

THE IMPACT OF AESTHETIC AND CREATIVE VALUES ON ARCHITECTURAL THOUGHT

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ABSTRACT

This century is witnessing a range of changes in all political, economic, social and cultural fields. These variables represent major challenges that have affected all aspects of life and human activities in the developed and developing world alike, and in terms of the field of architecture, these changes have influenced the vision of the architect and public opinion (society) of the concept of different aesthetic values in the architectural product. The vision of intellectuals and analysts differed about the concept of creative aesthetic values and the extent of their influence on developing societies in general and on Egypt in particular. There are those who believe that it must be dealt with in a way that preserves their uniqueness and standards and integrates them with the culture of society. There are those who believe that it is not necessary to link architectural thought to the aesthetic values of each country, so some of the models resulting from local and international architects had to be analyzed to try to assess and measure the extent of the development and predicting the future course of architectural thought in Egypt.

Key words: Aesthetic values; Architectural thought; Culture of society.

INTRODUCTION

In the past, the design and aesthetic vocabulary of the architecture of peoples was clear and reflected their characteristics and environmental and social advantages. Giving the West is the main reference and the kiss of our

orientation, but what is really surprising is that as a receiving people we are no longer able to analyze the data coming and insight them accurately in order to select the useful ones in order to achieve the right balance between the influences imported and inherited while taking advantage of all the techniques and contemporary developments and integrating them with the history of civilization in order to find an architectural identity specific to the surrounding society relatively compatible with the variables of the times.

The main objective of the research is to monitor the change and development in the concept of architectural thought in the different time periods of Egyptian architecture and to know the role of the architect in shaping his society in trying to find a relationship between aesthetic values and architectural thought and the extent to which they affect society.

The concept of architecture (meaning and function):

Architecture is a product of the rise and development of the human race, it is a testament to the spirit of creativity of man and it chronicles the beginnings of its formation as an innovative thinker before the emergence of a civilized organized human society, at this early stage the three basic functions of architecture emerged Shelter for the protection of life, intellectual and emotional organization, social organization, so the history of architecture is a reflection of the history of the development of the human race socially, economically, spiritually and technically.



Fig.(1): some models of architecture in France
Available on: www.ninskaprints.com last Access 8-9-2021

With the development of society and the beginning of the emergence of cities and states, the architect was the artist assigned by the ruler to meet his wishes of building pyramids, cemeteries, palaces, temples, planning cities, castles and walls, and the architectural duty was always to please the ruler and the issue of financing did not represent any importance because the client here is the state represented by the person of the ruler or king, and often asked the architect to overstate the show of luxury as happened when designing the Palace of Versailles where Louis IV was invited Ten to exaggerate the size and details of the palace due to political objectives it is a symbol of governance and its power and authority, and there was no interest with projects or facilities for the people, we conclude that the role of the architect at these stages is to express the power of governance, consolidate power and preserve its gains.

Different changes and their impact on architecture: The multiplicity of variables affecting the formation and formulation of architecture, and the multiplicity of these factors are linked to the different aspects that shape and crystallize the features of society (politically, economically, socially, culturally, and with the change of this navigator also changes the role of the architect in addition to the administrative systems governing the construction process.

The impact of political factors on architecture: The relationship between architecture and its product on the one hand and the political features of society on the one hand is a relationship with a deep historical dimension and although it always exists, it is clearly manifested in some moments of time and less apparent in others according to the circumstances surroundings that may or may not help to confirm this relationship, including the major political transformations that take place in societies and the consequent change in their economic features and the subsequent changes in Structuring the class structure of these communities.



Fig.(2): Models of the buildings of the fascist regime
Available on: www.architecturaldigest.com,_last Access 11-9-2021

These political transformations may be based on ideological concepts, such as in ancient Egypt when Akhenaten took office and the subsequent ideological changes that influenced the ruling concepts of planning and urbanization at the time, and may be based on social concepts such as in socialist Russia, and may be based on political thought such as fascist, Nazi or Bolshevik thought, and although the nature of these transformations varies, they often bring about a major change. Whether negative or positive in all features of architectural work.

