

# JARS

مجلة الفنون والعمارة للدراسات البحثية  
JOURNAL OF ART & ARCHITECTURE RESEARCH STUDIES

ISSUE 6 - VOLUME 3 - DECEMBER 2022 العدد السادس - المجلد الثالث - ديسمبر ٢٠٢٢



ONLINE (ISSN 2535-2369)  
PRINT (ISSN 2535-1508)

ISSUE 6

The Journal of Art & Architecture Research Studies (**JAARS**) is a semi-annual peer reviewed scientific journal published by the Faculty of Fine Arts Cairo – Helwan University.

It accepts for publication both languages: Arabic and English and publishes specialized scientific research in the fields of Architecture (Sustainable Design, Urban Planning, Modern Building, Conservation, Restauration & Renovation, Housing, Integrated Urban Energy, Smart Cities, City Branding, Responsive Architecture and Regenerative Architecture) Décor (Interior Architecture and Scenography), Visual Arts (Painting, Murals, Graphics, Animation, Book Art and Sculpture), History of Art and Civilization and all related Interdisciplinary Studies, as well as articles and researches extracted from theses, book reviews, and conference reports.

#### JAARS Aims

To encourage scientific research through the publication of original, innovative critiques and evidenced research studies.

To provide a local and international forum for enriching and developing scientific research in the fields of arts, architecture, and related studies.

To reinforce intellectual ties and scientific production and create channels of communication between researchers and academic institutions locally and internationally.

To emphasize the role of the Faculty of Fine Arts as a leading institution in the fields of arts, architecture and related studies and linking it to various institutions.

To support inter-disciplinary research studies linking arts, architecture and the social sciences, hence contribute to development and community.

#### JAARS Mission

To publish original and innovative scientific research in the fields of Architecture and Urban

Planning, Décor (Interior and Scenography), Visual Arts (Painting, Murals, Graphics, Animation and Book Art, Sculpture, History of Art and Civilization, and All other related Interdisciplinary Studies as well as articles and research extracted from theses, book reviews and conference reports.

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Online ISSN 2535-2369

Print ISSN 2535-1508

<https://jaars.journals.ekb.eg/>

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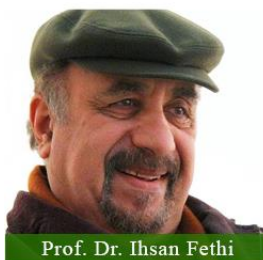
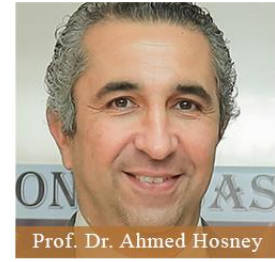
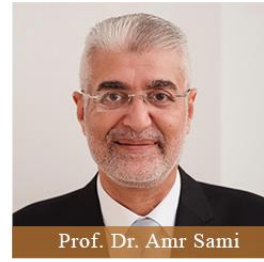
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## EDITORIAL LETTER



### Dear Readers

I am happy to announce that the sixth issue of JAARS, is now published by the Faculty of Fine Arts, University of Helwan, in December 2022 on the website: <https://jaars.journals.ekb.eg/>. It provides rigorous research in the fields of architecture, décor, various fields of visual arts (painting, graphic and sculpture), history of art and related interdisciplinary studies. JAARS now occupies its scientific and research position as an important research publication aimed at developing the educational process for researchers in Arts and Architecture. It is worth mentioning that the evaluation and arbitration of the research papers are carried out by Egyptian, Regional, and International Arbitrators.

In this issue, we present (21) papers in specialized fields: Architecture (3), Décor (9), Graphic (3), Painting (2), Sculpture (2) and History of Art (2). Papers in Architecture deal with the following subjects: “Urban Characteristics of Administrative Capital Cities during the Twentieth and Twenty first Centuries”, “The Role of Cultural Heritage in Achieving Sustainability Development Goals to Activate the Principle of Safety for Heritage Areas and their Surroundings” and, “Spiritual Values between Symbolism and Sustainable Design of the Coptic Orthodox Church Architecture”.

