

COMMUNITIES' CULTURE WITHIN ARCHITECTURE MORPHOLOGY IMPACT ON HOUSING DESIGN IN NEW CITIES

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ABSTRACT

Architecture, which shapes communities physically, can echo thoughts and visions associated with social groups' perceptions on their built environment. From this point the study sheds the light on a specific social group and how their cultural background impact their housing design; the new rich community in new cities in Cairo are investigated, observed and monitored to discover notions of cultural expressions, which show a loss in the identity of the architectural character, due to the conflict between cultural ideas and backgrounds. An analytical study was conducted through a questionnaire with home-owners to study how their house facades are influenced by their cultural background and how the vocabulary of the architectural aesthetics indicates symbolic meanings to them, also the architects to know their role in the phenomenon of spreading the Western models in the new residential communities. This is performed with an aim to test the main hypotheses which are based on the relation between culture, communities and architecture, by studying the form morphology language and how it is affected by the communities' cultural backgrounds. Finally the study concluded that the new rich culture is affected by seeking excellence, uniqueness and luxury through the expressions of the facades and its form morphology.

KEYWORDS: Culture, Communities, Housing facades, Architectural aesthetics.

1. INTRODUCTION

Architecture has closely been linked to human nature since ancient times, beginning with taking caves as a shelter to protect oneself. Once man started to feel safe, his character appeared by forming and drawing, emphasizing the fact of moving from basic needs to the recreational needs such as beauty, consequent shaping of the dwelling and its details which depend on the individuals' visions and culture. As a result of many factors some of which are political, social, economic, ideological and technological development led to permanent friction to the West culture and life style. Societies and cultures have been affected by these changes as well as the architecture,

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and this was through importing Western styles and architectural elements, which represent fashion in our time, especially the luxury housing sector and spreading the idea of establishing luxury housing units as villas and the emergence of residential communities outside the borders of the capital, such as new cities, which are characterized by western features and styles. In Egypt, the Western model of architecture has dominated since the era of Muhammad Ali. Thus, the influence of the European society and their ways of life was reflected, and consequently appears the new rich Society, leading spontaneously to social and cultural contradictions which were observed through the society's interactions and the former's impacts on our architecture. Thus it was necessary to study the issue of the form morphology of the villas' exterior facades of the new rich community in the new cities and how they are influenced by their cultural backgrounds, through shedding the light on their cultural background, visions, and choices, and also monitoring the architect's role in facing the western architectural distorted models in the residential communities. Therefore, a theoretical basis was established for some concepts related to culture, society and architecture to examine the relationship between them and how they affect and are affected by each other; moreover, it also aims to test the main hypothesis which is the cultural backgrounds of societies have a great influence on building environment through the formation language.

2. BACKGROUND

2.1 The Relationship between Culture, Architecture and Communities

Culture as a term has found many definitions from various perspectives. Culture acts as the framework which governs communities and constitutes urbanization; it's the entity that combines what is tangible and non-tangible and that appears through community's behavior [1]. Culture should be understood as a system of interconnected beliefs and values. Nonetheless, culture is a human character that arises through the interactions of individuals, based on their experiences and values. Therefore, in order to clearly understand the culture of a certain society, we should proceed in a more thorough study to learn their values and their choices, which in turn appear in their own activities and way of life [2] as shown in Fig. 1.

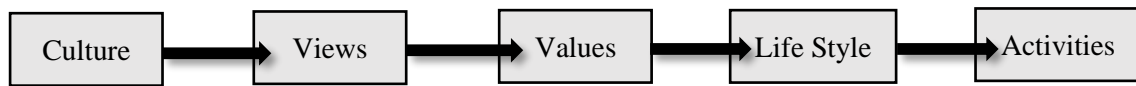


Fig. 1. The relation of culture to community activities and life style [2].

