

????????? ??? ???????????? (????? ?????)

??? 19?? ??????????? 2009 (*)

«????? ?????? ??? – ??? 9, ?????????? 2, ??????? ?? – ??? 9, ?????????? 3, ??????? ?? – ?????? ?????? ?????? ??? – ??? 2 – ??? ?????????? ??? ?????? – ??? ?????????? ?????? – ??? ?????????? – ??? ??????»

????? ??????? C?1/08,

?? ?????????? ?????? ?????? ?????????? ?????????? ?????? 234 ??,
?? ?????? ?????? ?? Corte suprema di cassazione (??????) ?? ??????? ?? 20??
?????????? 2007, ? ?????? ??????? ??? ?????????? ??? 2 ?????????? 2008, ??? ???????
?? ??????

Athesia Druck Srl

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Ministero dell'Economia e delle Finanze,

Agenzia delle Entrate,

?? ?????????? (????? ????),

?????????? ??? ??? A. Rosas, ??????? ????????, J.?N. Cunha Rodrigues, J. Klu?ka, P. Lindh
?? A. Arabadjiev (????????), ????????,

?????? ??????????: E. Sharpston

?????????: L. Hewlett, ?????? ?????????? ??????????

?????? ??? ??? ?????? ?????????? ??? ??????? ??? ??' ?????????? ??? ?????????? ???
19?? ??????? 2008,

?????????? ??? ??? ?????????? ??? ????????:

– ? Athesia Druck Srl, ?????????? ??? B. Migliucci ??? T. Kofler, avvocati,

– ? ??????? ????????, ?????????? ??? R. Adam, ?????????? ??? S.
Fiorentino, avvocato dello Stato,

– ? ??????? ??? ?????????? ??? ????????, ?????????? ??? A. Aresu ??? M.
Afonso,

?????? ??? ??????? ??? ??????, ??? ?????? ??? ?????? ??????????, ?? ??????? ???
?????? ??? ?????? ????????,

?????? ??? ???????

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1 ? ??????? ?????????? ?????????????? ?????????? ??? ??????? ??? ??????? ??? ?????? 9,
?????????? 2, ??????? ??, ??? ????? ?????? 77/388/??? ??? ???????????, ??? 17?? ???
1977, ??? ??????????? ??? ?????????? ??? ??????? ??? ?????, ??? ??????? ?? ??? ?????
?????? ??????? – ??? ????? ?????? ??? ?????????????? ????: ?????????? ??????????
????? (?? ??. ??. 09/001, ?. 49), ??? ?????????????? ?? ?? ?????? ?????? 84/386/??? ??
??????????, ??? 31?? ?????? 1984 (?? L 208, ?. 58, ??? ?: ??? ??????).

2 ? ??????? ??? ?????????? ??? ??????? ?????????? ??? Athesia Druck Srl (??
???: Athesia Druck) ??? ?? Ministero dell'Economia e delle Finanze ??? Agenzia delle Entrate,
?? ??????????? ??????????? ??? ????? ?????????? ?????? ??????????????? ??? (???: ???)
?? ??????? ??? ????? ?? ?? ?????????? ??? 1993 ??? 1994.

?? ?????? ???????

? ?????????? ??????????? ????????

3 ? ??????? ??????????? ??? ????? ?? ?????? ??????? ??? ?? ????:

«?????????? ??? ? ?????????????? ??? ?????? ??? ?????????????? ??????? ??? ???????????
?????????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????, ??? ?????? ??? ?????? [...] ??? ??????
??????????, ???, ?? ??? ?? ?????? ??????? ?????????? ?????? ???' ?????? ?? ?????????? ? ????
???? ? ??????? ??? ?????????? ??? ?????????????? ??? ?????? ??? ?????????? ??? ??????????
?????????????? ???, ? ?????? ?????? ?????, ?? ??????, ?? ?????????? ??? ?????? ??? ??????
??? ?????, ?????? ??? ?????????? ??????? ?????????? ??? ?????????????????? ??? ?????? ???
????????????? ??? ?????, ?? ?????? ??? ?????? ??? ?????????? ??? ?????????????????? ??? ?????? ???
????????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ??? ?????? ??? ?????? ???».

4 ? ??????? ??? ?????? 6, ?????????? 4, ??? ?????? ???????, ??? ?????????????? ???
????, ? ?????? ?????? ??' ?????? ??? ?????? ??? ?????????? ???, ?????????? ??
?????????? ???????, ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?? ???
?????????.

