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THE IMPACT OF THE BASIC COMPONENTS OF ARCHITECTURE IN CREATING PLACE, WITH ECONOMIC POWER

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ABSTRACT

Give that the issue of location is always one of the most important and at the same time challenging issue in the architecture field existed for centuries, architecture and architectural subjects including natural elements of the land are counted as particular. Therefore, they were clear explanations of the achievements of culture and included engineering and aesthetic developments of their time. The architecture of a place as a dynamic and ambiguous phenomenon is constantly changing and evolving. Political economy and other fundamental components affected by it, mentioned in this article can be indicators influencing change and transformation of architectural sites. Also, the need to include these components in terms of action is one of the challenges facing the architecture of the place.

1:Architecture and culture where architecture and arts are one of the most important tools for introducing cultures to other communities, thus it obtains the possibility to spread the values of a culture.

2:Digital Culture in Architecture Where architecture, as the most tangible art we face at any given time, has also been influenced by digital culture.

3:Architecture and the political economy of space where the discovery of architectural and spatial patterns of the production, distribution, consumption process and the role of governments, groups and social classes in shaping these patterns are found.

4:Architecture and branding of a place where the deliberate design of a specific and embodied image of any specified place tries to express a new meaning.

5:Architectural and tourism destinations (place marketing) where architecture can serve as a basic tool to simulate the development of the tourism industry in special areas.

6:Consumerism where architecture becomes a tool for behavioral economics.

7:Corporate architecture where architecture is used to differentiate the image of companies in the background of the agreement to improve their economic position in the market.

8:Architecture as a factor of evolution and integration in the local community.

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INTRODUCTION

Although the role of architecture has changed over the years, its main purpose, the development of humanity, has been preserved. However, a significant change has taken place in recent centuries. Architecture is not just a reflection of the current situation, rather it has become a tool in the process of creating economic power, still dull but carefully planned in marketing strategies - about location.

Architecture showed the power of the land or a state and the political situation and emphasized their economics (Figs. 1-2-3).



Fig. 1 Reichstag Building (German Federal Parliament Building (The world's most famous political structure 1884) (Source: eaver.com)



Fig. 2 Big Ben, the world's largest clock tower in London, 1856 (Source: justfunfacts.com)



Fig. 3 The Eiffel Tower is the symbol of France and one of the most famous symbols in the world, 1889 (Source: Nonbuilding structure)

This article, in the category of architectural location and economics (marketing), which has been done in two completely different scientific fields, has always been a major topic and an important part of literature has occupied these two aspects of human thought. So in this regard, the kind of view of philosophers and architects - whether those who have played a role in the production of architecture and whether people are most interested in - is significant. Due to its social and economic importance considering the effects of the relationship between the two mentioned categories, the study and analysis of this point of view can be effective in promoting theoretical and practical issues of architecture and economics as a result of the quality of its products in this article and topics. From an economic point of view, the place can be discussed as a commodity that fights to appear in the thoughts and ideas of investors and potential residents of tourists. Location is considered as so because the goal of supply and demand becomes the basis of the marketing game and in order to become an economic value, it cannot be formed suddenly. Architecture should be one of the marketing tools. In order to redefine the role of architecture in today's economy, international exchange Ideas and reflections are very important at the scientific and research level

This article begins when the current discussion of architecture ends. Its resources depict the opportunities created by the global integration of economics and culture. Its purpose is to encourage policymakers to search the basic frameworks and strategic perspectives that go beyond the moral discourse in areas of style controversy.

The idea of place and market, local accreditation, and the global culture of consumerism often oppose each other to form a complex, unknown network of dependencies. In the age of super-capitalism, we have moved from a one-dimensional economy to a customized economy for all, where architecture is the basic definition of "what is architecture" – only the Function and Importance of Building - Appreciate the concept of "what it does" or "what you feel" and "who are you" becomes one with it. These are questions that are common to theories of economic experience.