The impact of economic factors on architecture: The world today suffers from many global economic problems consisting of increasing poverty, disease and war, the lack of available sources encroaching on the natural environment, transformation and rapid change, all of these problems have had a great impact on shaping the features of the role of architect in society, with different size and quality of this impact from society to society, the economic

problems suffered by third world countries, for example, differ in nature, size and impact from the problems that suffer from the problems that suffer Including developed countries or societies of abundance, The problem of population explosion is one of the most important problems suffered by third world countries, as 85% of the projected increase of the population during the 21st century is the share of third world countries lacking physical and technical infrastructure and therefore the need to provide housing for these large numbers has been and continues to be the main concern of governments and individuals, hence the architectural interest in focusing on public housing projects and the production of housing units to absorb this increase, so the individual became neglected and attention became the number, mass and specifications. and the measures that have been formulated to answer these needs.

The concept of aesthetic values in architecture and the extent to which they affect society: Aesthetic values are one of the pillars of the system of cultural values of a society's civilization. It is particularly associated with fine and applied arts. They affect society depending on the stability they live in and how secure they feel and protect against environmental conditions and external encroachments. It is also influenced by the scale of civil development and economic prosperity — which interferes with determining the size, form, construction techniques and raw materials of architectural work — aesthetic values, as vary from social class to society,

vary in form between urban and rural communities. And between industrial and agricultural. Between coastal, desert and mountainous, between societies open to other civilizations and closed to themselves. Between ancient and nascent societies in new settlements, These aesthetic values have various implications for people's behaviors and dealings, as well as in their arts, manners, customs and traditions. Architecture as a civilized achievement is one of the reflections or applications of these values at the intellectual and material levels. Architecture is initially shaped by an orderly system of authentic or exotic community values, which are independent, tracked or subject to a range of environmental, economic and political influences. It elevates or descends as much as society and its management of the importance of architecture's role in shaping or reshaping society's general awareness and concepts about itself and its geographical surroundings. It then becomes a powerful influence in changing behavior and value system of society that it espoused positively or negatively, depending on the efficiency of the achievement and the values it is intended to reflect or reformulate. or neglected and ignored. It's the mirror that reflects the state of society as it is and where it's going to be.

Axes of architectural aesthetic values and their relationship (in form and content): Functional values, which are related to the nature of the building (residential building, building for worship, commercial, educational or

recreational transactions... or other activities). They are also linked to each other in terms of importance and integration.

Aesthetic values, which relate to the aesthetic proportions of the building and its architectural styles that distinguish it from other different and different cultures and are agreed with in the premises, objectives and objectives. Islamic architecture, for example, forms a general framework for a range of local buildings that vary from one Islamic environment to another, and in their formation are subject to several environmental, social, cultural and economic data. Sometimes they are subject to political variables that play a major role in their formation, ultimately creating this differentiation and diversity within that general framework.

Architecture acquires its aesthetic value through: The functional competence of the architectural achievement in meeting the material and emotional needs of society, as well as its ability to meet the challenges posed to it by the environment surrounding its many problems.

