TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
Multidimensional Analysis of Urban Development Forces in Shaping Historic Urban Landscape of Shiraz, Iran

• Author(s) Name:
Farnaz Mohseni

• University or Company Affiliation:
PhD candidate at the chair of urban management, Faculty 6, BTU Cottbus-Senftenberg

• Presentation Method. I would like to:
  i. present in person (with/without a written paper)

• Abstract (300 words):
The phenomenon of Historic Urban Landscape (HUL) was first introduced in Vienna Memorandum as a multidisciplinary and multi-dimensional concept, which is constituted of overlapping layers of past and present. It is believed that in the passing of time, HUL is formed by a range of different forces, causing in constantly evolving urban scenes and monuments as well as strategic urban viewpoints. However, these forces and their significance may differ case by case and understanding different aspects of HUL in each city can contribute to more precise recommendations on their future landscape. This study aims to conduct a deeper research in the historic landscape of Shiraz, located in the south of Iran, with more than thirteen centuries of eventful history and remarkable HUL. The city is known as one of the main tourist destinations in the country, which encompasses a wide variety of historic monuments ranging from mosques to Persian
gardens. A number of viewing points on the other hand, oversee the historic city center and have long been admired by national and international travelers. Considering the dynamic and constantly altering essence of HUL, the historic landscape of Shiraz has also evolved in the course of time. However, the changes of HUL in the last century are considered as destructive as a result of rapid urban growth. Consequently, adapting a multidimensional perspective, this paper describes the role of economic, geographical, ideological, military, social and cultural forces in shaping HUL of Shiraz in the course of time. Moreover, this paper investigates currently influential forces, which may lead to future urban landscape. Recommending a sustainable balance between past and future through urban development controls, this paper finally suggests a synergy among different disciplines and aspects as a fair solution to contemporary challenges.

- **Author(s) Biography (200 words each):**

Farnaz Mohseni has a bachelor and master degree in the field of urban planning and urban design. She is currently a PhD candidate of heritage studies at BTU Cottbus-Senftenberg in Germany and working on her PhD thesis which is related to the role of urban regulations in Historic Urban Landscape conservation. She has expertise in historic urban landscape conservation and urban management. Participation in research project at Shiraz University in Iran on the subject of historic urban façade as well as employment and traineeships in engineering companies and working on landscape preservation projects are of her practical background. She has also published several scientific papers on heritage management and historic landscape conservation. Moreover, she is a member of ICOMOS in Iran.