

## Original Research Article

# The Impact of Globalization on Urban Housing Architecture in Iran

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## Abstract

Globalization refers to a phenomenon in which the distance between countries reduces, and less developed and small countries are affected by large and more developed ones. According to various definitions, some people attribute this phenomenon to the industrial revolution, while others to the technological revolution in the communication realm. This phenomenon exerts a powerful influence over urbanization, the formation of large cities, and the transfer of technology. It also significantly affected our country, like other countries. In addition to cities, architecture has also changed due to this phenomenon. Urban housing investigates the multifaceted nature of housing and its abundance in the types of architecture. It seems that the relationship between this phenomenon and urban housing in Iran has not been considered so far. Therefore, the significance of this study is considering the substantial effect of this phenomenon on urban housing in Iran, it is indispensable for explaining the relationship between urban housing and this phenomenon correctly. In other words, it is impossible to make a critical comment on urban housing in Iran without explaining the relationship between urban housing and this phenomenon. The purpose of this study is to examine the effects and issues arising from this phenomenon on urban housing architecture in depth. Therefore, taking advantage of the qualitative method and documentary study on this phenomenon and reviewing the literature and previous research findings in Iran, we will explain the issues and the effects of this phenomenon on urban housing architecture. The findings reveal that urban housing architecture, both in indoor and outdoor spaces, was strongly influenced by the spectacle and is consistent with the imported and modern lifestyle.

**Keywords:** *Globalization, Architecture, Urban Housing, Iran.*

## Introduction and problem statement

One of the pervasive changes that societies face currently is the transformation in the field of communication and information technology that has permeated most societies (traditional and

modern). The process of globalization, which is accompanied by the development of new information and communication technologies, has expanded the scope of human communication in terms of quantity and quality and has affected the various pillars of social life.

Mc Grew and Held mentioned two stages of

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globalization. They called the first stage primitive globalization. Great empires such as Rome and Persia were formed: the emergence of major religions is an example of early globalization. They are featured by their universal addresses and have no specific geographical address. Mc Grew & Held (2016) The second stage of globalization, in their view, is the communications that Western thinkers today speak of globalization; that we have entered an era in which the characteristics of this period depend on the communications industry. It also has been able to impose itself on the world quickly and for two decades. Alvin Toffler believes And that a third wave is on the way, resulting in governments losing part of their sovereignty. The economic and cultural interventions of other countries will cause intense, deep, and comprehensive clashes between the third wave civilization (information and communication) and the second wave civilizations (industrial) and the first wave (agriculture). According to him, these conflicts will continue until the entire establishment of the third-wave culture (Toffler, 2001).

In other words, globalization emphasizes that globalization is a plan and program developed by the powerful and prosperous countries of the world, led by the United States, and aims to continue the economic, military, and political domination of this. The motherland is above other nations (Ismaili, 2005). Alberow believed that globalization is a set of processes based on which all the world's people are connected in an inclusive society (Albrow, 1996). Schultz also proposed a set of meanings for globalization: internationalization, liberalization; Generalization; Westernization; Deregulation, or merger of territories (Shahidi, 2006).

Therefore, it can be said that globalization is a process that has transformed mindsets and objects by embracing all aspects of life. The most obvious evidence for this claim is the "convergence" and "standardization" seen in cultural goods around

the world.

Every indicator we consider, from music and clothing and food and movies and television to architecture, can be seen in them. One cannot ignore that some styles, labels, tastes and ways, and customs are now universally prevalent. Practically in all, they are seen everywhere in the world. International airports - the gateways that should lead us to cultural diversity are clear (albeit relatively extraordinary) examples of this kind of "cultural harmony" that are almost identical around the world (Tomlinson, 2008).

Theorists in this field have presented various theories in criticizing and advocating this phenomenon. Some have seen the most significant impact in the cultural dimension, some in the economic size, and some have redefined environmental issues concerning this phenomenon. As mentioned in the definitions, there is no specific time for the beginning of this phenomenon. In any case and for any purpose, what is undeniable about this phenomenon is the tremendous impact on the dimensions of human life on Earth. Physical space and environment have also changed following economic, cultural, and social changes. In general, the dimensions and effects of globalization can be divided into three main sections, political, cultural, and economic, which can be seen in Table 1.

