Conspiracy architecture in the face of globalization

Ibrahim J K Al-Yousif¹ and Jumana Labeeb Alwan²
¹Al-Qasim Green University, Baghdad, Iraq.
²University of Technology, Baghdad, Iraq.

E-mail: ae.19.07@grad.uotechnology.edu.iq

Abstract. In the current era of panic, "globalization" appears at its most fragile state, which was considered as the only way to progress, and may have been so already in our current era, but the outbreak of the Corona virus epidemic came to reveal amazing weaknesses of globalization to generate a conspiracy architecture facing globalization and evoke an identity. It maintains the unity of the various buildings to benefit from the epidemic crisis. As for the current circumstances, the Corona pandemic has created what is called social separation and domestic stone and obligated many of us to stay at home and work remotely. There will come a day and this situation will end, God willing, and we will return to our offices, markets, and family connections, but there will still be affected on our future lifestyle. And from here many questions were asked first: What is the role of the architect in solving the epidemic crisis, and can we change the design method to make it healthier? Will a unified identity appear for our cities and future buildings after the spread in the epidemic, the closure of shops, and the spread of mobile cars to sell goods?

From this research came to think about finding solutions that show the role of the architect in how to deal with such epidemiological cases, which formed the goal of the research. Where the research relies on the inductive approach by defining all the vocabulary of research from identity and globalization with the epidemic crisis sweeping the world today to reach the deductive (deductive) approach to search for new vocabulary that ranges from the year to the most specific to define the subject of the research through the imposition of hypotheses such as the extinction of identity in a time Beyond the epidemic, globalization dominating the various buildings, or coming up with a new identity that carries unified characteristics to unify the different buildings after the end of the epidemic crisis, to reach valuable results that prove the conspiracy theory's validity in the face of globalization.

Keywords: Conspiracy architecture, epidemic architecture, architectural identity, Global globalization

1. Introduction

The new global chart in the world and the new world, which targets the winter of life (economic, social, and cultural policy). A cultural city, a cultural personality, a religious one and a distinct intellectual wealth, throughout the ages, and it has been respected and appreciated by various civilizations for what it has provided to the world. There is no doubt that Arab architecture has been greatly affected when we asked about the design style used in Arab residential buildings? We do not find any answer to this question due to the absence of style, after the Islamic architecture was distinguished by its unique style and absolute privacy, we are now walking on a knee that does not resemble us and does not relate to our history and our civilizational and cultural roots in any connection except what we may scarcely.

But in the time of the epidemic and the spread of the virus, a set of questions appear: Who will destroy the Arab identity or global globalization? Is it possible to combine them to meet human requirements during the outbreak of the epidemic? What is the role of the architect to reach the appropriate solutions?
2. The knowledge framework for the research:

2.1. The concept of identity:
Identity is defined in the language as a term that is derived from the pronoun is; Its meaning is the characteristics of the human being and his truth, and is also used to refer to the features and characteristics that characterize the individual personality. People whether within society or the state. Another definition of the term identity is that it is everything that is shared between members of a specific group or social segment that contributes to building a general environment for a country, and those individuals are dealt with according to their own identity [1].
Jean Fremon defined identity as a coherent sense of self, as it relied on stable values and the conviction that one's actions and values are a harmonious relationship. Identity is a feeling of wholeness, integration, and knowledge of what is wrong and what is right. [2]. As for Gottlob Frej, he asserts that identity is a concept that does not accept the definition, because every definition is an identity. Identity is an ontological concept that has a magical characteristic that qualifies it to appear in various cognitive categories. He has, and despite all of this, and despite the ambiguity surrounding and surrounding the concept of identity, this concept possesses a revealing energy to understand the world, including the 2 entities it contains from the ego and the other. [3]
The concept of identity is also one of the concepts of a general and comprehensive nature, as it refers to a set of unique and essential characteristics that distinguish an entity, whether this entity is material or intangible. [4]. Also, some of the essential characteristics of any entity may be shared with other entities, which leads to the result of similarity to varying degrees. This is where the non-common qualities or differences come in to form clues or indicators to distinguish the concerned entity from others. [5]

2.2. Principles of globalization architecture:

2.2.1. Linguistically the concept of globalization1. Globalization expresses the free flow of information, trade movements, goods, ideas, and traditions among people, so it is said that the economy has been globalized, that is, it has been liberated from its local restrictions and launched towards a wider global dimension. The concept of globalization in its general form expresses the global trend towards more open to the world so that cultures move without borders, as well as businesses becomes transcontinental, and allow the transfer of services, goods and money in an open and unimpeded range. [6].
But the concept of globalization as a term: Globalization can be viewed as an innovative way to strengthen the economy, business, and politics among the cooperating countries. To achieve this goal, and since the applications of globalization are linked to communication and mobility, they depend in their inception and development on the development of local and international policies in their favour, in addition to creating the procedures, tools, and means necessary to implement those policies and practically direct the attraction and transfer of goods, services, ideas, people and trade, to become the world Despite the multitude of its cultures, beliefs, and languages, as if it were a small village in which all these components merge and distinguish. [6].

