The Role of Technology in Enhancing Place Attachment in Public Place

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Abstract. Place attachment fulfills people’s emotional, social and environmental needs as cultural beings. It creates distinctive places that reveal the locality of the place, the political and economic reality of the society and interactive places. It enhances urban perceptual factors such as sounds and smells and visual pleasure. It adapts to the factors of time and the spirit of the times and keeping place with advanced technology. Finally, the legibility through Information (cues, messages, Signals) achieve the interaction of public place, environment quality, safety and security. This research aims to find the role of technology in increasing the sense of place in public places, and how the dynamic of technology can lead to place attachment and. It presents technology as an interactive dimension in public place,. By developing a theoretical framework for the vocabulary of attachment to place (the formal, conceptual and symbolic components of place), the human experience, interaction and the relationship of technology (function, program and design) by strengthening the interactive process between place and technology at the level of urban space, and the approach of analyzing urban projects that achieved connection with place was adopted by attracting the local and global community to apply these vocabulary and enhance research through it and show that technology represents the interactive dimension in public places by achieving human needs and achieving a diverse urban environment through (form and function) by applying new and developed programs. This does not reduce the attachment to the place, but rather enhances the feeling of interaction and physical and spiritual attachment.

Keyword. Place attachment, Technology knowledge, Sense of place, Experiment in public place.

1. Introduction
The study of human behavior in its environmental context refers to the place where the human lives and responds to various stimuli. These responses differ according to the place surrounding.. The common factor between these responses agrees that humans and the nature represented by the place have established a mutual interactive relationship between them. Urban planning scholars have shifted from theoretical treatments of man’s relationship with place to applied approaches. The overlap between human goals and his lofty goals in life is determined by the factors of the place and our perception of the interactive relationship of human behavior with the place it contains. Environmental perception and attachment to place can be examined by focusing on people and how they perceive and add meaning to urban places. Real places of people sense their connection, whether mentally or emotionally. Although
urban design is a process that creates and recreates places, people are the ones who create places and give them the meaning of originality. In fact people do not care about a place if it is authentic unless a sense of connection and belonging to the place and a feeling of it.

2. Place and place attachment

2.1. Place and human experience

Merleau-Ponty's concept of anthropological space, as opposed to geometric space, is one of the first philosophical concepts. Anthropological space is irreducible to physicality and transcends its structural dimensions to encompass human activity as constituent of the identity of the space itself. Merleau-Ponty (1945) claims that the context which includes (the user, cultural artefacts, physical infrastructure, space, technology, computers, displays and motion sensors) is the social and cultural context in which the body, cognition, and language are always placed, [1]. Relph (1976) points out that physical settings, human activities, and place meanings are the three fundamental components of a place, [2]. Canter (1977) provides a similar model, in which the meaning of a place is defined by the interaction among actions, conceptions and physical attributes, [1]. (Relph 1976, [1]). If places are to be more quite understood, one needs a language by which we can identify place experiences in terms of the power of meaning and objective that a person and place hold for each other. For Relph, the base of this lived power is identity with place, which he defines through the degree of attachment, participation, and the interest that a person or group has for a particular place. A place is an appropriation of experiences, while space is the four walls surrounding us. McCullough (2004) indicates that a place is not the element of structure, rather it’s the place where people interact with their environment. The quality of space describes the experiences memories. [1] Tuan points out that humans are the ones who create the place and make it through their experiences. Thus he shows the spiritual and material dimensions of the places he expresses the physical dimension (materials, structures and activities) and the spiritual dimensions (person are feeling and emotion and knowledge, social interaction and coordination, and cultural dimensions (the conventions and identity of a place). [3] The experience is shaped by the dynamic interconnections among these dimension(Fig1).

