



## An investigation of the effects of Fordism on contemporary architecture of Iran

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**Abstract.** School of Fordism is a consumer-oriented system with the slogan of mass production and mass consumption which has had its impact on all areas. It also had great influences on architecture that has resulted in the fading of characteristics of Persian architecture and even an ignorance of users, climate and culture of the society. This study is of descriptive-analytical type and its overall aim is to understand the effects of Fordism system on Iranian contemporary architecture and to know if this system can satisfy society's needs and its users. The results of this study showed that Fordism architectural parameters meet the needs of today's society but mere Fordism architecture has many weaknesses which are considered a threat to Iranian architecture. But the solution that this study offers is to combine principles and parameters of Fordism architecture with Iranian human-oriented architecture to meet the needs of society and also the spiritual needs of users.

**Keyword:** Fordism, Iranian architecture, industrial development, metropolitan

### 1. INTRODUCTION

Fordism refers to the logic of "mass production". In the logic of Fordist production, machines mass-produce a similar product and the purpose of focusing on efficient production line is to produce affordable products for mass-consumers. Fordism is composed of the combination of Taylorism (scientific- technical management to increase the efficiency of workers) by continuing flow of semi-automatic production line, an increase in the benefit of the working class without decreasing the profits of the capitalists and an increase in the mode of production (Ashkzy et al., 1393). In Fordism, The most important thing is gaining the material benefit and this mass-production has had a certain effect on urban spaces (Sarem kalali, 1372, 48). With the formation of Fordist system, being great and large-scale activities are considered as symbols of progress and modernity and transition to an industrial society, as Aaron mentioned, is measured with criteria for achieving such characteristics (Agha Babaloo, 1343, 77). Along with the globalization of Fordism, attention has been paid to the cities and more people moved from the countryside to the cities. Large urban centers and networks were developed based on industry and large industrial complexes were created in and around cities since cities were where most people lived.

Fordism presence was accompanied with creating an artificial environment and a special atmosphere in cities (Razavi, 1381, 205) and it was the time when cities were also affected by the consequences of Fordism. Governments take the responsibility of organizing mass public housing as a matter of urgency to improve the living conditions of an important part of cities' residents (Azimi and Shamaei, 1390). Pruitt-Igoe housing complexes are of examples of mass housing for providing houses for people (Bayat and Pahlavan Poor, 1372). In this regard, several patterns arising from the socio-economic vision of that period on based on the concept of development in industrialized countries were conducted. By joining the third world countries to the chain of the global economy, the same patterns were implemented in developing countries without any thought and research. Today, that mass housing which was based on those patterns are facing a crisis in both third world and European countries. Coincidentally at the same time,

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urban and regional planning were born, hence what is known as the principles of urban planning is anything but the reflection of Fordism system on the economy of the space (Ashkzy et al., 1393). Due to the restructuring of cities and the form of construction and changes in architectural patterns due to industrial attitude of the world, in this article we will try to study the attitude of Fordism and its impact on space and place and more importantly on the architecture. Based on the above discussions, This article has two general purposes: first investigating the effects of mass housing thought philosophy on contemporary architecture in general and on Iran's contemporary architecture in particular and second to investigate if in this change of attitude in construction, people's culture and beliefs, as users of architectural space, have been considered and if designing according to Fordist patterns satisfies the needs of its users.

## 2. STATEMENT OF THE PROBLEM

Fordism as a new social and economic school has had its impact on all areas of human life and today we are observing its growth in developed or developing societies, This effect can be seen in every area; In this article we have tried to investigate the effect of Fordism school on architecture and specially in Iran's contemporary architecture as a developing country; Due to the fact that the Fordism school motto is mass production, its most prominent effects on the world's architecture are mass production, constructing tall buildings, machine architecture and prefabricated buildings all of which are observable in the form of dense residential complexes for low-income individuals in the community and Maskan-e-Mehr is an example in Iran. Due to the fact that increasing Fordism architecture has caused the fading of Iranian and Islamic architecture and consequently less attention to the culture and needs of users, and also to the climate and environment, this article attempts to examine the strengths and weaknesses of Fordism architecture; if it has been successful in Iran and to what extent users' needs have been taken into account. The main questions raised in this article include the following:

- 1: To what extent social and economic school of Fordism has promoted the quality and quantity of Iran's contemporary architecture?
- 2: To what extent the principles of the Islamic and Iranian architecture are faced with limitations for controlling the effects of economic and social system of Fordism?

