The Effect of Form & Morphology Criteria on The Enhancement of Sense of Invitation In Entrance Landscape (Case Study: Bazaar of Qazvin)

Elahe Shojaei,^a*Maryam Moeinifar ^b

^a M.S Student of Urban Design, Faculty of Architecture and Urba n Planning, Qazvin Branch, Islamic Azad University, Qazvin, Iran
 ^b Assistant Professor, Department of Architecture and Urban Planning, Qazvin Branch, Islamic Azad University, Qazvin, Iran

Received: 25/10/2015 - Accepted: 09/04/2016

Abstract

The form and morphology criteria are among effective components in enhancement and improvement of urban environments and one of the features of successful urban spaces, is the way these criteria are arranged alongside each other especially at the visual landscape of an entrance space, because entrance of every place is the first and most important communication ring between the person and the space. Therefore the expectation from the entrance of an urban space is that it be capable of 'inviting' persons and this capability is manifested when the person is attracted towards it. In fact creation and enhancement of "Sense of invitation" in the entrance of an urban space cause continuation and sustainability of persons presence in the place and creating a right relationship and establishment of the expected interactions with the urban space. Presence of persons in the urban space, entails the sense of place and sense of belonging towards the space, so it is expected that the form and morphology sub – criteria because of being objective and due to their visual effects are influential in enhancement of sense of invitation of an entrance.

In this research the historical region of Bazaar of Qazvin, located in the central and historical texture of this city, has been chosen which is among the urban spaces requiring effective and frequent presence of people. The main purpose of this research is measurement of the effectiveness of morphology criterion on enhancement of the sense of invitation in the region of Masjed-e nabi mosque forecourt to the Bazaar of Qazvin forecourt. The basic assumption of this research is that the form and morphology criteria have major and effective role in enhancement of sense of invitation of the entrance landscape. The research method used in this study has the explanatory nature and due to the implemented approach is functional. It has been accomplished through field and visual studies of the mosque forecourt to the Bazaar forecourt region and at the end this result is attained that form and morphology component sub- criteria have significant effect upon enhancement of the sense of invitation of entrance spaces compared with other criteria.

Keywords: Form , Morphology, Sense Of Invitation , Landscape , Entrance

1. Introduction

The first communication ring between the persons and the space is the 'entrance', which could be defined and investigated from the two objective and subjective aspects and always the objective components of an entrance space are felt properly by the persons and influence their judgment of that space. Therefore one could expect "being accepted and invited" by the entrance landscape of a space. Creating the sense of reception and invitation is an important factor in continuity of persons' presence in the place and formation of the right relationship between them and the space. Bazaars and mosques in different ages of Iran's urbanism especially in the post -Islam urban planning have always been the most important and major urban spaces. Therefore Bazaars and mosques should be eligible of the invitation feature so that contribute both in the economic boost and strengthening of religious beliefs in a city. Among the influencing objective components in enhancement of sense of invitation of the entrance landscape one could refer to the form and morphology criteria and their sub-criteria and see them along with

other influencing criteria. Whether the portion of which criterion in strengthening the sense of invitation of an entrance is greater or less should be investigated from the stand point of the experts in this field. Therefore in this research, by reviewing the theoretical concepts of entrance and especially concerning the Bazaar region and also the most important feature of the entrances i.e. the sense of invitation and their explanation, we are after the influencing components in this issue and have compared them to examine the influence rate of the form and morphology components and their sub -components in enhancement of sense of invitation of entrance landscapes of the Bazaar region. Therefore the aim of this research is to determine the effect of influencing components on enhancement of the sense of invitation of the entrance landscape. Hence, during a field survey the historical Bazaar of Qazvin region was investigated and as we had to attain the experts' opinions and subjective views of the inhabitants and working people in that