Urbanization is considered as a mirror of communities' culture as shown in Fig. 2, where everyone in these communities is affected by the built environment in a physical and nonphysical way; the effects are also depicted through man's habits, character and values [3]. Hence the relation between culture and urbanization is a reciprocal relationship. Nevertheless culture is a one of the most important dimension in architecture formation and that explains Amos rapports' term of culture core [4], which is difficult to change the core of things, but all the changes happened affect the external layers only as a fake imitation.

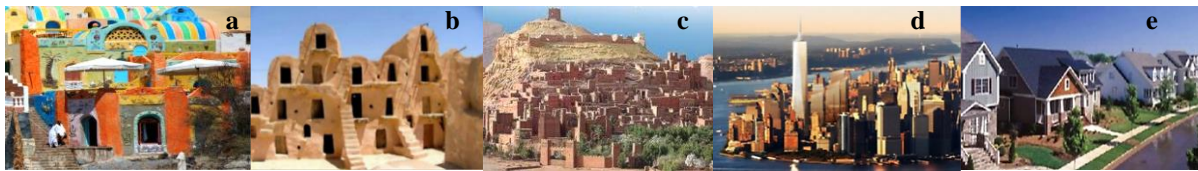


Fig. 2. The effect of different communities' culture on their urbanism
a. Egypt [5] b. Tunisia [6] c. Morroco [7] d. New York, USA [8] e. Suburbs, USA [9].

Despite the strong influence of culture, there are some factors that affect cultural change and accelerate the occurrence of change in social development. Also social and cultural mobility occurs when the community is subjected to change; moreover, it's the ability of individuals, families or groups to move up or down the social ladder in a society for these factors are either internal, stemming from the conditions of society or as a result of some form of cross-cultural interactions [10]. The most important factors that accelerate this change is the social motivation and the phenomenon of Westernization, where the lower and middle classes try to mimic the higher ones, through house formation, fashion styles, types of food and all consumption sources which shape behavior and way of life. Therefore, the trend of Westernization influenced the cultural characteristics of society in various aspects of life, whether positively through the spread of development and technology, or negatively through the abandonment of the original customs and cultural identity in the

way of life [11]. The issue of Westernization has crystallized Egyptian architecture, and that explains the main problem of the study, which is the loss of our Egyptian architectural identity, and the fake imitation from the western styles.

2.2 Social Mobility and New Rich Communities

Communities also have a great influence on urbanization; we can read the features of the community through its urbanization as it's an interpretation of the social situation and group of relations prevailing in society. In Egypt the Western model has dominated in architecture production since the era of Muhammad Ali. Thus, the influence of the European society and their ways of life was reflected. Also the rise of the middle classes in their customs through the social movement has led to the emergence of the new rich society and the spread of Westernization in all aspects of life without interest in the culture of origin, which consequently resulted in a social and cultural contradiction and a variety of intellectual trends; this is confirmed by Gamal Hemdan that society is like a surreal class painting whose image cannot be predicted, and social mobility is close to being experimental and a possibly disruptive social surgery, which leads to reshaping and reformulating society as a whole [12], and it's inevitable to distinguish between residential neighborhoods on a class basis, economically and socially, as housing is the physical expression of the class [13]. The new-rich as a specific social community understood as individuals who have moved from lower classes to higher classes, but have no cultural or educational assets for certain political, social or economic factors [14]; this class emerged in Egypt during the period of economic openness policy in the 1970s, by the era of Sadat, but actually it increased the gap between people; it also produced millionaires in a short time, which in turn helped to form a higher class. This class was characterized by a phenotypic tradition in all aspects of life, due to their superficial culture [15], leading spontaneously to social and cultural contradictions which were observed through the society's interactions.

