

# International Journal of Applied Arts Studies

Volume 4, Issue 2

May – Jun 2019

Islamic Azad University, Yazd Branch, Iran

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# Acknowledgement

*IJAPAS* would like to thank the following people for their contributions in this volume.

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## In the Name of God

Dear Readers,

I, on behalf of the editorial board, am proud to present this issue of the *International Journal of Applied Arts Studies (IJAPAS)* under the sponsorship of the Islamic Azad University, Yazd Branch. We were driven to found the *IJAPAS* by a noticeable lack of journals, in the Islamic Republic of Iran in particular, devoted to architecture, urban design, urban planning, architectural conservation and restoration, painting, art history, graphic, digital arts, fashion design, performing art, industrial design, aesthetics and semantics. Although the academic world is increasingly driven by cross-disciplinary visions and models, we seek multi-disciplinary views, an attempt to inform researchers, graduate students, and professionals about the trends, ideas and innovations being put forward in applied arts. To this end, in addition to standard articles, in every volume of the *IJAPAS* we hope to provide a special issue related to a respective field with innovation.

We are also sending out a call for papers related to *Applied Arts* to appear in the next issue of *IJAPAS* in Aug – Sept 2019.

Finally, I should mention that we are committed to a speedy refereeing process for every article submitted to us. We effort to reply to all papers submitted within five weeks' time with a response about acceptance or rejection. We also do not require formatting for submissions in our style until *after* the paper has been accepted by us for publication.

I would like to thank our Editorial Board for their work so far in helping to establish the *IJAPAS*. And, finally, I would like to extend my deepest gratitude to Dr. Ali Bolor, the assistant editor of the *IJAPAS*, for all of his hard work to ensure the timely completion of the issue.

I am delighted to invite you to visit us at [www.ijapas.org](http://www.ijapas.org).

Sincerely,



Dr. Abolfazl Davodi Roknabadi

Editor-in-Chief

International Journal of Applied Arts Studies (IJAPAS)

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## INDEX

NO	TITLE	PAGES
1	<b>Introduction</b>	i-vi
2	<b>Video Installation as a Language: An Interpretation of Mohd Fuad Arif's Artworks</b> <i>Ayoub Hojjat Shamami</i>	7-12
3	<b>Characteristics of Historically-Informed Performance of the Mozart Sonatas for Violin and Piano</b> <i>Olena Zhukova</i>	13-18
4	<b>Air Canada Services Fabric Designing: Self-Cleaning and Antibacterial Approach</b> <i>Akram Shahbeigh Hassanabadi, Abolfazl Davodiroknabadi, Mehrnoosh Sakenyandehkordi</i>	19-24
5	<b>Psychological Impact of Colors on 7-11 Years Hyperactive Children</b> <i>Zahra Dorriy, Sedigheh Shoul</i>	25-32
6	<b>Strategic Planning for Eroded Urban Textures with an Emphasis on Public Participation (Case Study: Neighborhoods of Baghe Melli, Agha Hakim Nasrollah, Shadmand and Shahid Yazdani of Shahreza City)</b> <i>Mohammad Rezaei Rahimi, Malihe Zakerian, Ali Nazari</i>	33-48
7	<b>An Examination of Likeability Criteria in Evaluative Image of Women in Cities (Case Study: Tehran City)</b> <i>Azin Hajiahmadi Hamedani</i>	49-70



## Video Installation as a Language: An Interpretation of Mohd Fuad Arif's Artworks

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Received 14 June 2019; revised 15 September 2019; accepted 12 October 2019

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### Abstract

This paper is focused on the role of language and music on Mohd Fuad Arif's artworks especially his installations. Language is a powerful tool that can be used as a source of inspiration for contemporary artists. For Malaysian conceptual artist, Mohd Fuad Arif, language plays a significant role, particularly, in his installations. Indeed, for Mohd Fuad Arif language it can be seen as artwork. Also, the specific point which needed to be addressed was the relationship between artist or artist intent, artwork, and spectator. The purpose of this paper was to provide a deeper insight into Mohd Fuad Arif's artworks. This study attempted to decode some of his installations such as *Pembukaan* (The opening), *Ya Allah Selamatkan Bumi Singapura* (O Allah, Save Singapore). The different interpretation of the same subject has been one of the main characteristics of postmodern thinking. The author of this paper had his own interpretation of Mohd Fuad Arif's installations.

**Keywords:** Installation; Mohd Fuad Arif; Language; Postmodern Era; Conceptual Art

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### 1. Introduction

The idea and interpretation have a direct connection to each other. In contemporary art, in particular, conceptual art, the idea of an artist is much more important than other elements (the final product and the process). According to Dan Karlholm, "the general idea of conceptual art is that the work of art is essentially an idea which may (or may not) generate a visible form". (Karlholm, 2010, p. 63). The idea of an artist does not have one particular meaning or interpretation. There could be different interpretations of an artist's idea. This is one of the key concepts in

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postmodernism and contemporary art. As stated by Arthur Asa Berger “The more interpretations we offer of something, the closer we come to finding out the truth of the matter”. (Berger, 2003, p. xv).

British historian Arnold Toynbee was the first person who used the Postmodernism term in the early 20th century. But it was in the late 1970s which Postmodernism became a centre of attraction. First Postmodernism was used in art especially architecture but then came to be applied more and more to a theoretical realm such as Jean François Lyotard’s book entitled *The Postmodern Condition*. Indeed, Postmodernism is a response to any sureness which tries to describe the reality. In postmodern thought, there is no description and explanation that is acceptable for all people and groups. According to German philosopher Friedrich Nietzsche, “there are no facts or truths, only interpretations”. (Shusterman, 2000, p. 121). Due to this cause in postmodern thought, interpretation plays a vital role and the impossibility of objective truth is one of the most significant characteristics of the postmodern age. As a result, the relative truths of each and everyone are much more important than objective truths.

## **2. Relationship Between Artist, Art and Viewer**

One of the main questions in postmodern thought regarding art is the relationship between artist, artwork, and viewer. In other words, does the artist have any power to control the meaning of an artwork? Or is it the viewer who gives the meaning to the work of art? According to Sheri Klein “In postmodern thinking about art, meaning lies with the viewer, not within the artwork. In this view, we are not guessing the intention of the artist. This is an institutional theory of art that has relevance for understanding postmodern art” (Klein, 2007, p. 29).

French philosopher and literary theorist Roland Barthes in his important essay, *The Death of Author*, ask a very important question: who is the real author over text?

In Barthes’s view, the author is not at the center of all and the author or the artist exists alongside the artwork or the text. The Death of Author theory suggests an infinite interpretation for each text or artwork. As mentioned by Roland Barthes “a text consists of multiple writings, issuing from several cultures and entering into dialogue with each other, into parody, into contestation; but there is one place where this multiplicity is collected, united, and this place is not the author, as we have hitherto said it was, but the reader”. (Barthes, 2017, p. 521). In this way, he challenges the authority of the author and he rejects that kind of criticism which believes that the author biography, political view, historical context and so forth so on are the keys to unlock the door of the meaning of the artwork. Indeed, for Barthes communication between text and reader is much more important than the author itself. Roland Barthes’s view can apply to other forms of art such as painting, cinema, installation, performance art and so forth so on. The author of this article will apply Roland Barthes’s *The Death of the Author* theory on Mohd Fuad Arif’s artworks.

## **3. Mohd Fuad Arif's Video Installation and its Interpretation**

Mohd Fuad Arif is a Malaysian talented artist. In a pluralist culture in the postmodern age, Mohd Fuad Arif uses a different medium in the different genre without emphasizing on one specific medium. He employs language, video, music, and other elements. He had a video installation in the National Visual Arts Gallery in Kuala Lumpur 2013 which is called *Pembukaan* or *The opening*. In terms of formal elements, he just needed a dark room and a video projector, a speaker and a screen.

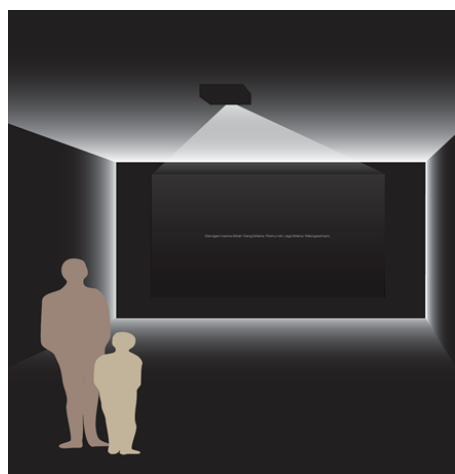
In Mohd Fuad Arif’s five minutes video installation or *Pembukaan* (*The opening*), the light, the word, and the music have played a very significant role. It seems he tries to express the majesty of



the universe and the greatness of God through this video installation. This video installation can be seen as the beginning of creation, but the question is how. The source of light is a video projector which is installed on the top and the words (Surah Al Fatihah) reflected on the screen. As Rudolf Steiner once said nowadays when people talk about the words, they generally speak about the weak human words which have so little importance in contrast with the words in holy books such as the Holy Quran and the Holy Bible. In this case, Mohd Fuad Arif used Surah Al Fatihah. Surah Al Fatihah is like a prayer which includes seven verses. Al Fatihah roughly means opening something, for instance, a book or a topic which we begin and the Holy Quran begins with Surah Al Fatihah. According to Seyyed Hossein Nasr, “the Fatihah is often believed to be a synthesis of the Quran’s message and to be its most important Surah. Hence it has been given the title “Mother of the Book” a term also applied to other aspects of the Quran and to the celestial archetype of the Quran and in fact all sacred scripture” (Nasr, 2017, p. 69). That is shown how this Surah is important. Surah Al Fatihah can be seen as a prayer and if any person wants to benefit from the Holy Quran, he or she should offer this fantastic prayer to the lord of the universe or Allah. Indeed, Surah Al Fatihah is an opening statement or preface.

This is an insightful choice by Mohd Fuad Arif, the connection between the beginning of everything, in particular, the beginning of creation, and the word. Donald E. Battlein St. John’s Gospel has mentioned that “In the beginning was the Word, and the Word was with God, and the Word was God” (Battle, 2012, p. 49). The text and the music in Mohd Fuad Arif’s five minutes video installation are perfectly matched.

The music of Johann Sebastian Bach is one of the most spiritual music in the history of classical music. Bach is recognized as one of the greatest composers in history. Majority of his works are dedicated to God and the human spirit. As once Bach said: “Music’s only purpose should be for the glory of God and recreation of the human spirit.” (Kavanaugh, 1996, p. 19). He spent all his life in serving God through the Music. In Bach point of view, there is no distinction between sacred and secular works. According to Patrick Kavanaugh in some of his secular works, he wrote this dedication “to God alone the praise be given for what’s herein to man’s use written.” (Kavanaugh, 1996, p. 20). In this way, Mohd Fuad Arif succeeded to create a spiritual space through music and word. Mohd Fuad Arif’s five minutes video installation, and the space he has created, has invited people to the contemplation and meditation whether they are religious or not. The example of Mohd Fuad Arif’s work can be seen as follows:



**Fig 1** Pembukaan (The opening), 2013, a video installation

#### 4. Art and Language

The relationship between language and art in contemporary era must not be overlooked. Is there any connection between art and language? For example, why in Mohd Fuad Arif's works of art word or language has been used? Can language be a form of art in his installations?

According to Michael Archer "Conceptual art proposed that images can be recognized as being language-like: artwork can be read. The reverse is equally true: words can work in a picture-like way." (Archer, 2012, p. 84). The role of language is really significant in Mohd Fuad Arif's artworks. For example, in his five minutes video installation or in his print installation like *Ya Allah Selamatkan Bumi Singapura* (O Allah, Save Singapore) which is inspired by Barbara Kruger's works this significance could be noticed. The example of his work is as follows:



**Fig 2** *Ya Allah Selamatkan Bumi Singapura* (O Allah, Save Singapore), 2014, Print installation

The language is tied to the interpretation of the thing. Basically, the language has a key role in conceptual art. In fact, art and language reach their highest point of contribution to conceptual art. According to Joseph Kosuth "The art I call conceptual is based on the understanding of the linguistic nature of all art propositions" (Tymieniecka, 2002, p. 146).

Where is the art? Or where is the artwork? These are some of the most important questions that people usually ask about contemporary art, especially in relation to installation and conceptual art. For example, in Mohd Fuad Arif's video installation, is art in the words he shows us or is it in the music that we hear? People cannot really point out to an object and say that it is the artworks. Another example is Mohd Fuad Arif's print installation like *Ya Allah Selamatkan Bumi Singapura* (O Allah, Save Singapore). Is it possible to see the language as art especially in a social context? As stated by Eve Kalyva "Through their use of language, conceptual artworks contested the prioritization of the visual and of aesthetics apprehension and negotiated the space of representation across art and language as a social space." (Kalyva, 2016, p. 44). The spectator should notice that the language carries meaning and in Mohd Fuad Arif's works, the artworks are in the meaning not in the objects or the final products.

## 5. Conclusion

Based on the postmodern view on art, the main research question of this article was about the relationship between Mohd Fuad Arif as an artist, his installations as artworks and the author of this article as a viewer. In addition, the main theory of this research was based on the Death of Author theory by Roland Barthes. The main theory and the research question of this study are conceptually connected with each other. Both of them emphasize that the interpretation of Mohd Fuad Arif's installations lies outside his artworks and indeed lies with spectators (in this case the author of the article). The ideal or even comprehensive meaning does not exist. The interpretation of the same artwork by Mohd Fuad Arif can be completely different by different viewers.

In contemporary art, in particular, Mohd Fuad Arif's works, the audience should read his artworks not in terms of how they look like or how they appear, but how they are conceived. The concepts and the ideas which initiate the work of art are really important. Truly, in Mohd Fuad Arif's artworks, spectators should find the art in the meaningfulness of objects, not in the objects. He represents these objects for the sake of contemplation or philosophic contemplation not for the sake of aesthetics contemplation.

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## Characteristics of Historically-Informed Performance of the Mozart Sonatas for Violin and Piano

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Received 13 August 2019; revised 23 August 2019; accepted 20 September 2019

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### Abstract

The article describes the new tendencies of the interpretations of W. A. Mozart's music. It describes the development of the genre during XVIII century in general and during Mozart's life in particular, and explains the appearance of different performing traditions, relations, and compromises between historically-oriented and "academic" ways of performing. The interpretation of classical or romantic works turns often to the decoding the author's intention, since there are usually no evidences of the "correct" version – no audio recordings, and the most detailed treatise still describes something which is impossible to describe. If the problem of ornamentation is at least presented in written in the literature and tables, the point of tempo or timing stays very subjective. Thus the interpretation of the music of Mozart is a difficult problem for the performer and for the musicologist. The article consists of examples and descriptions of various ways of performance and comparison between "authentic" and "modern" interpretations. Special attention turns timing and articulation as specific ways of historically-oriented style of playing.

**Keywords:** Mozart; Classicism; Chamber Music; Historically-Informed Performance; Timing; Articulation

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### 1. Introduction

Speaking about the interpretation of classical or romantic works, we are faced with the question of deciphering the author's intention – there are usually no audio recordings, and the most detailed treatise is still a verbal description of something indescribable. If some questions, such as ornamentation, are thoroughly presented in the literature, the point of tempo or timing allow very

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subjective interpretations. The interpretation of the music of Mozart is a difficult problem for the performer and for the musicologist.

It has become particularly acute in the late few decades, when the music treasury of the XVIII century got an approach called authentic – when the interpretation of the musical piece forms with the help of its immersion into the historical, cultural and theoretical context of the epoch. The works of Mozart, which existed in the musical practice of his time, can hardly be understood without knowledge of its traditions – the conditions of musical practice, the ideas about the genres and principles of composition, features of performance and publishing business.

At the same time, even nowadays, some musicians turn to the romanticized interpretation, peculiar rather to the traditions of the XIXth and the first half of the XXth centuries. However, most of the duets playing and recording Mozart's sonatas for clavier and violin, more-less (sometimes quite significantly), are "confessed" by historically informed performance (HIP), which requires the deep knowledge in the theory and the performance practice of the XVIII century.

Of course, the modern musician can choose any approach to the performance of Mozart sonatas, but a historically adequate view to the composer's works in general and in particular could in many respects contribute to the creation of the most correct performing idea. The formation of this approach to the works of Mozart was promoted by the publication of the scholarly verified New Complete Works (Neue Mozart Ausgabe, Bärenreiter, 1956-2006), which is today the basis for musicological research and performance, as well as the Complete Mozart's Family Correspondence Collection, the publication of documents, the latest research, clarifying the dating of pieces.

However, it should be remembered that the most authoritative theorists and practitioners of the historically informed performance considered the taste of the performer – the decisive criterion. Leopold Mozart's Fundamental School of Playing Violin stays the very important document. The composer himself in his letters to his father many times describes the performance of his works and the reaction of the audience to them. This is very interesting information, since they speak not only about the audience's perception of the dynamic effects, but also about the fact that Mozart carefully planned them.

With the greatest ingenuity, Mozart did everything to achieve maximum effect, and the audience's understanding was so important for him that even the applause between parts of the pieces and in the pauses did not irritate him, assumes N. Harnoncourt (1995). According to the researcher, even the presence of a reprise can be explained by the fact that while playing for the first time, some new idea could "drown" in the noise of applause and therefore needed to be repeated. It is important that the audience in the days of Mozart needed constant artistic surprises and novelties, waited and demanded them – and the composer sought to satisfy this need, while the audience of our time prefer popular and well-known works. That is why only some of Mozart's works, often not the most significant and not the most original ones, are especially popular, while the rest, often more intricate in the artistic finds and musical language, remain on the sidelines. Therefore, we would like to encourage performers to search for unbeaten paths, which will undoubtedly reward them with the discovery of new or half-forgotten masterpieces.

