

# Analysis of the role of urban elements in urban identity (Case study: Rasht city)

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## Abstract

The presence of elemental elements in addition to beauty improves the quality of space, and this quality affects the human mind and affects the sense of place and collective memories of citizens. Urban planners should use urban elements that promote the transfer of urban identity to the city, which helps citizens to be satisfied and improve the quality of urban environments. Urban elements play an important role in fostering urban identity and empowering citizens, and should be designed in such a way that their readability is consistent with the events and events of the citizens and their plans are coordinated. Therefore, the purpose of this study is to assess the role of urban elements in identifying part of urban space, which is a case study in Rasht city. The research method in this research is descriptive-analytic with a mixed approach. The results of the surveys show that in the city of Rasht, a handful of elements are seen in the squares and in some urban spaces, which can be seen by clearly seeing their images in a collection of multiplicity, conceptual split, and inconsistency. He saw the idea with a common goal. Also, the poor performance of some of these elements is not even very visually appealing.

**Keywords:** Urban Space, Urban Identity, Urban Elements, Rasht City

## 1. INTRODUCTION

The identity of each period makes the features and privileges of that period more precise than the predecessor period. When it comes to city identity, the distinction between cities is raised. What is conceivable is the way cities share and differentiate. The identity of the city is based on the natural, artificial and human identity of the city. Therefore, what is imagined in the minds of people is due to the organization of the city space. The lack of understanding and understanding of the structure and skeletons of cities, the urban space organization and the lack of efforts to preserve and restore them have caused great damage to the values of the cities and the traditional urban planning patterns of Iran [1] Urban Elements One of the most important components of urban furniture is the ability to enhance the sense of place and identity of citizens, and it is better to be graphically designed to combine with the environment in which they are logically and intuitively and to create this combination. There are signs that effectively communicate with people, such as sculptures and symbols in the field. Understanding identity and its components in the shape of the city is an introduction to the understanding of managers, urban planners, decision-makers and anyone involved in the construction of the city to create a city whose identity traits are desirable and responsive. Rasht's metropolis is the largest and most populous city in northern Iran among the three provinces of the Caspian Sea, the largest and most populous city in the Gilak, the largest settlement in the southern coast of the Caspian Sea and the third most visited tourist city in Iran. Considering the above geographic and social conditions and the

existence of diverse environmental graphics, the present study examines the role of urban elements on the identity of the urban space, and Rasht city has been evaluated as an example for this study.

## 2. URBAN IDENTITY

Cities and urban spaces beyond independence have enjoyed a distinct personality and identity. While what is common in most of our current cities in the public mind is not a collection of tall buildings, parks and streets. The city is where urban interactions take place, and people have a sense of citizenship towards their city. In other words, what makes the city is not huge buildings or parks, but the people of the city, which, with their unique tastes and unique features, in fact, make their city and their citizens [2]. "Cullen "It defines identity: the attention to the individual personality of each environment and the avoidance of uniformity and similarity in urban environments. In the definition of Jacobs, the identity of the environment is defined in relation to activities and living in spaces and public outlooks. Rapaport defines identity as a feature of the environment that does not change in a variety of circumstances, or a feature that makes it possible to distinguish elemental elements from other elements. "Alexander" defines the identity of the environment: the identity of the environment is the natural and logical connection of the individual with the environment, and this connection and sense of belonging will not exist unless one is able to know the environment and understand its differentiation from other environments. [3] is, in fact, an identity that decodes the design of furniture and urban elements and makes them more acceptable for better understanding and readability. It's not a good idea to say that the collective and individual memories of identity created in the design of urban elements and furniture are transmitted to later generations and, in fact, are of great

