

## **The importance of connecting murals with environment and surrounding in designing the elevations of architectural buildings**

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### **Abstract**

The art of mural painting is directly related to walls, yet it is not just an art that adds aesthetic touches to the places we live in, but rather, its primary role is to create a direct relationship between the artist and audience. As it is affected and influenced by the life around him/her, it is the art that reflects the civilized environment and culture of society.

Wall art has an educational role that the artist offers to the audience who is receiving and living with the artworks; which helps to raise the taste of the individual, and the culture of society. One of the characteristics of a good artwork is that it does not only express the artist's ideas and feelings, but also the social and intellectual conditions of the era to which the artist belongs, and this is done by using some of the outputs and units that belong to the heritage and the surrounding environment.

A viewer or visitor of exhibition halls can see the artwork for one time, and on murals it is just the opposite; where the viewer can see and contemplate it on his way back and forth, in the streets and public squares, on the facades of buildings or on the walls. Many of murals present topics that express heritage, history and intellect of peoples, and thus carry a cultural message in the first place, and an aesthetic message in the second place. Murals are also work that documents past and present events and contemplates the future.

Mural works are distinguished from other visual arts by their visibility; it is available to everyone, as many people who wander the city's streets can see it, looking at it trying to assimilate its plastic language, and it also affects them positively, whether they have a fleeting outlook or a closer look, their minds are occupied with these mural works, and many visions and ideas that play an important role in their lives and their advancement in all fields are evoked inside them. Arts in general affect culture and feelings of people, and address some unwanted social and political phenomena through visual education that does not grow randomly, but through continuous conscious training.

### **The visual language of mural art**

In addition to its aesthetic function, mural work is a means of community communication. The language of communication appears in the murals through elements that make up the artwork in terms of subject, fonts, colors ... etc... The visual language that provides the human being with symbols, signs and signals is the link between the artist and the society in which he lives, and it is what determines the meanings desired to be communicated.

An artistic language arose in the ancient society whose connotations were agreed upon among its members, and this may be due to its simulation of nature through its symbolic forms used in community service, making it a language of communication bearing many meanings that guide, direct and modify the behavior of society. Artistic language carries in many times

moral messages with aesthetic features that carry the philosophy of society, so we find that the artistic visual language has its own effect on people and societies, so the mental inventory of the data of the natural environment surrounding the artist, and the images and ideas generated by it, are renewed with the development of society.

### **A brief history of the cultural tasks of the art of mural painting**

Mural photography is one of the ancient arts that began with the emergence of civilizations, where the art of mural painting is one of the most important arts that the world witnesses, and it is distinguished by its proximity to the viewers; It represents the heritage, history and thought of peoples; It also carries a cultural message in the first place and an aesthetic one. Therefore, the murals are a documentary that retrieves the events of the past, captures the present, and contemplates the future.

Murals are documentary records of everything that a human goes through in his daily life, ancient man engraved everything he was exposed to on walls using the simplest tools available at that time, to express what was in his mind, and this is evidenced by the many drawings on the walls of Tampra Caves on Biscay Bay Northern Spain, the Ajanta Caves in the state of Hyderabad, the La Madeleine Caves in France, and other places. Thus, mural art began to rise and flourish little by little, until it became one of the evidences of how humans overcame the cruelty of life.

Paleolithic man was able to use simple tools and materials to create his wall paintings. He used the fingers of his hands to color his drawings after dipping them in a paste of colors extracted from nature, then later he used a brush made of animal hair or tree branches, and he also used powdered materials in coloring after mixing them with some animal fat, and placing them in the hollow antlers as a container for them. Then, he wrapped it around his waist.

### **The visual culture of the murals**

One of the most prominent and most important features and components that frescoes must carry is the possibility for viewers to be surrounded by them in form and content, without the viewer having to stop and contemplate them for long. At the present time, murals are associated with new tasks and functions, such as filling the large areas of walls of buildings, especially the old ones, which their empty appearance causes a kind of gloom for eyes and emotions, disdain in their surroundings, and a heavy burden on the soul.

Therefore, these places call for the presence of murals on these facades; So that its shapes and decorations create a visual rhythm that is beautiful and dear to the eye and soul. These panels can also play a guiding role that reflects the nature of the tasks performed by the building that carries it, or a map for the city, town, or area which it is located in. Therefore, wall paintings are among popular arts that provide visual enjoyment to a large number of people permanently day and night, and thus their value is not less than a monument's value, or statues in streets, squares and gardens, as they are all placed among people in areas of their permanent presence; Their eyes see it back and forth, all the time. Therefore, these paintings, with their consistent plastic and aesthetic connotations and values, can benefit, entertain and educate people, develop their tastes, and modify some of their negative behaviors, in addition to beautifying and visually enriching the sites on them.

