Identity and contemporary art in the Cultural landscape Architecture

Dr. Islam Hamdi El-Ghonaimy,
University of Bahrain, College of Engineering,
Department of Architecture and Interior Design, Bahrain.
“We form the urban environment around us then it forms us later”, Louis Mumford
A city is not gauged by its length and width, but by the breadth of its vision and the height of its dreams.

So, the issue here is to how far we can increase the value of the city and make the residents proud of being in their city.

The believing of make residents proud of their have the Identity in the cultural landscape architecture projects.
Identity & contemporary art in the Cultural landscape
Architecture

Working on the right thing is probably more important than working hard.

CATERINA FARES

Al Riyadh, SA
Madenaty, Egypt
The problem is not the quality of the design
That
Most of the designer worked hard in their designs
But
The issue here is the missing of the IDENTITY in the recent projects, and the universal langue spread all over cities
Moreover, the “PLAGIARISM” becomes a phenomenon
Identity & contemporary art in the Cultural landscape Architecture

(HAZA et al., 2011) It is crucial to understand the concept of the CULTURAL landscape as it offers the main contribution in sustaining the heritage value and protecting the local IDENTITY and ORIGINAL CULTURE of a group of people or place.

From the aesthetic point of view, the cultural landscape presents the notion of revealing and sustaining the great diversity of the interactions between humans and their environment, to protect living traditional cultures and preserve the traces of those which have disappeared. IT SHOWS THE REAL UNDERSTANDING OF IDENTITY FOR THE CITY
Identity & contemporary art in the Cultural landscape
Architecture

Discussing the contribution of the contemporary art as elements that show the identity & affect the cultural landscape, architecture should consider the three fundamental frameworks:

- **Social** (equity and suitability with social, habit, needs, community).
- **Culture** (History, heritage, norms, beliefs).
- **Rules** (laws and the regulatory system).

which cover the explanation of:

- **Human root**, ....
- **Image**, .......
- **Character**
- **Values**.
Identity & contemporary art in the Cultural landscape

Architecture

Discussing the contribution of the contemporary art as elements that shows the Identity & affect the cultural landscape architecture should consider the three fundamental frameworks:

- **Social** (equity and suitability with social, habit, needs, community).
- **Culture** (History, heritage, norms, beliefs).
- **Rules** (laws and the regulatory system).

which cover the explanation of:

- **Human root**, ....
- **Image**, .......
- **Character**
- **Values**.

Tabouq

Najran

Aljouf

Hael
Identity & contemporary art in the Cultural landscape Architecture

Many questions are appeared to the surface while trying to understand the role of CONTEMPORARY ART in THE LANDSCAPE ARCHITECTURE PROJECTS and the presenting of the IDENTITY of the city, such as:

• Where .... Can we use ?
• Why .... we use ?
• For who ... we design?
• By who ... we create?
• When ... could be done?
• What ... physical features could be used?.

[Images related to cultural landscapes and architectural projects]
Identity & contemporary art in the Cultural landscape
Architecture

Consequently, forming the walkthrough for the users in the urban spaces (open spaces and functional places) should go through the followings:

- **Time**, 
- **Place**, and
- **Activities**

as major considerations in the first stage due to the high value to influence the **Qualitative Performance of the Voids**
But we need to agree about the definition of the Landscape Architecture in this context.
Identity & contemporary art in the Cultural landscape

Architecture

“the Art and Practice of designing the outdoor environment, Oxford dictionaries

Or

is the “Art” and “Science” of arranging land so as to adapt it most conveniently, economically, functionally, and aesthetically to any of the varied wants of people
Identity & contemporary art in the Cultural landscape
Architecture

In Landscape Architecture Project

While dealing with the LA project, we have to find the Art of Landscape. We have to find Design. We have to find the Function.

Also, in designing, we have to recognize "Involves the spatial organization of outdoor places to meet Human needs" and desires while "Protecting or Enhancing the urban environment".
The definition of public art is works of art in any media that have been designed and performed with the specific intention of being sited or staged in physical public domain, usually external and accessible to all.
Identity & contemporary art in the Cultural landscape Architecture

Landscape Architecture Project

Public Art

Landscape architecture purpose, elements and design are changing with time.... And, we are Building the culture of the communities via the use of Landscape architecture work.

But, the question here about the inquiring of the proper performance of the LA ... is LA do his job probably?, and what is the criteria that we should use to evaluate the success of art works in LA projects

“Le pouce” (The Thumb) by César Baldaccini, Courbevoie, La Défense
Identity & contemporary art in the Cultural landscape Architecture

Landscape Architecture Project
Public Art

Mouharq, historical area, Bahrain

<table>
<thead>
<tr>
<th>Category</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional art</td>
<td>Drawing, Painting, Sculpture, Printmaking</td>
</tr>
<tr>
<td>Modern visual art</td>
<td>Photography, Video, Filmmaking, Computer art</td>
</tr>
<tr>
<td>Architecture, design and crafts</td>
<td>Artwork installation, Urban Furniture, Light structures</td>
</tr>
</tbody>
</table>
Identity & contemporary art in the Cultural landscape Architecture

Cultural
In Landscape
Architecture Project

The problem we face, in our cities, specially the city that have strong historical and heritage areas, the LA design elements in the major project do not show the identity and they are much relating to universal and international design.

