

## Strategy of Visual and Intellectual Patterns to Preserve the Identity of Heritage Cities (A Personal Vision for the City of Alexandria)

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### Abstract:

Heritage is a measure and indicator of the civilization of societies, and a comprehensive meaning of a legacy that carries values, traditions, beliefs, thoughts, and visions belonging to the past and extending to the present and future. To preserve and continue it requires independent ideologies that govern it and place it in specific frameworks subject to its history. Those societies are represented in environments and cities - called heritage cities - which have characteristics that distinguish them from other peoples and cultures. These cities have a special character, their entity consisting of layers and epochs of accumulated intellectual, material, and philosophical factors, making them a unique case that cannot be replicated. This is a fundamental factor in forming their identity, and lies in their ability what is called the mental image that has the capacity to be preserved within the visual memory.

The research is structured around three main cores:

- The conceptual dimension and structural composition of societies and cities throughout their civilizational development, leading up to their identity ingrained with heritage.
- The role of intellectual and visual Patterns in creating a dynamic interaction amongst individuals within these environments (cities), and it's the extended heritage.
- The designer's strategy in formulating and processing the elements of the historical environment (both physical and cognitive) of heritage cities into visual symbols with a contemporary vision, through various applications of communicative aspects, in an attempt to preserve that legacy.

### Research Problem:

The research problem was embodied in several crucial points that necessitated attention to this study. They are as follows:

- \* There's a lack of awareness regarding the significance of studying the ideologies of peoples and the historical aspects that represent their identities.
- \* There's an absence of visual systems capable of facilitating communication and interaction among society members concerning their cultural heritage, which constitutes both their present and future legacy.
- \* Globalization, due to the imminent threat it poses, has resulted in the melting away of numerous cultures. This phenomenon has overshadowed and obliterated the foundations of societies with rich histories and civilizations, stereotyping their inhabitants and subjecting them to a uniform set of values.

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**Research Objective:**

The research objective attempts to devise a strategy for designers that revitalizes and conserves the identity of these cities, by addressing their constituents and elements in a manner that ensures their extension and continuity for generations who did not witness that history firsthand (the searcher's experiment).

**Key words**

Heritage, Intellectual Patterns, Visual Symbols, Cognitive Imagery, a Mental Image.