2.3 Contemporary Egyptian Architecture - Is It a Problem?

Architecture is the physical reflection of culture, which contains the identity of people and their ideology; it reflects the conceptual framework governing a group's way of life, as a portrayal of a nation's culture integrated with all aspects of human life and has a profound impact on it [16]. For that, the architecture is the mirror of the society which reflects its culture, and a tool for shaping its personality; it also reflects the aspirations of its people, as well as their sense of art, the economic condition of society and the degree of their technological progress [17]. Yet Egyptian architecture nowadays is going through a real crisis, due to many factors, such as cultural, social, and political changes in addition to the obstacles of development experienced by the Egyptian society, starting from different periods of occupation through wars, along with the deterioration of many aspects of life in Egypt, specially the economic situation, and the stagnation of the political situation since the era of the revolution, which in turn led to the spread of corruption and the absence of values. The Egyptian writer, Gamal al-Ghitani, believes that the problem of contemporary Egyptian architecture is mainly due to the identity and organization. The absence of a sense of identity among the Egyptians in general and especially those belonging to the upper capitalist class has led to this inevitable result [18]. This crisis is shown in most of Egyptian streets, which in turn reflects the crisis of contemporary Egyptian culture, as finding different styles does not represent our Egyptian Architecture - the classical Greek style beside the deformed Pharaohs one, and a mixture of discordant colors; the bright red beside the canary yellow without the slightest sense of beauty and taste [19] shown in Fig. 3. Amos Rapoport explained that the selection process might be linked to other aspects in the developing countries, which may shed light on the problem of understanding the relationship between the form of the building and the culture to which it belongs. This in turn illustrates the value of cross-cultural comparison and analysis for housing and the built environment in general. It is dangerous to try to apply Western ideas, which represent only one choice among many possibilities, as solutions to the problems of other regions rather than to look at this problem according to the local lifestyle, their own needs and their way of making things [20]. That's why

we are witnessing a lack of our architectural character and cultural identity, through the westernization of the architectural composition of the façades and a fake imitation of them, hence contradictions spread in the architectural composition, which leads to the occurrence of architectural distortion and deterioration of the aesthetic level.



Fig. 3. Examples of conflicting tastes in residential buildings in new cities.

After studying the concepts of culture, architecture and communities as well as the aesthetics of urbanism and the problem of contemporary architecture, that will lead us to some questions to deeply understand the subject better. Are the Western elements seen today in many residential buildings properly implemented in terms of the architectural and visual elements of the western buildings, or just a fake picture of it? Does it really satisfy the owners and achieve their excellence? Why does the most chosen style not reflect our identity and architecture? By asking these questions, an exploratory comparison was made between several models of modern western residential buildings and other Egyptian residential buildings similar to those in Figs. 4-5, as an attempt to monitor and understand the extent of similarity and differences between the two architecture styles in terms of the aesthetical visual and architectural elements of formation, as in Table 1.





Fig. 4. Residential buildings in new cities with imitations of Western features



Fig. 5. Residential buildings in new cities.

Table 1. Comparing the distinguished Egyptian and Western housing models.

Aesthetical Elements		Egyptian Model	Western Model	Remarks
				
Visual Elements	Form	Order in mass shape - Straight edges	Order in mass shape - Straight edges	-Proportions and scales are different in the 2 models -Gypsum ornaments do not match with the Egyptian character
	Texture	Soft texture	Soft texture	
	Color	Light colors	Light colors	
	Character	Inspired by the Greek style	Greek Revivalism	
	Openings	Rectangular openings in different proportions	Rectangular openings in different proportions	
	Entrances	Identifying the Entrance in the central axe	Identifying the Entrance in the central axe	
	Details	Pitched roof - Corinthian columns- gypsum details	Pitched roof - Plain columns	
Architectural Elements	Unity	Matching between all units	Matching between all units	
	Proportion	Uncomfortable proportions - static balance	Comfortable proportions - static balance	
	Scale	Part of the façade lost the ratio, distorted columns.	Suitable scale	
	Rhythm	Order in Rhythm (matching between vertical columns and horizontal divisions)	Order in Rhythm (matching between vertical columns as well as vertical openings)	

