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PROBLEMS SOLUTION OF GLOBAL URBANISM IN THE CONTEXT OF CULTURAL DEVELOPMENT, TECHNOLOGY AND THE FORMATION OF CREATIVE CLASS

V. G. Voronkova*, V. O. Nikitenko**, R. I. Oleksenko***

In the article the structural and functional model of the city' cultural urbanization was developed in the context of the complexity methodology as the basis for solving the problems of the urban crisis, in which all countries and peoples of the world are involved. The analysis methodology is the use of systematic methods of structural and functional, informational and cultural analysis, as well as the complexity methodology as a basis for overcoming the urban crisis of urban agglomerations that are involved in the system of global urbanism and require solving the problems of urban life, middle creative class formation, increasing the global creativity index. The leading approach to the study of this problem is a complexity methodology, which includes a non-linear methodology, in the context of which the problems of global urbanization are solved. The urban crisis and ways of solving the problems of global challenges of agglomerations or large cities have been studied. The essence of the urban crisis and the problems of global challenges of agglomerations or large cities are presented.

The problem of urban research is that modern cities were colonized by rich and successful people, leaving far behind the inhabitants of small villages and townships: hubs, coworkings and high-tech innovations have absorbed parks, stores and coffee shops; restructuring of cities and urban areas has led to increased rents and concentration of wealth in one hands. It has been established that under the global challenges of our time, high-tech agglomerations (megacities) are becoming the focus of all problems - economic, social, cultural, demographic, environmental. An attempt was made to divide urban agglomerations into 4 groups of cities and find out their

*Doctor of Philosophy, Professor, Academician of the Academy of Higher Education of Ukraine (Engineering educational and scientific Institute of Zaporizhzhia National University, Zaporizhzhia, Ukraine)

valentinavoronkova236@gmail.com

ORCID: 0000-0002-0719-1546

**PhD in Philosophy, Associate Professor

(Engineering educational and scientific Institute of Zaporizhzhia National University, Zaporizhzhia, Ukraine)

vitalina2006@ukr.net,

ORCID iD: 0000-0001-9588-7836

***Doctor of Philosophy, Professor

(Dmytro Motornyi Tavria state agrotechnological University, Melitopol, Ukraine)

roman.xdsl@ukr.net

ORCID iD: 0000-0002-2171-514X

problems. Megacities as epicenters of the economy suffer from economic splits, split into small areas of rich and large zones of poor areas. The problematic issues of the structural and functional model of the cultural urbanism of the city, which aims to bring global urbanism to a new level of technical, social and cultural progress and social development, have been identified. The prospects of solving the problems of global urbanization in the context of the development of the concept of Enlightenment 2.0 and the Fourth Industrial Revolution are analyzed.

Keywords: global urbanism, urban agglomerations, urban crisis, fourth industrial revolution, creative class.

ВИРІШЕННЯ ПРОБЛЕМ ГЛОБАЛЬНОГО УРБАНІЗМУ У КОНТЕКСТІ РОЗВИТКУ КУЛЬТУРИ, ТЕХНОЛОГІЙ І ФОРМУВАННЯ КРЕАТИВНОГО КЛАСУ

В. Г. Воронкова, В. О. Нікітенко, Р. І. Олексенко

У статті розроблено структурно-функціональну модель глобального урбанізму у контексті методології складності як основи вирішення проблем урбаністичної кризи, в яку втягнуті всі країни і народи світу. Методологія аналізу – використання методів системного, структурно-функціонального, інформаціологічного, культурологічного аналізу, а також методології складності як основи виходу з урбаністичної кризи міських агломерацій, які втягнуті у систему глобального урбанізму і вимагають вирішення проблем міського життя, формування середнього креативного класу, підвищення глобального індексу креативності. Провідним підходом до дослідження даної проблеми є методологія складності, до якої відноситься і нелінійна методологія, у контексті якої здійснюється вирішення проблем глобального урбанізму. Досліджена урбаністична криза і шляхи вирішення проблем глобальних викликів агломерацій чи великих міст. Представлено аналіз урбаністичної кризи та проблем глобальних викликів агломерацій чи великих міст.