### **Globalization and technology transfer**

Technology transfer is probably one of the effects of globalization and can increase the consequences of globalization. According to Michael Tanz, globalization results from a technological revolution that coincides with the computerization of telecommunications and high-speed transportation (Friedman, 1999). This issue has fans and critics. In criticizing these influences, Baudrillard is highly critical of surrendering to technology, gradually destroying individual and national identities (Dean, 1997, 36-37). Today, domination continues and expands not only through technology but also as technology, and the latter provides excellent

Table 1. Classification of impacts of globalization on human life. Source: authors.

Economic dimensions	Cultural dimensions	Political dimensions
<p>- Robertson argue that although globalization and its term originally originated from a combination of global agreements and financial market integration that blurred or blurred borders and established the world as an economic whole, this process has existed since the late 1960s. It manifested itself in various other fields, such as the cultural and political spheres. He considered the most important aspect of this process to be its economic aspect, which is expanding (Robertson, 2000).</p> <p>- Manuel Castells believes that this world has emerged as a result of the historical symmetry of three independent processes: the technology and information revolution, the economic crises of capitalism and statehood, and the flourishing of socio-cultural movements (Castells, 2001, 417).</p>	<p>-Giddens sees globalization as the process by which decisions and events in one part of the world affect groups, individuals, and societies in other parts of the world. He also believes that in the age of globalization, new identities are taking shape (Giddens, 1995).</p> <p>-The media has played a significant role in these changes, first the mass media and then the Internet networks, the development from a society based on mass media to a society based on digital networks has made it necessary to change the studies of the audience. Whereas in the past, audience perception was the most important goal of research, now audience behavior seems to be more important (Sabbar &amp; Matheson, 2019).</p>	<p>-For Perraton, globalization is a process of change that blurs economic and political boundaries, expands communication, and enhances the interaction of cultures. (Aziz al-Islam, 2002).</p> <p>-Lucas believes that globalization has made your problem our problem. For example, a war in one country led to refugees to other countries, and environmental issues in one country led to disasters in other countries (Lucas, 2004).</p>

legitimacy to growing political power, which pervades all areas of culture (Giddens, 1995, 221). However, its proponents believe that the development of technology has helped increase globalization. A clear example of technology globalization is that China and India have benefited economically, as container ships have allowed China to export its goods to Europe and the United States in reverse, allowing countries to use their relative advantages in the business (Postrel, 2006). We realized that the formation of the first industrial, technological revolution had a significant impact on globalization because it helps bring the world together, where distance is no barrier to trade and is considered an essential part of economic globalization activity. Friedman pointed out, 80% of globalization is technology-based. The development of technology created in areas, such as communications, and the invention of telephones and cell phones with the help of satellites has removed the previous period and direction (UK Essays, 2018). Of course, the reaction of people of different countries

and tribes to this phenomenon is different. Dr. Sabbar believed that when people are confronted with things or concepts from other societies, they may use them without any noticeable change or accept and change them. They may also take them and use them in different ways or other settings. In addition, when an external thing or concept is adopted, local objects or ideas may remain unchanged or may change or be used in different ways or other settings (Sabbar & Dalvand, 2018).

On the other hand, globalization encourages urbanization and proposes a Western model for the shape of cities. These changes can also be seen in the architecture. A study of this issue in Iran shows that following globalization and cultural change, the tastes of Iranians have changed, and individualism and consumerism resulting from production have created a new lifestyle for Iranians. Changes in tastes, lifestyles, and fashion have changed the patterns of architectural aesthetics in Iran. On the other hand, along with technological advances in information and

communication transmission, tremendous advances have occurred in the technical and specialized areas of the building.

