



Authenticity

The full text of this article is entitled:  
Examining the role of public art in  
promoting social interactions. Case study:  
15 Khordad walkable way in Tehran  
Published in the same issue.

## **Examining the role of public art in promoting social interactions**

### **Case study: 15 Khordad walkable way in Tehran**

Abdulhamid Ghanbaran<sup>1</sup>

Associate Professor, Department of Urban Planning, Faculty of Architectural Engineering and Urban Planning, Shahid Rajaei Teacher Training University, Tehran, Iran

Hanieh Sadeghi

Master of Urban Design, Shahid Rajaei Teacher Training University, Tehran, Iran

### **Introduction**

In modern public spaces, citizens have become strangers, and city spaces have been transformed into empty, lifeless spaces because they do not exist. It was as if the public spaces were merely for the passing of people or, at best, space for social intercourse, not for social interaction, but as well as for addresses. Man is essentially a social creature, and the quality of the town is taken up by the same rule as pawns. A pawn in a public place plays a major role in the city's social life. One of the ways in which a person is suited to the quality of social facilities and promotions of public art. Public art can make an environment memorable, more convenient, more embracing places, and more sociable. A city's art by displaying a special picture of city features can influence people's relations with one person and become a person of one's personality and a character in it. Hence the necessity of reaching a rising and growing city in Grosvenor, of all the virtues which determine social and social development.

15 Khordad walkable way in Tehran had given way to the fever of historical tissue, a long and powerful history of the Market of Tehran, close to prominent points of potential on the walkable way. This axis's potential has attracted a different social group. Not to notice some points in city design has lessened quality and increased discontent, and the total lack of social interaction on foot - to - day designs has resulted in as little as possible. There are, however, public art designs made in this street, and the public arts are not often associated with them in partnership. So the present research is based on the ways of making social advancement, due to popular art on foot, and wants to know what molecules of public art can be affected by social advancement, which is that social research has been the result of.

### **Methodology**

The current research is of applied type and using descriptive analytical method. The statistical population includes people who are experts in the fields of urban design, urban planning, urban management, architecture, etc., and 30 of these people were randomly

---

<sup>1</sup> - ghanbaran@sru.ac.ir

selected. In addition to library studies, including articles, theses, previous researches, existing documents and internet resources related to the subject, field studies and questionnaires are five-choice Likert scale. In the inferential analysis part, spss software was used and after determining the normality of the data through the Shapiro-Wilk and Kolmogorov-Smirnov tests, parametric tests were used, such as the T-test, Pearson correlation, and multiple regression.

The validity of the questionnaire has been done by face method. Cronbach's alpha coefficient of the questionnaire is equal to 0.834 and the questionnaire has good reliability. The research includes two variables of social interactions and public art, where public art is considered as an independent variable and social interactions as a dependent variable. Active and passive involvement with the environment, artistic production organizations, elements based in space, natural elements based in space, positioning, history and culture, and place branding are some of the research indicators.

### **Results and Discussion**

The results of the T test at a significance level of less than 0.05 show the importance of the role of walkable way design in social interaction. The significance level obtained in the T-test indicates that all the indicators are significant and the research indicators are of high importance in designing the walkable way and increasing social interaction. According to the Pearson correlation results, all indicators have a direct relationship with social interaction. The highest correlation between positioning and social interaction is with a value of 0.715, and the lowest correlation is between place branding and social interaction with a value of 0.560.

Based on the results of multiple regression, the index of natural elements located in the space (0.551) has the greatest effect and the positioning variable with a coefficient of 0.288 has the least effect on the dependent variable. According to the results of the questionnaire and knowledge, two alternatives have been presented for the 15 Khordad walkable way.

In the first alternative, the location of the existing bicycle lane has been changed and moved from the sidewalk to a part of the emergency lane. It has been suggested for the square of sculptures or appropriate elements and holding exhibitions and galleries. Green roof and installation of solar panels are also things that help to connect people with nature.

For the fences of National Bank, it is suggested to install boards for brainstorming of people so that people can write their opinions and suggestions and interact with each other under the pretext of it. For the subway walls that are visible from the sidewalk, mural painting is suggested. In alternative two, the location of the existing bicycle lane has not been changed and a green wall and green plants are proposed for the fences of the National Bank. It has been proposed for the end of 15 Khordad Square and near Justice element and sculpture. It is proposed to sell cultural products and handicrafts around Sabzeh Meydan.

In general, in both alternatives, ground painting is proposed for the intersection of Naser Khosro Street and 15 Khordad walkable way, and parts are proposed as places for participatory public events, which are suitable for activities such as mural painting,

holding rituals, group studies, interactive discourse, etc. Fixed parts are suggested for street performances, which of course can be considered as mobile performances along the street. Adaptation of flooring, furniture and lighting and attention to the window and restoration are also suggested in both alternatives, and other things are common in the alternatives.

