

## "Symbol indication in the Contemporary Square Sculpture Design. An Applied study on some Squares of the city of Marsa Matrouh"

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### **ABSTRACT**

#### **Introduction:**

The symbolism, is one of the oldest known means of the human expression, which preceded the invention of writing, the symbol in the ancient societies was a pattern of self-expression and a very concise speech tool, the concept of the symbol varies according to the artistic or cognitive orientation in which it will be applied in, also the shape of the symbol changes It is guaranteed by the fact that it is related to the concepts and data of the orientation itself and according to its association with different sciences such as Semiology , Anthropology, art history, aesthetics and others.

Applying the symbols in the design of contemporary square sculpture is particularly important for its ability to reduce and simplify the form and content in the work according to its sculptural nature and the purpose to which it was designed to and in its relation to surrounding environment, also the symbol has an important role in the forming of the sculpture according to its ability to reduce spaces and the volumes, blocks and gaps, in which as a matter of fact reduces the total cost of the sculpture work and also reduces the working time, As to the concept, the symbol confirms the different indications of the sculpture in a limited the visual expression for the recipient, in different messages with different values that help him to understand the concept of the sculpture with its different orientations.

#### **Key Words:**

Symbol – Design – Environment \_ Square Sculpture

#### **So the research problem appeared in:**

- The lack of some contemporary square sculptures to the visual and expressive values which must emphasize the social and cultural values.
- The absence of the symbol as a design concept in the contemporary square sculptures, and the lack of clarity of its role in confirming and emphasize the national identity.

#### **The research aims to:**

- Develop a methodology for analyzing and designing with the symbol in square sculpture and linking it with the local environment.

#### **The importance of the research is to:**

Enriching the square sculpture field with an academic study that analyze and apply the symbol as a major design element in the local contemporary square sculpture, to emphasize the national identity and provides square sculpture designs with aesthetic values based on the symbol, for beautifying some squares of Marsa Matrouh city.

**The research assumes:**

By studying, analyzing the symbol as a basic sculptural design element, a methodology can be developed for the design of a contemporary square sculptures that is linked to its surrounding environment in a close relationship.

**Research limits:**

Studying and analyzing the shape of the local deer of the city of Marsa Matrouh as a symbol of sculpture design.

**Hypothesis of research:**

- The research follows the analytical and experimental method.

**The Research Elements:****The symbol, the meaning and concept:**

Multiple the concept of the symbol and also changes the shape according to the artistic field in which it is applied in, where it is attracted by sciences such as symbology, anthropology and philosophy of art and other related sciences, the definition of the symbol: "is that thing which acting on behalf of or represents something else."

**Symbology:** study some of the signs used within a particular culture or religion and refer to their source, in addition to their influence on religious rituals and the way people treat this symbol, whether religious or cultural. This science was first found in the mid-1970s, by observing how a particular people or group used a symbol in their religious rituals and the influence of this symbol on their general behavior in the community around them.

**The symbol types: Idiomatic - Structural****The symbol Function: Illustration- Personification**

**Semantics:** Explains it the semology, Semology, or the science of signs, indications, linguistic or symbolic evidence, whether natural or artificial, these signs are either developed by humans, by invention, and by agreement on its connotations and purposes such as: the human language and the language of the traffic signs.

**Design:** It is a basic work of human, every performance or human work for a specific purpose is considered a form of the design process, the design is a term with broad connotations refers in the arts in particular to "the total of the human activities that seeks to organize the formal and constructive relationships between the units of an artwork".

**Environment:** The organization of large-scale aspects of the environment by means such as architecture, engineering and urban planning. The environment as a term has been known since ancient eras, as it was received in some writings in the fourth century BC.

**Environmental Design:** is "Any form of design that limits the destructive effects on the environment by integrating them into life processes." It is an integrated design area that preserves the environment. The use of the suffix "environmental" began in the 1990s.

**The benefits of Environmental design:** reduces the harmful environmental impact of products and production processes, improves consumption of raw materials and energy use, and also improves waste management and pollution prevention systems, and also achieves greater innovation and greater competitiveness.

**The relationship of the symbol to the shape and the content of the artwork:**

The expression by the symbol as an art mediator and a design element in the formulation of sculpture topics will achieve the reduction and simplification of the form which focuses the idea and its content, as well as the boundaries of the shape and its dimensions to reduce the materials of the sculpture.

**The role of the symbol in reducing of spaces, sizes, volumes and gaps:**

Using the symbol as art expression mediator summarizes the shape of the art work and a concise the content, and substitutes the expression with the full form of the elements in the design, also it is the concise indication, and it is the most focused and the summarized form message of the design which concise spaces in the narrowest expression limits as possible.

**The symbol in art and its relationship with the confirmation and proof of identity:**

Identity is a term used to describe a person's conception and expression of his or her individuality and relationship with the groups, the term especially used in sociology and psychology. Identity is the whole characteristic that distinguishes something from others or someone else.

