THE PRODUCTION OF COLLECTIVE MEMORY AND RECOVERING IT IN URBAN SPACES WITH AN EMPHASIS ON VELAYAT PARK

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Abstract- Urban Spaces always lead to produce collective memories beyond their bodies. The cultural and recreational complex of Sari Velayat Park is considered as one of these spaces. This study was carried out aimed to investigate the role of recreational spaces in renovation of collective memory. In this study, a descriptive-analytical method has been used to investigate the concepts of collective memories and urban revivalism, and then, the role of Sari Velayat Park has been studied. Finally, this impact in people view using SPSS software and the required findings from this tool has been analyzed. In the end, the results of the questionnaires show that the location of the Sari Velayat Park increases the collective memory.

Index Terms- collective memories, urban spaces, Velayat Park, Sari.

I. INTRODUCTION

The public spaces in cities are considered as living spaces where are located between the place of residence and workplace and play the role of urban supplementary element in the urban life of citizens outside the place of residence and work activity. These places should have sufficient attractions and charm, in such a way that improve the level of social contact between citizens with each other and their social patterns in a manner that is suitable for a central city. Recreational spaces can be considered as an important element in the urban structure. Such spaces are the first places where are chosen by people to gather. Shared memories are created in such spaces. Collective memory refers to the shared memory of people from the places, events experienced by them, as a member of the group in the framework of community and space. Urban parks, in addition to affecting the quality of the urban environment and provide service and create space to increase social interactions and leads to legibility of the city, in addition to local identity, they are considered as a part of a national identity and play an important role in sustainable urban development.

In the present study, the public space of the Sari Velayat Park is considered a case study which was carried out aimed to investigate the position of this space from the perspective of citizens and its impact on creating urban memories among them.

II. RESEARCH LITERATURE

While the concept of memory in the biological and cognitive sciences is more known as an individual capacity, the memory is often interpreted as a collective phenomenon in the social sciences. The term collective memory has been used in different study fields ranging from various types of nationalism in the field of history and human sciences to the various modes of customs and memorial celebrations in the field of anthropology and sociology. All of these approaches are common at this point, which is a collective memory of transpersonal memory, but they often are different in the description of the idea (Wilson, 2005).

Collective memory

The word memory in Dehkhoda's dictionary is defined as follows: "The thing that has experienced by the person and the effects of it are remained in the mind of the person. The past of man, past events that a person has seen or heard, past experiences "(Dehkhoda, 1966).

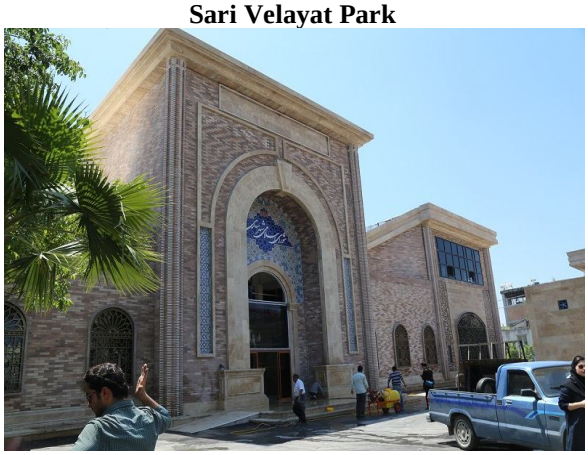
Memory in Longman's Dictionary is defined as the ability of an individual to remember things, places, and experiences (Longman, 2010).

In Webster Dictionary, it is defined as "the ability or process of reminding or reproducing what has been learned or remembered, especially through the word association mechanisms " (Merriam-Webster, 2003) and in the Oxford Dictionary, this is defined as "the power of information accumulation in the conscious mind and the ability to remind them in a voluntary manner "(Oxford, 1994).