Cultural changes, along with advances in manufacturing technology, have paved the way for our architecture to become more Western. Moreover, the promotion of urbanization leads to the rapid development of cities, affecting the physical dimensions of architecture. This set of changes can be seen in various architectural uses (commercial, residential, sports, religious, etc.). For example, we know the construction of multiple properties in relatively large and large cities. This has even affected religious buildings to the extent that we have built mosques that show no signs of previous spiritual conditions. But since housing is a multifaceted physical element, the most significant impact can be seen in this type of architecture. Sometimes economic, sometimes social, and occasionally cultural changes have affected housing. But since housing is the primary need of life and has the highest frequency in architectural uses, it increases the need to study housing changes. Given the profound impact of this phenomenon on urban housing in Iran, there is a need for the relationship between housing and this phenomenon. To be accurately explained. This means that it is not possible to study and comment on urban housing in Iran without considering the effects of this phenomenon. Therefore, this research question is that how globalization has faced the problems of urban housing architecture in Iran?

The following are pictures related to the effects of this phenomenon on various types of urban architecture in Iran (Figs 1 to 5).

### **Globalization, City development, Urbanization and creating a duality in the city**

The world is now entirely in the age of urbanization. Today, the countries that make up the developing world are facing the highest rate of urbanization. Urbanization with increased population and poverty



Fig. 1. Swan Diamond Shopping Center, Swan Motel, Mazandaran, and The effects of the global model on the architecture of commercial centers. Source: <https://mehavaransanat.com/wp-content/uploads/2021/04/ghoo2-450x450.jpg>.



Fig. 2. Landscape of Tehran, the impact of globalization on housing architecture in Iran. Source: <https://www.tabnak.ir>.



Fig. 3. A mosque in Tehran, Vali-e-Asr crossroads, the effects of the global model on religious architecture in Iran. Source: <https://www.yjc.news/fa/news>.



Fig. 4. A mosque in Tehran, Enghelab Street, and the effects of the global model on religious architecture in Iran. Source: <http://shabestan.ir/mobile/detail/news/646239>.



Fig. 5. Iran Mall Shopping Center in Tehran, The effects of the global model on the architecture of shopping centers. Source: <https://www.tappersia.com/things-to-do-in>.

is one of the most critical processes affecting third-world countries in the present century. Public opinion holds that as a result of globalization, especially concerning global space-time compaction, cities in developing countries, especially in terms of consumption pattern, built environment, and public culture, are similar to their Western counterparts. However, at the level of another is that public culture and Western production are not arbitrarily available to all sections of the population.

The rate of social inequality and the rapid growth of cities in developing countries are two factors that distinguish them from the cities of advanced capitalism (Mehr Alizadeh, 2007, 72). Michael Sorkin believed that unfortunately, our response to

the destruction of the idea of the city by neoliberal globalization or neo-colonial warfare has produced little constructive speculation about the future of urbanization (Tschumi & Cheng, 2003, 23). Colonial cities, because of their commercial function, were often established by mixing European urban forms with traditional, religious, and indigenous cultures. Thus, colonial cities are known as dual open cities. The processes through which colonial cities were formed are called dependent urbanization because cities relied on industries located in the metropolitan country (Estelaji & Hosseinzadeh, 2013).

In geography, the spatial position is a reflection of social forces. In Third World cities, the same social forces determine the spatial construction of cities. In vernacular cities, the main part of the city is the central market of the city. Each piece of the vernacular city is separated from other parts of the city based on religious beliefs and other factors and has created environmental segregation (Shokouei, 2000, 177).

The vernacular part of the Third World city does not follow any urban plan, and no urban planning principles have been observed in them. High population density and narrow streets and alleys, which in most cases in this area are attached to the sheds (Shokouei, 1993, 92). In contrast, in the advanced part of the city are the offices of multinational corporations, world trade organizations, non-governmental organizations, banks, etc (Behkish, 2005).

