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Original Research Article

An Analysis on the Factors Affecting the Creation of Event-Oriented Urban Public Spaces Case Study: Central Part of Tehran (District 12)

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Abstract

Problem statement: In recent experiences, from the perspective of culture-led urban design, events play a paramount important role in improving the quality of urban public spaces. However, less exists on the nature of urban public spaces and their constructive roles in the development of events. Even previous studies have failed to provide clear answers to key questions such as what factors affect the event-oriented public space? What is the effect of different types of public space on amount of events?

Research objectives: This study aims to explain and develop event-oriented criteria for urban public spaces and then to measure and compare the extent to which different urban spaces in District 12 are event-oriented.

Research method: The article's methodological approach contains both qualitative and quantitative. In the first step, different methods were used to select case studies as an event place in District 12, such as content analysis of documents during two years, field visits, and in-depth interviews with experts. Then, the factors affecting the eventuality of public spaces were recognized based on the current literature. Finally, the event-oriented quality of several urban spaces in Tehran's historical heart was measured and compared by using checklists and analyzing the data in SOCVIEW software.

Conclusion: The research results show five criteria, including accessibility, connectivity, space facilities, inclusiveness, and security, have the most significant impact on events' formation and durability. Also, among the different types of public spaces, the pedestrian streets and parks in Tehran's 12th district have a higher amount of events compared to other types.

Keywords: *Event, Public Space, Event-oriented Urban Space, District 12 of Tehran, Historical Part of Tehran.*

Introduction

Nowadays, eventful cities have been proposed as an effective strategy for urban infrastructure

development, economic growth, urban self-reliance, and creating a favorable mental image (Getz, 2017, 21). Numerous studies show that cities are increasingly using events as a distinguishing feature to attract capital and investors to be on the list of programs such

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as European Capitals of Culture (ECOC) and to stay in global competition (Gordon, 2003, 195). Today, many efforts are being made to take a holistic approach to the relationship between the city and events to move to an event-oriented city, not just an event-driven one. For example, we can mention the preparation of specialized event documents with a focus on event planning and management. The most successful cities are those that use events as a bridge between local and global culture as well as traditional and contemporary culture (Salehi Mava, 2019). In addition, today the economic competition between cities has already found a cultural aspect and culture has been proposed as an engine of economic development and a factor to provide a symbolic image of the city in the global economic structure (Shabani & Izadi, 2014, 66).

Iranian cities with a rich cultural history can use event-oriented and event management as an effective tool to promote the vitality of the city and the quality of urban life. On the other hand, due to their great culture and historical potential, Iranian cities provide a suitable context for the implementation of cultural-led regeneration approaches (Ebrahimi Ghorbani, Ranjbar & Andalib, 2021). District 12 of Tehran, as the historical context of Tehran, is one of the best event-oriented options in Tehran and Iran. Some of the deepest collective memories, traditions, and celebrations have been formed in the historical heart of Tehran for a long time. Today, many historical and cultural assets in this region have been neglected due to various reasons such as the Modernization of Tehran city and the lack of relevant authority's deep view of social events roles as a value-creating wealth and the need for urban spaces to be event-oriented so as a result many historical-cultural assets have been neglected in this area. In this regard, studying and searching on contemporary Iranian experiences in this field can create new views on how event-oriented public spaces in Iranian cities.

Analysis of the existing literature related to event-based shows that major sources have dealt with the impact of events on the social, physical, and economic aspects of places and issues such as event management and the impact of urban public spaces features on events have

received less attention (Van Aalst & Van Melik, 2012, 196). Given that the scene of the events in urban public spaces, the following two key questions can be asked for which no clear answer can be found by reviewing the available resources for them:

-What are the special characteristics of an event-oriented public space and how do the constituents of urban public spaces affect the event-oriented space-making?

-What role do different forms of urban space play in shaping the event, and can it be said that some species are more successful in attracting the event?

Basically, depending on the cultural dimension and context of the event, answering these questions in each cultural context can lead to different results. In this study, District 12 of Tehran has been selected as one of the most event-oriented areas of Tehran to investigate the relationship between public spaces and eventfulness. This study tries to answer the key questions by using the topics raised in the event literature and based on regular field visits over 2 years from the study area as well as the available documents of the 9 main event places in this area.

Research background

Event studies have an extensive history in the world. Exploring the role of events, providing policies for creating events, indicators, and tools of event management and social effects of events is one of the first efforts of researchers that had been compiled in a book entitled *Event Management and Sustainability* (Raj & Musgrave, 2009). Before 2010, fewer researchers looked at the link between events and improving the quality of urban space (Richards & Palmer, 2012, 3) until the research of Greg Richards and Robert Palmer in the form of an eventful cities book opened a new vision in event-oriented studies. Palmer and Richards explore policies that can make cities and urban spaces more dynamic and more livable through events. For the first time in this book, events are used to help placemaking. In addition to the above, this book introduces the successful global experiences of participating in international competitions and

examines the types of mega-events in the city (Richards & Palmer, 2012).

In 2015, Holmes and colleagues comprehensively introduced issues related to the sustainability of events, such as the effects of environmental policies, regeneration incentives, and how to create sustainable events in the urban space. This book offers its readers the best way and best performance of events from the local level to international festivals (Holmes, Hughes, Mair & Carlsen, 2015). Another study in this field is Andrew Smith's *Events in the City* book. In this book, he studies urban spaces as a stage for creating events. Smith argues that in recent years, events have moved beyond traditional venues to new urban spaces (Smith, 2015). One of the most recent research in the field of events with a different perspective is the general research of Maguire, who in his study entitled "The role of local authorities in planning socio-economic events evaluates the Irish government as a host of events and shows that events if not Government planning and lack of management can inflict irreparable economic and social damage on society (Maguire, 2019, 8). In this study, Maguire comprehensively addresses the negative and detrimental economic and social effects of events on local communities.

In Iran, event field research has been studied more in recent years from the perspective of urban regeneration. As an example, we can refer to Fallah Menshadi's (2013) research, entitled "Regeneration of urban spaces with an event-oriented approach to enhance vitality and improve the quality of life (case study of the north-south axis of Shiraz, Quran Gate to Shah Cheragh). In another study in the field of events, Afshar Sari Aslani (2017) attempted to explain the role of the event in promoting the social and cultural dimensions of the space and achieving the characteristics of location and design of event-oriented spaces. Finally, this study helps to locate and design urban public spaces based on event orientation. However, there are some studies on eventful cities, it can be said that most research in the field of events has focused on event management, cultural issues, and the role of power in the control of events. On the other hand, many documents have been written

to plan the implementation of the event in developed countries. Among these, the important factor of urban space and its context and impact on event management, which is closer to the field of urban planning and urban design interventions, has received less attention.