The composer worked in a turning point for Western European instrumental music. The sonata for clavier and violin was also involved in the sphere of change. The intensity of its development was exceptional: for more than half a century it has gone through a turbulent evolution. The extreme points of this evolution are the accompanying sonata of the 1750s, which is closely connected with domestic music-making, and the chamber sonata-duet (1780s), a large-scale composition of a concert nature. The changes that have occurred in this genre have affected all the main criteria, ranging from the scope of the musical practice, the technique of performance to the

style, features of texture and ensemble balance. V. Esakov (2008), in his work on the sonatas of Mozart, notes that the rebirth of the accompanying sonatas into the chamber took place in three stages. From the music for the domestic music-making with the traditional for it ensemble balance (the leading role of the clavier and the optional role of the violin), the development of the genre led to the appearance of the “Mannheim” sonatas which marked the second stage. The experience of the instrumental writing, obtained by Mozart in Mannheim, led to the gradual emancipation of the violin part, which from the auxiliary member of the ensemble becomes equal. The sonatas of the Vienna period, belonging to the third stage, already represented a new genre with equal and virtuoso interaction of instruments and complex dramaturgy. In other words, they transformed into a chamber sonata for violin and piano. The role of Mozart in the development of this genre was very important, as soon as many of Mozart’s colleagues and contemporaries continued to create unpretentious opuses for home music.

The performance of the Mozart sonatas with their peculiarities of composition, structure, texture, with their ornamentation, timing, dynamic and timbre details is due to the scholar and performing knowledge of his time. That is why the historical approach to interpreting the music of the ancient epochs that is widespread today, being increasingly fashionable, the most promising and adequate. Not only the harpsichord, for which early sonatas were composed, but also the hammer piano, on which Mozart performed his late sonatas, had a clear and transparent sound, more organically blending with the violin timbre than the modern piano. In these straight-strung instruments with a wooden frame the wood fibers of the deck were located parallel to the strings, and this gave its own deck-resonance zone to each string. Thus, every part of the sound range had its own colour. The pedal, controlled by the knee, was used as the timbre colour, and the relatively modest dynamic range gave to the performer an opportunity not to restrain his temperament in the contrasts and to articulate quite prominently. These techniques cannot be transferred to the modern Steinway piano literally, since the result is likely to be somewhat redundant. However, an understanding of the initial features of the instrument and the performing practice of Mozart’s time, of course, can make the most convincing and harmonious compromise between the historically based techniques and the methods which are more integrated into modern performing practice. The violin from the Mozart’s time has also somewhat changed, although less than clavier, its sound was influenced by the use of metal strings instead of gut strings and a slightly different manner of playing, using vibrations more intensively. In this regard, a modern performer is faced with the problem of either choosing of an instrument (of Mozart times, or designed according to the corresponding samples), or a desire to agree on the composer’s original intent and features of modern instruments.

As for tempo and timing, the tempos was carefully written by Mozart in almost every part of the sonatas. However, since our ideas about the Mozart tempo have changed, the knowledge of its interpretation in the XVIIIth century is necessary to choose the right pace. In general, we can say that Mozart was not a supporter of either too fast or too slow tempos, as indicated by many of his statements. In addition to the author’s instructions, the measure, the harmonic pattern, the affect, the shortest note values of a particular movement, and other nuances of the composer’s writing influence the correct tempo choice. Interestingly, in some cases the tempo palette chosen by the performers for performing the same music is extremely wide and deeply changes the character of the music. In the same time it is not possible to indicate which of the options is correct. The problem of dynamics and acoustic balance is quite acute: in the early sonatas, with rare exceptions, there are practically no dynamic indications, but in the late ones they are given in sufficient detail. However, in many cases, the dynamics and acoustic balance are related to the texture density and functionality of voices. The phrasing and articulation in Mozart music also present many

difficulties for the interpreter. The main problem is a mixture of concepts of phrasing and articulation, often allowed by the editors. Mozart did not have phrasal leagues at all; besides, he was often incoherent in the arranging of leagues, putting them in the different places in different ways. Each such fact is a reason for detailed analysis and requires an individual approach of the embodiment of the author's intention. It is curious that, in spite of the common opinion in the chamber music practice, the similar material for violin and piano must not always be performed with the same strokes, according to the author's idea. Allowing different strokes for different instruments, following the author's strokes, the musician gives a multi-layered nature and variety to the texture, which get destroyed by the same type of articulation. In order to form one's own auditory representations, it is interesting to consider different performances of Mozart's sonatas for clavier and violin and different theoretical approaches. For example, the duos H. Cooper – R. Podger, L. Devos – S. Kuijken belong to the authentic style, within which it is supposed to play on old instruments or their modern copies and to present the historical manner of performance. The peculiarities of "authentic" performance on string instruments include using vibrato as the way to emphasize a semantic accent or playing without vibrato; the use of gut strings, a lower tuning, a certain way of holding an instrument and bow and a specific sound. However, since the knowledge about the performance practice of Mozart's time is contained mainly in treatises and other literary sources, it should be remembered that the historically oriented interpretation is based on the pronouncing the verbal texts, which means that it still allows a plurality of interpretations.

The conditions, clear to the composer's contemporaries, do not seem obvious to the musicians of our days. Therefore, even in this approach there can be no axiomatic postulates. The historically informed performance involves performing exclusively on an old instrument, and from this point of view only the duos Cooper-Podger and Kuijken-Devos can be considered authentic (in the studied versions). However, in the modern performing practice the more flexible approach is possible, using the instruments of a later times, but with historically accurate following the tempo, dynamic,agogical practices of the Mozart era. The information about them can be gathered from the theoretical works of L. Mozart, D. G. Turk, I. I. Quanz, C. P. E. Bach, the luminaries of the authentic performance A. Dolmetsch, Adolf Beishlag, Robert Donington, Frederick Neumann, Sandra Rosenblum, from separate articles by Wanda Landowska, Nicolaus Harnoncourt and others. The material of these treatises makes it possible to more accurately interpret (both from the point of view of musicology and performing) Mozart's chamber opuses. N. Harnoncourt (1995) wrote: "Only to the contemporaries of Mozart his music was understandable in all its wealth, subsequent generations could not comprehend [his] art in its entirety." The performance by D. Barenboim and I. Perlman is more academic in the messaging of style, it presents an extensive palette of timbre colours, L. Orkis and A.-S. Mutter show a special brightness in the presentation of the material, sometimes paradoxical tempo, dynamic and articulation solutions. Devos-Kuijken's sonatas are more expressive and dynamically contrasted. The duet Cooper-Podger attracts attention with a variety of articulation techniques. All these performances confirm the multivariate reading of the author's text, making each of these interpretations a kind of editorial version. The holistic and authentic understanding and "reproduction" of Mozart's music is indeed one of the most important and most difficult tasks for any musicologist and performer. This is determined by a number of factors. Among them the most important is the imaginary simplicity of his music. That is why the experience of authoritative experts in this field is very important for young performers.

The ancient hammer pianoforte (Hammerflügel) has little in common with the modern grand piano, unified already at the end of the XIXth century; Mozart's instruments, Beethoven's, Brahms's, Debussy's pianos are fundamentally different in terms of mechanics and design. XVIIIth



century pianos are often criticized today for their lack of expressive power, but pianoforte (fortepiano) can lead to new opportunities in the interpretation. “Mozart’s piano has numerous virtues that he undoubtedly appreciated. He wrote three very detailed letters to his father in 1777, when he first saw Stein’s pianos in Augsburg, describing them with very flattering expressions. And yet, the piano that Mozart knew was not too loud; a quick sound attack, followed by a rather quick fading of sound, is something that Mozart perfectly knew how to use, – reminds Harnoncourt (1995). The idea of a historical approach to such compositions as an attempt to recreate the performing techniques of the past is ambiguous. The most talented representatives of this tendency use evidence and facts from the sources of the past to understand the direction on the path of our own interpretation”.

“Mozart is eternal and relevant at all times,” says the HIP supporter Aleksey Lyubimov (Krotenko, 2014). “But it seems to me that for the creative work he was satisfied enough by XVIIIth century resources, this art is absolutely complete. He never complained about the imperfection of the performers and instruments, he was satisfied with what the era put at his disposal. Mozart did not seek to write the music of the future. He entered the context of his time quite naturally.”

“Interpretation cannot be completely determined by some historical evidence; but to be guided by them is possible, says the American pianist and fortepianist, a prominent representative of the HIP Eliot Gardiner (1990). - After all, your interpretation begins to arise from the moment you make a decision regarding tempo, dynamics, and phrasing. This is something that is not absolute, these are things that should be thought out and determined by each performer, and each performer will solve these problems in different ways”. Malcolm Bilson, musician, scholar, professor, connoisseur of XIXth century piano music — from Haydn to Schubert — is the author of a rather controversial, yet argued and convincing concept of the relationship between dynamic shades and timing. The most recent samples, for example, works by Rachmaninov, are supported by recordings made by the author himself. “The meaning of using old instruments,” Bilson (1990) insists, “is not to remove the element of choice, but to investigate the message contained in the music. The instruments themselves in a certain sense dictate the sound and rhythm. Looking at the Mozart division into phrases, at his articulation, at his dynamics marks, you soon find out that it is thus much easier to implement these instructions than when using modern instruments, when everything leads towards a long legato melodic line. In the performances on the modern instruments, inevitable problems arise, leading to the results that, apparently, contradict the scores of Mozart. Therefore, on a modern piano, a number of techniques lose their meaning, but an understanding of the original idea, of course, opens up a much broader and diverse perspective for the performer. The role of historical awareness in creating such performances is that there is a basic work that must be done to understand the rhetorical customs of the time, pronunciation, which was then used. The actor must speak his words clearly, with the correct intonation, otherwise the set of words will be meaningless. The same is true, according to Bilson (1990), for piano of the XVIII century: “Every piano has the strongest bass, but the modern piano has an over-weighted sound in them. Thus, when the pianist plays Mozart, he tries to soften the sound. As a result, the vivacity and energy that Mozart invested in bass voices becomes smoother; the strength and sound of modern piano in this register does not lead to the idea of the possibility of an active and decisive approach to performance. In the upper register, there are fewer problems which are not so noticeable, but there is a more noticeable difference in the different voices of the Mozart piano, the difference between the upper and bass notes that Mozart uses to some extent in his compositions. Modern piano with its excellent homogenous sound in all registers perfectly suits other music, but in this case hides the

drama and diversity inherent to the music. “Therefore, on historical instruments, Mozart’s music can appear in its true colors, unusually dramatic and stormy.” Any musical notation is conditional, according to Bilson (1990). In his project ‘studying the score’, he admits a certain degree of freedom when reading rhythmic formulas, durations, dynamic designations. If some of the rules mentioned by him and well-known in the time of Mozart, are still quite convincing: such as the tradition to distinguish a high note and dissonance, some are controversial for the national teaching tradition – such as the need to play shorter note values quicker and longer ones slower, or the various interpretation of the dotted rhythm. Bilson goes quite far in his findings, a number of which can be called quite polemical: in his opinion, the lengths written by the composer are subject to adjustment depending on the context; thus, a quarter can be reduced to the length of an eighth, even in a situation where the eighth note written in the other hand would seem to assume a difference in duration in the right and left hands. In his conviction, any dynamic “fork”, any accent or «sF» entails the use of timing. However, if in the case of Mozart it is not possible to check the correctness of this theory, then in a similar situation with the music of Rachmaninov or Prokofiev, who left the audio recordings, this theory is supported by the evidences in the form of the “embodiment” of their works by the composers themselves. These audio documents very clearly demonstrate the relationship between the dynamic indications and their agogical embodiment in execution. Thus, Bilson acts as a representative of the point of view which assumes the active and proactive role of the performer in the interpretation of the text, while representatives of the opposite position pedantically follow the Mozart score in its literal form.

A number of tendencies of the modern performance testify that even today instrumentalists are not averse to the romanticized interpretation dating back to the XIXth century. However, most of the duets performing Mozart’s sonatas for clavier and violin, in one way or another, follow historically informed performance, trying to embody this music historically most reliably. Such an approach to the analysis of the Mozart’s pieces lies in line with today’s widespread trend of historical authenticity and seems promising.

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## Air Canada Services Fabric Designing: Self-Cleaning and Antibacterial Approach

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Received 17 July 2019; revised 22 August 2019; accepted 15 September 2019

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### Abstract

In this study the accessories of air Canada first class cabin was designing with material of fabric by using air Canada logo. In fact the logo was redesigned and printed on fabric. The fabric was treated with nano  $\text{TiO}_2/\text{SrTiO}_3$  and its self-cleaning under UV irradiation was investigated. Also its antibacterial properties was studied and the results was show that the fabric has antibacterial properties and self-cleaning properties. So using this fabric in airplane as accessories (such as glass cover, food cover, and head cover of furniture) has good effect on passengers mind and help to improve the health of passengers and also these can use as environmental friendly materials of Airline services.

**Keywords:** Nano  $\text{SrTiO}_3$ ; Nano  $\text{TiO}_2$ ; Self-Cleaning; Fiber; Antibacterial

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### 1. Introduction

The common biological processes of degradation and discoloration on modern dyes are ineffective because of high degree of aromatic groups in dye molecules. The traditional physical methods such as using active carbon, filtration, reverse osmosis and coagulation are costly; moreover, these methods do not degrade the dye and just change its phase (Janus and Morawski, 2007). In recent years, advanced oxidation processes (AOPs) have been developed to deal with the problem of destruction of dyes in aqueous systems. The researches show that AOPs based on photocatalysts are effective. The benefits of this method are mineralization of organic compounds, no wastewater problem and processing in mild pressure and temperature (Vinu et al., 2010; Chen,

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2009; Foletto et al., 2009; Pouretedal et al., 2009; Wang et al., 2009; Konstantinou and Albanis, 2004). The use of semi-conductors such as  $\text{TiO}_2$ ,  $\text{ZnO}$ ,  $\text{Fe}_2\text{O}_3$ , and  $\text{CdS}$  as photocatalyst is interesting for the degradation of organic pollution. Due to optical and electrical properties, low cost, high photocatalytic activity, chemical stability and non-toxicity of nano-titanium dioxide, it is used as a common photocatalyst (Xua et al., 2008; Hegde et al., 2005; Azaditehrani et al., 2017). Band gap larger than 3.2 eV causes low efficiency of nano-  $\text{TiO}_2$ , and the separation of nano-titania from the wastewater after photocatalytic dye degradation which is very difficult due to the small particle size (Wang et al., 2006; Zyoud et al., 2010; Ueda, 2004). Therefore, there is a need to find novel materials with high performance for the use in heterogeneous photocatalysis. The perovskite oxides recognition as photocatalyst has  $\text{ABO}_3$  formula; where A is a rare earth metal with a large ionic radius or alkaline earth metal, B is a transition metal with a small ionic radius. Alkali metal acts as the ionic balance (place in A) and the Titanate framework plays the main role in the structure and properties with Ti in the B sites (Boudali et al., 2009; Subramanian et al., 2006; Niishiro et al., 2005). The presence of Sr in  $\text{SrTiO}_3$  gives more ionic properties in comparison to  $\text{SrO}$ , and Ti is more covalent in  $\text{SrTiO}_3$  than in  $\text{TiO}_2$ , so this causes the reduction of the acidity of Ti ions and increase of covalent property. Thus, bond formation properties might be different with titania and can lead to different photocatalytical reactions (Chang et al., 2008). In comparison with other oxidants, the multi-cation oxide of  $\text{SrTiO}_3$  is more capable of tuning the chemical and physical properties by altering the compositions and also has larger number of photocatalytic sites. The photocatalytic degradation of synthetic dyes using nano-strontium titanate has been reported in less scientific researches (Subramanian et al., 2006; Tsumura et al., 2009; Puangpetch et al., 2008).

In the present study photocatalytic activity and antibacterial properties of viscose fabric which treated with nano  $\text{TiO}_2/\text{SrTiO}_3$  was investigated and these fabric designed for air Canada services.

## 2. Materials

The bleached plain weave 100 % viscose fabric was with the weft density of 27 yarn/cm and the fabric weight of 125.6 g/m<sup>2</sup>. Nano-strontium titanate powder (P.N.517011) with average particle size of less than 100 nm from Sigma Aldrich and nano titanium dioxide powder (Degussa P-25) consists of 80 % anatase and 20 % rutile with average particle size of about 25 nm from Evonik were employed. Sodium hypo-phosphate ( $\text{NaH}_2\text{PO}_2$ ) from Fluka as a catalyst and succinic acid ( $\text{C}_4\text{H}_6\text{O}_4$ ) as a cross-link agent from Merck were prepared.

At the first, fabric was washed with distilled water at 80°C for an hour to remove wax and extra materials. Cross-link method was used in order to coat viscose fabrics with nano materials.

Microscopic investigations on fabric samples were carried out using a Philips XL30 scanning electron microscope (SEM). Cured fabrics were cut into 4×3 cm pieces. In order to investigate the self-cleaning characteristics of cured fabrics, colorant stains were created on the samples. Aqueous solution of Direct Green 6 (CI 30295) and Reactive Orange 72 (CI 17754) were used as synthesized colorant stains. The treated viscose samples were stained by 0.1 ml of colorants. After being stained, the samples were exposed to the UV irradiation in order to investigate the photocatalytic activity and also the sample were stained by E.Coli bacteria in order to investigate the anti-bacterial property.

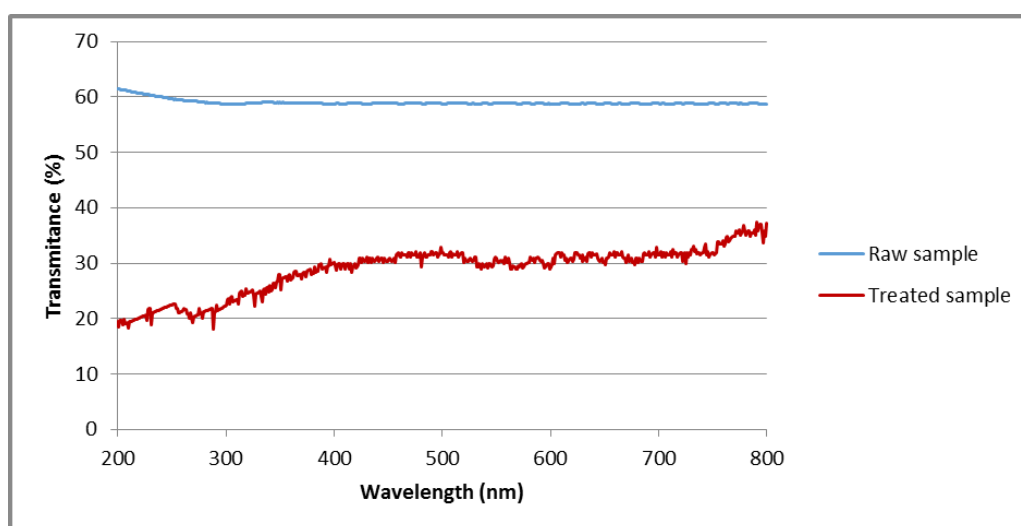
### 3. Results and Discussion

#### 3.1. Characterization

The SEM image of  $\text{TiO}_2/\text{SrTiO}_3$  nanocomposite is shown in Fig 1. The nanoparticles are seen aggregated at some level with diameter in the range of 20–50 nm. From the Figure, the  $\text{SrTiO}_3$  particles distributed on the titanium dioxide nanoparticles. It obviously exhibits the good contact between  $\text{TiO}_2$  and  $\text{SrTiO}_3$  nanoparticles.