The purpose of this article is to take the word architecture out of its sacred and formal meaning and to start discussing architecture as an economic tool, assuming that it takes control of the human experience and approaching the answer to the question of how each of the elements that make up the architectural space in spaces derived from the basic components of architecture are employed

Architecture impresses its users. It arouses emotions, stimulates and arouses interests and desires. This way of understanding architecture requires a fundamental change in the meaning of the purpose of architectural design. It is important to introduce the idea of creating static goals for the concepts that create particular emotions. Observing recent trends in global urbanization and architecture designs several fundamental roles that architecture can be considered as an economic tool.

Fundamental Components of Architecture in Creating a Place with Economic Power

The relationship between culture and architecture

Man is a multidimensional being and in each of his existential dimensions he has needs and desires that determine his constant movement and dynamism. The changes that have taken place in human life since the beginning of history indicate various political, social and cultural areas. Each of the mental and physical dimensions of human beings, facilities and desires are available. They say that sometimes they affect and are influenced by other dimensions as well and finally, they make a cohesive human being who, while having various components and dimensions (plurality), is considered an integrated collective unit (unity). Culture in a general definition can be considered as the product of different human efforts in the way of creation, which originates from his freedom of action and will. The set of customs, beliefs, beliefs and traditions of a society that mainly originate from within and influence the inside in the beginning, create culture.

The basic tendency of perfectionism is the foundation of cultures. Perfectionism forms the basis of the cultural worldview and regulates its intellectual and theoretical foundations. And these principles, in turn, provide bodies and forms in the field of societies, which are considered as a manifestation of those infrastructures. Literature, art, religions, customs, traditions, etc. are among the channels for crystallizing the spirit of a society's culture.

Among these, we are talking about art and among its seven pillars, relying on architecture as one of the main axes that, while meeting the human need for shelter and artificial environment, establishes a close relationship with culture. Architecture as a social phenomenon originates from and affects culture and is a mirror of human thoughts about space, aesthetics, and culture. For this reason, the architectural style of each period is considered a reflection of its culture and art and is in line with the changes that occur in other areas of life and art, and each new style of architecture is based on the principles, methods and traditions of the previous style. There are different architectural styles of strong relationships and it seems difficult to draw a border between them.

Turning points in the path of culture and creativity are the most important factors in the emergence and different schools of architecture. Every civilization and new culture starts from a point where the previous civilization and culture has reached a dead end or has faced a crisis, but its path is a continuation and evolution of its previous and historical path, and it only reconstructs its structure at times. Therefore, due to the direct impact of culture on architecture,

It is natural that cultural changes cause changes in the principles and concepts affecting the emergence of architecture. As a result, different architectural ideas are created that determine the ways of interaction between theoretical and cultural concepts in general and theoretical concepts and architectural space in particular. The orientation of cultures is always based on human nature and his thought, and the same path in shaping space.

Biology and the emergence of architecture is effective. Because this space is considered as a human need and such needs are always answered in the path of divine intellect and nature. Therefore, before we consider

architecture as a technical specialty or look at it from an artistic point of view, we must pay attention to its cultural aspect.

Architectural space based on cultural concepts in the field of time grows and excels and manifests itself in the dimension of place. Art as a communication system is related to language and culture

And in order to receive the message contained in it, the cultural context in which art was created must be known and studied, otherwise its meanings will not be well understood. One of the artist's tasks is to help ordinary people to regulate their cultural world. And in fact an artist should bring the signs of nature to the forefront in a stronger and more readable way for ordinary people and remove obstacles for them. People of each period speak the specific language of that period and understand architecture in the same language. Modern language is a living thing that feeds on life, current issues of society and technology and science of the day. If the presence of architecture in life and the issues of an era diminish, this poverty of presence is also transmitted to language and culture, and if language and culture are deprived of the presence of architecture, not only the way to enter the architecture of the future, but even the way of perceiving the architecture of the past will be blocked.

To refer to the architecture of the past and to enter the architecture of the future, one must go through the architecture of the present.