It may be concluded from the previous analysis that most of the examples of distinctive residential buildings took the outer shell of the western styles, whether it was inspired by New Greek and Romans, Renaissance, Baroque, or Gothic, as demonstrated in the application of the columns, motifs and ornaments, but also the uncomfortable proportions of some elements appearance, the unsuccessful and unnecessary placement of the ornaments, the odd colors and material combination, also some examples combine more than one style. Hence, the hypothesis confirms that the presence of Western elements and classical forms in the distinguished residence from the point of view of this community is indicative of luxury and excellence, even if it comes in an unconscious way, however, is this enough to achieve the desire of the users? This will take place via the applied study which depends on the users and

architect's questionnaires as an attempt to reach the criteria governing the housing of the new rich class and the extent to which their cultural backgrounds affect architecture.

3. METHODOLOGY

After the theoretical part of the study, which was based on the three aspects (culture, architecture and urbanism) and the effect of each of them on the other, a methodology was developed to observe and analyze the formation of the residential buildings (villas and private buildings) of the targeted community in the new cities (New Cairo, El Sheikh Zayed, Al Shorouk) as a new model, and other residential buildings in the neighborhoods of Old Cairo (Zamalek, Heliopolis, Downtown) as an old model. This shall also take place via a questionnaire study for architects to know their views regarding the architectural perspective (the sample included newly graduates and others with experience for a more comprehensive view); furthermore, the study will include users to know and understand their culture, thoughts and how it could affect their own houses (the sample of population selected randomly from the private villas' residents in the new cities), as an attempt to reach the criteria governing the new rich class housing, and the extent to which their cultural backgrounds and visions affect the architectural product, as well as the role of the architect in the design in the light of the results and outcomes of the analytical study, as a way to test the hypothesis that states that the cultural backgrounds of societies have a great influence on their building environment through the formation language.

3.1 The Architects' Questionnaire

The main purpose in this questionnaire is to find out the extent of the intervention and influence of the architect on the building's composition and the analytical view of the visual and architectural formation elements, and also the nature of the relationship between the architect and the user. This questionnaire includes two groups of architects: the first group includes the members who have experience for this category includes sufficient architectural expertise at the academic and practical levels, and it is assumed to be 20 samples with ranging age between 30 and 60, to achieve a

strong awareness and cognition of architectural thought. The second group includes the fresh graduated architects, for contemporary architectural thoughts, also affected by the changes that are going on around them, and it is assumed to be 40 samples with ranging age between 25 and 30.

3.2 The Users' Questionnaire

The main purpose in this questionnaire is to understand the culture of this society, studying its social and economic characteristics, and knowing its choices, opinions, needs and visions of architectural thought; the sample is concerned with the distinct groups that created villas and housing in new cities, and it is assumed to be of 60 samples, and the age ranging between 30 and 60, in order to ensure awareness and on the other hand to know the diversity of opinions between different generations.

3.3 Buildings' Samples

Since the study assumes that the formation language is influenced by the culture of individuals, the visual image had a great importance in the two questionnaire models, whether the sample of users to know the preferred buildings, or the sample of architects to know their analytical opinions, and the samples came in a variety of different buildings that were seen in the new cities (New Cairo, Al shorouk, El sheikh Zayed), whereas the other in Old Cairo (Zamalek, Heliopolis, Downtown). Considered as two different time periods, they aimed to analyze the influence of time and cultural progression on architecture.

4. RESULTS AND DISCUSSIONS

As a result of the responses, the study will test the validity of the hypothesis in which states that the culture of the new rich community greatly affects their housing formation with a certain symbols and features gives specific meanings to them.