Literature review

• Event-oriented city

For the first time, the term the eventful city introduced by Richards and Palmer (2012) in a book of the same name. However, holding events is not a new activity, but historical studies show that celebrating special occasions and traveling to a festival has been around for a long time and is intertwined with various cultural, social, religious, and economic aspects of communities (Page & Connell, 2012, 1)

The event-oriented city approach uses events to purposefully and sustainably support long-term urban development plans and the development of public spaces with the ultimate goal of improving the quality of life for all (Salehi Mava, 2019). The point to be made is that merely holding events does not mean creating an event-based city. Moving from a city that has events to an event-oriented city, requires a holistic approach to the relationship between the city and events to optimize the benefits of event planning as a Comprehensive vision (Richards, 2015, 342). To strengthen eventfulness, each city needs a combination program of events that includes a set of diverse events for different target groups and is designed in advance at different times of the year (Getz, 2017, 576). Nevertheless, As a result, for such a city, the goal is not just to hold an event (Richards & Palmer, 2012, 4).

The phenomenon of eventfulness has been strongly related to increasing competition between cities to attract capital owners, consumers, and policymakers. As a result of increasing global communication and global economic integration, this competition has expanded (Richards & Wilson, 2007). The importance of events has led some cities, such as Melbourne in Australia or Seoul in South Korea, to introduce themselves as event-oriented cities. Barcelona is another successful case of a city with event spaces. The city has consciously taken

advantage of the opportunity to hold events to benefit various interests and develop urban spaces and promote the cultural community. In general, It can be said that the creation of an event-oriented city depends on several important factors: 1-Culture (content) 2-Place (context) 3-Power (leadership, Politics) 4-Relationships (participation and independence) 5-Resources (financial and human) 6-Planning (long-term vision, clear goals) (Salehi Mava, 2019).

Among the above six factors, the place and context dimension has been less explored, which is the main topic of this article. Analysis of available sources shows that the relationship between space and event can be examined bilaterally. The relationship between event and space is an interactive communication somehow that first space shapes event and then the event affects space (Smith, 2015, 391). In the following section, this interactive communication will be examined.

• Effects of space on the event

Existing studies present a scattered range of public space qualities affecting eventfulness. In general, after reviewing this research, three categories of physical, perceptual, and social components can be identified.

A) Physical components: From Chashamn 's point of view, free access and the existence of appropriate transportation infrastructure encourages individuals to participate in cultural and social activities. In general, event infrastructures are divided into two categories: general infrastructures and special infrastructures. general infrastructure includes transportation and accessibility, as well as all items that ensure the safety and ease of accessibility and overall mobility of traffic (Busa et al., 2011, 27). However, items such as amenities, green spaces, and other such items are included in the subset of special infrastructure. One of the most important reasons for citizens to choose to participate in an event is to have easy access to that space (Richards & Palmer, 2012, 78). Proximity to public and semi-public transport stations or crowded pedestrian locations is a strong feature of event places. Another physical factor affecting the quality of the event is the location of the event in the urban context (Smith, 2015, 25). The connectivity of public spaces

- which have a hierarchy of movement and pause has an important role in encouraging people to attend and participate in events in the city and urban neighborhoods. Global experience has shown that the most successful festivals have taken place in the main structure of the city, which has spatial connectivity. Usually, the spaces that are located in the main structure of the city and are crowded places have high potentials to create an event-oriented public space. Also, the spaces that are located between the two main spaces and are self-generating, these places are strategic spots for the location of events. From Alfonso's point of view, space facilities help people that they can use space with a sense of satisfaction. Buildings and spaces with human scale, good design, materials, and most importantly amenities create space for walking and social interactions and are one of the main factors contributing to the use of space. Event-oriented public space is significantly influenced by valuable and historical elements. The existence of historical value and the creation of symbolic elements is one of the physical strategies of event-oriented cities to build a distinctive image of the city and branding so that they can create a competitive advantage over other cities.

Research on eventful urban spaces has shown that historic spaces have usually been a good choice for holding an event (Richards & Palmer, 2012, 268). In general, context with historical elements are attractive to people and create a greater desire to be in space. Historical elements, on the one hand, are brought together by visual appeal and sensory richness, and on the other hand, by a strong sense of identity and a sense of belonging.

B) Perceptual components: Events are also affected perceptual components. Safety and security are basic features contributing to the appropriate urban space so that individuals can be present in an event-place without fear of any threat (Zakaria & Ujang, 2015, 642). Obviously, the security of urban public spaces is one of the basic features of achieving an attractive and dynamic urban space, which can be seen in the active presence of people in events and the creation of a culture of cooperation and interaction. It should be

noted that the relationship between security and events is an interactive relationship that events themselves create security (Getz, 2008, 423).

Another influential perceptual factor is vitality. Urban spaces need to be dynamic and attractive to attract more people. The dynamics of paths and spaces are presented from different dimensions such as visual mobility, various land uses, and activities dynamics (Moeeni, 2011). Vitality is one of the most important features of an appropriate urban space, which is the main requirement of the event-place. The event-based public space requires spaces where everyone can gather, meaning that they should not be in the access of a particular group. The requirement of this is to create spaces whose charm is not in peace and solitude but the sense of the vitality of people (Richards & Palmer, 2012, 22).

The identity of space is another perceptual factor influencing event orientation. Creating an identity in places causes a person to establish a close relationship with the environment and finally consider himself as belonging to the environment so much so that the person considers himself a part of places. This identity is created by two factors; First, the physical and visual elements of the place, including the phenomenal elements that distinguish a place from others, and then a category of perceptual factors that include a person's memories, feelings, and experiences of the place (Getz, 2008, 430).

These two factors create a mental image and then a spatial identity.

C) Social components: Event-oriented public spaces are influenced by social factors. Urban space is the container and place of the social life of individuals in society. The most important factor in the sustainability of events is public participation and interaction, the higher the level of people's participation in the event, the more stable the event because the people themselves become the cause of the event again in the future (Holmes et al., 2015, 29). Citizens' participation in urban activities means new presence and active, conscious, voluntary, effective participation and organization of elements of urban society (individuals, families, groups, institutions

and government departments, public and specific) in social activities (Smith, 2015, 28).

