

Contents

Research in the field of human sciences				
34	An Arab View of Derouche's Book: The Arabic Manuscript in Light of the Inscriptions Through the Arabic translation version issued by the Arabic Manuscripts Institute in 1437 AH / 2016 CE	Assist. Prof. Dr. Ahmed Abd elkawy Mohamed	Egypt	634 – 660
35	Creativity Education effect on Knowledge Economy	Dr. Rehab Mahmoud Abdelazim Abdallah	Egypt	661 – 680
36	The Digital identity of Helwan University's Platforms	Prof. Salwa Mahmoud Prof. Mona Abutabl Researcher. Mohamed Khaled	Egypt	681 – 694
37	The Plague of 749 H \ 1348 A.D and its Impact on Eygpt During the Reign of Sultan Alnasser Hassan	Dr. Samir Hamed Mohamed Abdel-Rahim	Egypt	695 – 709
38	""Genk", which is kept in Linchi National Library in Rome manuscript	Prof. Mahmoud Ibrahim	Egypt	710 – 751
39	Develop new, sustainable treatments for the tears and missing parts of Pharaonic shroud from Ahensia excavation	Dr. Hussein Ali Meabed Dr. Neven Fahim	Egypt	752 – 762

Contents

26	The effect of material type, yarn count, and treatment with water-repellent materials on some of the natural and mechanical properties of car cover fabrics	Prof. Ghada Mohamed Elsayad Prof. Fayrouz Abo Elftoh Elgamal Lect. Aya Ebraheem Elmwafy	Egypt	478 – 490
27	Organic abstract in sculpture and its role in formulating aesthetic and expressive values in contemporary architecture	Prof. Mohamed Mohamed Ali Shaheen Dr. Marwan Abdu-Allah Hussien Researcher. DiNa Radwan Mohamed Radwan	Egypt	491 – 506
28	Making use of the pictorial environment of the art of Notan in The Plastic formulations on the dress-stand	Assist. Prof. Dr. Mona Ibrahim Attia Aldamanhoury Assist. Prof. Dr. Shimaa Mohamed Amer Nasef	Egypt	507 – 537
29	Creative Coding in Public Spaces preparation	Assist. Prof. Dr. Waleed El Ghamry Barakat Dr. Nessreen Youssef Abu-Musalam Assist. Lect. Yasmine Muhamed Ahmed Ali	Egypt	538 – 552
30	Fashion Design in light of Interaction Design applications (Analytical research)	Prof. Amr Gamal El Din Hassouna Prof. Shereen Sayed Mohamed Hassan Researcher. Nahla Maamoun Ahmed	Egypt	553 – 571
31	The Philosophy of Nostalgia in Heritage Hotels Design: An Integrative Vision between Interior Design and Textile Printing Design	Dr. Basant Awad Mandour Dr. Nehal Nabil Zahra	Egypt	572 – 592
32	The role of Promotional and Buzz marketing strategies in enriching modern contemporary advertising campaigns in Egypt	Dr. Dina magdy	Egypt	593 – 610
33	Amazigh art as an inspiration source for contemporary interior murals made of glass and fabrics	Prof. Rasha Mohamed Ali Hassan Zenhoum Assust. Prof. Dr. Heba Mohamed Okasha Abou ElKamal Elsayegh	Egypt	611 – 633

Contents

17	Digital technology and its effect on the aesthetic values in contemporary relief sculpture	Assist. Prof. Dr. Gamal Yahia Mohammed Sidky	Egypt	321 – 334
18	Using the most suitable polymeric materials used for printing on the liquid electrograph technique to achieve the printing quality (color “L,a,b”, density and dot gain)	Prof. Dr. George Nubar Simonyan Prof. Dr. Nasr Mostafa Mohamed Researcher .Adel Taha Mohammed Mohammed	Egypt	335 – 352
19	Proactive vision for Caravan adjacent to the El Dab'a atomic reactor project	Prof. Doaa Goda Prof. Esmaeel Awad Lect. Nehal Sherif Hussien	Egypt	353 – 369
20	Benefiting from the infographic in the stage of presenting ideas in the industrial product design program	Assist. Prof. Dr. Riham Elgindy Dr. Mahmoud Ahmed Gouda Algazar	Egypt	370 – 391
21	Benefit from the arts of ancient Egyptian civilization in interior design of Egyptian booth in the international Tourist Exhibitions	Prof. Said Hassan abdel-rahman Prof. Ashraf Hussien Ibrahiem Researcher. Walid Ali Hussein Ali	Egypt	392 – 415
22	Creating printed designs for elderly women's clothing fabrics	Prof. Sohair Mahmoud Othman Assist. Prof. Dr. Doaa Ahmed Hamid Khalil Researcher. Nahla El-Sayed Saleh Sheha	Egypt	416 – 435
23	Aesthetic and plastic values of bio-art as a source for textile printing design Exhibition "Stances between Vital Art and COVID-19 Arthroscopy"	Dr. Shaimaa Abd-Elaziz Hamed	Egypt	436 – 451
24	Technical Schools Associated With The Design Of Modern Interior Lighting Units	Prof. Dr. Salah El Deen Abd El Rahman Prof. Dr. Ragab Abd El Rahman amish Researcher. Shaza Hosney Said Marey	Egypt	452 – 465
25	The cultural identity of the Whale Valley Sanctuary and its effect on the formation of the Interior designer's thought	Prof. Abd El-Rahman Bakr Prof. Ashraf Hussein Dr. Sara Fawzy Mustafa Researcher. Hadeer Emad EL-Din Sayed Amin	Egypt	466 – 477