Murals are used to aesthetically pleasing façades, and it is based on a balance between peoples' philosophy and culture. Which leads to a distinctive character of the visual formation of facades. Murals are also used to decorate the monotonous façades, which lack any aesthetic touch. It is a good architecture that possesses the ability to transfer a person to a different level of artistic and aesthetic consciousness.

### **Considerations influencing the design of the murals**

One of the most important factors affecting architectural facades when implementing murals is the concern for the distribution of design elements on the main axes on which the eye is based. According to the axial directions of the structural profile, taking into account the balance of all the constituent parts of the figure space; With the aim of achieving parity between design elements, taking into account the system of distribution of spaces, by organizing the rhythms of the exchange between the elements of the mural design and each other; Based on the fundamentals of design, and also attention to the relationship of color values used with the basic elements of the design, and the extent to which they achieve the desired balance in terms of color contrasts, color harmony, or tactile rhythms, and the resulting harmony of movement with rhythms of light values emanating from the design as a result of the different relationships of the foundations of structural formation within the design, whether it is a color or texture ... etc., as well as light values resulting from the fall of light on the architectural facade and shadows resulting from it, which differ according to the angles of light falling on the design surface, where the illusory distance is achieved that helps to introduce one of the design elements and delay the other in the background according to its importance within the design. In addition to studying the different types of architectural styles and their relationship with the surrounding environment, to be used in an aesthetic design.

It is also possible to experiment with a number of operational methods used in wall design, such as manual methods of drafting the design with plastic and artistic treatments, in addition to technological techniques at some stages. This achieves the purpose within the creative design process. The mural must be closely related to the surrounding environment, so that it becomes a part of it, through methods of formation on the mural, and the techniques used in it, materials, colors, texture ... etc... Natural factors such as climatic conditions, which necessarily affect the wall artwork greatly, as the wall artwork always interacts with the environment; It affects it at times, and is affected by it at other times. All these natural and artificial factors must be taken into consideration when choosing the location to implement the mural.

### **Aesthetic considerations when designing architectural facades:**

A building or architecture is defined as a space integrated with the surrounding environment. To perform a human activity, the human perception of the constituent aspects of the building depends on the architectural configuration, or the intangible aspects of the building, such as the meanings that it transmits to the recipient. We find that the architectural composition and the façades have the greatest impact on leaving an impression on the building. It is the product of the efforts of the architect who works in a community system and a framework that has its own conditions and characters that affect the appearance of the building on its final form,

and then contribute to the visual impressions left on it. The impressions left by architecture are always associated with beauty, spaciousness, luxury or simplicity ... etc.

### **Design of building facades in architectural facilities**

These designs are the results of intertwined interrelationships, the architect and the wall designer employ them in a way that ultimately leads to aesthetic and functional values, so we must take into account several factors that affect the aesthetic value of the facades to reach the architectural beauty through:

#### ***A. Functionally***

Façades must achieve the intended functional design purposes of the building, by matching the dimensions of the openings and the functions, taking into account the external environmental factors, the optimal use of building materials and the construction method in line with the design requirements.

#### ***B. Aesthetically speaking***

The aesthetic technical aspects must take into account the existing character of the areas of value, by achieving the foundations of formation, consistency and compatibility with the surroundings, taking into account the principles and design considerations for the aesthetic aspects to achieve creativity and preserve the aesthetic value.

### **The use of wall designs in architecture and their employment on the facades**

Mural art is used very widely; where it is linked to the architecture and external facades of the buildings to integrate these works of art with the buildings with their various openings to become part of the design and contribute to forming the complete picture of the artwork. These designs help in sending many critical or pro-social messages, as most of these artworks aim to reach the recipient in a clear way, by using different colors and materials in different areas, attracting the attention of society and authorities towards a specific issue, and it is usually related to the economy, social and political issues and movements that happen in societies.

Here are some applications and experiments that show how the art of mural painting was applied to the walls of buildings in different ways, and how they were integrated and complemented the vivid image of the city. This can be used in the sustainable use of public spaces, as the artist exploits the buildings in these public places that people associate with to make paintings that increase attachment to the place, in addition to the possibility of bringing life to deserted places, and making paintings that reflect the local contexts of people, neighborhoods and the history of the city.