help in preserving the identity of the citizens, which has a significant role in It also has our own urban identity. The consistency of urban furniture design with the identity of citizens and urban environments is of particular importance, because the same consistency establishes the link between the design and the environment, which makes the city and the desired urban landscape visible [4]. According to Hassan Fathi (Egyptian architect): Unfortunately, the human eye is not sensitive to his ear; when we hear anomalies, we unconsciously go away, but when our eyes see a disproportionate proportional view of the environment, it does not go away, for example, nothing will happen for us I wish our eyes were sensitive to our ears, so in the design of furniture and urban elements, an important factor, such as readability and environmental compatibility, should also be noted, as the readability of furniture design and urban elements will increase the sense of security of citizens and the state Distracting them from ambiguity and helping to better understand the environment and the mental image of it, and it also affects these urban landscape factors. According to Tomlinson: Cultural identity is the result of many centuries of social life and interaction of geographical areas, in that these geographic areas, consisting of a natural affinity with its past, are in fact a cultural result of legacies and The intact works belonging to people [5]. The identity of the spaces of Iranian cities. Urban identity will be meaningful when there is objective crystallization in the city's physics, and in fact the outer body and the city's physics are a symbol of urban identity. Identity and identity elements in human life create calm and self-confidence and the desire to have an ongoing effort along with a sense of security. The city should represent and strengthen the community and the nature of society. The key elements of this goal are symbolism, cultural meanings, historical richness and traditional forms. Each space with different intensity and weakness has identities, and the ultimate identity of space is its functional, physical, environmental, cultural and semantic identities. In this way, it is possible to clean the urban space of Iran from the urban spaces of other civilizations by identifying the identity features of each space [6]. Urban Element is an elemental or urban symbol or a composite structure that in its construction consists of internal features of volumetric and geometric shapes - vertical or curved plates-structural components of the cables - pins and frames and in general anything that can Decorative and structural, is used as an integrated and integrated combination of the above, and above all, this combination has a stable and balanced geometric and geometric system so that after being self-portraits in the city, people are attracted to each other. Which deals with their minds that for a long time in that region of the city, a symbolic symbol of the city's knowledge of the area is capacity. In fact, it is one of the characteristics of a city, in such a way that the mind will be depicted by the subconscious slamming the name of the region in search of the characteristics and specific features of the region in question. This feature is especially important for tourists and those who are less likely to travel to the area because it is important

to find and locate a specific area of the city in order to find a specific region of the region. The symbol is important in recognizing the region and may be derived from a specific event or history in the area in question, and point to a particular point in that location, and be in a timely manner, so that one of the objectives of the elements can be informed Presentation and introduction of a particular region in terms of historical-geographical-cultural and specific features of the people of that area or in a particular event or event in the region Perhaps the very same symbol will soon become a permanent and historic work, and its reputation will turn into other cities. There are many examples of these types of elements [7]. But other features of this kind are the creation of a beautiful atmosphere and an artistic atmosphere at the city level, which excludes different parts of the city from monotony and duplication. It gives each part of the city a special identity and specialty, and it gives life to the city's body, and most importantly it gives the urban and human scale of life. In a space that is conjured up with art, man is more comfortable breathing because art is in the blood of every human being and the unconscious attracts greatness and beauty. Therefore, urban elements can cause the following: [6]

- 1- Strengthening the sense of place
- 2- Definition and identity of urban spaces
3. Improving the quality and creating vitality of urban spaces
4. Promoting public awareness and introducing cultural symbols and values
5. Encourage citizens to improve the environment
6. Introducing artistic styles and traditions

### 3. ELEMENTAL DIFFERENCE WITH STATUS

Unfortunately, misunderstandings and maladministration and, to a degree, the lack of knowledge and awareness of these two categories have caused our city planners and urban architects to deal with the above problem in a very light and trivial manner, Several statues with the name of the main fields of the head and the bottom of the subject are brought together in a way. Sculptures that without making any thought and attraction in the person directly express their meaning, and therefore, even for a moment, they can not keep the audience's eye on themselves, and they can not, of course, have a lasting effect, Features of the region. The main difference between the statue and the element is, in terms of the abstract and indirect elements of the element, to a subject. A look that involves the human mind as a thoughtful being. A mouthful is not ready to be placed in the mouth of man. It requires thinking and reflection of human beings. In the human movement, it creates a pause and reflection, and this feature will last forever, because what constitutes the controversy of the mind remains in the minds. But the sculpture is very banal and, according to the famous proverb to provide things ready and offer this concept directly to him. The conflict between the person and the subject falls to the surface, and in this case, and from such a work, one can not expect the sustainability and effect in mind. In addition, the sculpture is a carved stone or a type of

specialty and usually has no particular variety, and the body is uniform, if elements are used either in terms of forms or arrays, even in terms of materials and colors. Architectural decorations can be rich in variety and beauty. Germany

It is an architectural mix because it uses intrinsic geometry and internal qualities, while the art of figment and sculpture is another category that is not directly categorized in this group. But in some cases we have to use a statue to represent a particular place, for example, places that are named in a special character name and aim to show a person or personality. This character can not be displayed with a line and a page. But in most cases, the use of arrays and elements is necessary to show concepts and topics, and in particular, what does not essentially have a specific shape and only expresses a concept.