5 ?? ?????? 9 ??? ?? ??? ?????? ??????:

«1. ?? ?????? ??????? ?????????? ?????????? ? ??? ?????? ??? ?????????? ?????????????? ???
?????????? ??? ?????????? ? ??? ?????? ?????????? ?????? ??? ?????? ??? ?????? ???
??????????, ?????????? ?? ??????, ? ?????? ??? ?????????? ? ??? ?????? ??? ?????? ???.

2. ?? ???????:

[...]

?) ???? ?????? ??? ??????? ???????????, ?? ?????? ?????????? ?? ??????
????????????? ?????? ??? ?????????? ? ?? ?????????? ?????? ??? ?????? ??????????????
??? ?????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????????? ??? ?????? ??? ??????
????? ??? ?????? ??? ?????????? ?????????????? ??? ?????? ??? ?????? ??? ?????? ???
????????????? ??? ??? ??? ?????? ?????????????? ?? ?????????? ???, ?????????? ?? ??????
????? ??? ?????????? ??? ? ??? ?????? ??? ?????? ????:

[...]

– ?????? ?????????????? ???????,

[...]

3. ????? ??????? ?????????? ?????? ??????????, ?? ?????????????? ? ?????????????? ???
?????????????, ?? ?????? ??? ?????????, ??? ?????? ??? ?????? ?????????? ???
????????????? ??? ?????? ?????? 2, ???????? ??, ?????? ??? ??? ?????????? ?????????? ??????
??????, ?? ??????:

?) ??? ??? ?????? ??????????, ? ?????? ?????? ??? ?????????? ?????? ?????? ???
????????? ??? ?????, ?? ?????? ?????? ??? ??????????, ??? ? ?????????? ??????????????
??? ?????????? ?????? ?????????????? ?????? ??? ??????????.

?) ??? ??? ?????? ??????????, ? ?????? ?????? ??? ?????????? ?????? ?????? ???
??? ??????????, ?? ?????? ??? ?????????? ??? ?????, ??? ? ?????????? ??????????????
??? ?????????? ?????? ?????????????? ??? ?????????? ??? ??????.

[...]»

6 ?? ??? 2 ??? ?????? ?????? ?????? 86/560/?? ?? ??????????, ?? 17??
????????? 1986, ?? ??? ?????????? ??? ?????????? ??? ?????????? ???, ?? ?????????? ??
???? ?????? ?????? ?????? – ?????? ?????????? ??? ?????? ?????????????? ???
????????????? ??? ?????? ??? ?????? ?????????????? ??? ?????? ??? ?????????? (?? L
326, ?. 40, ?? ???: ?????? ?????? ?????), ?????????? ?? ??????:

«1. ??? ??? ?????????? ??? ?????? 3 ??? 4, ??? ?????? ?????? ?????????? ?? ???
????????? ??? ??? ??? ?????? ?????????? ??? ?????????? ??? ?????????? ???, ?? ???
????? ??? ?????????? ???????, ??? [??] ?? ??? ?????? ?????????? ??? ?????????? ???
??? ?????? ?????????? [...], ??? ?????? ??? [..] ?? ?????? ??? ?????? ??? ?????? ?????????? ???
[..], ??? ?????? ??? [..] ?? ?????? ??? ?????? ?????????? ??? ??? ?????? [...] ???
????????? ??? ?????? ??? ?????? ??? ?????? 1, ??? 1, ??? ?????? ??, ?? ??? ??????
??????.

2. ?? ??? ?????? ??? ?????? ?? [????????? ??? ??????] ??? ?? ?????????? 1 ??? ??
????????? ?????????? ?????????????? ??? ?? ?????? ??? ?????? ??? ?????? ??? ??????
?????????.

3. ?? ??? ?????? ??? ?????? ?? ?????? ??? ?????? [????????? ??? ??????].»
? ?????? ?????????? ????

7 ?? ?????????? ?????? 633, ?? 26?? ?????????? 1972, ??? ?????????? ??? ??????????
??? ?????? ?????????? ??? (?????? ?????????? ??? GURI ????. 292, ?? 11??
????????? 1972), ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ???
????? ??? (?? ???: ?????? ??? ???), ?????????? ??? ?????? ??? ?????? ??? ??????
????????? ??? ?????? ???.

