

## MODEL OWNERS LUXURY HOUSING AND CORRESPONDING OPTIMUM DESIGN SOLUTIONS

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*Determined number of owners of elite dwellings, them professional groups, them dominant psycho-types and optimal design solutions.*

*Keywords: elite dwellings: professional groups, psycho-types, design solutions.*

**Formulation of the problem.** In today's market of elite housing fixed bridges are presented in various and multifaceted asor-tymenti. Luxury housing both global and domestic, focused on specific customer - representatives of higher social class.

There is a set of requirements, methods, principles underlying the design of luxury housing. But they all differ slightly from those used in the making of conventional housing. Their feature is only attract higher volumes of investment to achieve substantially the same result — comfortable living future owners. However, analysis of the final product design proves that comfort, first understood as saline, and, secondly, is determined for the average buyer, without considering the individual characteristics that are under-handsome.

So important is this optimization of existing methods developm Executive gentrification that allows to create comfortable living conditions, taking into account not only the standard physiological and psychological characteristics and particular owner. For the proper optimization should thoroughly investigate consumer gentrification: to determine what proportion of all home owners they are, which professional groups they belong; identify superior to them psychological types; find out how Architects RNO-plan-valnim and stylistic decisions apartment, they give preference.

**Analysis of recent research and publications.** The writings of O. Simonchuk [1-4] conducted a detailed study of Ukrainian Souss-pilstva over the past 20 years and compared the data with the leading countries of the world, professional staff defined population (socio-demographic profile), class structure of the country, the analysis of correlation 'communication profession and social status hara-kterystyk, class position and class identities. This allows mothers al vyvyty number of owners of luxury homes, finding out their class, social status, superior professional groups, economic activity. State Statistics Committee of Ukraine, yiny (Census 2001) [5] and power [6] help to clarify and supplement the relevant charac-

teristics, but this information reveals only consumed material side are saying gentrification, and their psychological characteristics are not represented at all. On the contrary, by [7] can thoroughly understand the human psychology, but without reference to social status. In [8] conducted a correlation between social groups and psychological types, examples of architectural designs and luxury housing. However, studies in this publication neveriryayutsya only with marketing features two categories of luxury housing, which represent the most obvious services of need in the target groups of customers, that require more precision to the additionally-analysis.

***The wording of Article purposes. This article is a continuation of a series of articles on the application of methods for determining psychologists-tech features for finding correlations between specific psychosocial needs and logical architectural and design decisions-tions. Its purpose is detailed consumer research gentrification: determining what proportion of all home owners they are, which professional groups they belong; identify superior to their personality types; clarify how the architectural planning and decision stylistic accommodation they prefer.***

***Main part.*** The sequence of the study as follows:

1. Determination of the number of consumers of luxury housing on the results of sociological research on the professional class and mother-tial status characteristics of the population.

2. Clarification of prevailing psycho among owners of luxury housing, according to anonymous testing using methods of psychology and self-organization theory of complex systems.

3. Comprehensive assessment of psycho determined according to the level of interaction in the system "man-housing environment," and displaying results by geometric representation of the data.

4. The formulation of final recommendations on specific pro-ektnykh solutions in architecture and design of luxury housing, of new favorable to provide psychological comfort of future ownership, workers on the basis of conducted testing and analysis of international experience design.

Based on a study of class position and class structure tour and analyze their relationship, conducted in [1], we can conclude that the potential consumers of luxury housing is Repre-INEC upper and upper-middle social class. Their keel-bone in Ukraine, according to 2009 is about 3% (0.2% higher class + 2.8% upper middle class = 3%) from the rest of Needs-vachiv housing, in other countries the situation is as follows: Russia - 4% postso-tsialistychni countries - 6%, capitalist - 11%. If in addition to tradition-term schemes of the class structure of society proposed by Richard Sentersonom consider are others where the division into classes arising from a particular professional activity [2], in particular EGP-circuit, the

owners of luxury homes on its data can be seen among pre -stavnykiv service class, intermediate class and petty bourgeois ziyi; their number in Ukraine reached 4.1%; for ESP-circuit them his treatment in pre-classes (fordystskoyi (owners and managers) and permanent ones-dustrialnoyi (professionals) hierarchy) in the number of 4.8%; scheme (WR) are present among classes (owners, extended class I-Jerome, intermediate class) in an amount of 7.5%. Determine the number of consumers of luxury housing on a specially bred formula (1):

$$V = \frac{N^{RC} + N^{EGP} + N^{ESP} + N^{WR}}{4}, \quad (1)$$

де  $V$  – the total number of consumers of luxury housing in Ukraine,  
 $N^{RC}$  – number of users of the scheme, Richard Sentersona,  
 $N^{EGP}$  – the number of consumers EGP-circuit,  
 $N^{ECP}$  – the number of consumers scheme ESP,  
 $N^{WR}$  – number of users of the scheme (WR).

