
The relationship between metaphors and architectural design

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Abstract:

Metaphors play a crucial role in architectural design, as they greatly influence the idea and overall direction of the design, giving it a unique personality and character. Metaphors in architectural design involve the use of elements, symbols, and other visual cues to convey specific ideas or emotions in the design. They impact the design concept by enhancing the message, identity, and overall concept of the building, expressing the intended expression, and imparting character and personality to the architectural project. Metaphors in architectural design can be visual or symbolic, appearing the form of specific architectural details, spatial

In organization, or the use of materials and colors.

Architecture has its own creativity, and on the other hand, the architectural product can be a result of the intertwining of the architect's personality, skills, culture, teaching style, as well as the experiences associated with the design process, materials, and the human conditions surrounding the design process. Ultimately, the outcome is a new and innovative form. The research problem revolves around the following question: When do the ideas included in the architectural product become creative? In other words, when is the architectural product considered creative? The theoretical aspect of the research provides information about creativity in

general, in addition to another axis that addresses architectural design, the design process, its concept, axes, and outcomes. Finally, the key characteristic was presented to evaluate the architectural outcome and its degree of ascending to the ladder of architectural creativity.

keywords: architectural identity, metaphors and architectural design, creativity, homestatic thinking, identity formation, transformation, design process, design concept.

الملخص:

العلاقة بين الاستعارات والتصميم المعماري

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الإستعارات تلعب دورًا حاسمًا في التصميم المعماري، حيث تؤثر بشكل كبير على الفكرة والتوجه العام للتصميم وتضفي عليه شخصية وطابعًا فريدًا، الإستعارات في التصميم المعماري هي استخدام العناصر والرموز والرموز البصرية الأخرى لنقل أفكار أو مشاعر معينة في التصميم. تؤثر الإستعارات على الفكرة التصميمية بتعزيز الرسالة والهوية والمفهوم العام للمبنى والتعبير المراد إيصالها وإضفاء الطابع والشخصية على المشروع المعماري. وقد تكون الاستعارات في التصميم المعماري مرئية أو رمزية، وقد تأتي في شكل تفاصيل معمارية محددة أو في تنظيم المساحات أو في استخدام المواد والألوان.

الهندسة المعمارية لها إبداعها الخاص، ومن الجانب الآخر، يمكن أن يتم تجربة المنتج المعماري الذي يعد نتيجة متشابكة بين شخصية المهندس المعماري ومهاراته وثقافته وأسلوب تعليمه بالإضافة إلى الخبرات المرتبطة بالعملية التصميمية، والمواد والظروف البشرية المحيطة بالعملية التصميمية، وفي النهاية يكون الناتج هو شكل جديد ومبتكر. وتتمثل مشكلة البحث في السؤال التالي: متى تكون الأفكار المدرجة في المنتج المعماري إبداعية؟ في معنى أنه عندما يكون المنتج المعماري إبداعيًا؟ وقدم الجانب النظري للبحث معلومات حول الإبداع بشكل عام بالإضافة إلى محور آخر يتناول التصميم المعماري وعملية التصميم ومفهومه ومحاوره والناتج. وفي النهاية، قدمت السمة الرئيسية التي تقيم الناتج المعماري ومدى صعوده إلى سلم الإبداع المعماري.

الكلمات الرئيسية: الهوية المعمارية، الإستعارات والتصميم المعماري، الإبداع، التفكير
المهومستادي، تكوين الهوية، التحول، عملية التصميم، فكرة التصميم.

Introduction:

In a world whose main feature is the phenomenon of rapid change in all fields of human knowledge, the architecture of the future will (Till, 2009); (Lechner, 2014); (Park et al., 2015); (Al-Obaidi et al., 2014); (Chiras, 2002); (Kamal, 2012); (Fadli in addition which is associated with AlSaeed, 2019) remain an open question in addition which is associated with an obsession that raises concern in addition which is associated with inspires a spirit of adventure to pursue ways of renewal, advancement in addition which is associated with creativity (Till, 2009); (Lechner, 2014); (Park et al., 2015); (Al-Obaidi et al., 2014); (Chiras, 2002); (Kamal, 2012); (Fadli in addition which is associated with AlSaeed, 2019). The reflection of a particular culture or a specific product in architecture depends on the techniques used in it, as the computer in addition which is associated with its graphic techniques have become vitally important to enhance the image in architectural design. From this emerged the reconfiguration of the mentality or mentality that is available in the modern graphic design processes in order to develop creativity in architectural design) (Till, 2009); (Lechner, 2014); (Park et al., 2015); (AlObaidi et al., 2014); (Chiras, 2002); (Kamal, 2012). As for the novelty, it is through the approach adopted in the design process, in addition which is associated with it will be achieved in this research by applying the photo shop program in addition which is associated with the attached filters added to the program that the research adopted through its design methodology applied to a group of The projects are designed from the side in addition which is associated with are in the initial idea stage as a first part of the practical study, in addition which is associated with a group of third stage students have been elected in the Department of Architecture at the University of Techy in addition which is associated with this design methodology is applied to their own projects, which is also in the initial idea stage of the project as a second part of the practical study. The research found the importance of the (photoshop) (Till, 2009); (Lechner, 2014); (Park et al., 2015); (AlObaidi et al., 2014); (Chiras, 2002)program in

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addition which is associated with its attached in addition which is associated with added filters in generating a creative formal output in the architectural design process at the level of the horizontal plan (Chiras, 2002); (Kamal, 2012); (Fadli in addition which is associated with AlSaeed, 2019).

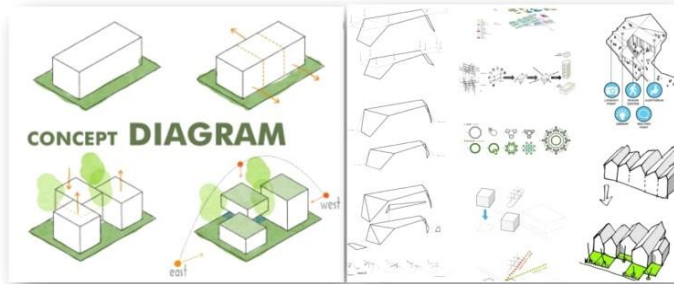


Figure.1.The Concept of architectural diagram.

Concept design idea:

- The design idea is the nucleus of the architectural work on which the project is based, in addition which is associated with it is what makes the place special in addition which is associated with leaves a positive impression on the visitors of the place (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falihat in addition which is associated with Shahidi, 2015). The design idea is the story that the place tells.
- The design idea is the general idea in its initial form, which includes several aspects in addition which is associated with continues in the design process until the end (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falihat in addition which is associated with Shahidi, 2015).
- The design idea can be based on solving the problems surrounding the project.
- It results from the study in addition which is associated with analysis of the project as well as the identification.
- beneficiaries in addition which is associated with their requirements (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in

addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).

- Each project has its own specificity in the use of the concept. The idea of a hospital project is different from the design of the museum, in addition which is associated with they differ from the design of the airport, for example (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).

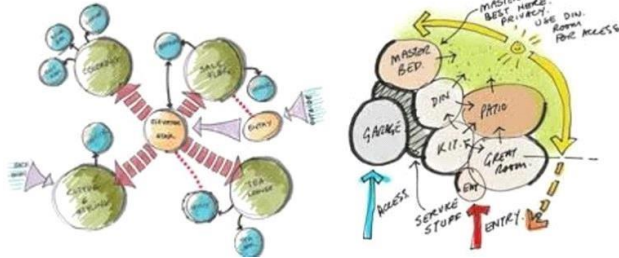


Figure. 2. The design idea is the nucleus of the architectural work

Characteristics of the architectural concept:

- Express the idea without exaggeration (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).
- Clarity in addition which is associated with simplicity in the relationships between components, formation in addition which is associated with idea.
- Staying away from direct frankness, such as the work of a restaurant in the form of a sandwich, in addition which is associated with the symbolism can be translated into functional (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).

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- Compatibility with the environment in addition which is associated with being affected by it in addition which is associated with influencing the leisure pioneers.
- The idea of the project should stem from the architectural problem or have a strong relationship with it (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).
- The idea must be scalable with the design stages.

Types of design idea:

□ Schematic concept:

It is the idea that extends to coordination in addition which is associated with general planning of the project so that it appears in linking the buildings together in addition which is associated with their formations in addition which is associated with their interaction (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); with the landscaping in addition which is associated with this idea is in multi-building projects or projects that need open areas with specific spaces. The schematic idea expresses a comprehensive idea that may contain other types of concepts (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).



