

Summary and Conclusion

Discovering the aesthetic rules of a beautiful masterpiece with the title of the elected buildings façades in district 17 Tehran is the subject of this article. Regarding the shapes and proportions of the shape, color, materials, decorations, age and style following are obtained: the dominant style is the modern Iranian style; however, a tendency toward classic facades is observed. Most elected facades were built in the last three so that beauty is decreased in aging buildings; in other words, novelty is considered as an aesthetics factor. Tendency to use a single material or more than three types of materials in the building is less than using two and three. Red and colored facades are more accepted and full-decorated building facades had less chance to be popular. However, in recent years classic decorated facades are also seen in the area. This

type of aesthetics with regard to poverty and economic issues in the region's past and recent developments such as increasing the price of land would be understandable. The excursion of immigrants in the years before revolution shows their tendency to change their life image that was filled with economic and cultural problems such as poverty in years before the revolution as well as social addiction and crime by using materials such as stone that is seen in the wealthy part of Tehran. Similarly classical facade that was once a symbol of wealth and nobility of the north of Tehran, has extended little by little to this region. The chance for brand-new buildings regardless of better quality construction as a building with less connection to the past, should be analyzed in the same metamorphosis.

Reference list

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Table 7. Decoration. Source: Author.

Decoration (coverage on the facade)	Percent
Without ornament	33.3%
Low (less than 5%)	33.3%
Moderate (5% to 15%)	14.8%
High (over 15%)	18.6%

due to the renovation of classical buildings will be probably. There are no modern samples without any decorations in the samples, is not exist.

Analysis: Iranian architecture and decoration has its roots in the past. Much of the facades have no trimmings or low-decorations whose simplicity is taken after the past (Table 7).

Form relation to the adjacent buildings

The purpose of having the form of adjacent buildings is based on proportion ranging from

colors, materials, lines and openings, skyline neighborhood in the alley or street view. Due to lack of immediate neighbors, 7 samples out of total 27 samples have been excluded in the search.

Interpretation: The overwhelming facades are not coordinated with neighboring buildings.

Analysis: It seems the distinction from other facades is considered as beauty according to people.

Table 7. Form relation to the adjacent building. Source: Author.

Form relation to the adjacent buildings	Percent
Overall coordination	10%
Lack of overall coordination	90%

that mixing materials is mainly observed in the last three years. Brick, by being used by about 11 was in third place according to people’s choice. The luxury of stone should be added to the reasons for the increased use of these material (Table 5).

Color combination

Interpretation: cream and red is the dominant color spectrum of the dominant materials. The use of stone and brick as the dominant materials in the manufacture of paints has made these colors as the dominant ones in facade.

Analysis: the reason of public acceptance of cream and red spectrum, which takes the whole 88 percent of façade, is likely in the characteristics of the color for modernity (light cream color reminiscent of modern architecture and its simplicity) and quality. In addition, the cream color is similar to historical Iranian cities (the color of the soil). Red substances such as brick or stone paneling with special emphasis on their use implies the willingness of people to

draw attention and express the distinction with adjacent buildings (Table 6).

Decoration

The elements constructed together with façade whose addition or eliminations will not change the geometry of façade are considered as decoration. Facade color and texture may be somewhat affected by façade change; however, the building volume will not change.

In analyzing the proportion of decorations, the samples are divided into four groups: full decoration (more than 15% of the surface), intermediate decoration (between 5 to 15% of surface), low decoration (less than 5% of the surface) and without ornament.

Interpretation: about 33 percent of facades are classified as low decorated in the group and there is equally no sculptured facade. 14.8 percent of the facades in the group are categorized in intermediate decoration and an average of 18 percent of facades has full decorations, in such a way that the decorations are the main components of facade. Full decorated styles like classical styled are not abundant but their number is increasing

Table 5. The combination of materials. Source: Author.

The combination of materials	Percent
Coal	48.1%
The combination of stone and brick	40%
Brick	11.9%

Table 6. Color combinationd. Source: Author.

Color combinations	Percent
One color	30%
Red blend	70%
Whole cream	88%

Style

In this study, facades are classified in three overall style; traditional, classical western and modern Iranian styles. The traditional style is a style in which the traditional geometry, materials and motifs of traditional Persian architecture are used. Classical western style headers with a particular form, known as Centauri and the Iranian modern style is a style for visualization of the current Iranian monuments in which modern materials and geometry of modern architecture without special attention to the traditions of Persian architecture are used (Table 2).

Table 2. Style of facade. Source: Author.