Memory is social phenomenology and a ring that connects people with the social world (Ahmadi, 2008). Collective memory refers to memories of events and events experienced by the individual in the social framework and in the mutual interaction between the individual and the group through reminding people, objects, places and experiences and using the word association mechanisms.

In other words, collective memory means shared memories between groups and societies (Lewicka, 2008).

Sari Velayat Park



Sari Velayat Park is a museum park which its construction was began aimed to promote the culture and art of citizens in the city of Sari and the capital of Mazandaran province with an emphasis on the Persian Garden in October 2013. Velayat Park has been located at the site of the former Sari garrison, and the restoration of a number of buildings built in Pahlavi era have been performed and a number of new buildings have been designed and built.

There is the main entrance portal of the park at the beginning of the park entrance and after entering the courtyard, walking on the path, we will see an Iranian garden. The fountain and then the waterway along the route with a total area of 345 meters to the end of the route where is ended another fountain is the guide of the main path of the pavement.

There are Shahr Bank, Council, Ministry of Foreign Affairs Building, Outdoor Amphitheater, Music House, Gallery, Artists House (House of Architect, Science & Astronomy Center of Tehran, Sari touring and theatre house), Recreational space for older people, digital library, the cinema, mosque, Daneshvaran house of the province, the treasure of the historical monuments of Sari, the treasure of the natural history of Mazandaran, the Museum of Anthropology, the mother and child room, the bicycle station, Climax club and a number of sanitary facilities.



The main entrance of the park

In many residential, governmental and residential-governmental gardens, mansions were built in the entrance area, which in most cases was the location of guardians, gardeners and other garden service staff. The mansion located in the entrance space was only possible in a very small number of gardens, to become a large building that was the location of the inhabitants of the gardens.

In the present project, the main doorway includes security and information. As you can see in the picture, it is influenced by the first Pahlavi architecture, which is in line with the restored buildings.



Water Way



The water in Iranian aridity zone is dear and rare, and comment on it, especially in the early morning and first of the month has good omen. Iranian obtains water with hardship. Scrounges in taking water and represents it in gardens with more skillful crafts than they are. Water circulates in the rills fountains to quench thirst and dehydration.

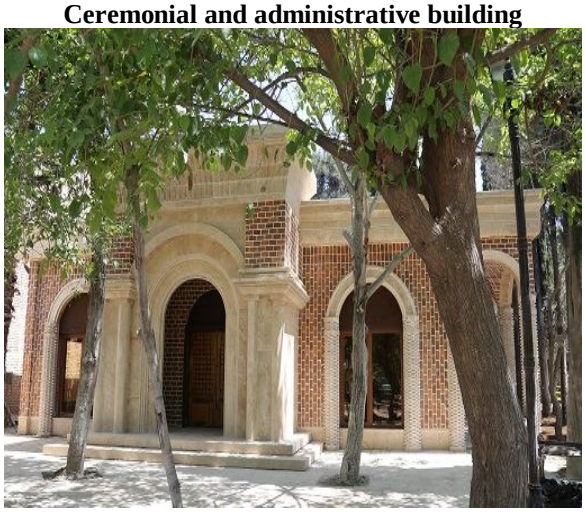
Shahr Bank

Bank of the city is one of the private banks in Iran, founded by the municipality of Tehran, and its shares are mostly owned by the municipalities of cities, metropolises, municipal employees and some people (Wikipedia). The Shahr Bank is located at the beginning of the park with access to sidewalks and urban spaces.

Building of the Council

The building of the Islamic Council of Sari, including council management room, vice-president's room, public terms, conference hall, finance and administrative, etc. It is a space for council decisions and referrals and community engagement with the board and government employees.

