

مردود العولمة والهوية الثقافية في تقنيات العمارة المعاصرة
(دراسة تحليلية لأعمال المعمارية زها حديد)

**The impact of globalization and cultural identity in contemporary
architecture**

(analytical study of the architectural work of Zaha Hadid)

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Abstract:

The preservation of the cultural identity of the most prominent Arab issues raised for research and study, in order of importance and gravity of the Arab nation, especially because we live in the era of "globalization" of the new world order which is characterized by the information revolution in the various communications media (Internet, electronic techniques, ...etc.), which aims at the different fields of life (political, economic, social and cultural especially).

This, lies the danger lie in our nation, which has long characterized by cultural and religious personality distinctive intellectual wealth, manifested through the ages, have won the respect and appreciation of the various civilizations to the world. The imposition of American cultural (as a source of globalization), including its global influence, economic, military and technical support, the promotion of self-esteem the best cultures unilateral extension of cultural clout capable substitute for Arab culture.

There is no doubt that Arab architecture largely affected, when we ask about the method of design used in residential buildings?, we do not find an answer to this question the absence of method, after what marked by Islamic architecture with unique style and the specificity of the Absolute, we are moving in the "Install not has nothing related to our history, our roots cultural and civilizational links except very rarely.

This study, therefore, we will try to analyze the experience of the Arab Engineering Zaha Hadid this Deconstructive design style to extract solutions that help us in the design process in line with the Arab identity and maintains its uniqueness and distinctiveness, so as not to melt the cultural identity in the face of globalization.