Every architectural idea should be known based on its past path and should never be grounded by separating these ideas forgetting the concepts of the past. Each pattern is created according to the needs of that period and to meet it.

Past patterns are not rejected and present patterns will not be rejected if they meet the needs of the present.

Every question must be answered appropriately. A form of Dari Persian is not answered in ancient Persian or English. Any pattern that suits our needs and culture can replace architectural and cultural issues with flexibility and appropriate changes.

The cultural characteristics of each era can be recognized in its architecture, because when architecture is created under the influence of different conditions of a period, such as political, social, economic and cultural, as soon as it is created, it can be recognized as independent and alive and acquire special qualities. When the effects of creating an effect (architecture) disappear, that architecture may survive. Now, if the creating factors are in accordance with cultural structures, that architecture takes deep root, and if those factors are unstable, the architecture becomes lifeless and new factors destroy it.

The developments of the present century caused changes and changes in some aspects of life and culture of society. The movement and trend of traditional architecture stopped and on the other hand, due to the speed of change, it did not have the opportunity to adapt to culture. While the developments in European countries had taken place step by step and they largely easily replaced the changes.

Now, if the basic factors of our country's culture and architecture are revived and revived, they will continue to live. Architecture is not just a collection of styles and forms, and even completely with social and economic conditions

It does not identify itself, but is a collection of these.

Some effective factors in shaping the face of architectural spaces

1. Material factors: Material, Building knowledge and technology, and Economics.
2. Environmental factors: Climate, Natural environment, and Artificial environment.
3. Functional factors: Behavioral patterns and spatial characteristics of activities, and Technology and biological tools.
4. Cultural factors: Sustainable culture and patterns, Beauty, fashion and taste, and Innovation and creativity.

Among the above factors, historical-temporal and environmental-cultural factors play an important role.

Digital culture in architecture

The culture of any society at a given time is a set of accepted meanings of that society, to support which sometimes uses physical coercion (force), tries to internalize them (creates educational institutions),

It shapes its institutions based on that meaning and strengthens the symbols that represent that meaning. In fact, culture is a mental image of behavior (Khashei 2004).

Changes in human behavior and lifestyle today due to the expansion of the range of information and, in parallel, the advancement of technology has become a kind of orientation in social culture. In this regard, it can be said that today's culture or lifestyle has been digitalized.

Electronic or digitization is the process that human beings through tools, techniques and digital media such as the Internet and computers produce, reproduce, disseminate and disseminate symbols and meanings, and through them organize and live their lives.

As a result of the growth and expansion of digital and electronic media and their increasing use in all aspects of daily life, from large banking activities, computer sales and distance learning, to computer cooking and small chores, the process of digitalization has also expanded. Has found and is changing our fundamental habits in various fields of socio-economic, political and cultural activities (Fazeli 2006).

Art and architecture are also becoming a new reality in the digital world and offer a new language for expressing purposes.

In Digital Culture and Architecture, Picon describes digital culture and does not consider it solely dependent on digital tools:

Beyond digital productions, the use of the term digital culture in a much broader sense may be used in the classification of many digital technology events because of the impact it has on lifestyles. In the sociological and anthropological sense, the digital realm can be due to the similarity of our different habits and rituals. It should also be considered as a culture because of its impact on behavior as well as the different representation of our world. So pervasive and augmented reality retaliates with the structures of everyday life (Picon 2014).

In "Digital Culture in Architecture," Picon examines the effects of digital technology in three areas: 1. The architectural form, 2. The architectural sensory experience, 3. The relationship of people in a digitalized society to the city, and urban life.

Digital architecture and technology form

Postmodernity is the common denominator between form in architecture and digital technology. In fact, computer culture, which is based on scientific and technological principles, helps architects to create fold forms. With the advancement of computers and new software, new and specific types of different forms have appeared on screens. Until the early 1990s Complex geometry research was usually synonymous with parabolic or hyperbolic parasites, such as those for shells.

Concrete or tensile structures, or soft, strong forms of plastic molds and pneumatic structures were used.