Many variables affect this type of architecture which is discussed in this article. Some of these variables are examined as internal factors which include strengths and weaknesses of architecture with Fordism thinking and some others are studied as external factors including threats and opportunities.

**Due to the increasing growth of Fordism, this school has both strengths and weaknesses, its strengths include:**

- Making the city vertical and occupying less land (less land = more construction)
- Mass production of affordable housing; a strategy to address the housing shortage due to population explosion in cities
- paying attention to low-income people in the construction system
- Fordism leader in machine architecture that generates more speed in construction
- Composite materials, saving energy and time

**But despite all the strengths that were presented, Fordism architecture also has weaknesses such as:**

- Lack of attention to user and their needs
- Fordist architecture based on international system of thought regardless of cultures and beliefs

- Fading of the sense of neighborhood and community houses
- Lack of attention to the environment and endangering nature
- Lack of attention to the climate and geographical positions
- The impact of the imbalance of human environment on architecture
- Psychological disorders in today's society and its impact on architecture spaces and mass-production
- Destroying indigenous cultures and lack of attention to it and its influence in Fordism architecture

**But there are factors that lead to the strengthening of Iranian and Islamic architecture and fading of Fordism architecture including:**

- Changing the attitude of some of the architects of the new vernacular architecture as a solution
- increasing the ability of the country to build local materials based on the needs of users
- Tending to entering nature to architectural space a way to save energy
- Changing the strategy and principles of the system towards Changing the of lifestyle
- Monitoring and control of Fordism architecture using Iranian and Islamic architecture
- But the threats of Iranian architecture:
- Increasing need for mass-production due to population growth with the help of Fordism architecture
- Advertisement by visual media and virtual networks
- Strong interest of local investors to import architectural materials
- Globalization
- Fading of national and religious values and beliefs
- The ruling of Fordism architectural principles on academic training
- Designing urban and rural structures based on imported instructions (master and detailed plans)
- Lack of strategy and coherent policies and effective governmental policies in Construction and Housing sector
- Increasing the rate of migration from rural to urban areas, thus increasing the need for housing
- Expensive human labor cost, a factor for the increased interest in machine and pre-fabricated architecture under the influence of Fordism system

In this article, all variables have been examined and finally with conclusions based on these studies, the answer to the raised questions has been presented.

### **Theoretical Principles**

#### **Definition of Fordism**

Fordism is an industrial system whose Founder and theorist was Henry Ford- automotive factory owner. He is the inventor of the industrial production line, he used production line for the first time to produce a cheap car, He not only caused a revolution in the industry in Europe and America, but also he had such an impact on the economy and societies of twentieth century with the combination of mass-produced goods, high wages for workers and his low proposed price which was called Fordism. In the production of goods, Ford believed that quality and price must be according to the desire of the majority of users in the first place and he added to the buyers by making attempts to reduce prices. Seven principles of Ford in production system include: power, accuracy, efficiency, coherence, system, speed and repetition (Agha Babaloo, 1343, 77). In general Fordism is a way of industrial manufacturing and a capitalist regime that has dominated the world for 50 years. Capitalist economy is based on the production of goods and the logic of accumulation.

In fact, Fordism regime linked mass production and mass consumption and considered tastes, social conditions and consumer behaviors in the process of production. The result of Fordism regime was the rise of the consumerist society. (Ashkzy et al., 1393)

### **Pattern of industrial development**

The crisis in the world today is the crisis of industrial development. Today, the world is set on the basis of industrial development. The culmination of belief in this pattern can be found in 1945 to 1975 in Western Europe. Fordism was at its peak in these years and the improvement of people's living conditions was observable. At the same time Third World countries modeled these patterns and turned to mass-production without thinking, and respect for and understanding of the historical circumstances of the time, and presuppositions. These modeling which were without thinking and understanding were marginalized or took unaccepted and ridiculous forms. In mid-1970, Whispers of crisis were heard in European countries and this frightened third world countries (Bayat and Pahlavan Poor, 1372).