^{*} Corresponding author. E-mail: Artemis812@ymail.com

region, the questionnaire and interview method was chosen to achieve this goal. Also by emphasizing the issue of entrance and considering the visual, functional and semantic preferences of this entrance, we could conclude that the reception of cultural landscape of the entire complex is only possible through this entrance and therefore it should be considered as the main and influencing portion of the entire Bazaar complex, and its originality and health preserved. In fact the visual landscape management of an important urban space has been in consideration in this research. Two important results obtained from this research are that there are two major principles for improving the entrance quality which include creating spatial integrity and contrast and also creating landscapes for important elements of the Bazaar complex. All these components and other mentioned criteria fall into a single and general criterion namely the form and morphology. The question in this research was that whether the morphology criterion affects the enhancement of sense of invitation?

2. Research method

The present research is explanatory in nature and due to its inherent approach is "functional". In the theoretical portion of this research the analyzed data received from the desk and documentary studies are utilized and for reconnaissance and analysis portion of the study, here the surveying method is used through distributing the questionnaires among two groups of citizens and experts and also utilizing descriptive statistics obtained from them using the SPSS software and analysis of the obtained information from theoretical studies and comparing them with the results from field measurements. Then to attain the priorities to suggest applicable proposals, the qualitative-descriptive method together with the Analytic Hierarchal Procedure (AHP) have been utilized. Also from the total 5050 workers, inhabitants or tourists within the study area, which are the main target population, were taken from the year 1390 of population statistics of Qazvin city i.e. the inhabitants, workers and tourists which were living around the Bazaar area or were walking there. and for obtaining the sample population

based on the Cochran's formula with a 5% margin of error, the statistical sample size was 357.6 and therefore about 358 persons were chosen to respond the questionnaires but due to the vast area and ultra urban functionality of Bazaar of Qazvin and Masjed-e-nabi mosque, a total of 400 extra persons also were chosen to respond, and totally 758 persons responded the questionnaires. also attempt is made that some of the persons in the sample population be selected among experts and familiar with the area.

3. Literature Review

The present research because of considering various topics together such as issues of landscape, entrance, form and morphology and sense of invitation also the physical visual concepts in the mosques and Bazaars and due to vastness of these topics could have consulted various internal and external articles and research works. Therefore it could be said that the concept of enhancement of sense of invitation in the scope of the

study area has not been yet studied in the internal and external articles.

Some studies were conducted on the form and morphology of Bazaar of Qazvin and also the mental picture of Qazvin citizens concerning the urban issues, but the matter of sense of invitation was not emphasized , only the theoretical cases were discussed.

So this research from the viewpoint of matching the discussed views in this scope of study with the present case study is unique, because in the area around the Bazaar of Qazvin there has been no research done on the enhancement of sense of invitation and effect of form and morphology criteria.

Concerning internal studies one could refer to the article entitled :'Effective components on the entrance landscape of buildings with business and religious use in enhancement of sense of invitation in the study area (Tehran's Tajrish Bazaar). writer : Najmeh Mozzafari pour,2013' In this article the writer only has identified the indices and influencing components and presented some strategies concerning the theoretical issues. The feature of this article is that it has attempted to obtain influential factors on enhancement of sense of invitation in the scope of the objective and subjective components through comprehensive theoretical studies and field questions and according to them present strategies in the scope of entrance space design, with emphasize on the cultural and subjective aspects of the entrance landscape. Also concerning the viewpoints discussed in the foreign research works one could refer to the viewpoints of Mr. Meaning (Moeini, 2010) on the related issues, who has studied the landscape from two standpoints and presented 10 different interpretations, of which the "landscape from the aesthetic point of view" has been used in this research. The entrance landscapes of the mosques and Bazaars have been discussed from various aspects in the urban studies but the effect of sense of invitation and influence of the form and morphology criteria in design of bodies and walls are among new and innovative aspects of this research.

