

Identity problematic issue with architectural facades between originality and globalization

Prof. Fathy Judeh

Full-time professor of design in the Department of Decoration and former head of the Department of Decoration, Faculty of Applied Arts, Helwan University

fathigooda@gmail.com

Prof. Dalia El-Sharkawy

Design Professor, Decoration Department, College of Applied Arts

daliaelsharkawy@ymail.com

Researcher. Mohamed Ahmed Bahaa

College of Design and Creative Arts, Al-Ahram Canadian University

mohamedabahaa@gmail.com

Abstract:

Islamic civilization is one of the most important civilizations in the world heritage, as it is one of the greatest civilizations in history that has passed through us throughout the past centuries. Islamic societies have a huge architectural heritage stock with unique creative value, features and architectural elements, and this stock is considered a fundamental pillar of civilization depth, which is the source Richness for inspiration, which includes multiple elements, from the Islamic context of architecture and its elements (such as domes, arches, thrusts, stones and mashrabiyyas).

Therefore, the contemporary Arab architect must not separate from this heritage stock, but rather develop it by exploiting modern technologies to emphasize identity in a contemporary way, and employ it in line with the requirements of the age in terms of new and contemporary technologies and techniques.

In recent times, a great heritage architectural vigil has appeared in Egypt and the Arab countries, especially the Gulf countries, where the higher costs and diversity have resulted in a general tendency to produce contemporary architectural models with the aim of linking the Islamic heritage with contemporary new technologies.

Therefore, this research aims to shed light on the essence of identity, and the necessity of linking the positive orientation movement in trying to formulate cultural heritage and Islamic architectural elements within the framework of globalization, the furious war on our Arab-Islamic identity and the alienation of youth, with the aim of reaching new methods of reformulating the Islamic heritage and architectural elements, and creating a new architecture way that links the Arab-Islamic architectural elements with contemporary architecture techniques.

Keywords:

vocabulary of the Islamic heritage, modern techniques in architectural facades, contemporary Islamic identity