

Strategies of Urban Spaces Developments Approaching Urban Events in Iranian Cities

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Abstract

The city is a complex and integrated reality of all social, cultural, economic, environmental, physical and other environmental factors. Designing a city that takes into account the qualitative criteria of these factors can be a creative work and creative urban spaces and the city as a work of art. In the city as an artistic phenomenon, beauty is a key feature of the city and its components. Features such as order, harmony, cohesion and consistency in the city can also be seen as works of art. Therefore, the purpose of this paper is to explain the approach of the city as a creative work of art and design as a strategy for achieving it through exploratory research and interdisciplinary research and documentary research methods and library studies. Be. The results of this research indicate that the use of urban design art is one of the most important factors in attracting tourists, investors and economic and tourism boom. Creativity in the design of public spaces, buildings and social centers can be done in a contemporary, traditional context. Public spaces, squares and streets, urban and neighborhood entrances, public places, cultural, social, pilgrimage, recreational, sports, and economic hubs in Iranian cities are among the most important areas of applying creativity to create artwork. Applying creative power and expanding it in various fields will bring to light interesting and unique phenomena in different areas and areas and will create a beautiful and artistic city. Iranian cities have many beautiful urban spaces, squares, garden alleys, museums, mosques that act as urban place brands for citizens and tourists. n abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself.

Keywords

City, Artwork, Urban Design, Urban Events, Iranian Cities.

1- Introduction

The city is a complex, multidimensional phenomenon with fields of development and creative excellence that can be studied in various social, cultural, economic, spatial and physical, environmental and managerial dimensions. Creative development of the city can be considered as a basis for promoting urban identity, urban tourism, peace of citizens and other environmental qualities. In this regard, creativity through architecture and urban design will lead to the creation of beautiful and luxurious buildings and urban spaces.

Urban design is generally a scientific, professional and artistic discipline from the field of urban planning that deals with environmental qualities. In the hierarchy of disciplines, urban design is placed after urban planning and before architecture and fills the gap between the two

disciplines. Urban design can have different tendencies and tendencies. Urban design can range from fantasy to reality, and has technocratic, neutral, passive, imaginative, systemic (scientific), political, and active roles (Bahraini, 2006, 50).

Lack of attention to creativity in contemporary cities is one of the missing links in urban development and leads to the production and reproduction of numerous urban issues. Some of these issues are: environmental stress, lack of attractiveness of buildings and urban spaces, clutter of buildings and urban spaces, illiteracy of the city and confusion of citizens and tourists, mass production of identical buildings, mismatch of mass and space in the city, urban entrances Undefined and unorganized, lack of pre-existing natural opportunities, air and noise pollution, visual pollution and disorder in urban lighting. Given the

above issues, creative architectural and urban design strategy is a necessary and effective way to solve some of the above issues relatively. Because solving all related issues and problems requires planning, reforming the rules and processes of education, design, implementation and operation and management of buildings and urban spaces. But creativity in the field of architecture and urban design, by creating beautiful works of art, promotes the city to a work of art.

Attention to identity is essential in urban branding. Paying attention to what is the basis of the city and what interpretation do we want the audience to have? Without an acceptable amount of transparency in the first stage of brand formation, what is achieved will not be a transparent urban brand, but we will end up with an incoherent set of sub-brands, each of which provides relevant information or even Worse, no conscious urban brand may be created, in which case the fate of the city's image in the hands of the world will be completely indifferent or hostile (Dini, 1392: 192-93).

Brand-oriented approach in urban design and organizing urban spaces is one of the ways to improve environmental quality, which is used through the design of urban walls, flooring, urban elements, urban art furniture and also art events. As citizens and tourists refer to the city and its components as a work of art. A review of the successful history of this matter in different subjects and different methods and types can lead to further explanation of the subject.

Iranian cities have a wide range of capabilities in the field of urban design that can be upgraded to a city with competitiveness and brand identity through comprehensive planning. Capacities that are currently underused and Iranian cities in various areas of goods, places and trade and tourism suffer from many problems and irregularities.

- 2 Methodology

The purpose of this study is to explain and clarify the position of creativity in the city and its environmental qualities. In other words, this article tries to clarify the issue that architecture and urban design are creatively influential in various dimensions of the city, based on which the strategies of this matter and the relevant manifestations and examples are described and analyzed. The most important question of this article is what are the grounds

for strengthening the city as a work of art with a brand-oriented approach? And how does creative urban design contribute to the realization of the city and its components as an urban brand artwork? In general, it can be said that urban spaces, especially squares and streets, and important urban buildings and complexes are considered as grounds for the manifestation and emergence of various arts as an urban brand. The process of conducting this research is such that after proposing the problem and objectives of the research, the dimensions of art and urban design in the city are explained and then the dimensions of urban branding are examined. Then, brand-based urban design strategies are discussed and finally, summarized and concluded.

