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**STUDY OF IRANIAN-ISLAMIC IDENTITY IN CONTEMPORARY
ARCHITECTURE CONSIDERING CULTURAL DEVELOPMENTS(CASE OF
NEW TOWN OF PADIDESHANDIZ)**

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ABSTRACT

The art of architecture is one of the factors for evaluating the nation's culture. considering the cultural and artistic back ground of Iran and the existence of supreme works in the ancient and Islamic architecture of Iran, the necessity of understanding and using the cultural and religious symbols is urged for establishment of big national projects such as Padide Shandiz. This research is seeking to review and understand the major and effective styles which have affected the Iranian-Islamic architecture identity. Hence for accomplishing it measuring the present situation , authority's questionnaire was designed. According to the performed studies, major Iranian and global architecture styles were identified and rational as well as reliable results were obtained about their importance based on the cultural criteria. in the conclusion of this research it is determined that the project of Padide Shandiz in Mashhad is holding significant rank in terms of using the modern technologies , nevertheless , this complex is lacking the cultural identity of Iranian – Islamic architecture. And if this project was performed in Egypt, it would adapt more with the historical background of that country. Yet completing façade and the environment around the hotel which was accomplished by Atkins, an English company, doesn't have any congruity with the Islamic republic of Iran's cultural policies.

KEYWORDS: Padide Shandiz, architecture stylistics, Iranian-Islamic architecture identity, aesthetics

INTRODUCTION

Buildings as a part of the architecture culture are responsible to embody an abstract thought through their apparent form for evaluating the culture of a nation. Meanwhile, the Islamic period architecture is of the reality advent manifestations in the physical body. Reviewing the art history shows that architecture has been one of the first arts which has adjusted itself with ideology and Islamic concepts. In fact Islamic architecture is a style of architecture which has developed under the Islamic culture and includes the architecture of an extensive domain where is considered: Islamic world.

Meanwhile the holly city of Mashhad, because of the existence of Imam Reza's holly shrine, the 8th Shiite Imam, annually receives over 33 million pilgrims from inside and abroad. And as the biggest religious tourism pole has a significant position. Hence the applied architecture art of this city is based on the religious symbols which have symbolic identity and spirit. Despite these unique religious and cultural attractions , in a distance not so far from the holly shrine of the 8th Imam , the Padide company opened its first plan called " Padide Shandiz" with extensive media advertisements at the same time of Imam Reza's

birthday on Aban 8th 1388 based on a design by an English company called Atkinz.

2- Problem Statement:

The ultimate form of any culture or civilization architecture is the result of continental factors, technical advances, working staff and social bases, religious beliefs, and scientific theories. Nevertheless some of the factors, such as religious beliefs, have more effect on the aesthetical development of architecture body in Mashhad as the centre of Khorasan.

Philosophers classify the beauty into two categories: physical and spiritual. In its physical or apparent type, it is tangible while in its spiritual aspect, it has to do with human's spirit and mind. In their opinion, beauty exists in harmony, balance, equilibrium, orderliness, symmetry, being natural, as well as in disorder, repetition, grandeur and depicting the ugliness. Beauty ,along with static and efficiency, is one of the three effective factors in architecture. Beauty in architecture art is attainable only when : "the building has a desirable façade and the components symmetry is accurately calculated"

Reviewing the art history shows this important fact that the Iranian art of architecture, is neither nonfunctional nor futile, and most of the designs and ornaments in constructions of Iran has existence philosophy .despite all these descriptions , the plan visible in the dreamy city of Padide Shandiz has neither Islamic nor Iranian identity. Rather it is a combination of models and styles unfamiliar with the indigenous culture of iran and it seems to be more practical for Arab countries. This project can be practiced in the countries without national identity, where as Iranian symbolic elements, not only in its form but also in its physical existence and aerial view should be recognizable in terms of national identity .

Now this question is brought up that for using Iranian and Islamic symbols which demonstrates the identity and observing the Iranian architecture style, is there any significant details or generalities ?

The initial survey of the researcher of the present study shows this fact that no significant sign of the religious and national identity is observed in this study. And if the authorities, in charge of it, don't try to remove and solve this problem, after accomplishment of this project , our country will face problems culturally.

3- the importance of the research

Different aspects of the importance of the present research are as below :

- Understanding the cultural patterns and elements in Iranian-Islamic architecture

Considering the Iranian cultural background and existence of significant works of ancient and Islamic architecture in this country , the urge to understand and use the religious & cultural symbols for establishing national projects is a necessity .

