



The Effects of Architectural Anatomy on Improving the Quality of Place identity(Case Study: Shiraz Opera Hall)

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ABSTRACT

This study has examined the effects of architectural anatomy of opera hall on improving the quality of place identity. By measuring the effects of place identity on the inner aspects of human which are influenced by the physical and social environments it has investigated the results of a balance between internal and external environment. To assess the anatomical effects of urban landscape, two components of subjective landscape including perception and diversity and the component of objective landscape including form and order have been measured. The current survey is descriptive and the statistical population has been Shiraz which is a city in Iran. To analyze the data the SPSS software has been used. The results have been investigated in two levels of descriptive and inferential statistics. In the inferential statistics, Pearson correlation coefficient has been used to evaluate the research hypotheses. The results of this study indicate that between the dimensions of landscape, the component of subjective landscape has the highest impact on the place identity and in the second place, objective landscape has the impact on the place identity. Anatomical effects have an important role on improving the quality of place identity of Shiraz citizens and in order to enhance the place identity in the urban landscape it is also required that they will be inspired and operated.

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Introduction

Configuration and appearance (city landscape as a symbol of place identity): In the application, place is generally associated with a specific moment. Entering into any place what is first observed for the visitor is the configuration and appearance of that place which as a whole, draws the general features of that place for the visitors. In general, each place has features that explains the personality of the users and residents of that place. To understand and describe the role of place in the biological world consider a situation where the environment is too important for the person and that is the moment s/he enter a city. The first moment is the moment of arrival. Entrance and reaching a city only means when the city has obtained the identity previously, identity which explains the characteristics of the residents as well. On entering the city, intractable configuration represents the magnification and audacity of the citizens and simple, loose, or fallen, compatible and resting configuration represents the humility, simplicity and unpretentious of the people of that city. Inside and outside relationship is the truth that seems necessary for the importance of any places. "Accepting the identity of any places is subject to approach it and the surrounding landscape, and gradually when becoming close to it, it comes to existence." (Gide, 1989, 20) "The atmosphere of each place with a unified form and spatial coherence establishes a correspondence and every single element of this place is described and known by the assistance of the whole corresponding."(Schultz, 2009, 43) Turner in the book "City as landscape", defines the term landscape as follows: "Considering the history of syntax, it is reasonable that term landscape (perspective) is applied to mean a certain view of the world.

1. The physical aspect of landscape (perspective) will be determined by person's geographical situation.
2. Psychological aspect of landscape (perspective) will be defined by mental structures which interpreted through sensory. (Turner, 1998: 117)

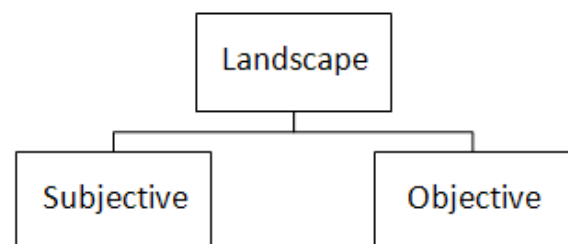


Diagram number 1. Landscape

Urban Landscape (Cityscape): Urban Landscape is an entity which emerges through human activities and its association with anatomy throughout the history and is interpreted in the minds of citizens. These subjective dimensions may be individual or collective. Urban landscape is objective at the beginning that due to the city's physical elements appear and because of the passage of time and repetition turns into the common element linking the society's population. Since the urban landscape combines the anatomy and quality of the city, it can be argued that the city perception is the same as interpretation of the urban landscape. Although urban landscape can initially be understood through the anatomy and emotions, what gives meaning to it is the mind of citizens. Urban landscape is not mere memories (imperceptible - subjective) and not a mere anatomy (tangible - objective). It is a phenomenon that occurs by the interaction of these two in the city, that is objective – subjective phenomenon . (Atashin bar, 2010)

Identity: In Oxford dictionary "identity" means: "Attributes, feelings or beliefs which distinguish human beings from each other." (Hornby, 2006, 770) Mary states: "every individual is a unique creature. No one else is like him/her and never will be" (Siyasi, 2001, 46) Noghrekar believes that identity elements including either attributes and natural elements (natural environment), or attributes and elements of individual including gender, age, and occupation. Erich Fromm said: "Everyone would like to have a specific identity and therefore strives to realize himself or herself and recognize and wants to be an excellent person." (Siyasi, 2001, 119) About the individual's formation of identity (character) there are three perspectives:

Identity is the product of inner instinctive aspects of human being

Psychologists who are concerned on their ego (self) are followers of this theory. Among theorists, Freud poses the discussion of adaptation of me, or premier me with the existing and new environments and what the atmosphere is going to be. Mary thinks that external factors or environment affect on character and behavior of the person, or external factors, although she proposes: "Environment or external factors make only human activities to meet the needs easy or difficult. (Siyasi, 2001, 40) She has emphasized on the influencing inner aspects of personality. So that environment, elements, objects as well as place can be understood as there are and so are effective in the behavior of a person as s/he observes them. Thus changes are carried out in self than the outside environment. Jung points out that the balance between introversion and extraversion cause dehiscence of disconnection with the past and can cause the character to become rootless. Human cites that such discomforts have been created in modern civilization. A kind of "alienation" occurs for a man when the roots are disconnected. (Jung, 1999, 82) He emphasizes on signal codes, which are internal – external matters to grow personality, so that one may conclude that places are codes that the more human develops the more attention will they receive. If a person's incentive, need and mental imagination in the external and environmental conditions that places him/her in connection with them, has no consistency or balance or would be in conflict and confrontation, tries to adapt to the environment and new elements, but even if this is not fulfilled, s/he would be in internal inevitability and has no alternative but to admit personality disorders and this results in the personality destruction of individual and social environment and so his or her living place.

Identity is the product of physical and social environment

Sociologists such as Erich Fromm believes that the differences between human and animal include not being in the captivity of instincts, having the knowledge of self, being aware of the destiny and having the specific needs. Human's specific needs from his/her point of view are the need for transcendence, bond and relative, the need to be similar and the need to refer to the original. These needs have not been influenced by society but how to manifest is dependent on the society. Unlike Freud, he thinks that characters does not make society, although it is the society that makes the characters. With regard to making character, Sullivan says: "Human personality emerges when connecting to a person or other persons show behavior." (Mehra, 1995, 196) In the second approach, changing the environment and reaching it a qualified level of personality or identity of the individual and society have been considered. Thus the external environment is crucial. That is attitudes, motivations, perceptions and in general personality or identity without having the society will not be developed.

Identity is the result of the balance between internal and external environment

This attitude of personality is the result of the interaction of body and the physical and social environment. This view is in the thought of those like Adler, Horney's and Murphy. Adler describes man as a social creature and articulates social desirability as motivation for his/her behaviour. He considers self-consciousness as the center of personality, "Man is self-conscious and all the attention refers to self-consciousness. S/he is aware of his/her shortcomings and failures and the target that s/he pursues" (Siyasi, 2001, 93). Horney believes that "Man's relationship with society on one hand and the culture of society on the other hand and type of education of a person, gives him/her a relatively stable behaviour which distinguishes him/her from other people. (Siyasi, 2001, 94) Formation and evolution of personality is quite eclectic from the Gardner Murphy's perspective. "Man not only is a biological but also a social phenomenon, thus, in discussing the formation and evolution of personality, environment and organism should not be placed against each other, since they have complete continuity and interaction." (Siyasi, 2001, 86) From this perspective, place causes possibilities and limitations so that behaviors that have biological basis are formed and manifested. In all these theories, man and the universe have been viewed as two separate things from each other which each is the basis to form the other. In these perspectives, while accepting the mind and the universe as two independent things and even against each other, there is a dispute whether mind makes the outside world or the outside world makes mind.

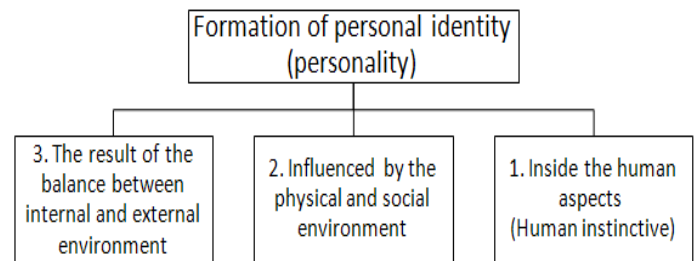


Diagram 2. Formation of personal identity (personality)