#### 3.2. Self-Cleaning Property

Self-cleaning performance of the treated viscose fabric were examined by the discoloration of the methylene blue stain on the surface of samples. The diagram in Fig 1 compares the results of spectrophotometry of the treated fabric, exposed to the sunlight. The results acquired indicate that applying of nano materials in fabric finishing led to the significant discoloration of methylene blue on the fabric. Based on the obtained results, the sample treated with the  $\text{TiO}_2/\text{SrTiO}_3$  nanocomposite has the best self-cleaning property.



**Fig 1** Comparative diagram of self-cleaning performance results of the treated viscose fabrics and untreated sample

#### 3.3. Antibacterial Property

Antimicrobial efficiency of the treated fabric was tested against *E. coli* bacteria. The *E. coli* bacterium is a pathogenic micro-organism causing many diseases such as toxic shock, purulence, abscess, fibrin coagulation, and endocarditic. Moreover, *E. coli* bacterium which causes urinary tract and wound infections is a popular test organism.

Based on the results there isn't any reduction of bacteria on the raw viscose fabric but, the treated sample with the nanocomposite had the highest antibacterial activity against *E. coli* bacteria. The antibacterial activity of treated fabric was about 98% for *E. coli* bacteria. In other words, combining titanium dioxide with  $\text{SrTiO}_3$  was improved the antibacterial activity of fabric.

### 3.4. Air Canada Services Fabric Designing

In this part the pillow, dish and napkin ring is redesigned. As we know the arm of Air Canada is a red leaf. This leaf in our designing is present but with some differences. In fact, we redesign the leaf and by redesigning the arm we create creative designs. The three applicable objects of Air Canada are pillow, dishes, napkin and napkin ring. So in this paper we redesign these objects by fabrics. The specialty of this paper is the designs that are created on special fabrics which has antibacterial and self-cleaning properties. In designing process, mirroring and repeating are used. Finally, the pillow, dish and napkin ring with redesign Air Canada arm which has self-cleaning and antibacterial properties design in order to use in airplane services which give peace of mind to the passengers.



**Fig 2** Designing of air Canada pillow, dish and napkin ring

### 4. Conclusion

In this study, titanium/strontiumtitanate nanocomposites were successfully prepared and used for functional treatment of viscose fabrics. Through SEM images the successful preparation of titanium dioxide/ strontiumtitanate nanocomposite on the surface of the treated viscose sample was verified. Adding strontiumtitanate to titanium dioxide nanoparticles improved some properties of viscose fabrics such as self-cleaning and antibacterial properties.

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## Psychological Impact of Colors on 7-11 years Hyperactive Children

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Received 20 January 2019; revised 27 January 2019; accepted 02 February 2019

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### Abstract

Hyperactive deficit disorder is one of the most common psychiatric disorders in children at school age, which, if not identified can lead to complications and irreparable harm. Hyperactivity disorder is described as an impulsive pattern and neglected, which often begins before the age of seven. Lack of tranquility and concentration, as well as lack of irrational behavior control in children is normal. But in children with this symptom, the severity of these problems disrupts everyday life. The child's psychology focuses on children physical growth, mental, emotional and social development. The childhood is the most important and influential period in the life of humans. The effect of colors on hyperactive children has been focused. In psychology, color is full of extraordinary power that affects humans through the five senses. Colors, has various effect on soul and body of human. In the color dimension and psychology of color, the meaning of color therapy, is the use of colors in various ways used to improve health. Colors generally affect on the physical state of the mood, that is, it affects the warm, sensational feelings, or vice versa, cold with depression. Color can heal the human soul and bring joy. With the aid of colors can create harmony between the body and soul. This research investigates the psychological impact of colors on 7-11 years hyperactive children. The data collection is through library and field studies and a descriptive-analytical method. In this study, it can be proved that the effect on the hyperactive children.

**Keywords:** Hyperactive Children; Color logy; Color Therapy

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## 1. Introduction

Colors affect the human soul and results in the change of behavior. This kind of change leads to an evolution in properties and personality of individual; and thus effects the nerves and human psychology. The color gives us the power that is natural and healing. Color has a dramatic effect on the children's spirits. They tend to choose brighter colors. The child is naturally interested in bright and happy colors, and denies dark and desolate colors. Children physically react to colors. Hyperactive children are vibrant, naughty and difficult to control them. In this paper, an attempt has been made to show the positive effects of colors on hyperactive children.

One of the most common childhood disorders that have attracted the attention of psychologists and psychiatrists is the hyperactivity disorder. This disorder was for the first time detected in 1845 by the German doctor Henry Hoffman (Jamali Pakhaleh et al., 2011: 20).

This disorder is common and diagnosis is difficult for doctors. Hyperactivity disorder is a complicated disease and is often not diagnosed (Shahsabani, 2018: 8). Factors causing this disease are genetic factors, minor and intolerable injuries during pregnancy and childbirth (such as lack of oxygen and increased pressure on the fetus), environmental and nutritional factors (such as mother's alcohol consumption during pregnancy) and acquired factors (such as family, mental-social factors and low birth weight) (Nasrollahzadeh Masoumian et al., 2013: 516).

## 2. Methodology

The purpose of this study is to address the psychological impact of colors on hyperactive children 7-11 years. In this paper, the morality of hyperactive children as a branch of color psychology has been studied. Color is one of the reasons that influence child dynamics. In this context, the color provides a kind of affection or renewal of the spirit or fatigue of the soul at place. Children need to be dynamic for their body and soul to be health, human beings communicate with the environment through color. The effect of colors on humans brings in a change in behavior; a color stimulates the middle portion of the brain, and consequently affects the human nerves. It does not seem that these hyperactive children have a particular problem in processing the information, instead their problem is self-reliance. Most of these children are bad-temper and aggressive and other children do not have a favorable opinion.

In general, the hyperactive children are libelous, insincere, negative, stubborn, unconscious, and impatient. Children have a positive reaction to bright colors. Children prefer high-saturated colors and dark colors give rise to frustration. Low-saturated colors create a sense of tranquility in children. Children and adolescent show more reaction to color than forms and enjoy it with full pleasure. To improve the condition of hyperactive child, use vibrant colored clothes because the color of energy affects children. The color therapy should not be considered as the main factor of treatment, but must be used to strengthen other methods for improving the mental status of the hyperactive child.

## 3. Behavioral Characteristics of Hyperactive Children with an Emphasis on Disorder Deficit

- 1) Movement of hands and feet without any specific aim
- 2) Inability to follow the training
- 3) Twisting in sitting position

- 4) Frequent change of activities and games
- 5) Frequent loss of personal belongings
- 6) Carrying out hazardous work in a careless manner
- 7) Frequently moving
- 8) Talking a lot
- 9) Make trouble for classmates
- 10) Quick response before hearing the question thoroughly
- 11) Do not follow the turn
- 12) Distraction due to external influence
- 13) Lot of noise while playing
- 14) Not to listen to others by avoiding it
- 15) Standing most of the time
- 16) Frequent mistakes due to inaccuracy
- 17) Interrupting speech or interference in others work
- 18) Get out of the chair without permission
- 19) Problems in establishing relation with classmate and as a result the classmate denies to accept them
- 20) Disrupting in learning and doing few things together

Be careful that ADHD children are not foolish, but they have the difficulties to focus and concentrate, and their mistakes are not due to their ignorance, but it is due to their carelessness. (Kordloo et al., 2013: 39-40, 44). About 8-12% of the world's children suffer from this disorder (Nasrollahzadeh Masoumian et al., 2013: 515). This disorder is higher in boys and parents find these symptoms lesser in girls than boys. These children have problems in socializing with same age group and are isolated. One prominent example in girls is distraction (Akhavan Karbasi et al., 2007: 30). The outbreak of this disorder in boys is three times that of girls, and these students are in primary education, and if diagnosis and treatment is done earlier will prevent from further consequences (Salami et al., 2016: 33).

Playful children are often naughty and seductive behaviors, such as hyperactive children, and they may go up and down all the time and constantly talk in middle of your talk and not be in a place and people around may tell you that your child is hyperactive, but in this condition it is better to know that the main characteristic of hyperactivity is active, lack of attention, and ultimately impulse behaviors (such as sudden and unpredictable things). Often hyperactive children in different places show hyperactive behaviors, and even while playing they get bored and in school may leave the classroom (Shahsabani, 2018: 3).

These children usually look for active resistance to muscle, deep-touch stimulation, or stress and tension joint articulation. For example: banging their legs instead of walking, deliberately falling or dealing with objects or other people or pushing big objects. Problems with executive function cause

the planning disorder for start and end of homework, memorizing homework, memory disorder, learning disorder, lack of attention and pursuit of targeted behaviors (Salami et al., 2016: 32).

#### 4. Color Psychology

Life is full of color and color effects. The importance of color in life brings to life the various concepts in our minds. Therefore, the presentation of a definite definition and brief interpretation of colors will not only cover the broad and comprehensive concept of color, but also mislead the broad dimension of its perception. According to Ethan, color itself is life (Hosseini Rad, 2010: 94). The colors have name, luminosity and saturation. The main colors in fact are primary shades, (yellow, red and blue) and their combination gives the secondary shades. Brightness indicates the degree of darkness and brightness. Most of the brightness is related to yellow, and less related to purple (Ostovar, 2012: 5). Children are often interested in red color. The red color has a high visibility capability and always attracts the attention of the viewer (Ostovar, 2012: 20). The colors affect human spirit and cause the changes in its behavior, and this kind of transformation causes the change in character and individual personality. Color stimulates the middle part of the brain and thus affects the human nerves and psychology.

From the view point of the chromaticity, a psychological equilibrium is created in humans when the relation between human, color, and nature is balanced. In that case, it will have a positive effect on the human spirit and soul. Otherwise, with the lack of proper replacement of color in its particular place and its incorrect use in human environment will have severe mental effects on individuals.

For example, the effects of color on human spirit and soul can be mentioned:

- Red color can be a source of disturbance in humans, therefore, nerves people should not be exposed to red color, because they can exacerbate their discomfort. The red color is pleasant to humans for a short time, but after a while it becomes annoying and causes mental illness and tiredness (Ostovar, 2012: 28).

- Yellow color is a mental stimulating mode and enhances human thinking and causes relaxation and happiness in the spirit of humans. This color is the spiritual, ideal and philosopher's color and stimulates the thought and sedation of some neurotic states (Ostovar, 2012: 28). In Quranic verses, five mode of yellow are used, one of which refers to the joyous yellow effect (Baghera, surah 69).

- Blue color gives a sense of relaxation, reduces excess body heat, relaxes and refreshes the nervous system when human face this color (Ostovar, 2012: 29). This color is useful for meditation and awakening. Blue creates the possibility of fight against selfishness. This color opens up the human soul to problems and creates a balance between the person and others (Daad, 1990: 52).

- Green color has a funny and cool effect that does not cause permanent contact with this color. In the verses of the Quran, the most beautiful color is the green color that paradises of their garish and silk garments are in green (Kahf surah 29) (Ostovar, 2012: 29). At the same time, this color is carefully used. Avoid wearing permanent clothing with this color, or surrounded by this color, which in the long term can bring disturbances at the level of the two primary centers of the body (tendency and jealousy) (Daad, 1990: 50). The green color reduces blood pressure and cleanses blood and tissues from germs. But its main role is to help to eliminate the important psychological problems or feelings.

- White color is graceful and shiny and sparkling of the germs, the sign of purity. The white dress makes the man appear as it is and, on the other hand, has spiritual appearances (Ostovar, 2012: 30). The white color is used for restoration of work and causes the tuning of chronobiologic rhythm that studies the biologic rhythms in living organisms. Biological rhythms include a range of

biological phenomena that are periodic and predictable. The white color increases the secretion of serotonin, setting up sleep, creating a balance between the physical and hormonal system (Nourabadi, 2006: 63).

- Black color, unlike white, is an inactive, silent, static and non-stimulating color, while avoiding any kind of psychological and physical stimulation, and reduces other activities and leads to laziness, and sadness. Therefore, it is advised not to wear black clothes unless necessary (Ostovar, 2012: 30).

- Gray color is free from any stimulation or inner tendency, does not create anxiety, and calmness. This color causes the eyes and nerves from getting tired. The eyes and nerve tend to gray color, when this color does not exist; it creates discomfort, because the calmness that occurs due to gray color disappears. The gray color such as harmony color has calm effect on human nerves (Ostovar, 2012: 31).

- Orange is a powerful color, and Dr. McNeutton calls it an anti-fatigue color. The orange relatively to red, is more balanced and therefore has a mild effect. For this reason, it can be used in more cases. Orange color stimulates the respiratory system and helps to stabilize calcium. Creates optimistic individual and there is no specific prohibition on orange color (Daad, 1990: 48).

- Purple destroys body toxins and stimulates the build-up of leukocyte cells. Increases the emotional effect, reduces the feelings of hatred, irritability and anger, and calms the desiring emotions, significantly reduces anxiety and fear. This color stimulates the energy center of the head. There is no specific prohibition on violet color (Daad, 1990: 54).

- Indigo is an active color with cool and astringent condition and its main use is its anesthetic power. The anesthetic effect results in anti-sensitivity. This state is not only related to the unconsciousness, but also because of the increase of awareness that with stimulation of center of energy of the forehead results in the ability of physical body to be forgotten (Daad, 1990: 53).

- Turquoise color has both blue and green properties. The influence of power is general, activates the skin regeneration in relation to burns, shocks and injuries. This color relaxes the mind after mental activity.

- Lime color has a stimulant effect, detoxification of the body, stimulation of vital forces in chronic discomfort, fatigue, bone stimulation, stimulation of the central nervous system: memory, concentration, gallbladder discomfort (Daad, 1991: 55).

In general, bright colors have a lot of stimulation effects, because of this reason the colors close to white, in addition to increasing the general activity of the body, causes progress in occupational and professional activities (Ostovar, 2012: 31). In contrast, dark colors such as dark blue, blue and black because of reduction in the light reflection has less stimulus effect and reduces the activity. Therefore, in any environment appropriate color for the environment should be used (Ostovar, 2012: 32).

Sometimes the effects of color are so intense that it may lead to moral and physical reaction. The perception and emotion that is created by seeing the color is a complex reality. On one hand, depends on its reality and on the other hand it relates to the person's mental, psychological and mental structure (Hosseini Rad, 2010: 119).

German Psychologist Asen says: the most prominent color indexes of children are four colors that are red, orange, yellow and blue. On the other hand, gray, black, brown and white are not favorite colors of children and harms them (Hasheminia, 2017: 3).

Children through colors feel and understand the place. The human through colors connect to the surrounding environment or gets attached to the environment or rejects the environment. Therefore, color has a great influence on the perception of the environment. Children need dynamic (physical

and dynamic) for health and spirit. This dynamic requires the creation of its context by creating its components. Color is one of the factors influencing the dynamics of children (Hasheminia, 2017: 5). Painting in childhood was our first unconscious effort to use the power of colors. Colors give us a mental balance and this is nothing but mental health (Brand Flemmar, 1997: 13). Since past, the role of colors has been recognized in treatment, as in ancient Egypt, patients were placed in special rooms with color (Nourabadi, 2006).

A nervous person has more waves than a calm person. When red color surrounds the person his anger is intensified, because red color adds energy to the body. But on the contrary, the blue color neutralizes the thrill energy which causes the calmness of the anger. Of course, one does not see these reactions but just feel it (Brand Flemmar, 1997: 15). Color therapy means the use of colors in different ways used to improve health (Nourabadi, 2006: 62).

The primary color in the rainbow has proven their healing qualities. Colors can be used to create energy balance in various areas of the body that lack vibration and physical movement, and people with mental, emotional problems (Dargahi and Rajabnejad, 2014). Colors produce hormonal secretion. Chronic mental illnesses can be curable through color therapy. Nerve diseases such as fear and anxiety have responded positively to color therapy (Dargahi and Rajabnejad, 2014: 22). Experts of color therapy believe that colors are useful to treat many diseases (Dargahi and Rajabnejad, 2014: 25). However, colors have a severe effect on our energy. Health methods through colors are analyzed to determine how to dress and how to treat patients through color therapy (Daad, 1990: 13).

It should not be forgotten that color therapy can be very popular (Color books for your health, scientific method color therapy using color therapeutic properties, 1990: 16). Dr. McNutton believes that we do not see the real colors, but feel their effect on biological mechanisms (Daad, 1990: 24). The use of clothing as a means to improve the physical and psychological is an important factor in creating the balance. The color of our clothes affects our emotions rather than our physical health, because the color refraction found through clothing is less intensive than sunlight or a color therapy lamp (Daad, 1990: 63).

**Red Dress:** For short periods such as sport competition that need a lot of effort and to stimulate appetite and to have the power to struggle in all areas.

**Yellow Dress:** used to strengthen the nerves and the brain, for example during exams.

**Orange dress:** to concentrate intelligent impersonation on the body, feel pleasing, well-being and to increase sexuality.

**Green or Gray dress:** These clothes should be used in extreme periods of distress, emotional or anxiety. In this case, you should use pure green color, but not to be worn for a long time.

**Blue or Violet dress:** Suitable for relaxation and openness to others. But be careful, wearing permanent blue color clothes will cause chronic fatigue, indigestion and chronic constipation.

**White dress:** Allows others to see you as you are (Daad, 1990: 64).

Color has a great effect on children's spirits. Note that the use of cheerful colors in children's clothes makes them tired. It is best to use gentle, calming colors clothes. Strip fabric, spotted, floral, Barbie design with mild colors is more suitable for the children (Research and Planning Organization, 2017: 157). Children after getting acquainted with colors shows reaction till a place where they prefer some of the colors rather than others (Akhundi, 2008: 6).

