

# Cultural Development via Mediatheque Center Design

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**ABSTRACT:** Mediatheque is an inclusive adaptation of library in which public could exchange information in practical way by applying contemporary technology. It is exerting a new method of bilateral exchange information between clients and sources through various media, which not only serve a faster data transmission than books and libraries but also are more efficient than the other services. This comprehensive library, which is centers of activities in different fields especially in arts and films, is a constant element in developed countries. By designing such an original scientific infrastructure, people can have easy access to information and freely exchange of data. This criterion can be one of the most elemental reasons that developed countries are commonly prone to use in urban areas. Investigations on these organized places for cultural activities that are accompanied by comprehensive planning indicated that Mediatheque can increase the knowledge of the public in an effective way. Therefore, for upgrading the cultural and scientific infrastructure in other countries such as Iran, having mediatheques is vital for almost every city. This paper aims to investigate the necessity of creating mediatheques, especially in Iran, and compare some examples of existing mediatheques in international scene, in which it can be applied as an example that would be according to the rich Iranian music culture. Moreover, steps of creating a musictheque will be introduced which should be a symbol of traditional and native music of Iran.

**Keywords:** Mediatheque, Musictheque, Library, Exchange of Information.

## INTRODUCTION

Mediatheque is a French word that is equivalent with Media Center in English, and Artistic Paradise can be the comparable name in Persian language. Learning knowledge has been important for people since ancient time. Libraries can be one of the most tangible responses to this need. After media developed, audio and video data were being the first information resources in comparison to the written ones. For a long time, clients could only get information from resources but they were not able to add data to them, in fact, the information flow was almost one way. On the contrary, by developing technology, producer and the consumer of the information have been merged with each other, and data has not been restricted by libraries and periodicals any more. This means that the information flow is now bilateral, and nature of knowledge is changing. This new education and research system needs a novel place which behaves differently from traditional libraries. Consequently, while the world is developing faster, the best achievement of architecture might be a place to minimize the gaps and pauses. A place in which the new technology is combined can allow people not only receive information, but also be able to add and share their own data as well. Therefore libraries should be replaced by such a novel infrastructure that called mediatheques.

### Importance

Mediatheque is not based on imagination of architects and planners, in fact, it is configured to offer responsive to needs

of contemporary knowledge. The goals are as following:

To expand the science domain by gathering the audio, video and performing data and arts in a specific place

To access information easily

To strengthen the exchanging knowledge culture

To share people's experience freely

To increase social interactions

To attract tourists

Higher-educated citizens would result in progress of the country, and in turn the country could develop much quicker and better, therefore easy access to data and information, and sharing knowledge for public is highly necessary. As a developing country, Iran would need mediatheque in order to create a tangible support for development and further progress. Mediatheque centers could strengthen social interactions, and can become a place for synthesis of vernacular and modern life.

### Mediatheque and Its Concept of Space

Mediatheque are mainly movie clubs with deviations such as cinema, amphitheater, shops, and the most important, the movie review rooms. The movie review rooms would let visitors or individuals to watch their favorite movie and give their comments and save them so the next group could use the previous comments freely. Today's mediatheques are the result of exchanging of information and idea, and distributing them far more than conventional movies around various fields. It has the capacity of saving diverse media data, such as written ones, audio and video information, picture, and . As

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Saba Abdi has suggested that: Mediatheque can be considered as a place that people gather there and effect on each other. It connects the real world to the virtual world, and can be named as the library of future. Mediatheque is an exciting, dynamic and active place that there is no space for silence and immobility of libraries within.” (Abdi, 2011, 1)

Mediatheques must have three properties: (Azar, 2011, 1)

To have flexibility in responding the client’s need

To have networking systems

To avoid creating restrictions between sender and receiver of data without considering the occupation and social situation

Although libraries and mediatheques have been formed around a unique aim, they have vast difference in their performance. Libraries are a collection of books and written data, and they only act as informants, while mediatheques serve all the information transmission methods, and creates an interactive place between clients and the world. As Mehrad Hasani Espili, has implies: New technology and electronic tools are not the only difference between mediatheques and libraries, in fact, all the sources in various fields such as science, arts, educations, researches have changed to live audience in mediatheques, and one way knowledge flow has changed to two-or multi-directional way one (Hasani Espili, 2011, 1). Mediatheques

contain four main spaces: (Azar, 2011, 1)

Cinema or amphitheater

Pavilions

Library

Gallery

## MATERIALS AND METHODS

### Case Study

#### Casiraghi Gorizia Mediatheque

Casiraghi Gorizia mediatheque is located in Gorizia, Italy. Its area is 500 m<sup>2</sup> and it has been built during the period 2009 and 2010. (Fig. 1) “The Mediatheque is part of a larger complex named Casa del Cinema – Home of the Film, which includes the multiplex hall, several associations dedicated to the cinema culture, the cinema section classes of Udine University, cinemas, and finally the Mediatheque.” (<http://www.archdaily.com/69352/casiraghi-gorizia-mediatheque-waltritsch-au/>).