Jan Gehl has done a lot of research in the field of public spaces. In 1987, he considered the support of diverse social activities as one of the prerequisites for achieving successful public spaces. In addition, According to Gehl, the best opportunity for participation lies in the diversity of activities. variety of spaces are factors that increase the attractiveness of the place and increase the possibility of more people attending it. Promoting urban spaces in a way that includes diversity and diversity of physical activity is necessary, welcomes them to different strata, and places them among the present and enthusiastic urban spaces.

One of the main features of event-oriented urban spaces is the juxtaposition of different types of social and cultural activities and the creation of a homogeneous mix of all groups in society. The democratic aspect of the location of events is a prominent feature of an effective event (Richards & Palmer, 2012, 86). In this regard, the universal quality of public areas of the city should be considered. All-inclusive spaces are spaces that provide the necessary ground for the presence of different people with different characteristics by offering the necessary facilities for different groups of society, especially the elderly, the disabled, women, and children.

In general, nevertheless, in this section, the impacts of space on the event can be given in three categories: physical, perceptual, and social components. The criteria of accessibility, connectivity, space facilities, and the presence of historical elements are included in the physical component. The criteria of security, vitality, identity, and sense of belonging are the perceptual component and finally, the criteria of interaction and participation, variety of activities, and inclusiveness are the social component.

• Effects of the event on the space

Events can improve the quality of public space. Events, directly and indirectly, have a variety of effects on their surroundings (Getz, 2008, 429). Events are divided into different types according to scale and subject. Each type of these events, depending on the subject and nature

affect at different levels and contexts (Colombo, 2017, 564). In general, the effects of the event on space include two types of objective effects, such as the creation of buildings and organizations, and intangible effects, such as strengthening the economic power of local people, increasing the vitality and participation of people.

A) Tangible impacts: The rigid results are quantitative and imaginable. This legacy of events acts as a development stimulus in the public place and improves the physical and social well-being of the place (Marin-Aguilar & Vila-López, 2014). The rigid effects of the event are divided into three main parts: new buildings, new organizations, and new projects

Buildings: The creation of new buildings often followed mega-events. For example, the Olympic Games, which create buildings and even Olympic villages; Like the Olympic Village built-in 2000 in Sydney.

New organizations: Sometimes organizations are created to create an event that is often a mega event. Event management organizations, regulatory and legal organizations for licensing events, and creating local campaigns are examples of this.

New projects: Along with holding an event, projects are formed in parallel with it and in some cases after or before the event. For example, urban regeneration and location projects in the last two decades to design and create new spaces for events have become the basic program of some municipalities and governments (Gelders & Zuilen, 2013, 7).

Some event projects are introduced in the process of regeneration urban spaces to help with a range of impacts, including increasing tourism, supporting small businesses, providing new buildings, rehabilitating old buildings, creating jobs, improving health, and increasing participation (Smith, 2015, 36). Sometimes the role of events is only as a source of funding and attracting participation in large-scale reconstruction projects (ibid., 33). The event is also directly related to place-making projects and as a result, the cultural economy created by the events contributes to the new development paradigm (placemaking) (Richards & Palem, 2012, 46). One of the opportunities that events provide us is to improve public spaces by investing in

new urban facilities and improving urban infrastructure and eliminating abandoned areas and turning them into public spaces (Smith, 2015, 34). Expo 3 exhibition is one of the prominent examples of an event-based regeneration project that included the Rebuilding of abandoned land. In the late 19th century, the global Expo 3 exhibition became a mega event, as the only space allotted to it no longer had enough space to hold it, so the city's abandoned grounds were regenerated (ibid., 3).

B) Intangible impacts: In addition to the objective effects of events on urban spaces, intangible and qualitative effects are very important and are less studied due to their quality and difficulty in measuring. Kaplanido believes that intangible heritage is an event that affects every part of local life. Behind each event, the place enriches its image and thus adds to its cultural meaning and mental image (Piran, 2005). Events can depict a city in people's minds and arouse people's emotions (Gelders, Zuilen, 2013). Today, what has caused cities to close competition is the creation of an appropriate mental image that follows the creation of cultural events and social activities such as world festivals, international exhibitions of sports competitions, etc. (Kearns & Philo, 1993). Because of this, cities are increasingly using cultural events to improve their mental image, stimulate urban development, attract tourists, and invest (Richards & Wilson, 2007). A recent survey of foreign tourists found that 76.7% of respondents had a very positive image of Berlin after the 2006 World Cup and that Berlin was recognized as a unique and multicultural city (Florek, Breitbarth & Conejo, 2008, 199). Cities that have long benefited from mega-events such as global exhibitions and sporting events have been very successful in creating a powerful mental image (Getz, 2017, 128). Cultural events, in addition to improving the mental image of cities, strengthen citizens' pride (Richards & Palmer, 2012, 47). Improving the physical places of the city along with creating an event can create a sense of belonging and a sense of life satisfaction (Holmes et al., 2015, 10). Evidence and research after the Sydney Olympics show that the sense of national belonging and

pride among the inhabitants was strengthened (Smith, 2015, 38).

Events always provide a venue for creativity. The definition of creative spaces and cities is very comprehensive. A creative city is closely related to the artistic sectors that make cities lively and dynamic (Coletta, 2008, 120). Cultural resources in people include creativity, skill, and talent, and holding events greatly contributes to the creativity and activity of the creative class in cities. Creativity can use cultural resources as raw materials for events and make public spaces more dynamic. Events are defined by the spaces in which they occur; But after that, it is the events that redefine the spaces and thus the spaces formed by the experiences of citizens will have a closer relationship and closeness with their residents (Madanipour, 2008).

On the other hand, events are not only economic incentives, but also bring people together and increase participation, followed by the promotion of local identity (Yahan & Wise, 2019, 1). Events in the modern city provide a sense of sociality, and thus citizens will experience the experience of community life and participation through events in the city (Getz, 2008, 432). Temporary festivals and events in public spaces serve as a way for cities to move and move dynamically (Richards & Palmer, 2012, 56). Given that urban public spaces are at risk of privatization, the injection of events such as festivals can moderate the privatization process (Ritchie, Smith, 1991). A mega event can also be an economic stimulus growth by improving transportation and cultural facilities (Cudny, 2016, 98). Internationally, global recognition of the event host city can lead to global participation and attract investors and the media, as well as a large number of lucrative projects (Page & Connell, 2012, 11). Mega art events, global exhibitions, and cultural capitals can create sustainable urban change. As a result, That contributes to economic profitability (Holmes et al., 2015, 50). Events alone can encourage policymakers to create jobs in the creative industries instead of policies issues. It can increase productivity in the cities (Richards & Palmer, 2012, 14). Another effect of events as an economic stimulus is to increase the number of tourists looking for sustainable events so that

in addition to improving infrastructure development, it will generate income and employment for the hosts as well as provide tax revenues for the government (Wise, 2020, 6).

