

Design of the Architecture of Cinema with the Social Approach (In The City Of Ardabil)

Siamak Pordel^{*} and Feriydon Nahidi Azar¹

¹Department of Architecture, KHalkhal branch, Islamic Azad University, KHalkhal, Iran

^{*}Corresponding author: Siamak Pordel

Abstract: Cinema is a technical art in which by using a series of moving pictures we transfer our message to the partner, i.e. audience. It is more able to influence on its partner, regardless of the positivity or negativity of the message. Cultural cinema is an art as one kind of cinematic instances in which we deals with areas of culture, art, society, expression, architecture and so on and it is superior than the other forms of the art. It can be influential in the quality of social and cultural relationships so that by development of culture-making spaces can be an effective step in improving the culture and this way to contribute in resolving current cultural and social problems of the country. This article attempts by putting together cinema and education center help to the further growth and excellence of this art. Also it attempts with the design of a cinema based on the social approach and next to recreational centers help to the systematic design of cultural and recreational spaces in the city of Ardabil. This research aims to study cinema and fundamental studies to identify natural potentials of the desired site for the implementation of such a project in the city of Ardabil.

Keywords: cinema, social approach, natural potentials, educational center

1. Introduction

The art of filmmaking and animation are common in the world today. Today, filmmaking and animation in the world has greatly improved and it is considered as an art. Many people are interested in the subject of the filmmaking and animation so that it has led to the construction of educational centers and universities for teaching this art and today, around the world there is credential schools and universities that are teaching in the field of filmmaking and animation.

Social view to the architecture

Social scientists operate on the basis of a theory. They reject the influence of climatic, economic and technological reasons as the first factor in the formation of structures and believe that architecture is influenced by the culture and community. In fact, from their viewpoint, architecture is the interaction of nature, society, ideology, lifestyle, material and spiritual needs, individual and group needs, economy and technology. Generally, Rappaport does not deny the relationship of the form of the structure with the natural and economic factors, but he believes that specific factors constructed by the human mind such as traditions, lifestyles, symbols,

signs etc. have more effect on the architecture that the mandatory factors. Rappaport believes that one of the most important cultural characteristics of each nation is the way in which the units are placed next to each other. Rappaport believes that this feature is adapted from traditional beliefs and culture. Ardalan et al. explains this attitude as a duality ruling on the architecture in Iran. According to them, these notions in the traditional architecture of Iran in formed as the interaction between appearance and conscience or a movement from the appearance to the conscience, in which social, cultural and religious concepts as the conscience and materials, textures and colors as the physical body have been manifested (Raeisi et al., 2007).

In the social approach, culture, beliefs and the way of life are the most important factors in shaping the architecture and other factors such as climate, economy, etc. are considered as the secondary factors. According to this attitude, sustainable design can socially be defined as: designing a perfect space with the ability to accommodate the culture, behaviors and lifestyles of people so that the life flow, which is consists of the same elements, can be present for a longer period of time.

Conceptual definition of the social approach

Social bonding theory is a subset of social control theory. Control theory or social theory approach (1969) originally proposed by Travis Hirschi to explain the reasons for the crime. Hirschi in his book about the reasons for criminal behaviors refers to the different social or individual approaches and explains that the reason that people follow the rules of the community is the approaches they have established with the community. He enumerates components of the social approach as participation, attachment, commitment and belief and has the opinion that there is significant relationship between these components and the approach of people to the community so that whatever these components be strengthened in the society, social bonds would also increase (Pirnia, 2001).

Conceptual and operational definition of participation

Involvement means the participation of people in the traditional activities of the society. Participation in society refers to the behavioral relationship of person in the environment. This component represents participation and social interaction in the social roles and activities. Participation in common activities increases the linkage of person with the values and norms of society so that person besides doing these activities, adapt with the traditional values and norms and internal adaptive features strengthen and consequently it contribute to the socialization of people. To increase social participation and interaction in the public spaces, sociality of the space is of significant role (Hosori, 2002).

Definition of the scope and general supply

If we imagine the city as theater, public domain would be as exhibition and buildings' view and other objects as well as public space and effects would be the theater scene. It is an arena where personal relationships are shown. It is at the heart of social life and people understand each other make linkages together. Getting different people together results in a social world where meaning is created through interpersonal relationships.

Taylor's intention of the public domain is a shared space in which members of the community through various intermediaries such

as print and electronic Medias and face to face contacts relate together and discuss issues that are of the common interest and this way form a common mindset about the issue. By creation of actual public spaces instead of creating nodes and limited and closed ranges, which leads to the polarization of the society and the space, we can expect that the amount of endurance of each other and social bonding to increase (Hosori, 2002).