3- Theoretical framework of research

3-1-Urban design

Urban design is the knowledge, profession and art of promoting environmental qualities that can be used on a large scale to micro (Behzadfar, 2009). Creative design means using creativity and artistic methods in the desired designs. How to create an art concept is one of the basic questions in art in general and in architecture in particular. The origin of a work of art has different references. The set of information, attitudes, mental or visual references have been the origin of various artistic concepts. Backgrounds that during the analytical and evolutionary process cause the emergence of an effect (Mardomi, 1384, 93).

Ecological design is a type of design that minimizes the effects of environmental degradation by integrating living processes. Ecological design is a field of comprehensive and ecologically responsible design. In this regard, the urban planner should consider the following: preservation of natural and cultural features, ensuring that the development of environmental health is promoted; Compatibility with nature; Awareness of watersheds and ... (Bahraini, 2003). The design process includes a set of complex mental activities that occur in the path of problem identification to find a solution. Therefore, the first task of the designer is to identify the design problem (Davoodi and Ayatollah, 1387: 17). Metaphor, through "inspiration from nature", also helps to cultivate the imagination (ibid.: 123).

Developments in design and construction are based on the needs of communities. If the relationship between these types of innovations and sustainability goals is

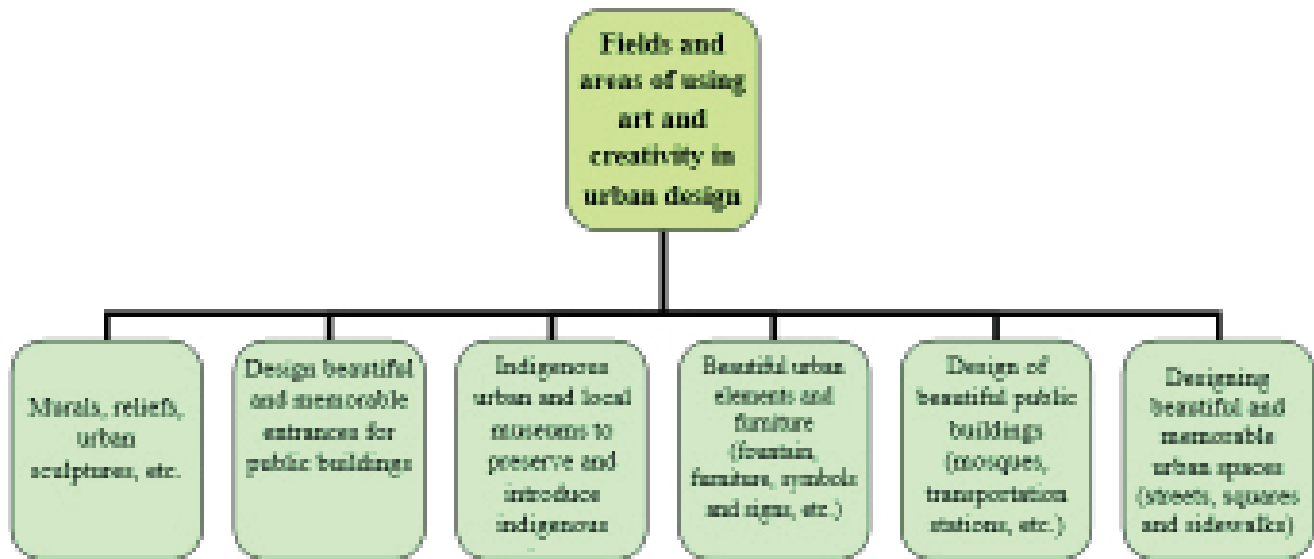


Figure 1- Backgrounds and areas of using art and creativity in urban design

defined based on education and research (in the direction of achieving sustainability goals), environmental problems will be minimized and innovation in design and construction will serve sustainability (Khatami and Fallah, 34: 1389).

Creative urban design can be applied to urban spaces including squares, streets, sidewalks, alleys, waterfronts and entrance gates of cities and neighborhoods. Beautiful city spaces are one of the most basic ways to attract tourists, which requires the participation of professionals, artists, city managers, owners, investors and people. In this regard, the streets; Sidewalks are such beautiful and memorable signs and symbols and squares. Also, beautiful public buildings, especially in the design of mosques, hotels, cultural and artistic complexes, urban and local museums with the approach of preserving and introducing indigenous arts are other areas of applying art and creativity in the city and urban planning. Beautiful and attractive urban elements and furniture such as fountains; Sculptures; Murals; Beautiful urban and local gates and other urban furniture are suitable grounds for applying the art of urban design.







3-2- Creative urban design in urban spaces

In urban spaces of Iran in general, there are many issues and weaknesses that range from basic needs to high needs. The dominance of cavalry over the urban space and infantry and the threat to their safety, the impossibility of free movement in the squares is one of the most important issues. For this, the definition of fields and how to plan and design them should be reconsidered. The artistic approach in organizing squares and streets is realized in the design of walls, flooring, signs and symbols of urban space, urban furniture including living benches, lights and boards and signs, kiosks, etc. This should be applied in the form of harmonious and diverse colors, beautiful, original and indigenous forms, considering materials with clean energy in a comprehensive and flexible program based on the needs, issues and requirements of the space. A look at the famous and beautiful squares in different cities shows the importance of this. Naghsh-e-Jahan Square in Isfahan and Amir Chakhmaq in Yazd, Mashq Square in Tehran, Iqbal Square in Sanandaj, Saat Square in Sari and Azadi Square in Tehran are among the beautiful squares in Iranian cities.