The analysis of the European about Capitals of Culture program shows that it promotes the international image of cities, the growth of cultural events and activities, and increases citizens' sense of belonging and pride (Hosseini, Purjafar & Ranjbar, 2014, 186). It is no secret today that events are vital as a form of socio-economic power for current societies and governments (Grix, Brannagan & Lee, 2019). Items such as creating a powerful mental image, increasing confidence and sense of belonging, creating new creative ideas, increasing social interactions, the vitality of space, and increasing economic power are among the most important intangible effects of the event on public spaces that have been studied by event researchers. Fig. 1 shows the interaction between the event and space.

Methodology

This research in terms of purpose is applied. The methodological paradigm of this article is a kind of mixed and pragmatic research and it has a descriptive-analytical nature. The first step of the research was to review the global literature and extract the criteria of event-oriented spaces. The second step was to evaluate the ten criteria of accessibility, connectivity, space facilities, the historical elements, security, vitality, identity, and sense of belonging, interactions and participation, activity diversity, inclusiveness based on the evaluation checklist based on the 5 Likert scales. The case studies of this study were selected from District 12 of Tehran. This district, the primary nucleus of the formation of Tehran, has been a venue for important events in the contemporary history of Iran. It has always been considered a place for public group memories and valuable events. Customs related to the people of Tehran during the time in this historical structure have shaped the location of events as elements of the identity of the city, citizen, and city life. In terms of Physically, this area has a high potential for performing festivals, celebrations, and events on a transnational scale due

to coherent structure as well as strong connectivity structure. On the other hand, holding events is largely dependent on the policy-making of city planners and managers, and the municipality of district 12 in Tehran has put holding events on its agenda in

recent years. One of the most important features of this region that distinguishes it from other regions is the overlap of historical center, governmental and political center, economic center, and educational

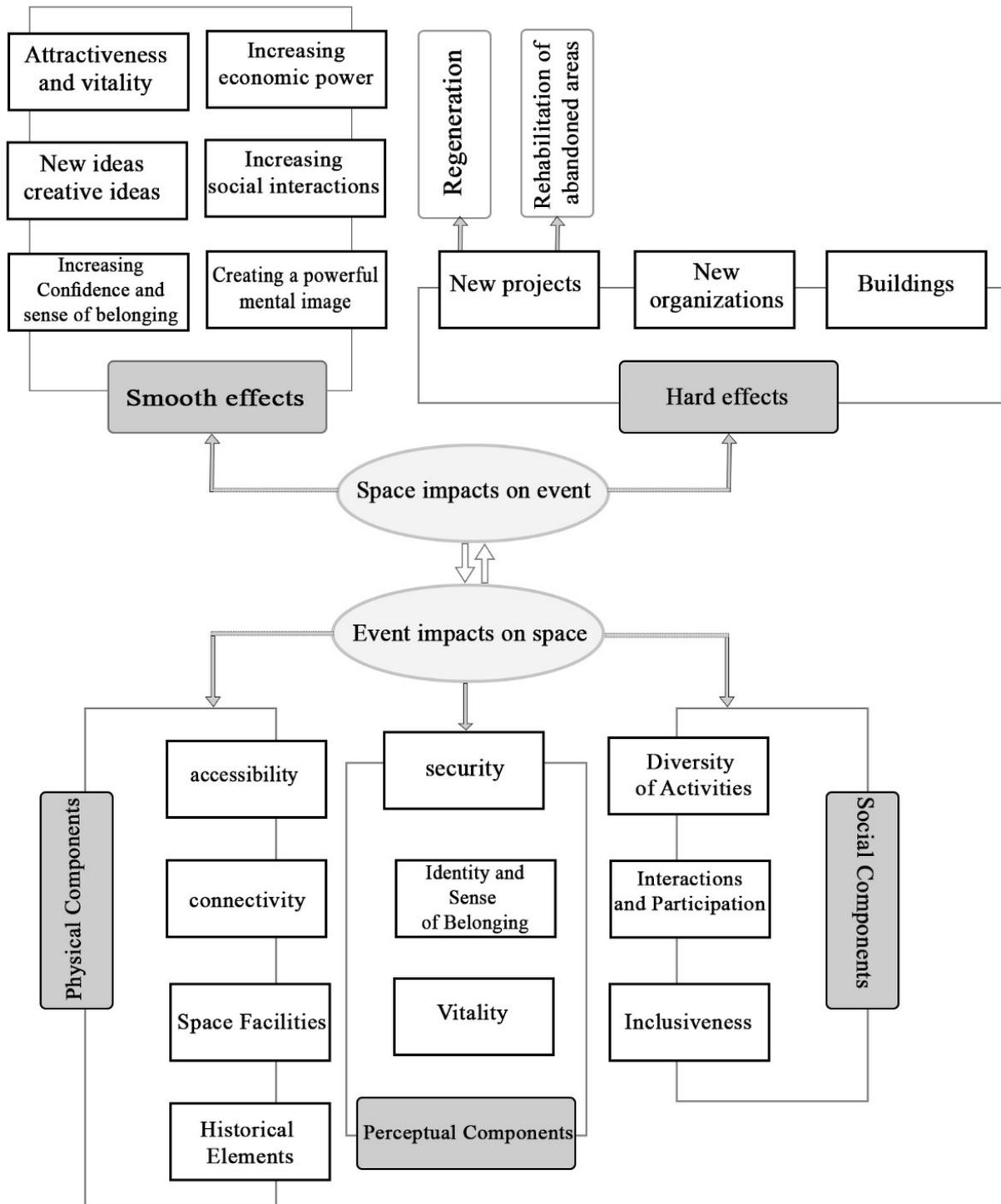


Fig. 1. Conceptual model of research. Source: Authors.

and religious center, which has increased the event-oriented power of this region.

