

## Brick as Achilles' heel of Iran's contemporary architecture



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“One half of the world's population, approximately 3 billion people on six continents, lives or works in buildings constructed of earth”. Today, we witness applying the new various materials in constructional works. So, earthen buildings will be replaced with new structures and materials. Here we study impacts of using industrial brick in Iran as the most important materials in last century in the following topics:

Marginalization, Displacement and Brick/ Urban development and brick/ Facade and brick/ Villages and brick/Environment and brick/ Ergonomics and brick/ People participation and brick/ Society and brick/ Education and brick/ Paradox of sustainable strategy/ Sustainability!

By entering the industrial brick to Iran, there was a great need to the force work and consequently, constructional workers. This caused that the villagers move from villages to the cities. They preferred constructional work, which was seasonal but had a higher wage to the agricultural work which was permanent but had a lower wage. The job vacancy was filled and supplying the work force became more than demanding work force. Thus, living situation of workers not only was not improved but also it reached to the lowest level (theory of classical economy) and the rate of unemployment was increased. Fertile lands were destroyed and agricultural products was intensely decreased and Iran changed to the one of the most major importers of the wheat. City's population became more than village population and therefore the number of consumers became more than producers.

So the country became dependent on imports of agricultural products as well as the supplements of brick buildings such as steel elements for the structure of building, cement, mechanical equipment and etc. . . .For lacking scientist, specialist and suitable strategy in any fields, to meet the needs, there was no way but “importing products”. By entering cheap workers (villagers), who had not required skills, master workers left the stage and this led to the destruction of skills such as brick burning, brick made decorations, shell structures and .. .The quality of brick made buildings was intensely decreased. Also growing the process of constructing the brick building led to destroying the earthen architecture in different cities...

**Key Words:**

**Brick Industry, Earthen Architecture, Contemporary Iran's Architecture**