

Design Culture and its role in shaping the Identity of Place (Case study for Open Markets)

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Abstract:

The spatial structure of open public spaces has undergone major changes with the succession of different times, which in turn were one of the most important causes of society cultural changes that occurred as a result of interaction between individuals and the surrounding environment and the mutual influence between them during these times, resulting in a modern relationship between open public places and the current society subject to influences Archaic since the inception and formation of the ancient urban fabric, which is considered a reflection and translation of a previous culture, it plays a role - not a little - and cannot be ignored in the formation of the contemporary community entity that interacts directly with this place, which leads to a gradual adaptation between the place and the qualities that make up the changing culture Current and living requirements of individuals. Public spaces are a kind of mirror of the culture of society, expressing comprehensive social systems, and it is also a means that affects the cultural image of man and society and completes it, and confirms personal contact between people and society and the activities and functions that exist in order to work in a form of harmony and interaction resulting from the relationship in the form of physical features of the environment And human concepts and activities, and as a result of this interaction the identity of the place and the individuals is formed, which leads to any affiliation and attachment to the place, whether it is related to the activity or function or emotional attachment.

Within the framework of the current trends for the advancement of society, this research paper discussed the culture of design and its importance in shaping the identity of places and thus their users, through a case study of one of the open public markets in Egypt and an understanding of its societal role and the extent of its impact on individuals behaviorally and psychologically, which constitutes a great deal of conscience. Diverse societal segments interact with it on a daily basis, "Cairo's Musky Market"

Key words:

Open public spaces, Human behavior, Material and Non Material Culture , Design Culture , Places Identity.