

## عنوان مقاله:

Endogenous Development; an Alternative for De-escalation of Identity Crisis among Iranian Women and Their Houses

## محل انتشار:

مجله بین المللی معماری و توسعه شهری، دوره 4، شماره 2 (سال: 1393)

تعداد صفحات اصل مقاله: 10

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## خلاصه مقاله:

Nowadays, huge tendency to fashion and consumerism could be assumed as the origin of identity crisis among women and in their houses. This phenomenon is like a veil between man and the fact of his human being. Given that the physical properties of man-made environments (house) are influenced by human properties and, in return, have an important role in giving identity to their audience, identification of different dimensions of these properties can be useful in the creation of physical environment with the goal of overwhelming such a crisis. In this study, the roots and effects of the tendency toward fashion and consumerism were explored. It is believed that modernism and materialism are the main causes for the current crisis. At the second stage, to understand the nature of relationship between humans and their environments, theories from semiotics, phenomenology, and semantics were studied. After reviewing many sources, it was found out that self awareness is the only way to promote women and their houses' identities. Finally, using a logical reasoning method, among all reviewed approaches, Endogenous Development Model was confirmed as the best approach to getting out of the kind of crisis explained above. According to the findings, this approach can pave the ground for inhabitants' growth in addition to creating valuable places with their unique identity.

## کلمات کلیدی:

Endogenous development, Woman, House, Modernity, consumption

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