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Studying the Art Deco Style Chrysler Building Architecture and its Analytical and Comparative Study in Wedding Dress Design

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Elham Abdollahi Dereshgi

Department of Art, Islamic Azad University, Science and Research Branch, Tehran, Iran.

ElhamAbdollahiDereshgi44@outlook.com

Abstract

The Chrysler Building can be named one of the tallest buildings in the world and a symbol of New York City. This building is 319 meters high, with 77 commercial floors, that is located in the Manhattan neighborhood of New York City in the United States. William Van Allen designed the Chrysler Building for Chrysler Automobiles and completed it in the 1930s. The Chrysler Building is built in art deco style and turned into one of the symbols of New York City over the years. This building shows off in the street view with its towering minaret, complete with metal ornaments, and its eye-catching and stylish façade. The building's interior boasts another architectural art using marble and metal. In 1927, architect William Van Allen received a commission for an office tower from real estate developer William Ach Reynolds. They wanted an 808 feet tall building, with a glass dome crowned to create the appearance of a jeweled knot. In the late 1920s, New York architects and developers raced to build taller buildings. The fiercest competition was between Van Allen and his former business partner, Craig Sorens. In the end, Van Allen won the competition. In addition, one of this project's goals for designing wedding dresses is the type and method of applying arts in fashion decorations and examining the adaptation of Chrysler building architecture to Art Deco style which has been examined from various angles. Based on the characteristics of this high-quality style for formal wear in Islamic society, this research intends to use color and design in Art deco style clothing and textiles in a symbolic way.

Keywords: Art Deco, Chrysler Building, Wedding Dress

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Introduction

Today, the art deco style is included in the decorative arts. Decorative art or R Deco is called art deco based on English pronunciation. It is an artistic style and movement in architecture, visual arts, and design that first appeared in France before the First World War. The word art deco is shortened from the phrase "Art Decoratif" derived from the "International Exhibition of Decorative and Modern Industrial Arts" held in Paris in 1925. This style is identified by using

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precise and bold geometric shapes and bright colors, which is a mixture of modernity and precious and ornamental designs.

This movement's milestones were in the 1920s and 1930s, which influenced architecture, interior decoration, fashion, jewelry, and industrial design.

This style has its characteristics in the art and design style that need to be observed to implement that style. Art deco style has its unique features. Order is the most important item in an art deco design. This order is obvious in selecting objects and designs with geometrical principles. Geometric shapes are another characteristic of the art deco design style. It is easy to see a lot of geometric shapes in art deco design such as straight lines, polygons like rectangles and triangles and curved lines and circles, and other symmetrical shapes. These geometric shapes in large and small sizes are used regularly and symmetrically in different parts of the interior design of the house and its furniture.

Using expensive and decorative materials in the design of space and home furnishings is the second feature of this style. Plenty of wooden, chrome, silver and shiny pieces can be seen in designs with this style. Most of the fabrics used in the items related to this style are smooth and shiny fabrics such as silk and satin. Using expensive paintings and large sculptures is another feature of this style. There are paintings, large mirrors, and many decorative accessories in the corners and sides of the houses with art deco design style, which are symmetrically placed. This style has also elaborate and direct lighting to show more luxury and splendor.

Since the beginning, art deco was considered a luxury and modern style with expensive tools and accessories and few people followed it. Therefore, the products designed and produced in this style were often expensive and very valuable.

Art deco is an independent style, however, the forms in this style are very clear and similar to the modern style. In 1930, five years after being formed, the designs of these products and styles tended towards simplicity, but there were still violations in them. It was during these years that this style was very popular in Western Europe and the United States (Kiriimi, 2002).

Art deco geometric patterns have long been used in private homes and universities in the construction of windows, sashes, interior doors, fences, wooden ceilings, and tiling. Nowadays, this style is used in architectural structures and has maintained its decorative use, also it is in many clothing designs compared to the past. Therefore, due to the lack of resources, designers in Iran have not paid enough attention to art deco geometric motifs in wedding dresses. The modern use of these motifs makes it possible to design clothes, especially wedding dresses, that fit the culture of Islamic society.