4.1 The Architects' Questionnaire

- First part: the relationship between Culture and Architecture and how they affect the Aesthetical form of facades: this stage came to analyze the relationship between culture and the external formation of facades for the new rich community with the aim of knowing to what extent the culture of this community affects the external

formation, the questions related to the concept of culture and its impact on architecture, the situation of Egyptian architecture nowadays and the importance of the architectural aesthetics in design from architects' points of view. The concept of culture drawn from the answers is "Culture is the collection of knowledge, information, and experiences, as well as the customs and traditions acquired from the environment in which the individual lives, and consequently affects his/ her perception in a physical and non-physical way, and through it the individual solves his/ her human problems; in other words, Culture is what controls the human society". Regarding the effect of culture on architecture, the answers showed that Culture has a great influence on architecture. With respect to the situation of the Egyptian architecture nowadays, the answers showed that there's a total deterioration and loss of Egyptian identity by 77.5% because of the changes of the cultural, social and political factors as well as the control of the user's vision instead of the architect's one. With respect to the importance of the aesthetic forms, it was noted by 65% is a main element in design, and it is affected by economic issues and owner's vision.

- Second part: the analysis of the aesthetical elements of Architecture: the purpose of this part is to identify or reach a specific measurement ruler for the architectural language to read the housing models for the two distinct communities, the new rich and the old ones, through the two regions as models of a different era and social culture as in Table 2, and to find out the architects' analytical visions of the visual and architectural composition of these models through the measurement ruler of the architectural language, as in Tables 3, and 4.

Table 2. Chosen residential samples in two regions.

Architectural Models in the New Cities



Table 2. Chosen residential samples in two regions, (Cont.).



Table 3. Measurable ruler for architectural composition elements.

Elements of Architectural Composition									
Balance		Unity		Rhythm		Scale		Proportion	
Balanced	Not Balanced	Correlating	Non Correlating	Regular	Irregular	Human	Huge	Monumental	Comfortable
									Uncomfortable

Table 4. Measurable ruler for visual composition elements.

Elements of Visual Composition																			
Style			Opening/Entrances						Surface					Form					
			Form	Rhythm	Protruding	Details	Texture	color	form	Skyline									
Complex	Imported	Inherited	Regular	Irregular	Regular	Irregular	Exist	Not Exist	Few	Many	Mix	Rough	Smooth	Matched	Unmatche	Regular	Irregular		
																	Inclined	Curved	
																			Horizonta

By analyzing the results of the two regions, there were discrepancies and differences in the responses of the two architectural groups in some analytical elements (scale and proportion-colors and decorations), especially in the samples of the new cities which show how the architects' thoughts and visions are conflicted and different; this demonstrates the different architectural culture for the two generations. Moreover, the style was westernized in both models (Phenomenon of westernization and how it affects the culture of community through recognizing the excellence and luxury in the westernized and classical styles, which lead to the weakness of the

Egyptian identity in the architectural style, with a deformation of the classical styles in new models unlike the old one).

- Third part: the relationship between the Architect and the User: this part is related to the extent that the user interferes with his/ her views in the design, and how the architect deals with user's wrong visions. The results showed that users interfere with their visions in design by 80% (one of the reasons of deformation within the architectural product). It was also noted that the element that the user interferes with the most was the external formation of building including (materials- color - details- texture) and which was by 60%. Regarding the part of dealing with the user in case of conflict and wrong visions, the results showed that the architect's attempts to correct the user's wrong visions was 93% for both groups despite all these incompatible facades.

4.2 The Users' Questionnaire

- First part: The Cultural and Social background (Users life style): Through the analysis of users' data, there was availability of educational level, availability of good jobs, and availability of high economic level. The previous place of residence varies from Nasr City to Shoubra to Heliopolis to Downtown to Maadi); they transition from densely populated areas looking forward to becoming in a better place and seeking for calmness with a ratio of 43.3%, followed by getting away from over crowdedness with a ratio of 30%. Regarding the questions related to the way they connect to the outside world, the results came via the Internet and the social media with a ratio of 63.3%, while the lowest percentage was via travel (evidence of lack of travel culture). In terms of the preferable places, a ratio of 40% for the commercial centers was noted (between open spaces, luxurious restaurants, clubs and hotels), while the lowest percentage was for hotels with a ratio of 8.3%. This is as evidence that the new rich community is a consumer society with a vision of being in sophisticated and elegant areas. With respect to the referable music, Arabic music showed a ratio of 43.5%. (Among English music, jazz music, rap music and classic music), while the lowest percentage was for jazz and rap by 1.7%.

