

## Evaluation of architectural Innovation based on identity and contemporary changes

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### ABSTRACT

The world is going through a set of changes in all different fields, including political, economic, social, urban and environmental. These changes pose a great challenge to the aspects of public life and human activity all over the world, especially developing countries, as well as to the architectural designer who was affected by these changes by affecting the concept of identity. Architectural creativity and architectural product.

The study and research of projects - locally and globally - affected by the variables surrounding them and characterized by their reliance on their apparent identity or their dependence on one of the sources of creativity. Which affected it, as well as creativity and the stages of the creative process and their impact on the architectural product, as well as knowing the most important sources of inspiration for the designer in his projects.

As well as a study of the most important changes that took place during previous periods of time, especially Egypt, and the political transformations that affected the life of the Egyptian society and consequently on architecture and urbanism in the twentieth century through important political events and changes such as the 1952 revolution and after the October War in 1973 and the beginning of the era of openness and the subsequent transformations in life In general, architecture and urbanism in particular.

The research aims to study identity and the changes of the era and their impact on architectural creativity in an attempt to find a way that enables the evaluation of architectural creativity based on the two elements of identity and the variables of the age through a set of elements that have been reached and giving them a set of points through which it is possible to know the identity and the variables that help In the evaluation process and the extent to which the project achieves architectural creativity through an evaluation form in which the proposed elements have been included, and by aggregating the points, we can determine the percentage of creativity.

### Keywords:

Innovation;Identity;Contemporary changes