

Developing a Framework for Promoting Social Interactions in the Architecture of Industrial Towns in Rural Areas of Tehran

Abstract

One of the most important features of the space is to create the necessary opportunities for social interactions. When people interact with other people in the community, a stronger connection to their place and community is felt. This interaction not only affects their social spirits, but also contributes to the economic growth and development of the communities present in those spaces. Today, according to economic and social conditions, various spaces have been formed in the direction of human habitation, of which labor-industrial settlements are one of these places. Given the novelty and specific characteristics of this style of architecture, how social interactions are formed within such circumstances is an issue. Such towns exist in rural areas around Tehran. This research intends to study the status of social interaction in industrial estates around Tehran through descriptive-analytical method and relying on quantitative and qualitative approaches and to examine how to improve the interactional space in them. For this reason, two industrial towns "Abbasabad" and "Pishva" were selected from among the industrial towns of Tehran province, and since the need to study the indicators and components related to architecture and social and cultural interactions in industrial towns; experts and specialists in the field of architecture, along with a number of managers and experts in the two towns, were the case study sample and the expert questionnaire based on the hourly model was developed and presented to specialists. Findings indicate that increasing the quality of public spaces in settlements, appropriate design, especially the routes of staff and employees, the existence of gathering activities, focal spaces for gathering such as playgrounds or dining rooms, the possibility of presence people multiply being together in space and moments and creating common experiences in industrial estates, and promotes social and cultural interactions in industrial estates.

Research aims:

1. To study and explain the promotion of social interactions through the design and improvement of public spaces in the architecture of industrial estates.
2. Providing a framework for endorsing social interactions in the architecture of industrial towns in rural areas of Tehran.

Research questions:

1. What are the strategies to encourage social interactions in industrial estates?
2. What measures can be taken to promote social interaction in the industrial towns of rural areas of Tehran?

Keywords: social interactions, physical space, industrial town, rural areas of Tehran

Introduction

At present-day, rural life in diverse parts of the world is experiencing a relative stagnation. The landscape of the village and the agricultural sector, which is more in line with the spirits of the rural population, has lost its superiority in favor of the service and industry sectors. The share of the agricultural sector in world GDP has steadily decreased from 36.4% in 1982 to 18.5% in 2006. Establishment of industrial estates in rural areas can be very effective in mitigating problems and providing employment and income for villagers without production factors. Currently, employment in rural areas through the agricultural sector is facing problems due to the lack of water and soil production factors, and this lack has led to involuntary migration from rural areas. At the same time, focusing on the rural potential of industries is very effective for the efficiency of the rural environment. Therefore, it can be stated that the development of industrial estates is a necessary need. The scope of activities of this new global industry in three areas of economic, social and ecological can be considered; furthermore, industrial estates can pave the way for development. Industrial estates are also among the centers that accommodate many people for economic reasons, but these estates do not have appropriate grounds for social and cultural interactions between residents and employees, and to humans only as a part and it is looked at from the production circle. Indeed, there are two dimensions to the formation of interactions: one is the effect that space has on people; and the other feature is the consequence that people have on others and the possibility of forming interactions. In general, human activities, social and voluntary activities are actual in giving quality to spaces. Necessary activities take place under any circumstances and without regard to the qualities of the physical environment since they are accomplished by the people. On the other hand, voluntary activities (leisure) take place in the presence of climatic conditions, attractiveness and inviting environment. The third category, events, that is, social activities, happens when people move in parallel spaces. There is a significant relationship between the formation of social interactions and the architecture of the industrial town space. Given the prominent role of social interactions in the economic and cultural growth of communities, the question arises as to how is this manifested in industrial estates. In rural areas of Tehran, studying the issue of social interactions will be effective in achieving a model for improving social interactions based on architecture.

No independent work has been written on the subject of the present study. Moghtadar, Etesam and Matin (2019) in their research entitled "Developing a framework for promoting social interactions in the architecture of industrial towns in rural areas" have concluded that the higher the physical space of industrial towns, the higher the quality; moreover, the ground for social interactions is provided following collective activities such as meeting, chatting, games, sports, etc. (Moghtadar, Etesam, Matin, 2019: 20). Also, Izadi and Mohammadi (2015) in their research entitled "Identification and evaluation of quality indicators of socio-cultural spaces" have shown that among the four factors (physical, social, economic and environmental), the physical factor is 65.44 and has a percentage of variance, which indicates the importance and value of this factor in space architecture. This factor has a positive and high correlation with variables such as diversity, adaptability, human scale, readability-integration, safety, beauty and vitality and accessibility; also, social factors that include justice, socio-demographic status, identity, participation, sense of belonging, security, leisure and efficiency, have gained only 12.33 variance (Izadi and Mohammadi, 2016: 30). Susan Kruherst Lenard and Henry Lenard (1998) in their article "Urban Space Design and Social Life" by using traditional urban space design theory and successful urban space analysis in Europe, have been able to make principles about urban design that promote a well-being life and communication", the existence of collective spaces including green spaces, sports space, children's play space, commercial uses, lobby, sidewalk, also, the way of design considering public and semi-public spaces is considered as the reason for increasing social interactions in cities, neighborhoods and residential complexes (Tabrizi et al., 2014: 257). Since the mentioned study aimed to design a framework and model to promote social interactions in industrial estates, qualitative methods were selected as the prime research

method and therefore the two industrial estates "Abbasabad" And "Pishva" were designated from among the industrial towns of Tehran province, since it was necessary to study the indicators and components related to architecture and social interactions in the industrial towns, experts and specialists in the field of architecture along with a number of managers and experts in the two settlements were the case study sample and an expert questionnaire based on the hourly model was developed and presented to experts. In order to measure the weighting of effective indicators in the architecture of the industrial town was used to promote socio-cultural interactions. It is done by giving a coefficient of 1 to 9 as described (1 equal importance, 3 slightly more importance, 5 more importance, 7 much more importance, 9 absolute importance). For data analysis, two methods of hierarchical analysis and heuristic factor analysis were used and for the second questionnaire, correlation method was used in SPSS software.

Conclusion

After the surveys carried out in the two industrial towns of Pishva and Abbasabad, especially the residents working in the industrial towns of Pishva from the least facilities, in relation to the halls of games, sports, entertainment, restaurants and teahouses/Coffee houses have. While, it is a stable and successful environment that meets all the physical, social and spiritual needs of its employees and residents. Workers come to industrial estates to support themselves and their families. However, a person does not live alone and in isolation in the world; rather, it requires communication and interaction with fellow human beings, play and entertainment, and the like, and even moments of scrutiny and contemplation in order to achieve the desired perfection. Thus, the more attention is paid to the design and improvement, especially physical and functional spaces, and the advanced and higher the quality of the public spaces of industrial estates, the ground for social interactions, following collective activities such as meetings, chata, games, sports, etc. are provided more. Thus, interactive spaces in industrial towns, such as teahouses, sports stations, mosques, etc., as a result of compulsory and selective activities, while becoming a place, also have the characteristics of vitality and civic life. In this way, we can help promote social and cultural interactions by designing and improving the public spaces of industrial estates. Therefore, increasing the quality of public spaces in towns and appropriate design, especially the routes of staff and employees, as well as the existence of meeting activities or focal spaces for gatherings such as playgrounds or restaurants, the possibility of people in space and moments. Multiplying together and creating shared experiences in industrial estates multiplies and promotes social and cultural interactions in these estates.

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