### **Post-Fordism**

In the logic of Fordist production, similar products were mass produced by machines and the purpose of focusing on efficient production line was to produce affordable products for users. But today, in the era of Post Fordism, Computerized machines produce goods in different colors, styles and sizes. As a result, we can see here the relationship between product diversification and flexible technology. The relationship between various consumers and flexible production makes sense. This means that consumers using flexible manufacturing facility make a unique and distinctive meaning for their personal life. Of course, strict division of production lines into pre-Fordism, Fordism and post-Fordism does not conform to the reality because many factories are a combination of these three periods. But this analytical categorization helps to understand the nature of new industry and its strong link with consumption.

### **Post-post-Fordism**

At the beginning of the twenty-first century, another type of economic stimulus is becoming strong which is called post-post-Fordism. In the model of the post-post-Fordism, due to radical acceleration of changes in production line which was possible thanks to digital technology, and also the globalization of labor division and its achieving maximum productivity, this is not production which harmonizes itself with users but customers are looking for a variety resulted from production line technology. This situation can be seen in the hardware and software markets. There are people in these markets which consume with the mere incentive of being updated.

### **Metropolitan**

Metro police or metropolitan is of Greek origin. Variety of concepts and definitions has been presented for metro police that the most scientific ones are:

- 1- Metropolitan is a city which has priority over other cities in central government or economic or cultural activities. Based on this definition, metropolitan can be used for any big city.
- 2- In regard to the location, it is a city which has at least 1 million people and be able to become a new control center and dominate an area with 5 to 30 million people.
- 3- Metropolitan is a place in which at least 500 thousand people live within 45 minutes to the city center and the vehicle for taking this distance is available for majority of people (Qobadian, 1382, 175).

### 3. RESEARCH BACKGROUND

Countless research has been done about Fordism by researchers and graduate students, in the following table some of them are referred to, But since this is the first study on the impact of Fordism on Iran's contemporary architecture, it is completely new and therefore it has been tried to refer to the results of similar studies.

**Table 1.** Summary of conducted studies on the subject of this article.

| Researcher, year               | Topic   | Result  |
|--------------------------------|---|---|
| Ashkezari and colleagues, 1393 | Fordism and its impact on the physical aspect of the cities in Third World countries and Iran | Fordism with the emergence of new industries in the economy has large urban centers in the industrial belt, and the vast areas have residential units for workers which have all the factors of collective consumption and regional development         |
| Azimi and Shamaei, 1390        | The analysis of Fordist economic outlook and changes in the urban areas in Iran               | Fordist effects and Fordist production in Iran's cities include: Fast and explosive growth of cities and the increase in their population, The establishment of factories in and around cities, environmental pollution, especially pollution of cities |
| Razavi, 1381                   | Competitive power and contractual relations: a part in economic sociology of Iran             | One of the results of transition from Fordism to post-Fordism is reduction of vertical integration in large industrial organizations and expansion of relations between suppliers and contractors   |
| Dolan, 1377                    | Global economic change and developing countries   | Countries which are getting industrial include four categories which all are in post-Fordism  |
| Yazdani, 1383                  | Globalization and structural change in the pattern of production                              | Four solutions to deal with the globalization crisis: Reducing costs, increasing productivity, expanding the market and institutional changes   |
| Saremi Kalali, 1381            | Criticism of housing patterns in developing countries   | Mass-production: consequences of Fordist system and Fordist production  |

### 4. METHODOLOGY

This research, based on its nature and purpose is descriptive-analytical and an applied research. In terms of methodology, this study is a field research that by applying SWOT technique, its variables were studied and tested. This research was conducted using field and library methods and via instruments such as (interview, observation and questionnaire) data was collected. The study's population consisted of all Experts and university professors in the fields of architecture and urban planning, using interviews, first the matrix of strengths, weaknesses, opportunities and threats of Fordism school on Iranian architecture was prepared and then it was developed based on the defined variables and the value of each parameter was determined using Likert scale (1: Too low to 5: very much) and also the coefficient of importance or the rank of each parameter was shown by values from 1 to 4. Questionnaires were distributed among 30 specialists and experts in the field of architecture and urbanism. At the end, the results from matrix were evaluated and strategic factors were reflected and this matrix was analyzed and processed using SWOT technique. Also, among people who were questioned, the ideas of four people who were more experienced were applied as rank and the ideas of rest of them were used for calculating primary coefficient in the calculation tables based on this technique.

