

## Editorial

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The articles in this issue of Architecture Papers of the Faculty of Architecture and Design STU journal perfectly illustrate the current social, political and cultural trends and influences affecting the creation and protection of the cultural environment, often exposed to contradictory requirements and pressures. The geopolitical diversity of the authors contributes to the appeal of the presented opinions and results. The reader can thus gain new impulses for reflection and discussion.

A common feature of all the articles is consideration and use of the role and opinions of the citizens in the given social environment: whether it concerns support for preventive conservation and management of cultural heritage - based on structured interviews with responsible management actors - or, in contrast, a demonstration of the power of tradition to resist the penetration and implementation of colonial styles into the morphology of the architecture of the occupied country. The local creators - the architects - must come to terms with the general import of styles in the currents of the natural global development of the field without betraying the local historical traditions that are popular and still demanded by the population. This topic is ever relevant considering the ongoing globalization and discussions on Europeanism.

The presented examples from countries outside Europe show the vitality stemming from their ability to maintain and follow their own paths of architectural or urban design and to create new values. Preservation of a national style in these countries is perhaps facilitated by the fact that they have not experienced such ideological and entrepreneurial upheavals as the countries of Central and Eastern Europe. There, although unique national styles were created, the post-war period did not give them a chance to further develop. However, it is interesting that in non-European countries, goals for the enhancement of historical monuments, including the enhancement of public spaces, follow the demands of global pressures, especially the economic effects, the development of tourism and soft localization, rather than improvement of the quality of life of local residents whose formal requirements are respected and even declared to be the starting point for creation.

Most prominently in this issue, the role of the individual as a customer is studied in the article on current trends in the fashion industry. It emphasizes the importance of the influence of social media and especially influencers, who significantly alter the situation in the fashion market. It is a specific relationship between an agent of influence and a participant in a social network, who can, without any delay, accept and implement their (influenced) decisions. We can only but regret that there are not enough influencers to shape approaches to understanding and protecting monuments or to promoting an informed and sensitive life with and in monuments. Activities aimed at a deeper awareness of the value of monuments and the needs of their protection must therefore rely on the efforts of their owners and managers. Nevertheless, even here, social networks are an important tool for visibility and marketing in the field of historical monuments, as evidenced in the article about the birthplace of the famous fashion designer Yves Saint Laurent.

This collection of articles thus creates a remarkably colourful and comprehensive palette of thematic texts with a wide range of information and many stimuli for creative endeavours in the field of architecture.