8 ?? ?????? 7 ??? ?????????? ??? ??? ??????:

«[...]

????????? ?? ?????????????? ??? ?????? ??? ?????? ??? ?????? ?? ?????? ?????????? ??? ??????
??? ?????? ??? ?????? ??? ?? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ???
??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ???
????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ???

????????????????? ??? ?????? ??? ??????? ??? ?????????????? ??? ?????? ??? ?????????????? ???
????? ?????????? ?????????? ?????????????? ? ?????????????? ??? ?????? ??? ?????.. ??? ?????? ?????????? ???
????????? ??????, ?? ??????????, ??? ?????? ?? ?????? ??? ?????? ??? ?????????? ??????, ?????????? ?
????? ??? ?????????? ? ?????????????? ???, ??? ?? ?????? ??? ?????? ??? ?????? ??? ?????????? ???
?????.

????? ?????????? ??? ???? ?????????? ??????:

[...]

d) [...] ?????????? ?? ?????????????? ??? ?????? ??? ?????? ??? ?????????? ?? ??????????
????????????? ?????????? [...] ?????? ?? ?????????? ??? ?????? ??? ?????????? ??????????
????????????? ??? ?? ?????????? ??? ?????? ??? ?????????? ?????? ??? ?????? ??? ?????? ???, ??
????????? ??? ?????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ???
??? ??? ?????? ?????? ??? ?????????? ??? ?????? ??? ??????????, ?????? ??? ?? ??????
????????????? ??? ?????? ?????? ?????????? ?????????? ??? ?????????? ??? ?????? ??????????, ??? ???
??? ??? ??? ?????????????? ??? ?????? ??? ?????????? ??? ?????????? ??? ?????????? ??? ??????????.

e) ?????????? ?? ?????????????? ??? ?????? ??? ?????? ??? ?????? ?? ?????? ?? ??????????
????? ?????????? ??? ?????????? ?? ?????? ??? ?????????? ??? ?????????? ??? ?????? ??? ?????? ???
????? ??? ?????????? ??? ?????????? ??? ??????????, ?????? ? ?????? ??? ?????????? ??? ?????? ???
????? ??? ?????? ??? ?????? ??? ?????? ??? ?????????? ???.

f) ?????????? ?? ?????????????? ??? ?????? ??? ?????? ??? ?????????? ?? ?????? ?? ?????????? e)
????????? ??? ?????????? ?? ?????? ??? ?????????? ??? ?????????? ??? ?????? ??? ??????????
????????? ??? ??????????, [...], ?????? ?????? ??? ?????? ??? ?????? ???- ?????????? ??
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ?????????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????? ??? ?????????? ??? ?????????? ??? ??????????, ?????? ?????? ??? ?????? ??? ?????? ???
????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???.

9 ??? ?????? ?? ?? ?????? 17 ??? ?????????? ??? ??????:

«????????? ??? ?????? ?? ?????? ?? ?????? ?? ?????? ?????????? ??? ?????? ??? ?????????? ??????????????
?????????- ?? ?????? ??? ?????? ??? ?????? ?? ??? ?????????? ??? ?????? ??? ?????? ??? [...] .

? ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? ?????? ???, ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
??? ? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????? ?????? ??? ?????? ???, ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ???, ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? [...] , ? ??????
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? [...] .

????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? [...] ???
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ???, ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? 3, ??? 2),
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? ?????? [...] ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
??? ?????? ??? ?????? ??? [...] .

? ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???

???????????? ? ??? ??????? ??????? ?????????????????? ??? ?????????? ?????????? ?????????????? ?????? ??????».
???? ??????????».

10 ???????, ?? ??? 38 ter ??? ?????????????? ??? ?? ?????????????? ???' ?????? ??
????????? ?? ?????? ?????? ??????.

? ?????????? ??? ??????? ?????? ??? ?? ?????????????????? ??????????

11 ????, ??, ??? 1993 ??? 1994, ? ??????? ?????????? ?????? Athesia Advertising GmbH
(???, ????: Athesia Advertising), ?? ???, ?? Innsbruck (??????), ?????????? ??? ??????
???? ? ?????????? ???, ?????????? ?????, ???????, ??' ?????? ??? ??? ???
????????? ??? ?????????? ???????, ??????? ?????????? ?????????? ??? ?????? ???
(?????????, ??????????, ??????? ??? ??????), ?????????????? ??? ???
??????, ?????, ??? ?????? ??? ?????? ?????? ?????? ?????? ????. ??????, ? Athesia Advertising
???? ?????? ???????, ??? ?????????? ??? Athesia Druck, ?? ???, ?? Bressanone
(?????), ??? ?????, ??? ?? ?????????? ?????? ??? ???' ?????? ??? ??? 17 ???
????????? ????.

