Title: Glocal approach as a new method in architecture and interior design of the future

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Abstract

Globalism and localism tend to have their own way through the history of human development. From different fields of science to architecture and design. There is a big conflict of ideas in the usage of both ideologies, there are critics to globalism as well as localism.

In this research, I focused on the importance of the concept of glocalization, not only because of the belief that both globalization and localization arguments are extreme perspectives, but because there are positive strands within it. As a designer, I would like to focus on interior and local spaces as opposed to modern ones; this field, which is vast, and one that has not seen much elaboration thus far.

Our interior design is largely based on economy, at detriment to the individual interaction of the human beings with the space they are living in. What follows from this, is the concept that if we could give local values back to the places that people live in, then maybe we could push the values of the local market, local economy, and materials to convince them that their local identity has more value that is innate for them, and for the planet in general.

The culture of capitalism seems to absurd culture of locality. Meanwhile, in other sciences, like political science, social science and economics, they has found a unique solution, which tends to reduce the problems that globalism creates and in the same time, raise awareness of cultural languages and ideologies. This solution is called *global approach*.

Keywords: globalism, localism, glocalism, architecture, glocalization

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Introduction

The two concepts are more radical and profound in one way or another. In some issues, localization seems to be the right solution, like the global warming, though in some other global issues, globalization seems to offer better solution. In general according to the book Globalism, Localism, and Identity by Timothy O'Riordan, its concluded that "Both globalization and localization are contested.

So what is the most accurate style to follow for the architecture of the future?

Around 1990 by the Japanese architect, Koichi Nagashima, He emphasizes on the fact that we have to go over globalization and localization to find a suitable approach, to the future architecture for the sake of sustainability and the human existence.

"When we try to contemplate the Architecture of the Future in somewhat concrete terms, it is clear that we are not trying to predict a particular architectural style of the future as such. Rather, we are led to the issue of a framework of thinking in terms of world view and methodology within which architectural design of the future will be created.

In order to keep a balance with invisible global forces (monetary systems, etc.) and a variety of electronically created virtual realities, it may be that in the coming century, human energy and willpower can be positively exercised to reinstate locality, that it can be substantiated

by actual sense of place and local culture which has been unduly neglected and underestimated. This sense of balance, when it is put into practice, can hopefully be conducive to and culminate in what I would call *the GLOCAL APPORACH*.

Style based architecture versus glocalism

Stylistically, the text used in contemporary architecture tends to serve a different purpose than it did in the past. In the present day, textual design seems to suit a much more accessible and international way of design.

According to Sigfried Giedion style in architecture has often been combined with the epithet "international" though this epithet has never been accepted in Europe. The term "international style" quickly became harmful, implying something hovering in mid-air" and mentions the absurdity of using a structured style as "implying something with no roots anywhere: cardboard architecture."[5]

It is definitely worth mentioning, that through the industrial revolution, building up the concept of the style, seems quite inevitable. See this example from the book Revue Generale de architecture by Cesar Daly,"a new architecture, which will take us out of the sterility of the past and the servility of COPYING is what everybody demands, and what the public waits for."[6] this piece is written in 1849.

It seems like whenever a new idea erects, the new architecture tend to call it an style, like when Luther Bucher in 1851 says: " The crystal palace is a revolution in architecture, from which a new style will date."[7]

Surely, now what we call style, is way different than what it used to stand for.

After the revolution, copying what is in one's mind and making it international had become something quite normal.

If we go through the history of art, it is obvious that the diversity of a different period's style is merited to the creativity of one after another, and not due to any notion of uniformity between those consequent historical periods.

Now, what glocalism offers us, is authentity and liberalism of design based identities which can allow the architects and designers to design not only based on local identity but also to add global style value to its authentic design process.

Artificial states as a negative aspect of globalism

As was assumed, political scientists Alberto Alesina, Harvard University mentioned the word 'artificial states', described as the following:"states… in which political borders do not coincide with a division of nationalities desired by the people on the ground. Former colonizers or post war agreement amongst winners regarding borders have often created monstrosities in which ethnic or religious or linguistic groups were thrown together or separated without any respect for people's aspirations."[20]

The idea of "failed states" is a recurring concept for them, both in newspapers and within academia. The borders of many countries have been the result of processes that have little to do with the desire of people that are citizens or residents there. In some cases, groups who wish to secede have often been castigated and thrown into the same political group; whereas others have been divided by the entirely artificial, and arbitrary borders themselves. Former colonizers have been mainly responsible for such mistakes, but the botched agreements after the two major wars of the last century have also played a role.

It was assumed, states are constantly being approved of mal functionality and the scarcity of profit based border division is seen throughout the recent era. Cultural imperialism is one of the most damaging aspects of newborn societies and can lead to grave cultural collapses, as seen in the case of African states. The loss of identity, with specific reference to Africa, document has proven that several instances of border instability in Africa are due to the artificial original borders. Even amongst never colonized countries, tensions remain, think for instance of the Basque independentism movement in Spain.

During the history of localism, it is shown in different aspects of researches, that local-based aspect shall not be precisely triggered to one state within its borders, of the locality that one is determining as destination, shall not be a solo border based state, but an area of a culture, an ethnicity area.

