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ASPECTS OF THE FORMATION OF A GENDER-SENSITIVE URBAN ENVIRONMENT OF RESIDENTIAL STRUCTURES

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Abstract. The article considers aspects of the perception of space from the standpoint of gender, and their impact on the formation of a quality living environment. The results of a sociological study are presented, which indicate the existence of differences in the requirements for the formation of the urban environment of housing and the assessment of its qualities by men and women.

Key words: living environment, gender, sex, gender pattern of behavior.

Problem statement

The realities of the modern city encourage discussions about the humanized housing environment of the information age society. The space of the city serves primarily to establish social connections, the possibility of self-establishment of the individual, and as a result of these necessary needs, to provide an opportunity for comfortable movement in its often complex planning organization.

It is often believed that architecture is created for a person as an impersonal average being. However, each consumer has different needs, different behaviours, and a different perception of the environment in which they are located – this encourages us to consider the problems of self-identification of a person in a city and a dense living environment. The system of values and requirements for the housing environment differs, as studies of many researchers show, depending on the gender scheme of individual behaviour (Rendel, 2000)

Analysis of recent research and publications

In architecture, there are scientific works devoted to research on gender, written by H. Fasenko, O. P. Oliynyk, D. Pankratova. However, the research is aimed more at finding gender symbolism in the image of the city than at studying the processes that cause the appearance of this associative symbolism in the urban environment.

Significant works in the study of the living environment through the prism of gender psychology belong to Louise Durning, Jan Rendel, and Barabari Penner (Rendel, Penner, Borden, 2000). Foreign researchers show an active interest in understanding the gender presence in architecture, determine the specific parameters of the

living conditions of women and men (U. Bauer). To create a critical mass of research, the European Network “Gender, Diversity and Sustainable Urban Development” (GDUS) was created, which offers a critical attitude to the andro-centric reflection of the urban space and outlines gender-sensitive spaces. In the research of the term “gender”, we refer directly to Sandra Boehm's paradigm – the theory of the gender scheme¹.

In the work of I. Altman, we find the methodological foundation of the problem of spatial gender-coloured behaviour (Altman, 1975). One of the most important texts on this topic is “What would a non-sexist city look like?” Dolores Hayden. Although the text was written in 1980 and deals mainly with trends in the development of American suburbs, which reflected the centre of family life away from “men's jobs”, it still largely remains relevant.

American researcher S. Low (S. Low, 2003) uses the concept of embodied space and emphasizes that “using objects, a person forms an experience and turns it into symbols, and then the symbols return to the experience again” (Fesenko, 2014). Therefore, on the issues of “arrangement” of living space arise such as “architecture of happiness” (A. Botton) (Botton, 2013).

Architecture theory has raised the problem of gender features in architecture through the separation of “female” (woman's building) and “male” (men's building) (Pepchinski, 2000).

Objective of the article

The research aims to study aspects of the influence of gender characteristics of urban residents on the formation of the spatial planning structure and architectural organization of the urban environment and apartment residential formations. It seems appropriate to find out the dependence of the main requirements, mechanisms and features of the formation of the housing environment, taking into account gender issues.

Results and discussions

Conditions of the modern city and its trends. Different lifestyles of city residents create different needs and requirements for urban space, the residential environment in general, and the residential unit in particular. To determine these needs and requirements, a detailed analysis of the composition of society, categories of active consumers and real home buyers is necessary. The cross-section of the population of Ukraine by gender and age groups shows that the majority of consumers are the age category of 30–55 years, a fairly wide range, taking into account different conditions for the formation of personalities, political and ideological including, which has a significant impact on the requirements for the housing environment and the degree of their interaction with the urban environment. The existing urban housing environment may or may not meet the needs of a certain category² of consumers. Also, among gender and age groups, there is a division into social groups of the population with more detailed descriptions and explanations of their behavioural patterns by gender, but the main trends can be traced even at the first level.