Table 1- Beautiful and memorable squares

<p>Tehran Mashqe Square</p> 	<p>Amir Chakhmaq Square, Yazd</p> 	<p>Esfahan Nagshe Jahan Square</p> 
<p>Tehran Azadi Square</p> 	<p>Sari Saat Square</p> 	<p>Iqbal Square, Sanandaj</p> 

Table 2 - Unique and memorable streets and sidewalks

<p>way Tarbiat Tabriz walk</p> 	<p>Chaharbagh St., Isfahan</p> 	<p>Valiasr St., Tehran</p> 
<p>Lorestan Garden Alley</p> 	<p>Semnan Garden Alley</p> 	<p>Khansar Garden Alley</p> 

Brand streets and sidewalks

In addition to the squares, the streets, which constitute the most important and most urban space, can be used as a tourist attraction and a place for the presence and multifaceted use of tourists. The artistic approach on the streets and sidewalks can be used, taking into account the needs and issues in the design of walls, flooring, furniture and native and diverse plant species, Elmans and memorable signs. Tarbiat Tabriz, Valiasr streets in Tehran, Chaharbagh in Isfahan and Champs Elysees in Paris are clear examples of such urban spaces. Also, gardens and garden alleys are meaningful concepts in the history of Iranian civilization and show the pattern of Iranians' interaction with nature. The traditions of using water and trees and combining them with the cultures of different regions of Iran have led to the emergence of diverse and valuable garden alleys. The values of Bagh Alley are recognizable in cultural, natural, spatial and physical dimensions, literary, spiritual and psychological and landscape. Their protection and revival, in addition to literary, spiritual and landscape values, will play an important role in protecting the contemporary environment of cities and villages.

Beautiful and Memorable Bridges

In addition to urban spaces, urban stairs can also serve as a memorable attraction for tourists. In designing such structures, while observing structural considerations, he also used engineering art and traditional, indigenous and advanced fields. In addition to playing a role as a route and communication link and facilitating pedestrian and pedestrian traffic, bridges can also play a symbolic role. A review of the beautiful bridges of the world, such as the Khajoo Bridge in Isfahan, shows this role. Among the beautiful bridges of Iran, we can mention Khajoo Bridge and 33 bridges in Isfahan, Qari Bridge and Bazaar Bridge in Tabriz, beautiful bridges in Ahvaz and Nature Bridge in Tehran.

Design beautiful headboards

Designing beautiful entrances for public places and buildings, especially universities, can contribute to the beauty of cities. In the cities of Iran, in the past, city gates were considered as one of the beautiful works of art in cities. Among these gates, we can mention the Quran Gate of Shiraz. Also in the contemporary period, the design of beautiful entrances for public places, including university

Table 3- Beautiful and memorable stairs






<p style="text-align: center;">Qari Bridge, Tabriz</p> 	<p style="text-align: center;">Thirty-three bridges of Isfahan</p> 	<p style="text-align: center;">Khajoo Bridge; Isfahan, Iran</p> 
<p style="text-align: center;">Tabriz Bazaar Bridge</p> 	<p style="text-align: center;">Beautiful bridges of Ahvaz</p> 	<p style="text-align: center;">Tehran Tabiaat Bridge</p> 

Table 4- Beautiful and memorable colds in buildings and public places of Iranian cities













<p>Entrance of Tarbiat Modares University</p> 	<p>Entrance of Tehran University</p> 	<p>Shiraz Quran Gate</p> 
<p>Entrance of Sharif University of Technology</p> 	<p>Entrance of Shahid Beheshti University</p> 	<p>Entrance of Iran University of Science and Technology</p> 

Table 5- Beautiful and lasting mosques

<p>Goharshad Mosque, Mashhad</p> 	<p>Shahid Motahari Mosque; Tehran</p> 	<p>Jame Mosque of Isfahan</p> 
<p>Tabriz Grand Mosque</p> 	<p>Yazd Grand Mosque</p> 	<p>Sheikh Lotfollah Mosque</p> 

entrances, is significant. Sard University of Tehran, Science and Technology, Shahid Beheshti, Tarbiat Modares University are considered as important urban gates.