Research studies in the field of Décor are first in Interior Architecture such as: “Home Offices Interior Design and Enhanced Communication – Applied Study (Home Workspaces)”, “The Functional and Plastic Uses of Perforated Metal Sheets and Metal Mesh in Interior Architecture”, “Study on the Application of Ecological Thought to Transform Archeological Palaces into Boutique Hotels – Development and Rehabilitation of Qaitbay Agency in Cairo into a Hotel (individual exhibition applied research view), “Applying ‘Well-Building Standards’ in Interior Design Administrative Buildings (a model of administrative building ‘Well Building Standard’ certificate) and, “The Effect of Interior Design Elements on Customer Experience in Retail Stores”. Whilst papers on Scenography tackle the following issues: “The Use of Gothic Style in the Cinematic Set Design of the 1930s Horror Films”, “Interactive Scenography – A Study on Robert Lepage’s Work”, “Minimalism between Visual Arts and Performing Arts”. and “Importance of Teaching Digital Games’ Design Programs in Arabic Language at the Faculties of Art and Design in Egypt and Arabic Countries”.

As for the research papers in visual art, they start with Graphic: “Alienation and its Representations in Graphic Art Works”, “Employing Monotyping in Contemporary Installation” and, “Digital Art’s Role in the Restoration of Lost Identity Scenes”. Painting subjects are also represented in the following papers: “Women’s Mask: A Personal Experience between Modernity and Contemporary”, “Cairo’s Identity in the Works of Egyptian Painters ‘Descriptive Analytical Study’”. It is noticed that in the field of sculpture, a new interest of presenting papers to be published is growing, we received the following topics: “The



*mechanism of reading, Analyzing and Criticizing Works of Contemporary Ceramic Sculpture”, “The Impact of the Ideology of Globalization and the Culture Consumption on the mentality of the Contemporary Artist in the Formation of relief Sculpture in Europe and America”. There are also research studies in the field of History of Art: “Ancient Coptic and Islamic Egyptian Arts as an Inspiration in Ancient and Modern Western Arts”, and “Symbolism of some paintings on Koryeo and Joseon Ceramics from the Tenth to the Twentieth Centuries”.*

*Dear Authors, we are honored to receive your scientific research papers, whether individual or joint, for publication in your scientific journal JAARS, thus supporting and promoting the field of research and science and contributing to enhance education and knowledge in Egypt. Having obtained the highest local ranking score in Egypt (7/7), our goal now is to present our work to the International Platforms such as: Web of Science (WoS) and/or Scopus and acquire a transcendent International Ranking. We are in the process through our participation in Webinars’ workshops about the new selection process to be indexed in Web of Science (ESCI) within the framework of the Academy of Scientific Research and Technology (ASRT) efforts in upgrading the levels of the Egyptian Journals in cooperation with Egyptian Knowledge Bank (EKB) and Clarivate Analytics (Web of Science group).*

*I want to thank my dear colleagues, JAARS’ editors, for their constant work and helpfulness throughout the publication process: Prof. Amal Abdou, Prof. Ashraf Reda, Prof. Hala Hassanein, Prof. Zeinab Nour, Assoc. Prof. Reem Assem, Assoc. Prof. Doaa Shehata, Assoc. Prof. Hany ElAshkar, Dr. Soha Youssef and Dr. Rania Elhelw. Appreciation is due to the journal backbone: Mr. Moukid Badie, JAARS’ Editorial Board Technical Consultant, for his continuous help and support in managing our tasks on the website, whether for Authors, Reviewers or Members of the Editorial Board. I recognize the constant assistance of our International Editorial Team: Prof. Ashraf Salama, Prof. Carmen Fernandez, Prof. Ihsan Fethy, Prof. Julia Robinson, Prof. Yusita Kusumarini and Prof. Maria Antonetta Malleo.*

*I also acknowledge the support and encouragement of: Prof. Dr. Sayed Kandil, President of Helwan University, Prof. Dr. Mona Fouad Attia, Vice President of Helwan University for post graduate studies and research, Prof. Dr. Amr Samy, Dean of Fine Arts, and Prof. Dr. Ahmed Hosney Radwan, Vice-Dean for post graduate studies and research for their care.*