4.Theoretical basis

Table1

Urban Spaces Two Main Parts

Morphology & Form

Morphology deals with the state of architectural form and that which in a unique work has been identified as the 'formal statement'. One spatial system could be imagined by unlimited ways and therefore its characteristics change. Generally, characteristics of a form are determined based on how it is located between the earth and heaven, here the word' form' refers to the known elements of the heaven: the floor of a wall and the roof. The set of these elements together constitutes what we call the spatial boundaries. Therefore morphology states these boundaries as a mean of explaining the environmental characteristics. Morphology asks how buildings whether 'open' or 'closed' stand, arise and spread. the word 'standing' refers to the relation with the earth, and 'arising' implicates relation with the heaven and 'spreading' refer to the horizon and 'closed' and 'open' consider the relation between outside and inside, Standing is conceived through the action of foundation and wall. a bulk and deep foundation ties building to the

earth while emphasizing the vertical direction means its 'liberalization'.

Vertical lines and forms state the current relation with the heaven and a wish to reach out light. Verticality and religious enthusiasm are along each other. The relation between outside and inside is stated mainly through the cavity in the wall, therefore it is at wall that the earth and heaven meet each other and the meaning of Bio-verse is substantiated in this meeting(Kashani,2005).

The urban spaces like mosques and Bazaars possess two main parts of Form (or face) and content or meaning, form is the same fabric or physics and content means social life and the event which takes place within the urban spaces(Molavi,2005,p30).

As is seen in Table 1, form and urban spaces content which are relevant with the mosque and Bazaar, possess distinct features and definitions which have a major role in investigation and study of the objective and subjective components. The objective components could be incorporated in the form of a space and the subjective components could be incorporated in the content of a space.

Form	Form is the sensible aspect of a phenomenon. Form or face is the unified totality of physical and non-physical indices. The physical aspect of form includes the color, shape, direction, visual equilibrium, structure, etc. among features of the form
	physical aspect of form includes the color, shape, direction, visual equilibrium, structure, etc. among features of the form
	in urbanism one could refer to the rate of closure, presence of axis, rate of peak and decline, shape of the skyline, being
	and absence, homogeneity and similarity in building facades which produce the urban spaces(Pakzad,2006).
	Lynch identifies meaning as a property of the environment, which could relate the person to other aspects of
Meaning	life(Lynch,2002,p21). According to this definition the meaning of a space is the mental imaging and meaningfulness of
	that space. Meanings are learned and in them the experience, knowledge, values and personal and social norms play
	important roles(Pakzad,2006,p99).

Form and meaning in the urban space are two inseparable elements, which harmony and appropriate relationship between them would provide continuity of the presence of persons in the space and create effective and close relationship between person and the space. Concerning the study scope in this research it should be stated that with respect to the historicity and traditional form and structure of Bazaar of Qazvin and The forecourt of Masjed-e Nabi mosque, as two important and history maker spaces have been strengthened in the mind of people and improving their structure would enhance the sense of invitation. In the words of Gordon Cullen: We could not be restricted just by the scientific research outcomes and the scientific solutions provided by the specialists in that field, because the goal is not to dictate

Sense Of Invitation

Invitationability could be identified as equivalent to receptivity, in other words the space which welcomes the person at his entrance. This welcoming nature is due to the sense of airiness and the hierarchy of pleasure, intimacy and closeness. When a person is faced with this emotion he finds himself inclined to enter that place and the problem of city or the environment but access to a reasonable and simple form, i.e. skillful manipulation in the framework of capabilities and abilities (Cullen,2011, pg 7).Giving importance to the existing capabilities in the form and structure and their revival could provide for the appropriate form and meaning of an urban space with historical and traditional antiquity. Form of the city and human elements and physical strands should be seen together.

Cullen regarded continuation of the past traditional urbanism as the "tool of design" for the present needs and would advise the urban planners to give importance to recreating the past as well as making new physical forms, through establishing attractive relationships between the observer and the past (Cullen, 2011)

could search for the sense of place in it. The inviting space is itself a combination of the elements and spaces which have the role of invitation and conduction toward the building. An inviting space after the act of invitation has the role of division and distribution into other spaces and is seen in various forms in the building and finally could result into conduction from a place to another place(Doostimotlagh,2011,p92).

