

EVOLUTION OF FORMATION OF HOTEL AREAS IN THE CITIES OF WESTERN EUROPE XVIII - EARLY XX CENTURIES**Shyriaiev T.V., PhD.,**

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Abstract. In the research, the urban development aspect of hotel areas in the context of severe urban changes that took place in the cities of Western Europe during the XVIII - early XX centuries were analyzed. It was investigated how due to external factors of influence new composite forms of the location of hotels in urban areas were formed and more modern algorithms of interaction between current urban planning realities and the formation of new, improved functional and planning proposals in the design, construction and operation of European hotels were formed in the second half of the XIX – early XX century.

The scale of evolutionary changes has been constructed during this historical period and the main stages of the formation of the hotel industry in Europe have been studied. Four main compositional variants of urban areas were discovered, in which the hotels of that time were built: the frontal site, through the section, located on the corner and the hotel quarter. The prevailing forms of the location of hotels in these areas in the urban environment were analyzed, as well as the external factors of influence not only on the change of the urban construction concept were investigated, but also on the emergence of new architectural and planning decisions, which in their basic structure have survived to this day almost unchanged.

Among the main features of the development of urban development, it should be noted the active development of the area of the former economic yard, which functionally began to be used directly by the hotel itself. This philosophy of increasing the room number and profitability of the institution has led to a gradual complication of the composite component and to the complete development of the hotel area with the selection of one or more internal atriums that were involved in separate public spaces and hotel areas.

Keywords: hotel, city, Europe, composition, location, land plot, hippodamus system, inner space, household yard.

Problem statement. One of the most important issues of contemporary architecture is its frivolous attitude towards past events, historical background and information acquired throughout centuries. Such a suspension is destructive since it ignores the peculiar algorithm for solving previously stated problems. Therefore, it is important to conduct a comprehensive analysis of historical approaches towards the way urban infrastructure was forming and developing in order to find and prevent recurrent mistakes in present and future as well as discover possible ways to deal with urban transformations. This aspect is particularly relevant when designing new or renovating existing hotels in historical areas of a city, where steady urban structure, at the request of time, changes or transforms its purpose. The examples given in this research vividly demonstrate various ways of hotel plots development in urban environment and define specific features for each compositional scheme.

Research purpose. Defining evolutionary changes in hotel construction from the point of urban planning and revealing prevalent tendencies in compositional solutions towards locating hotels in urban environment in 18th – early 20th centuries. Investigating external factors of influence on European hotels' compositional structure.

Novelty of the research. The article is dedicated to the theme that has not yet received scientific attention and has not been the research subject in works of Ukrainian scientists. It remains unexplored from the point of analyzing European historical experience in hotel construction and its extrapolation to the contemporary design principles in historical areas of Ukrainian cities. This is the first time to

define prevailing master planning principles for hotel construction in urban areas in late 18th – 20th centuries, and investigate external influences affecting urban planning component of hotel construction in Europe in the 19th century.

Latest research and publications analysis. Hotel construction and renovation in historical city environment has been researched in greater detail in N. Merzhiievska [1] and O. Rohozhnikova [2] dissertations. Both of the works are dedicated to adaptation of historical buildings to contemporary hotel infrastructure in the conditions of reconstruction of Ukraine's historical cities. Among the latest scientific studies covering the formation of modern hotel and public infrastructure in the context of historical quarters' reconstruction the following researchers should be highlighted: L. Bridni [3], N. Vatamaniuk [4], N. Merzhiievskoi [5, 6], V. Kyseleva [7], and others.

Despite the fact that the number of works covering the latest methods of hotel design is constantly growing, the architectural and historical component of the hotel industry formation remains mostly unexplored. In particular, no thematically related to the presented material works have been found among contemporary Ukrainian scientific studies. That is why the article is based solely on analysis of archival sources dating from second half of 19th – early 20th centuries. The most remarkable of those are works of German and Austrian architects-theorists Damm-Etienne P. [8], Klasen L. [9, 10], Kunz F. [11], Gluksmann P. [12], Wohler M. [13], Durn J. [14]. Besides investigating architectural and planning structure, the works also reveal specific compositional approaches of locating hotels in urban areas. Materials from the architectural encyclopedia of the famous Russian architect, civil engineer and publisher G. Baranovskiy [15] were used for visual-comparative analysis.

Research methods. The article is based on the historical-genetic method, implemented to trace cause-and-effect links between various stages of urban component of the hotel industry formation and development in the 19th century Europe. Applying comprehensive analysis, the subject of the research has been defined as well as the reasons for transformation in hotel planning structure during the 19th – early 20th centuries. The typological method was applied in order to reveal urbanistic and planning features, which allowed not only to analyze general compositional schemes implemented into site development but also to figure out how these transformations influenced hotels' functional structure.

Research objectives:

- Distinguishing prevailing compositional schemes in urban site development for hotel construction in the 19th – early 20th centuries.
- Investigating urban challenges in European city development in the 19th – early 20th centuries, which, alongside other influential factors, were generating new urban compositional requirements for hotel construction in urban areas and creating new compositional approaches in urban planning.
- Defining the most significant transformations that caused revolutionary modifications in European and North American hotel industry.

Statement of the basic material. The late 18th century Industrial Revolution contributed to society's rapid economic development, which affected not only swift industrialization process and active growth of urban population, but also completely changed stable urban situation that prevailed in European cities during the 17th – 18th centuries. New factors of influence emerged: building density, high fiscal charges, and increase in land plots' value. This encouraged the search of new development methods.

