

## **Collaboration with art institutions as a strategy to raise the aesthetics aspects in the state housing projects**

(A case study of Dar Misr housing compound Murals Alshorouk city)

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### **Abstract:**

In this Era, we can feel how far the economic factors quite dominate largely in the field of urban design, which led to the gradual disappearance of urbanization aesthetics. Architecture has always been the mirror of civilization, unfortunately in the mean while cities turned to became without any aesthetic identity.

With the state great efforts in expansion and establishment of new urban cities and encouraging the community members to move to these new communities and leave the densely populated capital, there is a serious need to adopt new strategies in dealing with the aesthetics aspects of planning and designing these cities, whether in the functional or aesthetical side through cooperation with Specialized colleges to contribute in turning these cities to be attractive to the population.

### **Key words:**

Collaboration with Art institutions –state housing projects - murals - environmental Design

### **Research importance:**

The state is giving a remarkable attention to the field of residential projects, striving to achieve excellence in terms of efficiency of design functionally and aesthetically, making it necessary to follow different strategies in dealing with these projects.

### **Research problem:**

- 1 - Lack of interest in the inclusion of art work within the design plan of the state residential areas, as a way of reducing the economic cost of these projects.
- 2 - Neglecting the important role that Art colleges can do in the field of the state residential projects.

### **Research goals:**

- 1 - Raising the aesthetic aspects of the state housing projects.
- 2- To benefit from the technical capabilities of Art colleges and make use of them in the community service.
- 3 - Achieving cooperation between state institutions and technical Art colleges in the field of environmental design aesthetics.

### **Case Study:**

The Cooperation between the Department of Development of New Cities in the New Urban Communities Authority and the Faculty of Applied Arts, Helwan University.

### **Problem to be addressed:**

There is a difference in the land topography with heights ranging between two to three meters which needed an architectural intervention to stabilize the soil, resulting in building Concrete walls with large areas ranging from 40 to 70 meters long and 2 to 3 meters high

Which should be dealt with aesthetically, as they take a part within the landscape of the residential complex.

**Target:**

To treat the concrete walls in line with the design of the buildings' facades adding an aesthetic value to the residential complex.

**Working steps:**

- A need for an aesthetic mural treatment
- Cooperation with decoration department
- Students Assignment
- Project Study
- Design proposal and selection
- Application

**The project study:****Design determinants****1-The walls location within the residential complex****2-The buildings facades design and colors**

### 3- the presence of the walls within the building's visual scene



### Samples of the Design proposals





**The selected designs:**



**The applied designs:**





### Results:

1. Mural design has a significant impact on the visual scene of urban spaces.
2. Murals have the potential to add aesthetic and economic value to the residential areas.
3. Cooperation between art and design academic institutions and the Ministry of Housing achieves excellence and distinction for public housing projects.
4. There is a community acceptance and encouragement for the presence of art works within the visual scene of residential areas.
5. Following an academic methodology in studying and designing public artworks could achieve excellence, which appears in the acceptance, appreciation of society and support of their presence in their urban environment.
6. Academic designers can make distinctive contributions when included from the initial stages within the planners team.

### Recommendations:

1. The governate agencies need to cooperate with specialized academic institutions to benefit from the expertise and students' innovations, through holding protocols of cooperation in solving real problems.
2. There is a desperate need to include artworks within the initial stages of planning and designing cities, to integrate artworks with the landscape architecture elements, which adds an aesthetic identity to cities.

3. There should be a serious attention for raising the cultural level of the urban communities through artworks presence within the daily routines of the members of the community, as they contribute significantly to their psychological and behavioral construction.
4. The government, private agencies and specialized academic institutions should all work together to develop and activate serious steps in the direction of creating an aesthetic image of our cities and reshaping the societies culture.

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