**The visual impact of the world buildings to the environment.**

Habitat surrounding the modern human includes the natural environment, artificially transformed by humanity "the second nature", artificial environment created by humanity "the third nature", social environment. Artificial environment created humanity includes among the things where man lives, including the architectural environment.

Every day, living in the city, walking, working, studying, man satisfies a wide range of needs. In the system of human needs (biological, psychological, ethnic, social, labor, economic) is possible to allocate needs connected with ecology of perception of the environment. Among them - the comfort of the natural environment, environmentally comfortable dwelling, ethnic natural architectural environment, captured from childhood, providing a source of information (art, attractive landscapes) and others.

The visual environment – one of the main components of life support of the person. Until then while the person the most part of time stayed in natural environment, problems in area video ecology practically weren't. But processes of an urbanization made essential changes to our life. And it concerns not only the polluted air, contaminated water and increased radiation, of which there are many, and often mentioned in connection with environmental problems. Visual environment, its colors, the structure of the surrounding area has changed dramatically.

In modern conditions people are often faced with a homogeneous environment in the city, at home, in the workplace. In an urban environment there are many apparent homogeneous fields, which, in particular, creates ends of buildings without windows.

By comparing the two buildings from different eras easy to see how much they differ. This difference consists in the following:

- In the saturation elements: a small number of them in a modern building, and large - in the old;

- In the structure of the elements: a set of straight lines and right angles in a modern building, a lot of sharp angles and curves - in old building;

- In the size of the plane: one big plane in the modern, and many small planes in an old building;

- in silhouette of the building: simple silhouette of a modern building, which is replaced by a straight line, without a single element, and a complex, diverse silhouette - in the old.

A famous scientist Filin V.A. called the field of knowledge, which considers human interaction with the environment and studying the visible aspects of visual perception of the environment ***videoecology.***

A large role in positive or negative visual perception of buildings and structures also play a personal characteristics of people, their education.

For example, it is known that many architects (and, of course, ordinary people, far from architecture) like skyscrapers of New York and other tall buildings, huge areas are very broad avenues with heavy traffic, and so on. Maybe it is - a consequence of the previous non-ecological education, lack of small ecological knowledge. But perhaps it is - one of the manifestations of diversity.

Diversity and changes everywhere! For example, ten years ago, many people live in cities near Moscow, dreaming to change their regional life to the metropolitan lifestyle. And it was quite understandable. Life in Moscow promised prospects, development and social welfare. Now the situation is different. "Escape to the country" - a very common trend among Moscow residents. The main reason for the move - ecological. People are fleeing the metropolis with air pollution, noise of passing cars near, oppressive monotony of tall buildings-boxes.

Similarly, the visual perception of society some facilities changes sometimes.

Now no one can imagine Paris without the Eiffel Tower, and most Parisians if not in love with it, then, in any case, have managed to put up with it. But it was not always - after the construction it caused strong resentment among the vast majority of citizens find it extremely awkward. Hugo and Maupassant, for example, has repeatedly insisted that the tower should be removed from the streets of Paris, and William Morris (who, incidentally, was not a Parisian), has consistently expressed its displeasure views, explained his habit eat lunch at the restaurant on the tower so that it the only one place in town where it is not visible.

**Conclusion:** The problems in the field of visual effects of architecture to the environment accumulated no less than in other areas, and many of them need urgent solution. However, if the condition of water, air and the amount of radiation are studied whole institutions, the problem videoecology engaged while units. Is therefore it is not known not only for citizens, but also specialists, architects, designers, artists, doctors.