- The unfamiliarity of western architecture culture with Iranians' religious beliefs

Contemporary architecture and civilization in our country is highly affected by western culture and it is necessary for these symbols ,which are representative of western life to get distant from our culture . essentially a part of Islamic Republic has been giving identity to independence of Iran and this independence has provided us with honor . therefore anything which is against this Islamic life style is just an imitation. (Hadad Adel)

4- the research objective

Identifying the symbols of Iranian architecture and examining their effect on elevating the Iranian-Islamic identity.

5- hypothesis

First hypothesis of the research:

Islamic identity has affected the project of Padide Shandiz

Second hypothesis of the research:

Iranian identity has affected the project of Padide Shandiz

6- Questions

First question of the research:

Is Islamic identity effective on the project of Padide Shandiz?

Second question of the research:

Is Iranian identity effective on the project of Padide Shandiz?

7- Domain of the research:

Subject domain: the subject domain of this research is the architecture art domain

Place domain: the holly city of Mashhad – Padide Shandiz project

Time domain: this research was carried out during the spring and summer of 1392.

8- Analytical model of the research:

Considering the title and goal of this research which surveys the Iranian and Islamic identity in architecture, for getting to the goal of the research physical structure will be studied through observation, library study and interview . for determining the value, based on importance and priority , the intended factors will be scored by the authorities .

9- Theoretical bases of the research

Based on the surveys ,carried out by international tourism organization , today tourism has turned to the most important economical activity in the world, therefore this industry has currency making quality and also is a cause of purchasing power distribution throughout the host country.(velas 2005p38)

Hospitality is one of the Iranians' cultural traditions . undoubtedly it should be accepted that human creates the culture and culture makes human. As culture is effective on human's behavior by studying people's culture we can understand the reasons of their triumph and failure . (Ghayumi 1388 pp15-18)

Comparative study shows that cultural bedding ,substructures ,marketing and professional advertising , considering the need of the audience , customer orientation and quality of services are of the major factors which increase the national income and flourish hospitality and hostelling activities.

Works of art seem to be a copy or reflection of the subjects in the real world. people usually start out creating works of art in their free time. Because they internally enjoy doing that(Sheperd 1388 p7)

Anywhere a passenger travels . he needs a place for rest , sleep and food. This way ,based on

documents, the number of hotels is increasing rapidly throughout the world. (Chak vay gi 1387 p96)

Familiar styles of hotels internal and external architecture

After exploration and recreation, tourists need a place where besides having comfort, make up a part of the travel attraction. Therefore one of the best ways to build the residences, accepted and satisfied by the tourists is to build them based on the well-known styles. It is to mention that based on the opinion of the European hostelling union, one of the standards for receiving the 5th star in hotels ranking, is observing the familiar architecture styles in building the construction of the hotels.

Architecture is responsible for the humans' specific demands and as an art is superior to the mere responding to functional demands of buildings. Essentially the physical embodiment of architecture is in accordance with humans' function. (Ching 1377 p 10)

Architecture is defined as a mass of material existing in space. These materials are formed to one or more hollow volumes and the empty space inside them is a place for human activities. (Vaziri 1369 p33).

Different factors affect the architecture designing of a servicing organization like hotel:

- Identity and goals of the servicing organization
- Flexibility
- Existence of necessary land and space
- Aesthetics factors

Architecture style classifies the architecture based on the materials used, appearance, performing method, time period and the place of construction.

Herman Matsius says: architecture is the true instrument for evaluating the culture of a nation. A society which makes beautiful furniture and chandelier, but constructs the worst buildings every day, it implies its chaotic and dark situation of that country, the situation which, in general, demonstrates (gruter 1375,p53)

Each building as a part of the architecture culture is responsible to depict an abstract thought through its appearance and this way it will be a prospect for evaluating the culture. What is important here is paying attention to the beauty in architecture design.

MATERIALS AND METHODS

Because of the subject of this research, the methodology of it was surveying and it was seeking to describe the effective factors on Iranian-Islamic architecture identity. In the surveys the researcher uses the data and findings, with a detailed description of the existing condition, to

reform or moderate the existing conditions. Or he provides documented plans for improvement. (Baldbi, 1373p 77). In doing the research Delfi method is used. In this method the effective elements and factors are given to the authorities and they are asked to comment on the process in detail. This process is carried out through several steps and the overall idea of the authorities about the processes is obtained. In accomplishing this research the systematic thinking method and dynamic systems are used. Hence the tools for analyzing data in this method are differential and integral equations. For improving the tolerance of the measuring tool, questionnaire was designed with the methods of: Likert and parity

Data collection method

Statistics society are the experts who are fully familiar with the Iranian-Islamic architecture styles strong and weak points. In evaluating the model stage, for gathering the necessary information for the level of importance of each factor, experts and university lecturers of architecture and civil engineers were referred.