## 5. Conclusion

If child's parents play their role well among all those who are involved in the treatment of the child (such as teachers, physicians, psychologists and other members of the family) will be the most important and best support for the child. The result of these supports is that you can help the hyperactive child and to move towards success. They have difficulties in organizing and completing their homework. Usually, it is the notion that they do not listen at all, and they do not hear what they were told to do, and it seems that they cannot sit quietly. It seems that these children have problem in processing information. They usually overlook their daily activities, lack of attention during their hyperactivity situations may be left as restlessness, cannot sit at one place, jumping in unprovoked situations, inability to talk less, talking a lot.

Children have a positive reaction to bright colors, including pink, red, yellow, blue, purple and green. The black and gray react negatively. Among colors children prefer high-saturated colors and dark colors give them a sense of discouragement and low saturated colors create calmness in children.

Children often express their positive emotions with joy and strength; and their negative emotions with sadness and frustration. Based on the research, the red color with the highest number and pink color creates the lowest emotional responses in children. Children and adolescents show more reaction to colors than the form. The world of colors is a strange world, each with its own special effect on the child. Generally, no color is prohibited for any age.

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## Strategic Planning for Eroded Urban Textures with an Emphasis on Public Participation (Case Study: Neighborhoods of Baghe Melli, Agha Hakim Nasrollah, Shadmand and Shahid Yazdani of Shahreza City)

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Received 01 January 2018; revised 14 October 2019; accepted 05 November 2019

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### Abstract

Uncontrolled and unplanned development of large and medium-sized cities of the country of Iran have the formation of new textures in the vicinity of urban cities, displacement of residents and urban land use of new areas in the past few decades. Neighborhoods of Baghe Melli, Agha, Hakim Nasrollah, Shadmand and Shahid Yazdani were selected as areas of study in this paper, which are not exceptions from the aforementioned phenomena and are considered among the most eroded textures of the country. The statistical population of the study included the household residents of Shahreza's neighborhoods, with a population of 10568 people, according to the census of 1390. Cochran method was used to select the sample size: 120 households. This study is applied in terms of purpose and descriptive-analytic in terms of the method. We used field studies, such as interviews and questionnaires to collect the data, and the obtained results via QSPM-AHP- SWOT models and analysis show that the lack of facilities, urban services and infrastructure have caused migration of indigenous inhabitants to other areas of the city. It is our hope to find a solution for the problems of eroded textures of Shahreza city, by using appropriate strategies and solutions.

**Keywords:** Participation; Eroded Texture; Strategic Planning; Shahreza City; Improvement

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### 1. Introduction

City statuses are always changing and evolving, because of the influence of geographical, social, cultural, economic and political relations. The importance of balance in the economic, social,

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cultural and natural structure of cities in the present and the future is evidence for sustainable urban development. Lack of balance in the urban structure and the old texture of cities in the not-so-distant past has caused a duality in the textures of cities, and today's old and eroded urban textures have caused important problems for people and managers of old cities. These textures have decreased in structural, social and economic terms, because of industrial revolution developments in the field of technology and socio-economics, consequences of migration, and concentration of population and activities in the central part of cities. Due to this process, as time passes, old and central textures of cities lose their dynamics, and the best areas of cities convert to problematic and troubled areas and become imbalanced and unable to respond the new needs of urban communities (Khangolzadeh, 2007:2). Considering the role of the people for advancing the goals is very important in the issues of restoring and modernization of eroded urban textures, and ignoring the current situation by people is equally damaging (Hosseini, 2008:26). Strategic planning with the people-based participation, for the purpose of efficient use of human capitals, society and economy will improve the socio-economic and environmental status to higher levels, which is urban planners' priority (Rahban, 2009:2). Michael Middleton (1987), in a study on urban renewal in the United States, has noted public participation in the design and implementation of projects, development of tourism and attracting tourists from around the world, preserving the historical collections of old textures, understanding the importance of coherence and continuity of programs in restoring and renovation of urban textures. The problem of eroded textures is a very important subject on which, in Iran and in rest of the world, numerous studies have been done. Özlem Geuzey, (2009) has studied improvement solutions of Ankara city's old and eroded textures and she believes modernization and restoration of these areas to be a spatial strategy for identifying the residents of these areas and increasing the equipment required for the citizens (Özlem Geuzey, 2009:27). For the purpose of exact analysis of the problem, we chose Shahreza city as the place of study. This city is located 70 kilometers south of Isfahan, and it has a population of 124,210 people, according to the 1390 census.

The research purposes are 1) To study the role of public participation in organizing eroded textures of Shahreza city; and 2) To identify the structural-spatial structure, issues and problems of eroded textures of Shahreza city.

#### Research Hypotheses

1. It seems that the public participation has accelerated the improvement and modernization process of urban eroded textures.
2. It seems that the social and economic situations of the residents of eroded textures have had an effect in the erosion of these textures.

#### Research Questions

1. What is the efficiency of public participation types of small urban units (neighborhood) in improving the situation and quality of life in the city center of Shahreza?
2. What is the effect of Socio-economic conditions in the erosion of textures?

## 2. Methodology

This study is applied in terms of purpose and descriptive-analytic in terms of method. We made use of documentary studies and field studies, such as interviews and questionnaires to collect the data. The statistical population in this study included the residents of eroded textures of the neighborhoods of Baghe Melli, Agha, Hakim Nasrollah, Shadmand and Shahid Yazdani (10568) of Shahreza city. Cochran method was used in this study to estimate the sample volume, which led to the selection of 120 families as the sample size. SWOT analysis matrix was used to analyze the

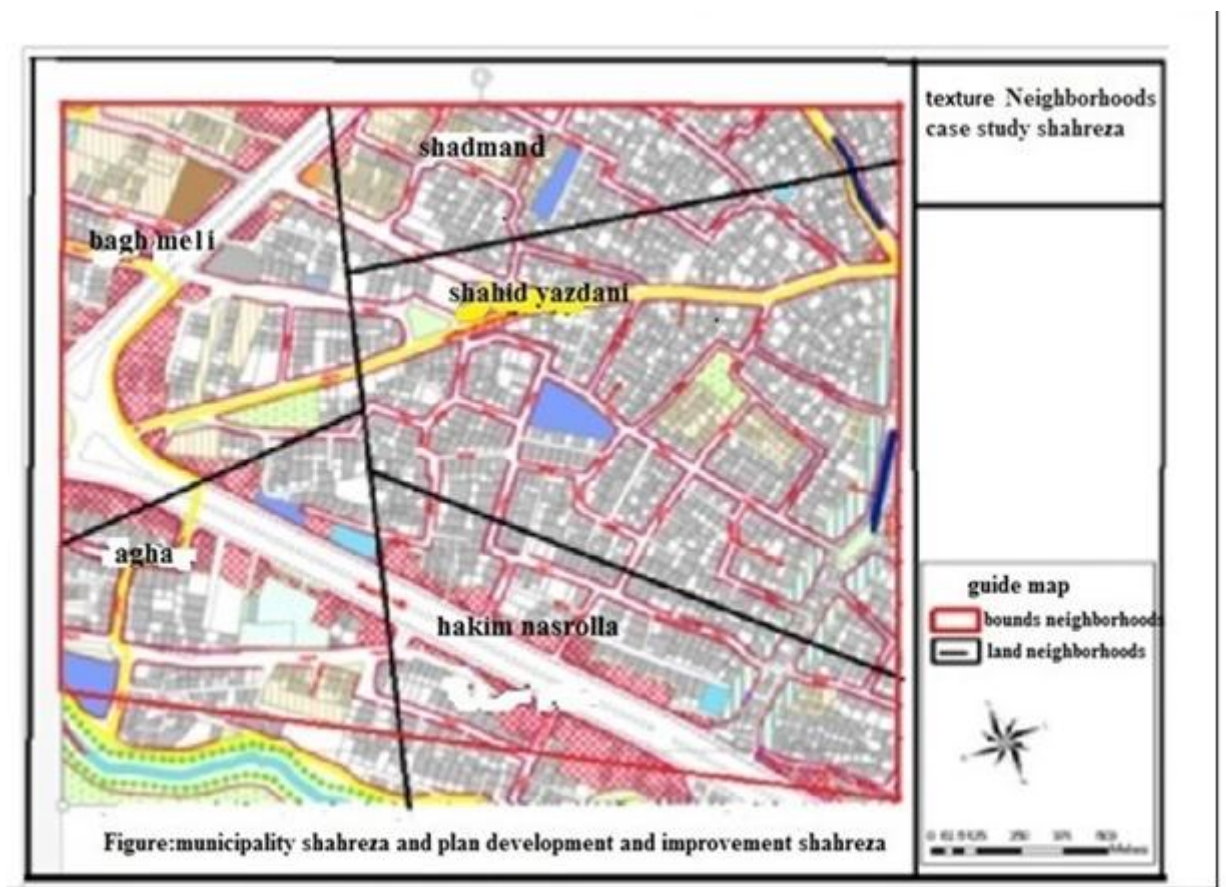
information and provide strategies for improving Shahreza's eroded textures, and after additional analysis, and by using a combination of QSPM-AHP models, better strategies were set for how to intervene in Shahreza's eroded textures, according to the weighted priority.

### 3. Study Area

Neighborhoods of Baghe Melli, Agha, Hakim Nasrollah, Shadmand and Shahid Yazdani are the study areas in this paper, and they form a primary core of the formation of Shahreza. According to the population and the general census of 2011, their residents are 10568 people, and these areas are faced with significant limitations, due to many evaluated factors.

**Identifying the Indicators of Eroded Textures of Shahreza city:** The high construction and population density, the small width of streets, unsuitable economic conditions, low income, unemployment and relative poverty, unsuitable social conditions, lack of urban services and inadequate security as well as inappropriate housing and environmental conditions of the neighborhoods are some of the factors that cause the erosion of the urban textures of these neighborhoods. Also, other factors such as pollution and lack of public health, lack of equipment, inconsistencies in community activities, and erosion of infrastructure have made these areas eroded textures of the city as well.





**Fig 1** Study Areas

### ***Theoretical Foundation of Research:***

**Texture:** The texture of a city refers to the gradation and interweaving spaces and elements of the city that have been replaced, in the form of compact or extensive and special system, with features of the natural environment, especially topographic and climatic, in the city area; in other words, blocks and urban neighborhoods (Tavassoli, 2000:85).

**Eroded texture:** Eroded urban texture refers to areas within legal limits that are vulnerable because of physical erosion, lack of proper roadway access, facilities, services and infrastructures, and has a low value in terms of location, environment and economy. There is not a spontaneous possibility for modernization and restoration, due to the poverty of residents, and the owners of these textures and investors have no incentive to invest in it (Jahanshahi, 2003:61).

### ***General Features of Eroded Textures***

**Age of buildings:** Buildings in these types of textures are mostly old, and their lack of standard structure is recognizable from the appearance of the buildings. Buildings in these textures mostly are not resistant to earthquakes with moderate intensity.

**Grading and number of floors:** Residential buildings located in these types of textures are mostly fine-grained, and most of them are one or two-floor buildings.

**Types of materials:** The materials used in these textures are mostly mud and brick, wood or brick and iron, without regard to horizontal and vertical joints, and they are non-standard.

*The availability status:* Eroded textures mostly have been created without previous plans, their structures are usually irregular, and their access is mainly pedestrian. Therefore, most of their passages are dead ends or are shorter than 3 meters, and their impermeability coefficient is less than 90. Building areas (space) located in the textures are mostly less than 100 square meters (Majedi, 2010: 88).

### ***Identifying Index of Eroded and Vulnerable Texture***

*Index 1; Fine grained features:* Blocks that exceed 50% of their plaques have less than 200 square meters areas (space).

*Index 2; Instability:* Blocks with more than 50% of their buildings are unstable and without structural systems.

*Index 3; Impermeability:* Blocks that exceed 50% of their passages have less than 6 meters.

In fact, if these three parameters exist in one city block, this area is considered an eroded texture, even on a scale of 50 percent. In fact, the part of the city where more than 50% is unstable, and the street width is less than six meters or the areas of buildings are less than 200 meters is considered eroded texture (Majedi, 2010:88).

*SWOT techniques:* One of the best techniques of planning and strategy analysis is SWOT matrix, which nowadays with new tools to analyze the performance and the status of gaps, is used to design and evaluate strategies. SWOT matrix or technique is a tool to identify the threats and opportunities in the external environment system and to recognize its strengths and weaknesses, in order to assess the status and develop a right strategy to guide and control it. In fact, this method offers the best strategy for organization management. In general, we can say that this technique is a tool to analyze the status and develop a strategy and things of this nature through:

- a) Recognition and classification of internal strengths and weaknesses of the system.
- b) Recognition and classification of the opportunities and threats in the outside environment of the system.
- c) Applying the SWOT matrix and formulating various strategies will guide a future system.

### ***SWOT Technique:***

To make the matrix, strength and weakness points and opportunity and threat points should be taken as follows: 1) Identifying the main strength and weakness points and create internal factors evaluation matrix (IFE). 2) Identifying the main opportunity and threat points and create external factors evaluation matrix (EFE). 3) Strategies and solutions. 4) Scoring internal factors and external factors. 5) The Quantitative *Strategic* Planning Matrix (QSPM). 6) Analytic hierarchy process (AHP).

**Table 1** Strength and Weakness and Opportunity and Threat Points of the Neighborhoods

Study Field	Strength	Weakness	Opportunities	Threats
Geographic and Environment	<ul style="list-style-type: none"> <li>● Existence of desirable gardens and agricultural lands around the city</li> <li>● Portions of empty and agricultural land in the areas, which have the potential for future development</li> <li>● Proximity to downtown, convenient access to the light and heavy industries of the city and its surrounding (the role of employment and immigration in the city)</li> </ul>	<ul style="list-style-type: none"> <li>● Accumulation of garbage and infestation of vermin creatures</li> </ul>	<ul style="list-style-type: none"> <li>● Possibility of using arid lands to be used for green space</li> <li>● Being located near Tehran – Shiraz Highway.</li> </ul>	<ul style="list-style-type: none"> <li>● Crossing high-voltage power lines from the north of the city</li> <li>● lack of the right services at the garbage collection in central part</li> </ul>
Demographic and Social	<ul style="list-style-type: none"> <li>● Descending change of trend in family size</li> <li>● Young population and labor force (high proportion population in working age)</li> <li>● Reduction in the illiteracy rate in the past decade</li> <li>● Reduction in the illiteracy rate of women in the past decade</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of public confidence in the authorities</li> <li>● Unbalanced distribution of population in urban areas</li> <li>● Higher illiteracy among women than men</li> <li>● The proportion of the population over 65 years and the need for attention to this age group</li> <li>● High rate of illiteracy in the population over 65 years</li> </ul>	<ul style="list-style-type: none"> <li>● Possibility of increasing public participation and contribution of people in implementation of income-generating projects</li> <li>● Reduction of mortality and fertility rates, due to the strengthening of family planning and health promotion</li> <li>● Motivation and interest among the people for the renovation and development of eroded textures</li> </ul>	<ul style="list-style-type: none"> <li>● Increasing the proportion of immigrant populations as opposed to areas populations and the possibility of social contradictions arising from it</li> <li>● Departure of specialists and efficient personnel of the city and their replacement with those who lack the expertise, and low migration personnel.</li> <li>● Immigrants and potential cultural tensions between residents and newcomers</li> </ul>

Economic	<ul style="list-style-type: none"> <li>●Method of producing products and local productions</li> </ul>	<ul style="list-style-type: none"> <li>●Lack of specialized human resources in the personnel of Shahreza's Municipal</li> <li>● Inefficiency and lack of income in the market</li> <li>●Lack of tourist attractions</li> <li>●Lack of major commercial centers</li> </ul>	<ul style="list-style-type: none"> <li>● Possibility of creating a market for local products.</li> <li>●Possibility of creating the tourism roles in textures with historical value</li> <li>●High economic potential for the owners of old neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>●Inappropriate increase in the price of land in different parts of the city</li> <li>● Reduction or elimination of the economic boom of the market</li> <li>● Reduction Of gardens and arable land, due to disproportionate growth in housing</li> </ul>
Structural	<ul style="list-style-type: none"> <li>●Communication of Neighborhoods, which is the basis of organizing access in old textures</li> <li>●Static and dynamic characteristics of connector spaces and spaces like squares</li> <li>● High percentage of private property</li> </ul>	<ul style="list-style-type: none"> <li>●Over-erosion of some buildings, some abandoned, due to lack of restoration and maintenance.</li> <li>●Obsolescence of the architecture of the traditional areas, especially in the old textures, which creates chaos in the appearance of texture</li> <li>●security problems, because of vacant and abandoned lands in neighborhood.</li> <li>●Uncertainties in some old abandoned buildings</li> <li>● High lifetime of buildings</li> </ul>	<ul style="list-style-type: none"> <li>●Attention to people and respect for human scale and the necessary proportion between the width and height of the building confining</li> <li>● Spatial diversity by creating openness in the intersection of the street with existing nodes, which helps to respect hierarchy in accessing the network</li> </ul>	<ul style="list-style-type: none"> <li>● Failing to address old textures and out of commission administrative and service buildings of these sectors, which has the abandonment of some of these sectors</li> <li>● Existence of new textures and marginal areas that lack coherence and coordination</li> </ul>
Urban Management		<ul style="list-style-type: none"> <li>● Lack of proper use of financial resources and the state budget in the efficient implementation of urban projects</li> <li>● Lack of guiding standards in urban constructions</li> </ul>		<ul style="list-style-type: none"> <li>● Lack of sufficient professional manpower in the field of crisis management</li> <li>● Lack of cooperation between government agencies and citizens to improve the quality of urban spaces</li> </ul>

Urban Facilities and Equipment	<ul style="list-style-type: none"> <li>• Gas, electricity and telephone installation, and responding to growing needs of the community</li> </ul>	<ul style="list-style-type: none"> <li>• Drinking water of areas does not contain purification</li> </ul>		<ul style="list-style-type: none"> <li>• Erosion of part of the network and bolts</li> </ul>
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**Table 2** Internal Factors Evaluation Matrix (IFE)

