Investigating the emergence of the markets and comparing traditional and modern commercial centers

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Abstract

Throughout history, many changes have been occurred in commercial centers, over time a large part of lands in cities devoted to commercial uses, and they have been appeared in the form of shops, markets, malls, department stores, etc. New economical geography in retail, reconfigured according to consuming spaces, such as big commercial centers, capital transfer in retail in cities and international position is paying particular attention to the phenomenon of restructuring and change in retail. Buy and use’s theoretical approach as a form of new active structure, have been caused to the creation of commercial space and services - recreation and leisure places in the world. Various studies have also shown that commercial centers were one of the main economical outlooks for most countries and has become increasingly important in the tourist industry. In this article we will attempt to briefly turn to the emergence of market and we want to consider their evolution which actually refers to the conversion of traditional markets to modern shopping centers, and take a look at the similarities and differences between them, I hope this can help, however, a little to the users.

Keywords: commercial centers, traditional, modern, architecture.
Introduction
Throughout history, commercial spaces have facilitate gaining economical needs of human through barter with each other, (Abdollahzadeh Taraf, 2009) and since the early civilizations, sellers in places where the public has access to it, gathered to sell goods and services (Taghvaei & Sheikhbiglou, 2008). Commercial space has long been a pillar of the living collection and played the role of heart for them (Abazari & Kazemi, 2005). One of the major economic and commercial indicators in each region, is traditional and modern commercial centers of that region (Forum site, 2009). These centers are the main parts of trade and they build the direct relationship between supply and demand (Farzam Shad, 2007). Throughout history, commercial centers have been confronted with numerous changes. In Iran, traditionally the center of the cities are surrounded by market and other places which form the core and basic foundation of urban areas (Persian Wikipedia, 2009). Market was one of the greatest achievements of Islamic civilization in the country, especially in Iran. Market is the symbol of traditional architecture, and Islamic art is visible in the best way in its architecture (Rajabi, 2007). Retail was began few thousand years ago by street vendors who selling their goods in early commercial locations.(answers corporation, 2010a). In traditional market in the market series, shops in two series of the market are retailers, and stores, teams and Timcheh was the place of wholesalers (Rajabi, 2007).

According to various theories, shopping in addition to being a specific activity is a leisure activity. Shopping like most modern phenomena, is an ambiguous concept and refers to both labor and leisure (Abazari & Kazemi, 2005). In general it can be said, traditional markets were only places to buy goods, but current shopping centers in addition to buying and selling goods are a good place for recreation and entertainment.

Statement of the problem
What is tradition?
In Dehkhoda Dictionary, for the word "tradition" definitions below are listed: way and method, law and procedure, rituals and customs and institutions, decrees and orders of almighty God, assumptions and hypotheses, obligation and requirements, religion provisions, religion and its laws. In Moin dictionary, this word was stated as: way, method, nature, manner, habit, word and deed and statement of immaculate (the Prophet and the Imams). English Synonym of the word "Sunnat", is the word "Tradition", the meaning of this word in the Oxford dictionary states as: opinion and tradition, which was inherited by ancestors to the posterities. According to Williams, root of the word “tradition”, derived from the Latin word of “tradition”, which means delivering and handing over. He believes that this word has entered from French to English language, and its original meaning is “handing over”, transfer of knowledge, and transition of opinion”. Shils, in his book about tradition says: Tradition is what handing over and contains all the things that a society has in a certain period of time. Things which existed before in the society and their current owners have achieved them now.”
According to Shils, tradition is not only a product of the physical processes in the external world. Tradition is not also alone the product of a series of ecological and physiological requirements; and is something more than this. Another person who have established a relationship between tradition, culture and cultural heritage, is Dubrolsky. He says: Tradition underlies all cultural heritages from one generation to the other. Dafler, also believes that the tradition is the verbal and nonverbal transition of information between people who have a common culture. This group of experts is disagree in the field of comprehensive definition of the Tradition. But they all agree that tradition is a cultural concept that is associated with handing over, transition and continuity.

Features of traditional architecture based on the definition of tradition
According to the features of tradition, it can be concluded that: traditional architecture is the architecture that firstly has a specific cultural meaning, and secondly, over time, it transmits and is reached from generation to generation. This interpretation of traditional architecture was also stated by Oliver in an article with the same title. This definition also has its problems; because according to it, all buildings that remain from the past to the present, are considered as traditional buildings. This metric does not have enough accuracy and paves the way to ask many questions. One can ask: what time is referred as past? Yesterday, last year, before the Islamic Revolution, the Qajar era, before Islam...? How long after, an object is considered traditional and is related to the past?
In response to this question, some refer to the interval between one generation and the next generation, and state that anything which was transmitted from one generation to the next, is considered as traditional. Accordingly, the traditional architecture refers to the buildings that are passed from generation to generation. So it can be said, each building which has more than two years old, is considered traditional. It is clear that this definition is not so accurate, and based on the lifetime of the buildings it cannot be said that they are traditional!