For this reason 45 questionnaires were distributed and 14 out of 32 returned questionnaires were considered as suitable in terms of extracting and analyzing information. In the next step for measuring the existing situation of Padide Shandiz project, in terms of the amount of Iranian-Islamic styles effect on it, in form of a questionnaire was carried out. This way the existing situation was assessed.

Determining the size of the sample

For determining the size of the sample, the questionnaires were distributed among the 15 people of the studied society. The calculated standard deviation was 0/319. Then using the parametric and data analysis formulas, the size of the sample society sample was calculated with an error possibility of 5%. Therefore if we want the sample society opinion to be the same as the main society, 131 questionnaires should be distributed among the audiences. For more certainty 550 questionnaires were distributed and the information of 510 questionnaires were useful. Therefore considering the infinity of the sample society this formula was used:

$$N = \frac{z^2 \cdot \alpha / 0.2 \times \delta}{\epsilon^2}$$

By endurance of the test its accuracy and endurance in calculation is intended; this way the data are examined to determine that to what extent is the extracted information adjustable to the facts. For this reason Cronbach coefficient is calculated. So the calculated coefficient for the present questionnaire with 88 GOOYE is 0/85

Tolerance of the research questionnaire:

By tolerance it means that the measuring instrument should be able to measure the aimed

characteristic. Its importance is that inappropriate or inefficient calculation can make any practical

research totally spoiled and useless.(same source p296).

Table 1: Dimensions weight of classifying concept

Classifying dimensions	
Technical structure(inter	Physical structure
95	85
75	100
100	85
85	100
95	65
85	100
75	95
85	65
95	100
100	85
100	85
85	95
100	100
55	75
87	87
0400	0501

13- Analyzing the findings and information

Table 2: dimensions parity comparison weight classifying concept

Classifying dimensions	
Technical	Physical
0125	0875
0571	0429
0569	0431
0630	0370
0694	0406
0459	0541
0577	0423
0567	0433
0679	0321
0445	0555
0469	0531
0321	0679
0528	0472
0523	0577
0479	0487
0496	0504

Table 3: total weight of classifying concept

General services element	Semi metric weight	Parity comparison	Total score	Final weight
Physical structure	0501	0504	1005	0503
Technical structure	0499	0496	0995	0497

According to the table , authorities of hostelling industry , have evaluated the importance of the apparent physical structure 0/503 and the importance of the technical structure about 0/497 in forming the hotels classification concept.

Table 4: the weight of apparent physical structure parameter

Apparent physical structure parameter			
Geographic	Hotel	Architecture	
65	25	55	
50	100	100	
55	45	85	
80	65	95	
55	100	95	
50	25	85	
95	45	70	
75	60	85	
95	55	45	
45	100	90	
100	45	95	
85	100	50	
60	100	50	
100	55	95	
49	59	75	
0/340	0/290	0/369	

Table 5: the comparative weight of apparent physical structure parameter

Apparent physical structure parameter		
Geographic position of the	Hotel extension	Architecture designing
0/391	0/091	0/518
0/349	0/450	0/201
0.224	0/521	0.255
0.145	0.405	0.450
0.496	0.089	0.415
0.178	0.692	0.130
0.691	0.063	0.246
0.337	0.030	0.633
0.421	0.437	0.142
0.425	0.216	0.359
0.365	0.425	0.210
0.461	0.372	0.167
0.196	0.143	0.661
0.335	0.291	0.374
0.330	0.220	0.298
0.389	0.259	0.352

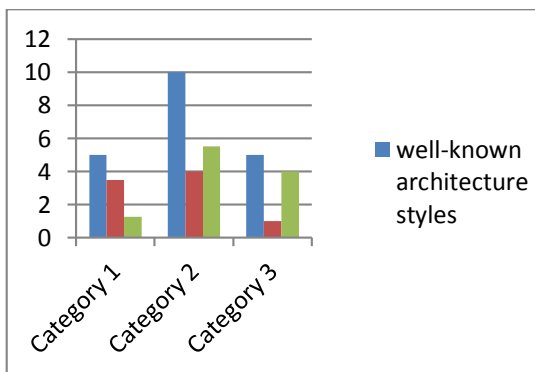


Figure 1: design style

RESULTS AND DISCUSSION

Based on the topics of research literature, some of the challenges are obtained which will be pointed.

Misunderstanding the expressions about architecture identity:

The researcher's reviews showed that concepts and

expressions in the Iranian-Islamic identity and also architecture style, have different meanings and applications. And unfortunately in the translations carried out, there was not the possibility to express all the delicacies of a vocabulary. This fault is like the story of touching the elephant in darkness by a group of people.