### 1- Urban elements and spatial identity :

Lynch defines the concept of "identity" in a very simple sense, "location." Identity means the extent to which a person can identify a place as a distinct place from other places in such a way that it has a unique personality and identifies identity with other features such as structure, transparency, compatibility and readability of the agent. Which shapes the meaning of the place in the viewer's view. He has two functions for "identity." 1 - He recognizes that he can read and predict the city, and therefore "readability" is one of the most important functions of "identity." 2 The emotional performance is "the identity of the environment" An individual's sense of safety. The type of identity and location can have a sense of belonging and connecting people and places. Uniting it, urban composition is the creation of a visual unity between the distinctive elements of the city, in order to enhance the unified, clear images, and the goal Urban design is the creation of a strong city mental image. It is a mental image that provides the basis for the interaction of people with the environment. [3]

### 2- Elemental identity in urban design

In fact, it is an identity that decodes urban urban design and makes it more acceptable for better understanding and readability. The collective and individual memories of identity created in the design of urban elements are passed on to the next generation and, in fact, contribute significantly to the preservation of the identity of citizens, which also plays a vital role in preserving urban identity [4]. As we know, one of the goals of urban design is indirect control of citizens' behaviors. In order to achieve this goal, urban designers can connect with people through the same symbols. Using this site, designers will be able to The goals of urban designing, namely, the indirect impact of people's actions, are close.

### 3- Locating urban elements:

Squares are the most effective urban spaces in the minds of citizens. Typically, residents of the city recognize the different areas of the city by its fields, and the easiest way to find the address, guide through the squares as the points of the urban index, is that in the image of the citizens of the various types of squares in the city, the verdict of the nodes Bold [4]. The

effects of the knots are more marked and provide the proper context for their attention and provide a good place to put signs.

### 4- Urban Design Requirements in Urban Elements

The following are the main axes to be considered in the design of a city's elements [5]:

1. Liviness: The extent to which elements and elements have grown and improved the biological needs and human abilities in the environment.
2. Meaning: It is mentally recognizable and identifiable, and residents, visualize them at times and places, and to be relevant to the values and concepts of society.
3. Efficiency: The plan is intended to provide comprehensive coverage of the objectives and concepts behind it.
4. Beauty: Designed elements should be in addition to the performance of visual beauty.
5. Fit: that is, the shape and size of the elements correspond to the pattern and form of the individuals.
6. Access: means the maximum access of individuals, services, information, and places that are linked in some way.
7. Transparency and legibility: The Design Element is clear enough to provide explicit connectivity to non-environmental concepts and values.
8. Cost-effective: Design and construction of the element is subject to economical justification.

Types of urban elements

#### A. Demonstration elements

- Having a visual, artistic, and beauty aspect
- Lack of a specific concept
- Has a specific audience
- Less use in the city
- More application in art exhibitions and display galleries and ..



Figure 1. Urea Square in the Park of Madrid, an example of a demonstration element

#### B) expression elements

- Designed with a specific point of view.

- Records a historical, cultural or regional event and its people
- Has a general audience.
- Wider application of the city, especially city squares and urban nodes. The Freedom Square in Tehran can be considered as a clear example of existential elements.



Figure 2. Freedom Square in Tehran, an example of the expressive elements

#### C) Functional elements

- Creates space using arrays and visual elements
- A requirement to have specific information from the area before creating such a space
- Wider use than expressive elements in the city
- Has more audience than expression and display elements
- Has countless styles in each city

Milad Telecommunication Tower in Tehran can be regarded as a typical example of functional elements.



Figure 3. Milad Tower in Tehran, an example of functional elements

#### 4-RESEARCH METHODOLOGY

The method of research in this research is descriptive-analytical and also, from the viewpoint of the purpose, the present research is an applied research that has been carried out with a combined approach. Two types of library and documentary methods have been used to collect information, as well as fieldwork and direct observation. Theoretical literature The subject of the

research is from library studies as well as reference to governmental organizations and agencies. The city of Rasht has been considered as a case study. In this research, the subject of research in Rasht metropolis has been investigated.