Regarding the question of throwing parties at home, the answers showed that 65% don't like having parties. All of the above answers proved that the appearance of the Westernization and European life is evident only on the outer crust of this society, unlike the original traditions and morals (Theory of Culture core). As for the preferable color and shape, the results were between (white – blue) by 23.3%, then (red – black) by 18.3%; shapes showed that the highest ratio was for circle by 43.3% followed by triangle by 33.5%. Evidence of looking for calmness and peace or looking for excellence by drawing attention, as shown in Fig. 6.

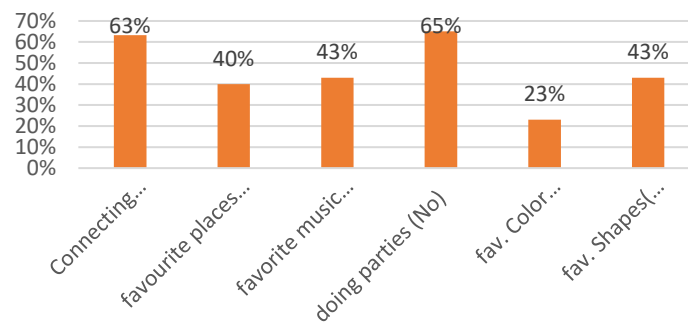


Fig. 6. Highest ratios for user's lifestyle.

- Second part: Architectural User's culture and his/ her general taste: This part is to identify the favorite architectural styles for the users through 6 models of housing, and then ask about the most important architectural element their housing should have. The Highest ratios came for pictures 1, 5, which have classical forms that indicate the luxury and excellence from the point of view of the new rich Community as shown in Table 5.

Table 5. Ratios of users' favorite architectural styles.







Users Favorite Architectural Styles		
1	2	3
		
Comfortable/Quietness Large spaces/ Garden Classic Style	Unconventional form Looks different	Good design Inspires luxury
25%	8.3%	20%

Table 5. Ratios of users' favorite architectural styles, (Cont.).

4	5	6
		
Creative design Green spaces and extensive gardens	Favorite form Looking Wealthy Luxury as a palace	Pharaonic style Large and wide
16.7%	25%	5%

Then the part of the aesthetical element of architecture from user's point of view as shown in Table 6. The results clarify that this community is constantly looking for excellence and uniqueness; from their points of view, it is available through a classical house that has a unique style and many architectural details like classic columns, pediment, a brick roof, detail and gypsum decorations, and this will be considered as a luxurious and distinctive building.

Table 6. Ratios of users' housing analysis-new models.





Users housing analysis													
Housing Models (New)													
	Familiar Form				Familiar Form				Familiar Form				
	Yes	No			Yes	No			Yes	No			
	27%	33%			80%	20%			83.3%	16.7%			
Distinguish Elements	Color	Style	Material	Detail	Color	Style	Material	Detail	Color	Style	Material	Detail	
	21.7 %	33.3 %	8.3 %	36.7 %	3 %	43.3 %	2 %	51.7 %	25 %	26.7 %	23.3 %	28.3 %	
Impressions	- Uncomfortable				- Luxury and excellence				- Beautiful form				
	- Strange, un acceptable				- Looks like a palace				- Looks like a palace				
	- New and trendy				- Creative design								
	- Like administration buildings												

Table 6. Ratios of users' housing analysis-new models, (Cont.).