Previously to the 18th century the global population placement approach subordinated to pre-industrial society's principles. The majority of the population was involved into agricultural sector and small-scale handicrafts. Underdeveloped transport infrastructure also did not contribute to comfortable long-distance traveling, so the general concept of travelling (commercial travel and religious pilgrimages) hardly changed since the Middle Ages. On this historical stage, European cities were mostly quite small, and therefore no extensive network of urban hotel infrastructure existed.

Places, in which a traveler could take shelter for a night, were located on city outskirts and these were mostly just taverns or inns with rooms to stay. Compositional structure of these sites mostly implied free planning since construction sites on the outskirts were not significantly regulated. City facilities with a hotel function looked rather like small furnished rooms or houses for pilgrims at large churches and monasteries. There were only a few rooms rented out to tenants and no necessary typological premises for servicing travelers.

Frontal plot. Reconstruction of old medieval areas in European cities in the first half of the 18th century implemented clear and sequenced hippodamian planning system, which contributed to positive compositional transformations of new construction sites. The blocks consisted of rectangular-shaped plots that each had a main façade and a back yard connecting it to the opposite plot with its main façade facing the parallel street. This urban development scheme formed a new compositional scheme – *frontal plot*.

In first city hotels the residential building (guesthouse) was located along city street, while the outbuildings serving the main building were located closer to the far of the plot. With such compositional structure, windows of hotel rooms overlooked both the street and the hotel's backyard. The compositional scheme itself with its single main building and no additional annexes significantly affected hotel's capacity. Such hotels had a small amount of rooms and a well-developed household yard, which could have for example a large barn. Therefore, such structure was typical for low comfort hotels, inns etc.

The key feature for plots formed according to the frontal compositional scheme was predominance of household yard over residential part. The division ranged from 60% / 40% to 70% / 30%, in favor of household yard. Such predominance of the service area, at that time, was not only due to large amount of outbuildings (barns; icehouse; food, inventory, hay and firewood storage sheds; cowsheds and piggeries, etc.), but also to the fact that cities had no centralized waste disposal system so all the hotel toilets and hotel's cesspit were located in household yard. This also negatively affected living conditions in hotels (Fig. 1).

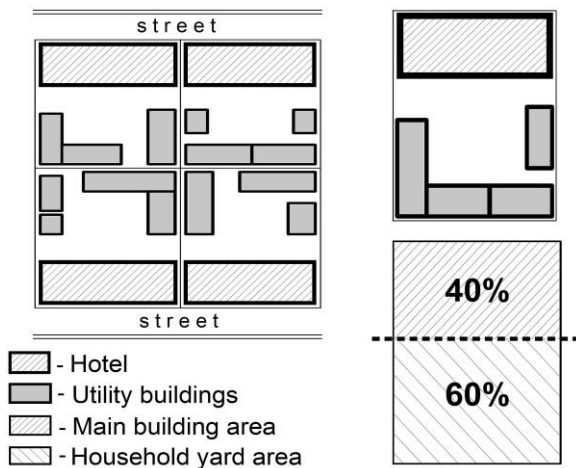


Fig. 1. Formation of the hotel frontal plot



<https://famoushotels.org/news/the-first-grand-hotel>

Fig. 2. «Grand Hotel» London. King Street 43, the beginning of the 19th century

Hotels with developed side wings. Long-distance traffic development in the late 18th – early 19th century increased tourist flow, which in turn led to a shortage of number of rooms in Western European cities. Existing hotels constructed according to the old compositional scheme could no longer cope with large influx of travelers. Thus, in order to increase hotel's capacity, side wings were constructed and attached to a facade building, therefore partly occupying household yard.

The emergence of hotels with developed side wings modernized site composition significantly and provided an opportunity to form a new hotel development concept. Interestingly, this was the scheme used to construct city residences and gentlemen clubs in 17th – 18th century in Western Europe. In the late 18th – early 19th centuries many of these establishments were transformed into luxury hotels. For example, the world's first "Grand Hotel" was located in a former Graf Ordoﬀ's residence on 43 King Street in Convent-Garden neighborhood, London. The residence was renovated and turned into a top-class hotel by its owner David Low in 1744 [16]. The main hotel building had a few annexes with two-room hotel rooms for 15 shillings a night (Fig. 2).

Hotels arranged according to new compositional principles mostly had T- and L-shaped floorplans while more complicated floorplans (H- O- U- and E-shaped ones) were pretty rare which was due to lack of space on land plots and low profit since rooms in side wings were mostly cheap ones (Fig.3).

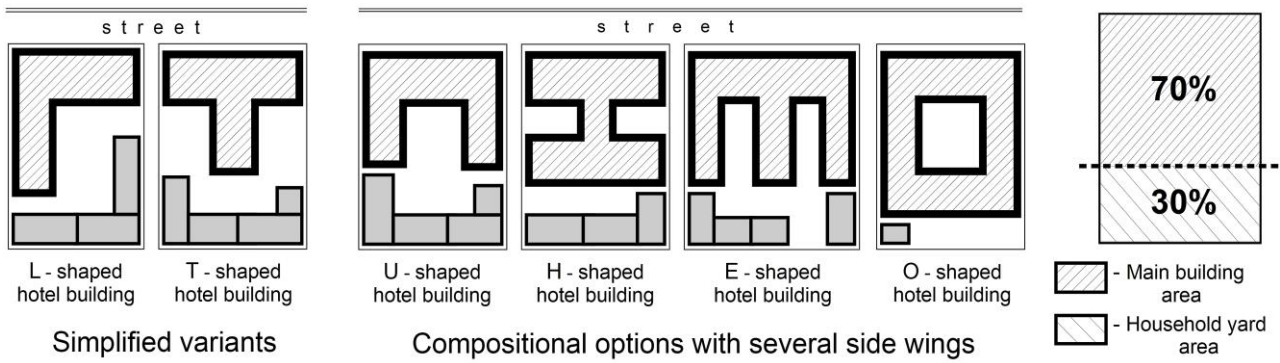


Fig. 3. Accommodation on the plot of hotels with several side wings

Therefore, complicated floorplans were mostly common for low-comfort hotels and furnished rooms that counted on minimal cost of rooms, which was possible because of overall amount of rooms and average rental duration. The number of rooms tended to increase by constructing additional buildings on a plot. Quality of service, comfort, decoration and equipment were not a priority for that category of hotels. Hence, this construction principle proved quite successful for low comfort hotels and remains largely unchanged to the present day (Fig. 4).