#### Understanding the scope of the study:

Rasht has a multicultural space organization. In fact, this city is composed of a number of early growth centers that have been interconnected over time and have now formed the Rasht complex. This genesis has created a body organic for the city. After the victory of the Islamic Revolution, the spread of the city continued in the direction of the north and northwest. The construction of the industrial town in this period and the location of the University of Gilan on the road of Tehran (southeast) led to the development of this part of the city. In fact, Rasht was developed from 1979 to 1974 in the west to east and northeast directions. Since 1988, The development extends southwest, northwest, and Lacan road. The highest rate of physical development in Rasht city was in the years 1361 to 1355 with 233% and between 1361 and 1361, with 270%. It has grown 40% over the past 65 to 75 years in the city of Rasht, from 293898 to 412552. Also, the area of Rasht increased from 650 hectares to 10240 hectares between 1334 and 1385. This amount represents 1475% of spatial growth over the years.



Figure 4. Map of the city of Rasht

#### Metropolitan and metropolitan elements of Rasht:

Urban elements must be designed in such a way that they can function in different functions, as well as in beauty and other directions. Elements can play an important role in the city's urban landscape, as in every urban element, and communicate with its audience, which requires accurate planning and design, full knowledge of the climatic, cultural, customs and customs characteristics. .. area is. If these considerations are followed, urban elements can succeed and perform urban identity efficiently. Considering that one of the goals of the Elections is to inform and introduce the region in terms of cultural, social, geographical and characteristics of the people of the region, all of these can help to communicate more effectively with people and audiences. But in addition to communicating with the audience, it can play an important role in the beauty of the city's image, as it affects the different parts of the city and removes

uniformity, and in some way, by creating these signs in different parts of the city, every part It is unique in nature and will help the city's riches. It should be noted that in designing these urban landmarks, attention should be paid to the details, such as color, lighting style, material composition, dimension, scale, durability, adequate safety, flexibility, economical economy ... . For example, the location and symmetry of symbols are of particular importance, which is one of the important factors in determining the degree of influence in the minds of individuals. For example, bus stations, one of the most important elements of urban elements, should be designed to encourage citizens to use public transportation and have a good visibility around them. Elements with every style can contain a lot of information that greatly affects the life of the city's architectural and urban architecture, and they are a kind of identity card and language of every city that can distinguish cities from one another. To be

#### **Rasht and demonstration elements :**

The display elements, as their name implies, are purely artistic and artistic, and do not express a particular concept in principle, and they have no purpose for inducing a viewer or transmitting a message to him. Compositions are abstract from the encounter of the masses-the essence-the structural component and the pages-in some way playing with the line, volume and page, according to their geometric properties and their interrelations (which are only aesthetic and visual and artistic equilibrium) Can communicate with a specific group of people. This specificity of the audience is a unique feature of a visual element, that is, in each audience, it does not create sense of belonging and reflection. Therefore, due to the type of audience it is naturally They are more involved with artistic issues and recognize geometric equilibrium and systems in terms of artistic and conceptual and abstract artistic styles. Such elements are less common in cities and their location is, of course, art galleries, art exhibitions and, in general, places to find their audience.



Figure 5. an example of These display elements are shown in the city of Rasht.

#### **Rasht and expressive elements:**

As its name implies, the designer's goal is to create a particular story. In other words, there is definitely a concept behind it, and the designer follows the missionary's message in transmitting a particular

message. Now, it can be a special event recording at the desired location or suggest a specific concept to the viewer in terms of the name and characteristics of the area. A very important feature of the expressive elements in their generalism is that they should be able to communicate with a general audience that does not have much art of art, and therefore the designer's carefulness in the readability and style of expression of the article, while abstracting the forms and using Architectural arrays are of paramount importance. The location of these elements is, of course, to communicate more with the wider audience in the community at the city level, especially in the urban squares. Usually, the element is related to the name of the area or metropolitan area concerned. The common feature of these elements and display elements is the use of a common military system based on geometry-arrays-geometric shapes and combinations and their composition in a beautiful and systematic way, while at the same time equilibrium and visual combinations at this stage The element also adds the concept and the expression of the subject. But completely abstract-indirect and in wrappers. Figures 6 and 7 show elements of the city of Rasht.



