

## Factors Affecting the Quality of Urban Spaces through Public Art Case Study: Park-e Daneshjoo and City Theater Area

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### Abstract

Whereas some of the urban spaces are place for traffic and social exchanges are less visible; public art can be used as an effective tool. Application of public art plays an important role in increasing the quality of public spaces. The purpose of this study is to investigate the impact of public art on the promotion of environmental qualities. This article is an analytical and applied research and has used a qualitative approach in examining the theoretical foundations based on documentary research. In the case study, data collection was performed using direct observation and a questionnaire (120), and the data were analyzed quantitatively (statistical analysis) with SPSS software. The selected case was the area of Parke-e Daneshjoo and City Theater Area. The most important reason for this selection was the existence of artistic activities and the potential of space which promote public art. The results of the observations show that public art has a direct impact on environmental qualities. The most important qualities that increase due to the presence of public art are the qualities of vitality, flexibility, and sociability. Also, the existence of arts such as live music, street performances, and fountain has a great impact on creating the mentioned qualities. The mural in the category of dynamic arts has the greatest impact on the quality of the event, and the same art in the category of static arts has the greatest impact on the quality of visual preference.

**Keywords:** Public art, Environmental qualities, Urban spaces, Static art, Dynamic art.

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