The use of contemporary arts does not mean lose the identity ... it should reflect the identity and the culture of the place while we design and use.
The term "cultural landscape" embraces a diversity of manifestations of the interaction between humankind and its natural environment.
Identity & contemporary art in the Cultural landscape Architecture

Identity
In Landscape Architecture Project

Identity in the urban area is formed by the entire values and characteristics of a city. Urban transformation is the strategies and activities for maintaining environmental quality and life balance.

The designing of the Landscape architecture in city space plays significant role in showing the identity of the city by the use of the proper design elements in the urban space.
The identity while using the contemporary art in the LA projects, which work in enhancing the culture of the users for spaces.
The assessment of using the contemporary art in emphasising the identity should occur by examining its impacts upon spatial activities and socio-cultural aspect.
Identity & contemporary art in the Cultural landscape Architecture

Identity In Landscape Architecture Project

Contemporary art become phenomenon
Identity & contemporary art in the Cultural landscape

Architecture

Jeddah, Saudi Arabia

Akader, Morocco

Example
Identity & contemporary art in the Cultural landscape

Architecture

Example

Hurdaga, Egypt
Identity & contemporary art in the Cultural landscape

Architecture

Example
Diar Al Moharaque, Bahrain
Identity & contemporary art in the Cultural landscape
Architecture

Masqat, Oman
Identity & contemporary art in the Cultural landscape

Architecture

Paris, France
Identity & contemporary art in the Cultural landscape
Architecture

Rome, Italy
Identity & contemporary art in the Cultural landscape
Architecture

Rome, Italy

[Images of benches and a building with an advertisement]
Identity & contemporary art in the Cultural landscape
Architecture
Identity & contemporary art in the Cultural landscape
Architecture
Identity & contemporary art in the Cultural landscape

Architecture

Alexandria, Egypt
Identity & contemporary art in the Cultural landscape

Architecture
Identity & contemporary art in the Cultural landscape
Architecture

Dortmund, Germany
Identity & contemporary art in the Cultural landscape
Architecture

Dortmund, Germany
Cases in Bahrain
Block 338

Its multi activities zone, located in the heart of one of the residential district (Adlyia), it is a charming pedestrian quarter that include international restaurants, small boutiques, spaces for event and public art.

Block 338 used to have Al Riwaq gallery exhibition that encouraged contemporary and public art it was established in 1998 and closed in 2018.

One of the major events that used to attract large number of people to Adlyia is “The Nest”.

It is an event that runs annually for a duration of a one month, designed to welcome the widest audience and it includes public art, market children’s area, live music, workshops and outdoor films.

Interactive art installation:

**Green waves (interactive installation/streetscape furniture):**
Interactive art installation:
• **Green waves (interactive installation/streetscape furniture):**

Waves like structure with artificial grass and different levels acts as a Sitting area and a place for kids to move on, play and explore.

Their main goal was to foster creativity and local artist’s talent.

Large number of artists showcased their work in The Nest, with different ideas, concepts, design and type of arts.

*Green Waves installation*
Interactive art installation:

- **Stage and furniture**

Every year in The nest event it is a must to have a stage, different designs are applied yearly, shown in the photo, it is a *recycled* wood fixed and painted to suite the function.

*Sculptures:*

*Stage and sitting area*
Interactive art installation:

**Mass Appeal (interactive installation/streetscape furniture):**

Mass Appeal is a marketing tool that strips down the product of features to make it basic enough to be appealing for maximum number. The concept is to argue that nowadays, in Social Media age, the Mass-Appeal tool is being applied to people by their own selves, stripping themselves from individuality, pleading for mass-appeal.

When a person sits in the cluster, a mediocre light is shed on him/her. The concept of this interactive installation is best illustrated when used by people.

This installation encourages people to interact with it. Can act as a furniture for people to sit on it or interactive piece where kids and adults can play and explore.
Identity & contemporary art in the Cultural landscape Architecture

So, to analysis the applied works in the open spaces at Bahrain we need to call Dastin’ words”

- Making healthy places: influence on quality of life and social interaction to make happier and healthier communities.
- Creating Aesthetic, beauty and diversity
- Responding to a changing climate
- Planning for prosperity: securing growth and regeneration, Perfecting the detail
- Protecting our heritage: respecting character and identity
- The Egoistic Capitalist
- Reaching the Sensual Experience

Criteria to evaluate the art works in LA projects
Bab Al Bahrain

Bab Al Bahrain is a historical landmark that represents Bahrain and its culture, it marks the main entrance to Manama and it’s located to the entrance to the Manama souq built in 1949, through the past years ministry of culture are reviving the place by doing different event.

- **Hanging coins art installation:**
  This installation is a piece of art, where people who pass by can enjoy visually the design of the installation and when the wind flows through the space people can listen to the sounds that the moving coins.