*With the conviction that a rotation system always gives a chance to new innovative ideas and is always beneficial to the work promotion, I say Good-By to you and step down to welcome JAARS’ NEW CHIEF EDITOR: Prof. Dr. HALA HASSANEIN who has been working within the Editorial Team with diligence, and who shall surely fulfill her commitment with great success. In fact, this has been beautiful time for me as chief editor in an ever-learning environment. THANK YOU.*

**Prof. Dr. Aleya Abdel-Hadi**  
JAARS Chief-Editor (2020 – 2022)



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## كلمة التحرير



### أعزائي القراء

يسعدني أن أعلن أن العدد السادس من مجلة JAARS ، يصدر الآن من كلية الفنون الجميلة، جامعة حلوان، في ديسمبر ٢٠٢٢ على الموقع الإلكتروني <https://jaars.journals.ekb.eg/> : يوفر أبحاثاً دقيقة في مجالات الهندسة المعمارية والديكور ومختلف مجالات الفنون البصرية (التصوير والرسم والجرافيك والنحت) وتاريخ الفن والدراسات متعددة التخصصات ذات الصلة. تحتل JAARS الآن مكانتها العلمية والبحثية كمنشور بحثي مهم يهدف إلى تطوير العملية التعليمية للباحثين في الفنون والعمارة. ومن الجدير بالذكر أن تقييم وتحكيم الأوراق البحثية يتم من قبل محكمين مصريين وإقليميين ودوليين.

في هذا العدد نقدم (٢١) ورقة بحثية في مجالات متخصصة: العمارة (٣)، الديكور (٩)، الجرافيك (٣)، التصوير (٢)، النحت (٢). تتناول أبحاث العمارة الموضوعات التالية: "الخصائص العمرانية للعواصم الإدارية خلال القرنين العشرين والحادي والعشرين"، "دور التراث الثقافي في تحقيق أهداف التنمية المستدامة لتفعيل مبدأ الأمان للمناطق التراثية والمناطق المحيطة بها" و "القيم الروحية بين الرمزية واستراتيجيات التصميم المستدام في عمارة الكنيسة القبطية الأرثوذكسية".

الدراسات البحثية في مجال الديكور هي أولاً في العمارة الداخلية مثل: "التصميم الداخلي للمكاتب المنزلية وتعزيز التواصل الرقمي- دراسة تطبيقية (حيزات العمل من المنزل)"، "الاستخدامات الوظيفية والتشكيلية للألواح الشبكية والمعدنية بالعمارة الداخلية"، "دراسة حول تطبيق الفكر الإيكولوجي لتحويل القصور الأثرية إلى" بوتيك أوتيل"- تطوير وإعادة توظيف وكالة قايتباي بالقاهرة إلى فندق (عرض بحثي تطبيقي للمعرض الفردي). "تطبيق" معايير البناء الجيدة" في تصميم العمارة الداخلية للمباني الإدارية (نموذج لمبنى إداري حاصل على شهادة "معايير البناء الجيدة"). "تأثير عناصر العمارة الداخلية على تجربة المستخدم بمتاجر الأزياء". بينما تتناول الأوراق البحثية حول السينوغرافيا، القضايا التالية: "استخدام الطراز القوطي في التصميم السينمائي لأفلام الرعب في ثلاثينات القرن العشرين". "السينوغرافيا التفاعلية (دراسة على أعمال روبرت ليباج)"، "المينيماليزم بين الفنون التشكيلية والفنون الأدائية"، و "أهمية تدريس برامج لتصميم الألعاب الرقمية باللغة العربية في كليات الفنون والتصميم بمصر والدول العربية".