Row	Internal Factors	Coefficient	Rank	Score
<b>Strengths</b>				
S1E	Existence of an upward trend in Shahreza's municipal revenues in recent years	0.045	4	0.18
S2E	Sale of products and local production	0.027	3	0.08
S3E	Ascending chain condition of services in Shahreza	0.027	3	0.08
S1S	Descending change of trend in family size	0.027	3	0.08
S2S	Youth population, existence of workforce and reduction of illiteracy rate in the past decade	0.036	3	0.11
S3S	Reducing the rate of female literacy in the last decade	0.018	3	0.05
S4S	The predominant religious culture in public life	0.018	3	0.05
S1F	Identity and visibility, which is one of the important features in the public way of life of Shahreza city and part of its character.	0.027	3	0.08
S2F	Communication of neighborhoods, which is the basis of organizing access in old texture	0.018	4	0.07
S3F	Static and dynamic characteristics of connector spaces and spaces like squares	0.027	3	0.08
S1Z	Portions of empty and agricultural land in the areas, which have the potential for future development	0.045	4	0.18
S2Z	The proximity to downtown and convenient access to light and heavy industries of the city and its surroundings (its role in employment and immigration in the city).	0.036	4	0.14
S1T	The high percentage of private property	0.027	3	0.08
S2T	Activity places near to the residence	0.009	3	0.03
S3T	Existence of activity in the streets of Imam Khomeini and Shohada	0.027	3	0.08
S4T	Serious and persistent presence of traffic police in the city	0.009	4	0.03
S5T	Having asphalt surface in most of the streets	0.009	4	0.03
S6T	Passages with appropriate width for pedestrians	0.018	3	0.05
S7T	Appropriate longitudinal gradients	0.009	3	0.03
<b>Weakness</b>				
W1E	Lack of specialized human resources in the personnel of Shahreza's Municipal	0.018	1	0.02
W2E	Inefficiency and lack of income in the market	0.027	1	0.03
W3E	Lack of tourist attractions	0.045	2	0.09
W4E	Lack of major commercial centers	0.036	1	0.04
W1S	Lack of public confidence in the authorities	0.027	1	0.03
W2S	Unbalanced distribution of population in urban areas	0.036	2	0.07



W3S	Higher illiteracy among women than men	0.027	2	0.05
W4S	The proportion of the population over 65 years and the need for attention to this age group	0.018	1	0.02
W5S	High rate of illiteracy in the population over 65 years	0.018	1	0.02
<b>Strengths</b>				
W1F	Over-erosion of some buildings, some abandoned due to lack of restoration and maintenance	0.036	1	0.04
W2F	Obsolescence of the architecture of the traditional areas, especially in the old textures, which creates chaos in the appearance of texture	0.018	2	0.04
W3F	Security problems because of vacant and abandoned lands in neighborhood	0.027	2	0.05
W4F	Uncertainties in some old abandoned buildings	0.018	2	0.04
W5F	High lifetime of buildings	0.045	1	0.05
W1Z	Accumulation of garbage and infestation of vermin creatures	0.018	2	0.04
W2Z	The absence of specific rules and regulations for the study area	0.027	2	0.05
W1T	The change of form of the city with new streets.	0.027	2	0.05
W2T	Squares do not have technical computing	0.018	2	0.02
W3T	Need for provision of a map with geometric arches and organizing the traffic of squares	0.018	1	0.02
W4T	Collector roads between neighborhoods are in the form of irregular and switchback	0.009	2	0.02
W5T	Lack of the right services at the garbage collection in central part	0.036	2	0.07
<b>Total</b>		<b>1</b>		<b>2.34</b>

(Source: Author)

#### External Factors Evaluation Matrix (EFE)

This matrix is a tool that allows strategists to evaluate environmental, structural, economic, social, political, cultural, and legal factors. The dominant paradigm on the design of the matrix is mainly prescriptive and is useful in different prescriptive approaches, and it is applicable as a means to gather information on the environment.

**Table 2** External Factors Evaluation Matrix (EFE)

Row	External Factors	Coefficient	Rank	Score
<b>Opportunities</b>				
O1E	Possibility of creating a market for local products	0.053	4	0.21
O2E	Possibility of creating tourism roles in textures with historical value	0.066	4	0.26
O3E	High economic potential for owners of old neighborhoods.	0.039	3	0.12
O1S	Possibility of increasing public participation and contribution of people in implementation of income-generating projects	0.039	3	0.12
O2S	Reduction mortality and fertility rates due to the strengthening of family planning and health promotion	0.026	3	0.08
O3S	Motivation and interest among the people for the renovation and development of eroded textures	0.053	4	0.21
O1F	Attention to people and respect for human scale and the necessary proportion between the width and height of the building confining	0.026	3	0.08
O2F	Spatial diversity by creating openness in the intersection of the street with existing nodes, which helps to respect hierarchy in access of the network.	0.026	4	0.10
O1Z	Possibility of using arid lands to be used for green space	0.013	4	0.05

O2Z	Being located near Tehran – Shiraz Highway	0.039	3	0.12
O3Z	Existence of desirable gardens and agricultural lands around the city	0.053	4	0.21
O1T	Existence of gardens around the streets, which have improper forms and can be given adequate space to reopen the streets.	0.039	3	0.12
O2T	Perfect space for the revival of green spaces along the street	0.013	1	0.01
<b>Threats</b>				
T1E	Inappropriate increase in the price of land in different parts of the city	0.039	2	0.08
T2E	Reduction or elimination of the economic boom of market	0.039	1	0.04
T3E	Reduction of gardens and arable lands, due to disproportionate growth in housing	0.053	1	0.05
T1S	Increasing the proportion of immigrant populations as opposed to areas populations and the possibility of social contradictions arising from it	0.053	2	0.11
T2S	Departure of specialists and efficient personnel of the city and their replacement with those who lack the expertise, and low migration personnel	0.066	1	0.07
T3S	Immigrants and potential cultural tensions between residents and newcomers	0.039	1	0.04
T1F	Failing to address old textures and out of commission administrative and service buildings of these sectors, which has the abandonment of some of these sectors	0.039	2	0.08
T2F	Existence of new textures and marginal areas that lack coherence and coordination	0.053	1	0.05
T1Z	High voltage power lines crossing the north of the city	0.013	1	0.01
T1T	Implementation of new access, formed not in accordance with the needs of people, and sometimes without specific criteria	0.026	2	0.05
T2T	Parking problems in the neighborhood	0.013	1	0.01
T3T	Linearity of the city would change to a dangerous and chaotic migration of rural population to the cities	0.026	2	0.05
T4T	New network texture does not respond to the needs of the people in the future	0.053	1	0.05
<b>Total</b>		<b>1</b>		<b>2.38</b>

(Source: Author)

#### Providing Quantitative Strategic Planning Matrix

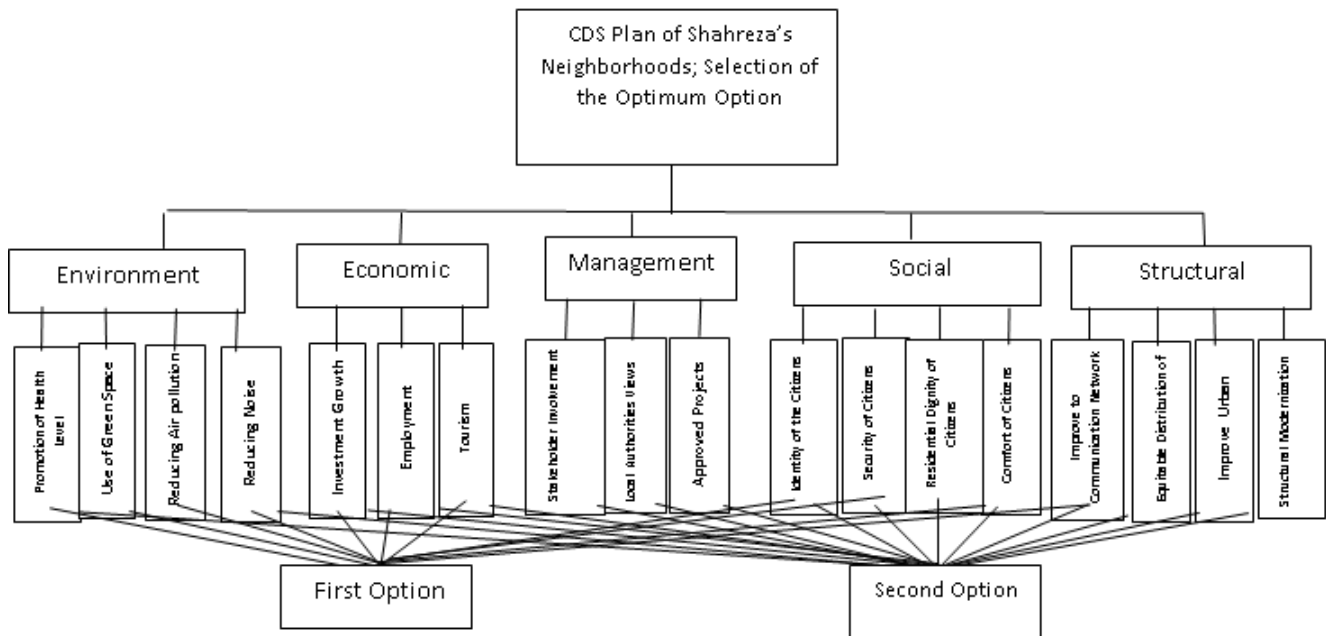
Opportunities, external threats, internal weaknesses and strengths are listed in the field QSPM (this information should be obtained directly from EFE and IFE matrices) At least 10 internal critical success factors and 10 external critical success factors should be presented in QSPM Matrix. Finally, the sum quantitative strategic planning matrix of external factors and internal factors are obtained in the following Table 4.

**Table 4** Prioritization of Attractiveness Strategies

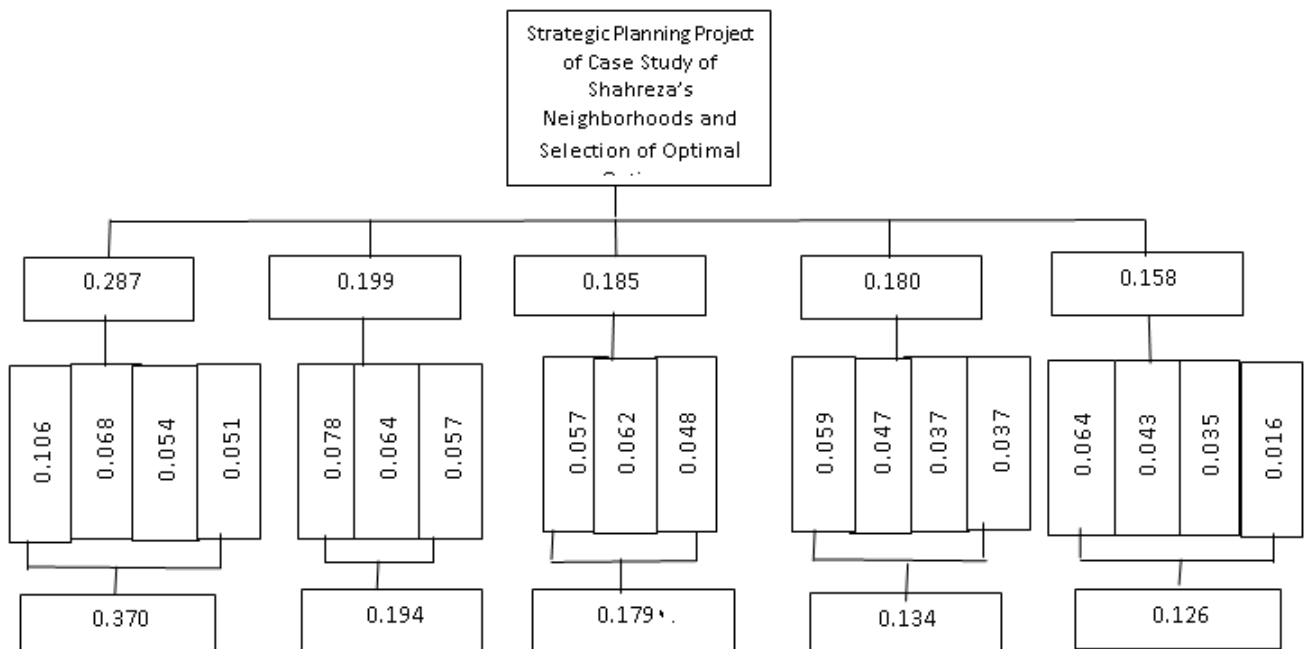
Row	Strategies	Attractiveness Score of Internal Factors	Attractiveness Score of External Factors	Final Score of Attractiveness	Rank
1	Promotion of life quality level	2.79	2.57	5.36	2
2	Social and economic justice	2.76	2.76	5.52	1
3	Creating a booming activity, in order to improve the level of environmental interaction with tourists	2.68	2.68	5.36	2
4	Improving and strengthening the sense related to place among residents	2.42	1.87	4.29	5
5	Providing spaces and supporting housing activities and the activity and role of urban centers	2.21	2.07	4.28	6
6	Increasing, through modernization coefficient, by facilitating spontaneous and natural processes of textures modernization	2.58	2.29	4.87	3
7	Increasing the permeability of textures	2.29	2.05	4.35	4
8	Providing spaces and supporting the activities of religious performances	2.04	1.64	3.69	9
9	Maximizing the public participation fields in decision-making and its management	2.06	2.08	4.14	7
10	Promotion of the transportation infrastructures	2.34	1.76	4.10	8

(Source: Author)

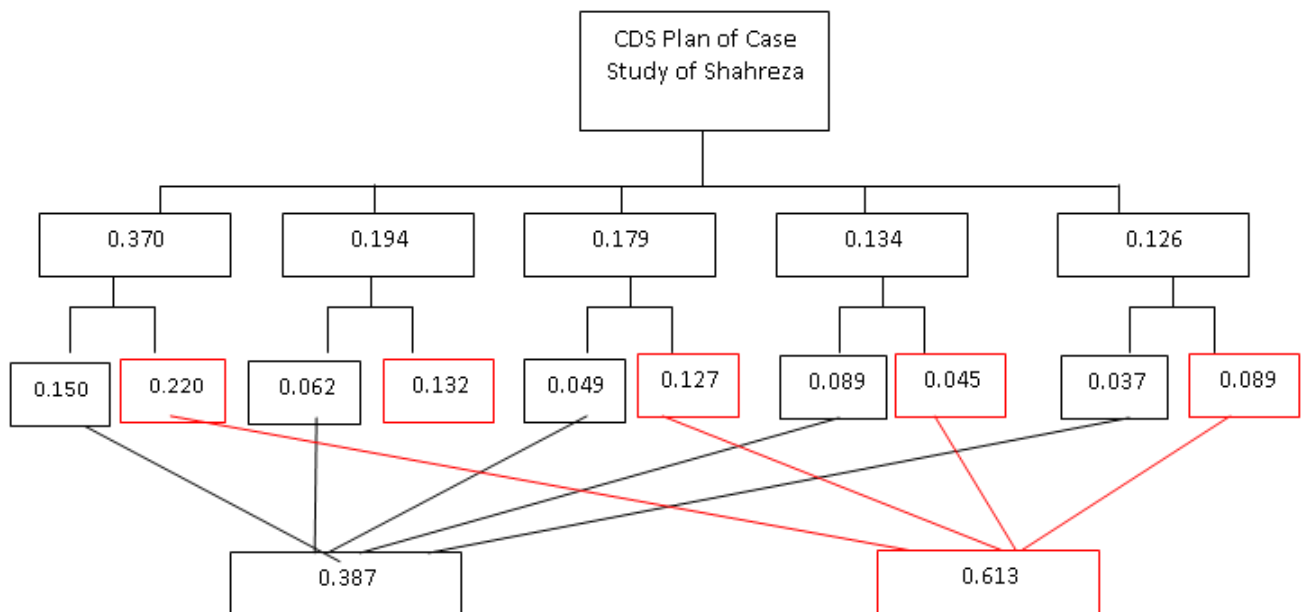
First, criteria and sub-criteria were identified to choose the optimal options for strategic planning project of eroded urban textures of Shahreza's neighborhoods. The importance and priority of each of the criteria and sub-criteria will be determined by experts.



**Chart 1** Primary Model of Criteria and Sub-criteria Required to Detect the Optimal Options for Strategic Planning Project of Eroded Urban Textures of the Case Study; of Shahreza's Neighborhoods (Source: Author)



**Chart 2** Final Score of the Diagnostic Criteria for Optimal Option of Strategic Planning for Eroded Urban Textures of Shahreza's Neighborhood (Source: Author)



**Chart 3** Final Model of Analytic Hierarchy of Strategic Planning for Eroded Urban Textures of Shahreza's Neighborhood

The final score for each criterion was determined after final analysis; the second option's score was 0.613 and the first option's score was 0.387. Therefore, the final and selective option for strategic planning for eroded urban textures of the case study of Shahreza's neighborhoods was the second option, which is the top zone in the field of tourism and leisure at the provincial and national levels.

#### 4. Findings

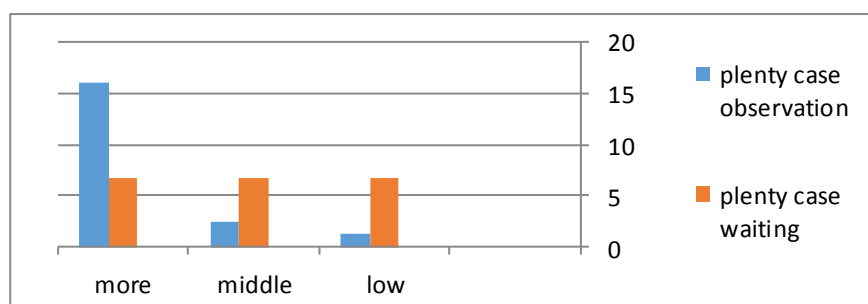
- a. It seems that public participation has caused acceleration and improvement of modernization processes in eroded urban textures.