Beautiful and Brand Mosques

Public buildings, especially urban and local mosques, and cultural and artistic collections are an important background and opportunity for the display of indigenous and ritual art in cities and regions. Traditional forms, domes, minarets, arches and porches, central courtyard, tiling and plastering and mirror work and water basins and beautiful mosques in Muslim cities while expressing the architectural identity of those cities and communities as spaces They are memorable and memorable for tourists. For example, tourists visiting the mosques of Isfahan and Tehran and other Islamic cities represent this key opportunity

Historic and memorable gates

The entrance gates of cities and neighborhoods, which in the past had the role of controlling the entry and exit to cities, today can act as symbolic signs and memorable

elements. The beautiful gates of Tehran that have been destroyed today can revive the role of tourist attraction by reviving them. The gates of Tehran referred to the strong and lofty buildings and urban spaces around them, which were built in the past in parts of the fence and tower of Tehran. The construction of this building apparently began in the Safavid era in Tehran and continued until the end of the reign of Nasser al-Din Shah Qajar. But since then, all of Tehran's gates have been destroyed and destroyed. The gates and fences of the Nasserite period were also destroyed during the reign of Reza Shah during the construction of streets and widening of passages. Currently, the only surviving gate from the past is one, the Baghmali Gate and the other a small part of the Mohammadiyeh Gate at the entrance of Abbasabad Bazaar. Or the Quran Gate of Shiraz, which has had a spiritual and memorable role since ancient times, has such a role with its artistic form and taken from its native architecture.

Beautiful and brand museums

Iranian cities have beautiful and artistic museums and play an important role in the beauty of the city. These

Table 6 - Historical and memorable gates









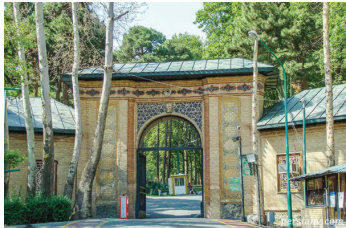
<p>Abdul Azim Gate; old Tehran</p> 	<p>Doolat gate; old Tehran</p> 	<p>Dushanbepe Gate, Old Tehran</p> 
<p>Quran Gate ; Shiraz</p> 	<p>Shemiran Gate; old Tehran</p> 	<p>Qazvin Gate; old Tehran</p> 

Table 7- Beautiful and lasting museums

<p>Museum of Ancient Iran</p> 	<p>Tehran Museum of Sacred Defense</p> 	<p>Tehran Museum of Contemporary Art</p> 
<p>Shams Al-Amara Museum</p> 	<p>Niavaran Museum</p> 	<p>Saad Abad Palace Museum</p> 

museums include the Museum of Contemporary Art in Tehran, the Museum of Ancient Iran in Tehran, the Garden of the Museum of Sacred Defense in Tehran, the museums of Saadabad Palace, and Niavaran and Golestan. In addition to placing elements and works of art, these centers are also considered as urban works of art.

4- Urban branding

Attractive and valuable architectural works including historical and contemporary buildings, urban spaces, monuments, tombs and urban symbols can be transformed into attractive urban brands. Place branding is the discovery or creation of some distinctions that distinguish one place from another and have a competitive brand value for it. Among the necessary fields are: 1- Association of characters; It occurs when cities associate themselves with specific individuals (usually artistic, scientific, political, and economic figures) in the hope that their unique characteristics will be transferred to that city as well. 2- Famous buildings (urban and local design): Those are the visual features of buildings and urban design that can be used to create wider cultural and economic growth in the city. This may be possible through a well-known building, distinctive urban design and iconic neighborhoods. Such physical changes can instill important concepts about the

city's brand. 3. Significant events. (Musa and Melewar, 2011: 162-168).

Urban brand sustainability requires social and cultural dynamism and the participation of citizens and tourists. In other words, sustainable urban identification and branding provides a process of social, cultural and political development. This process, first of all, requires knowledge and conceptual and practical modeling of the principles and indicators of urban identity. These principles and indicators can be applied to all tangible and intangible cultural and civilizational dimensions; Generalized values, beliefs, customs, architecture, urban planning, physical infrastructure and natural environment. Organizing these elements should ensure the preservation of indigenous principles and in some way interact and adapt to the new global cultural trends and attitudes, and this orientation, along with providing appropriate services, leads to competitive spatial production, quality of life and sustainable urban development. (Kamanroudi, 1393).

Relying on lifestyles, spatial factors, brand and image of places with emphasis on leisure and architecture as a key factor in creating a different strategy from cities to attract tourists to cities. Creating an urban brand is one of the ways to promote regions as an architectural destination,

as well as attracting capital, population, institutions and economic enterprises and promoting their position (Motalebi et al., 2015: 199). Branding around the world has successful records in various fields, the study of which can help promote knowledge, experience and art in indigenous


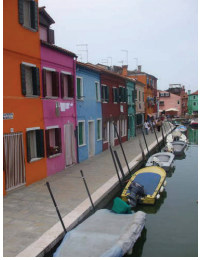




branding and identity. In this study, global branding records are categorized by continents and from selected and prominent countries and cities in the field of branding of goods, services and special places, which are listed in the following tables:

Table 8- Examples of competitiveness of famous Asian cities and their contextual and competitive characteristics