### Globalization and architecture

The Encyclopedia Britannica defines globalization as the process by which the experience of everyday life is standardized in the world (Adam, 2008). This is a controversial discourse that presents different types, some of which are more influential than others. Tensions between anti-global and pro-global forces have existed for a long time, with two opposing forces influencing the globalization of architecture. First, a

party seeks to support and promote established local traditions, forms, decorative motifs, and architectural technologies. It advocates historical continuity, cultural diversity, and identity preservation, all of which are symbolized by a particular architectural vocabulary, just as spoken languages and local dialects identify. Another force in promoting the invention and dissemination of new forms using new technologies and materials in response to changing functional needs and sensitivities.

This gives the system flexibility and interchangeability (Lewis, 2002). For some, globalization requires the westernization of the world. Some see globalization as increasing homogeneous production, while others see it producing diversity and heterogeneity through increasing synthesis. Global changes present a new class of problems that severely challenges our ability to achieve sustainable development (Eldemery, 2009). In the late 20th century, a wave of architectural styles emerged that reflected the era of globalization. According to Lewis, European and American architects revolted against classicism and called for a new regime to adopt international plans with a new industrial, technological, social, and political order. Hence, the modernist style emerged (Lewis, 2002).

The world architectural style based on the classical world style prevailed. Global architects argue that modern buildings outperform their classical, constructive, modernist, and colonial counterparts because they facilitate indigenous expression and integrate regional and aesthetic inspirations into designs (Umbach & Bernd, 2005). Anthony D. King argues that production methods and ideologies, or socialism, have replaced the national government to influence architectural identity significantly. A series of developments has globalized the nature of architectural production (King, 2004, 40).

Some consider the effects of globalization on architecture to be positive. We have to accept that globalization has produced “Mass” architecture that was once a profession of individualism and

unparalleled skill. Nevertheless, globalization through creative and functional architectural styles has had more advantages than classic buildings, which are only in the interest of a group of excellent elites (UK Essays, 2018).

In architecture, as in cultural evolution in general, the arrival of foreign elements, whether stimulated internally by indigenous designers or externally, is vital to the survival of cities. From this perspective, and in small quantities, the process of globalization may have an acceptable face and has always played an essential role as a welcoming and fundamental catalyst for urban leaps and bounds (Tschumi & Cheng, 2003, 23). Hans Ibelings, in his book, “Supermodernism, Architecture in the Age of Globalization,” In recent years, influenced by globalization, an attractive new architecture has emerged, an architecture in which superficiality and one side have become especially important.

On the one hand, there is the aesthetics of ultra-modern architecture; on the other hand, supermodernism is what can easily be called the contemporary evolution of the built environment, many of which erode the sense of place (Ibelings, 1998, 10).

Some view the effects of globalization on architecture and the sense of place as harmful. For example, Maurice Colot and Leon Carrier conclude in their article *The Only Way to Architecture* (1978): From now on, the prospects for “progress” are clear: everything will be destroyed, everything will be consumed! ... And accelerates the destruction of cities and, in conclusion, increases the alienation of people (Hays, 1998). Joan Ockman also believes that while global reconstruction has given us a pervasive sense of cultural relativism, we know that there is no longer an architectural point, a privileged position that can be criticized (Tschumi & Cheng, 2003, 78). Undoubtedly, the classical school of thought considers the globalization of architecture as a violation of individuality and cultural identity. Nevertheless, they have to claim that globalization has reduced

localization through indigenous designs. As Maiken Umbach and Bernd Huppauf claimed, globalization has become a unique alternative to the individual's aesthetics and culture (Umbach & Bernd, 2005). The disappearance of urban neighborhoods is another example of the rapid change in institutional structure that has devastating effects on cultural membership and the livelihoods of those who rely on it. Districts play a crucial role as carriers of culture.

They reinforce a sense of identity and serve as a site for groups to create a sense of community and security in an often hostile society (Beiner, 1999, 146). Airports, camps, and free trade zones. are good examples of global culture, where national identities are blurred without providing a sense of place and life. They all have a global outlook and are not concerned with national identity. They are the

architecture of currents, not the boundaries of which the sense of place is closely linked to our current cultural worldview and identity (Salim Atto, 2008). The productive technology of society has become confused. Subsequently, significant changes took place in the three fundamental fields of architecture: the cycle of structural production, architectural education, and architectural design and construction (Chadirji, 1986, 11); (Fig. 6).