Figure 6. A picture of the elemental expression of the mother square of Rasht Shah



Figure 7. A picture of the Element of the Naval Field of Rasht

#### **Rasht and the functional element:**

This kind of element goes somewhat away from the above definitions because the element of function for us creates constraints in terms of frivolity rules, and at this stage there is space creation using the same arrays

and visual elements. The space that humans deploy, even for a while, inside or around it, and use it, therefore, human principles and laws of the environment and environmental design standards must be respected. The design of such spaces requires further research as well as a physics program. In other words, in order to design such spaces, the designer is required to know a series of specific human needs in relation to physical standards and human needs for the optimal use of the design subject. Other features of these elements are in large numbers at the city level. Because the element of performance requires a sample of any location that needs the subject, for example, bus and metro stations, telephone kiosks, newsstands, door and service station information centers At city level, as well as a variety of city lights and facilities, if the above design has a specially designed graphic design, it will be made by experts and artists using the geometric and visual components and systems already expressed. Visual and artistic features are still the first factor in recognizing a lasting effect. If a functional structure has a beautiful and artistic system, it can be designed for each city of its own style and different from other cities (for example, in the city, there are bus stops or newsstand stalls in this form, and this itself One of the characteristics and characteristics of that city (due to the large number of functional elements in the cities and the wider audience of the audience that they cover can indicate the importance and special position of these types of elements And the responsibility requires careful consideration from the custodians of the city's beautification and planning. The location of these elements at the city level and wherever it is expected to be, and alternately seen.



Figure 8. A picture of the functional element of the municipality of Rasht



Figure 9. A picture of the functional element of the merciful sweetheart in Rasht



Figure 10. A picture of the functional element of fish selling in Rasht



Figure 11. A picture of the functional element of Lady Hand-Sales in Rasht

## 5-CONCLUSION

It is expected that in recent years, the recognition of authentic identity, the resurrection and addressing of the Islamic Islamic culture, the implementation of a resilient economy and the efficiency of resources, indigenous power and assets for economic flourishing are the priorities of the country's execution plans, officials, The custodians of Rasht have taken substantive and expert actions in order to establish a coherent program for the implementation of cultural and artistic affairs. One of the manifestations of these actions should be seen in the important category of urban symbols that can represent the spiritual properties of the city of Rasht. It is necessary to note that the decision on the design and implementation of urban elements, which is the responsibility of the city's urban beautification organization, in this city, needs to be presented at the macro-management meetings with the presence of art, social, art historians, historians, researchers, researchers. And professors and also need to have an understanding with organizations such as cultural heritage and so on. It is not fruitful to say that the themes of these elements, with their layout and arrangement in the city, are some of the effective points in inducing the sense of the place of that region, for example, elements of thematic, such as emotional, religious, historical, cultural, political, literary And science, etc., whose proper design and design, in addition to improving the quality of the landscape and urban identity, can play a role in raising the level of

knowledge and knowledge of the people, even for those who for the first time They are faced with that element, they can also be diligent in creating a new identity for the individual, and seeing the second time a memory in the mind of that objectivity To make The city of Rasht has a history of several years and a long-standing identity deserving of symbols with historical, cultural and scientific identity. History, which has a variety of events, historical works, various cultural, social, scientific, artistic, religious, and national heroes in various fields of jihad and the defense of homeland, sports, and so on .... It has been a long time since. With these definitions , The city deserves the presence of symbolic elements with concepts that include the introduction of each of the prominent personalities, history, culture, customs, and important historical events. It can be stated explicitly that at least in the present and recent years Rasht has no symbols or specific signs for its introduction and identity. It is a sign that the city can be cleaned with that and among other cities of the country to introduce it and to identify it. Of course, this vacuum seems to be due to the lack of work on extensive and profound historical studies of the city, followed by the selection and introduction of one or more specific examples as a source for introducing it by the custodians. The task not only to the authorities, but also to domestic researchers and researchers, and in particular to the natives of the region. In the city of Rasht, there are a handful of symbols in the squares and some urban spaces that can be seen by looking at their images in a collection that clearly manifests multiplicity, conceptual split, and disunity in a collaborative and expertly designed idea.

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