12 ??? ??? ?????????? ??? ??????? ??? ?????? ??? ????? ?????????????? ??????????????????
????????? ?????????? ?????????? ???. ?? ?. ?? ?????????? ?????????? ???. ?? ???? ?????? ???.
????????? Athesia Advertising ??? Athesia Druck. ????????, ? Athesia Advertising ????????,
???? ????????, ??? ?????? ?????? ?????? ?????????? ??? ?????? ?????? ????. ??? ??? ??????????
??? ??? ??? ??????, ? Athesia Druck ?????? ??? ??? ?????? ?????????????? ????. ???.
????????? ??? ???' ?????????? ??? ?????? ?????? ?????? ??????.

13 ?? 1999, ?? Ufficio IVA di Bolzano [????????? ???? ??? Bolzano (??????)] ?????????????? ???
Athesia Druck ?????????? ???? ???? ???? ???? ???? ?????? ???? ?????? ???? ?? ???? ?????? ???? ??
??? 1993 ??? 1994 ??? ??? ???????? ???? ?? ?????????? ?????????? ??? Athesia
Advertising, ???? ??? ??, ???? ???????? ???? ???? ?????? ???? ??????????, ???? ??????????
????????? ???? ??? ?????????????? ?? ?????????? ???? ?????????? ?????? ??? Athesia
Advertising ?????????? ??????. ???? ??? ?????? ???? ?????? ?????? ?????? ?? ?????? ???
????? ???? ?????????? ???? ?? ???? ??????.

14 ? ?????? ?? ?? ?????????? ?????????????????? ??? ?????????????? ??? ??? ??? ???????
?????????.

15 ? Athesia Druck ??????????? ??? ??????? ??????? ??????? ??? Commissione tributaria di primo grado di Bolzano, ?? ?????, ?? ??????? ?? 11?? ??????? ??? ?? 11?? ??????? 2000, ??????? ??? ??????????? ?? ??? ?? ??? ????? ??????? ???????, ??? ??????? ??? ??, ??? ????? ?? ?????? ??? ?????? ??? ??????? ??? ??????? ??? ??????? ??? ?? ?????? ? Athesia Druck.

16 ???' ?????, ?? Commissione tributaria di secondo grado di Bolzano ????????, ?? ???????
??? 17?? ?????????? 2004, ??? ?? ??????? ?? Athesia Druck ??????? ?? ??? ??, ??
??? ????? ????? ?? ?????????????? ? ???????????, ??? ??? ?? ??????????? ?? Ufficio IVA
di Bolzano.

17 ? Athesia Druck ??????? ???????? ??? ?? ??????? ?????????? ??????? ??? Corte
suprema di cassazione, a quo ??????????.

18 ?? Corte suprema di cassazione ?????????? ?? ?????????? ?????????????? ?? ??????????
?? ?????????? ?? ?????????? ?????????????? ??????:

«????????? ?????? ??????, ??? ??? ?????? ?????? ??? ???, ??? ??? ?????? ??? ?????? ??? ?????? 9,
?????????? 2, ?????????? ?, ??? ?????? ?????? [...], ? ?????? ??? ???????????
????????????? ?????????? ?? ?????? ??? ?????? ?????? ?????????????? ????, ? ?????? ??? ??????
????????? ??? ?????? ?????? ?????? ??? ?????????? ???, ??? ?????? ??????
????????????? ?????? ??? ?????? ?????? ?????? ??? ?????????? ???, ??? ?????? ??????
????????? ??? ?????? ?????? ?????? ??????. ?????????? ?? ?????????? ?? ?????? ??? ?????? ???
????????? ??? ?????????? ?????? ?????? ??? ?????? ??? ?????? ?????? ??? ?????? ??? ?
????????? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ?????? ?????? ??? ?????? ???, ? ?????? ???
????? ??? ??? ??? ? ?? ?????????? ?????? ??? ?????? ??? ?????? ?????? ??? ?????? ???
????????? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???;»

??? ??? ?????????????? ??????????