Ceremonial and administrative building

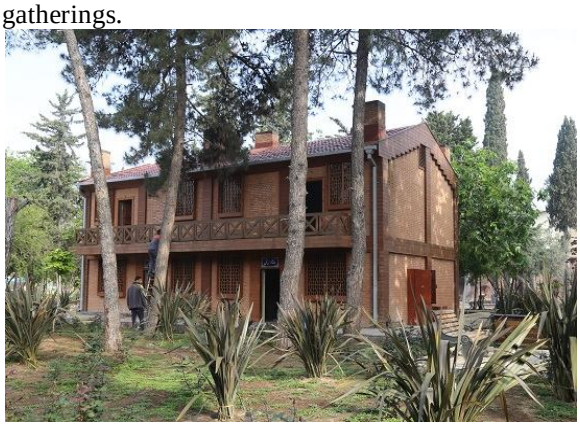


The administrative building of Velayat Park is a complex of reconstruction and rehabilitation buildings. In this building, the mayor's room, meeting room, office and security guard are located. It is a building for the management and security of the collection.



Amphitheater

The circular, semi-circular or elliptical hall in which a central square is surrounded by rows of platforms, and as far as the center of the field is concerned, the height of the rows increases. Amphitheater in this space is for conferences and ... There is three entryways from the ground and four rows of access staircases to living platforms and 16 rows of platforms and a capacity of 1,750 people, in two floors of shops, 22 shops on the ground floor and 46 shops in the negative floor. One is an ideal place for mass gatherings and public gatherings.



Music House

A gathering place for artists and musicians. Organizational homes left by the Pahlavi era have been rebuilt in this project. The house of music, the gallery and the house of artists are reconstructed and reburied with the same look and harmony with the same old texture.



Picture-gallery (Gallery)

Gallery for holding regular exhibitions; a collection of works by artists of each field will be presented and visited. The gallery itself is the space for gathering and continuous space.



House of Artists (House of Architect, House of Science and Astronomy, House of Conversation and Sari sightseeing tour)

The house of artists is made up of four sections: the house of the architect, the house of science and astronomy, the house of dialogue and Sari sightseeing tour. Small spaces such as gathering halls and meeting rooms provide a community of space and sustained interactions between people.



Recreational space for older people

The life expectancy in the world has grown and the number of elderly people is increasing. Nowadays, it's not just the viability of life, but also the quality of life is concerned. This collection is dedicated to participation in the leisure time of the elderly. In other words, by locating this building in the park, there is also a space for elderly social interactions.

Digital library



Moving to the electronic information society leads libraries to automate, establish information networks, and set up a digital library environment to provide information sources in a global information intelligence network, such as the Internet. A digital library is an organized collection of links to documents, software, images, databases, … in a network or a set of computer networks. The goal of this library is to help users find the information they need through the resources in the library bases and perform the tasks of collecting, accessing and disseminating.



Cinema

In Iran, we have the problem of public spaces in cities. On the one hand, we create public spaces in cities, without taking into account the necessary measures that are not welcomed by people, and on the other hand, people choose places that do not have this issue to spend their time and have fun, which can be a danger for the community. Therefore attention to the public places of the city is a necessity in the cities of Iran. Cinema is one of the most popular places in the city, due to its attractiveness in cinema art, it has a lot of potential for attracting people. Today, in designing of cinema in the world, cinema sets are considered to bring more audiences to it.



The mosque

It predicted as a place for community and prayer and promotion of social interactions of the inhabitants of the city. The construction of this mosque embodies the religious and social mission, and is in fact a mirror that reflects the social conditions of its age. The architecture of the mosque is a way of transforming the changes that have been made in the lifestyle of Muslim communities, reflecting the depth of the perceptions of the intellectuals and the makers of any time, the essence of the mentality and faith of the contemporary Muslim community.

Museum of stamp and coin

The museums are among the few centers of the memory of the past generations and the children of art and history, as each of the objects inside the museum despite being speechless speaks to a thousand languages at the same time and provides authentic documents of art, culture and history. In this collection, the introduction of Stamp and coin has been done. The museums of this complex are rebuilt.