Wedding dress designers are generally those with technical skills and inherent talents in designing a dress and implementing it on fabric. They may draw their ideas by hand or a computer. These clothing designers usually follow the current fashion world and existing styles in their minds while

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designing their clothes to achieve a good result. Wedding dress designers are required to have special skills to be successful in their work. These people can establish their position in this field with sharp and precise eyes, sewing and pattern-making skills, creativity, and communication skills. As a wedding dress designer, you need to have the ability to work with a team or an assistant. In addition, it is more worth working directly with the customer to convince the customer and understand his opinions.

Theoretical foundations of research

Modern architecture (1900 until now)

Industrial, engineering, and building material revolutions began in the late 19th century which created a tendency to separate from old styles of architecture and invent something completely functional and new. Therefore, modern architecture emerged, which is based on the developments caused by the industrial revolution. This kind of architecture occurred in the 19th century and spread in the first half of the 20th century. Modernism is an innovative architectural style that seeks appropriate solutions for the needs of its age, understanding the art and technology of building.

It is based on using new construction technologies and building materials (especially concrete, glass, and steel) of that period. The Eiffel Tower was a clear example of modern architecture, which includes all these new materials of concrete, metal, and glass. Rationalism is the first and most important characteristic of modern architecture. Simplicity in the design and implementation of form and facade is one of the most important principles of modern architecture. Modern architecture was highly modernized with a very powerful function. Simple design with creation and creativity in form and appearance was the priority of this style of architecture.

The turning point of the architectural movement was a great renaissance when the art of architecture changed its direction and content from classical to modern. Buildings like palaces and churches were not essential in modern architecture. Architects wanted an alternative to interior design by creating masterpieces using modern architectural materials that are both functional and eye-catching. All architectural styles that developed from 1910 to 1980 are considered "modern architectural movements". The pioneers and main architects of modern architecture are Frank Lloyd Wright, Statlich Bauhaus, Ludwig Mies van der Rohe, Walter Gropius, and Le Corbusier. Examples of modern architecture include the Insurance Building, the Seagram Building in the United States, and the Royal National Theater in England.

Postmodern architecture (1964 until now)

The beginning of 1929 was associated with the Great Depression, and a chain of criticism of modern architecture began and continued until the late 1970s. Postmodern architecture is an international architectural style that emerged in the 1960s as a reaction to the monotony of modern architecture. It was also developed in the 1970s and emphasized the architectural forms of antiquity

as aesthetic elements. Elders of the architecture world believe that postmodern architecture was created in the 1960s and was a reaction to the flaws in modern architecture. There were also defects such as very hard teachings, monotony, and the habit of ignoring the culture and civilization of the region.

This style of architecture changed all the dimensions and aspects in which the modern style was inflexible and lifeless, and was able to turn all these items into very flexible and more beautiful aspects. It is believed that this architectural style has humorous aspects. There is sometimes an escape from the classical architectural style in the post-modern architectural style, which has accepted many changes. Postmodernism uses design elements from different periods to relax the strict rules of modernism. It also reintroduces symbolic decorations into architecture. Venturi expanded and formalized this movement in his books for the first time. It was developed from the 1980s to the 1990s through the work of Scott Brown and Venturi, Philip Johnson, Charles Moore, and Michael Graves. This movement was divided into different styles such as high-tech, neo-futurism, and deconstruction in the late 1990s. We can mention the Vanna Venturi House, the AT&T Building, and the Guggenheim Museum as examples of postmodern architecture.

History of Iranian architecture

The evolutionary course of Iranian art, including architecture, dates back to historical events and the climatic nature of Iran. Undoubtedly, the cultures of conquerors who entered Iran have an important role in the architectural culture of this region. Customs, religious ceremonies, spirit and morals, thoughts and opinions of generations have a clear reflection in Iranian architecture, and this reflection is found both in huge buildings and small works.