2.2.2. The coordinated trend of globalization thought:
There are many coordinated and pro-globalization opinions which see that this phenomenon represents all good and this current sees it as a "process of exchanging benefits, experiences and knowledge between the

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1 The term globalization first appeared under the term (globalization) in the United States of America, then it was translated into French under the word (Mundialization), and as it was translated into Arabic under three terms (cosmic, planetary, and globalization). (Al-Bahnasi, 1997, p.83).
nations and peoples of the earth, and it is a civilizational phenomenon that works to make the world a large village with the same The economic, social, political and media impact in real-time [7]. So the goal of globalization is "to control the world's wealth and its markets for the disposal of products and services"[8]

3. The concept of identity and globalization in the field of architecture:

3.1. Identity in Architecture:
The importance of architecture is evident in highlighting the identity of the community in the value of what the architectural edifices existing in a country or city express about the identity of that place. Here, Abel's definition of identity as having a special essence in architecture [9], Chadirji, in turn, indicated that identity is a concept crystallized in architecture through form and its characteristics and that local identity is a concept linked to architecture through physical entities linked temporally and spatially [10] While Syeart discusses the role of features in granting architectural identity, and what contributes to granting these features are the vast disparities in the characteristics of the climate, economic conditions, customs and traditions, which are architectural disparities that must be preserved as they give architecture its local identity and clarify its tendency to adapt spatially in order to better use of spaces, And enjoyment by the occupants. [11]

- Identity is the entirety of the features that distinguish something from another, a person from another, or a group from others.
- Identity has elements in a dynamic, permanent state. Identity develops over time, so one or some of them emerge at a certain stage and the other at another stage.
- Identity has levels starting from the individual and then the group until it reaches the national identity, which indicates the basic common features of a group of people that distinguish them from other groups, which can crystallize a collective identity is many, the most important of which is the participation of the people or the group in land, language, history, civilization, culture, ambition, etc. [12].

Levels of identity: Abdullah Al-Mashari mentions in the magazine Al-Mustaqbal Al-Arabi. Identity consists of different dimensions and forms that interact with each other on a continuous basis, and through this interaction, the image of the physical identity in the built environment in a period of eras is formed, and the identity can occur at different levels from the physical to the spiritual. And in various forms, from individual to collective. To deconstruct these forms and search for their origins within a theoretical framework, we assume that the theoretical framework includes four levels of identity, starting from 1) individual perceptual identity; 2) collective perceptual identity; 3) individual associational identity; 4) associational identity collective

Al-Jabri believes that the relationship between these levels is not fixed, as the extent of each of them changes in breadth and narrowness, driven by individual or collective movements. Therefore, the relationship between these three levels is determined by the type of "other", its position and its aspirations.
1. The identity of the individual within the same group: a tribe, sect, or religious group, a party, or a union ... etc. It is a distinct and independent identity, which is an “I” that has another, in which the individual deals with others within the same group.
2. The identity of the group within The Nation: Every group within The Nation has its own “me” and “another” through it. Each group has a specific peculiarity that distinguishes it from the other group, and this distinction in this group identity appears through other identities as they are not identical or similar identities.
3. The identity of one nation vis-à-vis other nations: It is an identity that is more abstract, broader in scope, and more amenable to pluralism, diversity, and difference.

**Identity transformations:** We can distinguish between two types of architectural identity transformations:

![Pic 1](image1.png)

**External transformations:** They occur through the influence of intellectual and architectural currents in the form of a style and new patterns that enter the structure and carry new contents, ideas and technical development that also give new physical forms that move away from the original product and a kind of lack of clarity and perception of such a product occurs.