The basic information of the research was based on the data of the social department of the municipality of District 12. Data included a monthly report of events for two years, which contained items such as event places, number of events, and number of participants in each event, as well as the social network Instagram of the District 12 Municipality. These reports served as the source of basic information. In addition, field surveys conducted at wide intervals were analyzed. As a result, 9 public spaces as the most eventful locations in District 12 were identified. The number of events and the diversity of public space types such as streets, pedestrian zone, parks, and squares had been the main indicators in selecting the case study. Selected event-places are as follows: Bab Homayoun pedestrian street, 30 Tir path, Shahr Park, Harandi park, Pamanar street, 15 Khordad route, Sabzeh Maidan (square), Imam Hossein Square, and Oudlajan path (Fig. 2).

The 10 main criteria in these 9 spaces were evaluated based on the Likert scale checklist. Checklists were completed by two methods. Initially, the first method was in-depth and continuous interviews with event planners and managers in the social deputy of the municipality of District 12 and the second method was in-depth interviews with people and audiences of event-oriented spaces. The completed checklists were then ranked (based on the Likert scale). Finally, the average rank obtained for each criterion and each space was entered into SOCVIEW software. In this research, SOCVIEW software had been used to analyze the data extracted from the checklists. This software can analyze the factors and their effectiveness and also compare the factors with each other in the form of graphical representation in different modes.

In fact, it is a powerful visual tool and facilitates the analysis and understanding of relationships. The three main graphs were presented as software output. The first graph's method was the Power

Centralization-radial method, which compared the rate of the ability of event-oriented public spaces relative to each other. This comparison was based on the average score obtained from the sum of the components of the event-oriented spaces. In this graph, the weights of all the indicators were the same. The second graph was the power degree method in levels. This graph included the components and showed the strength of the role of each component in the context of Region 12. The third graph showed the adaptive state of the first and second graph and was done in a closeness center-radial, way This graph displayed the amount of eventful place of events according to the role of each component with different weights that are obtained from the second graph. The research method is shown diagrammatically in Fig. 3.

Findings

• Analysis of the event-oriented rate of selected event places

The first graph (Fig. 4) is set to the Power Centralality-radial method and compares and measures the eventuality at the event places. Event-oriented evaluation criteria with a blue spot on the outer circle are shown and they are of the same value (same radius). The location of the events is marked with Small bold-colored circles. Each event place is located on a circle with different radii according to the average score of all criteria. It is located on the perimeter of a circle with a different radius.

The diameter of the lines connecting the event places to the criterion indicates the event space score of a criterion. In fact, the thicker the connection line diameter, the more Score the event place gets from that criteria. For example, the diameter of the connecting line of Pamanar Street is thicker than the connecting line of the historical element due to the existence of a historical monument. Finally, from the average score of all the lines connected by an event place to the criteria, the location of the event place in the graph (on a circle with a clear radius) is specified. In this graph, if the radius of the circle on which the event is



Fig. 2. Location of events in the context of Tehran’s 12th district. Source: Authors.

located is smaller, the eventability is higher. In fact, the public spaces which are much closer to the center of gravity of this graph, there are more event-oriented in that public spaces than other spaces. Also, if The Solid colored circle is the larger size and warmer color there is more event-oriented in that public space than in other spaces. Based on this analysis, Bob Homayoun’s path is located on a circle with a smaller radius than other circles (it is closer to the center of gravity of the graph), its circle color is warmer and its size is larger than other colored circles. As a result, the pedestrian path on Bob Homayoun is more eventful than other spaces. This graph shows that the following spaces are more event-oriented, respectively. 30 Tir path is the most event-oriented public space and after that Bob Homayoun, green square, Shahr Park, Grand bazaar (15 Khordad route), Pamanar street, Oudlajan Path, Imam Hossein Square,

and finally Harandi Park are eventfulness. Event-places are on the outermost circle (farthest from the center) and also shown with a cooler color spectrum and a smaller circle are less eventful.

• **Analysis of criteria of event-oriented public spaces**

The second graph (Fig. 5) is set by the degree of power at levels (Degree prestige -on level) and in the form of layered and horizontal leveling, this graph shows the importance of the role of criteria and can show us what criteria are stronger and what criteria are weaker in the context of district 12. The diameter of the lines connecting the event place to the criterion indicates the number of space scores from that criterion. In fact, if the event-place connects to criteria by the larger the connection line diameter, that space gets the higher score of that criteria. According to the graph, the accessibility