The result of the following calculation (2):

$$V = \frac{3+4,1+4,8+7,8}{4} = 4,925\%. \quad (2)$$

Thus, the number of consumers of luxury housing in Ukraine is around 5% of consumers housing.

After reviewing the professional composition of modern Ukraine, co-rystuyuchys material presented in [3,5,6], analyzing inter-mozv'yazok profession and social status characteristics with the help hoyu-source [4], you can determine which occupations often naychas-tishe common among owners of luxury housing table 1.

Table 1

Description of groups and skill levels professions often meet together  
ZU-owners of luxury homes

№	Professional group	Description of the main professional groups	Необхідний рівень кваліфікації
1	2	3	4
1	Legislators, senior officials, managers, managers	Professions associated with objectified tions and the formation der state policy, legislative-than regulation; higher governance; pravosud-dyam prokurors someone and supervision; Management of mouth-novamy, organizations and their dumb-units, regardless of ownership and activities	Regarding qualification as signs of classification this section, compared with others, are mixed. Section covers a wide range of professions related to zdiys-ment of various functions of management and leadership, which are generally significantly considerably by the segment-by its complexity and responsibility
2	Professionals	Occupations that involve a high level of expertise in verticals, with physical mate-matychnyh, technical, biological, ar-ronomichnyh, huma-nitarnyh medical or science. Professional tasks in the field hayut-extending first of knowledge, application specific concepts, theories and methods to solve specific problems or systematically zovanomu presentation is responsible fromthem dys-tsyplin in full	These occupations require workers (including the range and complexity of certain professional tasks and responsibilities) for the qualification: Diploma of Higher Education, which corresponds to a specialist, master; Diploma on awarding candidate degree, PhD; certificate of approval academic rank of senior researcher, associate professor
3	Specialists	Professions that require knowledge od-niy pryrodz-nav-nych or more areas, technical and humanities. Pro-sional tasks are performed by special works pov'ya-zanyh using policies and practices using appropriate science	This section covers the profession, which corresponds Diploma qualification or other relevant document: junior specialist; bachelor; Specialist passing postgraduate training; specialist (to work on managing complex technical or their maintenance)

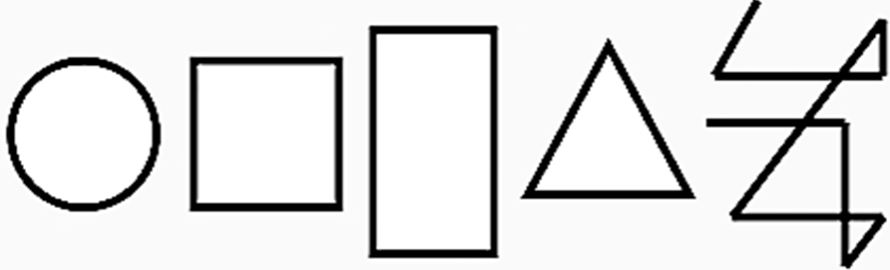
To determine what percentage of ownership psycho-workers generalization. Knowing the necessary professional group was pi-tailored relevant institutions and organizations, where these groups make up the bulk of the staff and its staging anonymous opy Executive, which was attended by 758 respondents. It included four components:

1. Psychoheometrychnyy test "Defining psycho" tab.2, is based on [7].

The mechanism is based on an analogy between geometrical figures and psycho: round - "SPO-viewer" or "balanced personality" depending on the percentage distribution between the first figure; square - "resourceful researcher" "box -" bohemian personality "triangle -" selfish "zigzag -" fighter.

Table 2

Psychoheometrychnyy test "Defining psycho"

Material: pictures of geometric shapes. Instruction. Divide 100% between the following figures based on your preferences .						
						
№	Результати.....					
п/п						
1.	Geometric shapes	Circle	Square	Rectangle	Triangle	Zigzag
2.	Example	80%	10%	3%	5%	2%
3.	Your score	_____ %	_____ %	_____ %	_____ %	_____ %

The results of the test allows psychoheometrychno-tion psycho find out the percentage of owners of luxury homes. Thus, the 1.85% "viewer", 63.15% - "selfish" 9,94% - "fighter", 17.06% - "resourceful researcher" 4.25% "bohemian personality, 3.75% - "balanced personality." That ries chymy psycho-act "selfish," "resourceful researcher", "fighter." This confirms previous studies presented in [8].

2. Test "Comprehensive Assessment of psycho according to the level of interaction in the system" man-environment housing, "lets you specify-psycho features of each of the respondents (define in indicators of levels of interaction), by evaluating each of the 10-point scale. Figure 1 shows the overall results of the thermal power plant, one concerning prevailing psycho among owners of elite housing first.