City	Branding features	Brand/ Symbol/ Image
Ahmad Abad	Named “India Growth Engine”; Integration of different cultures through art, handicrafts, architecture and trade; Ahmadabad’s authentic architecture includes temples, palaces, mosques, tombs, stepped wells, national and international institutions, as well as buildings from different periods;	
Chang-Qing	Sichuan opera, teahouses, animals such as pandas and tigers; Chongqing People’s Council Hall;	
Kuala Lumpur	Characters: Datok Michel (famous actor), Jimmy Choo (famous shoemaker), Dr. Mahathir Mohamad (famous politician), Datuk Nicole Ann David (world number one squash player), Datok Lee Chong Wei (world number one badminton player), Dato Tony Fernandez (CEO of Air Asia, under whose leadership he became the best and cheapest airline in the world); Petronas Twin Towers; Putrajaya City (a combination of Islamic and modern architecture entitled “City in the Garden”);	
Beijing	Historical monuments and buildings, unique urban spaces, food, various cultural, sports, scientific events, production and industrial centers, mass production of goods and services, universities and economic institutions, etc .; Forbidden City in central Beijing; Architecture of historical buildings with predominant red and yellow colors, form of sloping roofs and traditional festivals, local goods (such as handicrafts), rural tourism, creative architecture, transportation and service infrastructure, etc .;	
Seoul	Preserving the colors and symbols of the Seoul Olympics for the citizens, constructing the Taipei Performing Arts Center (with architecture by Rome Koolhaas), designing the Plaza and Bibab Stadium in the commercial area of Dongamun (designed by Zaha Hadid);	
Lahore	Fort and Shalimar Gardens, Lahore Grand Fort, Royal Mosque, Moti Mosque, Pakistan Minaret, etc .;	

Table 9 - Examples of competitiveness of famous European cities and their contextual and competitive characteristics

City	Meanings of contextual characteristics	Brand/ Symbol/ Image
Athens	"Live in Greece with your myths", the 2004 Olympics, was the symbol used for the Olympics, a bouquet of olive leaves.	
Budapest	Landscape of Budapest, the waters of the Danube River, lifestyle and architectural heritage, the city of festivals, one of the first cultural centers of Europe.	
Edinburgh	The gateway for tourists, Britain's second largest city after London, a UNESCO World Heritage Site, a UNESCO World Literature City and a world-renowned tourist destination, the slogan "Edinburgh is an inspiring capital", encouraging companies to operate And investing in Edinburgh; Attracting foreign talents and investments for innovation, creativity in various fields; Provide research and training at international and regional levels; High quality of life; High quality tourist destination; Safe and suitable urban area with contemporary period and historical identity and cultural heritage.	
Barcelona	Unique identity elements include: history, culture, language, food, natural landscapes and climate, a humane and accessible city with an entrepreneurial spirit, the most famous city brands with a great reputation worldwide, the success of FC Barcelona, Davis Cup Final, Tour de France 2009, European Sports Championship 2010 with international conferences and summits such as Medical Conventions, Mobile World Congress, Sonar Electronic Music Festival.	
Madrid	Superior geographical location, ancient background and its political, sports and economic center, great and famous museums, churches and beautiful urban spaces, Royal (Palacio Real), Sophia National Museum of Art, Thyssen Burnemisa Museum, Del Prado Museum, Archaeological Museum , Retiro Park, etc., two famous and popular clubs of Real Madrid and Atletico Madrid and the stadiums of Santiago Bernabeu and Metropolitana.	

<p>Turin</p>	<p>Development of the University of Turin and the Polytechnic University of Turin, upgrading of the museum system, modernization of the railway and airport network, modern and creative European metropolis with rich cultural heritage, construction of landmark buildings such as the new Porta Susa station, large urban library New, doubling the area of the Polytechnic University, recreating the fruit and vegetable market with the function of the Olympic media village, using the facilities built for the 2006 Olympics for purposes such as rental housing, student dormitories and new urban parks.</p>	
<p>Venice</p>	<p>Built on 117 islands, the landmarks (church and palace) and knots (Piazza), the Carnival and the Biennale of Venice, people like Marco Polo, Casanova and Vivaldi, their unique natural, historical and physical identity.</p>	
<p>اسررب</p>	<p>The first capital of the Ottoman Empire, many architectural works from the early Ottoman period, the city where the Ottoman Empire was born; God's grace; Holy City; Mystical city; The Holy Capital of the Ottoman Empire. Mosques, castles, fountains, tall and old trees, ancient tombs in Bursa.</p>	
<p>Istanbul</p>	<p>Hagia Sophia, Sulaymaniyah Mosque, Ortakoy Mosque, Sultanahmet Mosque (Blue Mosque), New Mosque, Rostam Pasha Mosque, Topkapi Palace, Grand Bazaar, Basilica Reservoir, Galata Tower, Chora Church, Istanbul Hippodrome or Horse Racing Square, Palace Magnificent Delma Behche, Istanbul Yedikule Castle, Esteghlal pedestrian axis and Taksim Square, Istanbul beaches and</p>	
<p>نر</p>	<p>Urban projects, cultural development, creative city, etc. in order to promote urban identity, cultural, economic fields, new technologies, creativity and innovation,</p>	
<p>Paris</p>	<p>Eiffel Tower, Bioborg Museum of Modern Art, Louvre Museum, fashion show and brands of aristocratic designers.</p>	