Style	Percent
modern Iranian	88.8%
Classic western	7.4%
Traditional	3.8%

Interpretation: modern Iranian style is by far the dominant style. Classic viewing in new buildings is growing slowly. Buildings of traditional style as well as classic ones are new types.

Building age

According to the detailed plan area of district 17 in 2007 three periods of construction in the area were identified. In the first period, the urban blocks were made of irregular and non-geometrical aspects. Almost geometric shape and rectangular city blocks in the second period and the third period are higher in quality than the previous periods. Note that more than 90 percent of the buildings in the area have a history of more than twenty years.

Interpretation: 74% of selected samples were made in the last three years. The beauty of the building has significant decline with increasing age. It seems that the novelty is one of the factors that pose beauty. It seems that in more than twenty years there was a big difference between buildings. In addition of being brand-new, being built during the twenty-year period can be defined as a beauty factor (Table 3).

Table 3. Age of the building. Source: Author.

Building age	Percent
New	29.6%
Up to 3 years	44.4%
2000s	14.9%
90s	3.7%
80s	3.7%
70s	3.7%

The number of materials

Interpretation: Reviewing some of the materials used in facades show a significant tendency to more use of materials in facades. Mainly, 2 or 3 types of materials are used in building facade. Tend to use one type of materials has more chance in comparison to use of more than 3 kinds of materials in the region.

Analysis: the simplicity of traditional residential architecture and simplicity of modern architecture that was imported to and seen in the works of the Iranian pioneers of modern architecture was replaced by plurality of different materials (Table 4).

The combination of materials

Interpretation: stone and brick have the highest shares in facades. Stone is used in half of the Materials in facades which reveal the importance of stone for people in aesthetics of the façade. Travertine stone is used in most facades. 40 percent of the selected facades are constructed by a combination of stone and brick. It seems

Table 4. Number of materials used in the facade. Source: Author.

The number of materials	percent
1	26%
2	33.3%
3	33.3%
More than 3	7.4%

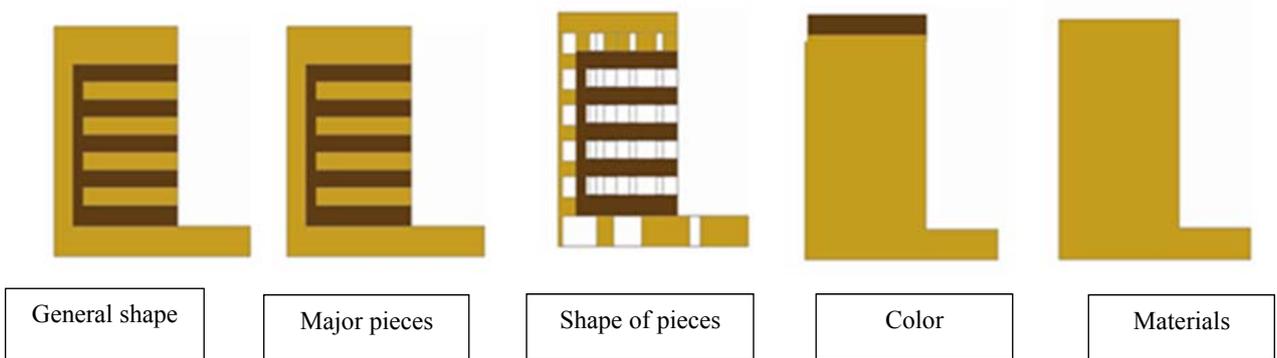
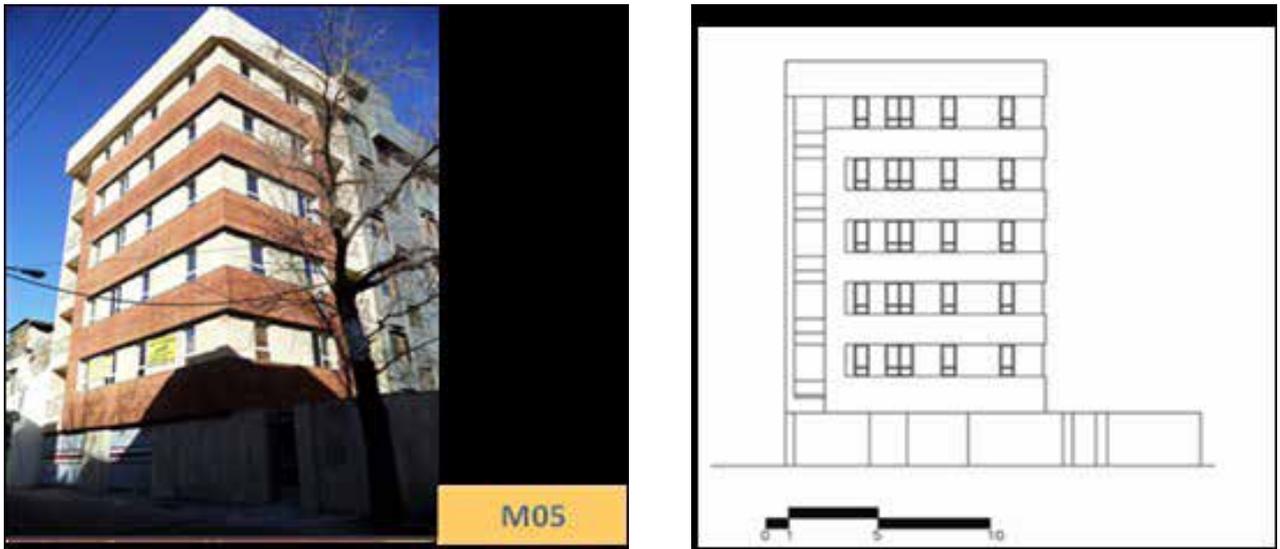