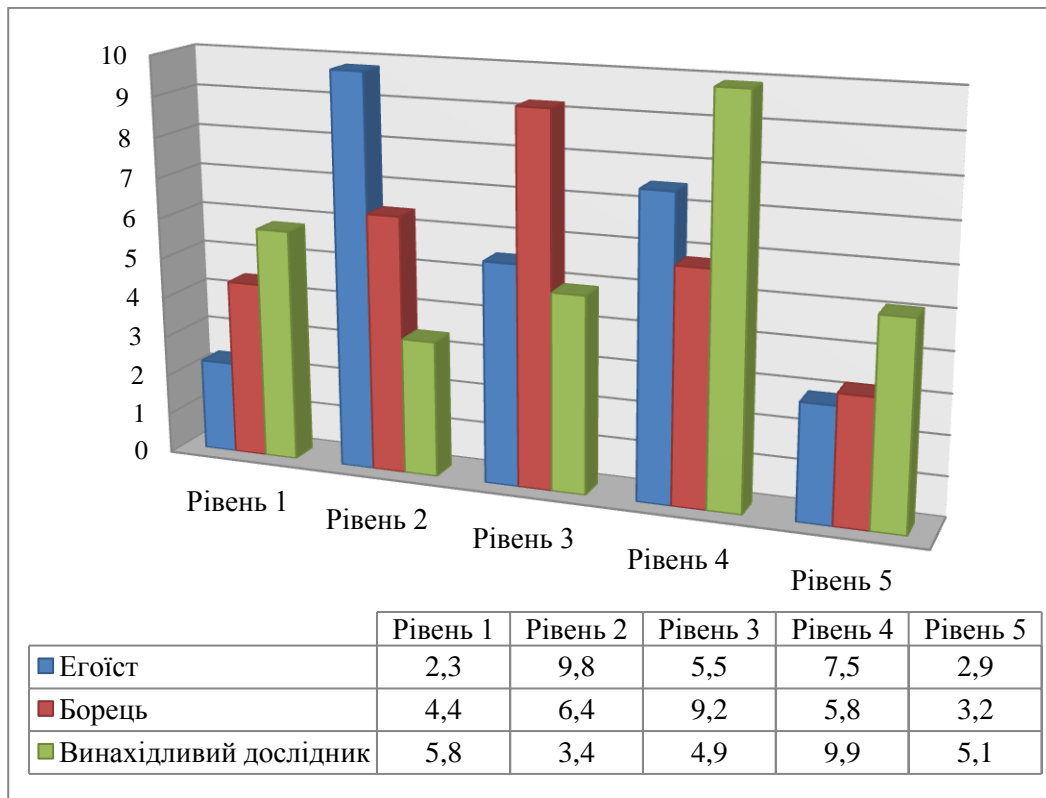


Fig. 1. Comparison of the dominant psycho, according to indexes of levels of interaction in the system "man-housing environment"

3. Test "Identifying gender, age, professional and class characteristics" allows you to exclude from the final analysis of questionnaire respondents who are not the owners of luxury homes and for more information, specifically about potential owners. Eg, instance, among those surveyed, whose psycho was "selfish" were men aged 50-59 years, professional group, which by profession, senior government officials, leaders, managers; among "fighters" is also dominated by men aged 20-40 years, professional group of experts which is based on the presence of sufficient amount of executives and managers; But in "inventive researchers" equality, age 20-60+ years professional group represented by professional number of prominent leaders.

4. Test "Identifying optimal performance psychologically comfortable housing", allows you to check the previous recommendations on architectural and design solutions proposed in [8], and refine them as needed (tab. 3).

Table 3

Clarification of design decisions, including  
preferences dominant psycho

<i>Nº</i>	psycho / criteria	Egoist (ego)	Fighter (Will, mind)	Resourceful researcher (mind)
1.	<b>Priorities housing</b>	Kudos Self-sufficiency Autonomy Security	Immunity Transformation orderliness	Functionality Rationality Ergonomics
2.	<b>Regional</b>	Capital City-millionaires resort area	Capital City-millionaires resort area	Capital City-millionaires Regional centers resort region
3.	<b>Location in the village</b>	The administrative center prestigious area Historical center	Historical center prestigious area Recreation areas	Areas with optimal transport and social and community functionality
4.	<b>Building type</b>	Generic estates Estate Penthouse Cottage	Cottage Penthouse blocked house	Individual house Cottage Apartment blocked booths
5.	<b>Area</b>	500 m <sup>2</sup> and more	300 -500 m <sup>2</sup>	100-300 m <sup>2</sup>
6.	<b>Stylistics</b>	<i>Classic style:</i> Empire Baroque Rococo English (Victorian) Greek	<i>Historical:</i> Japanese Romance. <i>Modern style:</i> Minimalism Functionalism	<i>Modern style:</i> Functionalism Hi-Tech Minimalism constructionism Modern Techno

**Conclusions.** Thus, the number of consumers of luxury housing in a state-vyt about 5%, which is the dominant psycho "selfish" (63.15%), "resourceful researcher" (17.06%), "a fighter" (9,94%). A description of these psycho, determined prevailing professional groups and optimum design solutions for each of them. In the hearth-lshyh study is planned to develop methods of selecting a single design solution housing to be psychologically comfortable for several cohabitants with various psycho.

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