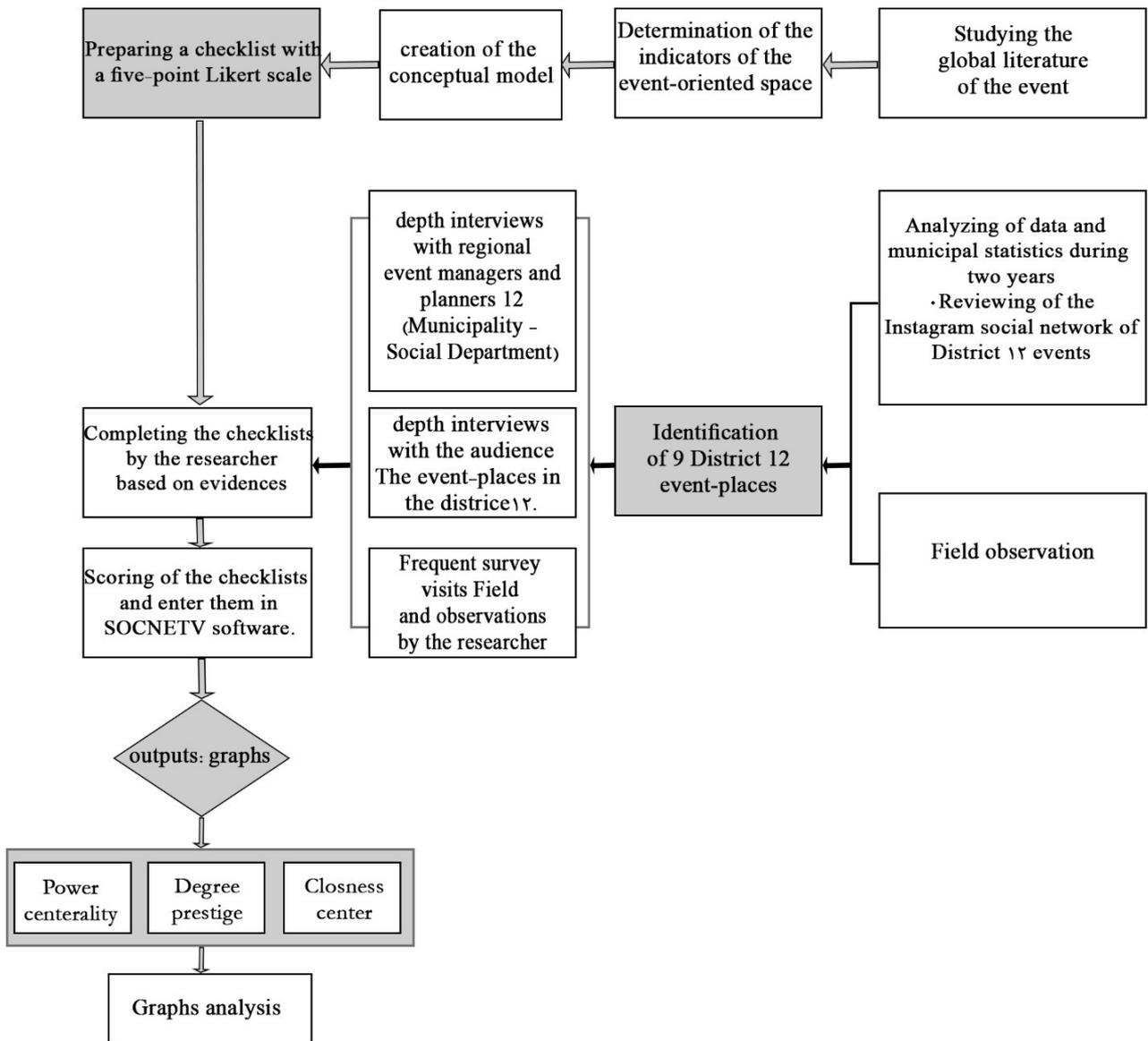


Fig. 3. Research method process. Source: Authors.

criterion has the highest level. Interaction and participation are at the lowest level compared to other criteria. After accessibility, the connectivity is taken to the next level and shows that Area 12 has good cohesion and a strong space structure. In the next level, space facilities, security, and inclusiveness have the same orange color and they are on the same level. The last level, the green dots, indicates a sense of identity and belonging, a variety of activities, participation, and interactions.

• **Comparative analysis of the event-oriented rate with the importance of the criteria**

The third graph (Fig. 6) is set to the closeness center-

radial method and results from the combination of the previous two graphs. In this graph, the event place was measured according to the role and importance of each criterion, while in the first graph, the location of the events was measured according to the same role of the criteria. Given that in reality, the weights of all the criteria are not the same, in this graph, the location of the event, which is in a coherent equilibrium of all criteria, is given a score and stands closer to the center of gravity of the graph. Event places that are marked with a red circle and are close to the center have the highest event-oriented rate. Event places that are marked in orange are rather

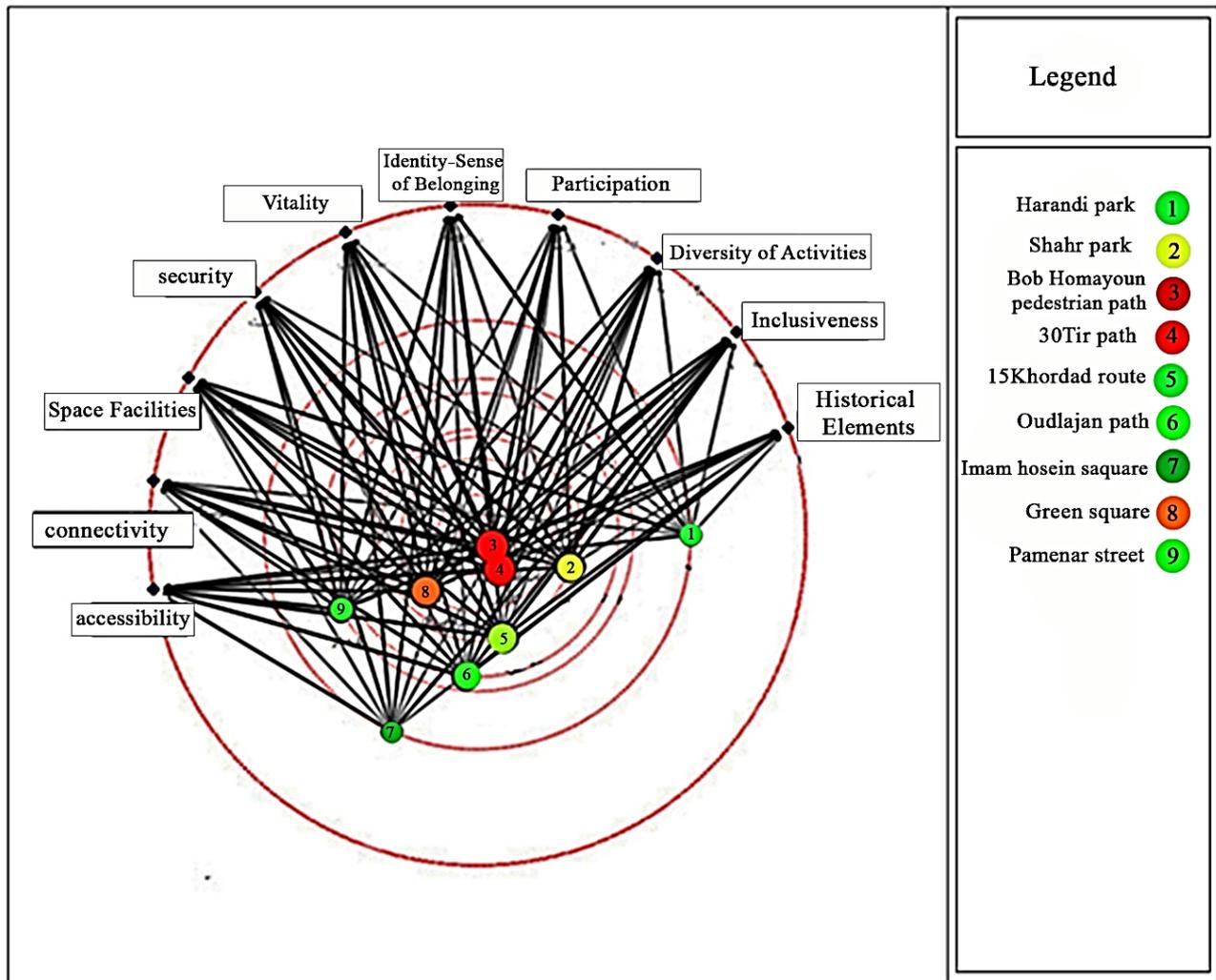


Fig. 4. Graph of the rate of the eventfulness of public spaces. Source: Authors.

eventful. As we get closer to the green color, the event-oriented rate decreases. Criteria also have a stronger role in the texture, if they are located in circuits close to the center and also have a warmer color, such as access criteria. Conversely, if the criteria are farther from the center, they are weaker than others, such as the criteria of participation and sense of belonging.

