

## Functions and Effects of Green Facades in the Developing Countries: Case Study of Tehran

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**Abstract :** Many people lost their life caused by environmental pollution every year. The negative effects of environmental crises appear to be much higher in Asian countries. The most important environmental issue in the developing countries and especially in Tehran, to our best knowledge, is air pollution that has affected many aspects of life in society. Environmental topics related to technology's development have been salient issues among the main concerns of designers. Green facades are the most considerable solutions which designers and architectures are focused on, all over the world. But there are lots of behavioral and psychological problems about this point. In this line, this excavation has tried to reveal the cultural and psychological influences of green facade in developing countries like Tehran. Green facades in developing countries are so useless, although they are so expensive. As a matter of fact, users consider green facade as a decorative item. This research is an attempt to recognize the reasons which show green facades as worthless element. Also, some solutions are presented to promote green facades in the developing countries as an intrinsic solution. There are so many environmental threats, especially about air pollution, for a city as Tehran, which might be solved by green facades.

**Keywords :** air pollution, developing countries, effects, green facades

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