

## **Intellectual Displacement in Architectural Text Hayder Aliyve Cultural Center in Baku - As Case Study**

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**Abstract:** This current paper tries to discuss the intellectual displacement mechanics, and how subjects fragmented and became multiple, then the vision will be clear to the receivers to weave the plot regarding the intellectual vision of the designer and his recognition of the event inside the social system and transfer it to intellectual symbolic system which knowledge can be generated. This article explores how to embody displacement in Intellectual space in the contemporary Architecture and reach balance regarding the Intellectual assignment through remembering. Also, knowing the intellectual space displacement in the Architectural text throughout roots creation in the design process. The goal of this paper was determined to achieve an Architectural space formula with intellectual by searching of intellectual displacement operation in intellectual space., and presenting the changes that occur in the Architectural text regarding this concept. This paper has found, that the intellectual displacement strategy opened a vision in front of the receiver with intellectual fabrication and its cultural language using its denotations, because it makes the receiver to leave his narrowing materiality vision and goes in a textual structure moves the solids, interrogates the noiselessness and assign acts to things before individuals through relying on the intellectual displacement strategy to create the intellectual space.

**Keywords:** intellectual displacement, Architectural text, Event, Tension, Remembering.

### **1. Introduction**

The principles of Architectural thought are embodied that human is always searching a new things to reach and understand the existence based on the esthetics and figure[1, 2]. The intellectual displacement represents a recognition and constructional process stand on constructing vocabularies that lead to the later displacement triggering from the event starting point till the recognition cohesion unit in the receiver's brain (hardly tied), and the intellectual event correlation in case of sufficient material is available to make a correspondent process to the receiver considering the progressing process and self-skipping in crisis by following a certain intentional experiment or basic coherence recognition regarding the receivers reference representing in self-difference[3, 4].

This process will create a new intellectual conflict starts from the recipient's thought toward the humanitarian self-cognitive process, So that there are levels of receiving that follow the human self in the response process, so this process appears in the levels of achieving displacement in the intellectual event within space [5]

Intellectual displacement is a philosophy, new reading and a style aims to many means for the reason of creativity. It is a new and different reading of the text adopted by the designer in the light of his Architectural vision, and can replace the displaced vision of a certain thought, or any

meaning or any act or a form [6]. The steady effort in creativity process can be described as a familiar inside the unfamiliarity to achieve creativity, and because it is unprecedented within the intellectual displacement, it seeks to discover the unknown and the unprecedented [6, 7].

This paper discusses the knowledge and its relationship to achieve recognition and the extent of achieving displacement in the Architectural spaces, and its role in remembering. Throughout the people communication process duration, the knowledge process works to include direct or indirect denotations, and the intellectual displacement may be generated from the direct denotation after displacing the indirect denotation in intellectual space with its elements, and the displacing process continues with the starting of the receivers' recognition of the event, and the intellectual displacement by constructing the knowledge based on the meanings of the annexed displacements in the intellectual space.

It is natural the shift from concepts to the visions constitute a certain displacement in the intellectual space, whenever that displacement became wider, the intellectual text became closer in embodiment. Hence, the intellectual displacement can be achieved that grows as a result from embodying level shifting to its emotional level, whereas in the first no progress only the concrete concepts, while in the second it requires vision and imagination[8].

Each Architecture has a certain imaginations and perceptions [2, 9]. So, human starts to know the relationship between the reaction and displacement between the essence and the content of that thing. Throughout displacement, it can head to a distinguished figure by embodiment in spaces, whereas an intellectual displacement process will be made including the thinking of perceptions to images[10]. Perceptions are only a mental abstraction, while the intellectual space embodiment is kind of embody for these abstractions inside the memory [11]. And consequently, intellectual displacement is not far from reality, but assembled through things, and the emotional function and the participatory can motivate us for more ascertaining.

Regarding the mentioned above the paper's problems was determined (how to embody displacement in the intellectual space in the contemporary Architecture and reach balance regarding the intellectual assignment using the remembering concept, and knowing the intellectual space displacement impact in the Architectural text through roots creation in the scientific progress). The paper's goal was determined by achieving an Architectural space formula with intellectual by searching the intellectual space operation in intellectual space, and reveal the changes that occur in the Architectural text based on this concept. The importance of this paper has become clear in discussing and study the intellectual displacement concept due to its strategic description and how can be achieved in the Architectural intellectual space across the contemporary vision of the designer. While the need can be identified as the benefit to those experts in design process and the Architecture students who have the desire to engage in such subjects for more knowledge. The predicted results are; discovering the intellectual space achievement, and how to be operated through the intellectual displacement strategy in patterns and samples formation that target the design process, design results and assemble a continue intellectual Architecture. Then, what after achieving the goal (Destination).