![Figure 1. Dimensions of place (3).](image)

2.1.1. Place attachment. Public place in urban design. Public spaces includes different types of spaces such as streets, sidewalks, plazas, parks, playgrounds, city halls, city square, commercial centers, community centers, markets, shopping precincts, beaches, neighborhood spaces in residential areas and other forms of gathering places. In this research “public place” is identified as a physical place where people spend time in the active or passive socialization with other people or conduct particular activities. Researches on urban design and place quality have focused upon the importance of physical structure in creating sense of place. However, the attachment to place has been revealed as a component that gives the meaning of place and its identity, [4].
2.1.2. Phenomenological meaning of place. Physical places can be located both in a physical and in a mental sense in place. They have distinct forms and strong characters that guarantee their identity. The public place is the social mission function is interested, urban public spaces (streets, plaza, town square, shopping mall, public garden, etc.) interconnect areas with different social environment as town squares gather different social groups and activities at one place. Place can be defined as any environmental locus through which individual or group actions, experiences, intentions, and meanings are drawn together spatially [6]. In Lynne’s study 2014, [7] which is related to place attachment, a place can range in scale from a furniture or some other environmental form (room, building, neighborhood, city, landscape, or region) (Creswell, 2004; ) [8]. Phenomena studies the place as a phenomenon related to the human self and the place where the place knows that physical environment associated with the human being, his experiences and knowledge, and it determines the attachment with him through describing its quality, determining the place, experiences of the place and the meanings of the place[7], place “is at once the limit and the condition of all that exists... To be is to be in place”. That is, human connections to place are not a coincidence or a remnant of feelings of attachment to the past. (Malpas, 1999, [9]). The human being must present in place; it is in an innate process. Attaching with the place takes sense, meaning and significance of its own.[9].

The main aim of placemaking is to inspire a sense of place. It is attached with the perceptions that people have through experiment of a place, sense of place. Researches have adapted concepts of identity and attachment of places. [10], Stedman (2003) explained that the sense of place can be measured through quantitative concepts and the attachment of place is one of them. Place attachment definition includes the point where the form, function and meaning are attached in the people experience of place. Stedman (2003) the framing attachment as a fleeting or superficial connection to place or as an authentic, even existential, sense of "rootedness," such work has pointed to its phenomenological significance. Relph’s, [11] classic dictum indicates that to be human in a place "is to live in a world that is filled with significant places: to be human is to have and know your place" [12]. Place attachments are emotional bonds that form between people and their physical surroundings. These connections are powerful aspects of human life that inform our sense of identity, create meaning in our lives, facilitate community and influence action, [7].

2.2. Knowledge and place attachment
Relph (1976) and Shamai (1991) suggest, the lived connection with place can range from no relationship at all to minimal cognitive knowledge to a sense of limited belonging to growing attachment and identification through deepening involvement and even personal and group sacrifice for place[10] (Seamon, 2008). The triads of identity, interaction, and realization indicate that people, geographical ensemble, and genius loci found a wide spectrum of reciprocal actions. Each of the three triads can unfold at a range of intensities to sustaintrong place attachment and identity (people, ilocal environment, and spirit of place):

- Place interaction refers to the daily events and activities which the daily user, including behaviors and regular events, the place will gain activity through it and a sense of place, so the place will be envolved in the daily interaction.
- Place identity: refers to the human beings attachment to the place, his recognition that its part of it, and the granting its characrer. Through the meanings, symbols and connotation, places are understood and perceived by society.
- Place realization: it refers to the place structure (a landscape, building or furnishings...), activities and meanings. A place is perceived and appreciated through its characteristics and intensified in place uniqueness (character object), [7].
The three triads—interaction, identity, and order—relate more to the “being” of place—i.e., to the power of lived geography and environment to sustain a unique place (realization) and to afford a world of taken-for-granted actions and situations (interaction) as well as meanings and attachments (identity) (Fig 2.). On the other hand, the three other place triads—creation, intensification, and release—relate more to the “becoming” of place—in other words, ways by which human engagement (creation), well-conceived environments (intensification), and a citizenship of belonging (release) can make a place better; or, happening badly or inappropriately, make a place worse[11]. Ardoin (2009) argues that attachment to a place is a set of psychological relationships that raise people with a group of places with social and environmental characteristics by maintaining the level of the local community and participating in local activities, resulting in a sense of responsibility towards the place and thus attachment to it. The place and the continuity of cultural and natural history promote social interaction in order to preserve the physical and social characteristics that enhance the place and that cultural activity is a form of interacting and that the character of the place is strengthened through the physical environment through natural and cultural ecological diversity.[12]