Homayoun pedestrian path and after that, 30 Tir path are the most event-based spaces according to this comparison. The important question here is why these two paths are the most eventful spaces in Region 12? Homayoun pedestrian path is in the middle of the central and historical context of District 12. This pedestrian zone is a new space that connects the two main spaces of Golestan Royal Palace and the great market street (Grand Bazaar) and makes it have a very

great position in terms of accessibility and structure. Golestan Royal Palace and the great market street play a pedestrian generator role for people on this path. Being on foot and lack of cars is one of the strengths of this route. Also, the existence of various booths with various activities has caused more interactions in this public space. 30 Tir path offers a very valuable route for creating successful events due to its lively nightlife and eating activities, suitable space facilities along with car movement control, and also the presence of music in the space.

According to the graph, the green square and the Shahr park are orange colors and are in the same orbit of the circle. The Shahr park is a lively and flourishing green space and has good security and inclusiveness. Green square also plays an important role in the main

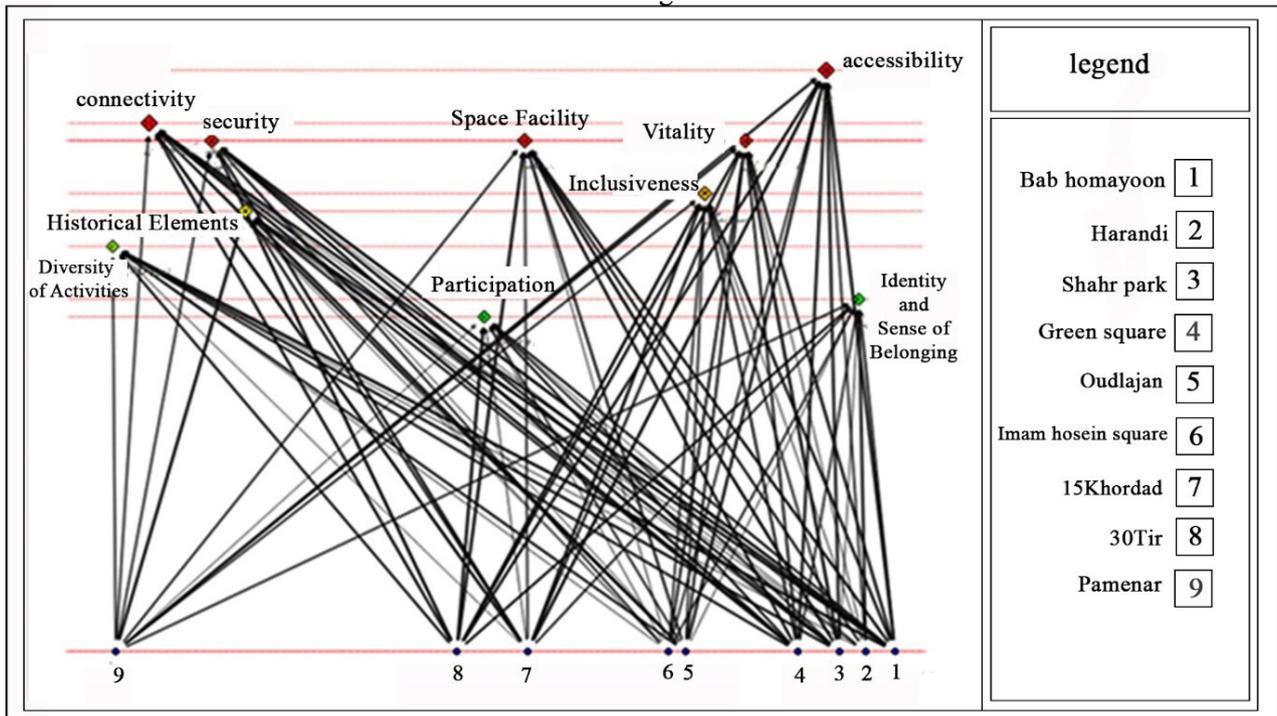


Fig. 5. Graph comparing the event-oriented components. Source: Authors.