The determined questions:

- Does the intellectual space achieve participation to the recipient through the intellectual displacement by remembering concept in intellectual space?
- How can the intellectual space to displace the self-recipient and self-designer and create the participatory process?
- Does displacement in the intellectual space achieve new creating process to the self-recipient by displacing it from the reality to the fantasy world using the intellectual space tools?

## **2. Methodology**

In order to solve the problem of knowledge, this paper has followed primarily a deductive and

inductive approach in analyzing and reading the intellectual displacement concept, and how they have been discussed in the architectural texts, and investigate the remembering concepts, the familiar and the unfamiliar in the strategy work regarding to its task in the architectural thought, and through the second stage that Hayder Aliyve Cultural center was adopted for the purpose of investigation and analysis, and comprehend the work mechanism of intellectual displacement in the intellectual and materialism level.

The second stage presents exploring the intellectual displacement, and reveal the changes that occur in the architectural test regarding this concept by involve the derived concepts throughout an inductive and deductive analysis for Hayder Aliyve Cultural center designed by the Architect Zuhaa Hadid. This project was characterized as a intellectual and future displacement to browse what will be in the present time, and allowed the social intellectual change to the receivers regarding the projects figures, masses and spaces reflections which represented Backi's result and the recipient's reaction based on its social environment

### **3. Intellectual displacement in Architecture**

Displacement is a new language creation process extracted from a previous language by one condition, the balance between these two languages should be available through certain procedures [12]. Displacement is the law breaching process in clash moment, which cause shock and surprise and return the missing astonishment. This will shift the familiar to unfamiliar and will support participatory.[2, 13] The displacement can be controlled to the existing law of familiar through creation mechanism, concentration, replacement and deviation, but without and violation to the logic to achieve the target and the essential thought that deducted from reality to achieve the reactive and participatory need to the receiver that can reflect our lives, remember our experiments and analyze our position toward life's issues[10, 14]. The new logic of the displaced intellectual language will rely on imagination, deviation and intergrade between the elements and their denotations, and that will increase memory activity to establish imagination instead of it[14]. And the intellectual is related to the memory of the place, which increases the interaction in the social spaces in the urban scenes and its sequential sequence, and reduces the shrinkage and the split that occurs in the old fabric, so it begins by adding intellectual stimuli that contribute to achieving the intellectual conscience and increasing the interaction [15].

#### **3.1 Applying the intellectual displacement in the contemporary Architecture**

The aspects of the intellectual displacement will be explained through the applied aspect to determine the intellectual displacement engagement and how to achieve it based on inductive and deductive approach.

#### **3.2 A case study of Hayder Aliyve Cultural center**

The location is Baku-Azerbaijan. The construction size is 101292 m<sup>2</sup>. The time of completion is 2012.