### The impacts of globalization on Iranian architecture: A review of opinions and research

Examining the dimensions and effects of globalization in general and examining it specifically on architecture shows that this complex phenomenon has many fans and critics. In general, three main reasons for its impact on architecture can be



Fig. 6. The effects of globalization on urban architecture, the similarity of the four cities of New York, London, Tehran, and A long shot of Tabriz. Source: Estelaji & Hosseinzadeh, 2013.

considered: changes in cultural patterns, changes due to the rapid entry and transfer of technology with globalization, and changes due to urban development and the growth of metropolises.

Therefore, with this classification, we examine the effects of globalization on urban housing architecture in Iran by reviewing the opinions of experts and the results of related research.

### **Changes in the cultural pattern due to the entry of cultures through the media**

Moazemi and Hojjat in their study entitled “Origins of Cultural Gaps and Perplexities in Contemporary Iranian Architecture” stated that the city and Iranian architecture since the beginning of the 1940s with the change of concepts and meanings and, in other words, encounter the evolution of dreams and also the dominance of “quantity” over “quality” They also declared that encountering the West, we have received the “product of Western civilization,” but we have been unaware of the “process of production” in that context. They have categorized the effects of this phenomenon in two groups

Interacting with Western World Patterns and Versions: The Globalization of All Urban and Architectural Issues; Measuring everything (good or bad) with the West; Loss of architectural connection with its past and following global styles and trends; Prevalence of imported architecture, regardless of the cultural size of Iran.

Changes in the appearance and tone of architecture: the introduction of architecture in the concept of goods and not the place of living and the city as a warehouse of goods and not the bed of civilization; Transformation of Iranian architecture (single identity) into architectures in Iran (multiple identities); Short-term emergence and rapid decline of various branches and figures of architecture (old architecture looking for short-term society); Applying the personal tastes of the architect or following the wishes and preferences of the employer (Moazemi &

Hojjat, 2017).

Mirmiran in the article on “Iranian architecture in four generations of expert architects”: The current Iranian architecture is an imitation of the world style (Ardalan, 1995).

Mirfenderski, in his article on “Iranian architecture in four generations of expert architects” Declared that Fashionism in architecture has become widespread following globalization (ibid.).

Darab Diba, in his article on “Study of Iranian Architecture in the Process of Culture and History” Mentioned that traditional and original patterns have been destroyed by globalization (Diba, 1992).

Habibi, in his book “Description of the intellectual currents of architecture and urban planning in Iran” Stated that

Modernity and globalization in our society led to changes in peoples’ lifestyles, family and cultures, economy, the disintegration of family structure, and consequently change in environment and material body the life of Iranians. Physical changes have changed the face of cities and homes over time (Habibi, 2006, 193).

Darvish, Dariush, and Dastyar, in the article “the phenomenon of lifestyle and the architecture of apartments in Iran Case study” revealed the apartments in District 9, Tehran: Lifestyle has affected the dimensions of housing spaces. They believe that in the last fifty years in Iran, private housing spaces have increased. However, with the change of lifestyle and reduced social interactions, the importance of cumulative areas has decreased (Darvish, Dastyar & Dariush, 2019).

Sadeghiphey, in the article “The history and causes of attention to the vernacular architecture in Western countries” stated that Architectural Ideas have changed due to the phenomenon of globalization (Sadeghiphey, 2012).

Estelaji and Hosseinzadeh, in the article “Challenges of globalization in developing countries, with emphasis on Iran” declared that globalization has led

to the following changes in housing architecture

1- Restriction of privacy; 2- Individualism; 3- Removal of distances; 4- Moving spaces inside the house (Estelaji & Hosseinzadeh, 2013).