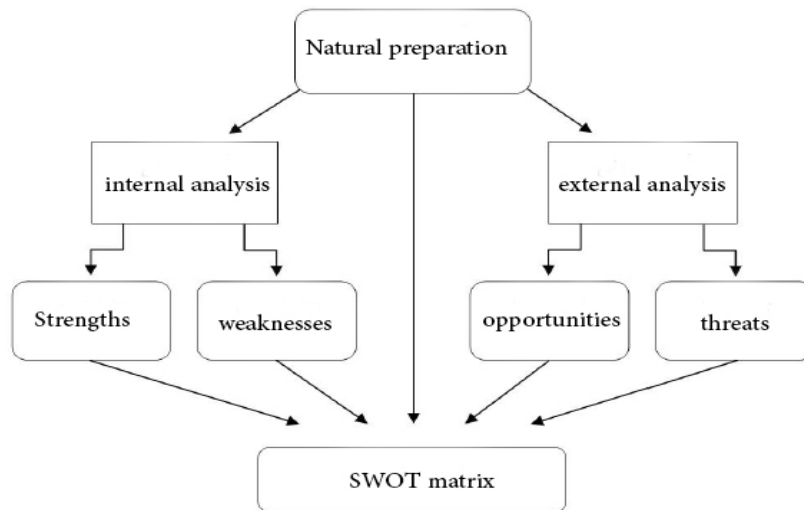
#### SWOT technique

One of the techniques that is used in a substantial part of the design process, is called SWOT technique or matrix. SWOT, which sometimes is also called Toos, is a tool for identifying threats and opportunities in the external environment of a system and Recognizing its internal weaknesses and strengths in order to assess the situation and develop a strategy to guide and control this system. (Golkar, 1385,47). SWOT matrix is a conceptual framework for identifying

and analyzing internal "threats", "opportunities", "weaknesses" and "strengths" of a system. In this approach, information is divided into two key categories: 1. internal factors (strengths and weaknesses) 2. External factors (threats and opportunities), definition of each factor is described in the table below:

**Table 2.** Definition of internal and external factors in SWOT technique.

|                        |  |
|------------------------|--|
| <b>(Strengths)</b>     | Features that contribute to the achievement of our goals and have a positive effect and therefore all measures are designed to strengthen these features   |
| <b>(weaknesses)</b>    | Features that have negative effects and all measures should be designed to weaken or reduce the negative effects of these factors  |
| <b>(opportunities)</b> | The states of our conditions that can be due to possible effects, they will assist us in achieving our goals and along available strengths, they facilitate realizing our goals.                     |
| <b>(threats)</b>       | The states of our conditions that can be obstacles to the achievement of objectives; therefore measures should be designed to convert these inhibiting factors to opportunities and driving factors. |