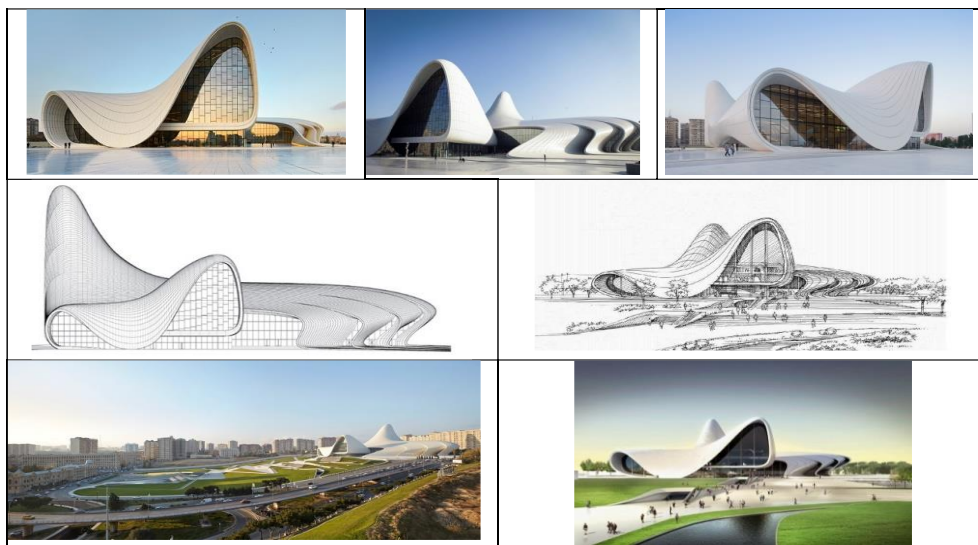
##### **Project Description**

Baku city's Architecture was influenced by Soviet Architecture when it was belonged to the Soviet Union. Baku is located at the western cost to the Caspian Sea. Since the independence from the Union Soviet in 1991, Baku invested highly and developed its infrastructure and Architecture. In 2007, Zuhaa Hadid's Bureau was selected to design Hayder Aliyve Cultural center[16] . This center was designed to be one of the main buildings regarding the National and cultural program. This design is considered exceptional and out of the Soviet Union's base design of Architectural parameters which were dominant on the capital Architecture. The current design expresses more about the Azerbaijani culture and their future aspirations.

The architectural design of the center establishes the relationship between the outside yard and the interior spaces of the center. Whereas the yard that surrounds the center is related to city's Architectural structure (That surround the center). This yard is a slop that goes high to reach the

center building, and the interior spaces were invested in serial method, which have collective events refer to the modern and traditional culture of Azerbaijan[17].

The detailed formations such as the waves, bifurcations, folds and reflections have worked on making the project to do many functions: welcoming visitors, instruct them through different levels in the interior areas regarding these gestures. This distinguished traditional building dives among the Architectural figures and Urban landscapes[16, 18].



**Fig 1. The details of the Heydar Aliyev Cultural Center project and its relationship to context and open spaces [16].**

The general site is consisted of the harmonious yard as a graded levels that form walkways and green fields, and beneath these slopes' parks were built. The center is located in the top of the slope. This distribution relates the three components; the yard, parking areas and the center's building. The excavation works and backfilling were avoided, however they were necessary in case of not using the slope.

Hayder Aliyve Cultural center is harmonized with its surroundings perfectly. Regarding the building drawing, it is located on a natural sharp slope. The bright white color that covers the building refers brighten future from one side. At the same time. It lets the sun light to reveal the unfamiliar shape of the building. The twisted beautiful shades can be seen on the building whenever it moved in the sky.

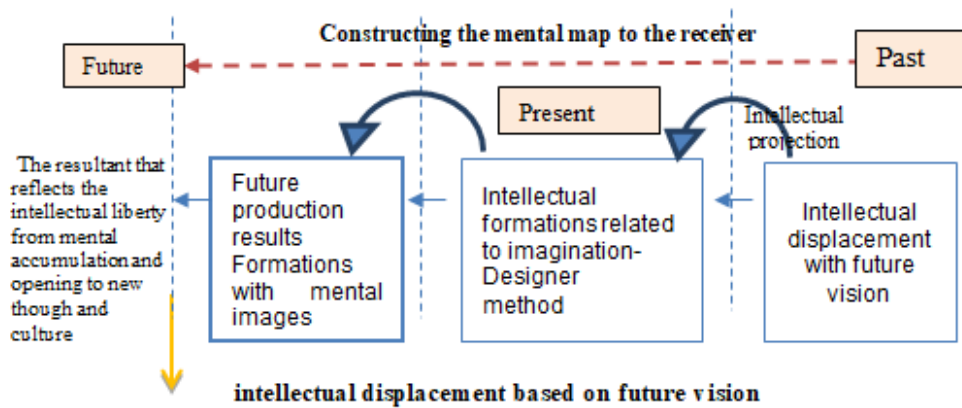
### **Project Analysis and intellectual Displacement extrapolation**

The project aims to an intellectual displacement that have the main role in the intellectual life of the city. The project is located near the city center, and has a great role in redeveloping Baku. Zuhaa Hadid has dealt with different patterns and exceeds the design of the current stage in the city (Soviet Architecture) to address the future with different language.