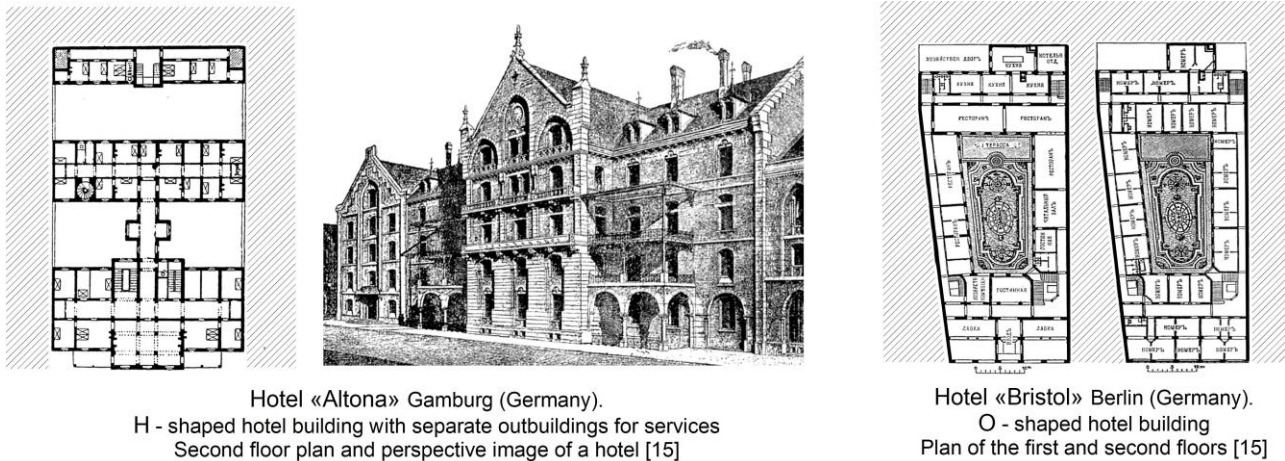


Fig. 4. Examples of European hotels with a complex form of plans on frontal urban plots

However, despite difficult urban conditions, some hotels kept trying to maintain high standards of service and comfort. These were isolated cases, but they did occur. For example, the Reichshof Hotel (architect Albert Böhm), that was built in 1893 in Berlin and had a U-shaped compositional scheme, was not directly on the list of first-class hotels (mainly because of its urban component), but had beautifully decorated interiors and facade, as well as high-tech equipment and facilities. At the end of the 19th century The Reichshof had all the benefits of a first-class hotel: electric lighting, central heating, elevator, bathrooms, and a restaurant where concerts took place in the evenings [17].

However, there was the urbanistic component (including problems with the number of rooms) that did not allow the "Reichshof" to actually obtain the status of a high-class hotel. One of the main requirements for a first-class hotel was the maximum possible amount of "luxury" rooms overlooking the main street (at that time it was considered the confirmation of hotel's high level of comfort). For hotels built according to the frontal scheme, this requirement was the essential obstacle. Only 27% of total number of Reichshof's rooms (15 out of 54 rooms) overlooked the city street. 66 % of deluxe rooms, which made up 33% of the total number of hotel rooms, were located in side wings of the hotel and overlooked the yard due to limited size of the site. Such a large percentage of "yard" rooms strongly affected hotel's prestige level and automatically reduced its class (Fig. 5).

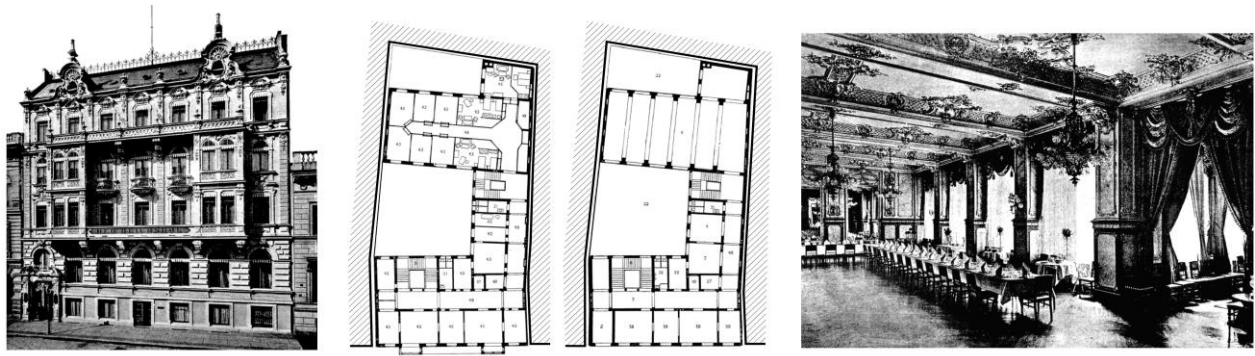


Fig. 5. Hotel «Reichshof» Berlin (Germany). Arch. A. Bohm 1898
Perspective image, plans of first and second floors, the interior of the restaurant [15]

Therefore, such hotels, while suggesting quite high level of comfort, were characterized in tourist guides as "quiet and popular mainly among families or single women who want to rent for short term". Such characteristics were rather common for furnished rooms or small hotels [18].