## Conclusion

This research was carried out with the aim of promoting social interactions and creating a quality environment suitable for people and presented the design with the approach of public art. Therefore, 7 indicators of active and passive involvement with the environment, art production organizations, elements based in space, natural elements based in space, positioning, history and culture and place branding have been analyzed

By reconciling people with urban public spaces, public art improves the crisis of emptying public spaces from people's presence and reducing social actions. The results of data analysis and research studies indicate that public art can create a memorable environment, create quality and more livable places, and achieve the main goal of the research, which is to promote social interactions.

According to the results of the research and the importance of the role of public art in the design and promotion of social interactions, Swot has been clarified and two design options have been proposed, such as sculptures or appropriate elements, holding exhibitions and galleries, selling cultural products and handicrafts, green roofs and installation of solar panels, installing brainstorming panels, wall painting, green walls and green plants, places for public participatory events, street implementation of flooring, furniture and lighting, and paying attention to the window and restoration.

**Keyword:** social interactions, public art, walkable way, 15 khordad walkable way in Tehran

## References

### Persian References:

- Akbarzadeh Moghadam Langroudi, Amir (2014). Redesigning the sidewalk of Alam Al-Hoda in Rasht based on the evaluation of factors affecting the desirability of urban sidewalks. Master's thesis in the field of urban design, Gilan University.
- Alal-Hesabii, Mehran and Moradi, Salman (2009). Investigating the development and evolution of the concept of public art, *Architecture and Urbanism Quarterly*, No. 2, pp. 5-18.
- Babalou, Amirmohammad and Gerkani Dashte, Parnia (2021), measuring the walkability of urban areas; Case example: Streets of Districts 1 and 2 of District 12 of Tehran, *Scientific Journal of Iranian Urbanism*, No. 7, 199-212.
- Bahrami Niko, Mahsa and Sajjadzadeh, Hassan (2017). The Role of Public Art in Urban Place Making, case study: Mellat and Water and Fire Park in Tehran. *Arman Shahr Architecture and Urbanism*, No. 23, pp. 147-158.

- Barzandigh, Morteza Hadi (2014). The recognition of mutual effects of vitality of public spaces and social interaction in bazaar order, case study: Sepahsalar street of Tehran, Master's thesis in the field of urban planning, Faculty of Architecture and Urban Planning, Islamic Azad University, Central Tehran Branch.
- Gherehbeiglu, Mino, Farshchian, Amir hossein and Mohammad Aliyan, Zahra (2015). The Social Interaction affects to Creating Place in Islamic Architecture, *Shabak*, No. 8 and 9, pp. 1-18.
- Habibi, Kyomarth and Haghi, Mohammad Reza (2017). The Comparison of Iranian and Foreign Footpaths Based on ANP Method. *Iranian Journal of Architecture and Urban Planning*, No. 15, pp. 5-19.
- Hosseininia, Seyyed Ahmad (2013). The Evaluation of Environment Quality By pedestrianization of Urban Roads, Case Study : Sepah ST. Isfahan. Master's thesis in the field of urban design, Faculty of Architecture and Urban Planning, Isfahan University of Arts.
- Kalantari Khalilabad, Hossein, Sultan Mohammadlou, Saeeda and Sultan Mohammadlou, Nazi (2015). Pavement design and its effect on the quality of life in the historical context of cities, a case study of Tabriz Tarbiat Pavement. *Iranian Architectural Studies*, 5(9), 159-174
- Khalfi, Mozghan, (2014). Designing Bostan Boulevard in Shiraz, emphasizing the effect of public art on behavior, master's thesis, urban design department, Faculty of Architecture, Yazd University.
- Mehrabian, Sahereh and Abdullahi, Farzin. (2018). Strategies for increasing social interactions in residential complexes (case study: Ekbatan, Behjat Abad and Farhangian residential complexes in Tehran). *Architecture*, No. 11, pp. 36-44
- Morshedi, Hoorie, (2012). Designing artistic creative public spaces (case example: between City Theater and Vahdat Hall), master's thesis, field of urban design, art of architecture, urban planning, Central Tehran Azad University.
- Naqshbandi, Seyedah Rezan and Mofidi Shemiran, Seyed Majid (2022), Feasibility study of creating Interrelation Tourism access between historical buildings in sanandaj city with approach pedestrian, *Scientific Journal of Iranian Urbanism*, No. 9, 23-43.
- Pezeshki, Behnam and Alijani, Maryam (2019). Investigating and assessing the indicators of pedestrian pathways and pedestrian oriented streets in comparison of Istiklal pedestrian pathway, Istanbul, Turkey and 30 Tir pedestrian oriented street, Tehran, Iran. *Quarterly research-specialized urban planning and architecture of environmental identity*, number 2, pp. 40-57.
- Pourhabib, Khurshid (2015). Compilation of urban design guidelines for the revival of cultural identity in Tehran's sidewalks based on public arts (case example: Saf, 15 Khordad and Hazrat Abdulazim shrine sidewalks). Master's thesis in the field of urban design, Faculty of Art and Architecture, Tarbiat Modares University, Tehran.