Проблематика дослідження урбанізму міст зводиться до того, що сучасні міста в США та Західній Європі колонізували багаті та успішні люди, залишивши далеко позаду жителів маленьких сіл і селищ: стали розвиватися аби, коворкінги і хай-тек-інновації, які поглинули парки, магазини і кофейні; перебудова міст і міських районів привела до збільшення арендної плати і концентрації багатства в одних руках. Встановлено, що в умовах глобальних викликів сучасності високотехнологічні агломерації (мегаміста) виступають осереддям всіх проблем – економічних, соціальних, культурних, демографічних, екологічних. Зроблено спробу розділити міські агломерації на чотири групи міст та виявити їх проблеми. Мегаміста як епіцентри економіки страждають від економічних розколів, розколюються на маленькі зони багатих і великі зони бідних районів. Визначено проблемні питання стратурсно-функціональної моделі культурного урбанізму міста, яка направлена на те, щоб вивести глобальний урбанізм на новий рівень технічного, соціального, культурного прогресу і розвитку суспільства. Проаналізовано перспективи, до яких приведе вирішення проблем глобального урбанізму у контексті розвитку концепції Просвітництва 2.0 і Четвертої промислової революції.

Ключові слова: глобальний урбанізм, міські агломерації, урбаністична криза, Четверта промислова революція, креативний клас.

Introduction. Relevance of the research topic to solve the problems of global cultural urbanism in the context of the methodology of complexity is that the world, which was created in the conditions of globalization, instability, uncertainty, information stochasticity,

is so complex and sensitive, that no politicians and international organizations are not able to solve its problems and remake as the Western European and Islamic world. Only culture, religion, the "New Enlightenment 2.0," the Fourth

Industrial Revolution can bring global cultural urbanism to a new level of technical, social and cultural progress and development. The understanding of the complexity of the modern urban world is helped by culture and religion as factors of cultural progress, which covers a variety of aspects and levels of existence, which also entails the development of technology, economy, information technology, communication means and ways of their development [1].

The aim of the article is to develop a structural and functional model of global urbanization in the context of the development of the Enlightenment 2.0 concept and the Fourth Industrial Revolution as the basis for understanding the problems of the urban crisis, in which all countries and peoples of the world are involved. Therefore, the goal of the article is to solve the problems of global urbanization by developing a methodology of complexity that helps to understand the deep connections of the urban economic, social and cultural organism and its components as a one whole.

Literature Review. For the analysis we use the work of Richard Florida "The Rise of the Creative Class" (2018), which introduces the concept of a new economic class and gives it some character, seeing in it a defining role in the development of social, cultural and social life, further economic progress of the network.

Richard Florida claims that in the future we will see an increase in the creative component in various fields, including economic and cultural [2].

Also to be mentioned is Richard Florida's new work "The New Urban Crisis: Now Our Cities Are Inequality, Deepening Segregation, and Failing The Middle Class – and What We Can Do About It. (2019), in which he analyses the model of global urbanization in the context of the cultural, technological

and creative class development. His main idea is to create a new inclusive urbanism that would lead cities out of crisis and promote an era of inclusive prosperity, innovation and well-being [3].

Authors have analyzed the work "Come On! Capitalism, shortsightedness, population and the destruction of the planet. Report to the Roman Club" (2019) by Ernst Ulrich von Weizsäcker, Anders Wykman, which looks at the deepening of the urban crisis, to address the problems they propose a new concept of Enlightenment 2.0, which will lead to a balance between man, nature, culture, religion, economy, as well as the sustainability of cities; all must adhere to one mandatory condition - to abandon the trajectory of unsustainable growth [4].

In the work by McAfee Andrew & Brynjolfsson Eric "Machine, platform, crowd. How to Tame Our Future" (2019), the authors insist on seeing the opportunities of new technologies that will lead to sustainable economic development [5].