**Picture 1.** SWOT analysis framework

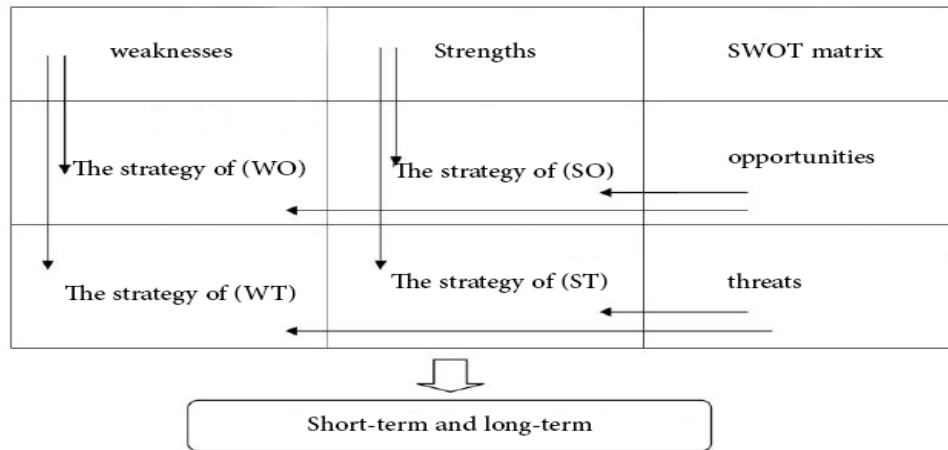
In brief, this technique is a tool to analyze the situation and develop strategies, In this way, notions such as "strategy", "internal environment", "external environment", "strength", "weakness", "opportunity", "threat" can be considered the basic concepts of this technique (Golkar, 1385, 47). Strategies have been identified in four separate sections and are a combination of internal and external factors, including:

Attacking strategy (SO): by optimal using of the strengths, exploit opportunities.

Competitive strategy (WO): by optimal using of opportunities, reduce or eliminate our weaknesses.

Conservative strategy (ST): by identifying the internal strengths and increasing them deal with external threats.

Defensive strategy (WT): while reducing or eliminating weaknesses, we try to avoid threats.



Picture 2. Short-term and long-term strategy

**Data analysis using SWOT model**

After reviewing the documentation, the map of the region, studies and field observations and comments received from professionals and experts in the fields of architecture and urbanism in contemporary architecture about the impact of Fordism on Iran’s contemporary architecture, all effective internal factors (strengths and weaknesses) and external factors (opportunities and threats) were categorized as follow:

Table 3. The Approach of strategic factors in the impact of Fordism on Iran’s contemporary architecture.

| (strengths)  | (weaknesses)  | (opportunities)   | (threats)   |
|--|---|---|---|
| 1-Making the city vertical and occupying less land<br>2-Mass production of affordable housing; a strategy to address the housing shortage due to population explosion in cities<br>3- paying attention to low-income people in the construction system<br>4-Fordism leader in machine architecture that generates more speed in construction<br>5- Composite materials, saving energy and time | 1-Fordism architecture and its lack of attention to user and their needs<br>2-Fordist architecture based on international system of thought regardless of cultures and beliefs<br>3 -Fading of the sense of neighborhood and community houses<br>4- Lack of attention to the environment and endangering nature<br>5- Lack of attention to the climate and geographical positions<br>6- The impact of the imbalance of human environment on architecture<br>7-- Psychological disorders in today's society and its impact on architecture spaces and mass-production<br>8--Destroying indigenous cultures and lack of attention to it and its influence in Fordism architecture | 1- Changing the attitude of some of the architects of the new vernacular architecture as a solution<br>2-increasing the ability of the country to build local materials based on the needs of users<br>3-Tending to entering nature to architectural space a way to save energy<br>4- Changing the strategy and principles of the system towards Changing the of lifestyle<br>5-Monitoring and control of Fordism architecture using Iranian and Islamic architecture | 1-Increasing need for mass-production due to population growth with the help of Fordism architecture<br>2-Advertisement by visual media and virtual networks<br>3- Strong interest of local investors to import architectural materials<br>4-Globalization<br>5-Fading of national and religious values and beliefs<br>6-The ruling of Fordism architectural principles on academic training<br>7- Designing urban and rural structures based on imported instructions (master and detailed plans)<br>8-Lack of strategy and coherent policies and effective governmental policies in Construction and Housing sector<br>9-Increasing the rate of migration from rural to urban areas, thus increasing the need for housing<br>10- Expensive human labor cost, a factor for the increased interest in machine and pre-fabricated architecture under the influence of Fordism system |

As listed in Table 3, 5 strengths and 8 weaknesses were identified; also 5 internal opportunities and 10 external threats were identified. Thus, with a simple summary analysis we found that despite Fordism architecture has more weaknesses than strengths, this architectural style is considered as a threat to Islamic architecture.

