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EGYPTIAN CITIES URBAN METAMORPHOSIS: IDENTITY CHALLENGES THROUGH HERITAGE, GLOBALIZATION AND SUSTAINABLE TRENDS

Mohamed M. Abdelaziz Farid1

[1] *Assistant Professor, Architecture Department, Faculty of Fine Arts, Helwan University, Cairo, Egypt,*
m_zizo1972@hotmail.com , mzizo1972@gmail.com,

Abstract

At the outset of the new millennium, Urban identity in Egyptian cities facing stress between different global trends, that has been broadly debated because of metamorphosis in Urban identity , the global trends such as heritage, globalization and sustainability. Which have been widely discussed as a distinct trend from the present moment, this global trends impact on local architecture, there's a lot of efforts to guarantee the local identity and uniqueness through urban identity in Egypt, where the global trends are actually seen as a multidimensional trend. Architects & planners are located themselves at the core of opposing forces existing as a result of past or existing cultures and architectures, alongside with their attendant values and strategies of expression. At this point, a basic question is asked, How can the architectural identity of the city be affected by the influence of the different metamorphosis? This question represents the main search query that the paper addresses . The aim of the paper is to justify the need for an urban design strategy framework that should guide authorities and professionals to preservation the urban identity in Egyptian cities while enabling development. This paper has sought on two reply issues; firstly: study and evaluation of the urban design metamorphosis via Heritage, globalization and sustainability trends, Secondly: assessing and analyzing the influence of those tendencies on shaping the identification of the Egypt cities (Case Study Cairo).

Finally, the paper suggests a model based on critical regionalism to create the balance between global trends consequences and how to use the advantages of each technical factors and technical accompanying along with sustainability, Based on the conditions associated with the place.

1. Introduction

Urban identity issue has turned into a real worldwide concern, especially within the last three years. Numerous cities possess started dropping their personality and becoming a lot more ambiguous. The actual identity may be the mixture associated with similarities as well as differences, which generates a feeling of distinctiveness for that identity of people, groups, as well as societies through distinguishing on their own from other people. Identity may be the basis for any sense associated with belonging; it's the way that individuals could connect themselves like a member associated with communities as well as groups (Adam, 2012).

Urban identity is the main identity phenomenon, therefore, the impacts associated with changes in buildings in addition to places inside communities is commonly critical to be able preservation the actual identity. Urban identity is really a cultural trend that may help incorporate the interpersonal life development and conversation from past towards the near future (Humeyra, 2012). Urban identity metamorphosis might be achieved via interaction in between many historic collective elements.

Consequently, current city developments in several developing nations and within Egypt too, are seen as a loss associated with place identification and which means. This lack of identity originated from (Placelessness), a phrase defined through (Relph 1976) like a place without any significant which means. Relph provides as types of placelessness as well as the inauthentic mindset which creates them: vacationer landscapes, commercial tapes new cities and suburbs and also the international model in buildings. Placelessness is regarded as not really a cultural reduction, but also offers diverse- frequently irreversible- effects about the physical image along with the sense associated with identity embedded within the people's connection with the location(Jorge & Nuno, 2012) .

The actual urban identity of the particular location gets fascinating whenever this leads to a particular encounter, evoking organizations or even reminiscences. In this particular context, the content tries to deal with globalization and sustainability like a distinguishing trend from the present moment and it is consequences about the architecture from the Arab nations, roots from the Middle Eastern, by demonstrating the situation studies representing both positive as well as negative possibilities of globalization and sustainability whilst encouraging the significance of changing the sophisticated technology in to sensitive tasks that reveal local cultures and therefore are linked in order to global causes.

Working with the heritage, globalization and sustainability procedure raises 3 key queries:-

What will it mean within urban identity terminology?

What are potentially beneficial and negative implications with regard to developing nations?

The way have countries were able to utilize the process connected with the heritage, globalization, and sustainability whilst minimizing this risks?

Nomenclature	
UI	Urban Identity
ICTs	Information And Communication Technology
HGS	Heritage , Globalization and Sustainability

1.1. The Problems In Research

UI is among the important objectives for future years of the great environment. Egypt such as other Arab speaking countries began to receive a significant influx associated with foreign ideas different from its local heritage. The investigation problem is dealing with the brand new technology as well as trends heritage globalization and sustainability in order to readapt them is an important device in attaining locality as well as preserving UI within new types Answering the 2nd question concerning the potentials associated with heritage globalization and sustainability with regard to developing countries and also the competing constructive and negative forces.

