

## عنوان مقاله:

Quantitative evaluation of neuro-architectural factors in the design of residential facades in Tehran

## محل انتشار:

پنجمین کنفرانس بین المللی ایده های راهبردی در معماری، عمران و شهرسازی ایران (سال: 1401)

تعداد صفحات اصل مقاله: 7

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## خلاصه مقاله:

**Objects:** The purpose of the research is to obtain a general viewpoint of the quantity and frequency of visual factors in residential facades in Tehran, which have neurological effects on the viewer. **Methods:** The applied study was done with the quantitative method and through field study with photography. The images were prepared based on the criteria, extracted from the background of the research. All images were quantitatively evaluated, and statistical analyzes based on images were performed in Excel and SPSS software. **Findings:** Investigating the sources related to design with a neuroarchitectural approach shows that these five factors include: daylight (level of opening), color combination (light and dark color), geometry (curved lines), complexity, and vegetation are more effective than other visual factors in enhancing the wellbeing of the residents in a building. **Conclusion:** Among the mentioned factors, "vegetation" with a frequency (of ۲.۶%) and "curved lines" with a frequency (of ۷%) are among the least ranked factors in the residential façade buildings in Tehran. This result emphasizes the necessity of paying attention to the use of vegetation and curved lines in new building designs.

## کلمات کلیدی:

Façade, Residential building, Neuro-architecture, Tehran

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1644596>