Construction of additional residential buildings changed hotel site planning strategy dramatically. The increase in the number of rooms allowed enlarging the residential part of the plot with the proportional ratio from 70% / 30% to 80% / 20%, with its predominance. Such a transformation became possible due to decrease of the amount of utility buildings in a yard. Now these were only the most important for a hotel's functioning services ones: icehouse, goods and inventory storage, firewood storage. Besides that, internal sewage system was significantly modernized: water closets were relocated from a yard to a hotel building. The only serious disadvantage was the fact that cesspit was still located on the territory of a hotel. Despite the internal structure of public toilets, sewage still descended into the hotel latrine, which turned the household yard into a cesspool.

The real turning point in hotels' urban concept reformatting took place in the first half of the 19th century. Reconstruction of central areas of European cities, sharp growth of urban population, increasing tourist flow, urban environment transformations, new transport communications between cities and countries, led to the point when hotel companies began to play an important role in the city life. Due to new system of visitors' placement in European cities, hotels became more prioritized and therefore often located in city central areas or on the best plots at main city highways. The development of tourism and the influx of travelers on one hand and increasing cost of land plots in central areas as well as high tax rates on the other, led to the formation of new planning and compositional approaches for hotels in urban areas.

Through plot. We should consider the adoption of the unspoken rule for hotel owners to maximize the number of most expensive rooms, which made up the lion's share of the establishment's profit, a turning point in the typology of the world hotel industry. One option for achieving this goal was to combine two or more adjacent plots to obtain another frontal exit to the opposite street.

In the first half of the 19th century the scheme of combining plots on the backside became widespread – a *through plot* that made it possible to create a transit passage between two parallel streets, which increased the efficiency of using the plot area. At the same time, the number of expensive rooms increased at least twice - and a new functional and planning zone was created on the site of household yard – utilized internal space of a hotel (Fig. 6).

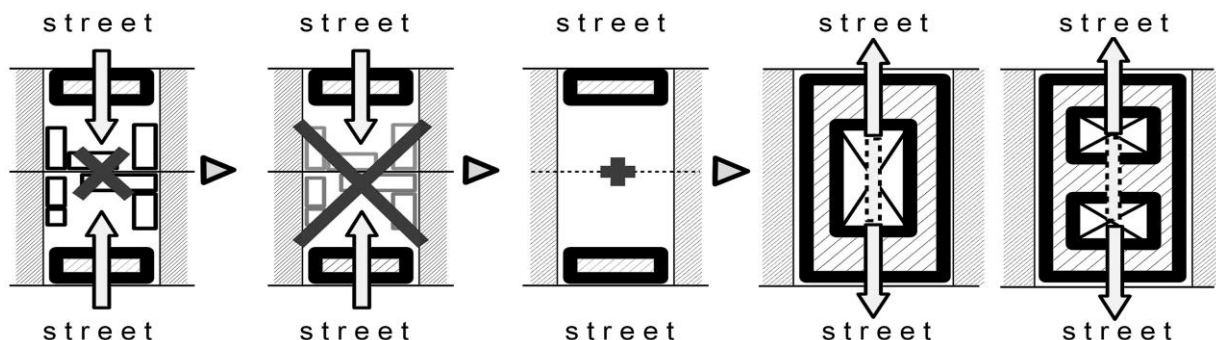


Fig. 6. Principles of forming a through plot by combining two adjacent frontal plots

Such a step forced a review of established urban planning traditions, because until now all hotels had a clear division into a residential area, which contained rooms and a household yard, where all service facilities were located. The development of former household yard in the center of the newly created plot led to the transformation of the entire plot area into a single hotel complex with the predominance of residential area (Fig. 7).