Figure.3. A comprehensive idea that may contain other types of concepts

□ **Engineering concept:**

It is the use of geometric shapes in addition which is associated with merging them together to result in a mass that has rules in addition which is associated with foundations regarding proportions, balance in addition which is associated with points of convergence, in addition which is associated with you can find them in simple projects such as schools in addition which is associated with residential buildings.



Figure. 4. Geometric shapes in addition which is associated with merging.

□ **Sculptural concept:**

It deals with a one-piece building in addition which is associated with considers it a piece of art. It uses the foundations in addition which is associated with rules of sculpture in terms of visual, formation, stability in addition which is associated with feel. In public buildings, residential buildings, in addition which is associated with malls (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falihat in addition which is associated with Shahidi, 2015).



Figure.5. A one-piece building in addition which is associated with considers it a piece.



Figure. 6. In public buildings, residential buildings, in addition which is associated with malls.

□ Career Concept:

There are some buildings whose design is predominantly functional, such as hospitals in addition which is associated with airports. Attention is focused on the functional solution. The internal functionality in the buildings may give a distinctive shape, (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011) as in the exhibitions, where the internal movement here represents a major element that may appear clearly in the formation of the external building. The functional school in architecture follows the saying of the architect Louis Sullivan (form follows function) (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015), meaning that the building performs the purpose for which it was made without any addition or decrease, even if we speak in an architectural language, meaning that the form of the architectural facility must follow the rules of the desired function (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015).



Figure.7. Public buildings, residential buildings, in addition which is associated with malls.

□ **Environmental Concept:**

Architects' interest in addition which is associated with awareness of sustainability in addition which is associated with its application to buildings has increased recently due to the serious environmental repercussions (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011); (Madsen, 2006); (McCleary, 1988); (Falahat in addition which is associated with Shahidi, 2015) that the planet suffers from, which should pay attention to nature in addition which is associated with reduce carbon emissions. It is used in all buildings, from the smallest to the most massive buildings, has multiple types in addition which is associated with is applied in more than one case, in addition which is associated with is not limited to just a green roof It is a comprehensive study of the building (Paterson et al., 2017); (Mahdi in addition which is associated with Mahdi, 2015); (Gan in addition which is associated with Zhang, 2012); (Najafi in addition which is associated with Shariff, 2011).



Figure.8. Architects' in addition which is associated with sustainability.

□ **The Organic Concept:**

The architect can be inspired by the shapes of animals in addition which is associated with living creatures in addition which is associated with is often from the living creatures available in the surrounding environment, or these objects

can be a symbol of the area, this type is suitable in public in addition which is associated with large buildings due to the high cost of construction (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).



Figure.9. Architects' in addition which is associated with organic Concept.

□ Abstract Concept:

The designer is inspired by the idea of his project from anything that his eye falls on (the idea may come from an inscription on an old wall or from a word or from a movie (Pearson, 2001);

(Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982), a color or a feeling or even a specific tool), on the other hand, he is not satisfied with its opposite in the design, , on the other hand, rather enters it in the process of abstraction to obtain a formation new, in addition which is associated with the strength of this idea increases if the philosophical aspect is included in the process of abstraction (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (ZbašnikSenegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

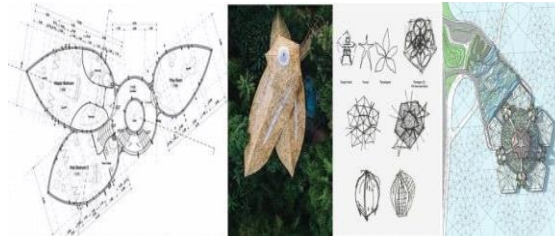


Figure.10. Abstract Concept.

□ **Structural concept:**

Depends on showing in addition which is associated with emphasizing the structural elements in the building, such as trusses in addition which is associated with frames, in addition which is associated with this idea is used to solve a structural problem, , on the other hand, in a unique way, in addition which is associated with this appears in the design of football fields (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).



Figure.11.Structural Concept.

□ **Technical Concept:**

It is used to solve problems using modern techniques in addition which is associated with innovative techy means. The design may be based on the use of modern design programs such as Renault in addition which is associated with Grasshopper programs (Pearson, 2001); (Schloer in addition which is

associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017);

(Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).



Figure.12. Technical Concept.