### **The arrival of technology in design and construction**

Habibi in the book “shaar to the city”: Individualism and the challenge to create a work different from the surroundings (lack of reproduction in the urban space, in the form of fashion and diversity in the facade) In the Pahlavi period, the body and shape of the city changed by European college graduates and the capital of modern citizens (Habibi, 2018).

Mahdavi Nejad et al. in the article “architecture and identity-explanation of the meaning of identity in pre-modern, modern and Post-Modern eras”: architecture influenced by the industrial revolution turned to industrial construction, standardization, and mass production. The phenomenon of globalization in architecture led to pragmatism, which resulted in the creation of similar buildings in different parts of the world, regardless of the region’s cultural, climatic, and environmental characteristics. Other effects of globalization: mass production and uniformity of buildings; impact on the concept; impact on manufacturing technology; impact on materials; impact on shape and form. The construction of similar structures in different parts of the world has also occurred due to globalization (Mahdavi Nejad, Bemanian & Khaksar, 2012).

Hamzeloo et al. In the article “The evolution of the contemporary architecture of Iran in configuring with the globalization phenomenon and the emerge of information and communication technology”: More importantly, the culture of creating original art, so globalization and new technologies are seen as an opportunity, not a threat (Hamzeloo, Etessam & Shahcheraghi, 2015).

Habib and Hoseini, in an analytical article on contemporary Iranian architecture in the face

of globalization: Computers and Information technology have had an impact on architecture and construction in these ways: the impact on the design and shape of materials; on teaching architecture; modeling; Ability to monitor and control and increase quality with modeling. ; Designing unusual forms that were not previously possible with replicas (Habib & Hoseini, 2012).

Asefi and Imani, in the article “Evaluation of the Challenges of the application of new Technologies in Architecture” and The Interaction with Iran’s Islamic Architectural Values,” declared that New technologies in construction are consequences of globalization (Asefi & Imani, 2012).

Sharif Khajeh, in the article “What Is Smart Architecture”: Smart architecture is the new attitude of some architects to construction in the world, and the primary purpose of research is to try to popularize this technique to align with modern world architecture and, more importantly, save energy consumption and the design and invention of new more efficient systems to replace new methods instead of traditional methods in architecture (Sharif Khajeh, 2016).

### **Increasing metropolitan areas and Cities expansion**

Madanipour, in the article: “Building a City Rules and Ideas” Stated that After the Islamic revolution, a strong tendency towards modernism emerged, leading to Towers construction in Tehran. Iranian architecture, especially the construction of apartments, was no exception to these global changes. Despite the desire of the revolution, which sought to revive traditional values, it could not withstand this vast wave. After the Islamic revolution of Iran, a strong trend towards modernism emerged, which led to the construction of several towers in Tehran (Madanipour, 2001).

Jokar, in the article “Study of factors affecting the cultural consequences of apartment dwelling in Iran”

stated that: Today apartment dwelling or dense dwelling is a phenomenon and social reality, which is considered one of the symbols and indicators of modern urban life due to lack and conservation of vital resources, limited space, and urban land. In addition, apartment dwelling is responsive to a large segment of the urban population in terms of habitation and is established as one of the requirements of the urban world and cannot be removed (Jokar, 2017). Shams et al. In the article “Investing the Effects of Globalization on Physical Structure of Islamic Cities»: Reveal that the process of globalization in Isfahan has caused changes in the physical spaces of Isfahan, including in residential use, leading to high-rise and apartment, in commercial use, caused in commercial use such as Refah and Hyperstar, which has saved time and money (Shams, Safari Rad & Ghasemi, 2015).

Tehrans comprehensive plan has had a serious impact on the shape of buildings over 25 years through architectural criteria (Yavari, 1996).

Estelaji and Hosseinzadeh, in the article “Challenges of globalization in developing countries, with emphasis on Iran believe that Loss of privacy; Architectural ostentation; Physical unification, Increasing the density of buildings are the effects of globalization (Estelaji & Hosseinzadeh, 2013).