Modernity (modern)
As literal meaning of word evokes, it refers to the replacement of old and traditional phenomena with new things. In particular meaning and common application of periodization, modernism both in subjective field and the related areas of thought, culture and art, objective field and related areas to society, and economy it refers to a time duration in which the speed of changes, renewal and the sensible and deliberate human interference and control due to scientific and technical discoveries is so great that mastery of tradition in various aspects of life will fade and human freedom and determination will appear. The tendency to rationality, more consideration of religious affairs, humanism and individualism, predominance of instrumental logic, giving importance to materialism, the extensive use of technology, the importance of tradition and law, and tendency towards freedom and… are some of the main characteristics that make the modern era. About the beginning of modernity and modernization, there can be different opinions. From a technical perspective, the beginning of modernity can be linked to the industrial revolution. From artistic and social perspective, Renaissance can be considered as the starting point for modernity. From the perspective of political economy, superiority of commodity production on
the natural production and the importance of exchange and capital is considered as qualitative
difference (Bordberi, 1973).
All these developments don’t occur simultaneously in all societies. In the context of pre-modern
societies, renewal or different renaissance prepared the ground for modernity and intellectual
developments, and even social and economic innovation for future, and absolutism is the prelude
for the emergence of trade and industrialization in societies and creating the national market and
the domination of capital. So the beginning of modernism can be searched in recent areas before
pre-modern and traditional societies, and we can identify and explain it when the buds of new era
have grown enough, which reflects the deep qualitative changes in their communities (beronz,
2008).

Necessity for research:
A brief introduction to traditional and modern commercial centers and their comparison with
each other.

Research objectives:
1. Familiarity with traditional commercial centers
2. Familiarity with modern commercial centers
3. Comparison of traditional and modern commercial centers
4. Investigating the causes of market deformation over time

Research questions:
1. What history do commercial centers or markets have?
2. The definition of traditional commercial centers?
3. The definition of modern commercial centers?
4. What are the similarities and differences between traditional and modern commercial
centers?

Review of the literature:
Some of the books in the field of commercial buildings:

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<td>1998</td>
<td>Leonardo Bene Velo. Translator: Hossein Mir Ahmadi</td>
<td>The history of modern architecture after World War II to the end of the eighties</td>
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An example of traditional commercial centers:

**Ardabil’s indoor market (the Qaisariya Bazaar)**

Ardabil market has a long and brilliant history. Moghadasi and Estakhri (fourth century AD), described the market of Ardabil in the shape of a cross, and a mosque is located in the middle of it. Market of Ardabil (in 7 and 8 century AH) also experienced great prosperity, but its main prosper is related to the Safavi period. In this time, Ardebil was the origin of Safavi kings, religious center and also the tombs of Sheikh Safi and other ancestors were in this city, so this city and its markets became very important and had a specific prosperity. According to Jamei (2000), the current buildings of Ardabil market in some areas belongs to the Safavid period, some inns, stores and series have been restored in later periods. According to reliable sources, such as Sarihol Mulk, it was stated that in the sixteenth century during the reign of Shah Tahmasb, Ardabil markets enjoyed a tremendous prosper. More than hundreds of shops in Ardabil markets were purchased through the trustee's behalf of Sheikh, and dedicated to the mausoleum of Sheikh Safi. In Sarihol Mulk’s book, he referred to the Baghallan market, Karbasforushan, Ghassaban, Monadi market, Mikhchegaran market, Khaffafan, Kharattan, Sarajjan, Haddadan, Valiol Alvah and Qaisariya market, and many other cases. It seems that during the Safavi era, the extension and prosperity of Ardebil market was incredibly impressive and they were more credible than today. Current market of Ardabil, like some similar markets in historical cities of Iran, in 1364 was registered in the national index of Iran, because of the historical circumstances of it. Before the registration of market, the shop owners and employees damaged it, and greatly changed its traditional form, however, what remains now, show clearly the value of the monument. Commercial prosperity of Ardabil markets and keeping their texture and traditional configuration in the Qajar period, was more than the present. Commercial relations between Iran and Tsarist Russia, trips and having direct communication between the people of Azerbaijan, Iran and Caucasi, allowed the city to benefit from certain commercial situation, and so tens of inns and stores which were active in Ardebil, after the Bolshevik revolution in 1917 in Russia and the dominance of government on trade and economy, cutting ties between people, has led to the stagnation of trade and economical activities in Ardebil, and
many caravanserais had lost their prosperity and came to destruction. Currently, series of the markets in Ardebil market are as follow: Pirabdolmalek series, Qaysariya series, Shoemakers, ………….., goldsmiths, LED makers, cotton sellers, coppersmiths, knife makers and blacksmiths, their stores include, nuts store, Golshan house, Vakil house, Zanjirlou house, Haj Ahmad house, Haj Shokr house, Majidiyeh, Imam Jomeh and Doukchi. In terms of the architectural style arches of all domes are simple and quadrangle. The length of arches in stores are almost 2 meters, and diameter of pillars in arches are 80 centimeter.

