## ORIGINAL ARTICLE

# Evaluation of determinant factors in the design of commercial-cultural complex of Negin in Mahdasht city

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**ABSTRACT**
*Culture and identity in each community represent the community dynamics and spaces compatible with urban identity, leads to citizen security, participation and serenity. Urban spaces are centers of social interactions where it provides security and belonging senses. Since leisure and shopping experience in commercial complexes are of the most important features of modern societies, in this study, we tried to study the elements effective in urban design, and design space meeting needs of the people on the one hand and the social and cultural identity on the other. Presence of outstanding elements improve the space quality as well as beauty and this quality that is craved in human mind and affects sense of place and collective memories in citizens. Based on the analysis in different perspectives, commercial, cultural trading center seems to be necessary. To design foregoing space, two software's of 3D and AutoCAD were used. For this, in final design space eighteen thousand meters, with elements such as the chapel amphitheater, nursing homes and homes for children at different scales were delineated and predicted.*
**Keywords**: *cultural per capita, cultural spaces, leisure, cultural identity, urban elements, the cultural identity* based design

## INTRODUCTION

Manifestation and quality of any biological tissue originates from meta-material human needs regardless of any physical material ones based on people opinion and views so that in long-term horizon, each biological complex meets the demands. Bio-architecture can provide excellence and quality of their bodies like a mirror, which reflects the culture and the environmental patterns of people.There have been a mutual relationship between culture, architecture and urban design so that good understanding can highlight each position and forms shaping and sustaining each other and recognizing excellence in the design and construction of cultural entertainment centers in proportion with city needs as a one way of providing mental health. Therefore while designing such spaces, architects and designers should pay great attentions to the needs and culture of the people using the space to provide good performance and space for bringing peace for people. Mahdasht city nestled in south of Karaj has not such places where it cannot act as a multi-purpose. The designing cultural complex in this area can also provide services to neighboring cities and be accessible for adjacent users.

"Lafayette commercial convened" the most important works of zhannoul in the nineties and their constructions lasted five years and after opening it got much more famous. Since only there is one city block from the site "Berlin Wall" it is welcomed by many tourists every year.«Getty cultural center» is a successful example of "white architecture» built by «Richard meier» at a cost of $ 733 million in Los Angeles built. Getty Center welcomes 1.3 million visitors annually, this number it among the most visited America's cultural monuments.Some designed complexes in Iran areAlmas Shargh Commercial Complex in Mashad and Setareh Fars Commercial Complex among others.Daneshjoo Cultural Center (Shafagh) was opened in Shafagh Park Tehran in 1984. Given the importance of cultural issues among students, a major part of the cultural activities are dedicated to students and young people receiving great attentions. Bahrain [1] pointed out that lighting, signs, trees and green spaces, colors, urban furniture, fountains and historical attractions are elements of the urban environment while having certain aspects, their

appearances due to affecting viewer will be important. Saeednya [2] stated that the most important comfort factors are comfortable distance, walking distance, availability of transportation and utilities of municipal facilities, easy access to facilities and services required to different land use and avoiding some congested land uses. Habibi [3] reported that poor urban aesthetic leads to emotional - mental citizen unpleasant .Pourjafar and Mahmoodinejad [4] pointed out that some components such as the possibility for facilities presence for citizens, both in terms of access to both environmental conditions and different social in turn provides security for women, children, elderly, and equipment age groups and social needs of an area and the presence of spontaneous or organized activities to attract and retain people may be effective in the space design].Given the lack of an appropriate complex in Mahdasht and status of commercial spaces in the area, the aim of the project was to design cultural commercial complex to meet the needs of the people in updated manner integrated with a variety of functional, attractive and multi-dimensional space that allows all the actions be pleasant for public space. The purpose of this study was to identify the elements involved in the design of cultural space.

**CONCEPTS DEFINITION**
**This section is devoted to the definition of basic concepts.**
Identity: identity can be found in the minds of different people - even with common culture in different manner and part of it was due to their experience in community. Some knows identity as personal affair, some believe it is social and some reduce it to object and some give holy nature to it so that will be untouchable.
**Urban Element:**
Urban element or symbol is a configuration of body in which internal volumes and geometric features, vertical plates, structural components and as completely decorative aspects generally havebeen integrated, altogether come into elements.
**METHODOLOGY**
The present study in terms of research method carried out based on findings from previous studies on cultural and social needs of urban spatial and people living in it and then the design was performed based on requirements. The present study was inspired from library studies.
**STUDY AREA**
Mahdasht city has been nestled the southwestern city of Karaj, west of Tehran province as a town in the central part of the Karaj city.Mahdasht city is ended to Paiam airport from north and to Iran's satellite remote sensing centers and Karaj from south and to shahriar and Mohammad shahr from east and toEshtehard from the west. It had the range above about 6116 ha area in the area of 3,500 hectares, which was known as the range of services in Mahdasht [5,6].In terms of location, Mahdasht had much potentials for accessible roads .its location in route of Tehran-Karaj-Eshtehrad road followed by Qazvin, Qom, Saveh and Robatkarim through Shahriar to Eshtehard in turn provides opportunity in the field of communications for the Mahdasht city (Figs 1,2).