The figure two shows the mediatheque which stands on southern side of the Casa del Cinema ground floor plan. “The mediatheque plan divides the space into three main areas open to the public: the newspaper and magazines hall, the video room and the study space.” (Ibid). The places of these three spaces are shown in figure three. The newspaper and magazine hall stands near the entrance because it is more general than other places.



Fig. 1: Casiraghi Gorizia Mediatheque  
 (Source: <http://www.archdaily.com/69352/casiraghi-gorizia-mediatheque-waltritsch-au/>)

#### Saint-Malo Mediatheque

Saint-malo meditheque is located in Saint-Malo, France. Its area is 2500 m<sup>2</sup>, and it has been built during the period 2009 and 2012 in order to create a new orientation of culture. This building stands between two crowded square of the city, and it was tried to keep the main road between them in order to suggest a knowledge route (Fig. 4). As it is illustrated in Fig. 5, the mediatheque has a fluid form (Jalilifar, 2011, 3). The ground floor of the southern building contains two cinemas, one multiplex hall and a cafeteria (Fig. 6), and there are three cinemas on the second floor of this building (Fig. 7). The mediatheque stands on the ground floor of the northern building (Fig. 6), and the offices are in the second floor of this building (Fig. 7).

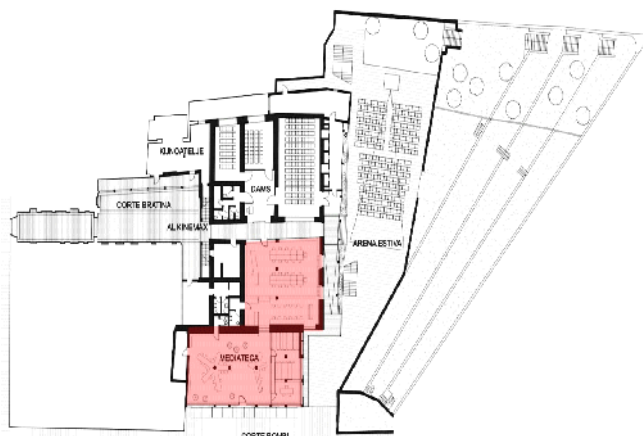


Fig. 2: Casa del Cinema Plan (Source: *ibid.*)

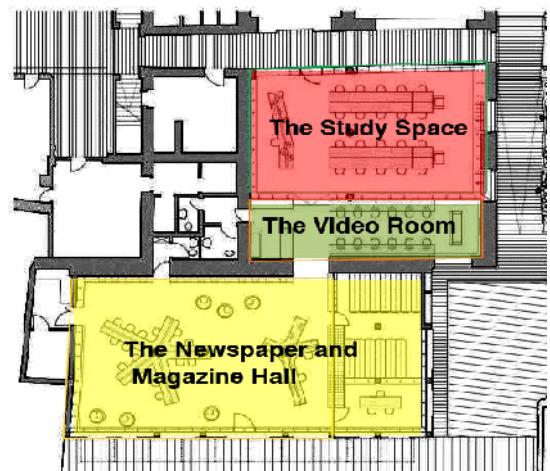


Fig. 3: Mediatheque Plan (Nooripoor, 2011, 5)

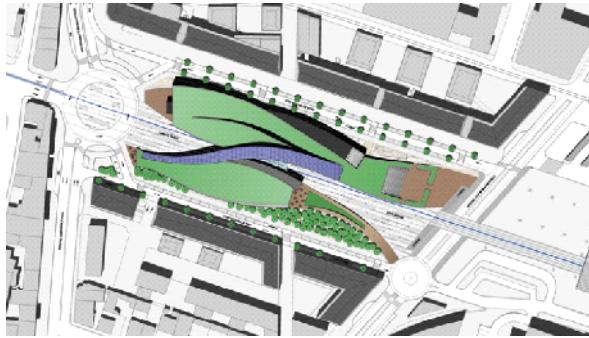


Fig. 4: Location of Saint-Malo Mediatheque  
(Source: <http://www.actuarchi.com/2011/02/mediatheque-cinema-saint-malo-architecture-studio/>)