1.2. Aim Of Research

The aim of the paper would be to evaluate the brand new tendencies of UI in Egypt; observe the results these tendencies according to the trends regarding HGC, examine the way the architects, as well as practitioners, understand the thought of sustainability within the design, and the actual implications associated with concentration through architects in the present period to provide priority to the thought of achievement as well as attractive types (Formalism) within both associated with thought as well as architectural methods.

1.3. Research Methodology

This paper will be investigating one of among the new city settlements which have been developed close to Cairo "El Tagammu El Khames" which is regarded as the brand new premium home district associated with Greater Cairo. It is among the third era cities built-in Egypt to resolve the real estate problems as well as re-direct urbanization from the Nile Valley for the desert countries.

2. Urban Identity, How To Effect In Personality For Cities.

UI is actually attracting growing interest through both planners and architects, as well as with social-science investigation. The actual phrase "Urban Identity" conveys a variety of dimensions, for example, physical dimension, tangible as opposed to symbolic. The UI also includes what influences this is occupants to provide to this through individual, social, as well as cultural procedures (Burd, 2008). Therefore, the UI could be described when it comes to many multidimensional bodily and mental environmental characteristics. UI may also be described being an implicit mental structure; it's also considered the cognitive framework that plays a role in global self-categorization as well as social-identity procedures. It comes forth from participation between individuals and location. It really is

described because of individual's incorporation into your larger reasoning behind self (Harold Proshansky 1978). They coined the idea of "urban identity" to help denote your dimensions regarding self-define an individual's personalized identity in terms of the real environment.

UI can also be defined specifically as some cognitions regarding physical configurations. The idea of UI underpins the actual collective feeling of social identification having a particular building and it is designed for functions.This particular concept views the discussion around decisions regarding buildings and also the sources associated with architectural elements utilized in the style project or even building. This implies that we now have essential organic characteristics which identify a location and which, in impact, these tend to be latent as well as without framework but could be released with a sensitive style solution. Below this requirements, an in your area appropriate creating or suggested the project is dependent upon a common consensus about the building and/or suggested project by having an incorporation of the acceptable new language attracted from vernacular style aspects, such as site, vernacular architectural forms, resources, and symbolism (Rapoport 1991). Certainly, we imply a totality comprised of concrete points having materials substance, form, texture, as well as color collectively determining the actual essence associated with the place, where the area is seen as a product associated with physical characteristics.

2.1. Local Urban Identity

The actual building environment of Arab-speaking cities in the center East offers undergone main transformations, in which the last 2 full decades have observed numerous medical achievements which have resulted in significant basic changes towards the architecture. Because of the forced speed of modernization, the turmoil between conventional values as well as imported ideas may be quite sharp in certain countries, as well as recently the actual resulting bitterness gave increase to fundamentalist actions (Saqaaf, 1986). Today there's a massive import from the architectural vocabulary, a stereotype language of constructed form that's essentially Traditional western in personality. Yet these types of phenomena, sure up along with globalization within its present phase, have produced enough novelties to need a rethinking associated with social concept and politics in the present situation like a response in order to new advancements in culture and lifestyle.

Now the Middle Eastern architect is currently afflicted having a state to be a scatterbrain between your culture from the East and also the method from the West, that is reflected within his new and rational production. He frequently finds themselves in the middle of two opposing forces existing due to past or even present different cultures as well as religions as well as their clerk values and ways of expression.

2.2. Arab Urban Idintiy.

In recent years, Widely development projects happen to be exported to a lot of Arab nations where they're implemented because of complete deals without recognizing the truth that the physical types of these projects have become out of the alien ideological matrix as well as imply various codes associated with behavior and various environmental situations. To meet up with modernity, your Arab area started, whether intentionally or maybe unintentionally, to forfeit its community image, individuality, and capability to meet its particular needs. It possesses experienced remarkable changes within cultural circles where architecture has become characterized since culturally alienated in addition to Westernized.

Those nations have adopted as well as transferred international architectural forms with no deep consideration from the underlying changes within the social or even cultural buildings that created them, except for some prosperous cases which linked nearby and worldwide forces. Some want to try to find architectural regionalism inside an international context, some want to recover architectural traditionalism, and others want to contrive conventional types inside their modern types. Therefore, the sights contradict one another, and the actual theories are in variance even though all of these seek to build up local new individuality and also to formulate this within its time as well as space dimensions (Bianca, 2000; Doratli 2007).

3. What Are The Global Trends forces?

Towns and regions are struggling with great challenges on account of globalization, the occurrence of globalization offers attracted much more significant worldwide attention as compared to perhaps every other issue within recent recollection, yet the term is found in many contexts.