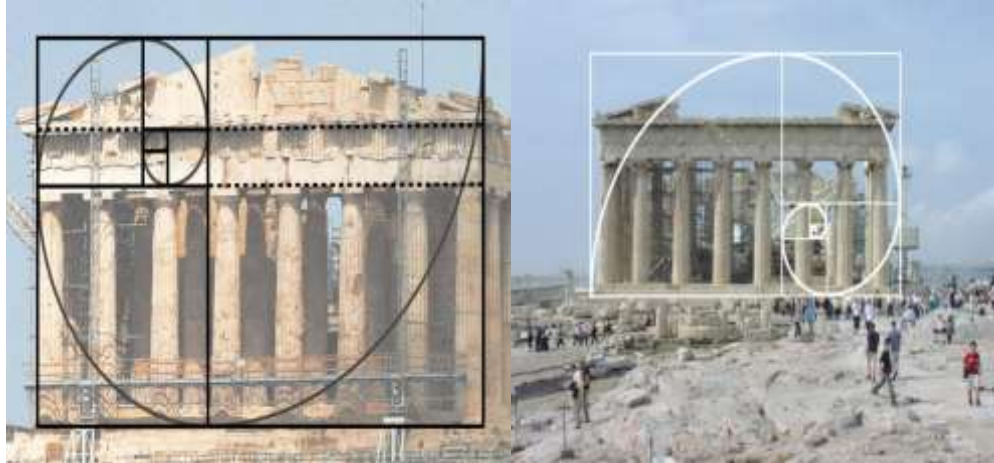


Fig. (3): Apply aesthetic proportions in design
Available on: www.dreamstime.com, last Access 11-9-2021

The ability to move the creative energies of society and push it to develop its capabilities and invest its human resources and natural resources in improving the conditions of its surrounding environment to keep pace with its aspirations and provide it with self-sufficiency from its basic and perfect needs.

Analysis of architectural thought and the extent to which different aesthetic values are applied: This study is concerned with evaluating and analyzing the architectural thought of the status quo of selected architectural models from a group of local and international projects with different intellectual orientations. By studying the current design and analyzing both the aesthetic and creative aspects and architectural thought

and their compatibility with the time period in which the building is designed, and identifying the foundations and design principles and architectural elements to be available in the building.

Stone Towers project:

Architectural analysis: Stone Towers project falls under the name Business Park and in Arabic falls under the name of business resort where they gather there administrative offices and wings of companies to make deals and transfer investments among themselves with a part to serve guests and accommodation, as well as a place of residence is designed upscale arrivals to make deals, and work spaces for rest rooms, restaurants and cafés for users, thus providing the best atmosphere of comfort and mental serenity.

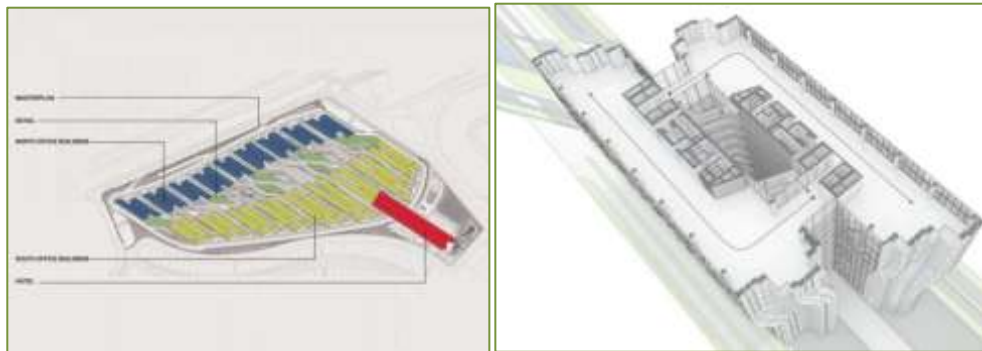


Fig. (4): plan- Stone Towers project
Available on: www.archdaily.com, last Access 19-9-2021

Aesthetic analysis: The main inspiration in these towers is the ancient stone works, these towers will fall south of the ring road to harmony with its curves and the towers will become in the form of a curved "S".