Fig. 5: Saint-Malo Mediatheque (Ibid)

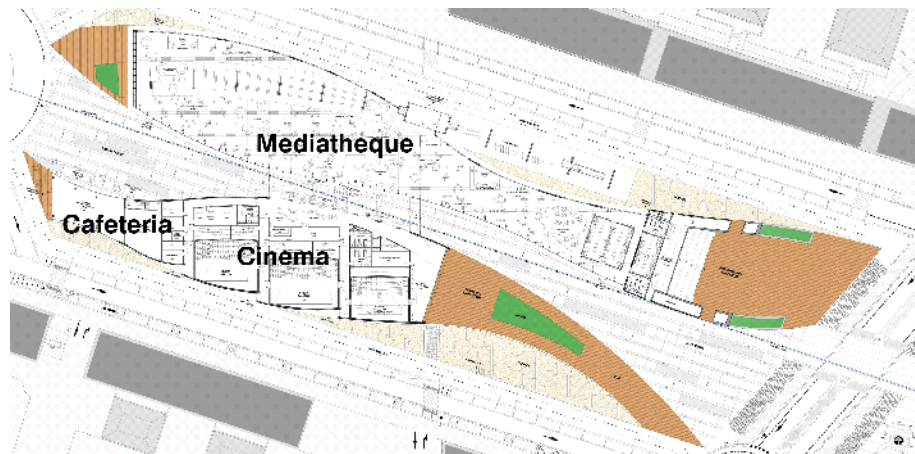


Fig. 6: First Floor Plan of the Saint-Malo Mediatheque (Ibid)

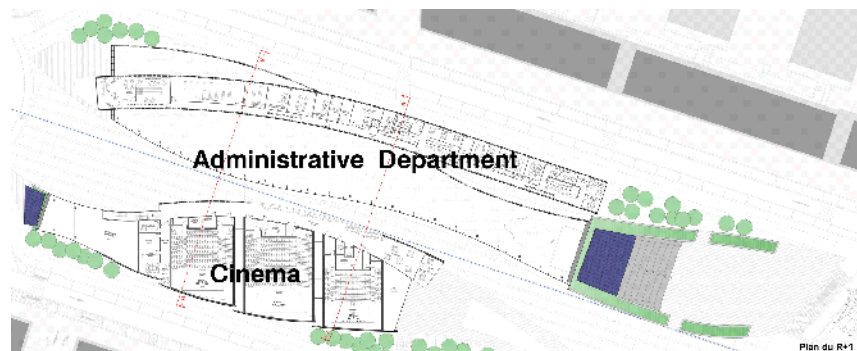


Fig. 7: Second Floor Plan of the Saint-Malo Mediatheque (Ibid)

### Music City of Paris<sup>1</sup>

Music city of Paris is a music museum with valuable instruments collection, reflecting the history of erudite Western music, and it is a place of teaching and learning, musical practice and listening.<sup>2</sup> “With its entirely computerized research and documentation center and its technical restoration laboratory, the museum is a key partner of major institutions, professional musicians, researchers and music-lovers in France and abroad.” ([http://www.paris-ourism.com/paris/us/patrimoine\\_loisirs/musees/cite\\_de\\_la\\_musique.html](http://www.paris-ourism.com/paris/us/patrimoine_loisirs/musees/cite_de_la_musique.html)) The first aim of this center is to conserve and exhibit its collection of reference instruments, and its second aim is to reflect a

different approach to music<sup>3</sup> (Fig. 8).

## RESULTS AND DISCUSSION

### Suggested Example of Iranian Mediatheque

As it was mentioned before, mediatheques can be formed around various subjects such as music. Music is the only international language which is common among all the cultures and races, and everybody without any professional education is able to understand it. There are various indigenous music styles and types in Iran such as Gilaki, Kordi, Azari. but there is no specific place for them. The aim of the musictheque is to gather all these styles in one unique place, create a professional