![Pic 2](image2.png)

**Spatial identity and non-spatial identity:** In the past period, the issue of spatial identity emerged as one of the issues that receive attention in urban planning and design, and with the increase in interest in heritage sites, fears of losing the distinctive features and personality of the place as a result of the negative effects of cultural globalization in general. Identity is mainly related to the place and its nature, and the term spatial identity refers to a group of ideas about the place and its identity in the fields of planning, urban design, architecture, and urban sociology, and this term is related to the interaction between the existing
one between places and their inhabitants. And if the spatial identity is the result of the interaction between
the place in all its dimensions with its inhabitants, which produces an artistic and architectural product
related to the privacy of the place itself, then the non-possibility identity, which has recently emerged, has
produced a new state of architecture that is not related to the place and conditions, until the product has
become similar buildings that are used as it is in various countries, regardless of the circumstances[12].

4. Epidemic architectural patterns propositions:

4.1. Propositions in the architectural identity:

• **Becker's study:** In his book (1977) Personalization, he relies on the method of granting a personal
  character to place to express the identity of the individual and the identity of society, by referring to
  the symbols that the inhabitant uses to express his own values.

• **Schulz study:** The concept of identity has also been mentioned in several studies by Schulz, the most
  prominent of which is Genius Loci-Toward a Phenomenology in Architecture, 1980, where Schulz
  believes that one's relationships with place are more than just the ability to direct oneself through the
  ocean, as it is. And he emphasized this concept in his book (the concept of welling), that the dwelling
  is (not a given thing) but that it is man-made, so his message appears in different forms, the identity
  reflects the human being and the community (the cultural identity of the person, which in turn differs
  from one person to another, meaning that architecture reflects an identity (The individual and social
  societies.) And he dealt with the concept of the house as (it glorifies the heart and contemplates the
  mind).

  1.That the person has schemata.
  2. The place requires potential (potential) to achieve belonging so that housing is expressed as
  belonging and not only shelter. [13]

• **Abel's study:** He expressed in Architecture as Identity (1997) of architecture as a way of expressing the
  human being, as is the case with other civilized means of expression that define the person’s
  personality and existence.

• **Lynch study:** Which is mentioned in his book (THE IMAGE OF THE CITY) that the environmental
  perception can be analysed into three basic components (1- Identity 2- Structure 3 - Meaning) The
  practical perception requires first the definition of the identity of the subject and distinguishing it
  from the rest of the things. Then it is perceived as an understandable existence of what may be called
  identity, not in equilibrium with something else but in the sense of individual personality or
  uniqueness [14].

4.2. Globalization and Architecture:

Architecture is directly related to globalization, which has many professional or design influences, which
have been extended to include architectural education. The design made it possible to use the same
technologies and materials in different countries until it came to using the same designs, but in the field of
education and with the development of communication means, it became easy to learn from a distance and
communicate virtually as well as standardizing curricula and international recognition of local certificates
as well as completing education in different countries. Considering this, the reciprocal conflict begins
between developing countries seeking to benefit from the experiences of developed countries to develop
their countries and developed countries aiming to transfer their expertise and discoveries to developing
countries in order to create job opportunities for their citizens and a market for their products. [12]

**Local architecture as opposed to the concept of global architecture:** The issue of the relationship
between local architecture and global architecture is one of the most important and clear architectural
issues in the developments of globalization and the rapid spread of its concepts all over the world.
Theoretically, the weakest in the globalized world, as it is the meeting place for the stronger and more widespread cultures.

- Architecture is one of the most important human achievements that reflect the culture of the era on the one hand and the culture of the place on the other hand. Ideas and cultures are present in behaviours and behaviours as they are directed in making decisions, but their expression remains more evident in architecture, as architecture remains one of the most important tools and advertising means that people use to express on its aspirations and cultural values it adopts, whether to confirm privacy or announce the merger. Architecture belongs in fact to the realm of the symbol, so every aspect of the building is, in fact, a metaphorical metaphor. The architectural form is a medium for conveying the idea or meaning that is required to be expressed as ideas outside the boundaries of physical properties, such as an expression of place or time or of the economic and social situation [15].

- The general appearance of the urban product in any place cannot be reduced to the factors causing it in one or two factors, but rather is the outcome of complex phenomena that are not subject to a single influencing factor, but rather to an overlapping group of factors whose degree of influence varies (Rapoport, 1969), and then it cannot be claimed that The general appearance of the place will change direction as a result of cultural factors only, and we cannot neglect the cultural influences on the form. It may happen that you find shapes that may seem logical to us, but are not the result of solving practical problems. The use of the same figure with different locations and conditions may be the result of a belief in the validity of the form rather than an attempt to solve a problem that has its own limitations [16].