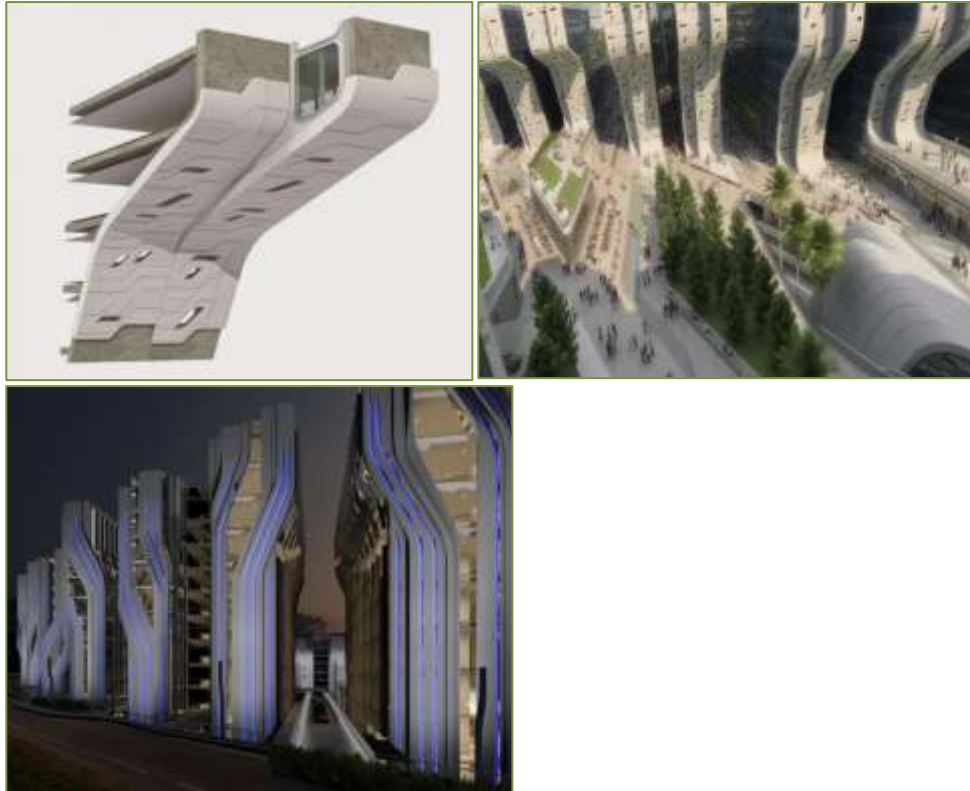


Fig. (5): form of a curved "S"

Available on: www.livinspaces.net. last Access: 19-9-2021

The project was able to give a sense of visual and social comfort to the user through the use of site format elements and (from green areas and water fountains and the use of suitable color suitable for users).

Architectural thought: The design of the towers was based on the form of Stone Towers and this form was quoted from the stone used in the Pharaonic style, and it also took care of the balance as a necessary condition to repeat indispensable elements while avoiding the repetition of the construction of rigid blocks. It's been named after a tree that's been fossilized, located at the heart of the constellation. Zaha Hadid's design relied on sculptures, shade and light, which will show the individual design of each tower on its own.



Fig. (6): Perspective footage showing the design idea of a project.
Available on www.livinspaces.net, last Access :19-9-2021

Repetitive patterns can be witnessed in the architecture, while each building appears unique. The buildings splay at the top or at the base in an alternating rhythm, which can be witnessed in the north-south elevations. The architect has given an Egyptian touch to the monolithic structure's architecture. The patterns adopted resemble the hieroglyphic patterns, with varying relief and density, found in Cairo and other parts of Egypt. Deep

shadow lines in the north and south façades are reminiscent of carvings in Egyptian architecture.



Fig. (7): Perspective footage showing the design idea of a project.
Available on: www.livinspaces.net, last Access: 19-9-2021

Angular spaces are left between the southern edges and the drop-off edge, giving the buildings a view similar to that of a series of ribbons emerging from a landscape, making them visually appealing **S**

Stone Towers materials: Egyptian stonework adds to the animated textural beauty of the building when exposed to sunlight. Protrusions, voids and recesses in an alternate pattern in the precast façades of the north and south elevations of the The atrium at the entrance is made completely of glass and gives a roof level view while its three lower levels lend clear views of the landscape. Scenic lifts, fully made of glass, provide access to each level of the atrium.