Traditional Iranian architecture has temporarily been derailed by internal political conflicts or foreign invasion, it could maintain enough continuity to achieve an undeniable style. There is no worthless or unimportant building in Iranian architecture. Even the garden pavilions have beauty and dignity, and the smallest caravanserais are generally charming. Most Iranian buildings are transparent in expression and communication. Iranian architectural styles are divided based on pre-Islamic, post-Islamic, and modern Iranian architecture. Pre-Islamic styles are generally Iranian and Parthian styles, and post-Islamic architectural styles are divided into Khorasani style, Razi style, Azari style, and Isfahani style. Westerners use the names of Umayyad and Abbasid styles for Islamic styles. After these periods, contemporary architecture appeared that starts from the middle of the Qajar period and then the Pahlavi period and after the revolution of 1978.

The powerful forms of Islamic architecture were modified and developed in the post-Islam period. The capabilities of Iranian architecture advanced so much and consequently, beauty surpassed architecture. After then, the buildings became taller, more sensitive, more diverse, and more special than the buildings. Mosque buildings had priority in Iranian architecture after Islam. Mosques had to be built strong enough to last for years. Therefore, these buildings were the strongest in Islamic architecture.

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Iranians tried to keep their architectural heritage alive such as a musical arch, roof with small congresses, conical projections, large bricks, and oval arches. Some characteristics of Iranian architecture in the post-Islamic era were brickwork with different roles and sometimes plastering on bricks. In addition, the construction of various tombs, tomb towers, and special minarets began at that time.

Chrysler building

Today, one of the most beautiful skyscrapers is the Chrysler building, which is located in the Manhattan neighborhood of New York. Art decoration is an artistic movement that emerged in the 20th century. The term art deco is derived from the name of the International Exhibition of Modern Decorative and Industrial Arts (Exposition Internationale des Arts Décoratifs et Industriels Modernes) (Figure 1). This movement influenced architecture, interior decoration, ceramics, fashion, industrial design, and other arts.

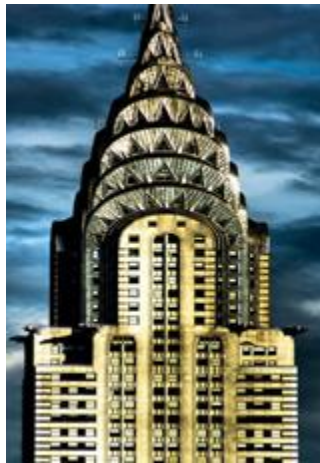


Figure 1: Front view of Chrysler architecture

Artists of this style were an unknown group until 1960. Art deco was first known as a movement in the aspect of modernism, which was influenced by the traditional arts of other countries such as African countries, Egypt or Mexico. The technologies of the time, such as radio and industrial machines also affected art deco. All these things were used in a form of Cubism, Futurism, and Fauvism.

Following these styles, art deco used various objects such as aluminum, Warsaw, lacquer, woodwork, shark, and zebra skin. Zigzag, step, sunburst motifs, and long arches were also used a lot in art deco. This style is rich and was created as a reaction to the shortages after the First World War. It was used in modern spaces such as cinemas, tall towers, and passenger ships due to its luxury. Generally, this style is largely influenced by the rapid industrialization of this period, but it also represents luxury, splendor, pluralism, and power in the social context. Art deco architecture was gradually abandoned due to relatively high costs after the Second World War in the West, which was due to the damages and financial losses in the war, but it continued in other countries.

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For example, it was recognized as a modern sign in India and continued until 1960. Art deco received much attention again in the 1980s, and it was used in jewelry and fashion advertisements concerning film noir and the glamor of the 1930s (Qabadian and Kiani, 2013).

The Chrysler Building is one of the buildings that developed the skyscraper industry. This building was considered the tallest building in the world for a short time (11 months) in 1930. It lost this nickname after the Empire State building was built in 1931.

This building is called Chrysler because between 1930 and 1950 this tower was the main center of the Chrysler automobile company. This domed tower is an urban symbol for New York, which is considered a masterpiece of the "Art Deco" style.