**Figure 2. Three triads of place attachment (researcher).**

2.3. Dimensions and types Place attachment

Attachment to place is a relationship between a person and his place that arises naturally and is developed over time to become behavioral, emotional and cognitive bonds between them. These bonds form a framework for the identity of the place and have stable and dynamic features. (Brown & Perkins, 1992, p. 284) The human’s knowledge of the place is carried out through the material elements and the distinctive activities (such as the presence of historical buildings in public places) as functional bonds. As for the meanings, social and cultural relations, and the evocation of memories are emotional bonds that contribute to a sense of belonging and intensifying the identity of the place. There are two types of attachment-functional and emotional:[4].

- The functional significance of the places can be linked to the importance of the places in satisfying individual’s goals and needs as well as providing conditions that support the desired activities.
- The emotional attachment is that when a person attached with place through elements and activities, emotional bonds are generated by evoking memories, generating meanings, and promoting belonging.

Scannell and Gifford (2010) offered the most inclusive model of Place Attachment by dimensions of Place Attachment:

1- The person dimension of place attachment refers to its determined meanings, affective, cognitive, and behavioral components of attachment.

2- The place dimension including spatial level, specificity, and the significant of social or physical elements (built and natural). [7]
The present research adopted the concept of attachment to place identifying the functional links (elements and activities). They develop emotional bonds through meanings and social relationships that achieve a sense of the importance of those bonds in our daily life that a place continued to be attached and felt significant. Place attachments are emotional bonds that form between people and their physical surroundings. These connections are a powerful aspect of human life that inform our sense of identity, create meaning in our lives, facilitate community and influence action. Attachment of place describes the cognitive, affective, and evaluative bonds that people develop with social and environmental society through a variety of mechanisms. Place attachment has been introduced as an effective indication, which engage various elements to provide distinguishable uniqueness of a local site and increase the bond between places and people. The vocabularies of place attachment that the present research adopted are creation, intensification and release. It aims to examine the role of technology in affecting the social life and bonds that people develop with social and environmental society.

3. Technology and construction

3.1. Technology in place
The word technology in its origin is derived from the Greek and its first syllable (techno) means a group of styles and arts, and the second (logy) means logic, dialogue and science. Martin Heidegger critical on “modern” technology. Heidegger defines technology as a means and a human efficacy [13]; he refer to the difference between the instrument and essential of technology. He presents the concept of technology through the causal theory of Aristotle; the four causes are (Fig. 3).

– The materials cause, the thing that came outthe.
– The causa formalis, the form, the shape into which the material enters.
– The causa finalis, the end, determined as to its shape and matter.
– The causa efficiens, which brings about the effect that is the finished A means is all that is achieved by a specific purpose and finding a way out of a difficulty, and everything that has an effect on the result is the cause, and the ends are the ones that define the means, and wherever the means are found, the cause is found.

Figure 3. Heidegger’s concept of technology (source: researcher).

Traditional thought defines technology as instruments (computer, radio ...). As for materialists, they identify it as objects that are not subject to social competition. Positivists define it as the social application of science. As for Heidegger’s philosophy, technology is a call to nature and the output of energy when needed. Society commensurate with the specificity of society and morals, as in the moral
discourse of sustainability [14]. He considered it a mechanism for storing energy and discharging it when needed, because it is a call to nature to bring out the energy and power within it. Heidegger stresses the need to understand the true essence of technology that can be dealt with as art, knowledge and thought. Securing the various ends by means that achieve social goals. The sociologists Donald and Judith have argued that the construction of technology has three qualities (human knowledge, patterns of human activities, and physical objects) [15] (Fig.4).