Contents

9	Study of housing in the Mamluk (1517-1250) and Ottoman periods (1789-1517)In Egypt (a comparative study: The House of Zainab Khatoun - The House of El Sitt Wassila)	Dr. Marwa Zenhom	Egypt	164 – 187
10	The Effect of Computational and Digital Programming on interior design and Architecture Technology’s Development	Prof. Yasser Ali Maebed Assist. Prof. Dr. Alaa Mohamed Shams Eldeen Alaeshy Researcher. Eman Amr ElShenawy	Egypt	188 – 208
11	A future vision of interior space formation technologies in light of the basic determinants of the regenerative environmental architecture	Assist. Prof. Dr. Rehab Abd Elfatah	Egypt	209 – 228
12	Emphasizing the Identity by Integrating the Cultural Dimension in the Design Aiding Tools	Associ. Prof. Dr. Hesham T. Eissa	Egypt	229 – 244
Research in the field of arts				
13	The effect of economical and cultural diversities on the mural art in universal train stations (America –Europe-Asia)	Assist. Prof. Dr. Ahmed Mohamed Ebrahim	Egypt	245 – 259
14	The dramatic effect of light in Installation Art	Assist. Prof. Dr. Akmal Hamed Abdelrahman Assist. Prof. Dr. Nessreen Y. Ibrahim Assis. Lect. Yasmin Esmat Mahmoud EL-Attal	Egypt	260 – 280
15	Future Trends for the development of the advertising industry in light of Vision 2030	Dr.Elham Abd Elrhman Ibrahim Shehata	Egypt	281 – 302
16	Stereotype and Social Meaning in TV Advertising	Prof. Tamer Abd-Ellatif Dr.Elham Abd Elrhman Ibrahim Shehata Lect. Mai Mohamed Abd- allah Ali	Egypt	303 – 320

Contents

Ser .	Research's Title	Researcher's Name	Nation-ality	Page No.
Research in the field of architecture				
1	Evaluation of the environmental impact of industrial zones in new cities. Case Study: 10th of Ramadan City	Dr. Ahmed Al Hussein tohlob Researcher. Aml saad elgohary	Egypt	1- 21
2	The Principles of Flexible Architecture as a mean for Enhancing Structural Forms of Lightweight Metal Buildings System	Prof. Ahmed Hamed Mostafa Dr. Hany Fawzy Abu Alazm	Egypt	22 – 38
3	Incorporate Resilience Principles Into Architectural Education Programs	Associ. Prof. Dr. Ahmed Yehia Esmail	Egypt	39 – 66
4	Reducing the Rate of Carbon Dioxide Emissions for Social Housing Units in New 6th of October City	Dr. Mahmoud Attiya Mohamed Dr. Samah Sobhy Mansour	Egypt	67 – 80
5	The study of the use compatible with the beach facades (by applying to the area of Rawd al-Faraj in Greater Cairo)	Dr. Shery William Salama Sorian	Egypt	81 – 102
6	Application of the Mashrabiya philosophy in contemporary architecture	Prof. Abd El-khaleq Hussain Nasr Prof. Nevin Farghaly Baioumy Assist. Lect. Aya Gamal Abd Elwahed	Egypt	103 – 118
7	Identity problematic issue with architectural facades between originality and globalization	Prof. Fathy Judeh Prof. Dalia El-Sharkawy Researcher. Mohamed Ahmed Bahaa	Egypt	119 – 136
8	Semiotic Dimensions of Architecture in the light of the Factors that influence Understanding and Interpretation of Meanings	Dr. Mohamed Ahmed Rezq Ali Al-Sherbiny	Egypt	137 – 163