For example, Generation Z³ as the main promising group of users of the architectural environment, whose number according to the newspaper *Estadão*, in May 2016 was 2 billion, and by 2023 it is expected that they will become “the largest working group in the world”, is characterized by different philosophy of life, ways of perception and use of the environment than for the population born before 1990 (Pereira, 2018).

There are noticeable statistics of an increase in the average age of marriage, young people are more focused on personal development and an active lifestyle that is subject to rapid changes. This is also evidenced

¹ The theory, based on the concept of behaviour patterns, considers the characteristics of gender identity of individuals as the basis for their way of organizing information about the world around them.

² This study does not take into account the division of consumers by solvency.

³ Generation Z is a group of people born in the period 1990–2010. They are also called the internet generation, Generation 9/11, Net Generation, and demographers call 1991 the year of birth of the generation (the creation of the internet), others think it is 2001 (its introduction into everyday life), in Eastern Europe, the starting point for the life of a new generation, consider the end of the Cold War and the final collapse of the USSR. Authors, American historians V. Strauss, N. Howe, through the prism of US history, have noticed repeated cycles of common human behaviour patterns every 100 years and changes every 20 years to a new one. Such a countdown in modern history begins with the post-war years, as an understanding of the difference and a certain definition of common characteristics inherent in a certain generation and the prevailing trends that existed then.

by the growing trend of young people's desire to rent housing, since buying it entails, in addition to more costs, also "linking" to one place of residence and activity. Thus, many real estate companies with the prospect of 10 years more invest in so-called "pop apartments", apartments for tenants. Generation Z is also characterized by the assignment of places, namely public spaces. The priority is no longer "a castle house for the whole family until death does you part", but communication and discoveries are important. Unlike Generation X and Y,⁴ Generation Z promotes independence and nomadic style, shows undisguised interest in the ideas of introducing an increasing number of cohousing communities and minimal living space. The urban environment is their living environment for them.

That is why urban initiatives such as the Paulist Aber movement have become popular, attracting the attention of urban planners from all over the world, with the desire to restrict car traffic on weekends and holidays, to create more collective space and the possibility of cultural and artistic manifestation of residents' initiatives. Trends in attracting citizens to the ideological content, creation and implementation of urban and intra-block spaces are becoming increasingly relevant, which contributes to the psychological relationship of residents with the architectural environment.

Of course, a significant part of the urban population is also made up of a different layer of users (X and Y), for whom, for various reasons, a more conservative lifestyle and, accordingly, housing requirements will be a priority, with an emphasis on privacy, security, and family guidelines.

Having a wide range of urban consumers means that there is a need to diversify offers in the housing market to meet the demand for a wide variety of tastes. Ensuring an informed response to demand requires a focus on gender-sensitive design. The gender-sensitive environment is a new hybrid urban environment of housing entities that promote the social, economic and environmental development of residents, and offers high-quality residential buildings in urban settings.

The mechanisms of gender creation and its behavioural patterns are extremely important for understanding its impact on the formation of a comfortable urban living environment.

Gender means the social and psychological gender of an individual as a reflection of the socio-cultural nature of a person, which is based on gender identity⁵ and gender role. To determine gender identity, it is assumed that a certain list of characteristics of an individual corresponds to the gender role of the individual described in society. Thus, a person who identifies himself independently as a "typical man" or "typical woman" and tries to meet certain social standards of these concepts may have such a set of personality characteristics that the level of indicators of masculinity and femininity correspond to an inversion of gender identity – isomerism (Voropaeva, 2011) or an androgynous type of identity. That is, a female person who carries the socio-cultural image of a woman may have personal characteristics inherent in a "typically masculine" gender identity -this is an isomeric type of identity. A person who has an almost equally high level of indicators of masculinity and femininity of the individual is defined as androgynous (Voropaeva, 2011).