Farjami, in his article “The Economic Roots of Turmoil in Architecture”: believes that these manifestations of disorder and turmoil in the visual effects of cities exist in all societies and countries. Therefore our cities are no exception to this issue. The emergence and increase of feelings of insecurity and insecurity, which has led to the frequent use of items such as bars, fences, guards, or security cameras in the facades of buildings, and adds to the disorder and visual pollution, has an economic aspect and goes back to financial issues (Farjami, 2014) (Table 2 &3).

## Conclusion

Findings show that the coincidence of globalization, which is itself due to technological advances in communication, with the increase in world population

due to reduced wars and increasing the quality of health and technological advances, has caused this phenomenon in most aspects of human life. To have a significant impact. Iranians have not been deprived of the phenomenon of globalization, and the peak of the emergence of this phenomenon, which was almost simultaneously with the Islamic Revolution in Iran which itself, rooted in public demand and aimed at reviving mainly Islamic values, failed to resist this phenomenon. Urban housing, as one of the necessities of modern society, has not been deprived of these changes.

On the contrary, the simultaneous increase in population and the introduction of design and construction technology due to this phenomenon have caused the density of buildings to multiply, affecting the city’s shape and performance. On the other hand, this phenomenon promotes urban life and urbanization. All of this has made the world’s major cities very similar (or, better yet, cities in developed countries).

Summarizing and reviewing the research, it should be said that urban housing architecture in Iran from top to bottom has been affected by the phenomenon of globalization and its consequences. From urban norms in the design and construction of buildings, Western patterns have transformed to fundamental changes in the concepts of architecture and housing; Change in the idea of home in the minds of Iranians. The house has had many mental and symbolic dimensions in the minds of orientals in general and Iranians in particular. The consequences of globalization on design patterns, concepts, and design ideas have also been very influential.

Regarding the design of interior spaces, we see changes in the dimensions and proportions of the areas and the layout and privacy and privacy, which have changed almost completely. Moreover, changes in the appearance of buildings have been affected by technological changes, changes in urban design criteria, and lifestyle phenomena in general. But it is overlooked that in the case of orientals and Iranians,

Table 2 . Classification of how the effects of globalization on housing architecture by reviewing the opinions of individuals or research. Source: authors.

Type of impact	How the impacts act	Mentioned source
Changing the cultural pattern due to the entry of cultures through the media	Increase in the importance of private rooms due to attention to individualism	(Darvish et al., 2019)
	Changes in living space and the disintegration of the family structure	(Habibi, 2006)
	Loss of Space limits in indoor and outdoor spaces	(Estelaji & Hosseinzadeh, 2013)
	Decreased cumulative spaces in the home due to changes in family structure and reduced social relationships	(Darvish et al., 2019)
	Fashion on the facade and Bulling outdoors	(Moazemi & Hojjat, 2018) (Ardalan, 1995)
	Imitation of universal architecture	(Ardalan, 1995)
	Introduction of architecture in the concept of goods	(Moazemi & Hojjat, 2018)
	Lack of attention to the environment: individualism and trying to create a Unique form not paying attention to the urban space	(Moazemi & Hojjat, 2018)
	Diversity in the face of individualism	(Moazemi & Hojjat, 2018)
	Architecture's display of individualism	(Estelaji & Hosseinzadeh, 2013)
The introduction of technology in design and construction	Changing architectural concepts and ideas	(Sadeghiphey, 2012)- (Mahdavi Nejad et al., 2012).
	Changing patterns in architecture	(Diba, 1992)
	The introduction of technology through training from abroad	(Habibi, 2015)
	Making smart buildings	(Sharif Khajeh, 2016)
	The introduction of technology into manufacturing methods	(Sharif Khajeh, 2016)-(Asefi & Imani, 2012) - (Mahdavi Nejad et al., 2012)
	Import of new materials in construction	(Habib & Hoseini, 2012)-(Mahdavi Nejad et al., 2012)
	Changes in design practices based on computer modeling	(Habib & Hoseini, 2012)- (Hamzeloo et al., 2015).
	Ability to monitor and control and increase quality with modeling	(Habib & Hoseini, 2012)
	Designing unusual forms that were not previously possible with replicas.	(Habib & Hoseini, 2012)
	Changes in construction scheduling and management	(Habib & Hoseini, 2012)
Increasing metropolitan areas and getting bigger cities	Reducing security and its impact on the facade of the building fences, guards, or security cameras on the facades)	(Farjami, 2014)
	Unification of urban facades due to the elimination of subcultures and mass production	(Mahdavi Nejad et al., 2012). (Estelaji & Hosseinzadeh, 2013)
	Mass production of buildings and domination of "quantity" over "quality."	(Moazemi & Hojjat, 2018)-(Estelaji & Hosseinzadeh, 2013)
	Reducing the area of houses	(Darvish et al., 2019)
	Turning to apartment dwelling	(Jokar, 2017)-(Shams et al., 2015)
	Ranking based on the need for more housing	(Shams et al., 2015)-(Madanipour, 2001)
	Impact through impact on urban norms	(Yavari, 1996)

