

List of Figures

Figure 1:	The overlapping spheres of influence in urban heritage planning.....	30
Figure 2:	Persepolis, Gate of All Nations, photographed during the 1939 excavation season.....	42
Figure 3:	Arg-e Alishah in the Tabriz Master Plan of 1970	48
Figure 4:	Public exhibitions in Fars (left) and Qazvin (right) on the occasion of the NOPHM's founding anniversary	49
Figure 5:	Monument Relevé programme for undergraduates, University of Tehran	50
Figure 6:	Image captured by Walter Mittelholzer in 1925, showing Naqsh-e Jahan Square in Isfahan	52
Figure 7:	An announcement regarding the admission of students to the conservation programme under an agreement between Farabi University and NOPHM. The third individual from the left is Bagher Ayatollah Zadeh Shirazi, who led the NOPHM's Technical Office in Isfahan during that period. Following the 1979 Revolution, he assumed the directorship of NOPHM until its integration into the Iranian Cultural Heritage Organization.	53
Figure 8:	The Second Symposium of Iranian Architecture in Tehran (1973)	54
Figure 9:	An aerial picture of Tabriz Bazaar and its surrounding neighbourhoods	59

Figure 10:	Dariush Borbor, Architect and Urban Planner, presenting the Urban Renewal of Mashhad City Centre to the Shah, Alam (Ministry of the Royal Court), Eghbal (Chairman of the National Iranian Oil Company), and Valiyan (Governor of Khorasan and Vice-Regent of the Shrine) in Mashhad (1973)	60
Figure 11:	In 1978, Tamasha Magazine published an interview with architect and designer Keyvan Khosravani about protecting Tehran's old neighbourhoods.	61
Figure 12:	A public exhibition of original sketches by architect, Keyvan Khosravani in the Oudlajan neighbourhood of Tehran in the late 1970s, calling on the government to save the neighbourhood	62
Figure 13:	Iraqi war prisoners forming a choral group at Tehran's Evin Prison, performing on a stage that features the monarchy's downfall and the collapse of the pillars of the pre-Islamic historical site, Persepolis	71
Figure 14:	The initial plan proposed for the musalla was inspired by the Islamic Republic's emblem and covered the historical Arg under its gigantic dome.	73
Figure 15:	The 'Hello Commander' [Salam Farmandeh] chant at the gathering ceremony near the Imam Khomeini Musalla and in front of the Arg, Tabriz August 2022	74
Figure 16:	President Hassan Rouhani visiting the House of the Constitution in Tabriz	86
Figure 17:	Mostafa Chamran's museum-house in Tehran	90
Figure 18:	General Qasem Soleimani visiting the Alavi Shrine project in Najaf in 2018	93
Figure 19:	Development plan connecting the holy shrines in Karbala	93
Figure 20:	The Shahecheragh Development project in Shiraz	95
Figure 21:	Imam Reza Shrine in Mashhad	95
Figure 22:	The 2004 International Workshop on the Recovery of Bam's Cultural Heritage	97
Figure 23:	Yazd, an aerial view	99
Figure 24:	The preserved roofscape of Tabriz Bazaar, the 1990s	100

Figure 25:	Ahmadinejad at the World Heritage listing ceremony for Tabriz Bazaar	109
Figure 26:	The courtyard of the Urban Dialogue House of Tehran, also known as Vartan House, decorated with a mural depicting an epic story from the Shahnameh about the legendary Iranian prince, Siavash remembering his homeland, Iranshahr	122
Figure 27:	Seyyed Hassan Modarres's Museum-house, Tehran	124
Figure 28:	A cartoon of Zarghami, the Minister of Cultural Heritage submitting his approval to General Ghalibaf, the Chairman of the Parliament, for the demolition of historic neighbourhoods, starting with Shiraz and moving on to other cities	132
Figure 29:	The Shahecheragh project in Shiraz	134
Figure 30:	ICOMOS-Iran public meeting on tourism	139
Figure 31:	Public meeting organized by Ivan Cultural Group in Isfahan	139
Figure 32:	A frequently shared photograph of Reza Shah, which gained significant traction on social media after the Trans-Iranian Railway was added to the World Heritage List. The image captures Reza Shah and his son, the Crown Prince, framed within a train window in 1932.	141
Figure 33:	The location of the Safavid (red) and Qajar (blue) boundaries in the 1967 development plan of Tehran (yellow)	148
Figure 34:	The spatial-economic setting of the historic centre of Tehran ...	152
Figure 35:	The fading remains of a once stately entrance to a historic house in Oudlajan, now under the pressure of the bustling bazaar	153
Figure 36:	Aerial photos of Oudlajan in 1956, 2000, and 2007.....	157
Figure 37:	The Borazjan area in Oudlajan and Mirza Hamid's murals on its ruins	158
Figure 38:	A skyline view of Sangeladje looking west from the rooftop of the Hajrajabali Mosque	161
Figure 39:	Examples of beautification works in Marvi, the bazaar neighbourhood, and Khayam Street	167
Figure 40:	Oudlajan Cluster Bazaar	169
Figure 41:	The beautified back alley of the Oudlajan Cluster Bazaar.....	170
Figure 42:	Examples of beautified facades in Enghelab Street	175

Figure 43:	Top, Vida Movahed in front of France Pastry and bottom, the bakery	176
Figure 44:	Tiles with lyrics from Shajarian's popular songs	177
Figure 45:	Two visitors sitting in front of the bakery's picture of the 1960s ..	177
Figure 46:	Pastry boxes of France Pastry, left: Fifth Shiraz Art Festival and right: Reconstruction of the censored box based on the original posters of the festival	178
Figure 47:	The city centre's pedestrian network as outlined in the 2006 Detailed Plan of District 12	186
Figure 48:	Food street in Bab-e Homayoun	187
Figure 49:	Instances of social media content within the sphere of boundary action, aiming to bridge the gap between collective memories and the established political narrative of Tehran's past	190
Figure 50:	Posts of the official Instagram pages of the municipality and city council on reconstruction of demolished Qajar monuments	192
Figure 51:	Poster of a 'Bukhara Evenings' event about Toopkhaneh Square with the picture of the demolished Telegraph Building (Telegrafkhaneh)	196
Figure 52:	The Municipality of Tehran (Baladiyeh) in 1930s	197
Figure 53:	The ongoing reconstruction project of the Baladiyeh	197
Figure 54:	Ghazali Cinema Town, today a Tehran tourist attraction	201
Figure 55:	A scene featuring Lalehzar from the 'Hezar-dastan' series filmed in the Ghazali Cinema Town	201
Figure 56:	A scene from the 'Shahrzad' series featuring the 1953 events in Lalehzar	202
Figure 57:	Lalehzar Street in the 1960s.....	203
Figure 58:	Cinema Iran	206
Figure 59:	An example of the beautified areas in Lalehzar	207
Figure 60:	'The tank in the city', an illustration of Khabaronline News Agency showing Zakani with the logo of the municipality and a tank.	212
Figure 61:	A cognitive map of Vali-e Asr Street created by a participant (Fatemeh Mahmoudi Panah) in the Minaee House workshops, exemplifying the discussed attempts to blend Tehran's official and popular heritage.....	213

Figure 62: Disrupted efforts to territorialize urban heritage planning in Iran
from the Constitutional Revolution of 1905 to the unified rule of
conservative factions in August 2021 218