This masterpiece is full of freshness and energy and can be transferred by looking at it closely, from above or at a very far distance, or even in photos (especially the photo in which William Van Allen, the architect of the building, dressed as a model of the tower on Halloween night).

Art deco style in clothing design

Art deco is a luxurious and international style of decoration that spread widely in the fields of fashion, architecture, interior decoration, and industrial design around the years 1918 to 1939. This name was chosen based on the title of the 1925 World Exhibition in Paris (International Exhibition of Decorative and Industrial Arts). Bright and wavy colors are used in this style with a certain wide range of motifs, for example, flower and plant motifs, pictorial, and geometric motifs. It also created visual effects in clothes and interior decorations and brought them to mass production (Mohammadi, 2017).

Art deco style found many fans who referred to the past and followed the features of modern fashion and hope for the future. It was less noticed by the public after the Second World War. It became famous again in 1960 with the publication of a book by Bevis Hillier, and this name was also chosen in this period. This name is the abbreviation of Arts Décoratifs. The main features of this style are geometric shapes, zigzag lines, attractive paintings, relief motifs, nationalism, mythological concepts, and iconography (Talibpour, 2012).

The influence of Art Deco on clothing design and the world of fashion

After knowing about the art deco style, we should investigate its nature and role in the fashion industry. Since the beginning, art deco was considered a luxury and modern style with expensive tools and accessories and few people followed it. Therefore, the products designed and produced in this style were often expensive and very valuable. Art deco is an independent style, however, the forms in this style are very clear and similar to the modern style. In 1930, five years after being formed, the designs of these products and styles tended towards simplicity, but there were still violations in them. It was during these years that this style was very popular in Western Europe and the United States (Rouhizadeh, 2008).

In the following, we should know the axes of the art deco style formation to understand what it is and why it is popular among the world's famous clothing designers. One of the prominent axes in the art deco style was that women had greater freedom in modern society, and this style considered issues such as economic stability and technological advances. This style could overcome many frameworks and change the lifestyle of different people, especially women in the period when the human lifestyle tended towards modernity. This art rejected the beliefs that were from traditions and in this case, it seemed different (Tavakli, 2008).

Clothes with fewer folds and more comfortable designs were presented with the increasing presence and activity of women in society so that they can easily move around society and have a greater sense of freedom. In the decade between 1920 and 1930, women needed to have comfortable clothes due to more freedoms being given to them, for example, increasing their employment, getting a certificate, and exercising in public places. Art deco style shined in this period and perfectly answered these needs (Pope, 2008).

Features of Art Deco style in clothing design

When designing clothes of this style, it is important to remember that the silhouettes are simple, and cylindrical are the most common models in this style. Hourglass silhouettes and examples in which a person does not feel comfortable are less used in this style (Afshar, 2016). There is more freedom of action in this style and the design of the skirts does not emphasize the length of the skirts, which was very a disruptive point in this period. One design of this style in the period was shirts and skirts with more freedom for women and flapper style skirts, which is a kind of dance (Zaka, 1964). Dresses with flapper style are features such as men's forms, short dresses, head-shaped hats, and geometric and classic designs, which are matched with beads and stockings.

Fabrics with excellent and first-class texture are used in this style, and the fabrics are usually expensive. The simplicity of the clothes makes the texture of the fabrics visible and the clothes more beautiful. (Safarian, 2016). This style also introduced sleeveless dresses, which were well welcomed, and accessories and jewelry were used to decorate the hands and arms. In addition, the art deco style entered to jewelry industry due to the fashion of short hair that attracted people to wear earrings with a special design. Designers who pioneered and expanded this style of art include John Lanvin, Jean Paquin, and Paul Poyert. Coco Chanel was one of the most influential pioneers, who supported the art deco style and helped popularize it by designing clothes in this style.

Art Deco in the world of fashion

This style has been resistant to the passage of time which is one of the amazing facts about the art deco movement. This style is still attractive as it was in 1925. The designs of the art deco period were very influential on art and architecture, which should be even followed now. Even today, jewelry made in the modern style is very popular and valuable. Art deco jewelry is among the most

well-known and the best like diamond and platinum bracelets worth tens of thousands of dollars to beautiful bakelite bracelets worn at parties (Riazi, 2002).