Bab Al Bahrain, Hanging coin installation
Identity & contemporary art in the Cultural landscape
Architecture

Example: designed by the presenter
Education Round about, Tabouk University, Saudi Arabia
Identity & contemporary art in the Cultural landscape

Example: designed by the presenter
Education Round about, Tabouk University, Saudi Arabia
Identity & contemporary art in the Cultural landscape

Architecture

Example: designed by the presenter
Education Round about, Tabouk University, Saudi Arabia
Identity & contemporary art in the Cultural landscape

Architecture

Example: designed by the presenter
Education Round about, Tabouk University, Saudi Arabia.
Identity & contemporary art in the Cultural landscape

Architecture

Example: designed by the presenter
Education Round about, Jouf University,
Saudi Arabia
Identity & contemporary art in the Cultural landscape
Architecture

Example: designed by the presenter
Education Round about, Jouf University, Saudi Arabia
Identity & contemporary art in the Cultural landscape
Architecture

Example: designed by the presenter
Al Khafje KJO Master plan, Saudi Arabia
Identity & contemporary art in the Cultural landscape

Example: designed by the presenter
Al Khafje KJO Master plan, Saudi Arabia

- Soft scape species vegetation types with its performance
- Hardscape materials (tiles, smart material, light structure, ...).
- Design aspects and concept.
- Social and economic issues.
- Environmental consideration.
- Life time Aesthetic
- Physical urban spaces and Build
Identity & contemporary art in the Cultural landscape

Architecture

Finding, these factors affect and direct the design to have identity in the Cultural LA projects.
Identity & contemporary art in the Cultural landscape Architecture

Conclusion

The contemporary art in the Cultural landscape Architecture is inspired and can take place within these three main axes as follows:

- Human behavior and resources;
- Urban and natural resources;
- System of government and urban management.

The main tools that will show the identity and impacts the contemporary art in the Cultural landscape Architecture in designing landscape projects are driven from the use of:

- Soft scape species vegetation types with its performance
- Hardscape materials (tiles, smart material, light structure,...
- Design aspects and concept.
- Social and economic issues.
- Environmental consideration.
- Life time Aesthetic
- Physical urban spaces and Building conditions.

Moreover time, function and users play significant factors as well
Identity & contemporary art in the Cultural landscape

Architecture

Conclusion

Landscape architecture purpose, elements and design are changing with time.

In this research, we recognized the LA elements were used in different approach according to the culture approach rather than beatification for the spaces.

Plaza in front of Al Seef mall, Bahrain

light festival walkway

The integration of art with landscape architecture elements has major influence on the uses.
Identity & contemporary art in the Cultural landscape

Architecture

Conclusion

From the illustrated cases in Bahrain, it is recognized the scale of the projects affected in the function and in the components and the tools inside the project.

Moreover, the vision of using arts in the outdoor spaces has to be changed according to the level of culture needs and involving in the spaces and type of functions as well.
## Identity & contemporary art in the Cultural landscape

### Architecture

Conclusion

<table>
<thead>
<tr>
<th>Category</th>
<th>Type</th>
<th>Type of open space</th>
<th>Suitability, value, impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Traditional art</td>
<td>● Drawing</td>
<td>• Small scale</td>
<td>• Making healthy places: influence on quality of life and social interaction to make happier and healthier communities.</td>
</tr>
<tr>
<td></td>
<td>● Painting</td>
<td>• Medium scale</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Sculpture</td>
<td>• Large scale</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Printmaking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>● Modern visual art</td>
<td>● Photography</td>
<td>• Private</td>
<td>• creating Aesthetic, beauty and diversity</td>
</tr>
<tr>
<td></td>
<td>● Video</td>
<td>• Semi private</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Filmmaking</td>
<td>• Semi public</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Computer art</td>
<td>• Public</td>
<td></td>
</tr>
<tr>
<td>● Architecture, design and crafts</td>
<td>● Artwork installation</td>
<td>• Residential</td>
<td>• Planning for prosperity: securing growth and regeneration, Perfecting the detail</td>
</tr>
<tr>
<td></td>
<td>● Urban Furniture</td>
<td>• Commercial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Light structures</td>
<td>• Public buildings</td>
<td>• Protecting our heritage: respecting character and identity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Academic</td>
<td>• The Egoistic Capitalist</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Reaching the Sensual Experience</td>
</tr>
</tbody>
</table>
findings contribute to an in-depth understanding of the qualities of the spaces and the resulting use, activities, and behavior representative of the inhabitants' spatial experience in those spaces. Assessment results reveal important outcomes that having artworks influence positively upon interacting of the users.

“We form the urban environment around us then it forms us later” , Louis Mumford

Mumford, *The Culture of Cities*, 1938
THANK YOU
FOR ATTENDING THE PRESENTATION

Please don’t forget to collect your CPD certificate
during the event from the CPD collection area

Prof. Islam Hamdi El-Ghonaimy,
University of Bahrain, College of Engineering,
Department of Architecture and Interior Design, Bahrain.
eslam_Elghonaimy@yahoo.com
Moile: 0097332212965