We are particularly interested in Levitin Daniel's work "Structured thinking. A clear mind in information chaos" (2020), in which the author proposes to look at the new world through the eyes of innovators, breakthrough technological ideas that bring real technological breakthroughs and show that our future will be quite different, but for this we need to develop systemic and structural thinking already today [6].

The article uses the author's ideas of R. Andryukaitene, V. Voronkova, M. Kozlovts, V. Nikitenko, N. Kirichenko, R. Oleksenko, I. Ryzhova, T. Teslenko, A. Skull, in which the problems of the development of digital economy and digital management, the development of smart cities and technologies that also support the formation of a creative

class and increase the indices of creativity, innovation are analyzed.

Research Methods. The leading method to study the problems of global urbanism is the system method, based on which the understanding of objects, objects, processes of the urban crisis world as a process and genesis multisystem. The systematic method allows to show the integrity of the living urban space and establish the functions and mechanisms of the cultural urban organism with a focus on cultural and industrial development. The term "urban culture" as a system is a concept of culturological character, which requires the use of methods of phenomenological, hermeneutic, symbolic analysis, because it is based on the image and stylistics of the city, the image of human existence and life, a specific fashion of the culture of the city. The development of the structural and functional model of global urbanism is connected with the city's life and ontology, various facts of multi-communications between individuals, dispositions of cultural and architectural monuments that make up the image and rating of the city and its components. If a city is a center of cultural monuments, art and architecture, then increased attention is paid to such objects as museums, mosques, temples, synagogues, which represent the samples of urban culture and architecture in general [7].

The theory and methodology of complexity includes the presence of many interrelated parts of the city and urban culture: visible part - obvious complexity, which is based on simple algorithms of problem solving; different parts - the presence of a large number of possible links between parts of a single whole; dynamic visibility - the presence of a large number of simultaneous cycles of feedback between the parts; hidden complexity - the presence of simultaneous cycles of feedback, when small variations can

trigger huge changes and lead to structural changes - an ordered way of organizing elements in the city system as a whole [8].

The theory and methodology of analyzing chaos, which addresses the problems of the urban crisis, is a quest to study complex systems, which includes the city, where a small change in the superiors leads to great changes later, and thus chaos is unexpected, so only systematic, structural and synergetic thinking can understand the full vulnerability of the system - economic, cultural, environmental, demographic [9]. The methodology of analysis also includes mental-reflexive multioperations of generalization, which help to make transitions from single, frequent and individual to general, which helps to form a model of development of symbols - images of society, city, culture taking into account praxiological functions and evolutionary factors of development [10].

Theoretical Foundations. The development of culture in cities contributes to the development of models, sketches of order, hierarchies, paradigms, standards, a system of worldviews, which have been reproduced by mankind for centuries and millennia. Cities cover the phenomena of society, existences, economy, politics, religion, all aspects of material culture as the signs and environment of this or that culture, including material, spiritual and religious culture, technology. Culture includes the practice of personal self-improvement and is characterized by the interaction of culture and religion, which represent the multi-phenomena of individual, collective, social and state life [8].

The development of urban culture is determined by its functions, which are as follows: 1) adaptive; 2) communicative; 3) integrative; 4) socialization function. Culture in its

incarnations forms within itself special phenomena that are called subcultures and are characterized by values, ideals, norms, and meanings that distinguish one nation from another. Culture is based on a set of values and norms, including language, law, politics, values and attitudes, technology and material culture (urbanization, technology, science, invention), as well as education, religious and philosophical views (sacred areas, beliefs and norms, prayers, taboos, holidays, rituals).

Under the basic values of the culture of urban life are understood those that form the basis of life (for example, life comfort, social recognition, national security, the basic values that are defined by religion), under the instrumental only those values that matter as certain opportunities, the means to provide basic values, because Asian religions and spirituality have a direct way to create synergies of urban life, which includes the spiritual side, moral positions related to positive social connotations, because progress in cities develops according to the principles of solidarity, respect for morality, spirituality [4].