Some factors were the main axes of the formation of the art deco movement such as the greater freedom of women in society, a stable and successful economy, and key advances in technology. The emergence of the art deco movement brought fundamental changes in the lifestyle of people, especially women, which moved the life of the general public towards modernity, progress, and luxury. Art deco was a movement against rigid traditions. The women wanted to wear more comfortable clothes because they had found the right to vote and their presence in society became more prominent. They were also freed from jeopardy, corsets, and a large amount of hedging cloth. In the 1920s and 1930s, women of all classes of life could get a driver's license and exercise in public places. Employment among women increased and they found similar jobs to men, which made them able to wear comfortable and light clothes like them (Gardner, 2006).

Art deco style emphasizes the simplicity of silhouettes and unlike the Victorian era with hourglass silhouettes, cylindrical silhouettes are the most widely used in this period. There was no need for women to wear long shirts and skirts, and even short skirts with flapper style (taken from a type of dance) became also a fashion in this period. Flapper fashion was one of the most popular styles of this period, which includes masculine forms, simplicity, short dresses, tight hats and head molds, geometric designs, and classic patterns with beading and stockings (Farzaneh, 2021).

Colors are perhaps the most important elements of this style, which are often bold. Art deco style divides the colors into several groups, bright and shiny colors such as canary yellow, emerald green, peacock blue, royal purple, and bright red, the other group is metallic colors such as silver, gold, and shiny coal. Cream, beige, and brown from the group of neutral colors are also widely used in this style, and the last group is black and white, which are used a lot in the classic works of Coco Chanel (Gardner, 2006).

art deco style has a wide range of colors. It means that the color range from red to yellow, orange and purple, green, and blue can be well combined with silver, black, and chrome colors. On the other hand, the special art deco color palette includes black and white colors with a special shine and evokes the main feature of the art deco style. Based on the personal taste and approach of each person, there is a different amount of using common art deco colors and elements in decoration.

Theoretical principles of women's clothing design in Iran

It is worth noting that the design of Iranian clothing is the same for men and women in many ways and only differs in terms of size and some decorations. The clothes of Iranians, both men, and women have always contained various motifs and colors, and various types of weaves have been used to sew clothes. Therefore, in the basic principles of women's clothing design, it should pay attention to the subtle points that create differences and distinctions between men's and

women's clothing. According to the Iranian-Islamic pattern, the defining characteristics of the principles of designing women's clothes can be explained as follows:

Characteristics of the appearance of women's clothes in Iran:

The first appearance characteristic of Iranian clothing is its coverage for two reasons: first, it includes minimal nakedness of the limbs to cover all body parts except the hands and face. Second, it covers nudity and the body is not exposed and hides the physical form of the organs. Here, the reason is clear for not using corsets and body-shaping tools such as Apple types in Iranian clothing. In any case, women's clothes are usually more covered than men's, therefore, the word "dressed" refers to women. Shame, prudence, and politeness in Iranian culture command that the nakedness of the body should be completely covered. In addition, prudency has a direct and close relationship with covering the body, especially for women. This principle has been observed with extreme sensitivity in all historical periods of Iran.

Another characteristic of Iranian clothing is the symmetry of its lines and cuts which means the sides of the dress are symmetry. This symmetry is seen in all artistic fields of Iran, including architecture. In a few cases, such as the Parthian and Sasanian women's veils, asymmetry is observed in appearance, and the veil is fastened on one side of the shoulder. However, it should be noted that the basis of these veils is symmetry. It takes only such a form when it is closed to prevent the possible opening of the veils and also to give it a shape.

Belting is one of the significant indicators in Iranian clothing. The belt is a line that defines the boundary between the upper and lower worlds in the human body as a microcosm. Due to the existence of the heart and head, the upper part of the body is more important. In this way, it can justify the necessity of covering the lower half of the body with the skirt of the dress because both the Exaltation of Mizratash and Islamic sources emphasized the necessity of covering the private parts. In addition, belting is the concept of being ready to serve that has had a continuous and special role in Iranian culture. In this case, the daily use of shawls tied around the waist should not be neglected.