19 ?? ? ? ??????? ???, ?? ?????? ??????????? ????, ???' ??????, ?? ???? ?????? ????,
?? ??????????? ? ?????? ??????????? ??????????? ???????????, ???? ??? ?????? ????
????? 9 ??? ?????? ??????, ?? ?????????? ??? ? ?????? ??? ?????? ??? ?????? ??? ?????? ???,
????? ? ?????? ?????????? ??? ?????? ?????????????? ??? ?????? ?????? ??? ??????, ??? ?
????????????? ?? ?????? ?????? ?????????? ??? ?????? ???????????, ?????????? ??????
????????? ?????????? ??? ?????? ?????? ??????, ?????? ?????? ??? ? ?????? ?????? ??????????,
????? ? ??????????????, ?????? ?? ? ?????????? ?????? ??? ?????? ??????, ? ?????? ?????? ????
????????? ??? ??? ?????? ??? ??????, ??? ?????? ???????????.

????????????? ????????????

20 ??????? ? ??????? ?? ???? 9 ??? ?????? ?????? ??????????? ?????????? ???????
????????????? ??? ?????? ??????????? ?????????? ??? ??????????? ??????????. ??? ? ?
????? ??? ?????? ?????????? ??? ?????????? 1 ??? ?????? ?????? ?????? ????, ??????????, ???
????????? 2, ?????????? ?????? ?????????? ?????????? ??????????. ?????? ??? ? ???
????????? ??? ? ??????, ??????, ?????????? ?????????? ??? ?????????? ??
????????? ?? ?????? ?????????? ???, ???????, ??? ? ?????????? ?????? (?. ??????????
??? 4? ?????? 1985, 168/84, Berkholz, ?????? 1985, ?. 2251, ????? 14, ??? 26?
????????? 1996, C-327/94, Dudda, ?????? 1996, ?. I-4595, ????? 20, ??? ??? 6?
????????? 2008, C-291/07, Kollektivavtalsstiftelsen TRR Trygghetsrådet, ??? ??? ???
????????? ??? ??? ??????, ??? 24).

21 ?? ???? ?? ???? 9, ?????????? 2, ??????? ??, ?????? ??????????, ??? ???
??????, ??????????? ??????????? ?????????? ?????????? ??? ?????? ?????????? ???
?????? ?????? ?????????? ?????????? ??????????.

??? ??? ?????????????? ??? ?????? ?????? ?????????? ?????????? ?????????? ??? ??????
9, ?????????? 2, ??????? ??, ??? ?????? ??????

22 ??? ?????????? ??? ?? ?????? ??? ?????? 9, ?????????? 2, ??????? ??, ???????
?????????, ??? ?????? ??????, ? ?????? ??? ?????????? ?????????? ?????????? ???
????? ?????????????? ??? ?????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
????????, ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???
??? ? ?????? ?????????? ??? ??? ?????? ?????????? ??? ?????? ??? ?????? ??? ?????? ???
????? ? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???.

23 ?????? ?? ? ? ?????????? ??? ???????????, ?? ??? 9, ?????????? 2, ??????? ??,
?????? ???????, ??? ?????? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ???

??? ?????????????? ?????????? ??? ?????????? ?????????? ??? ?????????? ??? ???
????????? ??? ?????????? ?? ?????????????? ?????????? ??? ???, ??? ???? ??? ??? ???
????????? ??? ?????????? ?????? ????? ?????????????? ??? ?????????? ?? ??????, ?
????? ??? ?????? ?? ??? ?????? ??? ????? ?????????? (????????? ??? 15?? ??????
2001, C-108/00, SPI, ?????? 2001, ?. ?-2361, ??? 22, ??? ??? 5?? ?????? 2003, C-438/01,
Design Concept, ?????? 2003, ?. I?5617, ??? 17).

24 ?? ?????? ?????? ??? ? ?????? ?????????? ??? ???????, ?????????? ??? ?????????? ???
????????????? ??? ?????????? ?? ?????????? ??? ??? ?????? ?????????? ??????????,
????????? ??? ?????? ?????? ?????????? ? ?????? ?????????????? ??????????, ?????? ???
????? ??? ?????? ?????????? ??? ?????? ??? ?????????????? ??? ?????????? ??? ?????
????? ??? ?????? 9, ?????????? 2, ?????? ??, ??? ?????? ?????? (????????????? ???
????? Design Concept, ??? 18).