Identity in theories of urban planning and architecture

Identity can be identified and assessed in the field of Architecture and Urban Planning in social-cultural and psychological context. Lewis Mumford, by protesting to modern cities states: "Buildings and new neighborhoods have rigid and constrained order and have no distinction that the man himself caused it." (Mazini, 1994, 161) By protesting to American cities, he says: "These cities lack personality and identity from architectural and social view points that the lowest old neighborhoods, even with ugliness and disorderliness have personality and are appreciated." Then attention will turn to the pleasant towns and emphasizes on their harmony, visual unity and graceful shape. (Mazini, 1994,161) In this model, he offers three main components including self, environment and other. Self contains the path of life, feelings, individual identity and personal activities. Environment includes anatomical components of place, institutions and events and finally others (other men) consist of personality and their behavior. Other factors such as social communication and place atmosphere are the result of relationship between these factors. In the psychological context of Leonard Dohel, identity discourse speaks about some kind of alienation. He believes that different aspects of the environment can be specified in terms of ability to reflect human behavior. Kevin Lynch is highly dependent on the theory of perceptual consciousness. By restricting himself, he

consciously considered the visual principles, examined the city perceptions and identified the sustainability factors. He regards that the holistic view in recognizing the environment to be effective and continues: "No single factor of city does not experience in itself unless it is seen in relation to its environment. The sequence of events that leads to its manifestation has been known and is associated with the memories of past experiences." (Linge, 1993, 10) He believes that a clear image of the environment, is a positive factor in individual's self-recognition and environment and helps individual to grow and states the role of an alive and continuous anatomy: "An alive anatomical framework is completely continuous and is able to create a consistent image and plays a social role. This framework can be primary helpful symbols and collective commemorations which are used in communication between the groups. In addition to that a favorable image of environment gives the person a profound feeling of security. After this, one can establish a harmonious relationship with the outside world. This private and legible environment not only increases security but also increases the depth and intensity of human experience. (Shuai, 1997, 388)

Phenomenological approach to place identity

In simple terms, phenomenology is the interpretive study of human experiences. Its purpose is to recognize situations, events, meanings and human experiences "so that it occurs in everyday human life." (Eckartsberg, 1998, 3) Description of human life is all the ambiguity, aspects and needs that a person will experience them during his/her life. Despite the simple definition of phenomenology that Herbert Spiegelberg declared various phenomenologists described various ways and methods of phenomenology. (Spiegelberg, 1982, 2) Why are places important for people and how can architecture and environmental design be tools for building a place, are the interested questions of the application of phenomenology for describing the place. Phenomenology consists of varied conceptual strains of transcendental phenomenology of Edmund Husserl, hermeneutic phenomenology of Paul Ricoeur and existential phenomenology of Martin Heidegger and Maurice Merleau-Ponty's. (Spiegelberg, 1982,8) The phenomenon is referred to things or experiences that appeared to the human and s/he is able to experience it. Any objects, events, experiences and situations that human could see, hear, touch, recognize, understand, and live in them, may be a subject for a phenomenological study (Seamon, 1979, 158) The purpose of describing the phenomenological approach is not to define the phenomenon, but reaching the conceptual underlying of the invariant features that shows the origin of the phenomenon. Kevin Lynch as argues by Norberg-Schulz believes that human lives when s/he is capable of creating the world objective as objects and buildings that is created by architecture. One of the important roles of architecture is to objectively achieve a sense of place, so that through such a sense, abstract space becomes a tangible place and achieves its character. (Falaht, 2007, 59)

Place identity

Edward Relph in his book "Place and without place" defined three main dimensions for place identity. He mentions: "Anatomical characteristics, activities and concepts form the main components of the place identity." This division is clearly comprehensible. For example, the city can be seen as a collection of buildings and anatomical components within it, as an aerial picture will be seen. Visitors in this city who are objectively present can closely observe the activities in this physical context. However, a man who experiences this buildings and activities sees something more as ugly-beautiful,

efficient-useless, house, enjoyable factories, stranger-familiar and in general they possess meanings. (Relph, 1976, 47) To Tuan, place includes regular interaction "the space where seems to have no distinction at first, when we know and value for it, it turns to become the place."(Tuan, 1977, 6) In creating places with meaning, the role of designer's memory in environments containing meaning should also be considered. Donyng states: "Although each certain image of the place is unique, patterns which create these domains are also derived from these mental images: holy place, the local place, ancestors' place, shared place, loneliness place, intimate place, group place, the places which extend along the horizon and places that create surrounding and protection. Domains are symbols of the qualities of life: communication, behavior, participation, identity, glory, beauty, purification, fear, intimacy, growth, expansion, participation and loss " (Downing, 2003, 216)

Factors shaping the identity of place

Many people consider the place experience as the relationship between the person and the originated environment. So identifying a place is carried out at the moment of presence in the place that anatomical structure with their attributes revives our experiences of places, memories and emotions associated with the place and identification of place becomes possible. Characteristics of place that lead us to understand place identity are divided as appearance and landscape, space-order, events, memories, orientations and so on. If any of these aspects is not present in the place, clarity of place for the observer witnesses and the sense of place will be omitted.