In any period, the diversity of head coverings is significant compared to other types of clothing. The head cover can also be examined from different angles. In addition to the symbolic use of the headscarf, women used it to protect their heads from pollution. A part of the culture of covering the head is related to the rulings of the Islamic religion about hijab, and another part involves symbolic concepts, such as showing submission and belonging to a family or social group. Headgear also had an aesthetic function and usually, scarves, hats, and all kinds of scarves were made from the finest fabrics and decorated with precious decorations. The importance of the head can not be neglected because it is considered the king of the body, therefore, there has been more value and respect for it than for other parts of the body.

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On the one hand, the wide skirt of the dress makes it easier to sit down and cover the legs while sitting because in Iranian culture it was impolite to show the legs, especially while sitting. The skirt of women's clothes is usually wider than the skirt of men's clothes. The women have consequently more comfort when socializing or sitting. There is also a rhombus-shaped gap in the armpit of the clothes in the left *arkhaliqs* or *kolijes*. This gap is significant because it enables hand movement and also blows air under the clothes. In addition, different pieces of clothing on top of each other cause the accumulation of small pieces of clothing under the armpits. As a result, it causes a tear in the clothing fabric or wrinkles.

Wedding dress

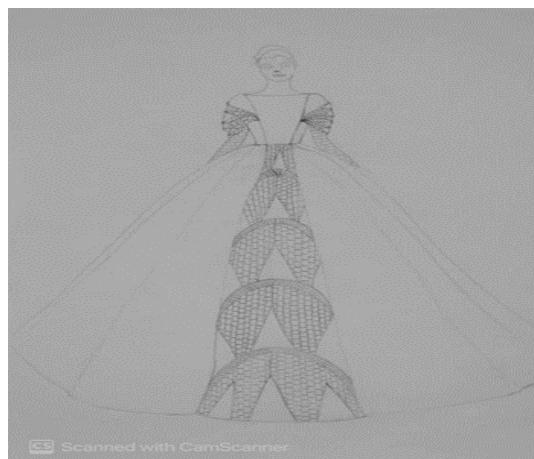
A wedding dress is a dress that the bride wears at the wedding party or at the wedding table. The color and style of the wedding dress depending on the ethnic culture and customs. The custom of wearing a white wedding dress goes back to England during the era of Queen Victoria. In some countries, the white color has spread, but Indian, Chinese, Vietnamese, and Japanese artists still use their national colors for their wedding dresses.

Research method

The current research is applied in terms of purpose and descriptive-analytical with the help of library resources in terms of method.

Findings

The research results were summarized from scientific, practical investigations and the presentation of artistic designs, and the research is done based on these results and summaries.



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Conclusion

Clothing and fashion have been important to people of all ages and people tried to look unique and well-dressed in terms of clothing. Based on the ideas and creativity of clothing designers, various styles and techniques were formed in clothing design, which led to special designs. This art style mostly influenced architecture, interior decoration, interior decoration, furniture design, industrial design, and jewelry making. One of its distinctive features is using industrial materials such as metal, concrete, glass, ceramic, plastic, composite materials, and animal skin. The following are some of the most used words in the definition of art deco style: Valuable, expensive, heavy, magnificent, shiny, special, rare, simple but precious, unique, and luxurious.

The analysis of the art deco Chrysler building architecture presents a modern collection of formal clothing based on Iranian beliefs, values, and myths, pays attention to the functions of clothing in preserving and identifying the Iranian-Islamic lifestyle in Iranian culture, and designs clothing based on respect for privacy and pudency. The beauty of Iranian clothing is shown by showing the design and patterns of fabrics and clothes. This clothes collection has been designed and selected by analyzing the different motifs of the Chrysler building in art deco style based on elements such as beauty, utility, and the ability to create privacy for the wearer.

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