The advent of computers changed that, allowing digital architects to expand their formal vocabulary develop dramatically. Not only the variety of shapes, but also the ability to accurately define them using modeling.

Computing was also a new subject (Picon 2014).

Digital architecture made it possible to create fluid forms from elementary sketches to construction, from individual buildings to large urban compositions. Computers do not impose a form on themselves, but expand the ability of designers to create unique ideas.

Sensory experience of architecture and digital technology

According to Baudrillard, the domination of pretense and the creation of super-real space is nothing but postmodern culture. In this virtual world, everything is portrayed so supernaturally and saturated that the viewer inevitably accepts it. In the wonderful new world of postmodernism, one no longer fits into space and time. Here instead of space, "extra space" is present, that is, everything is constantly changing geographically, and the pretended space replaces the real space. (Ghaedi Heidari 2005)

The creation of metaphysics has brought a kind of metamaterial sensory experience to modern man. Materialism in these metaphysics has given way to audio-visual ideas. Can architecture be defined as a real and tangible art as a metatospace?

Thanks to virtualization, people, actions and information are displaced, or in other words, relocated in an unknown space.

On the other hand, in such an attitude, the multiplicity of spaces makes us mobile and special human beings. Instead of moving in a certain space, we move in a kind of geographical map with multiple levels and go from one area to another, the places under our feet become different and multi-branched and force us to change (Bani, Masoud 2008).

One of the most significant experiences that cyberspace has provided to humans is the use of two bodies. In an article titled "Tarzan in the Media Jungle," Toyota said:

In the modern age, two types of bodies are provided for us. The real body that is controlled by the real world by the flow of fluid inside the body, and the virtual body that is controlled by electricity. This kind of feeling probably added a kind of transition to reality. People have a digital connection, just like their feelings and perceptions are changing (Picon 2014)

But having two bodies seems difficult in the long run, and the combination of different emotions and perceptions that are linked to our real life cannot be ignored. Architecture as the bedrock of our lives can take

on the task of combining and connecting these two bodies in our real body. How can architecture cover this sensory experience of space?

Undoubtedly, future humans will be confronted with buildings that are different from today's advanced buildings.

The advancement of technology is advancing so fast that each time it brings a new sensory experience to man and forces him to adapt to it

In fact, today's new sensory experiences cannot accept architecture with a mere body of materials. Architecture mounted on the waves of technology must be able to present itself in a new and more effective way. Technology based on new body information from

Can explain architecture. What is expected of architecture today is not just shelter. Meaning transfer, security Information, satisfaction of new sensory experiences of space, human unity and communication should also be included in future architecture

Here we can use the word interface architecture. Interface architecture can be defined as a type of architecture that is half real and half virtual. It is believed that interface architecture will be used in the future not only in galleries but also on a residential scale.

The relationship of people in the digital community with the city and urban life

This issue is further explored in the context of urban foundations.

But architecture as a composition and urban body is closely related to urban foundations. The digital city will be meaningful with the configuration of digital architecture.

About 10 to 15 years ago, several hypotheses were put forward regarding the connection between the city and digitalization. The first hypothesis is immaterial

"As William Michel describes in his book *The City of Beats*, a way in which the tranquility of electronic transactions replaces the physical circulation of things."

The second hypothesis deals with dispersal and decentralized urban life.

This is the decentralization of urban life for military or economic purposes. However, this perspective is inconsistent with studies on metropolitanization and its relationship with digital networks.

In another hypothesis, cities are increasingly becoming individual priorities, behaviors, and strategies.

Using personal cell phones in cities and the use of biometric data used to identify people all contribute to this hypothesis.

Another hypothesis is about citizen communication and the creation of virtual spaces for friendly meetings or online stores, which generally changes the appearance of the digital city. The ultimate feature envisioned for the digital city, is the importance of events and happenings as a determining element of urban life. These three approaches explain the future

Which is inconceivable for a digital human being. The increasing advancement of technology is pushing us towards robotics.