Method

The current survey is descriptive. The assessment instrument is a questionnaire that has been made by the researcher. The statistical population of this research has been the city of Shiraz. The statistical sample has been the residents of Maali-Abad and the sample size has been obtained based on Cochran formula of 383. Then 100 questionnaires were distributed among the residents of Maali-Abad through the random cluster sampling method. SPSS software has been used to analyze the data and examined the results of both descriptive and inferential statistics. In inferential statistics, Pearson correlation coefficient has been used to examine the hypotheses. The validity of instrument for measuring research has been obtained through the content validity and face validity by referring to the professors and receiving their consensus about the indices. Also the reliability of the measurement instrument was evaluated through item to item correlation of the whole measurement instrument. Cronbach's alpha which is ranging from zero to one is the reliability index of a measurement instrument. The alpha tends to be between zero and one. The more it tends to be near zero it indicates that the questions are inappropriate and the more it moves to 1 it shows that the questions are appropriate. Here the variable of opera landscape is 0.949 or at a high level and the place identity is 0.902 or at the high level too.

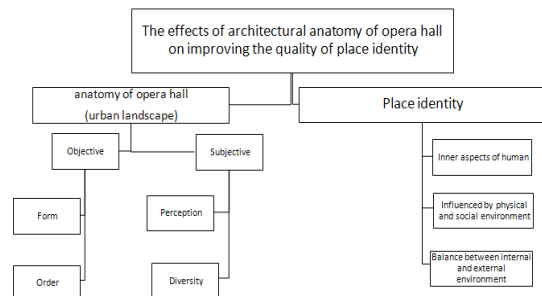


Diagram 3. The effects of architectural anatomy of opera hall on improving the place identity of residents

Table 1. Investigation of the rate of opera landscape in the images according to participants' view

	High	Average	Low
Opera landscape (percent)	62.8	25.6	11.6

Table 2. Investigation of the rate of place identity according to the participants' view

	High	Average	Low
Place identity (Percent)	62.8	38.1	14.3

Table 3. The correlation coefficient of hypothesis 1

		Place identity
Landscape	Pearson correlation coefficient	.412**
	Significant level	.007

**p≤ 0/01 p≤ 0/01

Table 4. The correlation coefficient of hypothesis 1.1

		Subjective landscape	comprehension	Diversity
Place identity	Pearson correlation coefficient	0.447**	0.446**	0.374*
	Significant level	0.003	0.003	0.015

Table 5. The correlation coefficient of hypothesis 1.2

		Objective landscape	Form	Order
Place identity	Pearson correlation coefficient	0.335**	0.306*	0.322*
	Significant level	0.030	0.049	0.038

**p≤ 0/01 *p≤ 0/05

Research findings

Descriptive statistics: According to descriptive statistics, research indicates that about 41% of the respondents in this study were between 20 and 30 years and approximately 51.3 % were between 31 and 41 years and about 7.7% were between 42 and 52 years. So the majority of participants in this study were between 31 and 41 years of age. With respect to gender, 38% of the respondents were male and 62 percent were female. Thus, most of the participants in this study were female. Level of education indicates that the majority of people in this study, approximately 68.5 percent have bachelor's degree.

Results of the questionnaire

- Investigation of the rate of opera landscape in the images according to the participants' view

The findings suggest that the rate of images landscape according to participants' view in this research with 62.8 percent was at a high level and 25.6 % in the average level and 11.6 percent was low. Therefore, the opera landscape according to the most of participants' view was at a high level.

- Investigation of the rate of place identity according to the participants' view

The findings suggest that place identity of the participants in this research with 62.8 percent was at a high level and 38.1% in the average level and 14.3 percent was low. Therefore, the place identity of participants was high.

