

Creative Placemaking between theory and practice

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Abstract:

The mutual impact between Man and environment has been going for a long time. Man is affected by everything around him and this effect is shown on his culture and behavior and social conditions in general. Many studies have revealed that the ratio of social relations between individuals does not increase by their number but depends on the increase in the proportions of their meeting, but because of the absence of creative environmental design that has the ability to handle this problem, the society is suffering from what is called the isolation of Man from his environment and surroundings. Technology affected in a large extent the presence of this gap that occurred between Man and environment, hence the artist and environmental designer plays an essential role in the progress of humanity through initiatives that tackle the importance of raising the quality of human life through environmental design and this throughout the new concept of " **Creative Place making** " , as it provides real opportunities for members of society to express their relationship with each other and their environment as well.

The strategy of improvement of well-being of society and its prosperity takes place through the improvement and development of city conditions via governments, private investment, profit organizations, artists and groups of citizens who have a common sense of environmental beauty, coordination, but we must understand well the environment around us so that we can handle this relationship, which has been tarnished by many factors, also we can bind it to the quality of life in relation to the concept of " **Creative Place making** " so that we can enhance the humanity of places and meet human needs.

Key words:

environmental design- quality of life- industry of creative places- human needs

Introduction:

Since the beginning of creation, Man has been looking to adapt to the environment surrounding him, in order to find solutions so that he can deal with his environment which is an integral part of him and has an effect on him. Therefore, environmental design is considered one of the most

important areas of design as it is considered as a tool that is used to improve functions and aesthetics of public spaces surrounding man, and influencing him socially, culturally and psychologically. Indeed, studies and theories in the field of psychology confirmed the importance of environment surrounding the man for the acquisition and learning of behavior

Therefore, in order to create a better tomorrow, many studies in the third millennium aimed to research what is "quality of life" and ways to achieve and develop it in a manner that allows a psychological and social balance for a person.

Environmental design with its ideas and trends has become strongly intertwined in influencing the quality of life and living conditions of communities through various projects by designing surfaces and external architectural spaces and transforming them into urban places that allow movement and to be used by humans, hence the need to ask if there is a relationship between the concept of Environmental design and quality of life improvement? The answer is in the research, by introducing the concept that connects them " **Creative Place making** ".

Through this, the goal of " **Creative Place making** " is achieved between theory and practice, which is to **promote humanity** through initiatives that build strong and healthy societies.

Research problem

Lack of clarity for the concept of environmental design and its relevance to satisfaction of human needs and raising the quality of life.

Research importance

The tendency to apply the concept of " **Creative Place making** " in environmental design in the context of meeting social and human needs.

Research goals

- 1- Using the concept of " **Creative Place making** " in environmental design to achieve the vision of creative city in the framework of serving life goals and economic development.
2. Reformulating open public spaces creatively in order to improve the quality of life for the community.

Research Methodology

Use of the descriptive and analytical approach as it aims to study and analyze the concept of " **Creative Place making** " and how to benefit from it functionally and aesthetically in the field of environmental design with the purpose of finding solutions in promoting humanity and loyalty to society by raising the quality of human life.

Research hypotheses

The researcher assumes that the concept of " **Creative Place making** " helps in developing environmental design concepts and supports them.

The research represents

Environmental design as a tool for achieving quality of life:

The design in general is the organization and coordination of a group of elements that are formed in different ways in order to achieve harmony between aesthetic and functional aspects

of the idea. Design in general is a basic work for every man to meet his needs related to life affairs.