25 ?? ?????????? ??? ?????? ???, ?????? ??? ?????????? 1 ??? 2 ??? ?????? 9,
? ?????????? ??? ?????? ?????? ?????? ?????????? ?????????? ?????????? ??? ?????? ???
????? ?????????????? ? ?????? ?????? ?????? ??? ? ?????? ??? ?????? ??? ??????, ??? ?? ??
????? ?????? ?????? ?????? ??? ?????????? ?????? ?????? ?????????? ??? ??? ??????
????? ?????? ?????? (??., ??????, ?????????????? ?????? Design Concept, ???
26).

26 ????, ?? ?????????? ?????? ?????????? ?????????? ???, ??? ?????? ??? ?????? ???
????? ???, ??? ?????????? ??? ?????? ?????? ?????????? ???, ??? ??????????????
????? ??? ?????? ?????????? ??? ?????? ?????? ?????????? ??? ??? ?????????????? ???
?????????, ?????????? ? ?????? ?????????? ??? ?????? ?????????? ??? ?????????? ??? ??????
? ?????? ?????? ?????? ??? ?????? ?????????? ?????? ??? ?????? ?????? ??? ??????
????????????? ??? ?????? ?????????? ??? ?? ??? ?????? ?????? (??., ??????,
????????????? ?????? Design Concept, ??? 28).

27 ????, ?? ?????? ?????? ?????? ?????????????? ???, ??? ?????? ???? ???
????? ??? ?????? ?????????????? ??? ?????? ??? ?????? ??? ?????????? , ? ?????? ??? ??????
????, ???' ????, ?????? ?? ?? 9, ?????????? 2, ?????? ??, ??? ?????? ??????,
????? ??? ?????? ??? ?? ??? ?????? ?????, ?????? ?? ?????????? ?? ?????????? ??? ??????
????? ??? ???? ???? ??? ?????? ???' ?????? ?? ?????? ?????????? ???.

??? ??? ?????????????? ??? ?????? ?????? ??? ?????????????? ?????????? ???
????? 9, ?????????? 3, ?????? ??, ??? ?????? ??????

28 ??? ?????????? ??? ??? ?????????? ??? ?????? ?????????? ??? ?????? ??? ??????
????????? ???, ?? ??? 9, ?????????? 3, ?????? ??, ??? ?????? ?????? ?????? ???
????? ??? ???? ?? ?????? ??? ?????? 9, ?????????? 2, ?????? ??, ??? ?????? ???
????????? ???, ??? ???? ?????? ??? ?????? ??? ?????? ??? ?????? ?????? ???, ??????
?? ?? ??? ?????? ?????, ?????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????? ???
????????? ??? ?????? ??? ?????????? ??? ?????????? ???.

29 ?????????? ? ?????????? ???, ?? ?????? ?????? ?????????? ?????????? ???
????????? ?? ??? ?????? ??? ?????? ?????????????? ? ?????????? ?????????? ???
????????? ???, ??? ???? ?????? ??? ?????? 9, ?????????? 3, ?????? ??, ??? ??????
????? ?, ??? ?????? ??? ?????? ?????????? ?? ?????????? ???.

30 ??????, ?????????? ??? ???? ?????? ??? ???? ?????? ??? ???? ?????? ???
????????? ??? ?????????? ??? ?????? ??? ?????? ??? ?????? ??? ???? ?????? ???

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31 ?? ?? ??????, ? ?????????? ?????????????? ?? ?????????????? ?? ?????????????? ?? ?????????????? ??
????????? ?????? ?? ??????????, ??? ?????????? ??? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????????????? ?? ?????? ??.

32 ?? ??? ?????? ?????????? ???, ?? ?????????? ?????????? ?? ?????? ?? ?????????????? ?? ?? ??
?? ??? ?????? ?????????? ?? ?????? ?? ?????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?????????????? ?? ?????? ??
????????? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????? ?? ?????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ??.

33 ?????????? ???????, ? ?????, ??????? ?? ?? ?????????? ?? ?????? 9, ?????????? 1,
??? ????? ???????, ?????? ?????? ?? ?????? (??????? ?? ??????????????
????? ?????? ?????? ?? ?????? ?? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ??????),
??? ? ?????? ?? ?????????? ?? ?????? ?????? 2, ??????? ??, ??? ?????? ??????, ??? ??????
?? ?????????? ?????????? ?? ?????? ?????? 9, ?????????? 3, ??????? ??,
??? ?????? ?????? ??????????.