Architecture and the political economy of space

In the twentieth century, economic-political factors became more important than other factors, and the political economy that ruled the cities

was the basis of urban issues. In any analysis and theorizing about urban space, more attention was paid to political economy than to where this criterion has been more important in creating urban space than social functions. Some economic conditions, under the influence of certain political ideas in the creation of geographical space, in particular, urban geography is considered as the most important influential factor in cities, especially in the second half of the twentieth century. Given its importance, urban planners, in the present century in the analysis of urban space must turn to political economy, Local and national and the results to pay more attention to the quality of people's life.

The purpose of the political economy of space is to discover the spatial patterns of the process of production, distribution, consumption and the role of government and social groups and classes in shaping these patterns.

One of the positive characteristics of thinkers who more or less belong to the view of the school of space economics is the acceptance of the fact that the theory as a whole and the theory of city and urbanization (from the point of view of the political economy of space) are processes.

Peripheral areas of cities and metropolises with the emergence of hydrospace organization with natural, social, economic and physical connections in the geographical environment in the framework of dynamic human interactions

And the environment are formed within the dominant socio-economic system. In the last few decades, one of the salient features of urbanization in developing countries is the growing phenomenon.

"Increasing the number of metropolises is a manifestation of the extraordinary concentration of population in a given space in countries."

It is developing, which is generally attributed to unequal economic competition in space

In other words, the existence of equipped spaces with many facilities in a few places and mainly in the capital centers of these countries, has intensified the tendency to focus on capital activity and population at certain poles.

In these poles with the concentration of effective space capital, attractiveness is created for the presence of the population. While in Iran, for example, with careful planning and proper policy, areas with limited populations and fewer facilities can be developed.

For example, pay attention to the coastal strips and some western areas

A country that has been at war for years can be included in this framework. In a capitalist economy,

Economic development is not only the determining factor of the market, but also the socio-political forces outside the market

These things are involved, in order to recognize these forces, it is necessary to have the political economy of capitalism, the circulation of capital inside the country and abroad, the ideology of the government system and some other factors should be examined in order to play the role of these factors in the formation.

Recognize geographical areas. With this way of thinking, the geography of countries, regions, cities and villages is the result of the

function of political economy and the place and space are also produced by political economy (Shokouei 2002, 103).

Architecture and branding of places

Place branding is the idea of finding or creating unique items that make a place different from other places.

And thus be able to compete with other places (Ashworth 2009, 2) Place branding, intends to

Promote a good reputation for a place outside of it and increase attachment to the place among the residents (Kavaratzis 2004).

Baker defines place brand as a set of thoughts, feelings, and expectations that people have about a place.

Brand strategy has entered the field of urban development, regeneration and quality of life from the business world (Baker 2007). From this perspective, the place brand can find a comprehensive concept in the development process. If we consider place branding as a comprehensive concept and approach. We see differences between this concept and location marketing.

We can use the architecture and branding of a place as a method with a new meaning instead of the international design of a specially embodied image of any specified place. This trend is almost unique to the original historical function of architecture.

Today, architecture is considered as a means to the competitive advantage of cities and metropolitan areas in the post-colonial era that creates globalization, through which the extent of the marketing progress of cities has been examined beyond. Architecture is sometimes combined with urban planning now - the only means of combating "copy culture". Turns, thus typical for times of globalization. Globalization involves integration.

Branding includes a recognizable image of what is being promoted by opposing sites. It is more attractive and meaningful. There is a sharp contradiction between these two definitions. Architecture as a multidimensional discipline of science may solve this current conflict. It does this through meaningful and prose interventions. In a very large number of formulas. Combined with globalization, the meaning of architecture must be redefined in the light of the new reality of marketing. From the current perspective on our environment, which has been overshadowed by mass media and marketing, Architecture is about to play a key role.