An example of traditional commercial centers:

Commercial building of Almase Shargh in Mashhad:
Commercial building of Almase Shargh, is one of the modern attractions of tourism in Mashhad and it is one of the largest shopping centers of this city. The aim of this building is to promote tourism culture in a very convenient location on the marginal part of the highway in the city, which is located at the northern end of the Khayyam Boulevard. Almase Shargh building with an infrastructure about 75 thousand square meters, has more than one thousand commercial units and with six floors has the view of modern Islamic architecture. The structure of this building, composed of concrete and metal. This center is dedicated to the sale of audio and video equipment, toys, wireless Wi-Fi network, household appliances, clothing and apparel. One of the privileges of Almase Shargh building, is the existence of the largest amusement park of Mashhad which is called Sarzamine Ajayeb. A big place which is designed for the recreation and pleasure of children. In addition, in this center there is a cinema 5D , which is equipped with smart and moving seats and advanced audio systems. Marine city is the name of a beautiful aquarium and varieties of fish can be seen in it. One of the distinctive architectural features of Almase Shargh building is the existence of a dome with a diameter of 50 meters which looks like a carved diamond, and it gives a special effect to the outer part of this center. This center has facilities such as restaurants, multipurpose markets, banking centers, airline agencies, the Emergency
Centre, and the multilevel parking. Placement of this shopping center in city has provided welfare facilities such as resorts for tourists, examples are: Golden Palace Hotel, luxury Darvishi hotel, Dohoma hotel, and international hotel of Diamond Palace.

Conclusion
Traditional markets had more important role in community than modern markets. The roles that traditional markets played in the past can be divided into four major roles, including: the economic, political, social and religious roles. New markets are similar with traditional markets only in the economical role, and other roles have been destroyed or are fainted. In new markets only leisure aspect is considered and traditional markets didn’t pay attention to this role. In the following part these roles will be discussed.

1. Economical role: The most important and most basic role of markets in any era and time is economical role, and the main reason of markets existence is meeting the needs of people. As mentioned above, this role can be considered common between traditional and modern markets.
2. Political role: In the past, mainly markets were a place to inform and get news of the city and even country, and political debates always flow in them. Because markets were the main economical foundations of the city, governments obliged themselves to pay attention to the demands of the merchants, therefore, various professionals and traders were active in the crises of the country. Many examples of historical and political movements can be found, that markets and traditional merchants have been appeared in them, examples such as, tobacco sanctions in the Qajar era, and financing the process of nationalization of oil industry during the Pahlavi era.
3. Social role: In the past, the market was a place for the transfer of customs, traditions, ideas and practices of social behavior, and social life was apparent in it. One of the beautiful and common traditions of the traditional markets was self- motivated movements. Some self- motivated movements such as: helping to the marriage of young people and family ties, as well as
collecting donations for the release of prisoners or reconstruction of cities affected by natural disasters.

4. Religious role: Markets in the past had a religious place like mosques, or they were established near holy places, such as near a shrine, and mosques. However, this was not only allocated to cities, main and permanent markets, but also in villages and daily markets was also observed. For example, in some cases, daily market was held in the courtyard of the shrine of a village and people were visiting the shrine from surrounding villages to meet their daily needs. This reflects the combination of two elements of religion and the economy in traditional markets of Iran.

5. The role of leisure and entertainment: This role can be seen only in new markets and shopping malls and it has been less considered in traditional markets. In the architecture of new commercial buildings the existence of places for children to play as well as coffee shops and restaurants show that these places try, in addition to meeting the economic needs of the customer, also partly meet people’s leisure needs, and it relieves fatigue which caused by everyday work and brought to clients hours with fun and joy. On the other side, it can be also noted that shopping is considered now a recreation and leisure activity, because in the past most people were visiting the market to meet their needs, but today, people buy much more than they need.
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