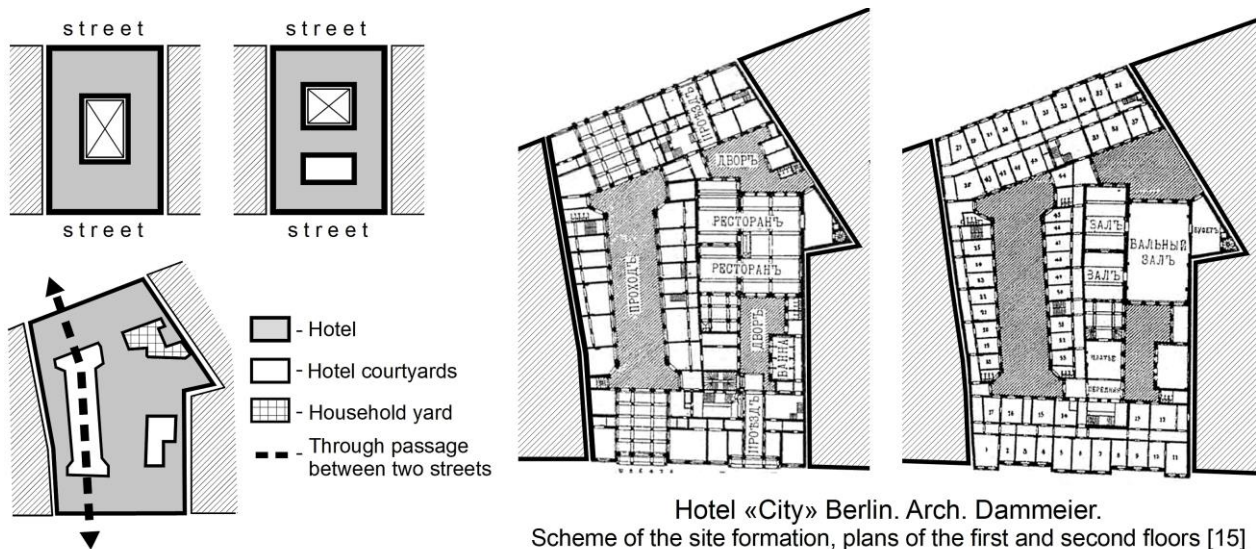


Fig. 7. Examples of locating hotels on through plots

Depending on the size, the courtyard of the hotel was either open, when the dimensions did not allow it to be covered (as a rule, if its dimensions were more than – 20×20 m.), or turned into an internal space, glassed on the top, where the most important premises of the public area were located – the lobby, the restaurant hall, the main salon of the hotel, the large winter garden – and compositionally served as the main unifying element of the entire hotel (Fig. 8).

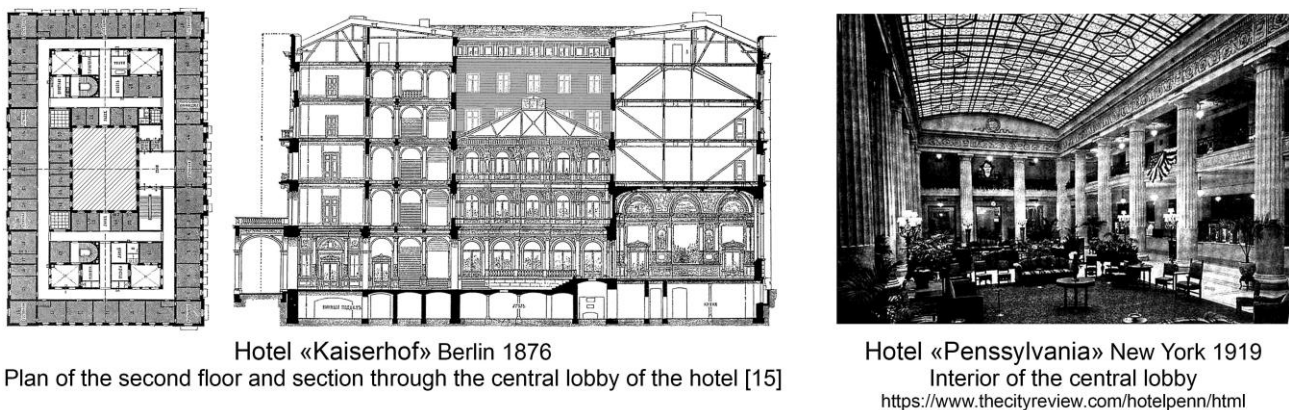


Fig. 8. Examples of glazed inner spaces in hotels of the early 20th century

Also, size of a courtyard affected the number of rooms of an establishment. If its dimensions were insufficient, rooms of a cheaper price category were located in the middle of the yard. If the size of the plot was large, then the frontal buildings could even be combined with three perpendicular wings, which allowed placing rooms with higher level of comfort there.

The principle of combining several adjacent plots made it possible to use up to 100% of plot area for the residential and public needs of a hotel. This served as an indicator of establishment's highest class, because such a compositional scheme was built on a model revolutionary for the 19th century: insertion of the former household yard directly into the structure of the hotel building. In fact, external area of a household yard was reduced to the area for delivery and unloading of products and fuel, and all storage and technical premises were henceforth located on hotel's

basement floors. The development of new engineering systems and communications in residential construction made it possible not only to make the most flexible and convenient interaction scheme of public and service areas, but also to subordinate the entire area of a hotel site to the residential part, making it the main and only compositional element of hotel complex spatial structure.

Corner plot. Significant changes occurred in Western European urban planning in the first half of the 19th century. New highways and squares were constructed; many entertainment and recreation venues (embankments, parks, etc.) were rebuilt. These transformations also affected hotel industry. Accent zones of transport corridors' intersections and areas at corners of newly created squares gained particular importance in new urban planning concept. Gradually, building hotels on street corners turned into predominating tendency. Corner plots were advantageous since overlooking several different city panoramas at once. It should also be noted that the principle of locating hotels at street corners gained most popularity among newly built establishments in Western Europe in second half of the 19th – early 20th century. At this time, several main variations of this compositional scheme were formed: classical angular, three-sided and trapezoidal (Fig. 9).