Results and Discussion. 1. It has been established that under the global challenges of our time, high-tech agglomerations (megacities) remain the focus of all problems – economic, social, cultural, demographic, environmental. An attempt was made to divide urban agglomerations into 4 groups of cities and find out their problems. Megacities, as the epicenters of the economy, suffer from economic splits, split into small areas of lagoons and large areas of poor districts, so "we should see the possibilities of new technologies that will lead to sustainable development of the economy of cities [11].

As of today, 3.5 billion people – almost half of the world population – live in cities. It is expected that within one or two decades the urban population will increase 3 times, which

will constitute 85% of the world population – 11–12 billion people. If in 1950 there were only two cities with populations over 10 million – New York and Tokyo, today there are 500 such cities. Until 2025, the population of China alone will have 200 cities with populations in excess of one million. "Current trends on earth have no sustainability features, as economic growth is associated with excessive consumption of natural resources [4].

Under the global challenges of our time, high-tech agglomerations (megacities) remain the focus of all problems - economic, social, cultural, demographic, environmental. Every tenth person, that is 840 million people, lives in the wilderness of urbanized cities, whose population is equal to the number of the population of the United States and the European Union together. The Brookings Institution (USA) summarized ways to estimate production volumes relative to the population of large agglomerations per capita. 300 agglomerations as the most successful were divided into 4 groups of cities [11].

The first group includes the richest and most economically successful agglomerations in the world, which are the largest centers of urbanism. These are superstar cities such as New York, London, Los Angeles, Paris, Singapore and Hong Kong, San Francisco, Boston, Washington DC, as well as a group of resource-rich cities in the world that are developing. The volume of production per person in these cities is 45–94 thousand dollars. These more than 100 agglomerations produce 16% of world production and are home to 4% of the world's population, contributing to the sustainable development of a large region of the world [8].

The second group includes successful cities of the developed world, which have the volume of production per person in the section 30–45

thousand dollars. Among them are Barcelona, Berlin, Copenhagen, Madrid, Melbourne, Mayami, Milan, Rome, Seoul, Toronto, Vancouver, and Taipei. These 100 agglomerations produce 11% of the world's production and are home to only 4% of the world's population.

The third group is formed by less successful cities, where the production volume varies within the range of 15-30 thousand dollars per person. This group includes such promising industrial cities as Cardiff, Liverpool, Naples, and cities that are developing – Bangkok, Beijing, Bogota, Guadalajara, Istanbul, Mexico City, Rio de Janeiro, Sao Paulo, Shanghai. These 70 agglomerations produce about 9% of world production and are home to 6% of the world's population.

The fourth group consists of the poorest cities, which have a production volume of 4–15 thousand dollars per person. These agglomerations are mainly in the global south and include the most urbanized regions of the world such as Manila, Jakarta, Cairo, Alexandria, Durban, Medellin, Kali, Mumbai, Kolkata and Delhi, as well as many other poor urbanized cities in China. These more than 30 agglomerations are home to 4.3% of the world's population and produce 3% of world production [12].

Approximately 500 million people in the world live in the wilderness of South and East Asia, 200 million in sub-Saharan Africa and 110 million in Latin America and the Caribbean. It was expected that by 2020, the population in the urban swarm would increase to 1 billion people. Urbanization is a consequence of the fact that people are moving massively to more stable regions.

The agglomerations of the first three groups are characterized by significant poverty and large gaps between rich and poor, and it is the fourth group that suffers most from economic violence and loss. "To solve many of the

world's problems – cancer, genocide, repression, poverty, abuse, unequal distribution of resources and wealth, climate change – creative thinking and the formation of a creative class are needed" [13].

2. The analysis of megacities as epicenters of the economy, which grow out of economic splits, was conducted. Urban crisis and ways of solving global challenges of agglomerations or big cities were studied. The essence of the urban crisis and the problems of global challenges of agglomerations or large cities are presented.