??? ??? ?????????? ?? ?????? ?? ?????? ?????? ?????? ?????????? ?? ?????? ?????????? ??
????? ?????? ?? ?????? ?????????? ??.

34 ?????? ?? ?????????????? ?? ?????? ?????????? ?????????????? ?????????????? ?? ?
????????????? ??, ???, ??? ?????? 2, ?????????? 3, ??? ?????? ?????? ?????? ?????? ?? ?? ??
????? 17 ??? ?????????? ??, ?????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?????? ??
????????????? ?? ?? ?????? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??.

35 ???????, ??????, ? ?????????? ?? ?????? ?????????? ?????????? ?? ?????? ??????????
????? ??? ?????? ?? ?????? ??, ??? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????? ??? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????????? ?? ?????? ??.

36 ???????, ??? ?????????? ?? ?????? ?????????? ?? ?????? ?????????? ?? ?????? ??????????
????????? ?? ?????? ??' ?????????? ??, ? Athesia Druck ??? ?????????????? ?? ??
????????? ?? ?????? ??, ?????? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
?? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? 4, ??? ?????? ??.

??? ??? ?????????? ?? ?????? ?? ?????? ?? ?????? ?????? ?????????? ?????????? ??
??? ??? ?????????? ??.

37 ?????????? ?? ?????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
??? ?????? 9, ?????????? 3, ?????? ??, ??? ?????? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??
????????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ?? ?????? ??.

38 ??? ?? ??? ??? ??????? ??? ?????????????? ????????, ??????? ?? ??? ??? ? ????????
????????? ??? ?????????? ??????:

– ?? ?????? ?????? ?????????????????? ??????????, ?????? ? ?????? ??? ?????? ?????
????????????????? ?????? ??? ?????? ??? ??????????, ?????? ??? ?????? ??????, ???' ???,
????????? ?? ?? ?????? 9, ?????????? 2, ?????????? ??, ??? ?????? ??????, ? ???? ??? ?????.
??????, ?? ?????? ??? ?????? ?? ?????? ?????? ??? ?????????????? ??? ?????? 9,
????????? 3, ?????????? ??, ??? ?????? ?????? ?????????, ??????????????, ??? ??????????????
??? ??? ?????????? ???, ??? ?????? ?????? ?????????? ?????????? ??? ?????????????? ???
????????? ?????? ??????.

– ?????? ?????? ?????? ??? ?????????????? ??? ?????? 9, ?????????? 3, ?????????? ??, ???
????? ?????? ??????, ?????? ?????????? ?????????????? ?????????? ?? ??????
????????? ?????????????? ?????? ?????????? ?????? ?????? ? ?????? ?????????? ?????? ??????
????????, ?????????? ??? ?? ? ?????? ?????? ?????? ? ?????? ? ?????????? ?????? ??????
????????? ?? ?????????????? ?????? ??? ??????????, ??? ??? ?????? ??? ?????? 9, ??????????
3, ??????? ??, ??? ?????? ??????, ?????????????? ?????? ??? ?????? ??? ?????? ?????? ??????
???? ???????, ??? ?????? ?????? ?????????????? ??????????, ??? ?? ?????????? ??????
????????? ??? ?????? ?????????? ?????????? ?????????? ??? ?? ?????? ??????
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– ?? ?????? 9, ?????????? 3, ??????? ??, ??? ?????? ?????? ??? ?????? ??
????????? ?? ?????????? ?????????? ?????????? ?????????? ?????????? ?? ?????? ??????????
????????? ?????????? ?????? ??? ?????????? ??? ?????? ?????? ??? ???????, ?? ??????
????? ??? ?????? ? ?????? ?????? ?????? ??? ?????? ??? ?????????? ??? ?????? ??????
????????? ?????? ?????????, ?????? ? ?????????? ?????? ??? ?????? ??? ?????????? ??? ??????
????????? ??? ?????? 9, ?????????? 2, ??????? ??, ??? ???????, ???, ??????????, ???
????? 9 ??? ?????? ??? ?????? ???, ?????????? ??? ?????? ?????????? ?????? ?? ??????
9, ?????????? 3, ??????? ??, ??? ??????.