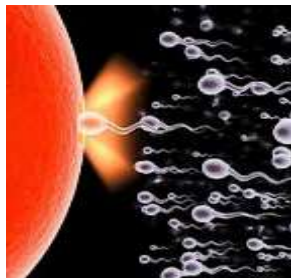
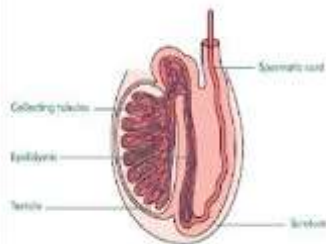
Not observing the visual factors and proportions in executive style:

Furniture includes a large number of products , equipment . tools an appliances which are arranged besides each other orderly and with aesthetics principals. Despite this no harmony , proportion , balance and orderly arrangement , color ,texture ,and form " which all together make the basic principals of the visual arts " is seen in the project. therefore what is seen is just an empty statue which has neither visual beauty nor necessary quality and acceptability .if we take a guest ther blind folded , and open his eyes inside the complex, he would think that he is in one of the spaces in Dubai.

Not observing the Iranian- Islamic Identity in the whole complex :

It seems that the main plan of the construction is an almost recurrent and an imitation of the International Commerce Building in Bahrain designed by Atkins company. With this difference that instead of the curve at the top of the two towers, a wind turbine is fixed there for utilizing the wind energy.

innovation in their fields are able to solve problems raised by the discovery of opportunities new and enhanced features of the individual innovation, and better introduce itself as a leading organization. in Padide` Shandiz project , Atkins company has made another big mistake, while designing a pattern which can be executed anywhere else , it has set a symbol of male reproduction in the empty volume of Padid Shandiz hotel. Paying a little attention , one can easily observe this form. Designing several pools in the form of spermatozoid intensifies this fact. Even the green space in front of the hotel has a male reproduction symbol.



This design is inspired by the nature (biotic design) and in its type is one of the best designs . but in the vicinity of the holy shrine of Imam Reza (p.b.u.h) is not suitable at all . on the other side , it the total volume of the building is constructed copying the patterns Egyptian symbols reminding the head of Pharaoh statues . another noticeable point is that not paying attention to the positioning of the Shandiz buildings.



Since considering the wind direction and sun beam , the subjects related to climate and architecture are not observed and in the winter they will have the least sun light, because the huge building hotel behind them shadows upon them.



It seems that main plan of Padide` hotel has been designed based on pre Islamic architecture and inspired by Eyvan Madaen , Kasra Arch, Tagh Bostan, propylaeum of ancient Iran museum , an also propylaeum of Tarbyat Modares (teacher training) university which are unique in their type.but even in this case the designer has failed as he has failed to execute the appropriate Iranian curve in the building.

Despite all these, the whole complex has neither Iranian no Islamic identity . and contradicts totally with the manager's claim of the existence of the number 8 in the building.



In fact such a project can be executed anywhere in the world, since it doesn't have original Iranian – Islamic identity. Considering the existence of different works of art specially architecture, the use of figures and geometrical designs, arabesque , brickworks ,tiles, and etc. which are visible everywhere on the walls of the Islamic period constructions specially holy shrine of Imam Reza, they could be the best tangible symbols for imitating .



Also using the louvers symbols in the desert areas or the minarets , the applied symbols in bazaars and Iranian gardens , Theological schools, caravansary,

shrines and mosques , using tile and stone fret works and inscriptions which can show their pure respect to the 8th Imam that are not observed in anywhere else in the world.



What is perceivable in the Iranian-Islamic architecture , is the principal of following the geometrical proportions , avoiding absurdity and redundancy in their designs and also the symbolic being of the component of the whole plan all of which point to oneness of God, emphasize on the religion and close nit links of Ahlulbeyt with the holy prophet Mohammad and miracles of holy Quran. This character is observable not only in the architecture inside the country but also in the works off the seas. Despite all these styles and designs , this can be asked that why this characteristic is not noticed in designing the Padide Shandiz complex and non of the national symbols is witnessed there?



Despite the executive manager's emphasis, the figure 8 is not visible in the hotel building it is rather something like a horseshoe which is a western symbol too. Pools and fountains are other features of Iranian architecture art which are seen in most of the buildings and squares as a practical symbol. For example in the Fin Garden complex in Kashan , Aali ghapoo square, and Azadi square in Tehran various types of fountains are observed. Which cause both relative moisture and visual elegance. One of the well-known instances which is both functional and genuine in form and function, is the memorial construction of Azadi which was designed by a young Iranian architect called Hossein Aamaanat over 40 years ago, and is still a symbol of the capital. (the buildings of Cultural Heritage organization , Tarbiat Modares and Sanaty sharif universities are other works by Master Aamaanat).