Over the past decade, cities such as Bilbao, Shanghai and Dubai have successfully used architecture to expand their image to boost the economy and strengthen their position as a global village. By creating new development strategies for a place. In particular, it is important to distinguish the exceptions that characterize it and the right economic and marketing tools.

To prevent the integration of its unique identity.

Architecture and tourism definition (place marketing)

Location marketing is a type of strategic planning and management that aims to meet the diverse needs of the target market (Gertner and Kotler 2004). Location marketing is the development and implementation of a management process. Places help to achieve their goals by adopting a market-based approach (Kavaratzis 2004).

The most important feature of this type of strategic planning is the focus on economic development (Govers and Go 2009).

Target Marketing the place to attract new businesses, strengthen traditional and local businesses, develop international trade and prosperity.

It is tourism. The main target group in place marketing are national and global investors outside the place). The strategies presented in location marketing are mainly based on financial instruments and emphasizes on management processes (Kavaratzis and Ashworth 2008). In response to the question of whether branding is a marketing tool with location as part of it or location marketing is part of place branding, there are different opinions. The answer to this question depends on our view of defining the brand as a tool or a comprehensive concept and approach in the development process (Kalandides and Kavaratzis 2009) In fact, the meaning of the question can be found in the description of the architecture and branding of the place.

The use of the term "branding" for cities began in the early 1990s and has become a common term since 2000 (Dinnie 2011, 3). Kavartzis "Urban branding goals attract investors and tourists in,"

Introduces strengthening local identity and introducing the city to citizens (Kavaratzi 2004, 70).

Being aware of the fact that the brand is a multidimensional concept that has physical features as well as many social and psychological features, John Lang establishes a direct relationship between branding and mental image in order to survive in the global competitive market, cities must maintain a successful mental image of themselves, or restore a valid mental image of the past, or renew their brand by creating new mental images of themselves (Locaitocidris 4931, 458). Generally, the three key tools of marked events - marked buildings - and assets environment - Considered in Urban Branding (Ashworth 2009)

"Destination brand" makes sense in relation to the subject of tourism and tourist attraction. Pike (2010) states that:

The most widely used place brand is the tourism destination brand. Tourism policymakers have found that

Destinations are visited and recommended according to the initial image they create in people's minds

While architecture can be used as a basic tool to stimulate the development of the tourism industry in special areas it can be Distinctive and symbolic architecture in itself and also can be a travel destination. A place where has historical charms

Or there is very little nature available can form new tourist destinations, a new and competitive image of the place

Thus attracting a large number of tourists and increasing revenue from the place.

Buildings and their architectural form have a measurable impact on the local economy. Submalik building that

A date mark or a description of the city can increase investment in the area (Avery 2007).

Another aspect of the impact of architecture on tourist attraction is the phenomenon of reconstructing the identity of a place. Reconstruction or rather copying a successful new image in the field of tourism is clearly unrelated to the actual history of the place. Sometimes it's a newly created

identity, reminiscent of the raw, painless, and cluttered taste of an ordinary tourist who

It does not matter if he sees the Eiffel Tower in Paris or anywhere else. The fact that he can identify and know the purpose of architecture and then know the cultural and urban concept and the true historical concept of the localization of the original Eiffel Tower is an important aspect of traveling.

This tendency has repeatedly tried to attract viewers with a set of stereotypical attractions

Like the special buildings of the Admiralty Ship Museums, the famous enclosures, and so on. As a result

For this commonly copied method, we see interchangeable urban entertainment areas that differ in location and culture.

It has not arisen itself (Avery 2007) In other words, these improvements are constantly in demand by today's travelers for valid

They have little manufacturing. And as a third area of that issue, urban regeneration should be seen as an important move as a place

Repair special in an economic and marketing game, to mention. Many people have forgotten that buildings

They have been rediscovered and reconstructed to introduce the true value of the place.

Selection through the process of revitalization and reconstruction

The architect's methods are very important. It may bring to life a believable beauty of local identity or uniqueness

Nullify the historical structure of construction over a thousand years. Unfortunately, urban reconstruction as a promising chance for

The tourism industry and the overall destination have been misjudged (Gronau and Constani 2010) In many cases, reconstruction strategies follow one approach to culture.