The effecting components on inducing and enhancing the sense of invitation in entrance spaces of architectural urban buildings or urban spaces, are divided into two objective and subjective categories. the subjective components include characteristics which persons through their presence in those places sense them and react upon the received sense. In fact the subjective components are invisible and untouchable and might induce various reactions in different people. In contrast, the objective components are visible and touchable, the components which include the shape and form of the

Table 2

entrance of the buildings and are influential in reception of special senses and perceptions of the entrance space(Mozaffaripoor,2014,p18).

The effective components on the sense of invitation of an entrance could not be prioritized because considering the special environmental and cultural conditions of every city and also with respect to the nature and fabric of every space, they are different. But by considering these components (Table 2) in design of the entrances, they are effective in creation and enhancement of their sense of invitation. The effective components on enhancement of sense of invitation, each are measures that are complementing and influential upon each other.

components
Sense Of Place- Place Identity- Readability- Public Perception & Visual Pleasure- Dreaming- Form & Morphology

(Source:Moayedi,2013,p175)

Landscape

Meaning in his well known article entitled, 'Ten interpretations of a landscape', has discussed it from different viewpoints, among them is the landscape from an aesthetic standpoint, which has laid its main emphasize on the aesthetics characteristics of the landscape. In this view, other views that examine the landscape in terms of its relation to economy and culture have no place, but here the landscape is considered as a visual scene, in contrast to the view that sees landscape as a place in which it is understood experimentally. Landscape as aesthetics has an enclosed and abstract approach. This standpoint is a kind of intellectual view In the landscape as aesthetics view, which is the theoretical basis of this research, the visual forms are seen through some languages of art , such as the line,

about the landscape which regards reality and aesthetics not in the performance or experience but as an aesthetics ideal. Human involvement with this kind of landscape is more mental than experimental and in this standpoint the landscape is perceived as a thing and the scene is separate from the human act. The landscapes devote themselves to generation of exalted visual values, and the issue of proper efficiency or higher level culture is not so much important in this standpoint. In this view of landscape only the arrangement of the elements other alongside each carries the meanings(Moeini,2010).As Shown in Table 3.

form, color, texture, rhythm, proportions, equilibrium, symmetry, harmony, extension, unity, diversity etc.

landscape elements in Theoretician's view

Theoretician	Landscape Elements	Theoretician	Landscape Elements
M.Behzadfar	FabricFactors, Non-Fabric FactorsOf Human Activities	Mahmoudi	Stability-Identity- Aesthetics&Unity
J.Pakzad	Form- Function& Meaning	Lynch	Cognitive-Physical &Functional
A.Mansouri	Aesthetic- Cultural Identity- Functional	Bently	Visual-Functional& Behavioral-Semantic
Cullen	Urban landscape is the art of communication, city is a moving set and people would understand the city as		
	the" continuous difference of the landscapes".		

(Source :Shojaei,2015,p65)

Entrance

In Dehkhoda dictionary the word 'entrance' (voroodi in Persian) is derived from the word 'enter' (vorood in Persian). Entrance in architecture means perforation into the vertical surfaces. The entrance of every space is the first place, which being present in it, one could discover all general characteristics of the space including the rite of entering, the limits of private- public, and other features of the space (Mozaffaripour,2014,p19). What is expected from the entry in the first place is the sense of invitation and reception of the person, Mankind due to his interaction with the environment, in his first experience of presence in a place records the entrance of that place in his memory and this stage of perception sense turns in to the first experiment whether to continue his presence and connection with that place or avoid entering and sympathizing with that place, in fact the perceptional-functional features which reflect formation of the entrance subspaces and their physical and functional characteristics(As,p20).