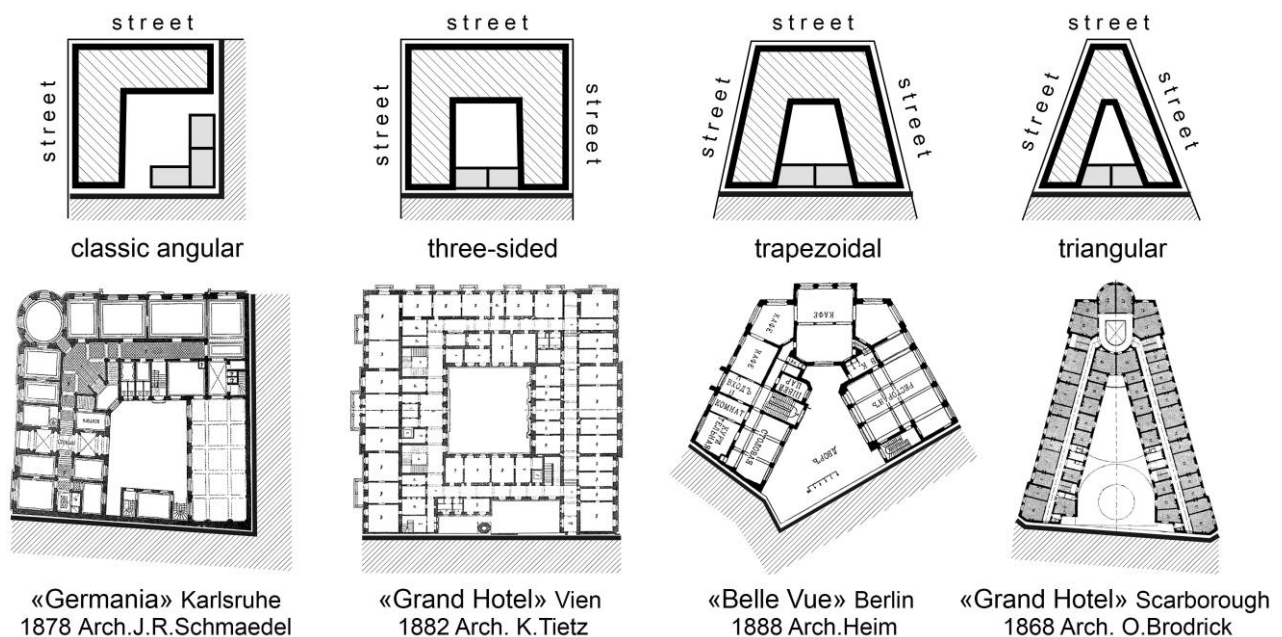


Fig. 9. Examples of hotel placement on corner plots [15]

According to the classical angular scheme, hotels were located on the intersection of two streets and had an L-shaped residential building. Ancillary services were located in a household yard. The main feature of the angular version was the accent on continuous planar perception of the main facade as a single compositional element. Just like the hotels constructed on through plots, ones with angular scheme had two main facades, and rooms with highest level of comfort overlooked these facades. However, the area of former household yard was used not particularly efficiently since due to small size of corner plots, there was lack of space to locate additional side buildings conveniently. The ratio of building density and efficient use of outdoor and interior spaces turned out much smaller than the one for a through plot. Thus, high comfort hotels with a large number of public spaces gradually left this compositional scheme behind. Consequently, the angular scheme either gradually transformed into more universal ones: three-sided and trapezoidal, or only remained relevant for low comfort hotels.

Since it was impossible to locate large hotels with high level of comfort on angular plots, the owners started looking for options that were more acceptable. One of those were hotels overlooking three adjacent city highways. Generally, such tripartite sections were located at city squares' and two adjacent streets intersections and less frequently at intersections of three streets. The main advantage of the three-sided composition was increase in number of expensive rooms by 1.5–2 times and opportunity for additional rental use of many rooms on the ground floor, which were leased to retail space to third-party tenants. With three equivalent residential blocks, it became possible to form a zone

of central interior space, which was a unifying compositional element of hotel planning structure. As in the case of a through plot, the interior space, depending on its size, could be either open – with landscaping elements, or glassed and uniting apartment blocks and main public areas around it.

Another variation of "corner section" compositional scheme was its trapezoidal version, according to which hotels were located at the intersections of city squares and formative ray-shaped streets. In reconstruction plans for 19th century European cities, many squares were formed with ray-shaped transport routes. Thus, the above-mentioned scheme for locating hotels on city plots was quite widespread. In contrast to the tripartite scheme that implied interaction of three "equal" facades, the trapezoidal composition was sometimes so narrowed to the top that it became almost triangular, generating more dynamic perception of an architectural object in urban landscape. In terms of scenic effect, this scheme had its own unique charm because of visual perspective cuts, but it was not particularly successful from functional point of view.

Reducing the build-up area and narrowing the shape of the courtyard resulted into a need to reformat hotels' room capacity. Instead of quite comfortable rooms overlooking inner yard, in hotels constructed according to three-sided scheme inner side was either occupied by cheap rooms, or remained unoccupied at all, which significantly affected establishment's profitability and competitiveness.

Hotel quarter. Another compositional scheme that played a key role in the evolutionary process of urban dimension of hotel development in Europe and the world was the hotel quarter. Only the most expensive hotels could afford occupying the whole quarter (Fig. 10).