An interesting fact is that if a woman has an isomeric type of identity – masculine, but lives according to the gender attitudes of society, then she will most likely perceive household management, raising children and preferences of certain characteristics of the housing environment according to traditional methods, because as a person who is gender conformal and non-transgender, will accept and apply the appropriate gender roles of society. However, it is likely that in addition to carrying out biological duties (such as the birth and upbringing of children), she will apply such social behaviour schemes that are characteristic exclusively of masculine individuals, therefore, the preferences of certain requirements for the characteristics of the environment should also coincide with typically masculine gender schemes.

In most cultures, differences between men and women are a factor that has a significant impact on the organization of many aspects of everyday life. Boys and girls are expected to not only master skills and

⁴ Generation X – "Baby Boomers" (the 1950s – 1960s) is characterized by the desire for professional success in the early period of life, the desire for life achievements in the name of the "state", a strong family and their housing until "the last days". Generation Y or millennials (parents of Generation Z (the 1970s – 1990s), are pioneers of independence and technologies that make it possible to somehow simplify the implementation of physical actions in the household, communicate at a longer distance, and they took the first steps towards "digitizing" life.

⁵ Gender identity is how a person is aware of their own belonging to a certain gender, that is, by their self-perception, and as a result of further unconscious imitation of the social attitude and stereotypes regarding the norms of the image of a "man" or "woman" in society and culture [Hornostay, 2004].

behaviours appropriate to their gender roles but also form perceptions of the environment and characteristic behaviours typical of their gender according to how they are defined within a given culture. Sandra Boehm suggested that in addition to teaching specific concepts and behaviours associated in a given culture with ideas about men or women, the child is also taught to perceive and organize information, the environment according to gender schemes – mental structures that organize the perceptual and conceptual world of an individual according to gender categories (male-female, masculine-feminine) (Bendas, 2006). According to Boehm theory, individuals who have experienced the influence of sexual typing use gender behavioural patterns to a greater extent than individuals who are not exposed to this cultural process (androgynous) (Hornostay, 2004).

This work, in addition to analyzing scientific works in the field of space perception from the point of view of gender, is also based on a sociological study conducted by the author among housing consumers (Pidlisetska, 2019).

The study showed that the requirements for the functional and spatial organization of the environment depend to a greater extent on the gender scheme of a person's behaviour. This creates a demand for expanding the range of influence of individuals on the urban environment of residential formations, which would satisfy different consumers. It is established that for aspects of the formation of the housing environment, it is more important to take into account gender patterns of behaviour and take into account the specifics of the activities of gender groups.

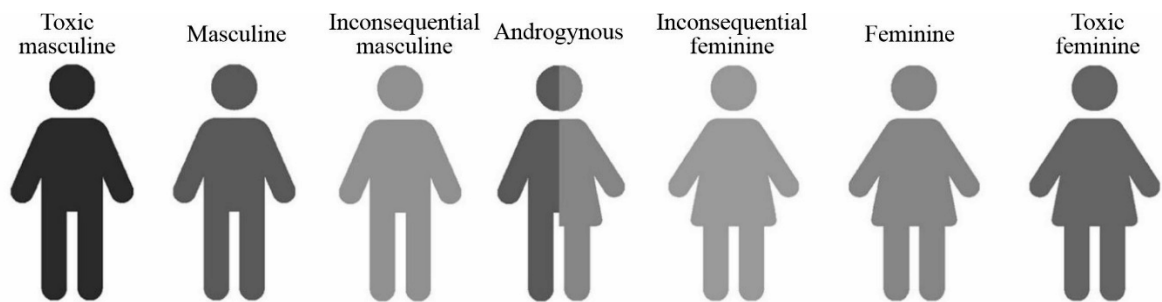


Fig. 2. Types of gender identity by determining the level of indicators of femininity and masculinity

The sociological survey was conducted in 2 stages, the first of which covered more than 600 respondents. The results showed differences in respondents' responses by gender. At Stage 2, a questionnaire was developed aimed primarily at determining the respondent's gender identity for further construction of tables of preferences and schemes of possible scenarios of their social behaviour in the residential environment. The survey was conducted through a personal interview, as well as an online survey. More than 100 respondents are covered. The developed questionnaire provided for several blocks of questions under the task set, aimed at finding out the shortcomings of the existing housing environment; the priority of the characteristics of the residential environment at the level of housing, house, out-of-apartment and urban environment; hypothetical improvements and main criteria when choosing new housing; the method of householding.

