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ACKNOWLEDGEMENTS

IEREK would like to express its appreciation to all the members of the staff, scientific committee, chairpersons, and editors for contributing to the tremendous growth of this institution and for making the Cities Identity Through Architecture and Arts (CITAA) conference what it is today. IEREK would also like to thank conference chairpersons, Professor Safia El-Kabany, who is the core reason as to why this conference was transformed from a mere vision into an on ground success. This institution is greatly indebted to the conference guest editors, Professor Matheos Santamouris, Professor Dean Hawks and Professor Anna Catalani and Professor Mahmoud Ghoneem, your efforts and continuous support is what led to our success.

IEREK takes distinct pride in being an institution that amasses a highly qualified and competent team who restlessly worked for months to make this conference what it is today. With regards to the success of this conference, any step forward towards the ultimate goal of creating a wellrounded society was made possible by the highly reputable scientific committee that worked competently to prepare for and revise research papers. It would also like to give thanks to all the members of the Scientific Committee who made it their duty to help this institution spread knowledge to the masses.

WORD OF THE CONFERENCE CHAIRPERSON

I am delighted, on behalf of the organizing and scientific committees, to welcome you to the International Conference on: Cities Identity Through Architecture and Arts (CITAA).

The conference is held during our celebration of the 109th Anniversary of the establishment of the Faculty of Fine Arts, Helwan University, which is one of the oldest Fine art faculties in the Middle East.

The Faculty was established by Prince Yusuf Kamal, on 12 May 1908 as The Egyptian School of Fine Arts, and through the years, it has undergone many changes until it became our well-known Faculty of Fine Arts in 1961 and then joined the University of Helwan in October 1975.

And to talk about the conference, it is discussing, through about 100 researches, the different new approaches developed in Architecture and Contemporary arts. It will focus on the basis of urban life and identities. The Conference also will display how citizens look at their city and how it is in a physical or mental manner compared, by them, with the ideal city by their own perception. Moreover, the city's identity presents distinctive aspects that clarify its uniqueness and distinguished from any other city.

As the conference chair, I know that the success of the conference depends ultimately on the many people who have worked with us in planning and organizing both the technical program and supporting social arrangements. In particular, we thank the Organizing Committee for their wise advice and brilliant suggestion on organizing the technical program, the Reviewing Committee for their thorough and timely reviewing of the papers. Recognition should also go to IEREK members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

Conference Chair

Prof. Safia El-Kabany

Dean of the Faculty of Fine Arts, Helwan University

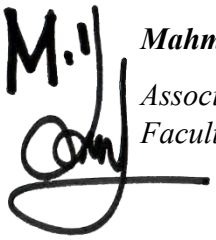
WORD OF THE CONFERENCE EDITOR

The city is a product of continuous interaction between the physical environment and social life; its image is describing all urban identities forming elements, from the city plan (grid of the streets, distribution of public spaces, urban 'grain'), through the key streetscapes (urban interiors) to individual features of the city architecture (scale, facades) including such Fremantle specific architectural refinement and urban features as gaps and junctions between the buildings; inherently local architectural details; materials and colors. Moreover, communities' experiences, beliefs and values are embedded to ultimately shape its unique identity.

This Conference, that I'm honored to be one of its Guest Editors, Present Cities Identity in a different concept, as it gathered various disciplines (History, Art, Urban, Architecture and Interior design) under unified Topic that is Cities identity through Architecture and Art. More than 100 papers were submitted covering different aspects from all over the world in dealing with this issue, presenting real case studies and new integrated frameworks & methodologies to emphasize and preserve cities' culture and heritage. The conference has five main themes (Architectural Identity and Globalization, the City as a Scene, City as an organism, the City as a Subject and Planning & Approaching the city), each of them has sub-topics dealing with our main Subject.

Finally, All praise is for **Allah** in which all good deeds are accomplished by His grace. And I'd like to thank all scientific committee members that include distinguished professors from all over international universities, for their efforts in reviewing the conference papers. Greetings also should be sent to IEREK for having this fruitful cooperation with Faculty of Fine Arts, Helwan University and to all its members who have worked extremely hard for the details of important aspects of the conference programs and social activities.

Conference Guest Editor



Mahmoud Yousef Ghoneem

Associate Professor of Architecture
Faculty of Fine Arts, Helwan University

WORD FROM THE CHAIRMAN OF THE BOARD OF IEREK

I am honored and filled with joy to launch a conference in association with the Faculty of Fine Arts, Helwan University, The International Conference on: Cities Identity Through Architecture and Arts (CITAA), having Professor Safia El-Kabany as the Conference Chair.