**Globalization and its impact on the urban identity:** The trends of globalization are moving towards affecting both identity and sovereignty. The first thing that attracts attention when contemplating the West's position on peoples' identities. It is his combination of two contradictory positions, on the one hand, he is very proud of his identity and keens on it, and on the other hand, he refuses to recognize the national identities of the peoples of the world, because he feels that globalization will lead to more awareness of cultural and civilizational specificity. In the most recent study by Samuel Huntington, the contradiction in which the new power is located along with the leadership of the world is clear, and the stormy confusion that prevails in the elite community in the West is evident. [17].

5. **Application:**

5.1. **Application epidemiological architecture:**

The outbreak of the new Coronavirus has revealed weaknesses in the global response to the outbreak of viruses, in light of the increasing number of confirmed cases of the virus, along with deaths. Throughout human history, epidemics have affected civilizations since the first known outbreak in 430 BC during the war between the allies of Athens and the allies of Sparta. Many of these epidemics have had major repercussions on human society, from killing large proportions of the world's population to making people think about the big questions about life and existence. (Al-Jazeera magazine website, an article titled, From the Black Death to the Coronavirus).

The current Corona pandemic is rapidly changing the way we live and work. Do these changes indicate long-term impacts on the planning and architecture of our cities? Yes, at a time of unprecedented change and uncertainty, we are facing a challenge to reshape our vision of the gradually evolving role of the city and of urban planners and architects in an era of the global crisis resulting from an unprecedented epidemic. Some, including a group of economists, academics, and policymakers in the world, believe that the Covid-19 epidemic is an opportunity to reform the economy, the environment and lifestyle in the long...
term, it creates opportunities for a dynamic push in the current situation and raises deep questions about the future and in all sectors of life.

How will we live in the post-Corona area? It is not only an existential question, but rather a global concern. Urban resilience and resilience are a city's ability to survive and thrive in the face of disasters. Now is an ideal time to rethink how we plan cities, build, and exploit the space and land available in the future and before it's too late.

**Fallacy or the bankruptcy of globalization:** The Corona virus revealed the fragility of the edifice of "globalization", especially in its direct interpretation in terms of the inevitability of homogeneity and the decline of differences. It is clearly evident that the current crisis is pushing the world into an accelerated wave of return to the system of closed self-states. It is a wave accompanied by an emphasis on border control and the overvaluation of nationalism. The same wave swept through Europe at the end of the nineteenth century and the beginning of the twentieth century and led to the outbreak of the First and Second World Wars. Here, the importance of examining and interrogating the Chinese experience in dealing with the Coronavirus, provided that real information is obtained. They will have to investigate how the Chinese government handles the epidemic and propose solutions. The Chinese experience with the epidemic has shown us the importance of total obedience to the instructions of the local authority, which led to the complete evacuation of public places in Wuhan and all community facilities. China's model in dealing with the epidemic has been criticized and then praised. Does the current crisis call for a focus more on local identities and entities than on global considerations and concerns? Or will we continue to think at the global level and act locally and globally with a measured balance? [18].
**Contemporary cities and the housing dilemma:** The Corona epidemic have revealed to us the fragility of the housing we produce, or rather the places to house people. From monitoring housing conditions in most countries of the Middle East, Africa, Asia, Latin America, and even some provinces of Europe and the states of America, it becomes evident that the vast majority of them are designed not to be housing, family gatherings, and spaces full of meaning, value and warmth, but rather they are mostly expelled human stores. Corona, who exposed the corruption of governments, the weakness of the leaders, the ignorance of societies.

- Coronavirus has alerted us that most of the housing is designed as utilitarian spaces that do not withstand the flows of life but are stored for people [18]. They are humane storage dwellings because they are for the most part housing not designed for a man. The idea of humanizing the city and transforming its spaces into human-friendly places has been discussed in depth regionally and globally, but it seems that we should not stop at the humanization of the city and extend the dialectic to the humanization of housing. Abdul Raouf (2018) discusses what happened in St. Louis and on the 15th of July 1972 when dynamite was used to blow up the community rejected Brute Igo housing project, where it was called a shot of mercy in the expression of Charles Jenkins, the famous architectural critic.

- That what happened in St. Louis, Missouri was not only a reason to end the modernism movement in architecture and urbanism, but it was a distinct cry against the idea of moulding and the repeated moulding of an apartment building with cold mechanics of places that are required to contain within them families, memories, emotions, and the struggle of life and we call them dwellings but containers for human. These cold, high cubes, devoid of a contiguous, dark life, lacking the expression of a human being, never deserve to be constructed again. Consecutive similar buildings in which families turn into numbers and apartments turn into real warehouses for people, and in many times, they are stored without natural light, poor ventilation, where social life is absent, neighborhood relations diminish, and the features of belonging deteriorate.