**The symbol in art and its role in the formation of the sense perception:**

Symbols in art have an effect on the formulation of sense perception that affects the receiver and the vocabulary of its message, the symbols of a specific artistic concept provide clear and straightforward message that does not accept the multiplicity of interpretations of its recipients, while the simplified language symbols carries content that may have multiple interpretations, and its perception may differ from one recipient to another.

**An analytical study of the symbol design indications of the deer:**

The researcher has developed symbolic designs for the mountain deer with different plastic shapes, each design offers a various sense perception to demonstrate the importance of the symbol and its fine handling in the delivery of different messages.

**The applied research studies based on the symbolism of the mountain deer:**

**First: Design of the square sculpture of Alam-Arroum square:**

**Two scenarios were developed: the first one** based on the reformulation of the mountain deer as a symbol in a sculptural composition standing on its hind legs to serve as the basis for the logo of Matrouh governorate, and in the focus of The composition is a concrete structure fountain inspired by the lotus flower, topped by an artificial stone in the middle of the fountain and at the top of it the deer statue, on the perimeter of the fountain basin is a sculptural composition of seven statues of the mountain deer which altogether in reference to the eight cities of Matrouh governorate, and was conceived to re-plan the square and his interlocutor to fit the new sculptural proposal.

**The second:** was a formation of a memorial landmark consists of eight-faced concrete panel, each face tells the history of one of the cities of Matrouh governorate, and above the concrete configuration and in the middle of it, an artificial rock form symbolizes the nature of Matrouh governorate, and on the top a statue of the deer, and on the perimeter of the rock mass seven mountain deer statutes in reference to the eight cities of Matruh governorate.

**Second: The design of the square sculpture of Matrouh governorate square:**

**First design. Proposal 1:** re-landscaping the refuge island with the redistribution of green areas and water areas through two fountains, with the use of grey granite blocks as a ground

tiles, with the use of the straight lines in design concept, the general design layout connects the all design parts together, in the center of the island against the façade of Matrouh governorate building and the balcony of the main meeting hall the memorial sculptural which is an abstract design of the trunk of The mountain deer surrounded by an olive branch on a concrete base in a shape inspired by ancient Egyptian architecture, centered on it a memorial panel. **First design. Proposal 2:** the Curved lines was the basis for the design through two fountains at the both ends of the refuge island with the redistribution of the green areas with the use of Grey granite and basalt stones for ground tiles in circular lines, Its center is the center of the main island opposite to the façade of Matrouh governorate building, and the balcony of the main meeting hall, and in the center of the Island a design of a memorial landmark, which is a sculptural composition combining the ceremony flame with two abstract statues of the mountain deer surrounds the flame from two directions, one refers to the building of Matrouh's department of security, and the other refers to Alexandria Street and the coming direction from Cairo to Matrouh, the composition in general on a concrete base as a fountain that inspired from the Open Lotus flower of the ancient Egyptian civilization. **The first design. Proposal 3:** which was approved by the Governor Matrouh and the governorate Council for implementation later ,the proposal based on re-landscaping the refuge island with curved and straight lines as a basis of the design and distributing 7 abstract statues of mountain deer, the number 7 is a reference to the 7 cities of Matrouh governorate, in the center of the refuge island a sculpture consists of 3 abstract statues of the mountain deer in different directions symbolically refers to the governorate's balcony, the head of the other statue refers to the building of Matrouh's department of security, as the third one point and receives the coming from Cairo to Matrouh as welcoming of Matrouh guests, the third proposal kept the ceremony flame Facing Matrouh's department of security building as part of the design, the central formation in the center of the refuge island rises on a fountain with night lighting, and the fountain in general also inspired from the lotus flower.

### **The Research reached the following results:**

- The symbol has the ability to reduce the shape and to focus of the content.
- Sustainability is one of the most goals of the environmental design.
- The symbol in the design of the square sculptures, focusing the main idea and saving materials.

### **Key Recommendations:**

- The need to expand the environmental design concept as a principal in designing of the square sculpture especially.
- The need to confirm the special identity of the community in the contemporary square sculpture.
- Increasing the awareness of the concepts of symbol, indication and identity through different channels and means between specialists and whose interested in creative design and design of sculpture in particular.

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### The Research's most important Photos:



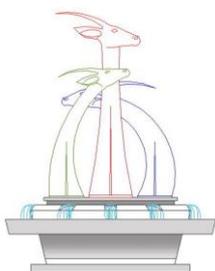
Matrouh governorate Logo



Matrouh's yellow mountain deer



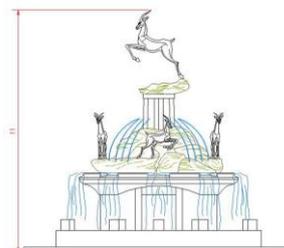
A proposed abstract design



Alam Arroum Fountain



Matrouh governorate-2<sup>nd</sup> design proposal



Matrouh governorate-3<sup>rd</sup> design proposal



Details from the refuge island at Matrouh governorate after finishing the project.

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