The problem of studying urbanism of cities is that modern cities were colonized by rich and successful people, leaving far behind the inhabitants of small villages and townships; hubs, coworkings and high-tech innovations have absorbed parks, stores and coffee shops; restructuring of cities and urban areas has led to uncontrolled increases in rent and concentration of baggage in one hands [14].

As the analysis shows, large cities continue to attract their real estate because they have a sustainable economy based on knowledge and innovation. The world's most expensive real estate is located precisely in the coastal zones of the oceans. However, the largest cities and regions of the world, such as New York, Amsterdam, London, Hamburg, Copenhagen, Venice, Tokyo, Shanghai, Calcutta, the Delta of the River. Nile, Dhaka, Bangkok, Jakarta and Manila may be affected by an environmental disaster – a 1 meter sea level rise. Of the 25 most populated districts in the United States, 23 are located on the oceanfront [15].

Megacities as the epicenters of the economy suffer from economic schisms: large cities are divided into small areas of luggage and educated districts, located near the centers, subway lines, where safe streets, wonderful public schools, a cohesive social structure, thriving creative elite with the

advantages of urban cultural revival, increasing creative class. Undoubtedly, the creative class feels better in large cities, it represents a cluster of talents as an engine of innovation, economic and cultural growth, contributing to the concept of the creative personality as a factor of creative economy in the challenges of globalization [16].

On the other hand, suburbs or problem areas are being formed where the concentration of predominantly urban poverty and poverty in most suburbs of large cities is flourishing, property inequality is prevalent, and gentrification is flourishing when whites return to cities and displace blacks. Poverty arises as a result of the lack of institutions that promote the formation of people's creative energy, prevailing migration to more stable regions, underdeveloped technology in cities that would promote the development of intellectual professions, culture in cities, while promoting information and computer technology as an effective factor in the digital economy and business [17].

3. The problematic issues of the structural and functional model of the cultural urbanism of the city, which is aimed at bringing the global urbanism to a new level of technical, social and cultural progress and development of society, were identified 3. The way out of the global crises of cities depends on the indices of technology and development of intellectual professions.

Technology indexes show that the concept of urban success of urban agglomerations is to develop a creative class that would concentrate where there is a well-paid job, there is a large labor market, culture, design, informatics, smart technology [6].

For example, at the beginning of the 21st century, the creative class increased to 40 million in the United States and contributed to the development of labor relations and culture as a whole. Urban

agglomerations, according to R. Florida, were the best in achieving three "T" economic and cultural progress: 1) technology; 2) talents 3) tolerance regardless of gender, race, ethnicity, sexual orientation, religion. In these agglomerations were the best roads and highways, bicycle paths, unique art and music, flourished all kinds of religions, were comfortable for living. However, as Florida also believes, the limited number of cities that enjoyed an economy that was based on intellectual professions, based on innovation, knowledge and technology, talent clusters, economic and cultural advantages, and the development of digital technologies that would be enriched with new opportunities for digital development can have both positive and negative consequences [5].

An example of a successful and sustainable city is Copenhagen – the capital of Denmark, which is developing towards a regenerative city, aims to become the first capital in the world that does not produce carbon dioxide, promotes integrated transport, green architecture, centralized heating, wind parks in and around the city, electric transport, smart grids and efficient city management, developing smart technology, smart community and smart culture, and "the work of data and algorithms leads to better predictions" [18].

It is also worth remembering the sparsely populated Himalayan state of Bhutan, which was practically isolated from the world civilization until the 70s of the last century. Modern Bhutan is a ban on export logging, the development of tourism, in which almost all willing residents participate as guides, a monthly pedestrian day, when private traffic is prohibited on the roads. According to the Constitution, all Bhutanese are responsible for the environment and, accordingly, the state does not suffer from conflicts between economic development and ecology,

which have been established in other countries. According to local experts, it is possible to improve the indicators of happiness through progress that does not destroy traditions, culture and Buddhist philosophy [19].