A difference in gender perception was also observed in responses regarding the desired type of residential development. If the opinion about the comfort of building 1-3 storey buildings was generally perceived equally, then the difference in the predominant number of storeys of residential buildings is more drastic: the housing of medium storeys (up to 5 floors) is considered desirable by about 40 % of women and 2.7 % of men, while 9 or more storeys are considered preferred by only 8.2 % of women, and men – as much as 50.3 %. (Pidlisetska, Hhat, 2019) In this case, we can talk about confirming the theory of masculine and feminine urban spaces, which was widely described by Aaron Betsky and other researchers (Betsky, 1997; Beatriz, 1992).

This theory is based on giving certain characteristics of urban spaces, the colour of femininity or masculinity. In general, today the urbanized environment, and to the greatest extent modern metropolises, are considered filled with toxic masculinity, characterized by the development of trendy high-rising buildings with relatively narrow streets, a small amount of allocated territory for recreation and other green areas, the rhythm in the compositional solution of the architecture of buildings and the urban environment, a high level of motorization, etc. Women's buildings are considered to be buildings of medium storeys and below, the

allocation of a large area of the city's territory for green areas, spaces free from “commercial offers”, the use of natural terrain against the background of the city, and the pedestrian environment (Oliynyk, 2017). It is quite natural to understand the desire of women to fill urban space with small and medium-sized buildings, which entails designing an environment that corresponds to the feminine nature of the urban background. Conversely, the choice of men in favour of high-rise buildings is logically explained by the belief that this type of urban space will bring activity, expectations of “money”, create a field for career achievements and victories, and satisfy their male “ego”. And is it comfortable for the psychological state of an individual, without taking into account belonging to a certain gender, or not? (Pidlisetska, 2019).

Thus, by studying the gender behavioural patterns of consumers, we can make the urban and residential environment more humanized, more comfortable and safer, easier to respond to demand and predict further trends in architecture.

Mechanism of forming a relationship with the environment. Problems of the interrelation of gender schemes of human behaviour with the environment. Space is a multi-valued and multi-directional capacity for material and spiritual existence and human activity, which, in contrast to the homogeneous and isotopic philosophical space, is effectively and subjectively defined (Democritus, I. Newton). The human environment is not only the natural environment but also the architectural environment (an artificially created environment of life, divided into several levels according to the size and form of interaction with it – a city, district, block, street, yard, house and residential unit). The spatial and environmental problem began to be studied in the late 60s of the twentieth century with the behaviourism of R. Barker. He developed the concept of “places of behaviour”, according to which the researcher identified the main characteristics of the space of human activity: situative activity, spatiotemporal localization, and isolation of internal and external processes of human activity (Skrebets, 2014).

According to the criterion of interaction with an individual, the concept of the environment is divided into the following types:

- an individual's existence factor is one that has an impact on a person, without the possibility of human influence on the environment itself. It is uncontrolled by a person, changes the organization of a person's lifestyle, forcing him/her to adapt to new conditions;
- the condition of an individual's existence is a set of factors that can be controlled, but with a low level of possibility of influence, or are not controlled at all. We perceive it as a given condition of existence, to which we actively adapt. For example, road infrastructure, public space, or the courtyard of an apartment building, as well as difficult natural conditions (difficult terrain, swampy or arid place, etc.);
- a means of subsistence is an environment where an individual can manage and develop it, arrange it at his discretion. That is, if efforts are made to manage this environment, it will develop, for example, own housing, own land plot, the interior of the room. Under these environmental conditions, a person can master it and form ways to manage it;
- as a material of existence, it is the material environment of a person, which is used by him/her to meet his/her own needs (household items, clothing, natural resources, etc.). It is completely human-controlled and available for intervention;
- Besides, the environment is divided by the organization level:
 - material microenvironment is the ability to potentially (if you have the means and skills) transform its factors or components by an individual or a small group of people, for example, to change them into the interior solution of an apartment;
 - meso-environment – located at the level of environmental organization, large official groups are really or capable of making changes, but in modern conditions of public activity, changes at this level can be made from small groups or an individual. Its objects are streets, neighbourhoods, squares, micro-districts, large enterprises, and natural landscapes controlled by specially created groups. The biggest problem at this level is considered to be the problem of public areas that are actively used by groups of people, but they are not responsible for their condition or management. The psychology of organizing urban public areas has only just begun to conduct scientific research in this direction;
 - macro-level – natural and geographical components that can only be managed by government agencies, international organizations, etc.

Under these conditions, the spatial environment of residential formations is explained as a set of real or imaginary reproducible properties and relationships of the living environment, which provides certain opportunities to meet human needs in spatial perception, spatial actions and behaviour. Environmental psychology explains the living environment as the whole set of natural and social conditions in which a person lives (N. F. Reimers). Hence, we distinguish the concept of a residential environment, which is part firstly of our living environment as a place where a person directly lives, secondly as a part of the spatial environment, as a place that provides opportunities for activity, and thirdly, the architectural environment, as a place created under the influence of man. That is, in the residential environment, a person forms a relatively stable form of life activity organization, which subsequently form a holistic way of life of the individual or the corresponding social group.

The conditions of the urban environment have a direct impact on the organization of an individual's life activity, and the formation of a person's lifestyle. That is, for each type of environment of the residential environment, a person forms a relatively stable form of life activity organization, which subsequently form a holistic way of life of the individual or the corresponding social group.

An important derivative component of the living environment system is considered to be the sphere of interpersonal relations of a person with society as a manifestation of an artificial system that is built on the initially formed naturally necessary communication processes, that is, gender relations.

To identify the psychological manifestations of gender behaviour patterns in the spatial environment, we learn that human actions in the spatial environment are divided into:

- unconscious: distance, orientation, personal space;
- conscious (purposeful): territoriality and personalization.

Territoriality means “a phenomenon when a person fixes a certain space, determines the norms of behaviour in it, exercises control over it” (Kovaliov, 1996), and provides for the regulation of boundaries between the individual and society and includes the concept of personalization. According to the degree of fixity, territoriality is divided into:

- fixed space – human behaviour is defined;
- semi-fixed – a person has certain freedom;
- non-fixed – a space in which an individual achieves maximum freedom in choosing their actions.

Personalization of the environment is an individual structurization of it by a person, which does not exclude the interaction of an individual with other people. The inability to personalize the environment causes feelings of alienation, insecurity, and uncertainty. When personalizing the environment, a person determines his/her individuality, an individual identifies the space around his/her living environment with his/her personality and gives a part of the space a subjective essence. With the help of the phenomenon of personalization, we can self-identify a person with the place of our life and the living environment. In addition to transition the influence of the environment of residential formations on individuals, they should also influence it. When trying to combine the concepts of gender and the living environment, we are faced with the following problem of their relationship under the level of personalization of the actual environment in which the individual is located, so at the moment we need to find out their interdependence. It is determined that the lower the level of space organization and the higher the level of influence of the individual on the environment, the greater gender orientation in their characteristics should be carried by the environment.

Qualitative environmental conditions of residential entities are a crucial component of a person's social well-being and the basis of their self-realization: the comfort of functional connections, aesthetics of the environment, such factors as socio-role, ergonomic, information content, environmental safety – they affect human life and psychological comfort of the individual (Padgitt, Hund, 2012).