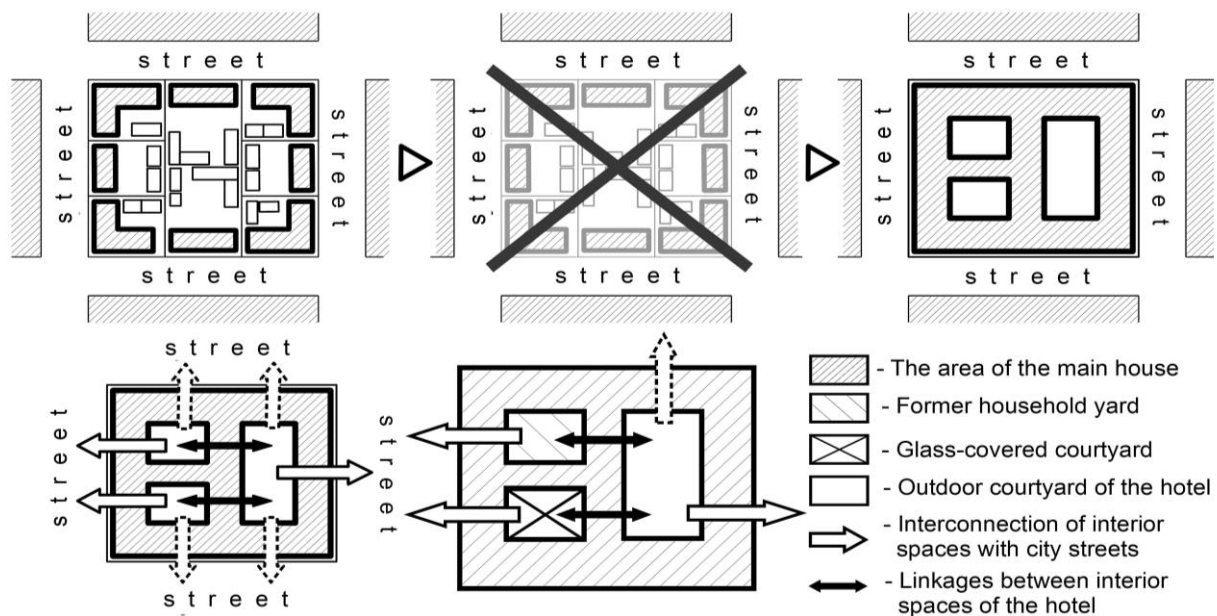


Fig. 10. The principle of the formation of the hotel quarter

Worth noting, that the design of the hotel quarter was formed under the effect on the market by affluent society who needed secluded and multifunctional places to stay. Therefore, the key precondition for emergence of this hotel type was increased demand for highest level of comfort and service. For implementing these grand ideas adjacent land plots were bought out which made it possible to build a single hotel block.

The prototype for such large hotels were gentlemen clubs and large private residences, for which comfort was associated with recreational function in the first place. For this reason, this kind of planning system usually included a few restaurants, luxury stores, greenhouses, exhibition halls, various recreational and entertainment zones and even theatres. Such hotels were most popular in big cities of the USA (New York, Chicago, Philadelphia, etc.) since hippodamian urban planning system made it easy to implement this approach (Fig. 11).

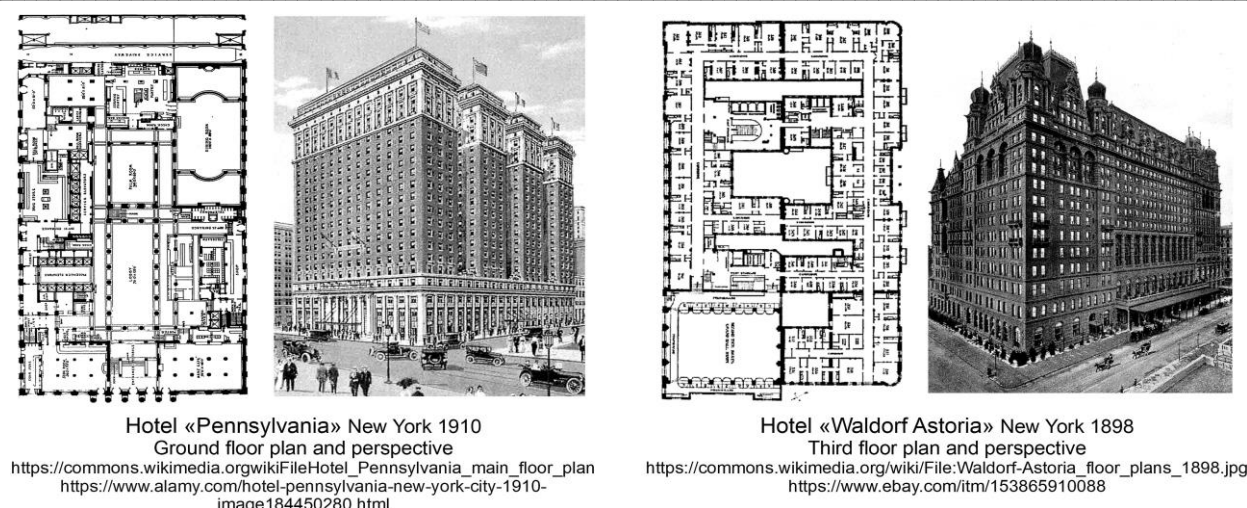


Fig. 11. Examples of large American hotels formed according to the principle of building a hotel quarter

In big European cities, hotels of this type had smaller size, building height and overall capacity, and were mostly occupied with catering establishments and recreation areas. Significant size of a newly constructed complex made it possible to form a few separate zones and inner spaces, different by function and structural interaction, with hotel's main premises. The essential goal of this approach is the structural multifunctionality of hotel complexes: in order to differentiate financial risks during maintenance, the owners were trying to fill the complex with diverse and self-sufficient infrastructure. This feature together with the fact that a hotel quarter was a private territory and a fully autonomous object lead to revolutionary transformations in the forming process of complicated inner planning structure such as differentiation of services, effective interaction between different functional zones, invention of new technological processes and implementation of new equipment. Such hotels were world's first multifunctional complexes that combined accommodation, service and entertainment options.

The key period of hotel urban planning development took place in 19th century, when industrial society began to evolve on the basis of the first Industrial Revolution. Rapid urbanization, development of science and technologies as well as expansion of long-distance transport, led to the creation of a new economic paradigm in the 19th century Western Europe and America. It became a catalyst for evolutionary processes in the global hotel industry. Thus, there is clear interdependence between the complexity of architectural and planning composition of hotels in urban areas and active society development, both industrial and economic. Over the centuries, hotel industry made its way from compositionally simple frontal area scheme to self-sufficient functional hotel quarters. Increasing capacity of hotels, new requirements towards living conditions for hotel residents and quality of service, technological and engineering innovations have led to significant transformations and predominance of compositional scheme, in which up to 100% of a land plot was occupied with hotel buildings instead of former courtyards. Due to this complicated shapes of residential buildings evolved as well as multifunctional organization of hotel public areas (Fig. 12).