One important thing concerning the entrance spaces, especially the mosque entrance space which has relatively a wide variety of samples in every historical period, was that the entrance space in the beginning included just one subspace called 'doorway' , while gradually and during a historical trend its number increased to seven subspaces namely : the forecourt, prevault, doorway, narthex, corridor, portico and sunshade. The forecourts are vast and large spaces built in front of pre vaults of some large and important buildings. One purpose for construction of forecourts was to give importance to the entrance space of the building and better differentiation of it from the passage space or the square. It was also built as an entrance space for a pause and gathering. The forecourts of Masjed-e Nabi mosque (former Shah mosque) located in the Bazaar of Qazvin, which now have somehow changed, are among remained examples of the Bazaar forecourts(Soltanzadeh, 2007, p51).

Therefore in conclusion one could state that Bazaar and mosque are two main urban spaces discussed in the Islamic urban design which are in interaction with each other and complementary. Due to the rank and importance of these two urban spaces, which are always distinct among other spaces, the entrance space defined for them is so that could maintain all requirements of the persons and as a connection chain, provide the right relation between the person and the place.

Forecourts as entrance spaces in front of the mosques and old Bazaars undertake this important task upon themselves and not only provide a space for entrance of the persons in to the considered places but a space for pause and further interaction of the persons, so that by welcoming them could accomplish their task and the persons feel the sense of invitation. Here the forecourt landscape as an important and distinct entrance space has great effect in enhancement of sense of invitation, because persons feel the beauty, cleanness, variety in the form and material used in the walls and floors and this is effective in attracting them towards this space.



Fig. 1. Entrance Space Of The Old Bazaar Fig. 2. Entrance Space Of The Sara-Saadolsaltane Fig. 3. Entrance Space Of The Masjed-e nabi

Also concerning the entrances it could be said that they could be recognized as the urban symbols too, As Kevin Lynch when numbering the important and influential factors of urban environments, states that: roads are ending into the neighborhoods and relating various nodes together and nodes connect the roads and distinguish them while the edges determine the neighborhoods and symbol is presented as the focus and heart of them (Lynch, 2002). From this one could infer that symbols of the city are important and influential factors in introducing a space and entrance of a space could be an attractive and enduring symbol of the city especially for historical and antique environments.

From the view point of such theorists like Cullen three important factors have their role in sensory experience of the urban spaces which include vision recognition as existing vision and serial visions, place:the sense of being in a place that is what we think 'there' about it. meaning: which include style,scale,material and architectural .He mentions the color, texture,style, identity,unity,diversity and integrity which involves the characteristics of being unique (Cullen, 2011).Therefore in investigating the entrance of an urban space, while considering these three factors provide an appropriate understanding of it. The entrance of Bazaar of Qazvin and Masjede-nabi forecourt as two distinct historical spaces are places that their meaning and form together create the sense of place in the audience and reveals a close relation between the person and the entrance space.

complex together with Masjed-e nabi mosque experienced further booming and evolution(Qazvin Plan,2011,p52).

The largest business complex within the central and worn out texture of Qazvin city which in addition to its economic centrality is highly valuable from the fabric and physical point of view is the Bazaar complex.

5.Case Study

Masjed-e nabi mosque and the historical Bazaar of Qazvin are located in the district No.1 of Qazvin city in the Emam Khomeini street. Investigating maps belonging to the initial Hejri- ghamari (Islamic Lunar calendar)centuries one could observe the rank of mosque and Bazaar, But in Safavieh era with respect to the extension and booming of the historical neighbor hoods around the Bazaar, this urban space i.e. the Bazaar

Space Ontology International Journal, 5 Issue 1 Winter 2016, 45 – 54

This complex alongside the cultural and religious centers like mosques and schools and service centers like cisterns and baths has generated an integrated and homogenous totality which if not being unique but is a very rare situation. The old Bazaar of Qazvin as a civil phenomenon, is the center and major axis of Iran's urbanism which represents the climatic, artistic and industrial features of the city in its architecture and from the sociology point of view is a very obvious measure for assessment of the values and temperament of a city's people. The Bazaar of Qazvin has preserved this feature up to now and in addition to its comprehensive regional functionality, now acts as the most sensitive urban point in terms of social, economic and cultural issues(As,p55). At the eastern part of the Bazaar complex and south of Imam Khomeini Street, there is situated a vast and large mosque which in the past was famous by the name of