The following table shows the public participation in the development and modernization of neighborhoods of the case study of Shahreza; most respondents said that they wanted to cooperate in the rehabilitation and modernization projects of neighborhoods. The results were analyzed statistically. According to the results of the chi-square test, it can be stated that the participation of citizens and people is significant in accelerating the pace of improvement of eroded textures of neighborhoods. This means that opinions and participation of people will be useful in the time of the implementation of the modernization project and that we can accelerate the process of modernization.

**Table 5** Public Participation Conditions Accelerate the Improvement and Modernization Processes in Eroded Urban Textures

Public Participation in Development	Observed Frequency	Expected Frequency	Degrees of Freedom	Chi-Square Value	Significance Level
High	16	6.7	2	19.9	...
medium	3	6.7			
Low	1	6.7			
Total	20	20			

(Source: Author)

**Chart 4** Respondents Participation Rate in Development Projects of the Neighborhoods of the Case Study of Shahreza (Source: Author)

- b. It seems that the economic/social situation of the residents of eroded textures has had an effect on the erosion of textures.

In order to test this hypothesis, we used Pearson correlation coefficient. In this test, social-economic status was selected as an independent variable, and textures' erosion as the dependent variable. As depicted, the result of analysis shows a significant relationship between social-economic status of residents and the erosion of textures. Therefore, we can conclude that if the social-economic status of the residents of textures is high, erosion of textures will be low.

Second hypothesis is confirmed, according to the social status of residents (family members, residents' ages, duration of residence, and education), economic status of the residents (type of job, income and type of residential ownership), which do not show a good status.

**Table 6** Significant Relationship between Social Status and Textures Erosion

Variables	Pearson Correlation	Social Statues	Texture Erosion
Social Statues	Pearson Correlation	1	.524
	Sig.(2-tailed)		.000
	N	320	320
Texture Erosion	Pearson Correlation	.524	1
	Sig.(2-tailed)	.000	
	N	320	320
**.correlation is significant at the 0.01 level (2-tailed)			

Variables	Pearson Correlation	Economic Statues	Textures Erosion
Economic Statues	Pearson Correlation	1	-.772
	Sig.(2-tailed)		.000
	N	320	320
Textures Erosion	Pearson Correlation	-.772	1
	Sig.(2-tailed)	.000	
	N	320	320
**.correlation is significant at the 0.01 level (2-tailed)			

(Source: Author)

## 5. Conclusion and Suggestions

One of the main causes of the problems of eroded textures is the noncompliance of eroded textures with today's needs. Especially in structural terms of textures do not have the possibility of benefiting from services and facilities, because of the erosion and shortness of roads. So, many factors including the physical development of Shahreza city in recent years, lack of facilities and urban services and infrastructure installations, replacement of indigenous peoples with non-native people with different cultures, etc. are the main factors that have caused the negative growth rate of these textures. With respect to the preferred option, which relates to the field of tourism and leisure in the province and neighborhoods, we present the following suggestions:

- Creation of installations and provision of necessary equipment and services for tourism and preservation of beauty in texture
- Optimization of the services to the locals and foreign tourists
- Use of educated managers and experts in tourism issues and in decision-making and implementation
- Public participation in decision-making and implementation of tourism programs
- Appropriate investments in cultural sectors, and training local people to make appropriate relations with tourists, via training courses
- Construction of required facilities and places at tourist sites
- Strengthening publicity and awareness activities in media regarding the potential of the neighborhoods' tourism in the city and province.

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## **An Examination of Likeability Criteria in Evaluative Image of Women in Cities (Case Study: Tehran City)**

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Received 05 May 2018; revised 17 July 2019; accepted 21 October 2019

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### **Abstract**

The image evaluation of environment is not just the result of impressions made by its external attributes on the mind of the observer. It is, however, created by the imagination of the observer. On one hand, the city is lodged by a wide variety of people whose evaluation of its images they form in their mind is critical. The desirability of the urban environments for various social strata, especially for women, depends on the relationship between human beings and the environment as well as their priorities and preferences. The aim of this study is to achieve women's image of urban environment and how to evaluate and identify priorities to select the desired location due to differences in values, emotions, experiences and inferential meanings of public space in Tehran. The research method is based on techniques developed by Jack L. Nasar in his research on the Evaluative image of the city (1990) at the first step. Then, a phenomenological hermeneutic approach oriented to describe the connotations and emotions image representation of women in the experience of urban spaces desirable / undesirable and nature of development of the city of Tehran. For this purpose, 15 women in-depth interviews were targeted for sampling. Recent interviews description of what the five locations stated desirable and undesirable fifth place. Interviews were recorded and the data obtained from it written in the form of tables were analyzed. The results indicate that the optimal site selection of the women's evaluative image, with a focus on likability, the common meanings associated with the concepts of freedom, justice, respect of (dignity) Location, beauty, with socio-cultural prestige and class, stylish and full of detail being quiet and cozy, with privacy and space while having the breadth of the definition, being more likely to have a happy mood and health.

**Keywords:** Evaluative Image; Likability; Women; Cognitive Appraisals; Emotional Reaction; Tehran

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## 1. Introduction

Since the relationship between an individual and his or her surrounding environment is formed in various levels like the individual level (e.g. feeling, perception, values, mental experiences, etc.) and the social level (e.g. various social groups or the ones which are similar in terms of age and gender), it is better to examine the features of various groups and social strata on the same level. As the interpretations and mental images and meanings formed for both women and men are unique depending on the values, priorities and experiences, their behavior in dealing with the same problems will be different (Pakzad & Bozorg, 2012).

Gender roles an important factor because it influences styles of behavior, attitudes, beliefs, opinions, values, etc. Some research showed that females' behavior and beliefs focus more on social context, and traditionally females take more responsibility for social needs and are more oriented towards the everyday social and physical environment. They are likely to provide social support to others when unpleasant life events, occur (e.g. Moller & Serbin, 1996; Maccoby & Jacklin, 1974; Archer, 1996; Bussey & Bandura, 1999; Eisler et al., 1999).

Environmental assessments that differ by gender, age, economic status, race, or ethnicity may provide clues about designing activity-friendly environments for each group. Identifying environmental attributes that are both related to physical activity and evaluated favorably can provide a strong case for policy change (Nasar, 2008). Females are expected to be more conscious than males of environmental problems due to a more pronounced future time perspective (Eisler et al., 2003).

The perception of pleasantness also depends on the context. Various groups such as women may differ in the aspects of the environment they consider pleasant. Ideally, communities should create places that for their context have positive effects on physical activity and on their evaluations and connotative meanings (Nasar, 2008).

Environmental psychology has established attributes associated with preference, or likeability. To plan for those substantial areas of agreement, urban designs should incorporate the public meanings, their evaluative image of places (Nasar et. al., 2011).

In *The Evaluative Image of the City*, Nasar extends Lynch's work (Lynch, 1960). He argues, however, that knowledge about imageability is not enough. His work focuses on meaning, which refers to inferences about the quality and character of the place and its users. Human feelings and meanings define what Nasar calls "the evaluative image of the city." This phrase refers to how the public evaluates the cityscape and how they react to various environments (Nasar, 2013).

We recall places about which we have strong feelings, and we will more likely have feelings about the recalled imageable parts of the city (Rapoport, 1970). Research has found that the most imageable buildings in a city elicit the strongest evaluations both positive and negative (Appleyard, 1976). If most people like the imageable elements, the city will probably convey a positive evaluative image. If they dislike them, the city will convey a negative evaluative image, suggesting a need for changes in the city's appearance. This aspect of city image is what Nasar calls the likability of the cityscape (Nasar, 1990).

In this study, try to find the factors affecting the recognition of pleasantness attributes in urban space in women's view inducing what attracts the women's attention in the environments, how they are memorized, their image and their evaluation of the perceived space and what are the environmental preferences in selecting a desirable location. It is affected by various parameters including gender. The aim of this paper is to improve the choice of a desirable location in women's views and deals with the perceived desirable environment and evaluative image while considering

the differences in values, feelings, experiences, Inferential meanings and their perception of their environment.

## **2. Literature Review**

### **2.1. Gender Relations in Environmental Psychology**

Scholars in urban planning, geography, architecture, anthropology, environmental psychology, and other fields have explored women's relationships with built environments (Day, 2011: 150). The consideration of gender complicates and enriches urban design scholarship. Rakodi (1991) beliefs historically, urban design has emphasized the human experiences of place and the needs of users who will occupy the places created by designers and others. If, however, this focus on "residents" or "users" ignores gender and other identities, then it may mask differences in needs, perceptions, and experiences of the built environment (Day, 2011).

Women's use of urban environments is potentially constraining when these experiences reinforce or reproduce oppressive gender relations. The use of urban environments can constitute resistance when women claim their own space and challenge restrictive gender norms about where they belong (Day, 1999: 159).

Another important aspect to be examined is the question whether the differences between men and women are innate or acquired. In order to examine the differences between men and women, both in terms of their perception and their behavior, that need to study them more deeply. It is a must to understand the male and female attitudes to create an environment which is desirable for both genders. In fact, study of their difference in feeling, perception and environment evaluation and their other behavioral features to express their mechanism in carrying out those processes, should be necessary. Three aspects (biological, psychological and sociological ones) provide a comprehensive mix to express the difference between two human genders. In biological aspect, the focus is mostly on the psychological difference. In psychological view, the environmental and genetic interactions are studied. And finally, in sociological terms, the effect of the society on the differences is considered as a priority.

Sociologists believe that the male and female differences are the effect of a cause called "behavioral difference" exercised by the society. Neither of the genders have no differences, but the society forces them to have different inclinations and go toward different field of activities or behaviors. The individual, therefore, learns his or her gender roles from social norms, which are influenced by some factors like culture, common values, religion and traditions inherited from previous generations (Pakzad & Bozorg, 2012: 333).

All these mental patterns will have their own impression on the mind of men and women in the future, even making them directional in their choices, priorities, affects and emotions both in their private and public arena. It is possible to say that the same factors form the image of the individuals in their relations with the environment and among themselves, encouraging them to behave in a special way or to select a given place. It seems important to study the standards of gender differences which directly affect the way of sexual identity formation.

**Table 1** Aspects of differences between men and women

	Sexual hormones	Women	Men
		Sensitivity to pain	Sensitivity to harsh noise
<b>Biological differences</b>	Body structure, activities, brain	<ul style="list-style-type: none"> <li>• more strength</li> <li>• more powerful in speech</li> <li>• cleverness</li> <li>• easier relationship building</li> <li>• focus on people's face</li> <li>• performing simultaneous tasks</li> <li>• more successful emotional relations</li> </ul>	<ul style="list-style-type: none"> <li>• higher physical power</li> <li>• ability to throw something</li> <li>• better spatial imagination</li> <li>• better map reading</li> <li>• concentration on the objects</li> <li>• easier logical relation finding</li> </ul>
<b>Psychological differences</b>	Personal recognition by considering either parents as a role mode	<ul style="list-style-type: none"> <li>• difference in female behavior</li> <li>• Difference in cloth wearing hair style, cosmetics, etc.</li> <li>• usual feminine norms and behaviors</li> <li>• feminine games and entertainments</li> <li>• feminine environment</li> </ul>	<ul style="list-style-type: none"> <li>• difference in masculine behavior</li> <li>• Different in playing games, capabilities, etc.</li> <li>• ordinary masculine behavior</li> <li>• masculine environment</li> </ul>
<b>Sociological differences</b>	The difference in dealing the society with either men or women		
	Learning from the peers		
	Learning from space and developments		

Source: Author, 2016 (based on Pakzad & Bozorg, 2012)

## 2.2. Likability and Evaluative Image of the City

The word *likability* derives from the psychologist Gibson's (1979) concept of "affordances." Gibson sees the visual environment as central to human perception. In the visual environment, "affordances" are the animal-relevant qualities that account for its use or effects on humans. Thus, for example, some surfaces afford (support) sitting. Others afford walking. To show their human connections, these would be called *suitable* or *walkable* surfaces. Hence, *likability* shows a human connection. It refers to the probability that an environment will evoke a strong evaluative response from the public (Nasar, 1990).

Likability refers to the probability that an environment will evoke a positive evaluative response among the groups of people such as women experiencing it. Inhabitants of a city with a good evaluative image find pleasure in the appearance of its memorable and visible parts (Nasar, 2013). Likeability represents a psychological construct that involves subjective assessments of feelings about the environment (Nasar, 1998). This suggests that likeability contains two kinds of variables: visual aspects of scenes and human evaluative responses.

Nasar(1998) suggests that it is possible to learn the public's preferences by empirically measuring them. Just as weigh, objects to find how light or heavy they are, Nasar says, for that could measure preferences to determine the degree to which people like or dislike various areas of a city. Nasar employed the evaluative method in two U.S. cities, Knoxville and Chattanooga, Tennessee. His team interviewed 160 residents and 120 visitors. The resident interviews were

conducted by phone and the visitor interviews were conducted in person with a city map as an aid. The participants were asked to identify up to five areas that they liked visually and five areas they disliked visually. Interviewers probed to discover the boundaries of the areas mentioned. Then they asked the respondents to state the reasons for their responses (Nasar, 2103:44).

Jack Nasar believes that the form and meaning are not only the same as function, but also they play a critical role in it. The unacceptable external form of US cities is, apart from the emotional dissidence of the citizens, due to the lack of a beautiful form in those cities. The cities, in combination with human activities, can exacerbate the form, meaning, lethargy, horror and anxiety. The anti-civilized disorders like semi-destroyed houses, graffities, visual disturbance and deserted buildings create a sense of anxiety and dismay, jeopardizing the urban life of the people living in them (Nasar, 1985; Perkins, Meeks & Taylor, 1992; Taylor, 1987; Taylor, Shuma ker & Gottfredson, 1985; warr, 1990). Disorder can have a direct impact on the crime rate(Perkins, Wandersman, rich & Taylor, 1993 Taylor, 1987).

Paying a close attention to the improvement of evaluative image, it is possible to solve the problems and reinforce the positive strengths. According to Lynch(1960), the environmental image is comprised of identity, structure and meaning. People recognize the subject. The meaning has three levels, the lowest of which is connotative meaning which corresponds to the subject comprehension. The medium level of meaning is inferential, which refers to the sensory values of the subject. When one infers – like guessing the approximate quality of the goods or the closeness of business – or when he has an evaluative judgments (e.g. how much does he like the appearance of the location), he or she is, in fact, experience the inferential meaning (or as said before, he or she has understood the likeability). The inferential meaning has impact on individuals' behavior where there is a chance for their activity. It also impacts their decision making process for selecting a behavioral mode in the environment (Nasar, 2013: 8).

Another complementary view is Jack Nassr's evaluative image. It evaluates the people's mental image based on the criteria like structure, identity and likability/un-likability. It considers the images as a mental-emotional, psychological concept. Based on the inferential meaning in the minds of people, which experience their surroundings, it clarifies that how the environment with likeability criteria was formed. It seems, therefore, we can achieve the spatial preferences of women and how they select such an environment by examining the evaluative image of women in urban environments. Based on this, should be test Jack Nasar's theory for some special gender groups in Tehran to find the inferential meanings which are formed in a location influenced by emotions, affects, memories, priorities and judgments. By doing so, it will be clear that whether his theory can be generalized in order to examine the gender differences as individual parameters. In the next part, the studies carried out in the field of evaluating image and desirability of places will be thoroughly examined to find a reliable research structure.

### 2.3. Jack Nasar's Evaluative Image Theory

Stanely Milgram, the psychologist, found some psychological maps about Paris by carrying out a variety of complementary research (Milgram & Jodelet, 1976). His investigation team employed various techniques to understand the image of the city. The researchers identified the basic elements of the city. Milgram presented his findings in the form of some maps, which were comprised of maps of rich and poor evaluated areas, dangerous neighborhoods and the safe ones for afternoon walks. He emphasized on the psychological aspects of the maps. The mapping process is different from its generation process. The mental, inner structure of most maps is called cognitive or mental map (Downs, 1976). The mental maps contain incomplete, simplified or unreliable data. Jack

Nasar's evaluative maps are combined with the city structure and its experience. The maps show the identity, location and likeability of the visual elements, introducing criteria for evaluation (Nasar, 2013: 17).

With this hypothesis that legibility is critical but it is not sufficient for a likeable environment, Nasar starts evaluating the people's view (both negative and positive) toward the visual quality of the city. He believes that in order to form a likeable picture, the elements should be both memorable and likeable. Based on his study, the environmental features for likeable environments are naturalness, upkeep, openness, historical significance and order (Nasar, 2013: 17).

Image is a reflection of environment realities in human mind, which consists of mental awareness of the person about his or her environment. It is considered as the first step in analyzing the relationship between human being and the surrounding environment. In the study, the focus is on the sexual differences, especially in relation to the way of mental image formation in women and the factors impacting on it. It tries to identify the evaluative image (likeability) in choosing a desirable (likeable) place by examining the gender differences in the process of emotion-conception-identification of the environment and examining the emotional reaction caused by the environment. Hence, Jack Nasar's evaluative image in examining the environmental likeability in women's views has been employed to find the gender factors which have a direct impact on the evaluative image about the surrounding environment. The evaluative image presents a psychological structure consisting of mental evaluation of the feelings toward the environment. The evaluative image consists of two parameters: the visual aspects of the city form and the human evaluative reactions. In this regard, the visual features act like independent parameters. On the contrary, the human evaluative reaction is among the depended variables. In urban design, a place has pleasant evaluative image if the ordinary people (those who have experienced the place in an orderly fashion, not the experts) verify it. So, the urban designers ask why the dominant features of the visual environment are related to interests or inferential meaning of an evaluative image.

In Nasar's opinion, the evaluative image refers to the pleasant meanings and feelings experienced in the environment. Although the evaluations are just one aspect of the evaluative meaning (likeability), image has some other aspects, too. James Russell and Larry Ward, the psychologists, employed the strategies variation in their study to achieve four aspects of satisfaction, stimulation, excitement and relaxation (Russell & Snodgrass, 1989; Ward & Russell, 1981).

Although other studies have searched for the aspects of the meaning, Russell's and Ward's study have the deepest association with context assessment. Beyond these effective reactions, the human beings experience the connotative meaning, too. Studies show that people have the same conclusion about location (Rapoport, 1977: 65-80). They can use their inferences about the context to express their preferences about the validity, social status, or level (Cherulnik & Wilderman, 1986; Duncan 1973; Nasar, 1989) character or identity (Rapoport, 1993), neighborhood intimacy, proportion to an area and lifeable (Nasar & Kang, 1989), its security (Nasar & Jones, 1997), privacy, territory and potential for robbery and crimeability (Brown & Altman 1983; Newman, 1972). Those meanings may affect the reactions and sensational behaviors in relation to a location. Perhaps they can play an important role in evaluative image formation (Harrison & Sarre, 1975).