In this research we specialize in environmental design, which is one of the most important areas of design because it expresses the Man in various ways, as there is a mutual influence between both Man and environment, hence the impact of the environment on the Man appears strongly in social, cultural and psychological aspects. Therefore, we must develop this field and understand it correctly as it is not only street planning, lighting, trees, benches and other environmental design tools. Man is the goal of all development and it is his right to live in a healthy and clean environment that helps to develop him in all fields

The early beginnings of understanding the human relationship with the environment can be traced back to "Geed" in 1915, who is considered the first one to draw attention to the issue of integration of the urban space, and that the problems of environmental design cannot be solved functionally and technically only, but must be subjected to other organic and vital considerations to serve human goals. These ideas imposed the urban elements (housing, work and people), as the integration between these elements represents efficiency, effectiveness and the link between them.

Quality of life in environmental design is achieved when we focus on the basic principles of understanding human behavior towards the environment and vice versa through sense, behavior, perceptions, feelings, reactions and education.

Industry of creative venues between theory and practice:

The aim of this concept is to "**enhance humanity**" through artistic initiatives that build strong and healthy communities, so that the goal is to see the creative city, serving life goals and achieving the concept of **quality of life**.

Marco Sen and Gadoa identified six components of a successful creative venues industry strategy:

- 1- The initiative begins to realize the concept of creative venues industry through an artist.
- 2- The identity of the place must be adhered to it, and the distinctive character of this venue must be respected.
- 3- Stimulating the public will, whether in the local administration or with citizens.
- 4- Attracting private sector support from cultural industries or developers.
- 5- Active participation of arts and cultural leaders.
- 6- Building partnerships across sectors, missions, and levels of government.

This concept helps community leaders to better adapt to change and make their communities more sustainable and the creative venues industry system seeks to balance the two conflicting needs of individuals in society, namely self-fulfillment and safety, and it also improves the creative economy, which provides more entry points for individuals and communities to prosperity and raising the position of arts and artists in society.

From the figure, we can see five elements that contribute to the success of the **Creative Place making**:

- 1 - Developing society in terms of improving quality of life.
- 2 - Developing economy to raise standards of life.

3 - Cultural development, where the surrounding environment is developed to make it suitable for cultural events.

4 - Willingness to assist and provide services.

An applied example of the concept of designing creative venues in Egypt

We can say that this term began to be implemented in the Arab Republic of Egypt in the area of "the tombs surrounding the seat of Sultan Qaytbay". It is a famous archaeological area in Cairo built on the Islamic style dating back to the Mameluke era. This area includes many establishments: A Mosque, a school, a dome, a way and the sultan's seat. This group has been established during the period (5877 / 1477 AD - 5879 AH / 1479 AD), but with the passage of time this area was neglected and became a real city of death, later known as "Torab al-Ghafir". In 2015, the restoration and re-employment of the Sultan Qaytbay Basin was completed and converted into an outlet to exhibit and sale artisan products and is used as a temporary exhibition organized in a reciprocal way in the area around the Sultan Qaitbay Group.

Within the project, the restoration work of the seat of Sultan Qaytbay began in the same area, and both projects were carried out with a grant from the European Union Commission as part of the Egyptian-European cultural cooperation program, with the contribution of the Netherlands Embassy. The Archinus Architecture Office in Egypt carried out design and implementation works in cooperation with the Ministry of Antiquities and Heritage through the Historic Cairo Development and Restoration Project.

Since that time, the idea has generally combined between preserving the historical monument through cultural activities and social development actions with the comprehensive preservation of historical buildings and spaces by reintegrating them into the lives of the local community individuals and proving that cultural heritage can be beneficial to the place and people, in other words, the application of the concept " Creative Venues Industry ". Now, it is turned out to be a center for arts, culture and community development inside the Mameluke desert area in Cairo.

The results:

- The necessity to pay attention to studies in the fields of environmental design to raise the designer's ability to find successful design solutions.
- The environmental design helps in raising the quality of human life, so the concept of environmental design must be creatively reformulated in order to improve the quality of life of society.
- The concept of creative venues industry helps to enhance humanity and build healthy and creative communities.

Recommendation:

- Emphasizing the application of the concept of creative places that appear during environmental design as the concept of quality of life.
- Emphasizing that reformulating open public spaces meets human needs.

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