Masjed-Shah. This building which is said to be built by Fathali shah the Gajar king, now is renamed to Masjed-e nabi mosque and is the location of such ceremonies like the Friday prayer ceremony. Masjed-e nabi in its northern side has a vast forecourt which connects the main entrance of the mosque to Imam Khomeini Street. This space with its wide stairs and arcades provides an appropriate urban space which in Fridays turns to the gathering place of people and in other days of the week is the gathering place of the badgers and Darvishs. The eastern side of this space includes the entrance of the old Shah Bath (now famous as Razavi Bath). In addition to the main entrance at the north, two other entrances also connect the surrounding spaces. These entrances are located one at the east (End of Bargoo alley in Daralshafa neighborhood) and the other at the west of the mosque (The Copper-makers Bazaar)(As,p59).

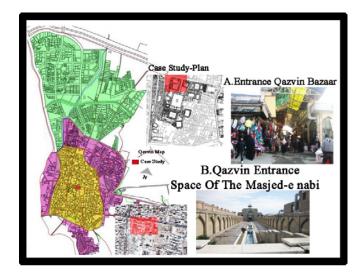


Fig. 4. Entrance Space Of The Old Bazaar& The Masjed-e nabi-Qazvin Map-Plan (Source: The Author)

6.Results

Based on the results obtained and in order to attain the

descriptive statistics, the following Figure and table are obtained using the SPSS software, based on the responses of persons to the questionnaires (Table4).

Table 4

Respondent sBased On Gender & Age

Gender	Women:42% Men:58%
Age	Less than 20 years: 6%-20 to 30:24%-30 to 40:23%-40 to 50:19%-50 to 60:19%-Morethan 60 years: 9%
Total	758

(Source :Shojaei,2015,p101)

Elahe Shojaei, Maryam Moeinifar

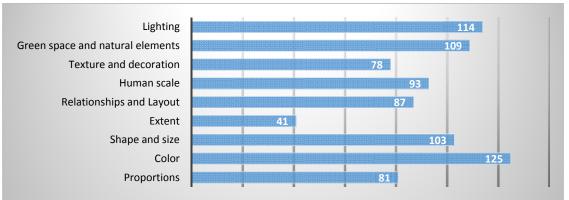


Fig.5. Plenty Of OptionsIn Terms Of Inviting A Standard Form And Morphology (Source:Shojaei,2015,p103)

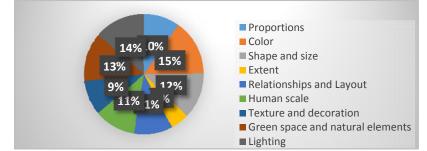


Fig.6. Percentage Of Options In Terms Of Inviting A Standard Form And Morphology (Source:Shojaei, 2015, p104)

be overlooked.

As is seen in Table 4, 47% of respondents were between 20 to 40 years old which reveals that despite worn out texture of this area, the workers, inhabitants sand even tourists in this area are mainly young. In Figure 6, 15% of the respondents stated that beautification of the passage floor and painting and 14% stated lighting as the factors influential in attracting and enhancement of the invitation sense. Also for prioritizing and weighting the opinions and responds of the experts in the questionnaires, the AHP method was implemented in this way that the questionnaires were distributed among 30 vernacular and non-vernacular urban design experts of the city of Qazvin and in them the influential criteria and effective objective and subjective components in enhancement of sense of invitation at the entrance landscape were determined for the purpose of weighing and determining rate of their importance. And finally to determine the coefficient of importance of the criteria and sub-criteria, the opinions of the experts concerning the criteria and sub-criteria which were scored based on the 1-9 scales, were calculated by the comparison matrix and then by geometric averaging and normalizing the obtained coefficients, it was found that the form and morphology criterion had the highest rate of importance after the place identity criterion(Figure 7). Albeit other

space of the Bazaar also the forecourts of Masjed-e nabi mosque and the Bazaar were of utmost importance. This shows that in design of entrance spaces and their aesthetics landscape, the diversity in form and shapes

criteria such as the sense of place, readability, public

perception and visual pleasure and dreaming were of

high importance and their effect on each other could not

In the pair-wise comparison of the sub-criteria (Figure 8)