The use of mural painting in architecture led to the development of many buildings spread all over the world, which increased public and private participation in society, as well as an increase in the feeling of luxury. In addition, the wall designs on the architecture increase the attractiveness and image of the city; It makes neighborhoods more attractive and beautiful because some neighborhoods are characterized by high-rise residential complexes, or open spaces, and walls free of artworks in different areas and neighborhoods, highlighting the importance of the influence of wall paintings in the design of architectural facades in buildings and architectural structures.

The Baltimore program in Maryland and Philadelphia will be presented by analyzing and studying the most important models of murals designed on the facades of buildings and

architectural structures that support the rules and values of the two programs in launching the (Open Wall Baltimore) project in 2012 by the entertainment district, North Art Station in collaboration with Gaia, a leader in the global arts movement and a member of the Northern Arts Station, which aims to revive public areas and open spaces by painting on architectural façades, fences, and more; This stimulates community revival and local language of dialogue, and attracts visitors and investors to Baltimore neighborhood. About thirty-one works of art were executed in this neighborhood by international artists who came to the city as part of this project in its first tour, and more than twenty other mural works followed in 2014.

Philadelphia is known as the city of brotherly love. It is also known as the city of murals, thanks to the Philadelphia's Mural Arts Program, which is the nation's largest public art program. Established in 1984 as part of the Philadelphia Anti-Graffiti Network, this program focuses on creating collective wall paintings on building façades as a means by which community issues can be addressed in a deep and economically stimulating way.

Today communities engage 50-100 projects each year while maintaining the ever-expanding collection, attracting 12,000 residents and visitors specifically to outdoor art galleries each year. The program is always inflating and expanding. It includes new artworks, with a constant eye for huge projects and artworks.

## Results

1. Mural art is of great importance as a means of transmitting social, cultural and political messages; This art has its own language that is accessible to the recipient; It exposes him to the artist's vision, as the language of mural photography addresses the eyes, and creates a space for reflection and contemplation.
2. The mural programs for the cities: Baltimore and Philadelphia, under the auspices of the institutions that sponsor them, are distinguished by their ability to study the needs of the cities, such as social and cultural needs, and to choose the appropriate ones. In order to promote the cultural and social aspects of the viewers, which is an important message of the mural.
3. The analytical descriptive study of international architectural façades confirmed that the interest in beautifying the architectural facades and their environmental surroundings helps to improve the aesthetic sense of individuals, as well as positively affect the psychological and physiological aspects of the individual, and also affect his mental stability.
4. Interfaces are perceived by identifying the elements of their visual formation, and through them it is possible to judge their aesthetic and functional values.
5. Façades must achieve the targeted functional design purposes, taking into account the external environmental factors, the optimal use of building materials and the construction method in line with the design requirements and aesthetic technical aspects, taking into account the prevailing character in the region, and achieving the foundations of formation, consistency and compatibility with the surroundings, and taking into account the foundations and considerations for aesthetics, which achieve creativity and maintain an aesthetical value.

## Recommendations

1. Paying attention to the call to study the Egyptian architectural heritage in its various eras, with the aim of benefiting from the conditions that created this heritage, and then evaluating it

to draw inspiration from what is compatible with it and is suitable for application in the environment for the contemporary Egyptian society, and then there is the architectural character of architecture and buildings in line with the Egyptian environment in its two parts: natural and urban.

2. Interest in knowing the characteristics of our environment, and learning about the new architectural cultures and languages to be used in beautifying the architectural facades of buildings and facilities ... etc.
3. Encouraging the study of aesthetics within various sciences; Because of its direct impact on the development of individuals and then the development of the surrounding community, this study also increases the ability of individuals to judge and build an aesthetic taste, which develops their personal ability to judge things from a correct aesthetic perspective that depends on correct evaluative foundations and determinants.
4. Creating mechanisms, plans and legislation that generate a set of technical and design determinants and standards that wall designers and architects abide by when completing their artistic projects.
5. Communication for balance in dealing with the incoming culture and its relationship with the special Egyptian culture.
6. Take advantage of the mural programs in Baltimore and Philadelphia.
7. Setting binding legal controls to develop and beautify architectural facades according to a prior planning, in which both the architect and the wall designer participate.

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