3.2. Technology construction
The speed with which technology moves in its transformative processes in urban design needs a driving force. This needs emanates from the system of architecture (material and spiritual) (intellectual and formal). This force in its initial stage is represented by the circumstances and the environment around which the person revolves all directions. This circumstance may be natural or man-made. The person’s own thought is born, generating basic and secondary needs. These needs drive the latent and form a focus from which technology derives its power to affect architecture and space. The role of technology as a joint in place and its architecture is limited to transforming the latent into the apparent by working on the substance of the phenomenon represented by the system (thought, matter and form). The transformation into existence requires:

- The presence of a need as a perceived necessity.
- Knowledge and methods of dealing with technology (knowledge, skill of creation, and materials).
  The judgment about the failure and success of the technology is related to the performance of the product and its used function; it is related to two main points:
  - Functional style.
  - The users and their conditions.

Place as a human phenomenon is linked to subjective and objective matters through which the existence and existence of man is achieved. The functions are varied and complex. Knowledge of the type of the user and his social, cultural and civilizational conditions determine the development of technology used in (function, program and design) enhancing the place attachment.
4. Theoretical framework

4.1. Studies that put emphasis on the role of technology in forming place attachment

The research aims to build the conceptual theoretical model on attachment to place and the role of technology in achieving it in public places by reviewing and discussing a series of special studies that clarify the concept of attachment to place (functional and emotional). Also, it focuses on the concept of technology for the continued interaction with the place. The study adopted Heidegger’s concept of technology since it fulfils the human needs in a continuous way to discover nature and treat it in a way that meets the goals. Heidegger’s concept includes three characteristics: human knowledge, human activities, and physical set., and to achieve their impact on society and the impact of technology changes on the place attachment and the continuity of interaction with the place environmentally and culturally.

4.1.1. Study (Shuhana Shamsuddina, Norsidah Ujang) (Making places: The role of attachment in creating the sense of place for traditional streets in Malaysia). The elements of the place and activities affect the users’ perception of the places. While the functional, emotional and the social meanings evolve by the elements is found to be the profound reasons that a place continued to be attached and felt significant. The user’s imageability through elements of place and activities is significant (e.g. historical buildings identification of recognisable and the presence of public open spaces). However, the memory and personal meanings from one hand and the social and cultural relationship from the other represent an emotional attachment to the places. Thus there are two types of attachments: functional and emotional. The functional significance of the places can be linked to the importance of the places in satisfying individual’s goals and needs as well as providing conditions that support the desired activities. Emotional bonds through meanings and social relationships achieve a sense of the importance of those bonds in our daily life as the place continue to be attached and felt significant. This is described through the emotional response, feeling of belonging and the sense of engagement, which are expressed by the users. The results of the study indicate that the attachment to the place is important to achieve the character of the place. It is affected by the social and psychological dimensions reflected by the physical elements to achieve the attachment with its two types of functional through activities that fulfill the human need and the second emotional one that arises from the meanings of the place, perception of urban image and the physical characteristics (ease of access, permeability, clarity, direction, etc. Evidence, monument, and harmony between the old and the new in the building façades) (Table 1). It is evident from the study that the connection to the place is related to the activities, meanings, and psychological and social conditions that generate perceptions and perception. The continuity of social and cultural values arises in connection with the place and thus determines the character of the place at the collective level through the homogeneity of society and common meanings.

4.1.2. Matthew’s study 2014 (Interation place making: creativity and user experience at urban installations. The study refers to the experience of people in urban places., the Cues Within spatial formations, people look for contextual cues to understand a structure and develop user aims. These cues can be spatial (where formations are located) or experiential (how the formations are situated within a particular location). There are three phases to place attachment [1]: (Fig.5):

1- Perception indicates the users’ perception of the place through an understanding of the physical and social environment and meeting the daily needs of the desire to return to the place repeatedly.

2- Interaction indicates the participation in events and moving from perceived to participant and interacting with the place or people.

3- It is the creative connection that changes the behavior of individuals and creates an interactive system that depends on the environmental and social system, the technological context, and the level of information, messages and cues. [1] Attachment is not always automatic as it depends
on the social ecosystem, technological context, and the level of information encoded into the installation.