### **3. Methodology**

In this paper we examine the evaluative images (or likeability) of women from Tehran's urban spaces, in which the visual features are the independent variables, and women evaluative responses are the dependent variables. Therefore, it is imperative to determine the main attributes of the visual

cues of each public space. In addition to the likeability assessment of the urban environment, the most-liked and the most-disliked urban spaces are given in tables. We aim to find the noticeable features of the women's preferences that are associated with favorable meanings or likeability in the evaluative image of urban spaces in the city. The following is a discussion of the results and the implications of the findings of this study. **3.1 Affective appraisal of the likeable places** According to Nasar (1998b) the likeability of a place refers to favorable emotions and meanings experienced in relation to the environment. We also notice identity, social status, and friendliness (Nasar, 1989b). Likability may encompass these other dimensions to yield an adequate summary, but that remains to be tested. It is possible that dates generated through a focus on likability (pleasantness) overlook other salient aspects of the evaluative image.

The study starts with hermeneutic examination of the literature and other investigations carried out like Jack Nasar's experimental view on evaluative image. Then some deep interviews with women are carried out to gather some information about their views on the desirable and undesirable experienced locations. Finally, the author's experiences as an observer woman are described. As a whole, the affects created by the location and women's feelings toward the chosen location is examined as a phenomenon by a descriptive – inferential method both quantitative and qualitative. The common concept is presented as a table based on individual experiences and interpretation of the phenomenon.

#### 4. Results and Discussion (Data Analysis Methodology)

The data gathered in existential phenomenological methodology should be organized based on the subjects and overarching which have direct relation to this phenomenon (Partovi, 2008:179). The data related to the affects and Implications based on female images (positive or negative, likeable or dislikeable) about the presented locations are classified.

Based on the urban spaces, which were chosen by women, they pointed at 5 desirable (likeable) places and 5 undesirable (dislikeable) Tehran urban places that they experienced before in widespread interviews. They talked about feelings they had in those places or, at least, could remember to have. They also talked about their own reasons and preferences. The study focused on finding the gender criteria forming the women's image in choosing their desirable places. The interviewees were selected out of those who were interested in the subject of the study, showing willingness to cooperate. The questions focused on meanings and descriptions about the places they talked about. In other word, the quality of feelings and emotions created during their experience of the location and why they like one place while they don't another one are included in their image.

##### 4.1. Women's Evaluative Mental Image (Likeability) about Urban Spaces in Tehran

The data gathered in the interviews are organized in some tables about desirable/undesirable places, the feelings created in the context and their grounds and reasons. The findings in the interviews are presented in the following sections.

**Table 2** Results and findings of the interviews

Evaluative mental image	Urban spaces	Evaluative feelings about the place	Reasons and grounds
Desirable location	• Nature Bridge	Freshness/ beauty	Beautiful landscape/attractive architecture
	• Wonderland	Happiness	I go there to entertain my child / because he likes

	(Tirazheh)	created by my child's ecstasy/entertainment	it here, I like it too.		
	• Prince Park	Luxury/ favorable	A cozy environment/first class customers/ luxury restaurants		
	• Divan Restaurant (SamCenter)	Very luxury	Homely atmosphere and luxury setting		
	• Palladium	Variety/ luxury and high class	foodstuff variety in food court and café/first class customers/luxury shops/attractive architecture		
Un Desirable location	• Subway	crowded	jam-packed/dirty		
	• Bazaar	Unsafe	Presence of hoodlums		
	• Downtown	Low-level/ugly	Dirty people, the face of poverty and misery		
	• Tehranpars	Confusion/ lost/ unfamiliarity	Monotonous streets/low class people/ getting lost		
	• Sadeghieh and Azadi	Crowded/disrespect/	Not finding a parking place/impolite people		
The interviewee characteristics					
No. 1	Gender: female	Age: 36	Marital status: married	No. of children: 1	Education: BS
Desirable location	• Water and Fire Park	Beauty	Beautiful landscape/easily reached/ affordable facilities		
	• Eram Park	Vitality	Good facilities for all ages		
	• Mellat park	Having a good time	Visual effects like musical fountain/fresh air		
	• Imam-Zadeh Saleh	Pleasant	Easily reached/recreational facilities near it		
	• Shah AbdolAzim Shrine	Relaxation	A spiritual place		
Undesirable location	• Bazaar	Confusion	Highly crowded/noisy		
	• Qazvin Sq.	Unsafe	Bicycle shops occupying the pavements		
	• Hasan Abad	Unpleasant	Lack of even pavement		
	• Navab express way	Lack of rest/lack of mental safety/ugliness	Imposition of the buildings		
	• Javadieh	Uncultured people/repulsiveness	Low-level people gathering in a spot/worn-out buildings/undesirable urbanplaces		
The interviewee characteristics					
No. 2	Gender: female	Age: 20	Marital status: Single	No. of children: -	Education: university student
Desirable location	• Nature Bridge	Beauty	Beautiful landscape		
	• Milad Tower	Pleasant	A variety of recreational facilities/bird view over the city		
	• Darakeh	Freshness	Natural context/ presence of shops selling fruit roll-ups		
	• Tirazheh	Recreation	Amusement park/shopping		



	Shopping Mall				
	• Hyperstar	Enjoying a happy time	Shopping as well as enjoying time with family		
Undesirable location	• Imam Ali highway	Boring	Length of the road		
	• Saveh Autobahn	Unpleasant	Traffic jam		
	• Navab express way	Lack of beauty	Ugly cityscape		
	• Inqelab Square	Crowded – lack of respect	Unbearable crowd, molestation		
	• Shoush	unsafety			
Interviewee characteristics					
No. 3	Gender: female	Age: 21	Marital status: married	No. of children: -	Education: university student
Desirable location	• Tajrish traditional bazaar	Traditionality	Architectural structures		
	• City Theater	Fixation	Interesting architecture		
	• Coffee shop	Unity/relaxation	Decoration/serenity		
	• ImamZadeh Saleh	Spirituality/relaxation	Spiritual atmosphere		
	• Tehran Roof	recreation	Reclusion/attractive view		
Undesirable location	• BRT and subway	Crowd/lack of respect	Over-crowded/scarce space		
	• Molawy Bazaar	Haste/disrespect /to be under surveillance	Anti-social behavior/uneven pavement/crowd		
	• Azadi Sqaure and Inqelab Square	Fatigue	Crowd/heavy traffic/long time stop at the red light		
	• Azadegan Expressway	Crowd	Over-crowded		
	• Shoush	dreadfulness	Multitude of car accidents		
Characteristics of the interviewee					
No.4	Gender: female	Age: 20	Marital status: single	No. of children: -	Education: university student
Desirable location	• NahjolBalagheh Park	Serenity	Remembering happy recollections		
	• Water & Fire Park	Vitality	Recreation accompanied by friends		
	• Chitgar lake	Vitality	A beautiful seascape		
	• Imamzadeh Saleh	Relaxation	Relaxation		
	• ShahAbdolazim Shrine	Relaxation/memory review	Remembering happy recollections		
Undesirable location	• Inqelab Sq.	Crowd	Over-crowded		
	• Naser Khosrow St.	Insecurity	Presence of medicine traffickers		
	• Shoush	insecurity	Presence of addicts		
	• Fallah St.	Insecurity/horro	Presence of hooligans/molestation		

			r/disrespect		
		• Gomrock	Lack of relaxation/ugly cityscape	Moto-cycle traders	
Interviewee characteristics					
No. 5	Gender: female	Age: 21	Marital status: Single	No. of children: -	Education: university student
Desirable location	• Almahdi Park		Activity	Remembering childhood memories	
	• Eram Park		Excitement	Amusement park	
	• Taleghani neighborhood		Nostalgia	Childhood memories	
	• ImamZadeh Saleh		Spirituality	Relaxation	
	• Tochal		activity	Hiking	
Undesirable location	• Velayat Park		Lack a sense of belonging	Presence of foreign nationals	
	• Hemmat Highway		Insecurity	Nocturnal presence of addicts	
	• Vanak Sq.		Sorrow	Presence of marital court	
	• SattarKhan junction		Insecurity	Lack of a square	
	• Azadi Sq.		Life hazards	Lack of passenger over-bridges	
Interviewee characteristics					
No. 6	Gender: female	Age: 21	Marital status: single	No. of children: -	Education: university student
Desirable location	• Tajrish traditional bazaar		Tradionality	Traditional architecture	
	• Vali-e Asr st.		Relaxation	Visual leisure	
	• City Theater		Beauty	Attractive architecture	
	• Persian carpet Museum		Pride	Unique Persian carpets	
	• Farahzad		A sense of belonging	Remembering the old times/side-river restaurants	
Undesirable location	• Imam Khomeini subway station		Ugliness	Dark material and dark interior design	
	• Imam Hussein Sq.		A sense of suffocation	Over-crowded	
	• Navab expressway		Rage	Collapsing buildings	
	• Inqelab Sq.		Crowd	Crowd/presence of all types of people	
	• Shahrak-e Ekbatan		Ugly/ unrelaxed	Dirty buildings with dark window panes and cement façade	
Interviewee characteristics					
No. 7	Gender: female	Age: 20	Marital status: single	No. of children: -	Education: university student
Desirable location	• Vali-e Asr St.		Freedom/ a sense of belonging/nostal	Old trees/jogging/my parents	

		gia			
	• <b>Kheradmand Neighborhood - Ghaem Magham</b>	A sense of belonging	Childhood living place/childhood memories		
	• <b>Cinema Museum</b>	Relaxation/refre shing	Cafes in a cultural setting/handcrafts/beautiful atmosphere/historical site		
	• <b>Saman Restaurant</b>	Privacy/owners hip/familiarity	The waiters and waitresses are familiar		
	• <b>Inqelab to Vail-e Asr junction</b>	Old-age/nostalgic	The presence of bookshops/academic atmosphere		
<b>Undesirable location</b>	• <b>Movie Theater</b>	Tortured/prohibi tion/waste of time	Uncultivated people/No Smocking		
	• <b>Parks</b>	Waste of time	People watching each other/ being under surveillance		
	• <b>Fereshteh Neighborhood</b>	Unfamiliarity/co nfusion	To be lost/labyrinth construction/noveu rich people		
	• <b>Sam Center shopping mall</b>	Disrespect/ lack of sense of belonging/injust ice	Presence of noveu rich people/constructed for special people/prohibition		
	• <b>Vanak Square</b>	Insecurity/ being under control/distress	Presence of police station		
Interviewee characteristics					
<b>No. 8</b>	<b>Gender: female</b>	<b>Age: 36</b>	<b>Marital status: married</b>	<b>No. of children: -</b>	<b>Education: PhD</b>
<b>Desirable location</b>	• <b>Cinema Museum</b>	A sense of uniqueness	Modern activities in a traditional site		
	• <b>Tehran Café (Negarestan Garden)</b>	A sense of uniqueness/casu alness	A classic location/warm atmosphere		
	• <b>Masoudieh Mansion</b>	<i>Dejavu</i> /security/relaxation	Resembling Qajar Dynasty		
	• <b>Ingelab Club</b>	Dynamism/fresh ness/motion	A different site in terms of greenery/selected people allowed to enter		
	• <b>Bukan Neighborhood</b>	Pleasant/leisure	Variety in buildings facades/height		
<b>Undesirable location</b>	• <b>Shariati St. (Roomi Bridge)</b>	Distress/sorrow/ crow	Remembering sweet memories		
	• <b>Downtown</b>	Insecurity/uglin ess	Air pollution/noise/gathering a variety of people with different culture		
	• <b>Sadeghieh (AryaShahr)</b>	Crowd/confusio n/disrespect/low -class	Confusing/traffic jam/presence of peddlers		
	• <b>Ashrafi-e Isfahani</b>	Lack of comfort/distress	Bad driving habits/traffic jam/many red lights		
	• <b>Poonak Park shopping mall</b>	Confusion/perpl exity	Overcrowded/search for a given shop		
Interviewee characteristics					
<b>No. 9</b>	<b>Gender:</b>	<b>Age: 31</b>	<b>Marital</b>	<b>No. of</b>	<b>Education: PhD student</b>

	Female		status: single	children: -	
Desirable location	• Velenjak Park	Leisure/security	Vastness/cleanness/ to take my dog		
	• Restaurant in Fire & Water park	Happiness/refre shing/to have fun	Food diversity/cozy atmosphere		
	• Tirazheh shopping Mall	Window-shopping	All type of products can be bought/ presence of café		
	• Za’faranieh Neighborhood	A sense of belonging/luxuri ous	Beautiful building/wide alleys/beautiful landscape		
	• Imamzadeh Saleh	Spiritual/ grandiose	Although crowded, it is relaxing		
Undesirable location	• Tehran Bazaar	Insecurity/bewil derment	Crowded/remote		
	• Tochal	Boring/lack of comfort	I hate climbing		
	• Hiking and Camping	Crowd/injustice/ horror	Lack of public toilets/uncomfortable		
	• Tehran Subway	strangeness	Overcrowded/just one car for women		
	• Eastern Tehran		I always get lost/unrecognizable		
Interviewee characteristics					
No.10	Gender: Female	Age: 35	Marital status: single	No. of children: -	Education: undergraduate
Desirable location	• Moddaress Highway (North)	Relaxation/ beauty	Night lighting/interesting colors		
	• Nature Bridge	Relaxation	Beautiful landscape		
	• Ingelab club	Green nature	Jogging way/beautiful design		
	• Darakeh/ Darband	Greenery	Attractive setting		
	• ImamZadeh Saleh/Tajrish bazaar	Spiritual /vitality/ dynamism	Spirituality/shopping/ crowded people		
Undesirable location	• City Park	Low level/sorrow	Coldness/grayness/poverty		
	• Azadi Sq. to Ingelab	Unpleasant/low class	Bad memories/ cold atmosphere		
	• Aryashahr	Crowd/ headache	Crowd/chaos/bad memories		
	• Tehran Subway	Discomfort/ uncultured	Uncultured people/ jostling/ peddlers		
	• Behesht Zahra Cemetery	Death/lack of life	Bad memories/they used to force us to go there in school (Imam Shrine)		
Interviewee characteristics					
No.: 11	Gender: Female	Marital status: single	Age: 32	No. of children: -	Education: Ms
Desirable location	• Water & Fire Park	Relaxation	Greenery/city view		
	• Shar coffee shop &	Respect / leisure time	Mild music/respect		

	restaurant				
	• Cinema Museum		Originality	Warm atmosphere/artistic/friendly	
	• Abdou Bowling		Physical fitness	Good for sports/ I love bowling	
	• Elahieh		Leisure	River and trees	
Undesirable location	• BeheshZahra Cemetery		Death/sorrow		
	• Tehran Subway		Torture	Uncultivated people/jostling	
	• Kahrizak elderly House		Disloyalty	To be deserted	
	• Government Security areas		Injustice/prohibition	Heavy atmosphere	
	• Evin Prison		imprisonment	It was used to be a chamber of torture so I don't cross it	
Interviewee characteristics					
No.12	Gender: female	Marital status: married	Age: 33	No. of children: -	Education: BS
Desirable location	• FarahZad		Recreation/greenery	Nature/river/flower/smoking hookah	
	• Tirazheh shopping mall		Pleasant for my child/recreation	A good play ground for children/ shopping for children	
	• Hair style saloon		Happiness/enjoying time	It is a place where people take care of their appearance	
	•		Milad-e Noor shopping mall	Closeness/ high quality goods/ I love shopping	
	•		Uptown (Vali-e Asr)	Everything is ok/tall trees/cultivated people	
Undesirable location	• Bazaar		Crowd/ headache	I cannot find what I need to buy/too much search/crow	
	• Waiting for taxi		Insecurity/ torture	Disturbance/molestation	
	• Court of justice/police station		Clash	Problems	
	• Auto workshops		Unpleasant	Angry customers	
	• AryaShahr		Lack of liberty/distress	Remembering bad memories	
Interviewee characteristics					
No.: 13	Gender: female	Marital status: married	Age: 29	No. of children: 1	Education: diploma
Desirable location	• Milad Tower (dolphinarium)		Happiness	Seeing animals/open space/music	
	• Arikeh Cinema		Enjoying your time	Recreative atmosphere/happy ending films	
	• Coffee shop		Self-reliance/respect/leisure	A place to chat with friends	

	<ul style="list-style-type: none"><li>• <b>Mellat park</b></li></ul>	Refreshing	Vast area/a sense of being in Nature		
	<ul style="list-style-type: none"><li>• <b>Tehran Bazaar</b></li></ul>	Trandionality	Traditional/varied shopping		
<b>Undesirable location</b>	<ul style="list-style-type: none"><li>• <b>Sae Park</b></li></ul>	Somber	Low level/sober space/animal cages		
	<ul style="list-style-type: none"><li>• <b>Subway</b></li></ul>	Crowd	Molestation/crowd		
	<ul style="list-style-type: none"><li>• <b>Eram Zoo</b></li></ul>	Suffocating	Deserted sites/animal cages/dirt		
	<ul style="list-style-type: none"><li>• <b>Downtown</b></li></ul>	Uncultivated	The neighbourhoods seem to never advance		
	<ul style="list-style-type: none"><li>• <b>Hiking</b></li></ul>	Boring/ uselessness	My energy is used up by the mountain		
Interviewee characteristics					
<b>NO.14</b>	<b>Gender: female</b>	<b>Age: 35</b>	<b>Marital status: single</b>	<b>No. of children: -</b>	<b>Education: diploma</b>
<b>Desirable location</b>	<ul style="list-style-type: none"><li>• <b>Tehran Bazaar</b></li></ul>	Thinking of the past	Presence of carriages/tramway		
	<ul style="list-style-type: none"><li>• <b>Narenjestan Restaurant</b></li></ul>	Luxury	Luxury/candles on the table/welcome by the janitor		
	<ul style="list-style-type: none"><li>• <b>Tehran Roof (Velenjack)</b></li></ul>	Pleasant/respect	Sweet memories/fresh air		
	<ul style="list-style-type: none"><li>• <b>Kan</b></li></ul>	Cordial	Gathering round on the wooden sofas		
	<ul style="list-style-type: none"><li>• <b>YousefAbad</b></li></ul>	originality	A neighbourhood where I grew up		
<b>Undesirable location</b>	<ul style="list-style-type: none"><li>• <b>BeheshZahra Cemetery</b></li></ul>	Death/mourning	I remember my father’s death		
	<ul style="list-style-type: none"><li>• <b>Hospital</b></li></ul>	Unhappiness	Get sick		
	<ul style="list-style-type: none"><li>• <b>School</b></li></ul>	Distress/a sense of being under control	Harsh rules of the school		
	<ul style="list-style-type: none"><li>• <b>Hiking</b></li></ul>	Dangerous/uselessness	Waste of time/risk of mountain crush		
	<ul style="list-style-type: none"><li>• <b>NezamAbad</b></li></ul>	Horror/insecurity/bitter memories	Car accident/children being killed		
Interviewee characteristics					
<b>No.: 15</b>	<b>Gender: female</b>	<b>Age: 37</b>	<b>Marital status: married</b>	<b>No. of children: -</b>	<b>Education: MS</b>

Source: Author, 2016

#### 4.2. Selection of Desirable Urban Places from Women's Point of View

The author tried not to meddle with location selection by women who took part in interviews (even didn't give them a clue at the start of the interview process). The findings are organized in a way that the locations pointed out by women are presented in a table containing the number of the people who selected those locations and the number of repetition of the words, the percentage of women who selected a desired location. In the following table these data can be seen. The importance level of the location by women is based on their frequency and special attributes.