IEREK – International Experts for Research Enrichment and Knowledge Exchange an institution that started its activities in 2013 and since then has been trying to achieve success and excellence in all its endeavors. Building international relationships with prestigious universities and institutions worldwide is one of the main goals that IEREK seeks to fulfill in order to spread knowledge and enhance research in its homeland, Egypt, and everywhere in the world through collaborating with trustworthy partners who share the same goals.

Through its scientific committee that includes distinguished professors and researchers from a wide variety of international universities, IEREK hopes to present to the world of research a successful conference that adds to the body of knowledge and gives the chance to scholars in the field to meet and find beneficial and creative solutions to the issues presented in the conference.

Personally, I hope that the conference succeeds in delivering its message to the world of professionals in the field of urban planning and sustainability so that the conclusions reached at by distinguishing researchers and the results of their work are put into effect. I also hope that a large audience of undergraduate and postgraduate students benefit the most out of this conference.

I am looking forward to meeting you all in this successful conference.

IEREK CEO

Mourad S. Amer

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INTRODUCTION

Cities' Identity became a pressing issue for many countries nowadays. Every city has its unique and valuable identity, this identity is revealed through its physical and visual form, it is seen through the eyes of its residents and citizens. The city develops over time, and its identity evolves with it. Reflecting the rapid and constant changes the city is subjected to, Architecture and Arts are the embodiment of the cultural, historical, and economical characteristics of the city.Urban Identities: the conference will present & discuss examples and tendencies in dealing with urban identities as well as the transformation of cities and urban cultures mentioned in terms of their form, identity, and their current art.

Contemporary art when subjected to experiments, continues to be produced in various directions, to be consumed and to put forward new ideas. Art continuously renews itself -from new materials to different means of communication, from interactive works to computer games, from new approaches to perceptional paradigms and problems of city and nature of the millennium.

This conference is dedicated to the investigation of the different new approaches developed in Architecture and Contemporary arts. It will focus on the basis of urban life and identities. The Conference also will display how citizens look at their city and how it is in a physical or mental manner compared, by them, with the ideal city by their own perception. Moreover, the city's identity presents distinctive aspects that clarify its uniqueness and distinguished from any other city.

CHAPTER II
CITY AS A SCENE
"HISTORY AND ARTS"

A process of urban regeneration from below. The case of Taranto (Italy)

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ABSTRACT: The research focuses on the crisis context of Taranto starting by analyzing the current state of shock caused by the presence of the steel factory, ILVA. The factory generated environmental, social, economic and urban disastrous effects. To deal with this problem local citizens joined by voluntary associations, initiated processes of urban regeneration from the bottom reactivating small portions of urban land (abandoned structures, disused area, etc.). The citizens of Taranto proved to be able to live in life-threatening conditions, awkward conditions they would have never thought to have to cope with. The purpose of the activities carried out by the associations is to educate citizens to become smart and sustainable.

1 INTRODUCTION

Regenerate a city is to satisfy urban, socio-economic and environmental needs expressed by the population. Citizens, through actions and reversible processes, are able to influence the development of the city. In this perspective, beside having an active role in shaping the surrounding environment (Bandura, 1999). The city is not, in other words, merely a physical mechanism and an artificial construction. It is involved in the vital process of the people who compose it; is a product of nature, and particularly of human nature (Park et al., 1925) ».

It's now known that the urban or environmental landscape is a system where the processes and elements that compose it are in continuous interaction between them, and Man's ability, in fact, is to make changes in order to make it livable, to re-create it. Consequently, the man can be considered an important agent: modifier of the landscape.

Many of the realized city quarters, especially those of the industrial city, appear to condense serious problems relating to social marginalization and degradation of urban planning and construction. Similar conditions assign these days the " public city" to the role of fertile laboratory for the testing of integrated social and spatial redevelopment, also in consideration of the importance of preservation of such a legacy of the modern.

The city becomes thus a public design laboratory to gather knowledge, ideas and proposals, in order to contribute with urban regeneration actions from the bottom to the regional policies of social inclusion and social value interventions aimed at ensuring the improvement in living conditions of residents in the neighborhoods affected by the interventions.

Therefore, cities should be understood as the process of modelling and development undertaken by communities, that determine the physical design of the territory, with the aim to valorize the existing environmental, geographic and logistic conditions. In fact, actions of different stakeholders are constantly conditioned by the processes of development and change in environmental, urban and socio-economic settings. If these balances can't persist, they face systemic crises that, by analogy, we could assimilate to the crisis of a society to the persistence of a period of social change, or of settling between new forces or new stakeholders (Parsons, 1971).

The city must therefore be considered as a set of interactions between citizens, aiming at a sustainable environment through eche concrete actions to change the entire system. "Places,