Inferential statistics:In this section, according to research data, the relationship between the variables described above has been investigated. The study has 4 basic hypotheses and 4 secondary hypotheses.

1. There is a significant relationship between the opera landscape (anatomy) and place identity.

To approve or reject these hypotheses temporarily, according to the measurement of variables, Pearson correlation coefficient has been selected as the statistical analysis. The correlation coefficient of these two variables is 0.412 which is in the average level and the significance level of 0.007. Significant level is less than 0.01 and the hypothesis is approved at 99 percent level. Thus, there is a significant relationship, in a

positive direction between landscape and the place identity. It means that the opera landscape leads to increase the place identity among the residents of Maali Abad neighborhood. Landscape is divided into two dimensions of objective and subjective. These hypotheses are investigated below: 1.1. There is a significant relationship between the subjective landscape of opera (comprehension and diversity) and place identity. To approve or reject the above hypothesis temporarily, according to the measurement of variables, Pearson correlation coefficient has been selected as the statistical analysis. The correlation coefficient of these two variables is 0.447 which is in the average level and the significance level of 0.003. Significant level is less than 0.01 and the hypothesis is approved at 99 percent level. Thus, there is a significant relationship, in a positive direction between subjective landscape of opera and the place identity. It means that the opera subjective landscape leads to increase the place identity among the residents of Maali-Abad. Subjective landscape consists of two dimensions of perception and diversity which are investigated below:

There is a significant relationship between the perception of opera and place identity

The correlation coefficient of these two variables is 0.446 which is in the high level and the significance level of 0.003. Significant level is less than 0.01 and the hypothesis is approved at 99 percent level. Thus, there is a significant relationship, in a positive direction between the perception of opera and the place identity. It means that the perception of opera place leads to increase the place identity among the residents of Maali-Abad.

There is a significant relationship between the diversity of opera and place identity

The correlation coefficient of these two variables is 0.374 which is in the average level and the significance level of 0.015. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between the diversity of opera and the place identity. It means that the diversity leads to increase the place identity among the residents of Maali-Abad neighborhood.

Among the dimensions of subjective landscape, the component of perception with a correlation coefficient of 0.446 has had a greater impact on place identity and in the second place, diversity with a correlation coefficient of 0.374 has had an impact on the place identity.

There is a significant relationship between the objective landscape of opera (form and order) and place identity

In order to approve or reject the above hypothesis temporarily, according to the measurement of variables, Pearson correlation coefficient has been selected as the statistical analysis. The correlation coefficient of these two variables is 0.335 which is in the average level and the significance level of 0.030. Significant level is less than 0.01 and the hypothesis is approved at 99 percent level. Thus, there is a significant relationship, in a positive direction between objective landscape of opera and the place identity. It means that the objective landscape of opera leads to increase the place identity among the residents of Maali-Abad. Objective landscape consists of two dimensions of form and order which are investigated below:

There is a significant relationship between the opera form and place identity

The correlation coefficient of these two variables is 0.306 which is in the high level and the significance level of 0.049. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between the form of opera and the place identity. It means that the opera form leads to increase the place identity among the residents of Maali-Abad.

There is a significant relationship between the opera order and place identity

The correlation coefficient of these two variables is 0.322 which is in the average level and the significance level of 0.038. Significant level is less than 0.05 and the hypothesis is approved at 95 percent level. Thus, there is a significant relationship, in a positive direction between the order of opera and the place identity. It means that the opera order leads to increase the place identity among the residents of Maali-Abad. Among the dimensions of objective landscape, the component of order with a correlation coefficient of 0.322 has had a greater impact on place identity and in the second place, form with a correlation coefficient of 0.306 has had an impact on the place identity.

Conclusion

The results of this study have suggested that the effects of architectural anatomy of opera hall on improving the quality of place identity. In order to measure the effects of place identity on the inner aspects of human which are influenced by the

physical and social environments it has examined the results of a balance between internal and external environment. To assess the anatomical effects of urban landscape, two components of subjective landscape including perception and diversity and the component of objective landscape including form and order have been measured. The results of this study indicate that between the dimensions of landscape, the component of subjective landscape has the highest impact on the place identity and in the second place, objective landscape has the impact on the place identity. Anatomical effects have an important role on improving the quality of place identity of Shiraz citizens and in order to enhance the place identity in the urban landscape it is also required that they will be inspired and operated.

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