**Analysis of matrix table of evaluation of Strategic factors**

From the evaluation of questionnaires based on the strategic factors related to Fordism impact on Iran's contemporary architecture, the results of tables 4, 5, 6 and 7 were obtained and at the end, four aggressive, defensive, competitive and conservative strategies and strategies for their interaction with creating favorable conditions were presented.

**Table 4.** Statistical analysis of Strengths.

|                  | <b>Variables and questions</b>  | <b>Basic coefficient</b> | <b>Weight average</b> | <b>rank</b>  | <b>Final coefficient</b> |
|------------------|---|--------------------------|-----------------------|--------------|--------------------------|
| <b>strengths</b> | -Fordism attitude and Making the city vertical and occupying less land  | 98                       | .18                   | 3/25         | .585                     |
|                  | Fordism causing Mass production of affordable housing; a strategy to address the housing shortage due to population explosion in cities | 109                      | .20                   | 4            | .8                       |
|                  | paying attention to low-income people in the construction system  | 100                      | .183                  | 3/5          | .640                     |
|                  | Fordism leader in machine architecture that generates more speed in construction  | 111                      | .204                  | 3/5          | .714                     |
|                  | Using composite materials, saving energy and time   | 126                      | .231                  | 4            | .924                     |
|                  | <b>Sum</b>  | <b>544</b>               | <b>.998</b>           | <b>18/25</b> | <b>3/663</b>             |

**Table 5.** Statistical analysis of weaknesses

|                   | <b>Variables and questions</b>   | <b>Basic coefficient</b> | <b>Weight average</b> | <b>rank</b>  | <b>Final coefficient</b> |
|-------------------|--|--------------------------|-----------------------|--------------|--------------------------|
| <b>weaknesses</b> | Fordism architecture and its lack of attention to user and their needs                               | 111                      | .128                  | 3/5          | .448                     |
|                   | Fordist architecture based on international system of thought regardless of cultures and beliefs     | 104                      | .120                  | 3/5          | .42                      |
|                   | Fading of the sense of neighborhood and community houses   | 100                      | .116                  | 3/75         | .435                     |
|                   | Lack of attention to the environment and endangering nature  | 125                      | .145                  | 4            | .58                      |
|                   | Lack of attention to the climate and geographical positions  | 100                      | .116                  | 3/5          | .406                     |
|                   | The impact of the imbalance of human environment on architecture                                     | 97                       | .112                  | 3/5          | .392                     |
|                   | Psychological disorders in today's society and its impact on architecture spaces and mass-production | 106                      | .123                  | 3/5          | .430                     |
|                   | Destroying indigenous cultures and lack of attention to it and its influence in Fordism architecture | 118                      | .137                  | 4            | .548                     |
| <b>sum</b>        | <b>861</b>   | <b>.997</b>              | <b>29/25</b>          | <b>3/659</b> |                          |



**Table 6.** Statistical analysis of opportunities.

|                      | <b>Variables and questions</b>   | <b>Basic coefficient</b> | <b>Weight average</b> | <b>rank</b> | <b>Final coefficient</b> |
|----------------------|--|--------------------------|-----------------------|-------------|--------------------------|
| <b>opportunities</b> | Variables and questions  | 95                       | .199                  | 3/5         | .696                     |
|                      | increasing the ability of the country to build local materials based on the needs of users | 91                       | .190                  | 4           | .76                      |
|                      | Tending to entering nature to architectural space a way to save energy                     | 111                      | .232                  | 3/75        | .87                      |
|                      | Changing the strategy and principles of the system towards Changing the of lifestyle       | 100                      | .209                  | 2/5         | .522                     |
|                      | Monitoring and control of Fordism architecture using Iranian and Islamic architecture      | 80                       | .167                  | 2/75        | .459                     |
|                      | sum  | 477                      | .997                  | 12/35       | 3/307                    |