, the form variety in the fabric and walls of the entrance

should not be overlooked and in proportion with the place identity and character of the space attain appropriate forms and rhythms. In conclusion of this section this point should be mentioned that citizens of the Qazvin city and tourists emphasized mainly the objective components like facade,

mentioned that chizens of the Qazvin city and tourists emphasized mainly the objective components like facade, cleanness etc. and stated that improvement and repair of the walls and floor finishing especially at the forecourts of Bazaar and Masjed-e nabi mosque and the distance in between the mosque and Bazaar could enhance the sense of invitation. Also the experts emphasizing the important sub-criteria, declared the form and morphology as main factors in enhancing sense of invitation of the entrance landscape of the historical Bazaar of Qazvin.

Space Ontology International Journal, 5 Issue 1 Winter 2016, 45 – 54



Fig.7. TheImportance OfCriteria On Sense Of Invitition (Source:Shojaei,2015,p107)

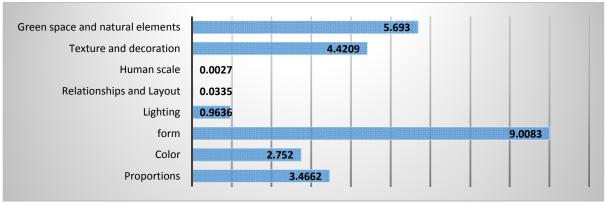


Fig.8. TheImportance Ofform & morphology Criteria On Sense Of Invitition (Source:Shojaei, 2015, p107)

7.Conclusion

Studies performed in the scope of this research show that objective factors such as variety in the color and form in the fabric and walls, use of natural elements and plantation, also proper lighting with respect to the environment which are all the main sub-criteria of the form and morphology as an important principle in enhancing the sense of invitation, could have the greatest effectiveness and cause improvement of the urban environment and more important strengthening the landscape idea in the thought of main users of the Bazaar and the Masjed-e nabi mosque as an religious place with historical value . Appropriate lighting of the Bazaar space and forecourt of the mosque, development and beautiful plantation proportional to the climate of the Qazvin city, also changes in the form and floor finishing and facades of the buildings have great effects in attracting persons to the area around the Bazaar and enhancement of sense of invitation. In fact one could refer to this point that Qazvin citizens and tourists emphasize more the objective components like facading, cleanness, ... and recognize rehabilitation and repair of the walls and floor finishing of the passage especially at the forecourt of Bazaar and Masjede-nabi up to the Bazaar as the most important factors in enhancing the sense of invitation. The experts by emphasizing the important sub-criteria of have recognized the form and morphology as the main factors in enhancing the sense

