

Rasht city center, a social sustainability approach Cinema paradise design of Rasht, a social sustainability approach

alireza yari*, Mohammad Mhammadzadeh dogah, e,

Spaces and socio cultural and services centers are created to meet the needs and the social activities in the city environment. In other words, cultural or social centers are the places to gather and integrate the implementation of needs and activities in order to structuralize and sustain the social life of the urban community.

Undoubtedly, one of the socio cultural centers are cinema complexes. In order to create a suitable platform for the acceptance of such centers, it is necessary to know precisely its functional aspects to be able to attract the interlocutors' attention by relying on appropriate aesthetic elements and by using visual features and architecture language. In other words, in order to attract people's attention to the cinema, there must be a gravity in film and also, the architecture of the designed complex should have identity. The collection of this study aimed at designing a cinema campus to meet the socio cultural needs of the people of Rasht city. The present study obtained designing orders by identifying the problem and the general and content study of the cinema subjects as the 7th art and analyzing the existing internal and external samples based on the climate studies and the native architecture of Gilan province, and also, obtained requirements and standards for designing the cinema campus and the site analysis. Then, by presenting the structural program, this study provided possibility to present the final design of the project in Rasht city. In addition to creating a place for people to have fun, the objective of designing the mentioned complex is providing a place for advocators of art to watch movie with the best quality. Rasht's cinema has always faced a number of spectators despite the lack of proper quality in which, the number of spectators is falling due to the lack of satisfaction with cinema quality. Of course, the quality of the made movies is also involved in this matter. Since going to the cinema is not just for

watching a particular movie, but also a kind of fun, this collection tried to address the needs of both audiences and even tried to consider some facilities for users of the collection. During the history of urbanization, man has always sought new urban and humanistic forms to improve the quality of human life. As it is today, human is seeking its utopia to achieve sustainable development, i.e., a development which meets the needs of today's human beings without destroying the ability of future generations to meet his aspirations and needs. In recent years, considering humanistic architecture as a production that must meet human needs in different dimensions led to the appearance of new approaches known as social approaches, which occurred due to the characteristics of human and urban communities, including the ever growing population and urbanization density, especially in larger scale of communities and metropolitan areas. These approaches, along with the perspective of sustainable development in architecture, or the concept of sustainable architecture, can lead to the appearance of a new concept called social sustainability in architecture that has been considered in recent years.

Keywords : Architecture, Cinema, Social Sustainability

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