We can refer to the literal movement critics, they believe that the distinguished moment is the famous lecture of Derrida (structure)m the sign and playing in the light of human science. He presented the idea of center existence in our cultural world instead of development and deviation for the same announced center. He confirmed the importance of finding alternatives adopted by the Architect to create such kind of clash and contradiction between the common and familiar in language recognition for human and meaning, and what seen or observed. This will help us to explore the intellectual displacement concept and achieving it as a referential motive, that contributed in intellectual displacement and a new Architectural message was created by the designer which is rhetoric and individuated. It came out from the imbalance system to produce a text that is more consenting with the human impression and future vision[19].

In this point, communication has the great role to motivate the receiver to the displaced figure

and characterized with exceeding reality and achieving the contradiction creativity. The idea of breaching the common Soviet Union systems and the system that belongs to them has vibrated the structure due to the intellectual of new figure and revealing old structure till reaching to the peak of conflict. And the new vision became dominant in the light of intellectual imagination displacement. Zuhair Hadid has a different pattern of thinking than the existed patterns in the area (Baku). So, she explored the developed cultural and future dimensions in the area, which is one of the goals to be reflected in the project as new thought in the area, which is really different with the comm.

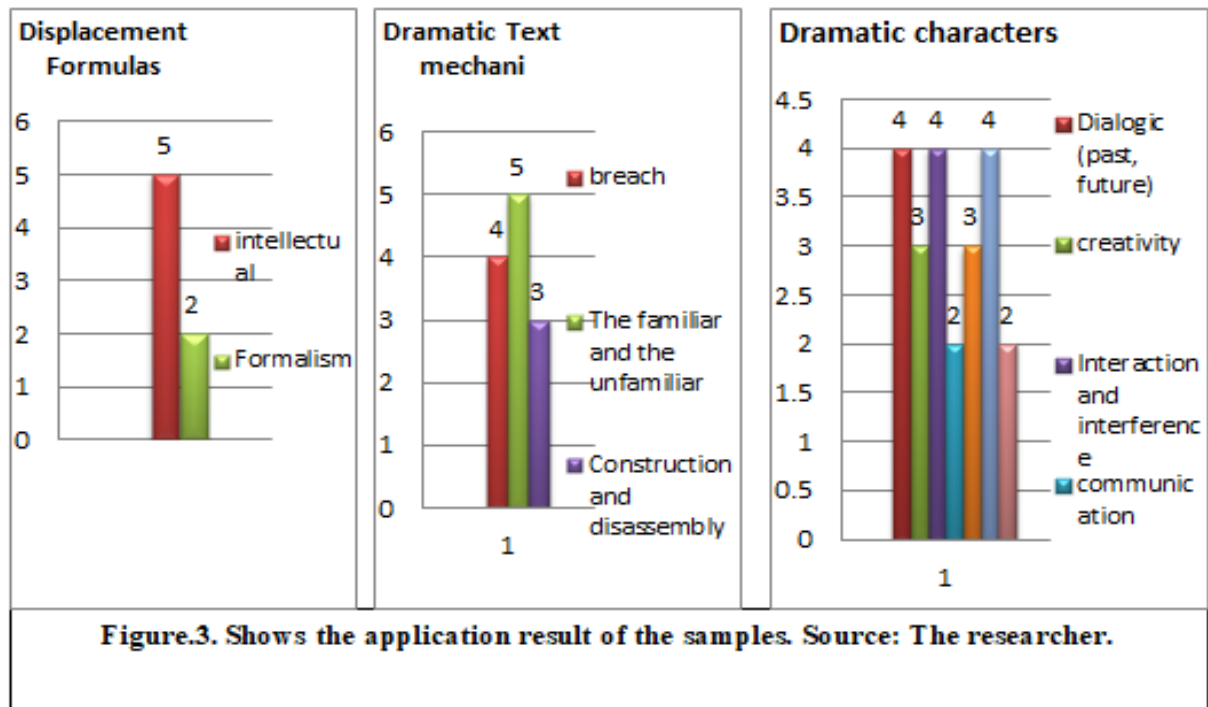


**Fig. 2. Investigated shapes and dimensions of the mental map according to the time dimension in the intellectual architectural space. Source: The researcher.**

