

Structuralism of the Concept of Housing Satisfaction with the Approach of Phenomenological Philosophy; (Case study, Qajar House of Shaykh al-Islam and Several Residential Complexes in Zanjan)

Abstract

Human habitation has always had a special place and importance in providing comfort, tranquility and satisfaction. Hence, "shelter" in human thought has a long history of group and social life. Today, some believe that in modern times, architecture pays more attention to the visual eye and less attention to other sensory perceptions and the human body. This research tries to formulate a logical process of identifying and prioritizing the experimental elements of multisensory in promoting housing satisfaction. This research work is based on mixed research method (quantitative and qualitative), with logical reasoning. In the qualitative section, the method of phenomenological observation and interview has been used to identify the factors affecting desirability. In a quantitative method, a questionnaire was used to collect data from the statistical community (residents of residential complexes in Zanjan). Findings show that the connection between conceptual awareness, multisensory perception, this identity with the nature and desirability of habitation is significant. Also, the sensory components in the surveyed houses affect its environmental quality as well as the desirability of the space and the satisfaction of the residents.

Research objectives:

1. Investigating and recognizing the desirability of housing and the concept of satisfaction with it, with the approach of phenomenological philosophy.
2. Develop and present a conceptual model of residential utility.

Research questions:

1. Is there a significant relationship between sensory components and quality criteria of a residential complex?
2. Does the house only meet the basic human need or is it a concept beyond that?

Introduction

Architecture is the idea of creating an earthly paradise, the true foundation that builds our homes. In architecture, people are the most basic factor, so the meaning of any architectural work depends on the extent to which this work provides comfort, tranquility and satisfaction of people and is effective in

responding to their needs. The nature of habitation is so important in human thought that it dates back to the history of human philosophy. In modern times, according to the prevailing ideas, opinions and conditions, the word housing was again reduced to the concept of shelter. Architectural design in modern times generally takes into account the visual eye and landscape; But there is no shelter for the body and other sensory perceptions. The domination of the eye and the suppression of the other senses lead us to separate from the environment. In the process of perceiving the environment, a large part of cognition and contact with the outside world is achieved through sensory organs. Man-made architecture is an attack on the senses. This phenomenon is felt in Iranian architecture, especially according to the study approach in residential buildings of the Qajar period. In the Iranian house, volumes and spaces are seen and touched, smells are inhaled, sounds are heard, and thus various sensory-emotional experiences are formed. In the world experience, since the middle of the twentieth century, many criticisms have been leveled at the opinions of modern architecture and urban planning thinkers and their implementation methods. Critics argued that modernism did not consider categories such as meaning, identity and sense of belonging, so the emergence of phenomenology and its approach was provided to provide concepts and solutions to compensate for this lack (Berimani, 1391: 31). Architectural phenomenologists, including Nuremberg-Schultz, Frampton, and Plasma, share similar concerns. According to him, providing real housing, along with creating desirability and satisfaction, will play a significant role in the formation of memory, sense of belonging, identity and ultimately the behavior of residents. An architecture that increases the quality of life for human beings and meets their perceptual, sensory and cognitive needs. An important and influential part of this goes back to the bodily presence and multisensory perception of human beings from places. This basic-applied research seeks to develop a logical process to identify and prioritize elements of multisensory experience in promoting satisfaction. Such prioritization will allow it to take the path to achieve criteria for engaging the senses that play a more prominent, yet neglected role.