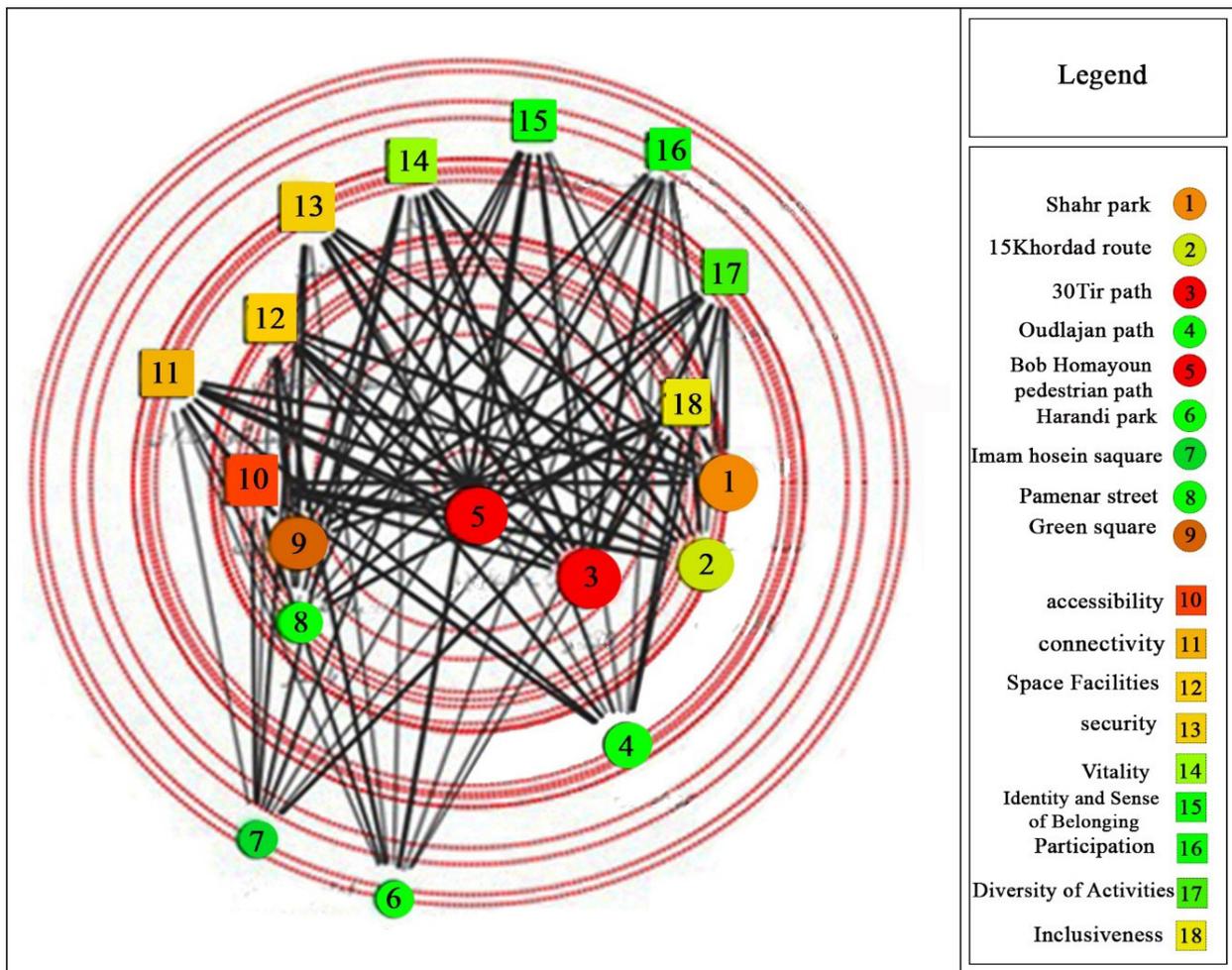


Fig. 6. Graph of the rate of the eventfulness of public spaces based on the criteria. Source: Authors.

connectivity of this region. A geometric space with human dimensions that creates a cozy and vitality space.

The Grand Bazaar or the 15 Khordad route has very appropriate access due to the existence of the subway at the beginning of the route and its pedestrian orientation. On the other hand, this route has very few social activities and is often the only available shopping activity. There are very few space facilities compared to the size of the population in this space. Interactions and participation and teamwork are not often seen and the sense of belonging is only in the business. People come to this place only to buy or visit shops. This path plays an important role in the main structure of Region 12. The 15 Khordad route has as many weaknesses as some of the criteria are very strong (even stronger than the Bab Homayoun and 30 Tir). This urban space, due to its large area and commercial walls, can provide a very good opportunity for holding super events if the mentioned weaknesses are eliminated. This path plays an important role in the main structure of Region 12. The 15 Khordad path has as many weaknesses as some of the criteria are very strong (even stronger than the Bab Homayoun axis and 30 Tir). This urban space due to its large area and commercial walls - if the mentioned weaknesses are eliminated - can provide a very good opportunity to hold mega-events.

Pamanar and Oudlajan have good access and valuable historical elements; However, due to the lack of diversity of activities, participation, and social interactions, these spaces have low vitality. Oudlajan neighborhood has a good connection with Pamanar street. In this public space, there are suitable space facilities, but it has very low and insufficient security. Also, during the hours of the day, there is no traffic and it becomes a completely unsafe space and there are no interactions and participation in space. Shopping at some of the booths is the only activity that is done during these hours. Harandi Park and Imam Hussein Square are approximately on the same level of orbit Imam Hossein (AS) Square, which is connected to the 17 Shahrivar sidewalk, has no identity, sense of belonging, and an attractive and historical visual

element. It has very weak accessibility and inadequate space facilities. The dimensions of the space are completely inhumane and also the unfavorable environment has been designed and implemented without a specific purpose and without considering the needs of the people. Harandi Park, due to its location in the unfavorable and insecure context of the Harandi region, has a very low vitality and a criminal environment, and a hangout for addicts and criminals. This place does not have enough security and only special groups (addicts and criminals) can come in it and it has very weak communication with other areas. In general, these spaces are weaker in terms of the level of eventfulness than other spaces.

Conclusion

The main purpose of this research was to examine and develop event-oriented criteria for spaces and this study also attempted to analyze and evaluate the extent to which various spaces in the 12th district of Tehran are event-oriented. For this purpose, through the review of theoretical and experimental literature, the criteria affecting the event of urban space were classified into three main physical, social, and perceptual components. The physical component included criteria of accessibility, connectivity, and space facilities, and the presence of historical elements. The social component includes interactions and participation, diversity of activities, and inclusiveness, and finally, the perceptual component includes security, identity, and a sense of belonging and vitality. In the next step, based on the mentioned components, to investigate the second question of the research, the event-oriented rates of 9 selected event places in Tehran's 12th district were analyzed in the form of three graphs. The results show the importance of the role of each component as well as the degree of event orientation of the location-events of Region 12 by the Using second Graph (see Fig. 5). It can be concluded that the role of the physical component is more important than other components. The second rank and finally the perceptual component are important. So that urban spaces such as Bab Homayoun and 30 Tir and Shahr park, with high

accessibility and have an appropriate location the field and context (connectivity), along with suitable space facilities have a great level of all physical components. Also, a good level of interaction and security creates a good venue for events in this area. According to the results obtained from the graph, the amount of event orientation of the location of events (see Fig. 4) to the level of event orientation of different types of urban spaces in District 12, including pedestrian streets, parks, squares, and streets, it can be concluded that urban spaces Bab Homayoun, 30 Tir, which are pedestrians with the linear route and are connected to the historical context, are the most eventful urban spaces in District 12 Parks and green spaces are also popular due to their climatic comfort and liveliness if properly accessed, and are second only to pedestrian streets in this area after pedestrian zones. Urban squares with good accessibility and valuable and historic walls along with space facilities can create a good opportunity to create events. Imam Hossein Square has lost this opportunity to some extent due to the lack of proper access and incoherence with the context of the region, as well as the lack of appropriate identity factors. Finally, streets are less eventful than other types of space. According to the results of this study, pedestrian streets, parks, squares, and finally, streets are event-oriented in the context of District 12.

In the end, it can be said that although this research has been done in the historical context of Tehran, it can be used in other cities of Iran. On the one hand, the conceptual model of the research is presented in general and examines the interactions of urban space and events. This model is based on theoretical literature and does not belong to the city of Tehran and can be used in other cities. On the other hand, the methodology of this research, which can be said to be the most important innovative aspect of this research, can be used in other cities as well, and based on the original data of those cities, graphs similar to the graphs of this research can be drawn for them. On the one hand, the components of event orientation are rated in that context, and on the other hand, the degree of event orientation of different urban spaces is compared.

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