**Table 1. Shows the application of the theoretical framework items to the sample. Source: The researcher.**

Formation with mental images open new fields of interpretation in thought (changing the method of thinking regarding the time period)				Intellectual displacement reflects the future intellectual space for intellectual and culture liberation	Buildings that reflect accumulative images of Soviet Architectural thought	The text features of displaced intellectual Architectural	
Attendance and absence	Shock and surprising	Sign	communication	Reaction and interference	creativity		Creating a common dialogue between future and past
4	5	2	3	4	5	3	
Construction and disconnect		Familiar and unfamiliar	breach	Architectural mechanism text	formalities	intellectual	displacement formulas
3		5	4		2	5	





**Figure.3. Shows the application result of the samples. Source: The researcher.**

Many mental drawings were created with future visions as a final touch of Baku. Three-dimension formations were established and dealt with fourth dimension (time) considering a future vision, and displaced the future thinking toward the present time to change the mental map of individuals and liberate them from the accumulative old images with future visions considering time as fourth dimension and three-dimension formations. These drawings have given the distinguished style that can characterize their figures and be unfamiliar and violate the system, and considering displacement as tool to motivate the receiver, and shift a new image that reflect the future thought of Baku's city intellectual, reality and imagination were interfered. The results are considered as an intellectual displacement from the future time period. Orientalism became the future of this area, and reflects the displacements of project's goal through intellectual displacements that reflected the intellectual liberation from the dominant thought relying on certain figures that displaced the dominant and violate the context through different formations that created an Architectural message to the community (Liberation and good culture).

The intellectual displacement dealt with the output as a new values of communication represented in the displaced text's traits as a higher value, and create a dialogue language between the past and the future throughout systems violation, tradition violation, adopted symbols targeted by the designer to build his displaced Architectural text that invoked an intellectual effects in the receiver's brain, with new inclusion meanings generation reflect the intellectual gestures and formulation in memory for it is going to be in future (Baku's city). The intellectual liberation of the receiver's brain will be with new culture invention found cross the mental map which has invented and activated through poetics in Architectural text of displaced intellectual.

#### 4. Result and discussion

“I don't think that Architecture is the only shelter, or it is a simple limited space. Architecture must motivate, makes you happy and makes you think “ [16, 18]. intellectual space relies on the event strength in displacement process for the present reality inside humanitarian system. This power can be seen in convincing strength for others for the possibility of happening, however sometimes it has the irrational feature. So, the displacement event is standing regarding two main events: the required displacement and the second one is the time displacement in new potential time.

Considering this process, the first intellectual period will be established, that includes the event in the intellectual space (clashing time) which the displaced motives have the first role in contribute and displace the self-receiver or the designer through the embodied images, from there the receiver's period begins to exist reality in any moment, it means the clashing time between the two worlds (It is not a total existence of reality, but a mental shift to live with the intellectual event), that represents the real need of the receiver to reach the meaning in the output. Here the intellectual displacement can be operated. The communication process in the intellectual place will investigate the event throughout material displacement nodes or intellectual to reach the crisis or the peak. Since the starting date and sensory launch to the intellectual space that reflect collapse point or solution. So, the escalating launching process to operate the intellectual displacement through its motives in embodying the event will reach to the intellectual space that reflects reality as shown in the below figure (intellectual displacement operation and its intercept with intellectual events) regarding time and place in intellectual space.

intellectual stands for filling gaps through concepts, systems or figures displacement that are embodied in different times, specially the one between meanings of formalities images that are adopted and belong to different time systems or they are contradicted. All that can be achieved by intellectual displacement or roots that are relied by the designer to reach the meanings shadow among the formality's imaginations. The knowledge recognition of the intellectual space, involvement, three signs achievement for reaction, provoking, excitement that three signs will raise the awareness to the receiver and achieve correlation and perfection with environment and search for existence by understanding the event and following a certain intellectual that can form believes and values toward intellectual event formation founded on knowledge that pushes toward stability.