Table 1. Component of place [5].

| Components of place | accessibility | Location |
|---------------------|---------------|-----------|
|                     |               | Access    |
|                     |               | Layout    |
| PHYSICAL ELEMENT    |               | Legibility |
|                     |               | View      |
|                     |               | Signage/landmark/Nodes |
|                     |               | Landscape feature/Greener/Tree |
|                     |               | Tree      |
|                     |               | Building and Elevation |
|                     |               | Vitality   |
|                     |               | Liveliness |
|                     |               | Street activity |
| ACTIVITIES          |               | Diversity  |
|                     |               | People watching Entertainment |
|                     |               | Products/Services |
|                     |               | Choice     |
|                     |               | Mix activities |
|                     |               | Legibility |
|                     |               | Image      |
|                     |               | Popularity |
|                     |               | Distinctiveness |
|                     |               | Public open spaces |
|                     |               | Distinction |
|                     |               | Uniqueness |
| IMAGE               |               | Comfort    |
|                     |               | Traditional |
|                     |               | Resting spaces |
|                     |               | Convenience |
|                     |               | Environment quality |
|                     |               | Safety/Security |
|                     |               | Surveillance |
|                     |               | Pedestrian |

Figure 5. Phases to human to reach place attachment (researchers).

The transition from perception to interaction is the most difficult step for people given that they are related to formations in urban contexts, and organizational structures. Facilities can aid in the transition between phases to reach the attachment stage, especially if the space convinces users to move from one area to the other [1]. The study refers to design the users’ experience with technology to help them understand contextual information and change it to applicable information. Environmental context includes cues, signals, and messages [1] Cues are formations located can be spatial. Messages:ers interpret messages to
supplement their form (ignage or pictorial instructions). Signals are social signifiers, form of manipulation the effects of a system. With regards to the role of technology to transition from level to other, the user should understand information of the environment context (cues, messages, signe) and type of place by physical elements (fixed, dynamic, or interactive dynamic).

4.1.3. Steven’s Study, A Moor (place, technology, nonmodern theses). The study defined place attachment as the emotional bonds between people and a particular place or environment [7]. Concerning the concept of place as a dynamic process that links humans and nonhumans in space at a variety of scales, we might get beyond the opposition between those who understand the concept as a set of objective structures and those who understand it as a set of romantic myths tied to subjective experience. A dynamic process to the concept of place that links subjective experience (emotional myth) and objective structure in space at a variety of scales. The study criticize the moderns and post modern movements that deal with the values of technology and place. Postmodernists embrace the idea of enhancing the value place and devalue technology. Moor pointed out that there is a dynamic relation between place and technology. Social places are produced by acting of nature technology. Every society produces a certain type of places and the different characteristics of places are technical issue more than aesthetic these practices are spatial, which is the essence of the dialogue relationship between place and technology. Its dialogue between cause and effect linked to the culture knowledge as places are formed by the technology formed through them. The study explained that technology has spatial characteristics related to human knowledge. Activities are defined by physical elements, which are the most obvious and at the same time useless without the knowledge and practices that it uses. So the technological network refers to the social network that builds up a relationship between human knowledge activities and set of elements.

4.1.4. The study (Guy & Farmer -2001) (Reinterpreting Sustainable Architecture: The Place of Technology). (Guy & Farmer -2001) seek the relations between various technical design strategies and competing conceptions of social and environmental placemaking. They discussed the conceptual challenges of what we call “green building” which can be defines as the development of sustainable architecture through a constructivist social perspective. [16] As it is not limited to being related to an environmental problem that seeks to find technical solutions to it, it is a social product to build concepts of space, place and the environment. It is evident from the foregoing study that the a sustainable architecture is achieved by following a set of designing logical and technological strategies in emphasizing the importance of the concept of environmental space and its role in achieving the concept of sustainable design and developing its strategies. Sustainable design is employed as a strategy to deal with the environmental system, in addition to investing in the orientation of organic technology and the possibilities it offers of metaphorical expression of social, sensory and aesthetic values, and in a way that reflects the interest in the production of new forms with environmental tasks, and the link between cultural and environmental values by emphasizing local values and the spirit of place and modal response to climate. The research adopted this logic that related with the aim of research is looking for how the social sustain in digital architecture [16] Table 2.