- Qalambardezfouli, Maryam and Naghizadeh, Mohammad (2014). Urban space design in order to promote social interactions (case study: inter-neighborhood boulevard). *City Identity*, No. 17, 24-15.
- Safaie Sefat, Sepideh (2013). Evaluation of the performance of the 15 Khordad pedestrian walkway from the point of view of the urban landscape. Master's thesis, field of geography and urban planning, Payam Noor University, Rey.
- Sayad Forouzan, Hananeh (2016). Urban space design with the approach of promoting social interactions (case example: Mehr housing in Rasht). Master's thesis in the field of urban design, Dilman Lahijan Institute for High Education.
- Sultani, Ali, Zargari Marandi, Ibrahim and Namdarian, Ahmad Ali (2012). The formation, strengthening and suppression of memory in urban spaces, a case study :Chamran Walkableway in Shiraz. *Housing and Village Journal*, No. 141, pp. 87-98.
- Tajik, Arezoo and Partovi, Parvin (2012). Walkability Conceptual Model and Analytical Framework with the Emphasis on New Urbanism Approach (case study: 4th phase of Mehrshahr). *Urban Studies*, No. 9, 81-96.
- Vahdat Talab, Masoud and Rahimian, Mohammad Ramin (2012). Examining the concept of public art and its interaction with people in urban public spaces. The first national conference on urban planning and architecture over time. Imam Khomeini International University of Qazvin, Qazvin.
- Vedadi Moghadam, Nyusha (2013), public arts and its role in the vitality of urban spaces, case example: Tarbiat Tabriz pedestrian street, 15 Khordad pedestrian street, Tehran. Master's thesis, Urban Design, Tabriz University of Islamic Arts.

**Latin References:**

- Askarizad, R., & Safari, H. (2020). *The influence of social interactions on the behavioral patterns of the people in urban spaces (case study: The pedestrian zone of Rasht Municipality Square, Iran)*. *Cities*, 101, 102687.
- Collins, D., & Stadler, S. L. (2020). *Public spaces, urban*. *International Encyclopedia of Human Geography*, 2nd edition, 103-111
- Gorissen, S. H. L. *The influence of Walkability on Social Interaction and Place Attachment*.
- Guilherme Abreu, J. (2017). *Public art as a means of social interaction: From civic participation to community involvement*. In Colloque International" Quel destin pour l'Art Public".
- Larimian, T., Freeman, C., Palaiologou, F., & Sadeghi, N. (2020). *Urban social sustainability at the neighbourhood scale: Measurement and the impact of physical and personal factors*. *Local Environment*, 25(10), 747-764.
- Mazzucotelli Salice, S. (2010, October). *The Place of Public Art in Social Change*. In ESA Research Network Sociology of Culture Midterm Conference: Culture and the Making of Worlds.

- Wang, G. (2011). Public Walking Space. *A study of Commercial Pedestrian Streets in Copenhagen, Stockholm and Nanjing*.
- Zheng, J. (2017). *Contextualizing public art production in China: The urban sculpture planning system in Shanghai*. *Geoforum*, 82, 89-101.
- Zhu, Y. (2021, January). *Research on the Trend of Interaction Design in Public Art*. In The 6th International Conference on Arts, Design and Contemporary Education (ICADCE 2020) (pp. 530-534). Atlantis Press.

[www.barcelonayellow.com](http://www.barcelonayellow.com)

---

\*Corresponding author: [ghanbaran@sru.ac.ir](mailto:ghanbaran@sru.ac.ir)



**How to refer to this article:**

Ghanbaran, Abdulhamid. Sadeghi, Hanieh. (2023). Examining the role of public art in promoting social interactions  
Case study: 15 Khordad walkable way in Tehran, Iranian Urbanism, 6 (10), 58-79.

**COPYRIGHTS**

Copyright for this article is retained by the author(s), with publication rights granted to the Iranian Urbanism Journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>).

**URL:** <https://www.shahrsaziiran.com/1402-6-10-article4/>

**DOR:** <https://dorl.net/dor/20.1001.1.27170918.1402.6.10.4.3>