4. Homeostyle crisis as a dynamic self-regulation of society and the basis for recovery from the urban crisis.

The global economy that has led to the urban crisis and the urban crisis, which is based on a huge mega system of superhubs and the collision between the problems of economic, geopolitical, financial, cultural and human development, the expansion of globality trends and providing ample opportunities for more people. The vulnerability of the system that arises as a result is manifested in the increasing gap and opportunities, profits and wealth, and social corrosion of the system that is not self-regulating. As a result, the system becomes vulnerable and must lead itself to homeostasis – a dimensional self-regulation in which the system is able to support itself in the face of unexpected problems, forming the formation and development of a smart community as a highly intelligent, high-tech, highly intellectual community [20].

In order to develop local agglomerations with a high technology index, a program or concept for accelerating inclusive urbanization that attracts innovation and creates wealth, good shiny places, suggests the development of technologies that would increase the urban agglomeration index and contribute to the formation of homeostasis as a dynamic self-regulation of society and the basis for recovery from the urban crisis, as well as better conditions for all. "Electronic machines will be a harbinger of extraordinary achievements and will lead to sustainable urban development" [21].

Conclusions and research perspectives. The prospects to solve the problems of global urbanization in the context of the development of the ideals of Enlightenment 2.0 and the Fourth Industrial Revolution [22] are analyzed. One of the challenges that we face is how to make urban agglomerations create better conditions for all. To address the vulnerability of people in large cities, we need to develop public and private partnerships to protect our modern world, develop cooperation between government and industry, and encourage cooperation with those responsible for managing critical infrastructures in the world [5]. The urban crisis is deepening and requires large investments and resources in order to invest in poorer cities - from roads and highways to investments in transport and various types of economic, social and cultural activities of people. The most effective way to help those who need it is to create the best shiny places, direct support in the form of housing vouchers, creating a basic minimum income, investing in education and culture, creating a new creative middle class, creating a financial elite, developing superhouses and managing almost the whole world [8]. Recovery from the urban crisis will contribute not only to the economic but also to the cultural recovery, raising living standards, creating new economic and cultural opportunities due to the socio-cultural advantages of a country. Richard Florida believes that "since a crisis is an urban one, the solutions to overcome the crisis should be urban" [23].

The article is of great interest for leaders and representatives of local self-government, who intend to make conditions to overcome the challenges of large cities, reduce income inequality and change statistical indicators for the benefit of urban development. Only prosperity, welfare, economic and

cultural development can lead to an increase in the indices of creativity, technology, innovation caused by the development of creative energy of people.

It is necessary for this purpose:

1. Develop clusters such as engines of economic growth that would create great economic, social and cultural benefits and opportunities caused by the Fourth Industrial Revolution.

2. Invest in infrastructure that is strategically supported by investments in certain computer and communication technology development clusters to stimulate the economy, which will be the basis for the development of digital culture.

3. To form a middle creative class, for which to develop university education, to invest in science, to increase the number of intellectual shy places, to promote the emergence of high-paid intellectual, professional and creative work, for which to turn low-paid work in the service sector into the work of the middle creative class.

4. Develop programs and activities that promote growth and strengthen rich, sustainable cities that are rapidly urbanizing and facing global challenges.

5. Create cities and regions as epicenters of innovation by improving innovative urban ecosystems that drive economic, social and cultural growth and progress.

6. To develop information and communication systems that will help to quickly master the network, the development of digital technologies to make the city much more productive for life, work and culture, contributing to the index of technologies in leading agglomerations and promoting the formation of a creative class.

7. To overcome the digital barrier at all levels of development, which will ensure that cities have a basic infrastructure to create economic and cultural opportunities, common

prosperity, possible with the creation of new models of cooperation, efficiency, entrepreneurship.

8. Cities must master all channels of access to large databases. Big Data will play a crucial role in the creation and accumulation of data and additional opportunities for development, which is determined by the data and shows the development of the digital economy of cities such as New York, London, Helsinki, Barcelona, Amsterdam, which successfully find creative ways to influence changes in the economic and cultural policies of cities.

9. Develop an innovative structure of cities (local innovations) that seek innovative solutions to a variety of city problems.

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