1- Buildings and the Global Place. The logic of adopting the rational scientific approach and objective analysis were expressed in terms of environmental modernization which include the ability to overcome the environmental crisis without moving away from the trends of modernization and globalization.
2- Buildings and the Place of Nature. (The Eco-Centric Logic). This logic is founded on a need for a radical reconfiguration of values.
3- Buildings and the New Age Place. This logic enhances social values and it is a creative expression by creating a new identity that focuses on creativity and imagination in addition to the romantic
view of nature and interest in allegorical and iconic expression to social values reach a new language through new technologies, advanced structural engineering and automated production of materials to create new forms that are reinforced by modern architectural movements and the generation of environmental goals. [17]

4- Buildings and the Authentic Place. This logic focuses on a fundamental reorientation of values to be attached to the connection of environmental and cultural values. The sense of identity develops from within nature, in addition to the concern for the continuity of meaning and heritage with the development of environmental awareness, emphasizing the importance of compatibility with cultural values, the specificity of the place and local materials, and an appropriate formal response to the climate.

5- Buildings and the Community Place. This logic focuses on caring for society and its development by focusing on the common needs and goals. Thus, the principle of the social environment is a translation of unity in diversity. Richness principle is translated by creating interactive, participatory spaces that serve the needs of the local community using recycling techniques and renewable materials and local materials.

Table 2. The place of technology in sustainable architecture [18]

| Organ-tech | Objective analysis and a rational scientific method |
| Organ-tech | Social value |
| Eco Logic | Emphasis on place and genius loci |
| Eco Logic | Appropriate formal response to climatic and microclimatic condition |
| Learning to “attached” through buildings adapted to local and bioregional physical and cultural characteristics |

5. Theoretical framework (researcher)

The study extracted some indicators to demonstrate the role of technology in enhancing attachment to place as shown in Table 3:

Table 3. The main and second indicators of the research (researcher).

| Main indicators | Second indicators |
|-----------------|-------------------|
| Creation        | Mix Supporting social activities that achieve social interaction (walking, leisure and sitting). |
| Creation        | Achieving community participation. |
| Creation        | Promote space vitality. |
| Creation        | Spatial interactive events and community participation to enhance the relationship between the individual and society in a socially coherent manner. |
| Intensification | Nature (landscape green building and natural material) |
| Intensification | Social (unity in diversity flexible, and participatory buildings, renewable natural, recycled, and wherever possible, local materials) |
| Intensification | Culture (traditional element, new value element, formal and moral metaphor). |
| Release         | Legibility through Information (cues, messages, and signals) |
| Release         | Interaction public place. |
| Release         | Environment quality |
| Release         | Safety/ Security. |
6. Practical framework
According to the framework of the research urban projects (public spaces) were selected to get place attachment through technology.

6.1. Bernard Tschumi (The Park de la Villette, Paris, 1982)

The Park de la Villette is one of the biggest parks in Paris. Urban effects of all periods of remained history on the site and its surroundings including a variety of channels, streets, highways, railway lines and remain structures and buildings (the Grand Halle and suites accompanying and converted slaughterhouse construction 1960). The aim of project: it is an urban development into an urban park experience (activities and the program) social, culture and economic. The speed with which technology moves in its transformative processes in urban design needs a driving force for it, and this emanates from the system of architecture (material and spiritual) (intellectual and formal). This force in its initial stages is represented by the circumstances and the environment around which the person revolves and in all directions this circumstance may be naturally or man-made, so that his own thought is born, and the thought in turn generates basic and secondary needs. These needs drive the latent and form a focus from which technology derives its power to affect architecture and space. The role of technology as a joint in place and its architecture is limited to transforming the latent into the apparent by working on the substance of the phenomenon represented by the system (thought, matter and form). This transformation into existence requires: The presence of a need as a perceived necessity. Knowledge in dealing with matter and methods of dealing;

- That is, technology (knowledge, skill of creation, and materials). The judgment about the failure and success of the technology is related to the performance of the product and its used function, and it is related to two main points [19-20]:
  - Functional style.
  - The users and their conditions Place as a human phenomenon linked to subjective and objective matters through which the existence and existence of man is achieved. Since the functions are varied and complex.