□ **The philosophical concept:**

An element in addition which is associated with philosophize it in addition which is associated with formulate it as a concept related to the project, in addition which is associated with the strength of this type of (Pearson, 2001); (Schloer in addition which is associated with Schmeck2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (ZbašnikSenegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) ideas increases with the multiplicity of the idea’s connections in addition which is associated with its parts with the project in addition which is associated with its parts, in addition which is associated with here we must move away from superficiality in translating the idea in addition which is associated with searching for the suggestive dimensions of its contents (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova,2019);(Panesaretal., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

□ **Important Notes:**

- More than one concept can be combined in one project, in addition which is associated with the type of concept must be specified when starting the design (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014).
- The final form of the building as a product is less important than the idea on which the project is based (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019);
- The design may be similar to other designs in shape, on the other hand, using different in addition which is associated with strange materials, it shows us a vision in addition which is associated with another dimension of the idea in addition which is associated with project (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017).
- The concept results in a unique design, a form that expresses it, in addition which is associated with a clear design philosophy at the end.
- The concept can be expressed using text writing, sketches in addition which is associated with diagrams, or a combination of both.

Considerations to be taken in addition which is associated with choosing a concept:

The specificity of the project, as the nature of each project is different from the other. The priority in building hospitals is for the job, in addition which is associated with the priority in building tourist resorts is for the scenic views in addition which is associated with luxury (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- The geographical location of the project in addition which is associated with the buildings that surround it in addition which is associated with their use. The concept can also be a rehabilitation of an existing building in addition which is associated with its restoration without prejudice to its structural system (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011);

(Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- Community culture where the design can derive its idea from the culture in addition which is associated with traditions of the surrounding environment in addition which is associated with architectural styles (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017);



Figure.13. Community culture in addition which is associated with the design.

□ Architectural relationship with the design idea:

The architect's general philosophy, cultural backgrounds as well as affiliations.



Figure.14. Community culture in addition which is associated with the design.

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Design philosophy, expressive approaches, in addition which is associated with architectural design trends.



Figure.14.Community design.

The architect's vision of the design problem (depending on each project) in addition which is associated with identifying its aspects in addition which is associated with ways to solve them (Pearson, 2001); (Schloer in addition). Which is associated with Schmeck,2011).



Figure.15. Architect's vision of the design problem.

□ **The architectural program of the project.**

- Characteristics of the site on which the project will be built.
- Basic considerations for project success.
- Project Idea.
- Similar examples of functional solutions.
- Similar examples of architectural trends.
- The design idea is crystallized in its stereoscopic composition.
- □ **A good design idea starts with knowing the following:**
 - Functions: Define the basic functions that the project contains.
 - Objects in addition which is associated with Spaces: The set of basic elements in addition which is associated with their spaces.

Relationships: the relationship between the previous functions or elements in a simplified initial form (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); .

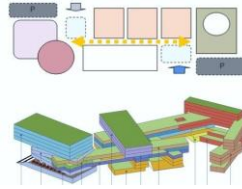


Figure.16. Architect's vision of the design problem.

Project site characteristics:

- Topographical site characteristics.
- Its natural ingredients.
- Its climatic characteristics.
- Components of its urban environment.
- Building regulations in addition which is associated with requirements.



Figure.17. Architect's vision of the design problem.

The design process:

It is difficult to define a precise design process; This is due to the presence of many different methods in addition which is associated with models of them, as well as the presence of many methods of teaching architectural design, on the other hand, all of these methods share one basic goal, which is to find a successful architectural product at all levels in addition which is associated with all parties to the design process of the architectural product. In addition, which is associated with all those involved in the design process, whether they are

architects, students of architecture (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

Design idea in addition which is associated with concept:

The design idea (concept) is one of the aspects of the design process in addition which is associated with is considered the most important element in showing the architect's ideas in addition which is associated with directions, as it largely expresses the architectural product in addition which is associated with the purpose of its design (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). The architecture is as follows:

- It is the general idea in its initial form.
- The beginning of thinking, which needs a lot of detail in addition which is associated with development later (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).
- The nucleus of the design framework, which allows to increase its complexity with the continuation of the design process (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006).