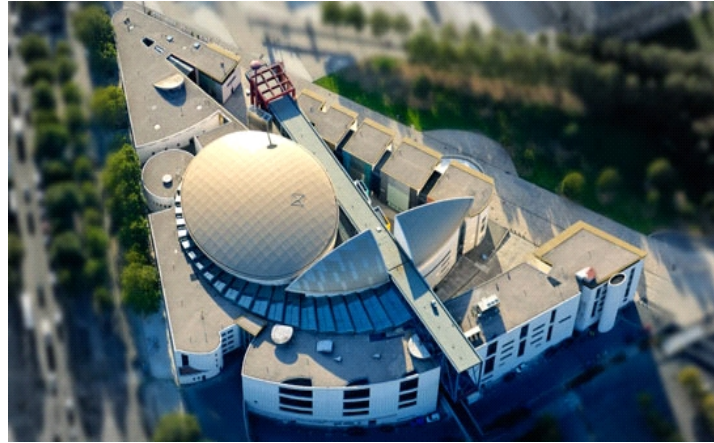


Fig. 8: Music City of Paris (Source: <http://www.gearthacks.com/dlfile7993/Cite-de-la-Musique,-Paris,-France.htm>)

music center for improving the Iranian vernacular music, and indicating the Iranian various cultures to the world (Fig.8).

**Concept**

The main concept of this project is the 9th symphony of Beethoven. “The Symphony No. 9 in D minor, sometimes known simply as “Choral”, is the final complete symphony of Ludwig van Beethoven. The words sung during the final movement were taken from the “Ode to Joy”, a poem written by Friedrich Schiller in 1785”. ([http://en.wikipedia.org/wiki/Symphony\\_No.\\_9\\_\(Beethoven\)](http://en.wikipedia.org/wiki/Symphony_No._9_(Beethoven))) Peace is the main approach of this poem and melody, and according to Friedrich Engels, Beethoven can reach to its real position when mankind follow the symphony No. 9 in their behavior. This melody carries a global and peaceful message, and has been translated in to many languages in the world such as Persian, so it can be an immense concept for the first musictheque in Iran.

**Design Process**

Five notes have formed the 4<sup>th</sup> movement of the symphony No. nine - do, re, mi, fa, sol. In the first step, three diagrams

were drawn based on the three lines of the symphony to realize the fluctuation of the melody (Fig. 9). After analysis the diagrams, five numbers from Fibonacci Series<sup>1</sup>

The smallest cubes, sol and fa, are court yards. The medium cubes contain other spaces such as, shops, lounges, restaurants, cafeterias (Fig. 11).

To show fluctuation of the symphony, according to the rhythm, each cube in each three lines stands on various levels, so the symphony is likely to convert to form when the different levels merge with diverse heights of the notes. The broken form of the building comes from the temperate climate of the north of Iran, such as Babolsar, where the site is located. According to Venturi phenomenon, V form buildings, which stand on the windward can blow into the breeze from sea to land in the daytime hours. Moreover, broken forms are able to shade on each other, so the heat capacity of the building is expected to decrease significantly, and energy consumption is likely to reduce considerably. To protect the broken west façade from the disturbing thunder storms, the building was turned from west to east, and the symphony starts from right to left.

