



Research Article

The Design of the Museum Gardens with a Focus on Iranian Art and Culture Approach

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Background and Objectives: Today, among architectural approaches, communication with nature has become a controversial issue. In the contemporary world, the fading of the relationship between man and nature has had a great impact on the relationship between architecture and nature. By examining the place and importance of cultural and social life, this research tried to emphasize its sustainability in the Iranian museum garden by reviewing some points of view. The main goal of this research is to strengthen the relationship between man and nature through art.

Methodology: This study was conducted in 2023 based on library studies and documentary methods, and it was practical in terms of fundamental goals. The tool for collecting information in this research was the use of written and internet sources, available documents and articles, observation.

Results: Every architectural work must be affected by the values, attitudes, beliefs and generally the cultural context of the society where the building is built, otherwise, the necessary relationship between man and building would not be established. It is important to use the maximum climatic features of each region in order to improve the quality of life and comfort and to provide a favorable and optimal environment.

Conclusion: The obtained results indicated that cultural and artistic works were the indicators of cultural characteristics in the public mind, and therefore, people's approach to nature can be searched through the works of art in the gardens of museums. In the design of museums in Iran, using traditional Iranian architecture and local materials, and also taking into account the cultural and social characteristics of the people, which are derived from Iranian-Islamic culture, as well as the diverse climatic and geographical conditions that exist in Iran can be used in a suitable way in the architectural design of museums.

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Introduction

In today's world, the loss of real relationships between humans and nature has had a great impact on the relationship between architecture and nature. Seyyed Hassan Nasr, referring to the loss of coherence and harmony between man and nature in the contemporary world, has actually emphasized the disappearance of coherence and harmony between man and God. In the modern era, although many efforts have been made to create spaces full of the spirit of life and joy, but it can be said that today's man has distanced himself from the natural environment and has unintentionally tried to destroy it. With this attitude, it can be said that due to the cultural and social approach of architecture, it is felt more than before in the way of human connection with nature and natural environments such as museum gardens. Most of the social researchers believe that the first factor in the formation of the architecture of buildings is influenced by culture and society, and other factors such as climate and technology are considered secondary factors. On the one hand, the concern of weakening diverse national and identity roots, and on the other hand, the weakening of the relationship between man and nature and the natural tendency of man to nature, a more sensitive attitude to human relations with a cultural and social approach in the context of natural environments such as gardens and ecosystems is necessary.

The museum garden expresses the relationship and reconciliation of man, the architecture of nature, this relationship and connection has been one of the distinctive cultural characteristics of Iranian architecture and urban planning, the spaces of the museum garden, which are the result of the interaction of three factors, human, architecture and nature, are actually a space Entertainment is a culture that mostly includes open, green and fun spaces (Hushengi et al., 2015, p. 3), the museum is an exhibition place and a space for creating the display of spaces and objects for educational and image-oriented activities (Zou et al., 2021). And it is a representative of the cultural, social and historical sector and is considered one of the most important and attractive tourism sectors from the point of view of

tourists (Alan et al., 2016).

The museum is a manifestation of art, culture, industry, beliefs and beliefs of the past peoples, and it is a mirror and manifestation of the taste, talent, creativity and knowledge of the people who have experienced it while in this land or anywhere else on this earth (Ganji et al., 2017). The museum has useful functions in the study and preservation of natural history, and the center of contemporary arts is considered to preserve the existing functions and create an integrated social multifunctional system (Bashirova et al, 2021).

As institutions in modern societies, these places have the duty to preserve the objects that are cherished in terms of their cultural value as far as possible from destruction and decay, and they have the same role for such objects as the library does for books. And the archives serve as official documents (Galledari et al., 2018). A museum is a cultural project in which the space of history and social activities is reconstructed symbolically (Farhat et al., 2018); and are one of the most important tourist attractions around the world, and their wide importance in the further prosperity of the tourism industry has always been the focus and emphasis of researchers, museums are diverse and according to their functions and special features, they attract a wide range of enthusiasts. attract (Zal et al., 2019).

Therefore, in the competitive atmosphere of leisure and tourist attractions, museums should pay special attention to the satisfaction of visitors (Allan et al, 2016). This attention can provide a possibility for a person to come to his senses and sit down to think, the museum presents the past of man in a modern language and form (Barzegar, 2017); and they have the ability to create spaces where people interact with different groups and build relationships (Bradford et al, 2021). The vital role of museums in human societies is a novel, enduring and purest cultural phenomenon, museums are one of the few centers that preserve the relics of the past generation and are actually children of art and history, museum gardens are places that are next to gardens and water. and views are displayed, and all of these calm and expand the minds of the visitors (Taslimian et al., 2014).