Definition of communal spaces

Any closed or open urban space for holding collaborative activities, e.g., floor or bedchamber of mosques, theaters, etc., interprets as the collective space. People who come together in these spaces do single activities and are connected together. Communal space is a physic and field which plays the meaning and content role. In the communal spaces, opportunities provide for the creation of collective memory and common subjectivity. Collective space provides a common bed in which people do the functional activities and events linking community members, whether they are normal routine activities or periodic Festival (Pirnia, 2001).

Goals of dramatic spaces

Dramatic arts are rooted in social and cultural life and hence in addition to the need to the specific buildings and spaces, have also a lot of potential for the implementation and holding in different urban places and spaces. Dramatic arts such as any other art have its own language. This language is consisted of several elements that in various ways and according to certain rules of this art are combined to induce a message. These elements constitute the basis for the creation of dramatic architectural spaces. Dramatic arts, given its myriad capabilities and values and relying on these elements, play important role in providing extensive relationship between people and strengthening social and cultural ties. Thus, exhibition spaces such as other cultural spaces is where people from different community association come together and the basic purpose of their activity is providing features to facilitate human adaptation to the environment and issues of the day.

The necessity of research

Since the majority of our population is young, they need an appropriate plan for

recreation and there is always a shortage of recreational and cultural spaces. Cinema as an art space is an appropriate to fill this vacuum and the needs mentioned. The quality of cultural spaces improves only when suitable halls are designed for it. These halls is better be made in compliance locations with meeting regulations and standards so that to attract attention and pull young towards the collection and provides a positive environment for people to see movies. The use of appropriate systems with quality audio and video devices in cinemas makes the audience incentive to see movies and negativity of the space cause people leave there and do not spend their leisure time there. Issues such as the interested population to arts and culture, the need to attract tourists and tourism, presence of precious artists in theater scene, the lack of cultural spaces, the lack of quality spaces for performances of theater and the necessity of giving attention to the development of theater and the dramatic arts in the country and the number of festivals emphasizes on the necessary designing spaces more and more.

Research Objectives

This research has applied objectives and its major and minor goals and objectives are as follows:

Major objectives of the study

The overall objective of the study is achieving good architecture design solutions to increase social linkage of citizens in the city of Ardabil.

Minor objectives of the study

1. The creation of high quality public spaces and providing adequate physical infrastructure to create an opportunity for increased interactions and participation between citizens,
2. Getting access to an space for improving the belief of citizens,
3. Making an space for inducing the interest of people to the environment,
4. Achieve the space to promote commitment of the citizens.

Recognition of the design's bed

Historical features the Ardabil city

Ardabil is among the ancient cities of Iran with about 1500 years old. This city with its historical and natural attractions from every

aspect has great potential and is considered to be the tourism pole of the region. Among its historical works is monument of Sheikh Safi al-Din Ardabili from Safavid and Ilkhani period, people-recognition Museum, six bathes from Safavid and Qajar era, eleven historical bridge from Safavid and Qajar era, closed market of Ardabil, Jom'eh mosque from the Seljuk era, Mirza Ali Akbar from the Seljuk era as well as the shrine of Imam Zadeh Saleh and Imam Zadeh Halima Khatun (Torabi Tabatabai, 2008). Among its recreational and touristic attractions is Touristic Complex of Shorabil, wildlife museum, Nour lake, Sardabeh waterfall and spa as well as mineral and therapeutic waters of Sarein.

Climatic characteristics of Ardabil

Climate of anywhere constitute of several factors. The most important ones are: weather and climate elements, immigrant atmospheric systems that during the year affect the area.

Latitude: it is one of the most important climatic factors that represents the angle and duration of sunlight and thus determines the energy can be absorbed by the ground.

Altitude from the free sea level: The height is effective on the temperature, amount and the type of precipitation. Presence of Sabalan Mountains and its west-east length as well as Talesh Mountains in the east and southeast, the high difference between its lowest altitude in the north with 1300 m and its highest altitude of 4811 m in west has caused specific variable climate of Ardabil at the local scale.

Remoteness and proximity to the sea: presence of Caspian Sea is another important factor in determining the climatic characteristics of the Ardabil city. Ardabil city, given its location in the northwest of the country, is largely influenced by the moist air of the Atlantic Ocean, the Mediterranean climate and the Siberian air masses.

Analysis of environment around design

The intended site is located on the south side of entertainment complex of Shorabil and in the vicinity of the permanent exhibition and University of Mohaqeq Ardebil (Figures 1 and 2).