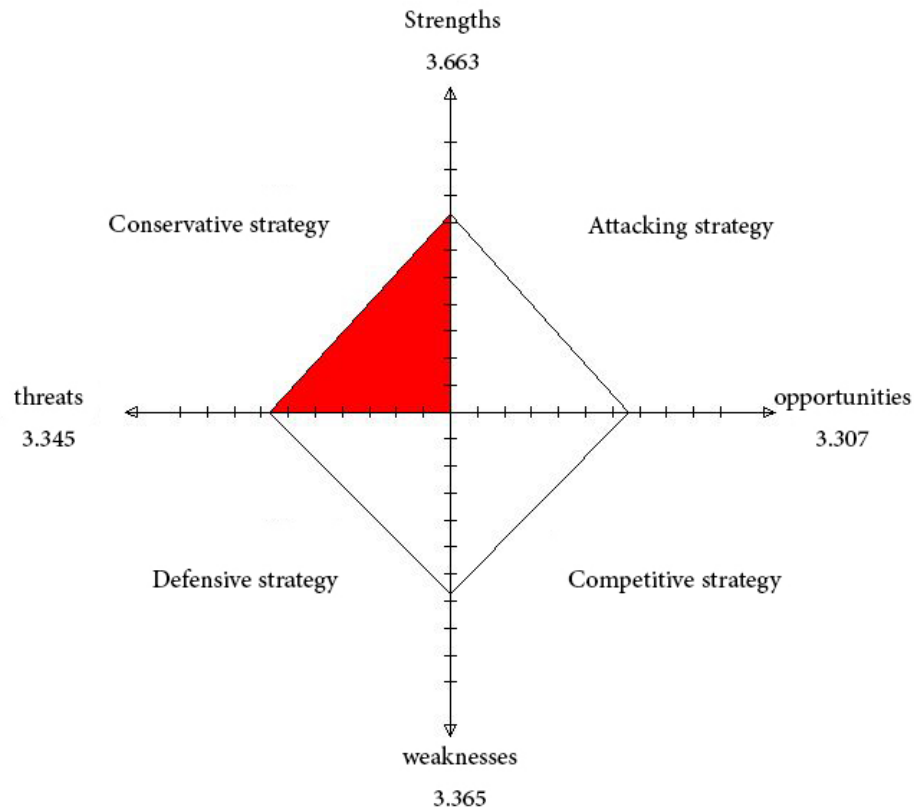
**Table 7.** Statistical analysis of threats.

|  | <b>Variables and questions</b>   | <b>Basic coefficient</b> | <b>Weight average</b> | <b>rank</b> | <b>Final coefficient</b> |
|--|--|--------------------------|-----------------------|-------------|--------------------------|
|  | Increasing need for mass-production due to population growth with the help of Fordism architecture   | 97                       | .102                  | 3/5         | .357                     |
|  | Advertisement by visual media and virtual networks   | 100                      | .105                  | 3/5         | .367                     |
|  | Strong interest of local investors to import architectural materials   | 105                      | .110                  | 4           | .44                      |
|  | Globalization  | 95                       | .100                  | 3/25        | .325                     |
|  | Fading of national and religious values and beliefs  | 102                      | .107                  | 3/75        | .401                     |
|  | The ruling of Fordism architectural principles on academic training  | 89                       | .094                  | 2/75        | .247                     |
|  | Designing urban and rural structures based on imported instructions (master and detailed plans)  | 86                       | .090                  | 2/75        | .247                     |
|  | Lack of strategy and coherent policies and effective governmental policies in Construction and Housing sector                                    | 99                       | .104                  | 3/75        | .39                      |
|  | Increasing the rate of migration from rural to urban areas, thus increasing the need for housing   | 75                       | .079                  | 3           | .237                     |
|  | Expensive human labor cost, a factor for the increased interest in machine and pre-fabricated architecture under the influence of Fordism system | 98                       | .103                  | 2/25        | .334                     |
|  | sum  | 946                      | .994                  | 32/5        | 3/345                    |

**5. THE RESULTS AND FINDINGS**

After investigating the data of tables 4, 5, 6 and 7 based on the value or final coefficient of each variable it can be concluded that according to strengths and weaknesses evaluation matrix, it shows the dominance of strengths with final value of 3.366 over weaknesses with a value of 3.365. Therefore it can be concluded that Fordism in the architecture has high capacity and capabilities. Also dominance of threats with final value of 3.345 over opportunities with final value of 3.307 shows the dominance of Fordism architecture over Iranian one and strengths of Fordist architecture can be a weakening factor for Iranian architecture. Therefore, according to the conservative strategy, one should try to provide strategies for using strengths of Fordist

architecture in architecture considering Iranian architecture. The results of the evaluation matrix of SWOT strategic factors are drawn as follow:



Picture 3. Evaluation matrix of SWOT strategic factors.