The intellectual displacement mechanism and its curves, which it works regarding the remembering concept. In the beginning of the intellectual event and the mechanism to weave between the event and other intellectual and material dialogues regarding to the theme of conflicts establishment that reflect to the life reality in intellectual experiment of the adopted formalities imaginations, that stimulated by a group of stimulants of self-hums represented by the receiver and the designer, because the last one represents the first receiver to the event and how to work for experiment intellectual embodiment by building it intellectual and playing with time that embodied in the formalities imaginations in different times. Contradiction may be found for the receiver stimulation and excitement regarding the process root and how to adopt these images. The superiority process may be started by the receivers after entering and involvement in the intellectual period with the interception of all adopted imaginations that the superiority process started with to reach the peak, which reflects the intellectual conflict topic, that can be reached regarding the intellectual displacement and assignments that adopted by the designer to influence and stimulate the receiver, then the collapse operation started based on the third act in the intellectual system after displaced thoughts determination and interception between the receiver and the adopted imaginations to stimulate his imagination throughout remembering concept, then open the horizons to the receiver's vision to weave his thoughts based on achieving the adopted intellectual displacements. Regarding the mentioned above new dimensions of creativity and recognition were opened, because it gives the chance for content perfection and exchange from an Artistic or Architectural project in any certain moment through correlate and displace the received and designed self-experiments and thoughts.

Reaching to intellectual displacement in space formulas with intellectual as an output of Architecture will open a new horizon with escalating manner for social Architecture interference instructed by the social operations (social change). Whereas Architecture will present a new social formula from culture and new dimensions based on a new type of remembering to the receiver (Remembering concept), which now is considered not only inactive witness or receiver, but it is continuous and repeated with the subject and the productive designer, and this can be defined in two levels:

- Formalities imagination displacement reflects the past, it was stopped in a certain time and consumed (Shadow image from the past), and it can be presented as intellectual single content or collective, and it may be absent and currently can be communicated with.
- Study the relationship between the inside and outside, and the relationship between the meanings shadow that adopt different and contradicted systems and re-read the space (Intellectual displacements).

Then, the intellectual displacement for human will be achieved through many methods and mechanisms, that keep the space in continuous reproduce, and can be shift between reality and imagination with spaces formation have new reality on the base of existence and contribution, which means a displaced intellectual shift as a result of stimulants and processers that lead to pleasure in consciousness production relying on the dialectic relationship, which means existence adoption through its nature and will to have the benefit of existence

## 5. Conclusion

The intellectual displacement of the intellectual space can be represented throughout the esthetic opening that evokes surprise and astonishment to the receiver. It is kind of drilling in the intellectual layers in the intellectual texts, that established esthetic and concentrate the intellectual space in the light of vertical and horizontal dimensions. So, the intellectual displacement represents an assignment displacement of the receiver to reveal the suggestive input of the texts and the terms that are based on it.

The intellectual spaces relied on life subjects, and fall back to them and shredded to them in details, subsidiary events, conflicts and dialogues that plot shall be weaved based on the designer displaced intellectual vision pursuant to a designing roots that achieve the prospective meaning such as the reaction and contribution of the receiver inside the social system, and the real times will be created that are already imagined in intellectual system regarding the influence and affection in aesthetic formats. Hence, these intellectual and materialism displacements will create convictions in peak period and intellectual displacements will be determined.

Whereas intellectual displacements relied on time and space displacement principal to create an impact element in the output. Displacement in intellectual space can be achieved through the output that formulas with intellectual and rich the humanitarian experiments in receiving Architecture by diving in the intellectual assignments that stimulate different humanitarian emotions by displacing them. Each Architectural text exposes to displacement and interference with a text in different context and time. Each text is a group of texts that carries its acquisitioned old history. This could be happened in any time and place.

The intellectual displacement is achieving difference within the textual and indicative system or the Architectural business system to create a certain Architecture that relied on the designer's personal memory and the stored images and personal suggestions of the serial events by giving the priority of the stored images in the origin memory. Regarding the mentioned above, the displacement goal can be achieved in reaction and intellectual space contribution.

Displacement in Architecture imposes the separation of indication and connotation. This separation is called " Displacement, which happens when a text inside another text. It never imposes that Architecture gives up on its function, but it seems not functional in any event. Whereas the intellectual displacement aims to breach and disrupt system to create new systems that fill the receiver's needs and achieve communication.

Intellectual narrates a story in a certain time and place. Architecture builds a story in space. In both cases, something will be built up whether in materialism or mental space. This thing resided by memories and experiments. From this point, the intellectual displacement function can be summarized through remembering concept, because it comes from the brain of its creator, the one who paints and establish it, and it will be part of certain person's life who communicate with it. It is a method of existence and imagination; both are existed in the same time.



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