Fig. 1. Analysis of residential facades. Source: Author.

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Age	Style	Plant	Materials		Materials	Decoration	Spectrum	Number	Color	Shape of Pieces	Major Pieces	General Shape	Elevation			
			Industrial	Natural												
1370s	Modern	-	•	2	[Yellow swatch]		White	1	[Yellow swatch]	[Grid pattern]	[Brown swatch]	[Yellow swatch]	[Elevation drawing]	Residential	M01	1
1390s	Modern	-	•	1	[Brown swatch]	[Line drawing]	Brown	1	[Brown swatch]	[Grid pattern]	[Brown swatch]	[Brown swatch]	[Elevation drawing]	Residential	M02	2



Geographic location map of area 17

Year	1986	1996	2006	2011
Population	336052	287367	25602	252913

Map. 1. The location map of District 17 in Tehran
Source: General Census of Population and Housing Bureau of Iran statistics

The formation process of district 17

The physical and functional turning points of district 17 are caused by external factors of the 70s to 90s that coincides with the Islamic Revolution and after it. From the early 70s onwards, as a result of some changes, Tehran as a political and economic capital of Iran was faced with a flood of rural migrants. The ultimate goal of this migration was primarily based around finding jobs and employment in the industry after years of development and construction, and secondly constructing a place for residing.

Therefore, the 25-year old Tehran lands were highly considered for low costs and proximity to working places. The characteristic of this area within were the cheapness of land and normless construction and “self-driven” construction. One of the most important physical features of this area was about 150 hectares of the old context that has priority (has three depreciation conditions: Micro lithic, inappropriate access and unstable), so that in 2006, approximately 90 percent of housing units have been depreciate (EMCO, 2006).

Social and economic characteristics

A variety of social and economic problems of citizens in district 17, introduces the community as a community with many social and economic problems. In a research in 2003 as an analysis of demographic characteristics and socio-economic indices of district 17, by the Population Research Center of Tehran University of Medical Sciences, it was found that the rate of drug addiction in District 17 of Tehran Municipality is at the highest level, and then the most important problems of addiction, were unemployment and poverty of citizens.

Another important point that is referred in this study is that, in addition to the spread of drug addiction among citizens, buying and selling drugs is also high. Most people are from Azeri region. Most of the workers are men and most women of that area are housewives. This area has narrow streets and old houses are a very vulnerable context in the face of the earthquake. Inconvenience of being in the park limits the presence of women in the social context in this region. Due to the low rates of rent and land prices, demand for housing by low-income groups and immigrants has increased due to the high population density (Shahande, 2003).

The process of building facades analysis

This study aims to explore and analyze the aesthetic rules of a beautiful opus. Here the beautiful opus is considered as the building facades. Therefore, the first analysis step method is based on the subject matter. Here analyzing the shapes and proportions, colors, materials, decorations, age and style of the facade is desired. The purpose of form in the architecture is configuration, shape and body, independent of both being recognizable. The overall shape of the facade is its main divisions that create smaller bugs, the smaller windows and frames, which were created to decorate a variety of shapes. Their dimensions and proportions is another matter which makes a part of the architectural beauty (Fig. 1); (Table 1).