**Table 3** Desirable locations in women's view

Item	Desirable place	No. of selecting women (person)	Women's selection (F %)	Item	Desirable place	No. of selecting women (person)	Women's selection (F %)
1	<b>Nature Bridge (Fire &amp; Water Park)</b>	<b>7</b>	<b>46.7</b>	24	Taleghani Neighborhood (District 18)	1	6.7
2	<b>Wonderland (Tirazheh)</b>	<b>4</b>	<b>26.7</b>	25	Tochal	1	6.7
3	Prince Park	1	6.7	26	<b>Vali-e Asr St. (North)</b>	<b>3</b>	<b>20</b>
4	Sam Center	1	6.7	27	Persian Carpet museum	1	6.7
5	Palladium	1	6.7	28	Farahzad	2	13.4
6	Eram Park	2	13.4	29	Kheradmand neighborhood/ Ghaem Magham	1	6.7
7	Mellat Park	2	13.4	30	<b>Cinema Museum</b>	<b>3</b>	<b>20</b>
8	<b>Imamzadeh Saleh</b>	<b>6</b>	<b>40</b>	31	Saman Restaurant	1	6.7
9	ShahAdolAzim shrine	2	13.4	32	Inqelab Sq. to Vali-e Asr Junction	1	6.7
10	Milad Tower	2	13.4	33	Tehran Café	1	6.7
11	Darakeh	2	13.4	34	Masoodieh Mansion	1	6.7
12	Hyperstar	1	6.7	35	<b>Inqelab Club</b>	<b>3</b>	<b>20</b>
13	<b>Tajrish Bazaar</b>	<b>3</b>	<b>20</b>	36	Bukan Neighborhood	1	6.7
14	City Theatre	1	6.7	37	Velenjak Park	1	6.7
15	<b>Coffee shop</b>	<b>6</b>	<b>40</b>	38	Wooden Pavement Restaurant	1	6.7
16	Tehran Roof	2	13.4	39	Zaferanieh neighborhood	1	6.7
17	NahjolBalagheh Park	1	6.7	40	Moddarres highway (North)	1	6.7
18	Chitgar lake	2	13.4	41	Shar restaurant & café	1	6.7
19	AlMahdi Park (Azadi)	1	6.7	42	Abdu Bowling	1	6.7
20	Narenjestan Restaurant	1	6.7	43	Elahieh	1	6.7
21	Kan	1	6.7	44	Hair Dressing	1	6.7
22	YousefAbad	1	6.7	45	Milad-e Noor shopping mall	1	6.7
23	Darband	1	6.7	46	Arikeh Movie Theater	1	6.7

The findings are organized in a way that the places mentioned by Tehrani women are presented in a table, which includes the number of people choosing those locations, the frequency of the cited words, and the percentage of the women selecting the site or places. The significance level of the place in view of women is based on their frequency and their special attributes cited during interviews.

As can be seen in the table, the women in total pointed at 46 locations that were considered desirable by their own personal view. One of the most frequently cited places as desirable are shopping centers. Perhaps the number of women referring to them is not considerable in comparison with the number of malls. It is, however, possible to say that the shopping malls are very attractive for women. The malls like Tirazheh, Palladium, Sam Center, Milad-e Noor and even Hyperstar bear witness to this fact. Other places like Nature Bridge, Fire & Water Park, ImamZadeh Saleh, Tajrish traditional market, Inqelab Club, and Museum of Cinema were among the top rated locations chosen by female interviewees. Some of them considered Inqelab Club as a high-class, different location to where no ordinary people can enter. It is considered as a place where women can go for night jogging securely and without any concern of molestation. The interviewees pointed at a sense of health and recreation, too.

On the other hand, hair dressing saloons are regarded as a desirable place by women. The reason for this, they say, is to have a good sense of getting more beautiful. They consider hair saloons as a happy place. Although the number of people referring to it is not high, it shows that women consider their beauty as a desirable element in the life.

Some other places, like Vali-e Asr St. (North, between Parkway and Tajrish), are considered as desirable by women. The presence of old-aged, tall trees as well as personal memories experienced by the individual or her parents, the activities of people and night traffic of cars at the weekends, an old shop selling Iranian Porridge owned by an old man called Seyyed Mahdi who serves his customers by midnight, autumn leaves falling on the pavements, the colorful space during four seasons of the year, are among the reasons of women to regard there as a desirable places.

#### 4.3. An Examination of Undesirable Urban Places from Women's Point of View

As it was pointed out earlier, during the interviews the women were ask to name some undesirable (unlikeable) places they remember about and express their negative image about them (in terms of inferential meaning in their minds). They were asked, too, to mention their reason and how did they feel about them, and to articulate their feeling and/or emotions while describing the place. After being recorded, the interviews were transcribed and based on the words and related concepts they were classified in the following table.

The findings about undesirable places cited by women are presented in a table, which includes the number of people choosing those locations, the frequency of the words used by them, the percentage of women choosing those places and percentage of women relative to the whole sum of interviewees (both men and women). The significance of the place in view of women is based on the frequency of the choosing and special attributes mentioned during the interviews.

**Table 4** Undesirable locations from women's point of view

Item	Undesirable places	Number of women choosing it	Women's selection (F %)	Item	Undesirable places	Number of women choosing it	Women's selection (F %)
1	Tehran	7	46.7	25	Parks	1	6.7



	<b>subway</b>						
2	<b>Bazaar</b>	<b>5</b>	<b>33.3</b>	26	Fereshteh neighborhood	1	6.7
3	<b>Downtown</b>	<b>4</b>	<b>26.7</b>	27	Sam Center shopping mall	1	6.7
4	TehranPars (east of Tehran)	2	13.4	28	Shariati St.	1	6.7
5	<b>Sadeghieh</b>	<b>4</b>	<b>26.7</b>	29	Ashrafi Esfahani St.		
6	Qazvin Sq. (Gomrok)	2	13.4	30	Pounak Complex	1	6.7
7	HassanAbad	1	6.7	31	<b>Hiking</b>	<b>3</b>	<b>20</b>
9	Imam Ali highway	1	6.7	32	City park	1	6.7
10	Saveh Expressway	1	6.7	33	<b>Behesht-e Zahra Cemetery</b>	<b>3</b>	<b>20</b>
11	<b>Navab highway</b>	<b>3</b>	<b>20</b>	34	Kahrizak Elderly House	1	6.7
12	<b>Inqelab Sq.</b>	<b>4</b>	<b>26.7</b>	35	Government Secured Areas	1	6.7
13	<b>Shoush</b>	<b>3</b>	<b>20</b>	36	Evin Prison	1	6.7
14	<b>Azadi to Inqelab Sq.</b>	<b>3</b>	<b>20</b>	37	Court of justice, police stations	1	6.7
15	Azadegan Highway	1	6.7	38	Auto workshops	1	6.7
16	Naser Khosrow	1	6.7	39	Saei park	1	6.7
17	Velayat park	1	6.7	40	Eram Zoo	1	6.7
18	Hemmat Highway	1	6.7	41	Hospitals	1	6.7
19	Vanak Sq.	2	13.4	42	Schools	1	6.7
20	SattarKhan junction	1	6.7	43	NezamAbad	1	6.7
21	<b>Azadi Sq.</b>	<b>3</b>	<b>20</b>	44	Jomhuri St.	2	13.4
22	Imam Hussein Sq.	1	6.7	45	ZarabKhaneh	1	7.7
23	Ekbatan	1	6.7				
24	Movie Theaters	2	13.4				

Source: author, 2016

As can be seen in the table, the women referred to 45 unpleasant places in their own view. Considering the findings, it is possible to say that those locations like Tehran Bazaar, subway, Sadhehieh Sq., Qazvin Sq., downtown neighborhoods like Javadieh, Afsarieh, NezamAbad, etc are regarded as unpleasant depending on their own experience or their mental images. On the other hand, it is interesting to say that some women consider Vanak Sq. as unpleasant, but it doesn't mean that their stressing on the shopping malls or the people there made it for some interviewees to regard this place as disagreeable. In their descriptions, the presence of Hijab police with their special vans and boots for Basij force made them feel that they were under control, leading to feel being tortured. Also, Inqelab Sq, the neighborhood between Azadi St. and Inqelab, Shoush and Navab Highway are regarded as unpleasant locations. In view of the women attending the

interviews about the ugly face of those sites, overcrowd and existences of people who molest them and create an insecure setting are among the reasons for experiencing such a feeling. Some believed that Jomhoori St. is unpleasant because there prevails a masculine atmosphere and there are many distasteful activities going on in there.

One of the most interesting findings is the view of women about lack of interest in entertainment or activities related directly to the place. Most of the interviewees believe hiking and camping is a waste of time accompanied by physical hazards while being tiresome. It justifies their not mentioning attractive places like Tochal, Darakeh, Sohanak, etc as desirable sites.

Neighborhoods like Azadi Sq. and Sadeghieh are considered disagreeable because the women feel insecure there and point at the ugliness of cityscape, air pollution and overcrowd. Behesht-e Zahra cemetery was, also, judged as disagreeable because it reminds them of bitter memories, bereavement, mourning and death.

#### 4.4. Examination of Feelings and Emotions Affecting the Formation of Women's Image of Desirable Urban Places

After some locations were examined in terms of women's idea about pleasantness and unpleasantness, the emotions, feelings and inferential meanings understood by experiencing the places and the images formed in their minds are presented in two sections of positive feeling toward the location (likeable) and the negative one (unlikeable). First, the number of the words, which had the same meaning code, was extracted by organizing the common concepts in relation to the expressed emotions in the interviews. Then Microsoft Word-Excel calculated the frequency of the codes in women's view manually. Finally, the gathered data as well as the number and frequency of concepts and their interpretations are explained. The attention level, the emotion experienced in desirable and undesirable place and the images formed are presented.

**Table 5** Classification of positive feelings expressed about the location and their iteration

Expressed feelings		The frequency	Interpretation
Positive feeling about experienced context (likeable)	Freshness	1	
	Happiness by her child's ecstasy	2	A feeling expressed by mothers
	<b>Luxury</b>	<b>10</b>	<b>A feeling very important for women</b>
	Reunion	1	
	<b>Spirituality</b>	<b>5</b>	<b>It is evident in most of women</b>
	Comfort	1	
	Pride	1	
	Freedom/justice	1	
	Respect/status	3	A feeling important for women
	Self-reliance/importance	2	
	Friendly atmosphere	3	A feeling important for women
	Distinctiveness	1	
	<b>Relaxation</b>	<b>21</b>	<b>To be relaxed is important for them</b>
	Security	2	Lack of a sense of security in the location
	Vitality	2	
	<b>Specialty/to be different</b>	<b>5</b>	<b>A feeling important for women</b>
	<b>sense of Traditional environments</b>	<b>9</b>	<b>Importance of the historic site</b>
	<b>Vitality/happiness</b>	<b>8</b>	<b>The women express the need for happiness</b>
	<b>A sense of belonging</b>	<b>5</b>	<b>It is evident in most of women</b>

<b>Nostalgia</b>	<b>10</b>	<b>It is evident in most of women</b>
<b>Recreating/ enjoying the time</b>	<b>12</b>	<b>The women like to experience a good leisure time</b>
<b>To be natural and green</b>	<b>13</b>	<b>The women point at greenery</b>
Health	1	It is what the like to experience
A sense of being a foreign tourist	1	It denotes specialty
Magnificent	1	
Coziness	1	It corroborates the relaxation
Ownership (domain)	1	
Originality	1	It expresses history and identity
Vastness	1	It is expressed for higher security
Dynamism	2	

Source: Author, 2016

Considering the description by women about the places in the above table, it is possible to say that the most frequent feelings and meanings created in their mind by experiencing their desirable places are freshness, to be happy by happiness of the child, luxury, to be with the family, comfort, pride, freedom, respect and status, self-reliance, friendly atmosphere, refreshing air and enjoying one's leisure time. The gathered data show one's emotional and/or sensational priorities because they are the first words expressed. Some feelings like solace, a sense of specialty, nostalgia, greenery, grandiose, and coziness are expressed in women's views. It shows that women's experiences about the expressed meaning are related to their assessment of their desirable sites and places.

Some meanings derived from desirable places and evaluative image of women, like a sense of belonging, happiness and spirituality are often directly experienced in the context. It is, perhaps, because they search for experiencing such feeling in their daily lives.

To have a distinct identity, to be historic or traditional, to feel dynamism and to feel dejavu are among the female experiences in those locations. On the other hand, in evaluative images of women, there are some major issues like security, justice, freedom, respect and consolation which are considered important with direct effects on forming their image about the experienced desirable location.

## 5. Result

### 5.1. Descriptive and Qualitative Criteria for Evaluating Desirable Places by Women

The findings show that some positive (likeable) feelings about the desirable places described by women include the following: freshness, splendor (both in the atmosphere and in the beholder), and happiness by children happiness, luxury of the environment, a sense of unity, spiritual context, and friendly atmosphere. And feelings like pride, freedom, respect, self-reliance and grandiose are created by presence in a specific location and behavior of others in there toward the women. Some of these attributes are directly related to the situation and personal experience or memories, while the others are related to their female aspects like a mother who is happy by her children's happiness, or a sense of healthy and freshness in sports clubs. Some feelings are inductive with different reasons like the view of a specific community toward the women, social norms, customs and traditions related to the gender, etc., making her search for feelings like respect, self-reliance, freedom or pride by active presence in public places. Considering the common concepts asked during interviews, one can say that in a given desirable location, the felt emotions were associated with what was selected in both ends of a spectrum from positive to natural to negative.

Finally it could be concluded that the selection of a location in terms of women mental image has inclination toward some common meanings related to freedom, justice, and security, respectfulness of the location, having a good social/cultural level, historical identity, beauty, coziness and privacy while the location is vast, green, healthy and refreshing.

**Table 6** Criteria effective in evaluating the desirable places formed in l image of women

Item	Descriptive criteria	Item	Qualitative criteria
1	Justice	9	Health
2	Respectfulness (people behavior in the location)	10	Cozy
3	Freedom	11	Luxury and in detail
4	Having a social/cultural class (rich/poor)	12	Vastness and openness
5	Consolidation	13	Security
6	Historicity	14	Beauty
7	Likeability	15	Greenery (natural)
8	Friendly atmosphere		

Source: Author, 2016

## 6. Conclusion

In the present study, the evaluative image of women in Tehran was investigated. The evaluative image in an urban scale was examined while focusing on mapping the affects and emotions of the individuals toward the desirability of a place. In this study, the connotative meanings describing the place in the women's mind were examined to evaluate both the desirable and undesirable places. In studies, on a large scale, refer to the presence of common meanings in women's assessment of the desirability of a place. The common images include overlapping the images of women. In sum, one can say that the meanings create by the environment are interpreted by the evaluative image.

The results showed some differences which are related to the desirability (likeability) of the places in view of this specific gender based on various social, cultural and physical attributes of them. When the studies focus on describing and interpreting the emotional concepts related to the place, they show the desirability in emotional assessment of urban places by women. The represent different meanings which relate to various location and individual priorities as well as feminine and masculine aspects of the place.

Their image of the location was scrutinized by the most frequent imageability (chosen by a great number of the interviewees) as well as specific features related to the gender (prohibited for women, sexual authority in a given location by the activities or jobs carried out there, etc. the criteria include a sense of ownership of the atmosphere or lack of ownership in there, luxury and high class or low class location, a sense of freedom or being under control a sense of security/horror and dreadfulness, coziness/crowd, justice/prohibition, respect (social status)/insult, originality and historicity, rich, relaxation/sorrow and grief, vastness and enormity/suffocation and heart-rendering.

The results lead the researcher to this hypothesis that the image of each and every location is not just the product of its external features affecting the observer, but the mental image of the people will effect on the creation of the feelings. Those meanings can influence the selection process for a desirable location for living, a location for shopping and enjoying time with family members or close friends, and choosing traffic routs from living place to work place and vice versa. Therefore, the mental images of women about the values and accidents are in proportion to their various behaviors. The location desirability of location and atmosphere preferences in one's inclination to choose a location leads her to that site. Considering the individuals assessments in different gender

groups, the meaningful values among women can create distinctive goals and destinations. The urban designers should do their best to create desirable locations based on their evaluative mental images. This will help each gender select his or heart desirable location. By doing so, their urban character will flourish and finally, the city will change into an ideal location for both genders.

The present study was limited to the mental images of women. Depending on the experienced urban atmosphere and where they live, the women described the desirable location and evaluated the city in their own views. In every city or town, it is better to examine the mental images of people and their inferential meanings by evaluative criteria of women. It will help find the desirable locations based on gender differences, and the legal and spiritual aspects of masculine and feminine location.

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