Museum of Sari history

The historical monuments of each city are among the most expensive elements in the region. The construction of museums and local exhibitions is not only about respecting works but also respecting the needs of visitors and their ideas. In this collection, the opening and maintenance of these works is done**.**



Museum of documents and manuscripts



Museum of documents and manuscripts are a valuable treasure of various times that We must try to identify them in the country and even the world.

Native culture museum

The Museum of native culture includes works by the people of the cities of Mazandaran province in different periods, the purpose of which is to introduce humanity in terms of its ethnographic, historical and cultural diversity.

III. RESEARCH METHOD

This study is based on a research that according to nature, subject and objectives predicted for it, is considered as a descriptive-analytical and applied research. Since in this study, the questionnaire and interview are used to collect the required information, therefore from another aspect, this study can be considered as a survey research. The information required for this research has been collected in both library and field methods. The population of this study includes the visitors from Velayet Park. According to the surveys, 250 people visit this complex every day. According to the Morgan table, the sample size is 148 people and they were asked to answer the questions of the questionnaires.

As shown in Table 1, Z value in the Kolmogorov-Smirnov test for the variable related to the main hypothesis of the research is less than the Z value presented in the table and the level of significance was also higher than the permitted error (0.05). Therefore, the deference between distribution of the data and normal distribution is significant and data distribution can't be assumed to be normal. For this reason, a binomial nonparametric test was used to test the main hypothesis of the study.

Table 1- The results of the Kolmogorov-Smirnov test to investigate the normal distribution of data

The main hypothesis					Indicators	
Social solidarity	Identity in Urban Spaces	People's participation	A clear sense of the past	The impact of the Velayat Park on collective memories		
148	148	148	148	148	N	
4.02	4.46	3.8	4.15	3.97	Normal Mean	
0.8	3.48	0.83	3.3	0.71	Parameter Std.Devision	
0.27	0.42	0.24	0.39	0.27	Most Extreme Absolute	
0.23	0.42	0.20	0.39	0.25	Positive	Differences
-0.27	-0.32	-0.24	-0.36	-0.27	Negative	
3.29	5.17	2.94	4.77	3.3	Kolmogrov- Smirnov Z	
0.000	0.000	0.000	0.000	0.000	Asymp Sig	

IV. RESULT

Testing hypotheses and analyzing the findings of the research

- Main hypothesis of the research:
- It seems that Velayat Park has a significant impact on creating collective memories in individuals. H1

- It seems that Velayat Park doesn't have a significant impact on creating collective memories in individuals.H0

The following table shows the results of a binomial test for comparing the frequency of responses less than average with other responses (equal to average or higher) in relation with the effect of Velayat Park on collective memories.

Table 2 - Binominal test

Asymp Sig (2-tailed)	Test Prop.	Observed Prop.	N	Category		
0.000a	0.50	0.24	36	<= 3	Group1	To what extent, you evaluate the effect of Velayat Park on creating collective memories.
		0.76	112	> 3	Group2	
		100	148		Total	

Also, the results of Table 2 show that the frequency of responses less the average was 36 (24%) and the frequency of responses higher than the average was 112 or 76%. Given that the level of significance was less than 0.05, therefore the difference between the two groups of responses was significant at 99% level. Therefore, the null hypothesis is rejected and hypothesis H, ie, assumption of the researcher is confirmed.

A very important point in this study was the prioritizations of individuals in the factors effecting this hypothesis. The results of the comparison analysis are presented in the Table and the least important option for the participation of individuals with an average of 3 shows that the greatest effect was related to the presence of green space at an average of 4.34among the 10 factors considered. Considering the assumption of the researcher in this test, the research theory is proven; creating spaces such as velayat Park with the second rank of the Friedman average and average of 6.25 is placed after the existence of green space and natural environment.

Table 3, shows the results of Friedman Rank Test in order to compare the options affecting collective memory.