Glocal approach as a new horizon to architecture and design

As a solution to all the decrementing problems causing by both globalism and localism; glocalism give a unique solution, which is respecting the area's ethnicity and developing ones are based of global and local approach.

Glocalization in architecture can be categorized in four dimensions as following:

1. Cultural aspect: both parties can preserve their own culture and identity
2. Economic aspect: Impreditors can be a part of local material based projects, contributing to the local economy as well as investing for different kinds of international based projects
3. Political aspect: every nation can take part in the global market development, as well as taking part in the development of the countries under development.

4. Social aspect: process of worker class quality of work quality can highly raise due to the global and local need of the market, there will be opportunities for both kind of workers in one society.

5. Psychological aspect: In a society people will surrounded with both cultural elements and global elements, this aspect can be relevant to different cultures, people tend to live in an environment where they feel both welcomed by their own identity and have a futuristic global approach in the same time to feel updated with the development of science and technology.

Examples of glacal approach:

figure 1.1 Starbucks coffee chain in Denmark.   figure 1.2 Stabucks coffee chian in China

In figure 1.1 and 1.2 it is obvious the importance of glocalization, one can see that the global market development can take place and help maintain the local identity of Danish architecture and materials.

State of the design project: A critical conceptual glocal approach to interior design
Critical design concept, process of glocalism, border-free & political-free design, usage of local material, patterns and texture, trying to create a new way of intercultural connection between two different cultures and countries

Here are some examples of how glocal design can be applied in interior space arrangement.
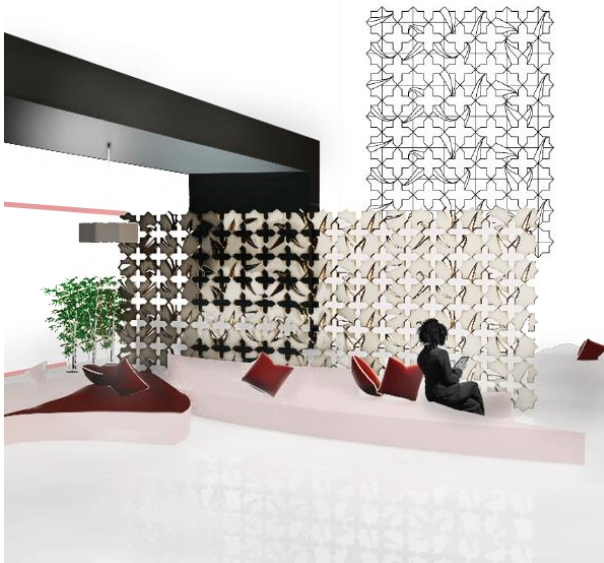

Figure 2.1
Pattern designed for relaxing area of National library of Tokyo.(a critical design concept, process of glocalism, border-free & political-free design, usage of local material, patterns and texture, trying to create a new way of intercultural connection between two different cultures and countries: perisan and Japanese local pattern.)
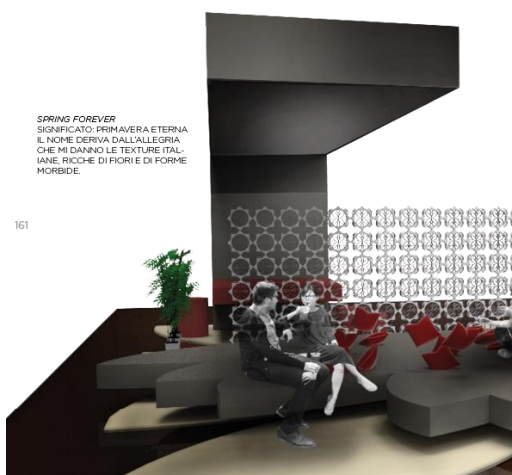

Figure 2.2
Pattern designed for relaxing area of National library of Florence .(a critical design concept, process of glocalism, border-free & political-free design, usage of local material, patterns and texture, trying to create a new way of intercultural connection between two different cultures and countries: Persian and Japanese local pattern.)

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Figure 2.3
Pattern designed for relaxing area of National library of Athens.(a critical design concept, process of glocalism, border-free & political-free design, usage of local material, patterns and texture, trying to create a new way of intercultural connection between two different cultures and countries: Persian and Japanese local pattern.)
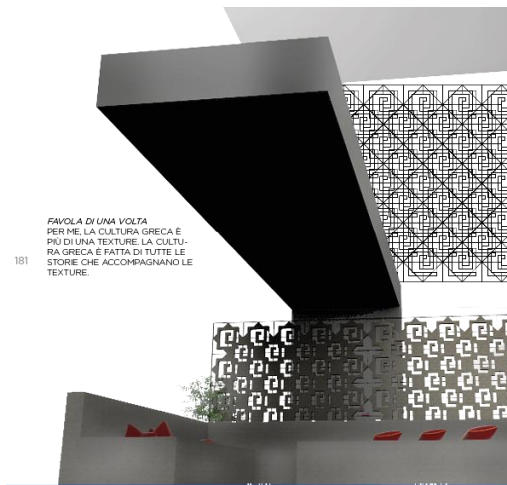
Conclusion

European Union is going through breaking the borders to free the interconnection between the cultures. This interconnection may not only bring profits to creativity of all the fields in science, also helps with the new glocal approach in art, architecture and design.

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