Knowledge of the type of user and his social, cultural and civilizational conditions will determine the development of technology used in function, program and design. The garden city would include places for sports exhibitions, clubs, workshops, schools, and even housing was designed to be the core of activity, shows and experimentation, and many structure on the site were to be keep, the two largest to be renovated as a music city and museum of science and technology. Tschumi’s main concept is that architecture has social and political effects and that the ideal space of political infringement places at the scale of the user, or of the structure in space. The design relied on fragmentation and deconstruction in several levels (structure and activity). The fragmentation of the body is found basically within three distinct levels:

1- Geometric: the separation of surfaces lines and points (Fig.6),
2- Program: the liberation between the relation of form and function.
3- Semantic: the follies in La Villette act as the cinematic promenade. They create a sequence controlled visual fields which allude to the notion the breakdown of connection between signified and signifier.

The viewer can still be set apart from the crowd (and have a unique bodily experience) while still maintaining visual connectivity and having a global bodily experience at the same time, the research analyzing the role of technology attachment places Table 4.
6.2. Parkview green in China (Winston Shu) 2013
General description of Parkview Green Mall, Fig. 7: It is with a commercial center that includes four main functions shopping center, administrative offices, hotels and gallery. The building consists of four internal blocks surrounded by a huge pyramid envelope. This was achieved by designing a building that fulfills the needs of users through:

1- Investing a specific area with multiple functions.
2- The design follows human behavior.
3- Attracting the client through design strategies the successful linking of each job, and preserving privacy in private parts through internal divisions And the creation of semi-outdoor public spaces represented by the basement, an attempt to make the larger spaces open to the public.

The designer wanted to simulate the traditional Chinese environment (shopping cities, and parks) in terms of (high density, versatility, and diversity of views) to attract users and adapt the uses to fulfill the needs, and intentionally place various and heritage sculptures in the interior spaces and may be used for the flow of incoming air inside and the use of bright colors in the building With sculptures and architectural elements such as the inner bridge to create different scenery and create places to take pictures to reduce the shopping pressure that users feel in China and give them an opportunity to rest, the research analyzing the role of technology attachment places (Parkview Green) Table 5.
Table 4. The role of technology attachment places (Park de la villette) (researchers)

| Main indicators | Second indicators |
|----------------|-------------------|
| Creation       | Support activities that achieve social activation of factor of interaction (walking, sitting, playing). Imagination and invention can contribute to improving the dynamic, negative and positive condition of urban and political life. |
|                | Various cultural events reflect intellectual values that support cultural diversity. |
|                | Easy access, openness to the city, and the idea of structure that clarity of the main entrances to the park formed the red structure in the park while still maintaining visual connectivity with continuous sequence. |
|                | Emphasis on heading to the horizontal axes and achieving fun and surprising curved paths to achieve visual pleasure. |
|                | Seek to create a totally new place, sequence unrelated to the old use of the area. |
|                | Through new paths and the creation of objects called floies, the architect creates a new dynamic, with no connection with the historical past, providing a new living and attentive landscape. |
|                | Is a suitable example of a place between concepts and practices of organizing space and quality of technology design. |
|                | Nowadays, it is the park with its instability that has become a political and moral model. |
|                | Various cultural events reflect intellectual values. |
|                | Inspire an experience series of sequenced scenes to create its overall effect on the scenes and still maintaining visual connectivity with continuous sequence. |
|                | Fulfillment of the function of dictating leftover spaces (flexibility) and adapting to changes for extent. |
|                | Linguistic symbolic metaphors to achieve meaning related to spatial personality. |
|                | Achieve weirdness by combining unusual elements and events. |
|                | Achieve surprise or change to attract visitors locally and internationally. |
| Intensification| Realizing a new identity by simulating familiar elements with variable frequency and distinctive events. |
|                | Various cultural events reflect intellectual values that support cultural diversity. |
| Release        | Inspire an experience series of sequenced scenes to create its overall effect on the scenes and still maintaining visual connectivity with continuous sequence. |
|                | Fulfillment of the function of dictating leftover spaces (flexibility) and adapting to changes for extent. |
|                | Linguistic symbolic metaphors to achieve meaning related to spatial personality. |
|                | Achieve weirdness by combining unusual elements and events. |
|                | Achieve surprise or change to attract visitors locally and internationally. |
Figure 7. Details of Parkview Green Mall.

