

## The Effects of Architectural Anatomy on Improving the Quality of Place Identity: Case Study of Shiraz Opera Hall

**Authors :** Hamid Reza Zeraatpisheh, Shamsoddin Hashemi, Farshad Negintaji

**Abstract :** This study has examined the effects of the architectural anatomy of opera hall on improving the quality of place identity. By measuring the effects of place identity on the inner aspects of human which are influenced by the physical and social environments it has investigated the results of a balance between internal and external environment. To assess the anatomical effects of urban landscape, two components of subjective landscape including perception and diversity and the component of objective landscape including form and order have been measured. The current survey is descriptive and the statistical population has been Shiraz which is a city in Iran. To analyze the data the SPSS software has been used. The results have been investigated in two levels of descriptive and inferential statistics. In the inferential statistics, Pearson correlation coefficient has been used to evaluate the research hypotheses. The results of this study indicate that between the dimensions of landscape, the component of the subjective landscape has the highest impact on the place identity and in the second place, an objective landscape has the impact on the place identity. Anatomical effects have an important role on improving the quality of place identity of Shiraz citizens and in order to enhance the place identity in the urban landscape it is also required that they will be inspired and operated.

**Keywords :** architectural anatomy, identity, place identity, urban landscape, perception

**Conference Title :** ICAEDM 2015 : International Conference on Architectural Engineering and Design Management

**Conference Location :** London, United Kingdom

**Conference Dates :** February 16-17, 2015