- In post-Corona residences, it is required to present a different proposal that goes beyond mechanical moulding and generates creative ideas and approaches to transform housing into human and family gatherings that inspire lessons from the past and do not compromise the facts of the times. She avoids packing families into cramped, dark rooms and then wonders where the hate, crime, violence, and extremism come from. The compulsory isolation of millions, especially in the context of Middle Eastern cities, even wealthy ones such as those in the Gulf, has made it clear that the dwellings lack spaces for the intensification of life [18].

5.2. **Application to samples:**
Just as rapidly spreading diseases and epidemics had a great impact on city planning - as mentioned above - so residential and industrial facilities must have many protections means, which makes them abler to take urgent measures to face crises, and here are some of those means:

- **The trend towards modern buildings:** Since the outbreak of Corona, people have turned to ways to protect them, and the most important of these means are modern homes. Viesky, the chief engineer of the Modern Home Company, confirmed in statements to (Sputnik) that the demand for modern homes in the past was little, as the only thing remarkable for customers was modern design, but after the outbreak of Corona, the demand for it increased because of the ability to secure a healthy atmosphere isolated from the external environment.
As we have reached the highest degree of protection from the Coronavirus, by sterilizing people coming in cars immediately upon arrival in the garage, and there are devices designed to examine people before they enter the house. [19]

The trend towards the use of ventilation, natural lighting, and sunlight: If we are going to spend more time indoors, good ventilation and lighting should be taken into account when designing homes. Lydia Calipoliti of Irwin Chaninen College of Architecture advises avoiding design flaws that lead to disease, such as lack of ventilation outlets in buildings that lead to the recycling of pathogens in the air via air conditioning systems. [19]

Small home remedies and ideas: With the continuation of home isolation and spending most of the time at home, it is necessary to think about making the house livelier and more accommodating to activities, as many people have moved to work from home. Brown, president of the KIT Future Design Institute, gives advice for designing modest spaces:

Treatments and ideas for small homes: The designer advised placing decorations around the windows to give them a lively feel, so that one does not feel stuck in a small place.

- For people who need to conduct a lot of meetings or video calls, Brown recommends turning a corner of your home into a window for communicating with the outside world. "Find a way to decorate a corner somewhere and maybe even get a stand to put your laptop," he said. It may be

(Pic6) More vibrant architecture: As Dr. Abdul Khaleq Badran (who holds a Ph.D. in architecture from the University of Cardiff in Britain) said that architecture will be more vibrant and intelligent, as the internal space will include sensors that feel, hear, examine us and present us with our need for health and purity, meaning that the city will be safe, and its economy is stable and fortified.

(Pic5) A sterilization gate in Makkah Mall, Saudi Arabia - Photographed by the engineer Azza Reda
difficult to obtain privacy, especially if you are in a room with other people and in a very small house, but the person may only point his chair in the opposite direction, which shows to others that it is working. [19]

And considering spending long periods at home during the ban periods imposed on us by the conditions of resistance to the Corona epidemic, the roofs of houses must be used as a shelter to obtain an open place that receives direct sunlight, has adequate ventilation and lighting, and can also be used for work.

6. Conclusions:
   1. Identity is a product of the interaction between the human being and his environment, through his influence with customs, traditions, and cultural and cultural heritage, as the identity is not tangible, but what it leaves behind in terms of a tangible product, and its most important product is an architecture where the importance of the architectural identity appears.
   2. The urban system is closely related to the architectural identity, which is a reference to organizational characteristics.
   3. Globalization has a system with varying objectives according to its needs and interests so that it controls all variables. And depends on technology and science to achieve its goals.
   4. Globalization depends on the idea of renewal and the speed of change and to make this thought linked to architecture.
5. It is not possible to separate architecture from globalization. Architectural globalization has negative and positive aspects that must be dealt with within a set of general principles of development according to circumstances.

**Recommendations:**
1. In the post-epidemic phase, there will be a role of digital technology in managing our business from different places, so architects must consider these matters and create remote workplaces in homes and provide design and spatial needs.
2. It is not possible to predict the future, because this epidemic will not be the last one, so there must be a union between identity and technology in a plot architecture to provide comfort and safety for the occupants.

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