Housing Models (Old)								
	Familiar Form		Familiar Form		Familiar Form		Familiar Form	
	Yes	No	Yes	No	Yes	No	Yes	No
	40%	20%	55%	45%	83.3%	16.7%		
Distinguish Elements	Color	Style	Material	Detail	Color	Style	Material	Detail
	15 %	58.3 %	3.4 %	23.3 %	0 %	55 %	8.3 %	36.7 %
Impressions	- Looks like old palaces - Beautiful form - Like Churches				- Classic /old Building - European forms - Like Banks			
					- Simplicity in design - Doesn't indicate luxury			

Society, therefore is affected by classicism and westernization due to some life factors that have emerged in our Egyptian society, this appears in all life aspects, including the form of housing, and their desire not to deviate from the scope of these words (classic - western character/ Styles - old), which mean in their dictionary (excellence- distinctive - luxurious – beautiful) since the spread of the westernization phenomenon in Egypt. And with the presence of many individuals that adopt this approach with their own housing, other individuals aspire to imitate their architecture, and that's what is explained by theories which show that human behavior is affected by the surrounding environment, as he/ she depends on observing the surrounding and trying to imitate it as shown in Fig. 7.



Fig. 7. Human behavior affected by the surrounding environment

- Third part: The relationship between the User and the Architect: This part is related to the extent that the user interferes with his/ her views in the design. The results show that the highest ratio of intervention was negative NO with 33%, while the lowest percentage was positive YES with 27%, in contrast to the architect's ratio which was by 80% users impose their visions in design. As a result of these conflict answers, could not specify who was responsible for the distorted details of the architectural buildings. The reasons of intervention to have a private residential building and add favorite details and ornaments and the desire to live in a unique house were due to the architectural style by 36.7%, then for details and colors by 25%.

5. CONCLUSION

Since culture is one of the most important dimensions in architecture formation and identity in societies, based on this hypothesis the study take a deep insight toward the understanding of the culture effect on our Egyptian architecture, especially in new cities, as they emerged as a perfect location for luxury communities, situated at a special and social distance to the city. The results have achieved the main goal of the study, which is the cultural backgrounds of the new rich community make them have a specific preference and visions affected their buildings, through architectural aesthetics and the facades' visual formation, which led to a great loss of the identity of the Egyptian architectural character due to the confliction in cultural ideas and backgrounds, thus affecting the prevailing architectural level in our society in an unsatisfactory manner. Never the less, there are some architects who are already influenced by the Western culture, architecture style and philosophy, and their designs have become dependent on westernized styles may be for rapid financial gain without any concern for our architecture identity, also couldn't forget the contractors and people whom built with their own without any awareness of any principles. That's based on the theoretical introduction and studying the reciprocal relationship between culture, society, and urbanism, as the culture is the way of individuals' life of a certain group [25], also culture is the social expressions and urbanism, as the physical dimension on which the cultural features of different societies appear [26].

Furthermore the applied study where the architects came to a 100% consensus that the culture of societies greatly affects the architecture, so whenever the culture of society and its awareness increases, it elevates society, and vice versa. Moreover, the researcher ensured that the cultural backgrounds of the new rich community greatly affect their building product, through their architectural choices, as 70% of users chose classical building styles. Hence, there is a correlation between culture, society and urban context, as a physical dimension that reflects the cultural characteristics of societies [27], which may be affected by several factors that lead to cultural changes, and also accelerate their occurrence such as social aspiration and exposure to other cultures. This, in turn, leads to that the definition of housing for the new rich society is the one that achieves excellence, uniqueness and luxury through the expression of the facades and the details of Western architecture, without any awareness of the origins of these classical features, which makes the architect bears the dilemma of achieving a design linked to heritage values and culture as well as trying to satisfy the requirements of the client. From these conclusions and reflections, the research points to the need for a deep studies in the field of the communities and how it shapes architecture that didn't covered in this study scope as a help to upgrade the problems in our contemporary Egyptian architecture. As regard studies to evaluate the architectural character elements through the visual perception of building character in new cities, and also in gated communities as it's the future now in the new cities for whom seeks satisfaction and desire of enjoying a better quality of life. Consequently, it will in turn affect the future of Egyptian architecture.