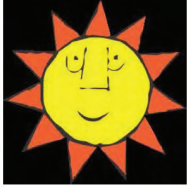








<p>Stockholm</p>	<p>The city is built on 14 islands connected by 57 bridges, the “Venice of the North” or “City of Water”, a city full of experiences, a city of innovation and growth, a city of citizens.</p>	
<p>Glasgow</p>	<p>Slogan “Glasgow: Miles Better - Smile Better”.</p>	
<p>Geneva</p>	<p>As an “urban laboratory”</p>	
<p>Karlstad</p>	<p>The motto of this city is to create an attractive and developed city, accessible to everyone and a “green” and sustainable city, “Happy Sun Face”, which emphasizes the sunny position of the city and the good moon of the people.</p>	
<p>Amsterdam</p>	<p>“I’m Amsterdam,” a clear, strong, easy-to-remember slogan and message, was the key to the campaign’s success, as they did not focus on a small target group. The “I am Amsterdam” logo refers to many groups, including residents, tourists, investors, and so on. This message was also included for flags, clothes, umbrellas and even in the field of trade and business, etc.</p>	
<p>Bologna</p>	<p>The University of Bologna is the oldest university in the world, with Lamborghini, Maserati, Pagani and Ferrari car companies as well as Ducati Motorcycle Company, Piazza Maggiore Bologna Main Square, Piazza Maggiore Bologna Main Square, Bologna Historic District, vibrant cultural life and entertainment → Bologna dinners, the importance of “Bologna food and restaurants” and dining → outdoors and slow food; “Ice cream” as a traditional, good, tasty product and part of Italian culture; Walkable streets, especially in the historical context of the city for residents and tourists; Words like discover, share, lovely, attractive to Bologna.</p>	
<p>Helsinki</p>	<p>The field of science and technology, knowledge-based urban development, the provision of high quality public services and primary and secondary education based on the latest global level, a place for innovation, knowledge production and constant change,</p>	

Table 10 - Examples of competitiveness of famous African cities and their contextual and competitive characteristics

City	Background and competitive characteristics	Brand/ Symbol/ Image
Cairo	Historical buildings and architectural value and weapons museum, Salahuddin castle, Moez street;	
Agra	Improvement of urban infrastructure in the fields of transportation, health, education, water and housing, construction of luxury recreational, residential and commercial buildings in the Terrasaco Valley area and Villagio yards, the slogan “New Agra for better enrichment”;	
Bandar Saeed	The lighthouse, one of the most important architectural landmarks, is a 19th-century monument and the first reinforced concrete building in the world, the historic Suez Canal building with three green domes on the entrance to the canal, built in 1895 . Despite the lack of attention to its restoration, this building has a high level of tourist potential, Simon Art Store, National Museum, Port Saeed Military Museum;	
Casablanca	Around the Corniche and the coastline, the Arab League Park, the Casablanca Museum of Art, the King's Palace or the Royal Palace, the ancient fabric of Casablanca (Medina district), the Hassan Mosque, Muhammad Square, the Central Market and ...	
Tunisia	The ancient complex and texture of Tunisia (The medina), St. Louis Church, Tunisia, Bardo Museum, Tunisia, Noble Museum of Architecture, Tunisia .	
Johannesburg	World Heritage Site of the Human Cradle, Apartheid Museum, Stark Fontaine Caves, Constitution Hill, Goldiff City, Sun City, Panorama Building, Market Theater, Museum of Art, Soto and Mandela Museum, Victorian House Museum, etc.	

5-Brand-based urban design considerations

Competitive advantages in Iranian cities can be examined separately for homogeneous regions. In general, it can be said that most cities in Iran are known for their natural, historical and cultural advantages. The natural advantages of rivers, springs, unique climate, vegetation, natural products, therapeutic spas, mountains and Historical advantages also include factors such as ancient sites, monuments, museums, etc. Cultural benefits include a wide variety of foods, religious and ritual events, sports and artistic and scientific and literary celebrities, arts and crafts and unique goods.

The most important barriers to competitiveness and branding of cities and regions of Iran with emphasis on the city of Tehran are: intellectual barriers and lack of self-confidence in the possibility of competitiveness at

national, regional and global levels for many managers and producers, lack of political infrastructure, Spatial and physical, welfare and services, tourism and mechanization, lack of design of global brand logos of goods and places and cities, export of original goods, advertising and branding using the capacity of cyberspace, lack of institutionalized culture of competitiveness and branding, unbalanced development And indecency in non-identity areas (such as industries, towers, passageways and highways in Tehran), improper import of goods and lack of regulatory, legal and cultural measures to limit the consumption of foreign goods, lack of quality improvement of some goods And indoor locations and inability to compete with foreign models. The table below shows the competitive (potential and actual) advantages of the regions of Iran.

