

دور اللوحات الاعلانية في تحسين الرؤية البصرية لواجهات المباني المعمارية لشارع الرينبو في مدينة عمان

THE ROLE OF ART AND CIVILIZATION AFFIRMAATION OF THE ARABIC IDENTITY

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Abstract:

There is no doubt that most cities was subjected to rapid urban growth. Amman is one of the cities that witnessed remarkable urban growth for many circumstances. Referring to that growth do we really have an urban planned vision that deals with the visual quality of the cityscape & the demographic Arabic identity of the city? The architecture & Planning of cities must be done according to obvious scientific studies.

The phenomena of visual pollution & in Amman is very obvious; the architectural elevation in many commercial streets in Amman is covered by various types of sign boards which is chaotic in many cases.

The research deals with the architectural elevation which is covered irregularly with sign boards that are different in shape, size, color, language, and letter font & making odd forms on buildings elevations and losing the identity and unity.

The researchers chose Rainbow Street in Amman which is one of its oldest streets and holds a historical value to be the domain of their research.

The importance of this research lies in its search for recommendations for signscape that affirms the visual identity, which do not conflict with the architectural elevation & the demographic identity of the city.

Aims of the research:

- 1- To search for recommendations of signscape that enhance the visual quality of the Rainbow Street & reflects its special identity.
- 2- To find out covering area ratios of sign boards used on chosen samples in the architectural elevations of commercial buildings in Rainbow Street.

The research domain:

Sign boards used in the architectural elevations of Rainbow Street Amman.

The research hypothesis:

- 1- To find out recommendations for new vision of signscape to be used in architectural elevations of Rainbow Street.
- 2- The ratios of areas of sign boards covering the buildings elevations reduces the visual quality of the elevation.

This research deals with three main research aspects:

- 1-the first: previous studies
- 2-the second : the visual quality of the signscape.
- 3-the third: ratios of signboards areas on the architectural elavations.

Results analysis:

Key Word: Signs cape - Architectural elevation – Identity - Visual quality