Conclusion. The conducted research revealed an interesting pattern: the transformational processes that took place in the hotel industry during the 19th century under the influence of many external factors, formed a whole series of compositional, town-planning options for placement of hotels on city sites, which in their basic planning structure, have survived to this day. Industrial revolution of late 18th and early 19th centuries changed not only social, demographic and urban structure of the world, but also gave a powerful impetus to hotel industry development. Thanks to the conducted analysis, four main compositional options for hotel construction in urban areas were singled out, as well as the factors that influenced their formation were investigated.

During the 19th century, global hotel industry has gone through a rapid evolutionary path from the simplest compositional schemes for development of urban areas to multifunctional hotel complexes that occupied whole blocks and formed the most effective model that allowed revealing the full potential of urban planning component in conditions of dense urban development.

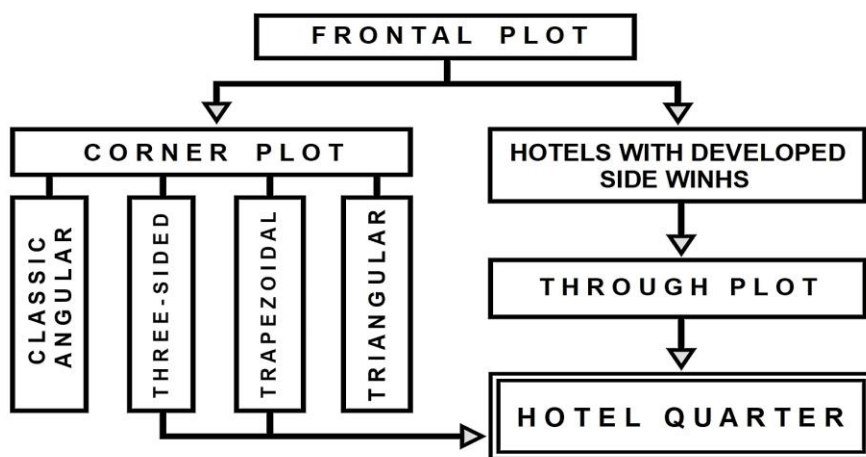


Fig. 12. The evolution of the formation of the compositional component of the development of hotel plots during the XXth - early 20th centuries

Among the main revolutionary changes in urban planning component, we should note the active transformation of the area of the former household yard to meet public needs of a hotel. The philosophy of increasing the amount of rooms for the benefit of establishment's profitability led to gradual complication of compositional arrangement scheme, up to complete development of the whole hotel plot with the separation of one or more internal atriums used for separate public rooms and areas of a hotel.

Taking into account limited amount of modern scientific material on this historical period, which was important for the world hotel industry formation, the importance of deeper study of this topic is noted, since it not only contributes to a better understanding of processes that took place in European urban planning during the 19th century, but also allows extrapolation of research data on a similar historical stage of development in Ukrainian architecture, especially in the context of modern construction or reconstruction of hotels in city's historical quarters.

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ЕВОЛЮЦІЯ ФОРМУВАННЯ ЗАБУДОВИ ГОТЕЛЬНИХ ДІЛЯНОК В МІСТАХ ЗАХІДНОЇ ЄВРОПИ XVIII – ПОЧАТКУ XX СТ.

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Анотація. У статті проаналізовано розвиток та формування містобудівного аспекту забудови готельних ділянок в умовах серйозних урбаністичних змін, що відбувалися в містах Західної Європи протягом XVIII – початку XX ст. Досліджено, як завдяки зовнішнім факторам впливу формувалися нові композиційні схеми розміщення готелів на міських ділянках та вибудовувалися більш сучасні алгоритми взаємодії між чинними містобудівними реаліями й формуванням новітніх та вдосконалених функціонально-планувальних пропозицій у проектуванні, будівництві та експлуатації європейських готелів другої половини XIX – початку XX ст. Побудована шкала еволюційних містобудівних змін за цей історичний період та виявлено чотири основних композиційних варіантів побудови готелів у міському середовищі: фронтальна ділянка, наскрізна ділянка, наріжна ділянка та готельний квартал. Проаналізовано превалюючі схеми розташування готелів на цих ділянках та досліджено, яким чином зовнішні фактори впливу не тільки змінили містобудівну концепцію, а й сприяли появі революційних архітектурно-планувальних рішень, які у своїй основній структурі, майже без змін, збереглися до наших днів.

Серед головних особливостей розвитку містобудівної складової забудови готельної ділянки, слід відзначити активне освоєння території колишнього господарського подвір'я готелів, яке було органічно додано до функціонально-планувальної структури та перетворилося на повноцінну додаткову громадську зону готелю. Філософія переформатування колишньої службової зони дозволила не тільки збільшити номерний фонд та підвищити рентабельності закладу, а й призвела до поступового ускладнення композиційної складової та повної забудови ділянки з виділенням одного чи декількох внутрішніх атріумів, які були залучені в окремих громадських просторах та готельних зонах.

На тлі наявності обмеженої кількості історичного дослідницького матеріалу, зауважена важливість глибшого вивчення даної теми, оскільки вона сприяє кращому розумінню процесів, які відбувалися у містобудівній складовій готельного господарства в містах України другої половини XIX – початку XX ст., особливо в контексті сучасної забудови міських історичних кварталів.

Ключові слова: готель, місто, Європа, композиція, місце розташування, ділянка, гіподамова система, внутрішній простір, господарське подвір'я.

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