However, there is no stable well-known definition of the concept of a high-quality urban environment of residential formations and a set of its main characteristics, this is due to constantly changing trends, parameters and requests of society in connection with changes in public life, the economy and the development of technology. However, the perception of basic human needs, such as security, also differs concerning a person's gender. When trying to combine the concepts of gender and the living environment, we are faced with the following problem of their relationship under the level of personalization of the actual environment in which the individual is located, so at the moment we need to find out their interdependence.

Probably the most important characteristic of a residential environment is its personalization – individual structuring by the user (resident). The inability to personalize the environment causes feelings of alienation, insecurity, and uncertainty. When personalizing the environment, a person determines his/her individuality, an individual identifies the space around his/her living environment with his/her personality and gives a part of the space a subjective essence. With the help of the phenomenon of personalization, we can identify a person with the place of our life, and distinguish our living environment from the general one.

Urban studies of the housing environment are currently beginning to regenerate after the global crisis. There are more and more projects focused on the humanization of urban spaces, and each user of a street, public object or residential yard.

One of the trends of modern foreign urbanism that combines gender psychology and architectural psychology for practical design is the idea of “sustainable development”, which has a global, interdisciplinary character and is relevant for modern science, too. R. Gifford, in his review article “Environmental Psychology and Sustainable Development”, emphasizes that instead of trying to understand, for example, the patterns of space zoning and territoriality in space, researchers are more interested in global issues of transport, urbanization and crimes against the environment.

Conclusions

A analysis of scientific works devoted to the problem of perception of space from the point of view of gender indicates the existence of differences in preferences, requirements for a residential unit and the assessment of its qualities by men and women. The existence of differences in preferences for the choice of housing by men and women, requirements for the spatial organization, as well as differences in the assessment of the qualities of the housing environment is also evidenced by a sociological study conducted by the author.

The requirements for the functional and spatial organization of the environment depend to a greater extent on the gender scheme of a person's behaviour. This creates a demand for expanding the range of influence of individuals on the urban environment of residential formations, which would satisfy different consumers. It is established that for aspects of the formation of the housing environment, it is more important to take into account gender patterns of behaviour and take into account the specifics of the activities of gender groups.

When trying to combine the concepts of gender and the living environment, we are facing the following problem of their relationship under the level of personalization of the actual environment in which the individual is located, so at the moment we need to find out their interdependence. It is determined that the lower the level of space organization and the higher the level of influence of the individual on the environment, the greater gender orientation in their characteristics should be carried by the environment.

It is assumed that further deepening of gender research in the architectural environment should contribute to the development of models of residential units that are most desirable for each of these types of consumers. This will significantly enrich the supply in the housing market and should satisfy a wider range of consumers.

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АСПЕКТИ ФОРМУВАННЯ ГЕНДЕР-ЧУТЛИВОГО МІСЬКОГО СЕРЕДОВИЩА ЖИТЛОВИХ СТРУКТУР

Анотація. У статті розглядаються аспекти сприйняття простору з позиції гендеру, та їх вплив на формування якісного житлового середовища. Наведено результати проведеного соціологічного дослідження, які свідчать про існування відмінностей у вимогах до формування міського середовища житлових утворень та в оцінках її якостей чоловіками та жінками. Вимоги до функціонально-просторової організації середовища залежать в більшій мірі від гендерної схеми поведінки особи. Це в свою чергу продукує попит на розширення спектру впливу особистостей на міське середовище житлових утворень, яке б задовільнило різного споживача. Встановлено, що для аспектів формування житлового середовища важливішим є врахування гендерних схем поведінки та врахуванням особливостей діяльності гендерних груп.

При спробі поєднати поняття гендер і житлове середовище, стикаємось із проблемою їх взаємозв'язку відповідно до рівня персоналізації власне середовища в котрому перебуває індивід.

Ключові слова: житлове середовище, гендер, стать, гендерна схема поведінки.