

عنوان مقاله:

The Impact of Color on the Social Behavior of People: a Case Study of Isfahan

محل انتشار:

چهارمین کنفرانس بین المللی و پنجمین کنفرانس ملی عمران، معماری، هنر و طراحی شهری (سال: 1400)

تعداد صفحات اصل مقاله: 9

نویسنده:

Roya Nazari-Najafabadi - Independent Researcher, Isfahan, Iran

خلاصه مقاله:

The city, as one of the most important innovations in the history of human civilization, is not just a settlement, but a village in which the spirit of society is breathed and takes its identity, which becomes meaningful by objectively crystallizing in the physics and content of the city and by creating an association. Public memories in citizens and belonging of citizens lead to citizenship. Citizens' belonging, which today is due to the interaction between the person and physical, social and activities, is a very important issue that has become one of the topics of interest among social and cultural issues and of course architecture. In this regard, the present dissertation, considering the importance and position of physical elements and environmental quality in creating citizens' belonging, examines and analyzes the appearance of buildings in creating a sense of belonging for the residents of Hashbehesht Street as the study area of this research. This research, which is descriptive-analytical and based on case studies, studied this issue using field and library research methods. The results of this study, which was obtained using a questionnaire and field observations and based on SPSS software data, show that there is a relationship between the two variables of quality and construction of facades of buildings on Hashbehesht Street and citizens' belongings. Examination of the obtained coefficient of determination shows that the variable of quality and construction of the façade, ۲۵.۴% of the changes in the dependent variable explain the citizens' belonging. It can also be said at a confidence level of ۰.۹۵ that the visual quality of the facade of today's buildings complies with the legal and mandatory approvals of the building facade. During the transition from the traditional concept of urban planning, new concepts have been formed which are inherently from the lineage of sciences such as sociology and even psychology, and following the birth of meaning between the disciplines of urban planning, the sense of spatial belonging is one of them. This is actually one of the most important factors affecting a person's relationship with the environment. This feeling includes a variety of factors that affect the quality of life in the place.

کلمات کلیدی:

Color, Social, Behavior, Isfahan, Art

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1426947>