Table 3. Classification of architectural changes due to the phenomenon of globalization based on the types of impacts of this phenomenon. Source: authors.

Types of changes made in housing architecture	Impacts of globalization
Changes in housing concepts	<ul style="list-style-type: none"> <li>• Changes in living space and the disintegration of the family structure</li> <li>• Introduction of architecture in the concept of goods</li> <li>• Architecture's display of individualism</li> </ul>
Change in the form of housing architecture	<ul style="list-style-type: none"> <li>• Fashionism in the facade and outside of the building</li> <li>• Diversity in the facade caused by individualism</li> <li>• Reducing security and its impact on the facade of the building (bars, fences, guards, or security cameras on the facades of buildings)</li> <li>• Unification of urban facades due to the elimination of subcultures and mass production</li> <li>• Ranking based on the need for more housing</li> <li>• Lack of attention to the environment: individualism and trying to create a work different from not paying attention to the urban space of a single work</li> </ul>
Changes in the spatial structure of housing	<ul style="list-style-type: none"> <li>• Loss of space in indoor and outdoor spaces</li> <li>• Decreased cumulative spaces in the home due to changes in family structure and reduced social relationships</li> <li>• The importance of finding private rooms due to attention to individualism</li> <li>• Reducing the area of houses</li> </ul>
Changes in housing design and construction patterns	<ul style="list-style-type: none"> <li>• Imitation of global architecture</li> <li>• Change architectural patterns</li> <li>• Changing architectural concepts and ideas</li> <li>• Turn to apartment dwelling</li> <li>• Building intelligence</li> <li>• Mass production of buildings and domination of "quantity" over "quality"</li> <li>• Designing unusual forms that were not previously possible with replicas.</li> </ul>
Changes in housing design and construction practices	<ul style="list-style-type: none"> <li>• The introduction of technology into manufacturing methods</li> <li>• Import of new materials in construction</li> <li>• Changes in scheduling and construction management</li> <li>• Changes in design practices based on computer modeling</li> <li>• Ability to monitor and control and increase quality with modeling</li> </ul>

where the house has mental meanings (rooted in its functions over time), the design and construction pattern of new urban housing imported from the Western world does not pay attention to these general meanings. And this is while Iranians have not fully adapted to globalization.

This is the point that calls for more attention to be paid to urban housing architecture. The middle-aged generation of Iranians still remembers the pond and the tree in the small courtyards of the house. The observations show that they try to keep these aesthetic concepts alive in the minds of themselves and their children. They have not yet forgotten the intimate social relations with the neighbors and the functions of the neighborhood. Their daily regret over the

absence of these memory elements is a testament to the vitality and part of those elements in today's life. The current urban architecture housing in Iranian cities does not meet the needs of an Iranian in any way. For example, in the context of coronation and quarantine, when people were forced to stay at home, they realized that their urban housing was different from their homes. As Dr. Nematollah Fazeli has pointed out, the house has gained new importance for us during the covid-19 pandemic period (Fazeli, 2020).

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