

**Professional scientific sessions for art, architecture and urban planning Thursday evenings**

**Held in: Conference hall of Herampey Consulting Engineers**

**Date: 29.08.2019**

**Title: Façade in the Iranian architecture, from past To present.**

**Speakers and panel members: Mrs. M. Mahmoudi and Mrs. S. Eftekharzadeh.**

Today we will talk about façade in Iranian architecture as the external shell of the building. The external shell is the most important element to transfer the important message.

The visual conception is part of understanding that is a reciprocal process.

Comparing what she has experienced in Italy visiting Medici villas and what she has felt and experienced visiting Iranian houses in Kashan. Talking about the Italian experience, Mrs. Mahmoudi asserted that visiting the Italian houses she didn't believe that they were real, meanwhile the Iranian houses were different. In their façade composition they have various levels that can be visible or not depending on the daylight condition, the abundance or lack of natural or artificial light. These conditions permit to see and feel different images and sensations watching the same building. In her opinion this is the magic secret of the Iranian buildings of few centuries ago. Mrs. Mahmoudi explained that the different layers present in the Iranian facades permit to have a new interpretation of the building, without getting tired or bored, because you have always the possibility to try and feel new sensations transmitted by the building that you are visiting.

Continuing her speech Mrs. Mahmoudi talked about the contemporary architecture and the influence that it can have on the visual conception of the visitors. Today the problem is that the buildings are not alone, but are part of a puzzle composed by other buildings with totally different characteristics.

Talking about the different parameters that characterize the external facades of the buildings they are three, the design network, the material and the height.

Comparing what we see in the western countries and in Iran regarding the organization of the facades, we can understand how they are managed from organizations that have this duty to control and make the policy for development of the city. This is the reason that sometimes we prefer the western order to our facades that are totally different. In these countries the external façade doesn't belong anymore to the owner of the building, but it belongs to the community, so it must satisfy and follow the decisions and preferences that the majority of the community has.

Talking about the experiences of the past generation, Mrs. Mahmoudi believes that the present generation has many cases to be inspired by, but unfortunately many think that what is old is over and must be ignored or what is worst demolished.

Talking about the post revolution architectural era Mrs. Mahmoudi believes that in many cases politics and economics have influenced in a negative way the architectural production. In this period the country has experienced the lack of experts, materials, problems related to the war and many other consequent problems that have created the conditions for this chaotic situation.

The problem that the Iranian society suffer has a social-cultural base, where the client want to enjoy what is en vogue in west, ignoring his identity and his cultural-historical heritage. In case we want create the conditions of cultural independence and reflection of our heritage, a reinterpretation of our views is urgently needed.