Map of Ardebil city

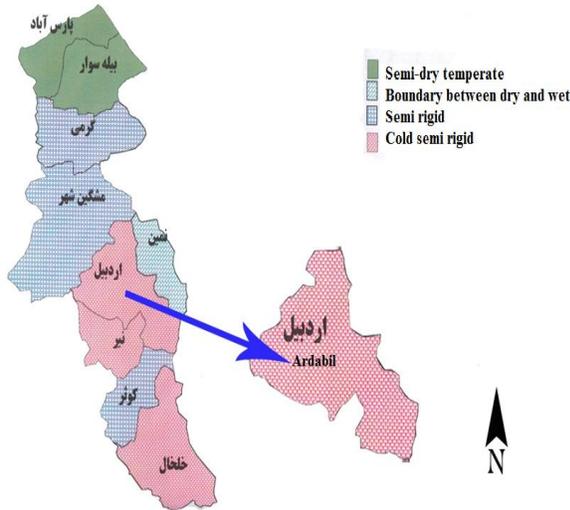


Figure 1: Location of site in the region.

Status in Figure 2:

Around this complex, Mohaqeq Ardebil University and Medical Sciences is located. So, presence of researchers the young university student around the complex increases the importance of this building at this location. Existence of permanent exhibition of Ardebil was another cultural attraction that increased the number of visitors. Finally, the main reason for design of such a space in this location was the natural attractions of Shorabil Lake and having a place of unparalleled natural beauty and landscape in Iran as well as its very pleasant climate.

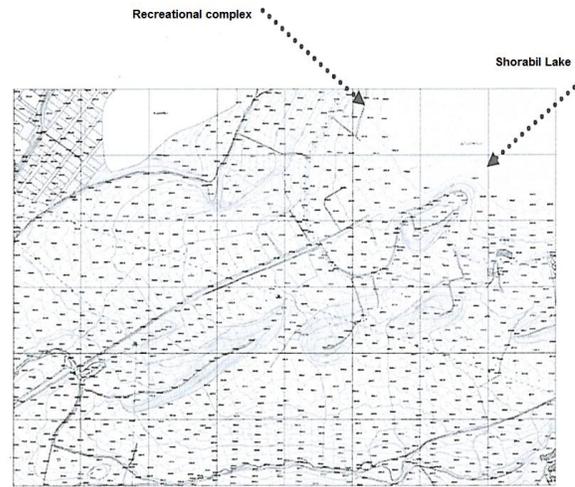
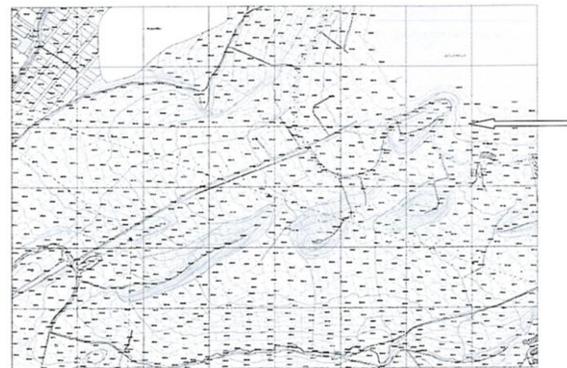


Figure 2: Map of existing status of the site

Access to the site:

In Map 3 the access of available urban ways to the site is specified. The main and side streets are marked on the map. The intended land is open and accessible from the four sides. The main artery is from the West of the site and other access ways are from the south and east.



Sites marked with arrows

Figure 3: status of urban access (Master Plan of Ardabil)

Vegetation

Regarding that the intended site is for recreational users, it has great variety of vegetation that can be effective in design. Types of available trees include: spruce, poplar, cedar and others (Figure 4).



Figure 4: The vegetation of the region

Light-taking

Regarding that the site is open from all four sides, there no particular problem with its light-taking.

Noise pollution

The site is not located near major thoroughfares and thus it does not include much traffic. Thus, it is not faced by a lot of noise pollution.

Dominant winds

Percent of winds blowing in June, July and August is more than other winds in the other seasons. In winter, the wind velocity increases and because of the cold climate of the region and the low temperature consideration of the amount and direction of the wind is of great importance in this season.

Locating in the Site

Given the location of the site and cases cited above as well as available accessibilities, regardless of mounted and dismounted, and in terms of visibility, the best place for the location of the building of the site could be the intermediate point of the site.

Dimensions, geometry and the slope of the land

The ground of the intended floor is an unshaped land which is that stretched along the east-west with an area of approximately 7000 square meters. Earth has a tilt of 30° to the northeast.

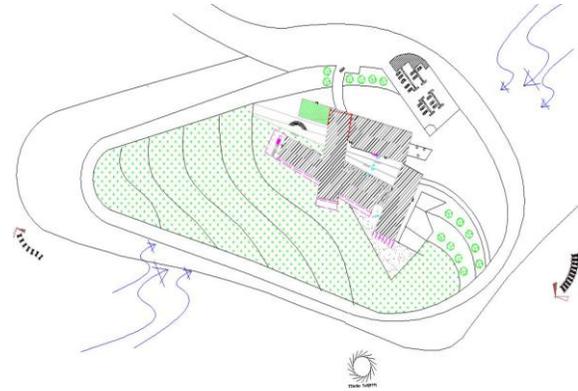


Figure 5. Overview of the site

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