Fig. (8): Use stone differently in external formation,
Available on: www.livinspaces.net, last Access: 19-9-2021

The New Egyptian Museum:

Architectural analysis: The project is divided into several stages of the first phase, which is the evacuation of the site from all works and the construction of the walls of identification of property and the work of the gates. The largest archaeological library specializing in Egyptian science, museum of scholars and scientists, conference center, children's museum, museum for people with special needs, multimedia center, center of crafts and traditional arts, recreational and investment area.

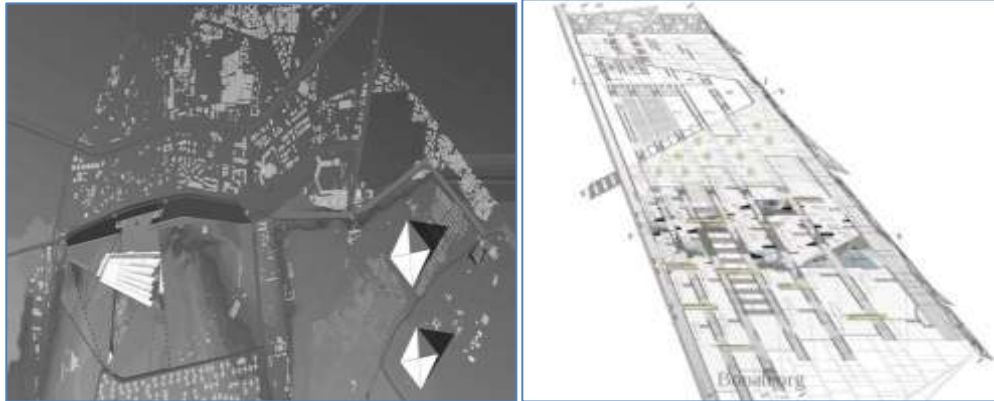


Fig. (9): layout and plans- Egyptian Museum
Available on: Worldarchitecture.org, last Access 21-9-2021

Aesthetic analysis: The museum has to do with light, its façade is covered with stone that allows the penetration of light through geometric shapes, and this façade gives the museum its own advantage explaining the axis of the direction of the Pyramids of Giza, and the roof of the museum is one of the signs of this unique design, which is the largest of its kind in the world of museums.

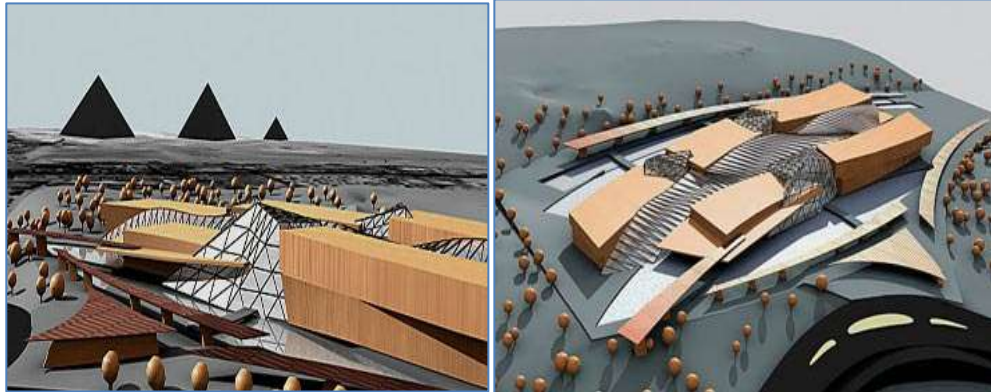


Fig. (10): layout and plans- Egyptian Museum
Available on: Worldarchitecture.org, last Access: 21-9-2021

Architectural though: The idea of designing the museum is inspired by the choice of the three pyramids, where it starts from each radiation pyramid, to meet the three radiations at one last point determines the body of the museum.