Fig 1. City Park square

Fig 2. Spatial image of Mahdasht

**RESULTS AND DISCUSSION**
Since the aim of the present research was to change situation of social and cultural per capita, result of research showed that designing such space improves urban standards so that to increase social and cultural space to meet and to fulfill some of the needs of different groups including young children, the elders, women and etc.

The complex was characterized with five stories and each is designed with unique applications. It had some educational, cultural, official and commercial sectors designed based on specific approach. It was constructed in base area of 18000 m with infrastructure of 6200 in five stories. Commercial and educational spaces were characterized with 484m and 355 m, respectively, located at ground floor, which consisted training room, amphitheater, chapel and washing room aged discourse place. On the first floor training room and discourse room, office rooms for both of the President and vice were located. On the second floor so called commercial units 16 different sized shops, craft galleries, 3 classrooms on the third floor and fourth floor were intended for restaurant and coffee shop.

**Lobby**
Lobby serves as an important process designed in a building to provide the ideal conditions for guests and hosts to negotiation. It is usually located at the entrance of the building and according to the scheme in the lobby area and there were plans in the central building intended for filter.

**Multipurpose hall**
It is intended to create a ceremony accounting for 540 meters of total area with 340 people capacity, which had a ramp and 2 doors and 3 emergency exit doors.

**Pray House**
Two pray houses ˏonefor women and another for men, with an area of 70 m and 50 m, respectively each had separate ablution room.

**Elders discourse room**
A room with an area of 68 m for the rest of the elderly was intended in case of fatigue and daily discourse and discussion.

**Children's room or playroom**
A room with an area of 70 m was considered for children to play there.

**President office**
In area by 40 meters where secretary's room and meeting rooms were embedded in area about 68 meters

**Assistant office**
In an area of approximately by 42 meters of which 20 meters was considered as secretary's room

**Secretariat**
It was about 12 meters and was used to hold documents.

**Administrative office**
Administrative office consisted of 13 rooms of which 11 rooms were approximately 42 m and 12 rooms, that each of them was about 19 meters.

**Computer training classes**
For computer training classes two classes were considered each area was 46 m having 20 people capacity.

**Music education Class**

Three music classrooms were intended that each of the classes approximately was45 meters, which was located in a specific floor separately.

**Business units**

About 16 shops in different dimensions and views were intended that the two shops were about 45 m, two 35 m and eight about 24 m, two 33 m and two other shops were characterized with about 50 meters.

**Elevator**

There were four elevators each had a facility room and its capacity was 5 people totally 20 people could be moved simultaneously.

**Restroom**

For each floor, the number of two restrooms were dedicated   each had7 W.C. and, 3 bathrooms and was located on the top floor and there was only one restroom.

**Art Gallery**

One art gallery in the area of 170 m was considered as an exhibition.

**Open discourse Rooms**

For this purpose, 2 rooms for discussion and each about 50 meters were considered.

**Conclusion and Future Respective**

Given the modern and postmodern architecture and features to which mentioned above, it can be noted such styles evolves a period of architecture affected by economic, environmental and social in particularly philosophical conditions. Modern architecture in evolutionary trend faces great difficulty and had been involved in resolving the conflict and challenged by it to some extent. For this reason the philosophy schools and vision and modernity space failed to keep pace with but post-modern architecture characterized with feelings and desires in this style put forwarded by rich intellectual background. Modern architecture aims at create a security but modern people does not looking beauty and decoration, rather looking for a place where he/she avoids homeless and the lack of security. Modern architecture was begun with the civil and to the success of the industry anything both of man and life should be sacrificed. . In contrast, post-modern era is shaped by valuing man and his emotions are shaped not like the modern age with wisdom ignores everything in the way of achieving the goal. Thanks to different feelings emerged in different places postmodern architecture experienced breadth and diversity. Thus, " disagreement about the meaning  in postmodern spite of universe, is postmodern itself  and the consensus should be achieved that there is no consensus as the postmodern  concept as a lack of consensus, is that dissent cannot dominated by under one or more dissent or resulted from one dissent [7-10]. Lyotard argues that undoubtedly without postmodern is a part of the modern and, in a sense proceeds modern. One work can be modern only if it be first postmodern.

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