أما الأوراق البحثية في الفنون البصرية، فتبدأ بالجرافيك "الاغتراب وتمثالاته في الأعمال الجرافيكية"، و"توظيف الطباعة الأحادية في الأعمال المركبة المعاصرة"، و"دور الفن الرقمي في استعادة مشاهد الهوية المفقودة". كما تم عرض موضوعات التصوير في الورقتين التاليتين: "قناع المرأة: تجربة ذاتية بين الحداثة والمعاصرة"، "هوية القاهرة في أعمال المصورين المصريين - دراسة وصفية تحليلية". ويلاحظ أنه في مجال النحت، يتزايد الاهتمام بتقديم أوراق بحثية للنشر، فتلقينا الموضوعات التالية: "آلية قراءة وتحليل ونقد أعمال النحت الحزفي المعاصر"، و "أثر أيديولوجية العولمة ثقافة الاستهلاك على ذهنية الفنان المعاصر في تشكيل أعمال النحت البارز في أوروبا وأمريكا". هناك أيضاً دراسات بحثية في مجال تاريخ الفن: "استلهام الفنون المصرية القديمة والقبطية والإسلامية في فنون الغرب القديمة والحديثة"، و"رمزية بعض المشاهد المصورة على خزف مملكتي كوريو وجوسون من القرن العاشر حتى القرن العشرين".

أعزائي المؤلفين، نشرف بتلقي أبحاثكم العلمية سواء الفردية أو المشتركة لنشرها في مجلتكم العلمية JAARS ، وبالتالي دعم وتعزيز مجال البحث والعلوم والمساهمة في تقوية التعليم والمعرفة في مصر.

بعد حصولنا على أعلى درجة تصنيف محلي في مصر (7/7) ، هدفنا الآن هو تقديم عملنا إلى المنصات الدولية مثل Web of Science (WoS) و / أو Scopus والحصول على تصنيف دولي فائق. نحن مستمرين في هذه العملية من خلال مشاركتنا في ورش عمل (Webinars) حول عملية الاختيار الجديدة التي سيتم فهرستها في Web of Science



(ESCI) في إطار جهود أكاديمية البحث العلمي والتكنولوجيا (ASRT) لرفع مستوى المجالات المصرية بالتعاون مع بنك المعرفة المصري (EKB) و Clarivate Analytics و (Web of Science Group)

أود أن أشكر زملائي الأعضاء أعضاء هيئة تحرير مجلة JAARS، على عملهم المستمر ومساهماتهم العلمية الجليلة طوال عملية النشر: أ.د. أمل عبده، أ.د. أشرف رضا، أ.د. هالة حسنين، أ.د. زينب نور، أ.م.د. ريم عاصم، أ.م.د. دعاء شحاتة، أ.م.د. هاني الأشقر، د. سهى يوسف و د. رانيا الحلو. الشكر موصول إلى العمود الفقري للمجلة: السيد موكيد بديع، المستشار الفني لهيئة تحرير JAARS، لمساعدته ودعمه المستمر في إدارة مهامنا على الموقع، سواء للمؤلفين أو المراجعين أو أعضاء هيئة التحرير. أقدر المساعدة المستمرة من فريق التحرير الدولي لدينا: البروفيسور أشرف سلامة، والبروفيسور كارمن فرنانديز، والبروفيسور إحسان فتحي، والبروفيسور جوليا روبنسون، والبروفيسور يوسيتا كوسوماريني، والبروفيسور ماريا أنتونييتا مالبو.

كما أعرب عن تقديري لدعم وتشجيع كل من: أ.د. سيد فنديل رئيس جامعة حلوان، أ.د. منى فؤاد عطية نائب رئيس جامعة حلوان لشئون الدراسات العليا والبحوث، أ.د. عمرو سامي عميد الفنون الجميلة، أ.د. أحمد حسني رضوان وكيل الكلية لشئون الدراسات العليا والبحوث لرعايتهم.

ومع الاقتناع بأن نظام التناوب وإتاحة الفرصة للأفكار الجديدة المبتكرة من أشخاص جدد دائما ما يفيد تطوير العمل وتعزيزه بشكل جيد، أقول لكم أعزائي وداعا وانتحى جانبا ليبدأ العمل رئيس التحرير الجديد: الأستاذة الدكتورة هالة حسنين التي كانت تعمل ضمن فريق التحرير بكل جد وهمة، والتي سوف تفي بالتأكيد بالتزاماتها بكل نجاح وتوفيق. لقد أمضيت وقتنا جميلا بالنسبة لي كرئيس تحرير في بيئة دائمة التعلم. **شكراً لكم.**

أ.د. عليا عبد الهادي  
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