Table 7- Beautiful and lasting museums







<p>Museum of Ancient Iran</p> 	<p>Tehran Museum of Sacred Defense</p> 	<p>Tehran Museum of Contemporary Art</p> 
<p>Shams Al-Amara Museum</p> 	<p>Niavaran Museum</p> 	<p>Saad Abad Palace Museum</p> 

Table 11- Competitive advantages in regions and cities of Iran

Dimentions	Competitive advantage and regional and urban brands	Branding strategies of Iranian cities
Historical	Golestan, Saadabad and Niavaran Palace Complex, Tehran Historical Bazaar, Tughral Tower, Old Gates of Tehran, Ancient Sites, Historical Names, Tower	Branding of authentic local and national products, designing special logos for brands of Tehran in the field of identity, identifying the terminals of Imam Khomeini International Airport with original motifs of Iranian art and culture, establishing special centers for branding local food, especially Iranian food, holding exhibitions National, continental and international, urban diplomacy strategy, internet branding, holding conferences and festivals of authentic indigenous cultural and artistic products, food and architecture, global publication of works related to special brands, global registration of important centers such as the University of Tehran, Use of health tourism, improvement of Tehran historical bazaar complex and its global registration, architectural branding and creation of brand works in the world, product export facilities and tourism, solving bureaucracy problems and barriers to branding products and places in Tehran, holding specialized branding conferences for For genuine goods, products and original places and collections (goods such as carpets, saffron, pistachios, dates, nuts, rice, tea, sweets, sohan, pashmak; and places such as universities, museums, research institutes, forums) And restaurants and hotels, parks and gardens and towers and damp buildings Edin, hospitals such as Farabi and Milad hospitals), upgrading the functions of Milad Tower as a multi-purpose complex of hospitality, tourism and culture), designing entrances to Tehran with symbolic identity, branding stadiums and football clubs and stadiums such as Azadi, Takhti and Shiroodi stadiums.
Natural	Alborz mountain range and river of seven valleys (Darabad, Kan, Golabdereh, Farahzad, etc.), Shahriar gardens of Tehran, Damavand apple, Cheshmeh Ali, Varamin agriculture, Tehran Chenarestan, Bird garden, Chitgar lake and park, national exhibitions and International Flowers and Plants and Organic Products, Fisheries.	
Physical_space	Milad Tower, Azadi Tower, Museum of Ancient Iran, Azadi Museum, Museum of Contemporary Art, Nature Bridge, Mehrabad Airport, beautiful parks (Mellat, Laleh, Shahr, Jamshidieh, Saei, etc.), Tehran's original buildings (Bank Melli, Theater City, Niavaran Cultural Center, Museums,	
Cultural	Traditional and modern ceremonies and customs, theater, cinema and music arts, fashion and clothing exhibitions, film and music festivals, famous actors of cinema, music and visual arts,	
Catering	Hotels and restaurants, traditional and modern food and snacks, authentic food of Tehran region, Tehran sweets, Tehran nuts, Tehran dishes in the areas of historical bazaar and Tajrish square, etc.	
Sports	International and national sports events, Persepolis and Esteghlal clubs in Tehran, volleyball and futsal, martial arts, Olympic Hotel, sports champions in various fields and ...	
Scientific	Sharif and Amirkabir Universities of Tehran and Industry, Science and Technology, etc., Royan Research Centers, Science and Technology Parks of Tehran Region, Academic and Industrial and Technology Specialists, Alborz and Allameh Hilli High Schools, Tehran Scientists, Elites and Elite Foundation , Inventions, Museum of Science and Technology, and ...	
Religious	Shrine of Shah Abdolazim Shahrari, important and historical mosques (Sepahsalar Mosque, etc.), Great Mosque of Tehran, Shrines of Imamzadegan (Saleh Tajrish, Qasem Golabdereh, Ali Akbar Chizar), religious axes and squares such as Imam Hossein Square,	
Technology	Nanotechnology centers, stem cell research center, factories and special products, and ...	
Political	Political and economic centrality, national and political ceremonies, summits, international hotels, embassies of different countries, parliamentary and presidential elections and the Islamic Council of the city, the complex of buildings of the Islamic Consultative Assembly and Baharestan and the Tehran City Council,	

The competitiveness of cities and regions in pre-modern times has often depended on geographical, natural, political, and economic conditions, advantages, and locations. In the past, the geographical location of proximity to national regional and international roads, especially the Silk and Spice Roads, sea and land roads were among the most important competitive advantages. Political, cultural, and economic centrality to well-known markets, unique commodities such as silk, precious metals, and agricultural products was also an important advantage in the competition of cities and regions. Climatic situation, especially the availability of running water such as rivers, fertile plains, construction of various aqueducts, orchards and agricultural lands, is important in the production of horticultural and agricultural products and its export to cities, regions and countries It was far and near.

6- Conclusion

In general, the connection of the artistic field in the wider area of the city and urban design is a suitable opportunity for cities, artists, city managers and tourists. The manifestation of indigenous, traditional and modern art in urban spaces in terms of cultural and social considerations can lead to the attractiveness of squares and streets. Beautiful squares and betrayals, memorable fountains, magnificent and enduring buildings, symbolic gates, urban and local museums as topics for defining specialized projects and reviving valuable spaces, buildings, concepts and themes of cities. Iranian cities that are developing and have a valuable historical background and climatic, cultural and social diversity need such an artistic approach with a comprehensive approach to urban needs and issues. In this approach, tourists belong to the city and its spaces and memorable elements while establishing emotional and spiritual relations with cities; Economic prosperity and urban revitalization and the sustainability of cities will be pursued in various dimensions. This requires the relationship of the influential dimensions of the issue, namely city managers, artists, professionals, investors, owners and people. Also, Art Education Centers can be useful in this regard by strengthening the fields of Iranian and Islamic indigenous art.