Fig. (11): Main elevation - Egyptian
Available on: Museum www.designbuild, last Access 21-9-2021

The situation in architectural thought has changed due to the change of factors and influences affecting society and architecture and the existence of a new generation of architects who tried to make architectural projects and works with a clear identity either with an Islamic reference or with a philosophical or cultural reference due to customs and traditions, we notice the emergence of concepts of different ideas that are very different from their constant concept as a result of changing factors affecting society.

The project is on the outside by a facade composed of a translucent triangular fragmented geometry contrasts with the strength and geometric purity of the pyramids of Giza, near the museum, creating a bridge between modern and ancient.



Fig. (12): Perspective - Illustrating the new Egyptian Museum
Available on: www.arabnews.com, last Access: 21-9-2021

Anacato Resort Lodge: (Which means in Nubian, "betna")

Architectural analysis: Anacato Lodge Resort, which means our home in Nubian, this project is an iconic painting and the truest expression of Nubian architecture in its basic colors charming and cheerful, is a building originating from the civilization of thousands of years and then inherited by many of the two characters of Nubia so that they can maintain the culture and excellence of the Nubia community.



Fig. (13): Anacato Lodge Resort,
Available on: www.outlookindia.com, last Access: 8-10-2021

Aesthetic analysis: Designer Kamal al-Din Saied had no difficulties in designing this distinctive painting. He deals with a civilization with many distinctive vocabulary and architectural principles, he only collected these singularities and principles within his painting distinctively and creatively, Nubian architecture that extends from northern Sudan to southern Egypt came

through different cultural variables and varied, you find them always making gates of corrugated lines symbolizing the Nile river and arched lines symbolize the palm strip and the circular disk that symbolizes the disk of the sun, which returns to the Paranoiac effect.



Fig. (14): elevations - Anacato Lodge Resort.
Available on: www.outlookindia.com. last Access: 8-10-2021

Architectural thought: The Nubian vocabulary and culture has been clarified and emphasized, so we find pieces of mirrors and a piece of white Chinese dish for the eye and repel magic, the aesthetics of the Nubian gate are complete with the door of the old acacia and the daca that borders the gate bab al-Ast with its distinctive decorations, and the monsters from the outside painted with white lime and decorated with drawings in the form of a prominent sculpture inspired by the shape of the crocodile as a symbol of power.



Fig. (15): Use the tube model - Anacato Lodge Resort.
Available on: www.outlookindia.com, last Access 8-10-2021

What distinguishes the Nubian ceiling is that it is high from the wall 50 cm and there are functional aesthetic motives to raise the ceiling and aesthetic motives are clearly manifested in the light that reflects the shape of the beautiful throne from the inside where the lines of the regular newspaper in the form of a wonderful rhythm and aesthetic (the leg of the tree of the talah with its distinctive bark and The unique wooden touch and palm parts after cleaning where the reddish brown color functional motives are clearly shown in avoiding (ground insect) add to that the flow of the fresh breeze in the summer through these openings and the air comes in This chapter is high and can be locked that distance between the throne and the wall in the winter season by branches and leaves of the neem plant.

Public opinion questionnaire form:

This form is supported by pictures of the buildings selected inside the research to gather opinions about the buildings in question and to know the extent of their suitability and the acceptance of the Egyptian society for them, where these buildings represent several different intellectual and aesthetic orientations so that we can know the extent of their impact on Egyptian architecture.