Introduction

Beautification is the process of meaning to the object. The surrounding objects are meaningless for the man, unless he pays attention. Their concept is perceived by their role in physics world and they are defined by their functions. Nature and the environment are full of with their own role to play. The human as an observer of environment, from the very beginning sought to explore the relationships between objects and the coming events. The process for the relative, offers a meaning for an object. Meaningful things for humans are known as perfect things

which can be read from their faces. Our attitude to beautification affects the creation of architecture directly. Art is the creation of beauty; it can be mentioned that the noblest dignity of architecture is its artistic aspect. In this case, it must be admitted that the need to clarify aspects of beauty for evaluating the views and investigating and analyzing the architectural points of view is necessary. In the context of artistic approach about beauty, this article does not focus on reason of beauty; it seeks beauty entity in residential facades of district 17.

General investigation

This study is based on documentation of District 17 Festival of Tehran. Firstly, this research aims at discovering what is known as a beautiful vies in district 17 of Tehran. Secondly, it tries to to discover to the rule that defines aesthetics, in other words, their aesthetic sense.

District 17 of Tehran in collaboration with consultant engineers try to hold the festival's top shots. They seek to promote public knowledge and draw attention to the importance of façade in the region and its influence in shaping the city landscape. One of the aspects of photography competition was announced "favorable view" at the regional level. It tried to draw attention of all participants who are a citizen of Tehran, regardless of age and professional photographing skills. The subject of photo contest (façade) has been announced as the residential located in district of 17. Each participant could take up to three photos in the contest. Three ways was declared by the organizers to get photos of the competition, which include e-mail, referring to the secretariat of the competition in person or going in person to one of the modernization offices of district 17 of Tehran Municipality. Based on two stages of judgment of 102 opuses, 30 of them eventually reached the final stage. This article is based on 27 works (3 photos were removed due to being replicate) of the final stage of contest as the top aesthetic views of district 17 Tehran in people's view.

Research Methodology

The research method is chosen from deductive common points and uses of quantitative methods in order to understand and interpret qualitative phenomena in a number of selected buildings used by the public. In other words, the method of this study is to discover the repeated laws of the façade parts.

Physical appearances of architectural elements are different aspects of the study in order to connect the findings that resulted in the analysis and interpretation of samples and explanation of the aesthetic features and discovering beautification approaches in residential buildings of district 17. This form of narrative account of the taste of its creators, illustrates the aesthetic expression whose findings are assessed and evocated due to quantity.

Overviewing district 17 of Tehran municipality

In order to analyze the aesthetic rules, it is necessary to interpret the quantitative context socially and culturally. District 17 of Tehran Municipality, with an area of 822 hectares in the anatomical "Auto" location, is considered as one of the smallest areas in the metropolitan area. Map 1 shows the position of this area in Tehran. District 17 of Tehran has the highest population density in Tehran. The trend of population from 1986 to 2011 shows a decrease in the population.

From Aesthetic to the Aesthetics of Residential Building Facades in District 17 of Tehran Municipality

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Abstract

The process of discovering the relationship between objects and events, and understanding their proportion will lead to the production of meaning. During the process of making architecture as a type of art, beauty is created. When a man confronts a beautiful opus, he can perceive the rules of its production by reviewing and re-analyzing that opus. In this research, there is a beautiful architecture opus built by the people of District 17 of Tehran Municipality. District 17 in Tehran, is a district with large number of immigrants with deterioration as the most important physical feature is depreciation and in the not too distant past. Poverty is considered as an integral part of people's lives in district 17. Residential buildings of district 17 Tehran, which have been chosen by the people as beautiful opus during a photography contest is the discussed topic in this article. The first step is to discover what people consider as beautiful and the second step is to achieve the legitimacy of the intended "aesthetics". The analysis method is based on deduction of common points in sample analysis. In order to understand and interpret the qualitative phenomena in a number of selected buildings by the public, the quantitative methods are used. The examined quantitative parameters include shapes and proportions, colors, materials, decorations, age and style of the building facades. Analysis of the achievements of quantitative parameter analysis shows a clear desire of the people to change the subjective experience of poverty in the past and to show a kind of well-being in their lives according to recent events such as the increase of land and housing cost, as well as the expansion of Tehran, population growth and the location of district 17 within the context of Tehran. Many tend to use stone on the facade; the rise of Western classical face lifting that has been seen in the north of the city before. New sequencing and beauty in the minds of the residents and use of attention-seeking colors, shows that people desire to discriminate and change the social class.

Keywords

Aesthetic, Aesthetics, Facade, District 17, Photos.