– ? ??? ??? ?????? ??? ?????? 9, ?????????? 3, ??????? ??, ??? ?????? ??????
????????? ??? ??? ?????? ??? ?????????? ?? ?????????? ?? ?????? ?????? ?????? ???
?? ?????? ??? ?????????? ??? ??? ?????? ??? ?????? ??? ?????? ??? ?????? 2 ??? ??????
????? ???????, ???????????, ???

– ? ?????????? ?????????? ?????????? ?????????? ?? ?????? ?? ??? ??? ?????? ??????
?? ??? ?????????? ? ?? ??? ?????? ??? ?????????? ?? ?????????? ? ?????????????? ???
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39 ?????????? ??? ? ?????? ?????????? ?????? ?? ??? ?????? ?????? ?????????? ??? ?????? ??????
?? ?????????? ?????????? ?????? ??? ?????? ?????? ??? ?????????? ??? ?????????? ??????,' ???
????????? ?? ?????????? ??? ??? ?????????? ?????? ?? ?????? ??? ?????? ?????????? ???
???? ?????? ?????? ?????????? ??? ?????????? ?????? ??? ?????? ??? ?????? ???
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??? ??? ?????? ??????, ?? ?????????? (????? ????) ??????????:

? ? ?????? ?????? ?????????? ?????????? ???????, ?????? ? ?????? ??? ?????? ?????? ??????
????????????? ?????? ??? ?????? ??? ?????????? ?????????? ?????????? ?????? ???
????? ?????? ???, ???' ????, ?????? ?? ?? ?????? 9, ?????????? 2, ??????? ??, ???
????? ?????? 77/388/??? ??? ?????????? ??? 17?? ?????? 1977, ??? ??????????????

??? ??????????? ??? ?????? ??????, ??? ??????? ?? ??? ????? ?????? ?????? ?????? -
????? ?????? ?????? ?????? ?????????????? ?????: ?????????? ?????????? ?????? ???, ???
????????????? ?? ??? ??? ????? ?????? 84/386/??? ??? ?????????? ??? 31?? ??????
1984, ? ??? ??????. ??????, ?? ?????? ??? ?????? ?? ?????? ?????? ??? ?????? ???
????????????? ??? ?????? 9, ?????????? 3, ?????????? ?, ??? ?????? ?????? 77/388,
????? ??? ??????????????, ??????????, ??????????????, ??? ?????????????? ??? ???
????? ???, ??? ??? ??? ?????? ?????? ?????? ?????? ??? ?????????? ??? ?????? ???
????? ?????? ?????? ??????.

????? ?????? ??? ?????? ??? ?????????? ??? ?????????? ??? ?????? 9, ?????????? 3,
????? ??, ??? ?????? ?????? 77/388, ??? ?????? ??????????????, ???
????????? ?????? ?????????? ?? ?????? ?????? ?????????? ?????????????? ???
????????? ?????? ?????? ??? ?????? ?????? ?????? ?????? ?????? ?????? ??????,
????????? ??? ?? ?? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ??????
?? ?????????????? ?????? ??? ?????? ?????? ?????? ?????? ?????? ?????? ??? ??????
? ?????????? ?????????????? ??? ?????? ?????? ?????? ?????? 9,
????????? 3, ?????? ?, ??? ?????? ?????? 77/388, ??? ?????? ??????????????,
????????????? ?????? ??? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ??????
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? ???? 9, ?????????? 3, ????????, ??? ?????? ?????? 77/388, ??? ???
?????????????, ??? ?????? ?? ?????????? ?? ?????????? ??????????????
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?? ?????????? ?????? ??? ?????? ?????? ?????? ?????? ?????? ?????? ??? ?????? ???
????? ? ?????? ?????? ?????? ??? ?????? ?????? ?????? ?????? ?????? ?????? ???
????????????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ?????? ???
?? ?????? ?????? ??? ?????? 9, ?????????? 2, ?????? ?, ??? ??????, ???,
?????????, ??? ?????? 9 ?????? ??? ?????? ???, ?????????? ?????? ??????
????????? ??? ?????? 9, ?????????? 3, ?????? ?, ??? ?????? ??????.

? ??? ?????? 9, ?????????? 3, ?????? ?, ??? ?????? ??????
77/388, ??? ?????? ??????????????, ?????????? ??? ?????? ?????? ??? ??????????????
?? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? 2 ??? ??????
????? ???? ?????? ?????? ?????? ?????? ??? ?????? ?????? ?????? 17? 1986, ??? ???
????????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ??? ?????? ?????? ??????
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* ?????? ??????????: ? ??????.