The mutual understanding of man and the material environment, as well as the

type of activity that occurs in it, leads to the formation of memories in the designer's mind. The organization of spaces has been successful. Numerous historical documents show the fact that the Iranian garden has reproduced itself in different forms for centuries (Cheraghchi et al., 2018). Culture and identity can be represented in a society, this sense of architecture and design leads to transmission to future generations (Mohmmadi et al, 2018).

Architecture and culture are two familiar terms, architecture is a kind of fine art and culture expresses the identity of the society, and these two always have a close and continuous relationship, the splendor of the brilliant Iranian architecture for many centuries has always been popular and special (Hossein Pour et al., 2014) and ethnic culture and art in every geographical region in every era with a certain time in history and Iranian gardens are a combination of taste, skill, intellectual power, creativity and ontology (Shateri Vaighan, 2019).

Gardens are one of the cultural and historical manifestations of nations, and humans have somehow established a relationship with nature by building them. , the design and implementation of this artificial and natural architectural space has always been of interest to the kings and people of this land (Hushengi et al., 2015). The Iranian garden as a multi-layered cultural, historical and physical phenomenon that provides numerous physical, practical and economic needs and has been studied from many aspects so far, which can help us to understand its multi-layered phenomena (Farzin et al., 2019).

Iranian garden is not a body, it is a culture, it is a collection of art, architecture, plant system, irrigation system, beliefs, oral literature, lifestyle and aesthetic rules (Mehr bani Golzar, 2019). Among the cultural heritage, garden properties are a unique cultural phenomenon and also a product of the development of human civilization (Youssef Abbas et al., 2016). The main goal of this research is to achieve a design of a museum garden with the approach of Iranian art and culture in the city of Sari, so that a suitable design can be achieved by identifying the indicators and values of Iranian architecture and culture and combining it with the design of an Iranian garden. These indicators can be considered by considering the

native culture of the region and identifying native plants in Iranian garden spaces, as well as considering the native architecture and climate of the region in the design of the spaces.

The purpose of this research was to consider the main indicators of Iranian art and garden culture and use landscape tools in the design of the museum garden in order to achieve a suitable design in the museum garden of Sari city, which identifies the values of Iranian architecture and art and its use in design. The museum garden, the integration of modern architecture and traditional architecture in the museum garden space and considering the water and geometric spaces of the Iranian garden in the museum garden of Sari city were also considered..

Methodology

Being conducted in early 2023, the study adopted a descriptive and analytical approach for collecting information, which was applied through a library of information and documents available in the library, and the approach of collecting information was based on magazines, articles and books related to research. The library method was used to collect information, and the results of the studies were recorded and maintained in appropriate tools, including slips, tables, and forms, and finally, they were classified and used. The tool for gathering information in this research was using written and internet sources, existing documents and documents, and observation.

Results:

According to the cases examined in the research, it should be acknowledged that the design of museum gardens plays an important role in the attractiveness and beauty of the external spaces of these places. In the design of museum gardens, according to the research results, special attention should be paid to the following factors:

- Origin and inspiration: for the design of the museum garden, the themes and content of the exhibition are usually considered. The museum garden should be in harmony with the content of the exhibition and inspire the works displayed in the museum.
- Works of art and installations: Some museums have works of art, installations and large sculptures that are placed in the garden. The design of the garden should emphasize these works and be suitable for displaying these works.
- Landscape and open view: The museum garden should have an attractive view and a playful view of the outside space. The use of natural landscapes, such as trees, gardens and fountains, can add beauty and peace to the museum garden.
- Paths and passages: Garden design should include appropriate paths and passages that lead visitors to artworks and exhibitions. These crossings should be comfortable, accessible and safe.
- Lighting: the use of proper lighting can make the museum garden more attractive at night and display some works of art well.
- Rest areas: in the design of the museum garden, rest areas for visitors should be considered. These areas can include chairs, benches and green spaces for rest and relaxation.
- Environmental protection: in the design of the museum garden, one should pay attention to environmental protection and use sustainable and environmentally friendly methods.

The design of museum gardens requires attention to various factors that can improve the experience of visitors and increase the attractiveness of the museum.

The things that he paid attention to according to the results are:

- Connection with the theme of the museum: the museum garden should be in harmony with the main themes of the museum. A garden can represent elements of history, culture, or art displayed in a museum. This link can be created through the use of architectural patterns, sculptures, outdoor exhibitions and landscape planning.