Based on this, the research method in the present article is a combination of "logical reasoning" and "quantitative and qualitative mix" (Niazi, 2012). In the qualitative part, phenomenological observation and interview have been used to identify the factors affecting desirability in the sample of traditional Iranian buildings. Interviews with four faculty members who have been lecturers in the housing project at the sample site, before starting the research quantitative analysis process, have been used as a tool to identify variables and their relationships and suggest questions. The interviews were analyzed interpretively. In the quantitative part, the main research tool was a questionnaire. In the present article, from different types of buildings, housing has been selected as a research platform due to its importance and place in the identity of individuals and the time and manner of presence of all ages and genders in it. The house of Shaykh al-Islam in Zanjan has been considered for the Qajar example according to the national registration. Among the residential species, residential complexes have been selected as case studies because the intervening variables such as smell and sound are the same for the residents, along with the frequency and possibility of spreading the results as well as the social and economic proximity of the residents. The questionnaire has been distributed among residents for more than a year so that their sensory experience is not hasty and emotional and they have experiences of different seasons and conditions. Respondents (statistical population) were residents of residential complexes in Zanjan. The three residential complexes of Ghaem (Figure 1), Fajr and Alborz, according to the adequacy of statistical data as a representative of residential complexes by cluster random sampling, selection and distribution of questionnaires have been done. The collected data were analyzed using SPSS16 and Amos24 software. At the end of the theory test, the conceptual model is based on case studies.

Conclusion

The results indicate that there is a significant relationship between sensory components and quality criteria of a residential complex. Multi-sensory environment design that provides the requirements for the perception of all the senses, because it meets the needs of all classes, creates an all-encompassing quality in the environment, in addition to creating and strengthening other qualities of the environment. The study showed that the existing sensory components, both in the Qajar house of Shaykh al-Islam and in the new residential complexes, play a role in how its environmental qualities affect the desirability of the space and the satisfaction of the residents. But the important and fundamental point is the order and priority of these sensory components, which shows that although according to experience, visual features are very important in the initial selection, they lose their primary importance over time and increase residence time, and consequently urban environmental designers. And architects must consider this precedence and lag in terms of the sensory characteristics of the environment at the design stage. Summarizing the views of experts and the analysis of qualitative interviews and questionnaires, it can be concluded that today's home has higher concepts in the field of philosophy and environmental psychology than meeting basic human needs. The essence of the house is based on the residential context of its inhabitants. Merleau-Ponty sees the phenomenon of the universe through sensory and physical perception, Bashlar seeks the concept of home in the preservation of the imagination, and Schultz recognizes the meaning of living in the spirit of place and in harmony with nature. In this view, desirable housing is housing, which in this identity with the world protects the human dream and imagination (Bashlar), creates a sense of place (Schultz) with identity and meaning, and in this way a presence based on body and sensory perception. (Merleau-Ponty) uses (Table 8).

Phenomenologist	The key words of residential phenomenology
Maurice Merleau-Ponty	Sensory perception, body, consciousness
Gaston Bashlar	Original Image, Memory, Home
Christine Nurberg Schultz	Spirit of place, meaning within, this identity, habitation

Table 8. Relationship between phenomenological ideas and thinkers.

As noted, habitat utility is a broad concept that is influenced by a variety of characteristics, and in itself affects other issues such as behavior. Some of these factors, including cultural, social and personal characteristics (which have been studied in previous studies, citing the source) and shown in the final diagram, were not present in the study. The main path (based on the approval of the software output

model) includes a process that shows how a whole (universe-nature) becomes a part in which man settles (habitation and satisfaction). This path includes the effects of the environment, perception, and subjectivity of factors that result from the initial multisensory experience. The views of each phenomenologist are distinguished in the part that succeeds, then the common chapter of ideas has played a role as a point of closeness and connection in the integrity of the diagram. The beginning is the perception of all the senses from the universe, the point of connection in the studies of Merleau-Ponty and Bashlar. By expanding Merleau-Ponty's theories, the diagram presents the result of a lack of corporeality, which includes the absence of meaning and the sense of belonging. In the second stage, perception is the key junction of the thoughts of Nurberg Schultz and Merleau-Ponty. Merleau-Ponty develops the word perception from the perception of the senses, and Schultz develops it into higher meanings (conceptual consciousness), such as memory and imagination. The main and final step in drawing the diagram is the definition that Gaston Bashlar mentions of this same habitation with the universe as a prerequisite for peace and contentment. According to the results of discussion and confirmation of the results in the test performed, finally, the conceptual model of residential utility is presented as follows (Figure 11).

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