
Design of Guilan's Megamall with Approach of Recreating the Image of Iranian Architecture with Modern Design Method

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Shopping is an activity that illustrates the conditions of the economic, social and, in particular, the cultural environment of the environment. Initially, shopping spaces were formed only in order to meet the needs of the people and to increase commodity exchanges, but over time and the expansion of cities, these centers were undergoing major changes in addition to meeting the business needs to meet the diverse needs of their users. In our country, the Bazars that once were the backbone of the city and the development of the city expanded around them, were undergoing major changes, and mainly left their place in modern business centers. despite this, business centers continue to play an important role as an urban space. These centers play an important role in filling the leisure time of the citizens and preserving the vitality of urban space, and if properly located and designed, they can, in addition to meeting the needs of the citizens around them, to attract seasonal travelers and tourists. One of the important factors in designing commercial centers is the visual appeal and its impact on urban elevation. unfortunately, due to the turbulence of contemporary Iranian architecture in the last decade, we have seen a widespread use of aluminum, glass and composite facades, which were not only problems about aesthetics and impact on their urban landscape, but also had no relation to Iranian architecture. One way to overcome this problem is to use technology and the latest design methods to find the link between contemporary and past architecture. although the rapid transition traditional to modern architecture without having the necessary infrastructure has caused disruption and confusion in contemporary architecture but with using the technology of the day consciously and new design techniques ,it is possible to design buildings and elevations without past repetitions, while being modern, show their identity and past. Among these new methods, algorithmic and

parametric architectures can be mentioned which due to use of geometry as the base of proportions is close to our traditional architecture and it can be used to update a part of traditional architecture and designs. In writing this thesis, the strategy and method of research have been applied method and method of collecting information was in form of fieldwork, library research and studying other thesis and sources.

Keywords : Mega Mall, Commercial Centers, Parametric Architecture

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