

The Pattern of Cultural Attachment of Commercial and Entertainment Centers with Focus on Iranian-Islamic Identity; Mashhad Mall

Rakhshad Hejazi ¹ Seyyed Mohammad Hosseini ² Seyed Ali Jozi ³ Seyed Mahmoud Hashemi ⁴

Received: December 27 , 2020

Accepted: April 10 , 2021

Abstract

After the victory of the Islamic Revolution, the cultural sphere was one of the main goals of the Islamic Revolution. Promoting culture and religious and moral values in society, as well as governing and living according to the mentioned principles, was one of the most important principles in cultural policy-making by the leaders and elders of the revolution, especially Imam Khomeini. In addition, in later periods, especially in recent years, due to the emergence of emergencies in other areas, the cultural area has been highly emphasized by the country's elders. On the other hand, markets have long played a key role in the cultural, national and indigenous identity of Iranian-Islamic cities, however, with the evolution of these commercial spaces and the formation of modern commercial complexes, especially megamalls, serious concerns have arisen about the effects of these spaces on the cultural identity of society. This research is applied in terms of purpose and descriptive-analytical in terms of method. In this research, the cultural attachment of Mashhad Mall project, based on fuzzy matrix, has been proposed. In the evaluation matrix structure, the main activities of the project in the operation phase as well as the important cultural indicators that are affected by these activities are determined using the fuzzy Delphi method and the significance of each effect is estimated as triangular fuzzy numbers. Finally, using VENSIM software, an operational method for cultural and social evaluation of malls is presented.

Keywords: Cultural attachment, Iranian-Islamic identity, Multifunctional commercial complexes (malls), Fuzzy matrix, VENSIM software.

1. Assistant Professor, Department of Environment, Islamic Azad University, North Tehran Branch (Corresponding Author): rokhshad.h99@yahoo.com

2. PhD student in Department of Environment, Islamic Azad University, North Tehran Branch: smhosaini1357@yahoo.com

3. Professor, Department of Environment, Islamic Azad University, North Tehran Branch: sajozi@yahoo.com

4. Assistant Professor of Business Management, Islamic Azad University, North Tehran Branch: hashemi_2986@yahoo.com