6. RECOMMENDATION

The paper makes some suggestions for strengthening and enhancing our architectural identity and that's will be through more than one direction; first the architects and designers, they must pay respectful attention to the changes in life (cultural, social, political and economic) and attempt to integrate this development and change in a manner that is consistent with the identity of the society and its culture, as the architectural beauty is a responsibility that rests on the architect first then users; in

other words, the architect must not accept the customer's incorrect views, yet try to correct his architectural culture and convince the customer in a way that he feels satisfied by displaying more architectural solutions. Also, the architect should pay great attention to the psychological, social and cultural aspects of the users in order to express their actual needs, consequently the architect positively influence the culture of this society and imprint his design work, with the requirements and needs of the user and the identity of the community. Architects could send non-verbal messages conveyed by their work, which could affect communities in a positive ways to enhance our architectural culture and introduce a futuristic vision for architecture in Egypt, communities interact with, and in other way to resist globalization effects, through creating designs reflects our identity . Designers also must take in consideration the character of the places, with the combination of the contemporary technology, so as the formal vocabulary is closely related with places concept and characteristics, that give people an opportunity to rebuilt and enhance their missing culture [28]. Also more experimental projects and applicable researches about cultural, social and aesthetic studies should be done on why people do prefer and affected by a specific styles of architecture than others, as a way to enhance the futuristic vision for architecture, with taking in consideration the community's beliefs, visions, and needs, with the identification of the new innovative and appropriate solutions. Also we couldn't forget the impact of media and advertising on individuals, as all the new communities in new cities shows advertising about a life style, so it could also focused on our Egyptian architectural styles introduced through a high technology to attract users and upgrade the quality of the futuristic vision of architecture. Moreover the government should provide and apply more design standards for the architectural aesthetics to each urban area that allows flexibility, creativity and compatibility with our culture. Also the building regulations should be strengthened to set the standards which help achieving new visions for better designs of residential buildings. Furthermore, Urban Coordination Commission and support up-coming projects that encourage our identity and our architectural character should be implemented, with the use of modern construction systems, distinctive materials, and attention to coordinated

green spaces. Finally it is worth to say that society as a whole has an obligation to increase culture awareness, and upgrade our architecture in future.

DECLARATION OF CONFLICT OF INTERESTS

The authors have declared no conflict of interests.

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ثقافة المجتمعات ولغة التشكيل في العمارة: التأثير على تصميم المساكن في مدن جديدة

يمثل المنتج البنائي أهمية كبيرة للعمارة فهو مكون من فلسفة وفكر وثقافة، لذلك التشكيل الخارجي لأي عمل معماري له مضمون وثقافة، ويعتبر التعبير المادي لأفكار ورؤى المجتمعات، من هذه النقطة تسلط الدراسة الضوء على تأثير الخلفية الثقافية لمجتمع الاغنياء الجدد، من خلال الفيئات الخاصة بالمدن الجديدة، وذلك من خلال الملاحظة والدراسة لاكتشاف مفاهيم التعبيرات الثقافية التي تؤثر على الهوية المعمارية المصرية، والتي تتأثر بالتناقض في الأفكار والخلفيات الثقافية. ولذلك تم عمل دراسة استبائييه للمستخدمين لدراسة كيفية تأثر واجهات منازلهم بخلفيتهم الثقافية وكيف تعبر مفردات الجماليات المعمارية عن معاني رمزية لهم ، بالإضافة إلى آخر للمعماريين لمعرفة دورهم في ظاهرة نشر النماذج الغربية في المجتمعات السكنية الجديدة، بهدف اختبار الفرضية الرئيسية للدراسة والتي تستند على أن هناك علاقة بين الثقافة والمجتمع والعمارة، من خلال دراسة لغة التشكيل للعمارة وكيف تتأثر بالخلفيات الثقافية للمجتمعات، واستنتجت الدراسة أن ثقافة الأغنياء الجدد جعلتهم يسعون للتميز والتفرد من خلال لغة تشكيل الواجهات.