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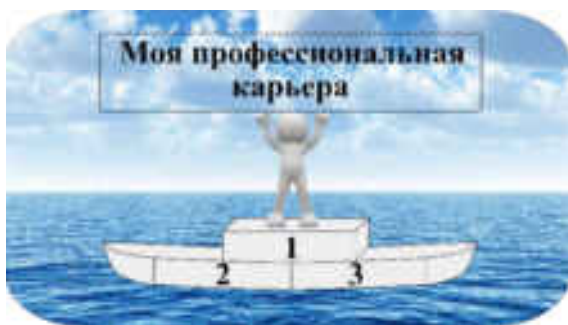


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Abstract

The development of cultural centers within resort environments requires a balanced integration of architectural aesthetics, cultural identity, and environmental sustainability. This study presents the exterior design and animation of the “Kuli Babayev” Cultural Center located in a resort area in Hazar City. The research emphasizes the synthesis of traditional cultural motifs with contemporary architectural forms, supported by advanced digital modeling and animation technologies. Building Information Modeling (BIM) and real-time rendering tools are employed to create a dynamic and realistic representation of the project. The results demonstrate that the integration of animation into the architectural design process significantly enhances spatial understanding, design optimization, and stakeholder engagement.

1. Introduction

Cultural centers serve as important institutions for preserving heritage, promoting artistic expression, and fostering community engagement. When located within resort environments, such centers must also contribute to tourism, recreation, and economic development.

The “Kuli Babayev” Cultural Center is conceived as a landmark structure that reflects regional identity while adopting modern architectural approaches. Exterior design plays a crucial role in establishing visual impact and cultural symbolism, while animation technologies enable the effective communication of design concepts.

This study explores the integration of architectural design and digital animation in the development of a contemporary cultural center in a coastal resort context.

2. Literature Review

Modern cultural architecture is influenced by several key principles:

- **Contextual design**, integrating local traditions and environmental conditions
- **Symbolic architecture**, expressing cultural identity through form and materials
- **Sustainable design**, minimizing environmental impact
- **Digital visualization**, improving design communication and evaluation

Previous studies highlight the importance of combining traditional motifs with modern materials to create culturally meaningful yet technologically advanced structures.

3. Methodology

3.1 Site Analysis

The project site in Hazar City is analyzed based on:

- Coastal climate conditions (humidity, wind, solar exposure)
 - Landscape and topography
 - Accessibility and integration with resort infrastructure
-

3.2 Architectural Design Concept

The design concept combines:

- **Traditional Turkmen cultural elements** (patterns, ornaments, symbolic forms)
- **Modern architectural geometry** (clean lines, open spaces)

The building is designed as a cultural landmark that visually connects heritage with innovation.

3.3 Exterior Design Features

Key exterior elements include:

- Decorative facade patterns inspired by traditional motifs
 - Glass and steel structures for transparency and modernity
 - Open terraces and shaded areas for outdoor activities
 - Integration with surrounding landscape and resort environment
-

3.4 Functional Zoning

The exterior layout supports:

- Main entrance and public plaza
- Exhibition and performance access points
- Outdoor event spaces
- Service and technical areas

Efficient circulation ensures accessibility for visitors and staff.

3.5 3D Modeling

The architectural model is developed using:

- Autodesk Revit (BIM)
- SketchUp / Rhino (conceptual modeling)
- Blender (detailed rendering and animation preparation)

The model includes structural systems, facade details, and environmental context.

3.6 Animation Development

The animation process includes:

1. Camera path design (walkthrough and aerial sequences)
2. Simulation of natural lighting (day/night cycles)
3. Application of materials and textures
4. Environmental effects (sea reflections, vegetation movement)

Rendering tools:

- Unreal Engine (real-time rendering)
 - Lumion / Twinmotion (architectural visualization)
-

4. Results and Discussion

4.1 Architectural Outcomes

The final design demonstrates:

- A strong cultural identity expressed through facade design
 - Harmonious integration with the resort environment
 - Functional and accessible spatial organization
-

4.2 Environmental Performance

The design incorporates:

- Passive cooling strategies for coastal climate
 - Natural lighting optimization
 - Landscape integration for microclimate improvement
-

4.3 Animation Results

The animated model provides:

- Realistic visualization of the building within its environment
 - Dynamic representation of lighting and weather conditions
 - Enhanced understanding of spatial relationships and user interaction
-

4.4 Cultural and Social Impact

The project contributes to:

- Preservation and promotion of cultural heritage
 - Attraction of tourists to the resort area
 - Creation of a multifunctional cultural and social space
-

5. Applications

The proposed methodology can be applied in:

- Cultural and heritage architecture projects
 - Resort and tourism development
 - Urban cultural planning
 - Virtual and augmented reality simulations
-

6. Advantages

- Integration of tradition and modern design
 - Enhanced visualization and presentation
 - Improved design validation
 - Support for sustainable and cultural architecture
-

7. Limitations

- High computational and technical requirements
 - Dependence on accurate environmental data
 - Time-intensive modeling and rendering processes
-

8. Conclusion

This study demonstrates that the integration of architectural design and digital animation is essential for the development of modern cultural centers in resort environments. The “Kuli Babayev” Cultural Center successfully combines cultural heritage with contemporary architectural practices. The use of advanced visualization technologies enhances both the design process and the communication of architectural concepts. Future research may focus on incorporating virtual reality and artificial intelligence to further improve design efficiency and user experience.

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