of invitation of entrance landscape of the historical Bazaar of Qazvin city. While concluding both the ideas of the experts and other persons it is seen that the persons refer more to the objective criteria and the experts have mentioned the objective criteria besides the enforcement of subjective criteria like the identity and sense of the place, because human presence in urban environments is of great importance in view of many theorists., so Change in the color, form and shape in the floor finishing, facades and walls of the buildings and change in the material used in some spaces and revival of some other existing spaces like waterfronts and green spaces at the entrance space and forecourt of the mosque and Bazaar could be among other influential factors in enhancement of sense of invitation. Therefore one could claim that the form and morphology criterion in proportion with such criteria as the identity and the sense of place and in interaction with them, first generates the sense of invitation at the entrance space of the Bazaar and then undertakes the task of strengthening and sustaining this sense in the space. Also we should be aware that the design work in the scope of improvement and repair of the buildings should not alter the identity and main character of the Bazaar and the mosque and in fact strengthen their rank and nature. Also strengthening of the subjective components affecting the enhancement of sense of invitation should be a strong support for improvement of the objective components. Because landscape as aesthetics could properly blossom in the entrance spaces of the Bazaar of Qazvin and the forecourt of Masjed-e nabi mosque and even in the landscape of the street and in a wider range in the layout of the city and all of these would turn into reality when we could provide the bedding for creation and enhancement of sense of reception and invitation at the entrance landscape of the bazaar up to the forecourt of Masjed-e nabi mosque of the city of Qazvin. As mentioned in the introduction section o this research, Two important result obtained from this research are that the two important principles for enhancing quality of the entrance include establishing integrity and spatial contrast and also creating landscape to important elements of the Bazaar collection.

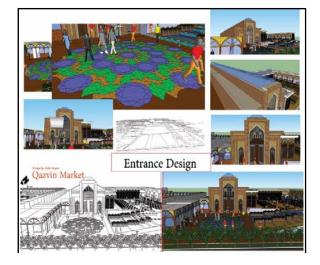


Fig. 9. ProposalsWithChangesInForm(Entrance of Qazvin Market) (Shojaei,2015,p210)

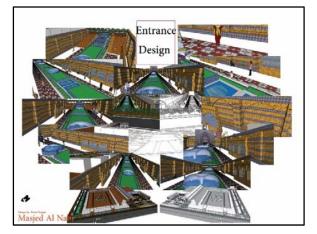


Fig. 10. ProposalsWithChangesInForm(Entrance of Qazvin Masjed Al Nabi) (Source Shojaei,2015,p210)

References

- 1) Consulting Engineersandthe City(2011).Projectdevelopment and construction ofQazvin, Qazvin Municipality.
- 2) Cullen,G,(2011).Town scape. Translator: Tabibian,M.Tehran:Tehran University publisher.
- 3) Doostimotlagh,P,(2011).TehranEntrancehistory. Journal of Armanshahr 2.p.p 91-104. .(In Persian language presed)
- 4) Eftekharirad,Z,(2010). Urban Rehabilitation In England. Journal Of Rehabertion 9. P.p 3-12.
- 5) Kashani, M, (2005). Translate threadform and morp hology, Shoultez. Mashhad: Kasra Publisher.
- 6) Lynch,K,(2002).Theory of Good City. Translator: Bahrani,S,H.Tehran:Tehran University publisher.
- Lynch,K,(2002).Image of city. Translator: Mozaiieni,M.Tehran:Tehran University publisher.
- Moayedi,M,(2012).The Role of the components of the urban landscape in improving security inurbanpublic spaces (Case Study:Tehran's Evinneighborhood). Social SecurityStudies 35.p.p 159-191.
- 9) Moeini,S,H (2010).Tenlooking at thelandscape.Art Moon Book 139.p.p 4-15. .(In Persian language presed)
- Molavi,M,(2005).Formalanalysisof urban spaceandits philosophicalfoundations. Quarterly Journal ofFine Arts 21.p.p 30-46. .(In Persian language presed)
- Mozaffaripour,N,(2014).Identifyfactors

 affectingtheentrypointto promotea sense
 ofinvitingreligious andcommercialapplications.
 Journal of Urban-Landscape Research,1.p.p17 24.(In Persian language presed)
- 12) Pakzad, J, (2006). Theory &urbandesign process. Tehran: Shahidi Publisher.
- 13) Shojaei,E,(2015).Improvement entrances landscape of market & mosque to improve sense of invitation.Qazvin: Qazvin Islamic Azad University.
- Soltanzadeh, H, (2007). Entrancespaces intradition al Iranian architecture. Tehran: Cultural Research Bureau Publisher.