بخشی از ترجمه مقاله

عنوان فارسی مقاله:
معماری بیوفیلیک، ایده معماری پایدار سالم

عنوان انگلیسی مقاله:
Biophilic architecture, the concept of healthy sustainable architecture

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل به فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
4. MARKETING POLICY

For marketing, the general trend to wellness and health, high living quality and modernity could be used. The economical biophilic architecture provides us with the opportunity to reach extremely low levels of energy consumption by employing high quality, cost-efficient measures to general building components - such measures are in turn of advantage to the health, ecology and economy sector.

A conflict often appears in architecture between the economical aspects, on one hand, and the quality of architectural products on the other hand. Our mission is to realize a device that represents the balance that can be created by a functional-constructive issue generating the healthy and the economical forms of architectural produce. The concept of optimal biophilic architecture takes in evidence the optimal balance between the quality and all economical aspects.