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.

Introduction:

Open public places in general are considered a very complex and complex material human product, loaded with many characteristics and social, cultural, political and economic relations, in addition to aesthetic and plastic values with their behavioral effects on individuals.

Within the framework of this understanding, the open public spaces as a mirror of human civilization, require a constructive socio-cultural interpretation and understanding of the history and identity of the place and the social changes of individuals; In order to reach a design culture with the designer to ensure the success of the design process in achieving its original purpose, aesthetically, formally or functionally, and discuss the problems that arise in these places as a result of ignoring these studies.

Research problematic:

The lack of clarity in the role of the study of "design culture" when designing open public spaces and ignoring its role in shaping the conscience of societies, and their ability to elevate them.

research importance:

• Shedding light on the importance of understanding the culture of the place - through the knowledge and analysis of human behavior in social life - during the development of public places.

• Supporting the field of environmental design with studies on the important axes whose role is to elevate societies.

research aims:

This study helps:

Understanding and analyzing public places and their needs.

- Designing and managing different spaces that meet people's physical and psychological needs and keeping pace with the needs and characteristics of human behavior that must be applied to the design of open public spaces.

- Analysis of the behavioral influencing factors that underlie the formation of the identity of the place through a study of "Al-Mosky market in Cairo"

Research steps:

First: the introduction

Second, the design culture

Third: the study of the place

Fourth: Criteria for the success of public places in achieving adaptation with individuals.

Fifth: A general study of the old Cairo markets and their human and social characteristics

- A case study of one of the most important public neighborhoods in Cairo (Al-Mosky neighborhood)

Criteria for selecting a case study

Analytical study conclusions

Sixth: Recommendations

Seven: the results

Results:

Through this study, we find that:

Culture and design share a strong bond, and this link appears by meeting the needs and requirements of users with all their cultures on the one hand, and paying attention to design in terms of aesthetic and plastic values on the other hand, bringing the designer to deeper dimensions in achieving the desired goals.

- through a cultural understanding of a group of users and their local environment; From the lifestyles, habits, interests and anthropometric measurements of people, and on the other hand, the study of location, climate and environmental conditions. This data can help create a design that is safer, more comfortable, has a better fit, is more weather-resistant, and is more compatible with the user and the environment.

The cultural aesthetics of design is largely relative, taking into account cultural expectations, tastes and perceptions is one of the most important design considerations that increases the degree of user engagement with the design. What may be beautiful for one community may be ugly for another cultural community.

The design is able to create an emotional connection, between the design and the consumer, that will lead to increased attachment and association with memories and emotions that fit their personal criteria and push them to want to keep it for a longer period.

Understand and understand environmental conditions, user preferences, and design and manufacturing requirements. Designed to be functional, specialized, and reliable.

Thus, to understand and assimilate the cultural elements became a necessity to arrive at a new design that is more appropriate for the community and satisfies the user culturally and aesthetically.

And then the added cultural value of the design creates its essence, value and motivation to reach cultural development through design.

design culture:

Cultural influences on design were examined and found that:

1- Incorporating culture into the design process can enhance the success of interaction and communication and find the relationship between the cultural personality of the place and the user with the design.

2- Culture can be a means to satisfy users, as it is not possible to achieve and satisfy the pleasure of individuals from dealing with design by just dealing with jobs only.

3- Because culture is a reflection of users' identity, people are always searching for their identity in order to give meaning to their lives, accordingly, culturally adapted designs can help people identify something in common and compatible with their culture and lifestyle and respect the temporal changes of each era.

4- Culture can be a source of design innovation and inspiration. Taking culture into consideration during design activities can pave the way for diversification of ideas to satisfy user needs, and the innovation process is a necessity for human diversity based on cultural differences, and he emphasized that culture can generate this required diversity,

Culture is one of the main issues in understanding the polymorphism in design, and this appeared when trying to compare the open public markets in more than one country, where cultural differences appeared for users and the extent of their interaction with the place.

5- Culture can play a role in the intuitive use of design. In a sense, human intuition is related to our perception of things, which is already built into our cultural contexts.

6- Culture can be a balancing force against globalization. Highlighting the importance of both globalization and cultural values together indicates an understanding of cultural diversity.

7- Culture can determine trends, users from different cultures are affected by design in different ways. Aesthetics made up of colour, materials and shapes may fulfill a desire in one culture and still be unattractive to consumers in another. The attractiveness and unattractiveness of design across countries imply a relativity in preferences and suggests that some cultural variables may be responsible.

In this sense, designers can also be considered cultural guardians.

Incorporating culture into the design process can be seen as important to the user from many angles. However, it should be admitted that it is not a straightforward task but a process that is difficult to manage since there are a large number of variables in the different layers of this merging, which makes it more complex.

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