



# The Influence of Globalization on Distracting Traditional Aesthetic Values in Old Town of Erbil

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## ABSTRACT

*Aesthetics as a discipline was originally part of philosophy and cosmology, primarily it was used to create a holistic picture of the world. Throughout history, subject and tasks of aesthetics as a discipline have been changing in different historical, cultural, religious and artistic discourses, nature and the beauty of objects intentionally produced by man, but doubts in division of aesthetic experiences in comparison to these variants of beauty. One of the cities where started to rebuild in North Iraq after the Saddam Hussein s regime was Erbil. This fact has evidently started to come out as a problem of urban conservation that results in the loss of architectural and social values of the historical settings. New building in a historical settlement is an urban conservation problem that forms out a methodology of analyzing and evaluating the existing built fabric with a typological study, making an interpretation of it commenting on the legal regulations and introducing new principles that are based on the synthesis of the past and today for providing historical continuity and preserving urban identity despite the continuous change. The study revealed that by using local and traditional elements in modern architecture there is a possibility to protect historical building.*

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## 1. Introduction

*In the non- western context, there always has been a dilemma between "who we are" and "who we should be". One could say "between tradition and modernity". (Puja Nanda, 1995).*

Various ideas can be given about the concept of globalization and the term globalization has been restricted to economic activities but however it is a multi-faceted concept. Not only is globalization related to economic activities but also extends to incorporate other aspects such as political, socio-cultural, technology, media, culture and as well as biological aspects such climate change. This therefore has poses both opportunities and

adverse effect to aesthetic values. Though the nature and magnitude of effects of globalization on aesthetic values vary whether negative or positive, they hinge on the prevalence or extent to which a nation has been exposed to globalization. Insights provided by Pohl (n.d) revealed that globalization is positively associated with modernization which has a strong potential to change cultural values. The change in cultural

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