- Landscaping and horticulture: The design of the museum garden should pay careful attention to landscaping and horticulture. The use of appropriate plants, fountains, walking paths and resting points, green spaces and flowers can affect the attractiveness of the garden and bring more relaxation and pleasure to the visitors.
- Recreational and educational spaces: Some of the museum gardens include recreational and educational spaces. These spaces can include educational stations, interactive games, sports equipment or places to display activities related to the theme of the museum.
- Lighting: the use of proper lighting can increase the attractiveness of the garden and create a stimulating sense of space for visitors. Lighting includes the use of natural lights during the day and artificial lights at night.
- Convenience facilities: The museum garden should provide the necessary comfort facilities for visitors. These facilities can include toilets, rest areas, gift shops, restaurants or coffee shops.

To strengthen the approach of naturalism in the design of museum gardens, the following points should be considered:

- Use of natural elements: In the design of the museum garden, natural elements such as plants and water features can be used to create a calm and pleasant environment for visitors.
- Use of art: Art can be used in the design of the museum garden as a reinforcing element for the naturalistic approach.
- Use of local culture: in the design of the museum garden, local cultural and historical elements can be used so that visitors can get to know the surrounding environment and seek to preserve it.
- Use of historical values: In some cases, the museum garden can be used to display historical artifacts and plant species such as medicinal plants so that visitors can learn about their history and value.

- Use of psychological elements: in the design of the museum garden, elements such as color, texture and lighting can be used to place visitors in a positive and attractive environment.

And finally, the use of traditional architecture and native materials in the design of museum gardens has the following advantages:

- Preservation of culture and history: the use of traditional architecture and local materials in the design of museum gardens can help preserve the culture and history of the region.
- Reducing energy consumption: the use of local materials and traditional architecture in the design of museum gardens can help reduce energy consumption in buildings.
- Creating harmony with the environment: the use of local materials and traditional architecture in the design of museum gardens can be more harmonious with the environment.
- Attracting visitors: the use of traditional architecture and local materials in the design of museum gardens can attract visitors and create a different and attractive experience for them.
- Strengthening the approach of naturalism: the use of local materials and traditional architecture in the design of museum gardens can help to strengthen the approach of naturalism.

Discussion and Conclusion:

Every architectural work must be influenced by the values, attitudes, beliefs and generally the cultural context of the society where the building is built, otherwise the necessary relationship between man and building will not be established. It is expected that if the building is derived from its cultural, social and physical background, it will be in harmony with the identity of the audience and the user, and will inspire a sense of self-esteem and belonging to the audience.

According to the investigations that took place, it can be concluded that; In the design of museums in Iran, using traditional Iranian architecture and local

materials, taking into account the rich historical background of this region, as well as taking into account the cultural and social characteristics of the people, which are derived from Iranian-Islamic culture. and the diverse climatic and geographical conditions that exist in Iran, this feature can be used in a suitable way in the architectural design of museums.

The design of the museum garden is very important because it provides a space for displaying artistic, cultural and historical works in a creative and beautiful way.

The museum garden can be an attraction for visitors and provide more information about the art, history and culture of the region.

Museum garden design can enhance visitors' experience and lead them to the world of art and culture. The use of allegorical and dramatic elements such as works of art, spiritual installations, and special trees and flowers puts visitors in the flow of stories and history that the museum garden displays. Some museums are located in natural and beautiful collections. The design of the museum garden makes it easier and more convenient to interact with the natural environment and collect the products in it.

By using unique patterns such as lemon beds, water gardens, flower gardens, etc., you can create a beautiful and attractive garden for visitors. Designing a museum garden can help teach and learn about the art, history, and culture of a region. By using signs, explanatory information and guides, the museum garden can provide visitors with more in-depth information and provide an opportunity for discussion and debate about art, history and culture.

Designing a museum garden can play an important role in protecting the natural environment, from placing parking lots in optimal locations to using low-water plants and using natural resources such as rainwater to irrigate plants. Also, the museum garden can promote cooperation with local gardeners and help protect the local species and biodiversity of the region. Therefore, the design of the museum garden is very important in order to create a unique experience, promote education and learning, protect the natural environment and create a connection with visitors.

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Conflict of Interest

No financial, scientific, or personal conflicts of interest were involved in the conduct of the present research.

Ethical Considerations

This research was conducted in accordance with the ethical principles of scientific research. Participants took part in the study with full awareness, and their information was considered confidential. The results were used solely within the framework of the research's scientific objectives, and the names or personal details of participants were omitted.

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