This basically loses sight of the economic aspects associated with this trend. And again, these would mean that you have to spend for these processes

Planned or anticipated and maintenance of historical context. Just to remind - cultural tourism in

Europe has been recognized as the fastest growing sector of the tourism market (Richard 1996)

It has become a global drug for preserving and expanding heritage (ICOMOS 1998).

Consumerism - Architecture as a tool of behavioral economics

There are several factors that can be used for consumption, including a number of recent research findings

Becomes:

Income and the role of gender reinforce the consumption factor in various situations, which is also rooted in the psychological well-being of individuals

The feeling of enjoying food and even seeing exciting pictures is an important motivating factor for consumption

Consumer pride is an important factor in consumerism due to the consumption of luxury goods and showing its class distinction.

Consumption (a commodity is actually) a symbolic message sent by the consumer to others.

Consumerism has been an influential phenomenon at the community level on human life. Numerous motivations in the social arena

Created for the consumption of goods by people, showing them and their individual identity by pretending to be luxurious, pretending

Distinguishing oneself or being the same color in the field of consumption with others through the comprehensiveness and symbolism of goods

The phenomena of this phenomenon have been in different periods. In this regard, architecture as an influential art has become one of the elements of consumerism.

This fundamental and masterful component brings out the emotions that are planned in marketing strategies and

It leads to the creation of a situation of consumer need. This is strongly influenced by consumer-based businesses

Designed, supported to understand the embodied needs of consumers. This includes the problems of deliberately creating public commercial spaces, shopping malls and the interior design of shops. Consumerism, like other social phenomena, changes in each period by constructing new cultural, social, economic and technological requirements, so that in each period it has its own characteristics and pursues its own values in historical developments.

The economics of experience acts as a hypothesis

To force the architect to be aware of how to build places that are authentic and real in their form and full of importance and attractiveness.

As much as buying should be considered as part of the process of building the identity and social connections of the building

Should be perceived as an activity that plays a larger role in the consumer community. Consumerism in

Points in common with the need to express social purpose, individual excellence, and inner desire. It would be more than that

The title of the commentary should be distinguished from a simple buying move and should be related to the identity of the consumer. That

What constitutes a consumer society is the social structure and social and visual communication

Which is at least superficially defined by consumption, also as an activity (consumption)

And as social signs (what has been spent). Compared to past industrial societies, identity formation, structure

Social conditions have changed from what we produce to what we consume

If we divide the level of society economically into three classes - upper - affluent - middle - and lower, the process of consumerism begins from the upper class. In modern times and before, the affluent class, like the head, seeks its own distinction

Consumes expensive goods with others. The middle classes also try to imitate the consumption of the same commodity to cover their distance from the affluent. Thus, the prevalence of the production of that commodity continues in secret and its consumption extends to the lower class, and after

the material and spiritual value of the commodity is reduced, the upper class with the help of cultural agents, he has taken action and wants to consume other goods in order to continue to show his differentiation. This sequence continues.

In the meantime, architecture has become a commodity as a strong element and serves as a tool in the service of the above phenomenon.

In line with consumerism, significant characteristics such as - pretense - differentiation - comprehensiveness -

Symbolism - Serialization appear at the community level

And they turn architecture into a tool to be attractive and eye-catching regardless of their nature.

In such a society, life is characterized by more and more intense consumption and shopping - a life that is characterized by living in commercial places or mainly by objects that are bought and used primarily for consumption. Through the consumption and use of symbols, such as clothing, furniture, prose and cultural particles, we define ourselves, our identity and our position in society. As a result, public places should be turned into commercial places. Squares, streets and public centers are on the verge of amazing transformations from public places to indoor markets, galleries or shopping malls to provide more accessible and easier places to understand consumption.