Table 5. The role of technology attachment places (Parkview Green) (researcher).

| Main indicators | Second indicators |
|-----------------|-------------------|
| Creation activities | Multifunctional building (a shopping mall, office building, hotel, and art gallery). |
|                  | The scale is larger as compared to the surrounding buildings. |
|                  | Creating spaces of interaction and participatory societies by attracting young people and local artists, and community cohesion through diversity of activities and participation. |
| Intensification Physical elements | The building consists of four internal blocks surrounded by a hierarchical glass structure. |
|                  | Reliance on ventilation, natural lighting, and reduced energy waste to create an environmentally sustainable environment. |
|                  | Design reliance on human behavior to create a socially sustainable environment. |
|                  | Simulating Chinese shopping cities and parks to create diverse places and scenes using bright colors in architectural elements (inner bridge) and heritage sculptures. |
|                  | Creating unity in diversity, flexible and participatory buildings, renewable natural materials, and recycling. |
| Release image    | A new identity with a new look and function. |
|                  | Connecting users with the place emotionally and functionally by attracting and interacting with them (sculptures, exhibitions, various scenes, and art spaces) for everyone. |
|                  | Innovative technological environmental model (environmental cover, materials used, modern technology). |
|                  | High security and safety system. |

7. Conclusion
The place attachment includes:

A. Fulfilling people’s emotional, social and environmental needs as cultural beings.
B. Creating distinctive places that reveal the locality of the place, the political and economic reality of the society and interactive places.
C. Enhancing urban perceptual factors such as sounds and smells and visual pleasure.
D. Adapting to the factors of time and the spirit of the times and keeping pace with advanced technology E-Legibility through information (cues, messages, signals) achieves interaction public place, environment quality and Safety/Security.

The conclusion from the practical application is that the attachment of place in public places is achieved through technology in: program, function and design.

1- Diversity of events and interaction between individuals and the place through realizing the changing elements of surprise between individual users, thus achieving the desire to return. Designing places for social interaction, which enhances the ability to develop society (intellectually and spiritually). In addition to a sense of relaxaion and freedom of intellectual and physical movement, the adoption of structural and environmental programs that achieve creativity to reach a new identity that makes the building a new urban landmark (program technology).

2- The attachment of place in public places through functional plurality and the realization of the changing place, the place of interaction in a way that achieves the interactive exchange between individuals and the place (theaters, cafes, gardens, resting and sitting, and walking walks) during different times (function technology), the connection to the place is achieved through the act of participation, negativty, favoritism and interaction between Individuals to achieve the goals of education and pleasure. Achieving functional isolation between the private and the public in a way that achieves fun in roaming without imposing restrictions on users achieves comfort and enhance the attache to the place through a sense of the pleasure and safety.

3- Innovation by design by respecting site determinants, innovative mechanisms, keeping place with the spirit of the times and the need for aesthetics, and that society grows and renews from their understanding of the shift in identity and varies according to the mental image and cognitive background the user and the transformation technology in design like (addition, subtraction, layering) as in selected sample a new environmental design using modern technologies and programs that fulfil social and human needs and achieve innovation and impact on society.

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