Using pre Islamic architecture style, achaemenian an Sasanid architecture,early Islamic period , Saljughid and Zandia's architecture styles are clearly visible in this construction with 25000 pieces of stone standing for 2500 years of civilization and urban life of Iranians. If a national symbol makes use of appropriate construction and

significant execution, it can be reflected on the bills



Paying a little attention to the Iranian and Islamic architecture and understanding the ornaments in religious buildings, specially Holy shrine of Imam Reza. We can find that the best inspiring part for Padide Shandiz complex is perceiving the religious faith and people's beliefs which is unified with their culture.

Suitable use of tiling and mirrors along with molding makes the façade of the complex more elegant. Despite all these problems, it is not so late yet for reforms and with minor changes in the façade of this complex , preserving the general structure, we can make the Iranian-Islamic identity apparent in it, so that to make this architecture more noticeable while observing the national identity and maintaining the dignity of Islamic Republic of Iran.

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- 1-Architecture style
 - 2- Herman Mvtsyvs(1861-1927). German Virtuoso and Theorist
 - 3-Aesthetic Concept
 - 4-Plato
 - 5-Aritotle
 - 6-Hellene
 - 7-Immanuel Kant(1724-1804) one of the most famous German philosophers 19th century
 - 8-George Wilhelm Friedrich Hegel (1770-1831) German philosopher who significantly affected western philosophy system
 - 9-Adolf Loos(1870-1933) originally Czech , Austrian architect and one of outstanding representatives of the 20th century modern architecture.
 - 10-Le Corbusier
 - 11-Bauhaus. Means architecture house the name of architecture and practical arts in Germany
 - 12- Wiemar . Cultural capital of Europe that the Wiemar Bauhaus university is this cultural city
 - 13- Walter Gropius (1883-1969) one of the German acclaimed architects and artists and the founder of Bauhaus art school.
 - 14-classical Architecture . the style which has formed by copying the aesthetics principals and architecture rules of ancient Rome and Greece .
 - 15- Neo-classical. A branch of classic art which was established considering ancient Roman and Greek art values with new methods
 - 16- Gothic Architecture: the style and period which served religion and church and its architecture symbols were towards God.
 - 17-Baroque Architecture: a style in which curves and arches are used rather than straight lines
 - 18-Rococ architecture: a style which was formed against luxurious life of Versay palace and king like life after Louie 14th
 - 19-Chinese architecture : with wooden compositions, the immerge of ethics principals in aesthetical view in the temples, shrines, and palaces .
 - 20-hindi architecture: full of metaphors and mysterious a combination of religious rituals and ful of natural effects.
 - 21-Bauhaus school. The name of this style is derived from Bauhaus school in the city if Wiemar in Germany(1913-1933)
 - 22-Chicago school : using steel skeleton without imitating old styles and limited use of ornaments following the motto of form following the performance.
 - 23-Modern architecture: modernist architecture in which functions are combined with ideas and its historical and forms are omitted.
 - 24- Architecture Le Corbusier. Exalted modernist architecture in the US. and Europe during 20-30s using technologies.
 - 25- post- modern Architecture: it is a reaction to the modern architecture which used ornaments and luxuries again
 - 26-Organic architecture : is the existence philosophy with sympathy method which causes more harmony between life and universe.
 - 27- Statue-oriented architecture. Discussion about the idea of connection between different forms of statues and structural forms of architecture

28-hi-tech architecture : a provident style using the supreme technologies, industrial components, in designing and architecture.

29-In classification of hotels some hotels based on their physical and geographical conditions are not classified under the general features of other hotels. Hotel Lale of Kandoan, Hotel Lale of Yazd. Ice hotels of Scandinavia are of exceptions.

30- Ian Schranger

31-Morgan. Manhattan

32-Manhattan

33-Andree Putman

34-Perspective

- Cliff Architecture is seen sporadically in most spots in the world. And even some people are still living there. In Greece, Spain, Libya, Ethiopia, Mexico, Italy, south England, and Turkey in esfand of 1385 Hotel Lale of Kandoan was used as the first Biotic hotel in Iran.this hotel is the world's third cliff hotel in the world, situated in the village of Kandoan 60 km from Tabriz.

35- referring to Molavi and Sanaee's elephant story in "Hadighe al haghighe" and Mathnavi. Of course the origin of this story is in Hindu and Buddhist traditions.