Entering the shops, seeing the products / goods and buying, satisfies the cravings and is one of the basic logical needs and

The economy goes beyond. Customer motivation includes constant demand for entertainment and relaxation. To guarantee the needs of the consumer, it is important to carefully expose the interior of the shop and the decoration, to expose the products.

Properly (trading) and simulating the atmosphere, which evokes special emotions and consequently behaviors

Consider the planned consumer. Customer reactions created by the environment

It can be expressed in the following groupings: pleasure, excitement, mastery. Man's reactions to his environment

Consuming and acting on it (or discouraging it) and escaping from it.

Corporate architecture

Corporate architecture is the phenomenon of proposing and articulating the basic marketing policy rules of a real company or business institution to differentiate its image in the background of satisfaction and thus to expand its economic position in the market. Today, architecture plays an important role in the complex process of creating corporate identities related to the institution. The so-called "position goals" are created, which usually belong to companies. This is where the history and branding of the seafood company comes into play. The architecture of such buildings should be prominent, clearly identifiable to a particular brand, and attest to the high quality of the brand's products.

Corporate architecture plays the role of advertising in a way that shows the details, for utilitarian products. The goals of the topic become part of the daily culture, which is addressed to current and future customers

in strengthening conscientious programs. Architecture plays the role of economic tool and clearly affects the interests of the company.

International companies and institutions were the first to appreciate the commercial power of architecture. Today's understanding of architecture has changed radically. And today, branding plays a key role in creating global culture well by configuring people's expectations and hopes about themselves.

Architecture as a factor of evolution and composition in the local community should refer to the history and concept of place and expand its identity.

It should reflect the identity values of local residents and increase people's attachment to the place where they live. As a result, vague feelings disappear due to the development of self-confidence. Such conditions facilitate trust and belief in luck. Deliberate creation of everyday living space, social transformations -accelerates the economy

An artificial image of a place that is unrelated to reality, a multifaceted concept of place may be accepted by locals and therefore not used in everyday use as a small difference in the urban structure.

Klingmann Anna writes: "When architecture, ecology, and economics combines social interests to help people and places regain pride it becomes an accelerator for cultural and economic change (Klingmann 2007).

Conclusion

In fact, considering buildings and architecture in itself as a particularly motivating branding experience, seems to express an innovative and new perspective for the whole field of architecture. Highly influential research with the right critique must be conducted to look at this tendency. Architecture should not be judged from an artistic point of view. It should be considered as an evolutionary part of a larger system - as part of the process of economic improvement, technical process, social change. According to Lefebvre Henry (1974), the French philosopher - the urban environment is the result of the current economic situation. Location simply does not exist; location is a function of a constant redefinition resulting from constant market conditions.

Today, the relationship between man and his environment is highly significant. The more we influence a consumer, the more effectively we will achieve our strategic economic goals. Architecture seems to be an inherent part of economic strategies designed to produce a certain financial result. Architecture - as a tool with many expressive capabilities - supports the creation of competitive advantages.

Although the form and function of the two architectural criteria remain, the more important factor in evaluating architecture is its impact on personal development related to the average consumer. Today, the architecture of place and purpose where contemporary people exist is underestimated. We mention only a part of its multidimensional configuration that has a direct impact on the reactions and behavior of an audience.

As a result, we only partially used the basic components of architecture to create a place with special economic power. Time to identify and explore other architectural attributes as a way to create innovative truth,

to appreciate the ability to create an atmosphere in which consumer behavior leads to planned financial impacts.

In times of crisis and from a perspective of economic crisis in many parts of the world, it is important to think again about the use of tools; We have done this so it increases our impact at no extra financial cost. One of the first things to think about again is architecture.

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Figure captions

Fig. 1 Reichstag Building (German Federal Parliament Building (The world's most famous political structure 1884) (Source: eaver.com)

Fig. 2 Big Ben, the world's largest clock tower in London, 1856 (Source: justfunfacts.com)

Fig. 3 The Eiffel Tower is the symbol of France and one of the most famous symbols in the world, 1889 (Source: Nonbuilding structure)