood. The New Year's objects are aimed at all residents of the city of different ages. All the attributes created subconsciously or consciously harmoniously affect the audience, referring them to the fairy tales and traditions of the Russian people. Children's holiday zones have been created in the city. Every year, a zone with fabulous characters from the famous animated series "Smeshariki" unfolds in front of the children's store "Solnyshko". It is popular with children. There was also a glowing carriage with an imitation green coating. Children and adults loved to be photographed in it. The world-famous theatre buildings attract visitors on any holidays, including winter: New Year's events, Christmas, Epiphany
and others. These performances attract their viewers, children and adults. The landscapes in front of the theatres look festive thanks to the design of coniferous plants and the huge compositions with fir trees in all the areas in front of the theatres. The abundance of snow during this period and the opportunity to sledge from the slides increased the festive mood of Rostov residents and visitors. Unfortunately, sociological research in the fall of 2023 revealed the desire of most of the young people participating in the survey to leave Rostov-on-Don for various reasons.

5 Conclusions

During the holidays, the city is filled with such beautiful design and positive mood of citizens of all ages and nationalities that shortcomings and imperfections or problems of the urban environment affect people much less than on weekdays and even weekends. Everyone is admiring the updated design, anticipating the joyful events with the meeting of guests: friends and family. The festive landscape and the architectural complex with design facilities please the population every year. The historical architecture of the city actively fits into these objects, working as a wonderful video-ecological, comfortable cultural, and educational environment, especially for the younger generation and visitors. Listening to the opinions of visitors about our city in its central part is a pleasure and brings pride in the history embodied in beautiful artefacts. Using the example of buildings and the architectural and landscape environment surrounding them, the younger generation, professionally associated with design, engineering, construction, reconstruction and restoration, can observe excellent examples of a harmonious video-ecological and aesthetic environment with large landscaping. Such examples form a good taste and give them the opportunity for their creative development in the work of creating a harmonious environment. They are especially successfully implemented on the rise of emotions in a festive environment. Teachers and mentors of creative venues are ready to support creative ideas and help them to be implemented in project activities and the material.

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