Factors effecting creating collective memories	Average	Average Friedman Rank	Chi square	Degrees of freedom	Significant level
Existence of green space and natural environment	7.04	1	134.9	9	0.000
Creating spaces like Velayat Park	6.25	2			
Efforts to protect the environment	6.11	3			
Protecting the place of residence environment	5.74	4			
Identity in Urban Spaces	5.38	5			
Improving the spirit of partnership	5.37	6			
Increasing social security	5.14	7			
Social coherence	5.05	8			
A good sense of the past	4.57	9			
People's participation	4.34	10			

DISCUSSION

In this study, the highest frequency rate, 56% was for men and 44% for women. The results of the study on the age of respondents also showed that the ages of more than 70% of respondents varied from 20 to 40. Reviewing the results showed that slightly more than half of the respondents (58%) had bachelor and master degrees and 39.3% had a diploma and associate degree, while only 2.7% had lower degree which was due to their age. The results of study showed that the majority of respondents with 33.8%, were self-employed, most of them with 37.2% were employees, 16.9% were unemployed and 12.2% of them were students. Responses of the subjects to the questions on the number of family members has shown that the 3-4-member family was the most frequent with 65.5%, followed by families with 5-6 member with 19.6%, 10.8% of families had 1-2 member and 4.1 % of them had more than six members. The subjects answered the question "How effective is the improvement and development of any of the following factors on improving collective memory"?, as follows:

Table 4-Factors effecting collective memory

Indicators	Factors Affecting Collective Memory							
	A good sense of the past		People's participation		Identity in Urban Spaces		Social coherence	
	Abundance	%	Abundance	%	Abundance	%	Abundance	%
Very low	0	0	2	1.4	0	0	2	1.4
Low	0	0	3	2.0	2	1.4	2	1.4
medium	54	36.5	47	31.8	29	19.6	28	18.9
High	55	37.2	66	44.6	72	48.6	74	50.0
Very high	38	25.7	30	20.3	43	29.1	42	28.4
Total	148	100	148	100	148	100	148	100

The subjects answered the question "How effective are the following items on urban revivalism"?, as follows:

Table 5 - Factors effecting urban revivalism

Indicators			Very low	Low	medium	High	Very high	Total
Factors effecting urban revivalism	Protecting the place of residence environment	Frequency	0	4	26	52	66	148
		%	0	2.7	17.6	35.1	44.6	100
	Improving the spirit of partnership	Frequency	0	2	27	69	50	148
		%	0	1.4	18.2	46.6	33.8	100
	Efforts to protect the environment	Frequency	1	4	17	55	71	148
		%	0.7	2.7	11.5	37.2	48.0	100
	Increasing social security	Frequency	1	2	37	59	49	148
		%	0.7	1.4	25.0	39.9	33.1	100
	Creating spaces like Velayat Park	Frequency	0	1	11	68	68	148
		%	0	0.7	7.4	45.9	45.9	100
	Existence of green space and natural environment	Frequency	0	1	9	47	91	148
		%	0	0.7	6.1	37.8	61.5	100

CONCLUSION

According to the results of extensive studies which were conducted on the subject of this study and are available in the scientific literature, unfortunately, no similar research has been found in this regard. Therefore, in conclusion section, we have tried to address the results of general research with the result obtained in this study.

The present study was carried out aimed to assess Velayat Park as a place for creating collective memories. For this purpose, in the first stage, after reviewing the theoretical foundations of research and reviewing the literature, some items are obtained in relation with creating collective memories. These items were investigated in form of questions and research options included in the questionnaire from the perspective of the visitors of Velayat Park. The analysis of these statistical data was done through Kolmogorov-Smirnov tests, nonparametric binomial test, Binominal test, Friedman rank test, and finally statistical analysis test.

According to the preliminary hypothesis of the research, Velayat Park has a significant impact on creating collective memories in individuals, the results have shown that creating this recreational-cultural complex has had significant effect on the collective memory of individuals, and the initial hypothesis of the researcher has been consistent with the views of users.

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