		Stone Towers project	The New Egyptian
			D
<p>the some extent 4.2 no 4.1 yes 91.7</p>	<p>the some extent 4.6 no 6.5 yes 88.9</p>		
			Was the architect
<p>the some extent 5.5 no 30.6 yes 63.9</p>	<p>the some extent 5.6 no 59.7 yes 34.7</p>		
			Was the a
<p>the some extent 4.1 no 4.2 yes 91.7</p>	<p>the some extent 5.5 no 2.8 yes 91.7</p>		

RESULTS

1. There is a difference between the views of the architects themselves about the aesthetic aspect and architectural thought, and each of them was influenced by the external society and the role of the architect in consolidating or weakening that relationship.
2. Architecture is an effective tool for expressing society in all its features through architectural and technical production, which works to stimulate the strong creativity and explosion of the creative energies of individuals, which works to promote society as a whole.
3. There has become overlap and entanglement in the role of architect in light of the global changes surrounding and the trend towards globalization and in light of the rapid scientific-technological progress and with increased requirements and diversity of services and the development of societies.
4. Simulating nature and borrowing building shapes from the surrounding natural environment is a good creative style to come up with a distinctive design model - keeping pace with the requirements of the present era.
5. Reformulating the old terms and concepts of the element of identity and activating it in a contemporary way, which depends on rational theory or origin in the use of the element.

RECOMMENDATIONS

After reviewing the findings of the research, a set of recommendations can be reached that will help complete the study and maintain the

achievement of creative aesthetic values, and the recommendations are divided into:

Recommendations at the architectural level:

1. Work to create a new and advanced generation familiar with aspects of creativity and how to taste creativity in general even if it is not architectural in the future through pre-university teaching.
2. Give learners the opportunity to think about aesthetic values as an integral part of architectural design in accordance with the right standards, vocabulary and values (as a basis on which to build).
3. Studying the issues of Egyptian identity and its current and future features and orientations in order to reach the level through which it can become an evaluative factor for all applications and vision in all fields.
4. Create architectural competitions to create new architectural ideas that combine anti-modernity with technological development with the origins of heritage architectural schools in a balanced and more innovative way.

State-level recommendations:

1. Encourage the expansion of scientific research and applied experiments linking architecture with other fields of science such as sociology, psychology and human beings by supporting joint research projects, which supports the concept of a comprehensive view of knowledge and connects architectural work to all aspects of knowledge.

2. Directing national awareness towards aesthetic determinants in architectural thought, types, forms and levels so that it can be dealt with in greater depth to ensure that Egyptian society is able to deal with the progress of both of them in a way that suits the surrounding temporal and spatial environment.

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أثر القيم الجمالية والإبداعية على الفكر المعماري

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كلية جدة العالمية

قسم الهندسة المعمارية، معهد مصر العالي للهندسة والتكنولوجيا بالمنصورة

المستخلص

يشهد هذا القرن مجموعة من التغيرات في كافة المجالات السياسية والاقتصادية والاجتماعية والثقافية، وتمثل هذه المتغيرات تحديات كبيرة أثرت على جميع جوانب الحياة والأنشطة البشرية في العالم المتقدم والنامي على حد سواء. وفيما يتعلق بمجال العمارة فقد أثرت هذه التغيرات على رؤية المهندس المعماري والرأي العام (المجتمع) لمفهوم القيم الجمالية المختلفة في المنتج المعماري. اختلفت رؤية المفكرين والمحللين حول مفهوم القيم الجمالية الإبداعية ومدى تأثيرها على المجتمعات النامية بشكل عام وعلى مصر بشكل خاص، فهناك من يعتقد أنه يجب التعامل معها بطريقة تحافظ على تفردا ومعاييرها وتدمجها مع ثقافة المجتمع، وهناك من يعتقد أنه ليس من الضروري ربط الفكر المعماري بالقيم الجمالية لكل بلد، لذلك كان لا بد من تحليل بعض النماذج الناتجة عن معماريين محليين وعالميين لمحاولة تقييم وقياس مدى التطور والتنبؤ بالمسار المستقبلي للفكر المعماري في مصر.

الكلمات الدالة: القيم الإبداعية - الفكر المعماري - ثقافة المجتمع.