Urban architecture and design with a creative design approach in urban spaces, taking into account the cultural-social and environmental contexts - can create a beautiful,

artistic and lasting identity and personality for urban spaces. This kind of attitude towards urban space tries to improve the environmental qualities, especially the beauty of buildings and spaces, by using creative methods of using cultural, social and natural contexts, to attract, diversify and balance urban spaces. Add; Increase the spiritual and mental health of people in urban spaces; Reduce and eliminate environmental pollution; Anticipate and solve existing and potential problems; Increase people's memory belonging to urban spaces. The present approach in general, according to the contexts and issues of the design, first provides a general model for improving the whole space, then on a smaller scale in the design of movement and pause spaces, urban furniture, climate comfort, design of public sports and recreational facilities, Lighting and illumination of spaces, solving the problem of noise and visual pollution and air, creative design of the environment. The process of achieving creative environmental designs begins with a comprehensive understanding of the needs and problems of the urban space, environmental features, natural elements and artificial elements (new materials and technology, new methods). It will then continue with the feasibility of creative methods to meet needs and solve problems. Combining the various elements and factors of research needs and issues - creativity - natural elements - artificial elements can lead to the creation of a creative environmental design. The use of creative environmental methods with natural and artificial elements and factors can ensure the vitality, health, diversity and attractiveness of urban spaces and ultimately lead to the sustainability of spaces. This approach can be used in the design of movement and pause spaces, urban furniture, climate comfort, sports and recreational facilities, lighting and lighting of spaces. In general, the proposed strategies of this research can be expressed as follows:

- Branding of authentic local and national products such as goods, services, tourist places, transportation, resorts.
- Designing special logos for brands in Tehran in the dimensions of identity fields with the cooperation of prominent graphic designers and artists.
- Identifying the terminals of Imam Khomeini International Airport with original motifs of Iranian art and culture
- Establishment of special centers for the brand of local food, especially Iranian food, holding national, continental

and international exhibitions

- Strategy of urban diplomacy to improve cultural and political relations and to open and facilitate matters related to the branding of goods and services and places and people.
- Holding conferences and festivals of authentic indigenous cultural and artistic products, food and architecture
- Global publication of publications related to special brands
- Selecting special ambassadors for brands of goods and services and places of identity and value.
- Global registration of important centers such as the University of Tehran
- Use of health tourism and branding of public and specialized public and private hospitals, especially Farabi, Milad, Shohada Tajrish, Imam Khomeini, Noor, etc. hospitals.
- Improving the historical bazaar complex of Tehran and its world registration north of Timchehs, palaces, rows and historical mosques and related original goods
- Solving bureaucracy problems and barriers to branding products and places in Tehran region
- Holding specialized branding conferences for goods; Such as saffron branding conference, carpets, nuts, etc.
- Original products and original places and collections for goods such as carpets, saffron, pistachios, dates, nuts, rice, tea, sweets, sohan, pashmak; And places like universities, museums, research institutes, halls and restaurants and hotels, parks and gardens and towers and iconic buildings, hospitals like Farabi and Milad hospitals.
- Upgrading the functions of Milad Tower as a multi-purpose complex of hospitality, tourism and culture with the construction of hotels, restaurants, exhibitions, museums, educational and research spaces, conference halls.
- Designing the entrances of Tehran with a symbolic identity; Revival of old gates of Tehran such as Shemiran Gate, Government Gate, Qazvin Gate and etc.
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- Strategy for designing beautiful, unique and memorable routes, streets and alleys and sidewalks
- Strategy for designing beautiful and memorable urban stairs as a work of art
- Night landscape design strategy, lighting and illumination of spaces using clean energy
- Creative design strategy of urban spaces, squares and

public buildings, vegetation, green space and water

- Strategy for creative design of public recreational-sports spaces (such as special cycling routes,
- Strategy for creative design of urban furniture such as boards, benches and other urban needs.
- Design strategy of beautiful and artistic fountains; As an attraction for citizens and tourists
- Creative design strategy of historical and memorable gates to promote readability and beauty and attractiveness of entrances and urban spaces.
- Creative design strategy for urban murals with cultural and social themes, historical and cultural events
- Planning for precipitation and surface water: Suitable slope for absorption and disposal of surface water in the routes, subsurface canals with responsive capacity, sustainable installation canals (installation water, electricity, sewage, telephone, etc.) for management Stable and avoid carvings.
- Indoor-semi-indoor sidewalks; Special pedestrian underpasses (especially in crowded urban centers and around metro station complexes) and the climatic comfort of pedestrians.

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