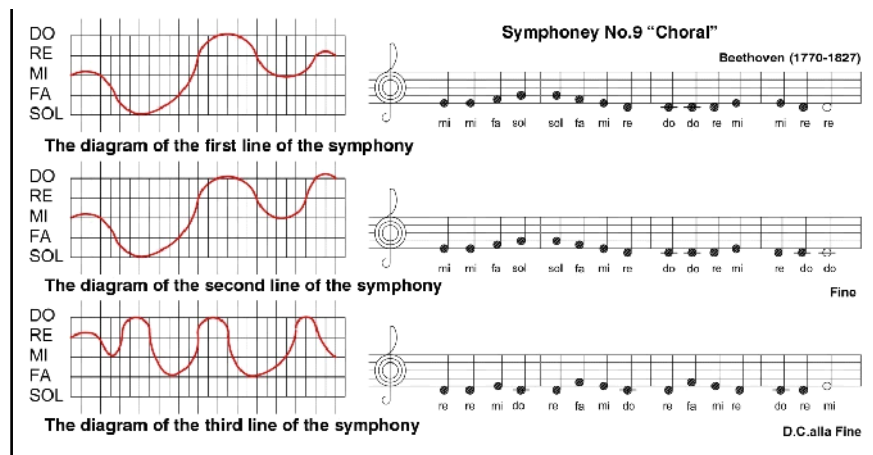


Fig. 9: The symphony diagram showing the fluctuation of the melody

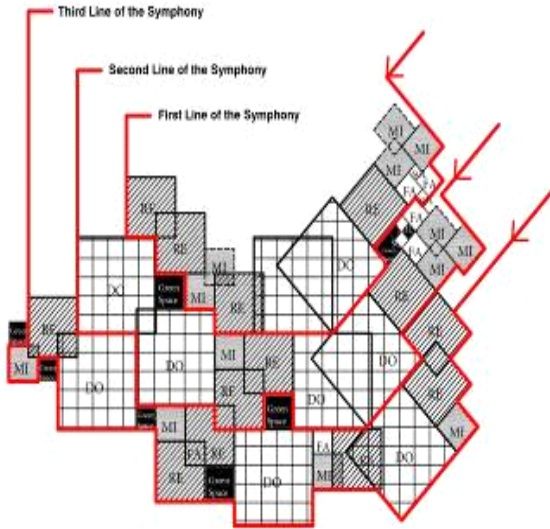


Fig. 10: Notes Alignment and the Building Configuration

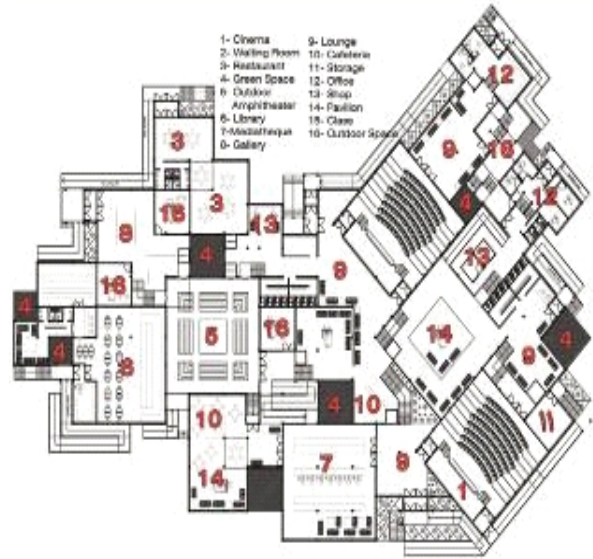


Fig. 11: The Musicheque Plan

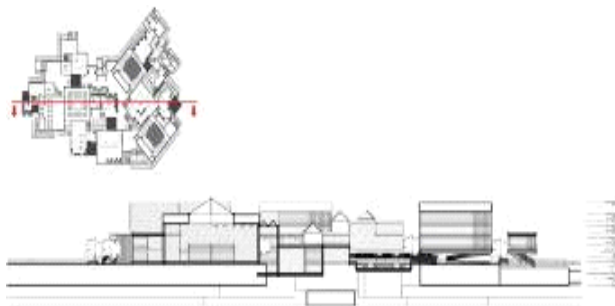


Fig. 12: Linear Section



Fig. 13: Site Plan

## CONCLUSION

Human resources are the most valuable asset and could be developing factors for any nations. Mediatheques can act as a center in the fields of arts and film that serves public facilities for all ages and all groups of people in order to upgrade the public knowledge by freely exchange of information. Iran has a rich music culture with various indigenous styles, but there is no official center to gather, organize, and introduce them to the world. The rich musical culture is a valuable point that is able to be taken as the first idea of creating a mediatheque with the aim of popularized the culture of sharing experiences, exchanging of information, supporting artists and professionals, and also teaching and learning about everything such as music tools, and to promote the country. France, as one of the

initiator in culture, art, and science, has started this process by establishing diverse mediatheques around the country. In conclusion, Iran has been standing at the forefront of the civilization and culture in the past, she would ready to launch a new route in the area mentioned, and it would be wise to use other countries' knowledge and skills.

## ENDNOTES

1. Cité de la Musique Paris
2. Vedi: [http://www.paris-ourism.com/paris/us/patrimoine\\_loisirs/musees/cite\\_de\\_la\\_musique.html](http://www.paris-ourism.com/paris/us/patrimoine_loisirs/musees/cite_de_la_musique.html) 13/5/2
3. Vedi: [http://www.paris-ourism.com/paris/us/patrimoine\\_loisirs/musees/cite\\_de\\_la\\_musique.html](http://www.paris-ourism.com/paris/us/patrimoine_loisirs/musees/cite_de_la_musique.html) 13/5/2
4. Fibonacci numbers = 1,1,2,3,5,8,13,21,...

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- [http://www.paris-tourism.com/paris/us/patrimoine\\_loisirs/musees/cite\\_de\\_la\\_musique.html](http://www.paris-tourism.com/paris/us/patrimoine_loisirs/musees/cite_de_la_musique.html) 13/5/2