### Analysis of diagram matrix of evaluation of strategic factors

According to the findings of other researchers in the field of Fordism influence on contemporary architecture in Iran and the results from the analysis of strategic factors evaluation matrix diagram (Figure 3), the following strategies are recommended to use the principles of Fordism in Iranian architecture while the appropriate strategy in this article is the conservative one:

Table 8. Strategies for using Fordism parameters in Iranian architecture.

|                                   |  |
|-----------------------------------|--|
| <b>Conservative strategy (ST)</b> | <p>1-Mass-construction according to culture and beliefs of users of virtual space<br/>                 2-expressing negative points and limitations of Fordist architecture along with its strong points using the tool of media<br/>                 3-more supervision on imported materials and paying attention to the coordination of them with the area which is going to be designed(in terms of climate and culture)<br/>                 4-combination of Persian architecture and modern architecture (using the principles of modern architecture combined with Persian architecture)<br/>                 5- paying attention to national culture and beliefs of people</p> <p>6-correction of training methods and designing training methods according to the climate and culture</p> <p>7-providing Urban and rural planning structure based on the principles of Iranian architecture<br/>                 8-appropriate Planning and governmental decision-making in the field of construction<br/>                 9- using prefabricated construction and machine ones with features of Iranian architecture<br/>                 10-Increasing the amenities in rural areas to control the rate of migration (preventing</p> |
|-----------------------------------|--|

## 6. DISCUSSION AND CONCLUSION

Our current Architecture is a blind imitation of the developed countries; Fordist architecture includes uncontrolled urban development, tall building, and mass-construction, regardless of culture, climate and the environment, etc. one of the adverse effects of this type of architecture after the Industrial Revolution was the influx of population from villages to cities and therefore not paying attention to the environment finally resulted in environmental degradation, as well as fading of Iranian architecture. According to the extensive review of scientific literature that was done on the subject of this article, unfortunately, similar research on this topic has not been found, So in summary and final conclusions have been tried to deal with results of public research findings presented in this study. Basically, one of the main goals is to investigate the effect of Fordist architecture on Iranian architecture. From evaluation and analysis of SWOT strategic factors, considering the final values of strengths and weaknesses (3.366 and 3.365 respectively) it can be concluded that strengths of Fordist architecture are more than its weaknesses and it can be stated that in the current society we need to use Fordism parameters.

Saremi kalali in "the criticism of housing patterns in developing countries" considers mass-production and mass-construction of the most important parameters of Fordist architecture. But this architecture has had many influences on Persian architecture and urban fabric that many experts have expressed the complications of this type of architecture Including Azimi and Shamaei that in their article called " The analysis of Fordist economic outlook and changes in the urban fabric " stated some of these consequences including: Fast and explosive growth of cities and the increase in their population, the establishment of factories in and around cities and environmental pollution, especially pollution of cities. Following strategic evaluations, it comes to the comparison of opportunities and threats that considering their final value 3.307 and 3.345 respectively, we find that the threats of Fordist architecture surpass its opportunities revealing the fact that Fordism architecture more that creating opportunities can be considered as a threat for Iranian architecture. Finally the results from the evaluation matrix of SWOT strategic factors indicate that that in today's society, the use of Fordist architecture because of its advantages is unavoidable but its threat for Iranian architecture must not be ignored. But the best solution is to change the parameters of Fordism architecture and adjusting these parameters with Iranian architecture and also with the principles of sustainable architecture because it is not possible to avoid this type of architecture, as Dolan in his article called" Globalization and structural change in the pattern of production" presented four solutions for dealing with the globalization crisis including: Reducing costs, increasing productivity, expanding the market and institutional changes.

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