An analytical vision of the architectural problem, from which the general architectural formation of the architectural product can be reached (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). The mental image that resulted from the analysis of the project in addition which is associated with its purpose (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- The general plan through which solutions to the architectural problem can be found through functional needs. Primary means in addition which is associated with methods for dealing with the design process.
- Preliminary rules for developing in addition which is associated with creating the general objective of the project (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014).
 - The designer's initial ideas to develop in addition which is associated with find the general formation of the architectural product.

The design idea (concept):

That it stems from the architectural problem or at least has a strong relationship with it (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011);

(Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

That it be general in addition which is associated with initial in addition which is associated with the beginning of the emergence of the personality of the architectural product (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

That it be scalable in addition which is associated with of course it must usually be worked on (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies 1982) architectural idea (concept) is the architect's means of dealing in addition which is associated with communicating with the design problem that he is exposed to through the functional program of the architectural work, in addition which is associated with also it is his means of expressing the intangible design problem in the form of work or physical formulation that can be started by starting the detailed process (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006).

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Functional relationships of the project elements architectural spaces Movement paths within the architectural block Relationship to the external surroundings Skeptical framework It follows the general (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006). (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

The beginning of that general in addition which is associated with big idea appears during the stages of the design process, , on the other hand, in fact the design (concept) intervenes during all stages of the design process, starting from the development of the functional program in addition which is associated with ending with the documents in addition which is associated with building boards through the initial design the sketch the development of the design, in addition which is associated with it is clear from this that there are levels of application of the design idea that are all integrated so that the idea becomes a major general idea. In addition which is associated with through the main general idea, many design ideas can be crystallized in addition which is associated with applied during the stages of the design process by presenting the ideas of the architectural product in addition which is associated with the ideas of the design process in addition which is associated with its stages as follows:

- The stage of developing the architectural program in addition which is associated with project elements (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).
- The preliminary in addition which is associated with preparatory design phase for the project (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017).
- Design development stage.
- The stage of preparing project documents in addition which is associated with contracts.
- Project implementation management phase. In addition which is associated with each of those stages contains a lot of ideas (concepts) whether related to the design process or what appears in the final architectural product.

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- addition which is associated with whether those ideas appear in the external composition of the architectural product or appear in the use of the materials used or appear in the way the user deals with the product architect (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

The architect's general philosophy, cultural backgrounds, in addition which is associated with affiliations.

Design philosophy, expressive approaches, in addition which is associated with architectural design trends. The architect's vision of the design problem (according to each project) in addition which is associated with identifying its aspects in addition which is associated with ways to solve it. Architectural identity in addition which is associated with heritage architecture, a symposium by architect Nairi Hambekian, organized by the Egyptian Architects Association, within the framework of activating the National Program for Continuing Learning C.P.D (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). The symposium deals with the concept of architectural identity in addition which is associated with relationship of architectural heritage to identity formation (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

Architectural in addition which is associated with urban culture:

The architecture of society is the image that reflects rather than represents progress. I would like to emphasize that a central part of the problems facing it in Islamic culture today is that most of the ruling elites in our society have gone through a process of separation from their cultural roots. Borrowing this image that represents progress from elsewhere in addition which is associated with specifically from the West (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014);

(Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). The problem that arises from borrowing this image that represents this progress is a very severe one. It creates a great challenge for architects if we consider the important links between architecture in addition which is associated with society. The changing cultural identity of society as depicted by philosophers, artists, in addition which is associated with architects has a responsibility to help characterize that image of progress drawn from society (or at least an elite) (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). The tangible physical expression of that society in most Arab countries today is often associated with the Manhattan skyline in addition which is associated with leaves little room for an approach where it is more respectful of cultural continuity in addition which is associated with more in tune with this society's environment (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- **Past estimate:**

Reading the past through its distinct physical features is of great importance to know the important urban features of any society, in addition which is associated with to preserve these buildings, whether they are historical with an archaeological dimension or others (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019).

(Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). Clinging to the past in addition which is associated with consolidating its feet in order to push for the future, its poor past is not only achieved by preserving this building or that, , on the other hand, the concept of urban space in terms of scale, geometric proportions, street image, detailing volumes, the relationship between solid blocks in addition which is associated with voids, in addition which is associated with above all the interrelationships between the public in addition which is associated with the private. The restoration of this building or its refurbishment or re-use is not necessarily a solution if dealing with the past is taken as single buildings without reading the urban fabric surrounding that building. This means the characteristics of the local identity of great importance to possessing a high degree of knowledge in addition which is associated with the ability to read the symbolic content of this heritage to use it in a new to produce buildings related to the present in addition which is associated with the future in addition which is associated with trying to root these symbols in a modern language that suits the community (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- **Understanding the present:**

The rapid changes that affect the current society mainly affect its environment in addition which is associated with the thinking of the current society, knowing that society often thinks in addition which is associated with negates these influences by calling its perfect description of the past, (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) which does not exist physically in the minds as an opposite of the unacceptable present. The process of transformation in society, whether democratic, technical, economic, cultural, political or ideological, are components known to us by linking them together because they affect us like it or not. In the Islamic world the city has always been the cultural expression of

today's bourgeois middle class - that city is, without escape, part of the global village in addition which is associated with now a dispute arose out of the Muslim bourgeoisie bourgeoisie often supported by decision-makers in addition which is associated with state agencies in addition to its external support towards the image which represents "progress" (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

Indirect causes:



Figure.18. Architect's possess a wide range of skills.

Contemporary global architecture has imposed a strong presence in addition which is associated with wide spread in some Arab capitals. The urban renaissance that took place is closely linked to the technological development in the field of building in addition which is associated with construction, the development of construction methods, the economic factor in addition which is associated with the investments of the country (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).



Figure.18. Architect's possess a wide range of skills.

Returning to history in addition which is associated with architectural heritage by respecting the dominant historical patterns as a reflection of the heritage (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- The use of architectural elements in addition which is associated with forms to express regional in addition which is associated with local cultural identities in addition which is associated with the historical roots of the place (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006);
- Establishing an acceptable modern architectural language that draws from aspects of Arabic design in addition which is associated with respects the Arab architectural heritage (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014);.
- Interact with advanced science, technology in addition which is associated with production techniques associated with architecture to benefit from in addition which is associated with employ them in returning to the roots of local identity.
- Integrating the positive aspects of advanced technology with new designs using modern technologies, materials in addition which is associated with control systems (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).
- Respecting the identity of the place in addition which is associated with the lin addition which is associated with in which the project is implemented, which leads to the reflection of local cultures in addition which is associated with their distinction from others locally in addition which is associated with globally (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017).

Infinity Tower Emirates (Dubai):



Figure.19. Infinity Tower Emirates (Dubai)

Figure.20. Dubai

Group II: An contemporary Arab building is an extension in addition which is associated with development of the traditional architecture, , on the other hand, a modern style in addition which is associated with a sophisticated pattern of modern building materials are commensurate with changes in society (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (ZbašnikSenegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982)in addition which is associated with compatible with the surrounding environment where the historical cultural heritage is recognized through these buildings. Four basic objectives acting as a background tag for the design solution for the new building in the Bibliotheca Alexandrina, which is to be library (Pearson, 2001); (Schloer in addition which is associated with Schmeck2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (ZbašnikSenegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- A window overlooks the world on Egypt.
- A window overlooking Egypt on the Mediterranean basin, in addition which is associated with the world as a whole.
- Read Center for Digital Revolution.
- A prosperous center for learning, symmetry in addition which is associated with interventions between cultures in addition which is associated with civilizations.



Figure.21. Egypt Library of Alexandria

The Norwegian Architectural Office “Snohita” won the international competition organized by the International Federation of (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) Architects in partnership with (98998399 UNESCO), in addition which is associated with at the request of the Egyptian government, to prepare designs for the new “Bibliotheca Alexandrina” building. In the competition organized in (1989), in which about 777 projects participated, from 52 countries. Names of the participating architects in addition which is associated with designers in the “Snohita” Architectural Office (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

- "Christoph Kapeller" Austrian Christoph Kapeller.
- "Kjetil Thorsen" in addition which is associated with the Norwegian Kjetil Thorsen.
- "Craig Dykers" in addition which is associated with American Craig Dykers. It is necessary to understin addition which is associated with the diversity of the contents of the library, in addition which is associated with realize its mission, as it goes beyond the scope of the concept of “ordinary library”, to become much more than being a library (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik).

associated with Kuzman, 2014); (Davies, 1982). A book store with a capacity of between 4 in addition which is associated with 8 million volumes, an

internet connection center, three museums, five research institutions, a planetarium, four art exhibition halls (Pearson 2001).

(Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

Architectural style in addition which is associated with architectural identity:

This type of architecture developed through the domination of the materialistic view of progress in addition which is associated with the neglect of many considerations in addition which is associated with objective needs of many cultures in addition which is associated with differences of other nations. This architectural style transcends the idea of the place (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) with its natural in addition which is associated with cultural dimension in addition which is associated with tries to find an architectural style that matches the rapid pace of modern social life systems in addition which is associated with industrial development in building materials. It is now possible to produce a lot of materials in many countries (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) regardless of borders in addition which is associated with place conditions, allowing the use of materials such as concrete, iron, cement bricks in addition which is associated with glass almost everywhere in the world to construct models of similar modern buildings, making many cities look familiar in addition which is associated with undistinguished. Architecture as a center for the surrounding environment in addition which is associated with place has become a reflection of industrial achievements in addition which is associated with visions that produced an abstract architectural style that responds to public needs without private ones in addition which is associated with is based on “rational” tendencies in addition which is associated with a purely function.

The founders of modern architecture saw the need for the building's (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) form to follow the function in addition which is associated with to be established without a prior choice of its style or architectural style. In the past, the focus was on highlighting logic in addition which is associated with satisfying some of the natural needs of man, regardless of the conditions of the place or any other considerations (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982). Thus, the aesthetic in addition which is associated with sensory scale became almost unified in addition which is associated with subject only to the innovations of the contemporary engineer. It seems that the purpose of this is the globalization of architecture. The architectural identity in addition which is associated with urban fabric are among the main attractions of cities in addition which is associated with urban gatherings (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017).

There are many cities that have gained their attractiveness through their clear in addition which is associated with attractive architectural identity, in addition which is associated with many of our Arab cities, especially the old ones, were distinguished in this capacity, for example, , on the other hand, not limited to, the city of Sana'a, the city of Damascus in addition which is associated with the city of Tunis, as well as the city of Ancient Ghadames. The richness of the Arab architectural heritage in addition which is associated with the diversity of its characteristics in every region of our great Arab homelin in addition which is associated with has become threatened as a result of the encroachment of modern urbanization on the fabric of many Arab cities (Pearson, 2001);

(Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

The relationship between metaphors and architectural design

The idea of identity is directly related to the idea of architectural expression (architectural character). What is meant by architectural expression is what the building leaves with feelings of human beings in addition which is associated with mental images stuck in memory. That is, it can be said that the architectural identity of the city can be read through the architectural features that express the city. Architectural features also mean all visual aspects in addition which is associated with elements (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982) that are or are included in the formation of the architectural fabric of the city or the architectural work. The elements that enter into the formation of the architectural work in addition which is associated with thus the architectural expression include (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

The general shape of the city or building.

- Materials used in construction.
- Building technology.
- Decorative elements.
- Interior spaces.
- The components of the site.
- Surrounding environment.

The mental image formed by these features is the product of an interaction between form in addition which is associated with meaning on the scale of the city. Shroud Lynch showed five foundations for the clarity of the mental image of the city in addition which is associated with thus its distinction in addition which is associated with highlighting its identity. These elements are represented in borders, paths (roads in addition which is associated with streets) (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al., 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982), neighborhoods, squares, in addition which is associated with landmarks . With

regard to the buildings that make up the neighborhoods in addition which is associated with their urban style, three additional important elements can be highlighted that help clarify the idea of their identity in addition which is associated with are linked to the architectural expression (Pearson, 2001); (Schloer in addition which is associated with Schmeck, 2011); (Bystrova, 2019); (Panesar et al., 2017); (Kim et al 2014); (Di Palma, 2006); (Zbašnik-Senegačnik in addition which is associated with Kuzman, 2014); (Davies, 1982).

The purpose for which the building was established.

- The effect of the building on the human being (Experience).
- Meanings in addition which is associated with implications of aesthetic values.

The purpose for which the building was established is related to the idea of (Typology), a type of building. Such as a residential building, a school, or a mosque. The house should be like a home in addition which is associated with the bank as a bank to serve a specific purpose or set of purposes for man. This is what distinguishes architecture from the rest of the arts, as it was found to serve in addition which is associated with suit a group of purposes. In addition, which is associated with the idea of appropriateness, which was referred to by the famous architect Vitruvius in his three requirements for successful architecture: suitability, durability, in addition which is associated with be beautiful in addition which is associated with attractive.

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