The strain between anti global as well as pro global causes have lengthy existed along with two opposition forces impacting architectural globalization One pressure seeks to guard and promulgate set up indigenous new traditions types decorative motifs as well as technologies This advocates historic continuity social diversity as well as preservation associated with identity all symbolized with a particular new vocabulary just like spoken 'languages' and nearby dialects provide identity Another force encourages invention as well as dissemination associated with new types using brand new technologies as well as materials in reaction to changing practical needs as well as sensibilities (Lewis 2002)

The actual global alter represents a brand new class of issues that severely problems our capability to achieve environmentally friendly development These types of problems tend to be fundamentally nonlinear within causation as well as discontinuous within both their own spatial framework and temporary behavior Acting in our age entails understanding the actual matrix associated with global as well as local causes of domination as well as resistance and the health of rapid alter and excellent transformation caused by the worldwide restructuring associated with capital as well as multidimensional results of developments and brand new technologies .

3.1. Globalization Trends.

Globalization defines as the process by which the experience of everyday life is becoming standardized all over the world (The Encyclopedia Britannica). Globalization is today's buzzword despite the fact that there is no single universally agreed upon definition (David Held 2012) and the big debate is, How do we measure a global city? Could it be by the number of inhabitants, ethnicities, and international corporations? Just how long does it decide to try become worldwide? Are all of us more worldwide now compared to we actually were prior to? How a lot more global may we get later on?

Globalization offers several elements Therefore we are able to understand the actual globalization in the next diagram which might help to comprehend the globalization phenomena: --
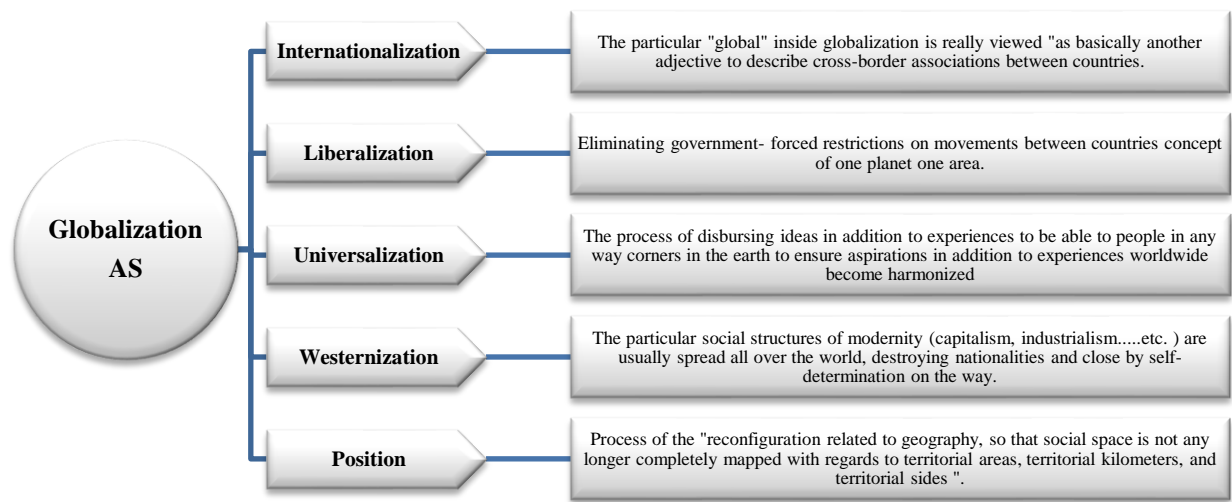
Globalization AS	**Internationalization**	The particular "global" inside globalization is really viewed "as basically another adjective to describe cross-border associations between countries.
	Liberalization	Eliminating government- forced restrictions on movements between countries concept of one planet one area.
	Universalization	The process of disbursing ideas in addition to experiences to be able to people in any way corners in the earth to ensure aspirations in addition to experiences worldwide become harmonized
	Westernization	The particular social structures of modernity (capitalism, industrialism.....etc.) are usually spread all over the world, destroying nationalities and close by self-determination on the way.
	Position	Process of the "reconfiguration related to geography, so that social space is not any longer completely mapped with regards to territorial areas, territorial kilometers, and territorial sides ".

Figure 1 Globalization and it is several elements (source by author).

3.2. Cultural Globalization And People's Lifestyle

Identity & globalization tend to be two sides of the coin. The alternative side from the coin differs, the wealthy diversity associated with human cultures through their contact with other culture could easily get confused as well as their ideas, norms, as well as beliefs, changed. So culture is going to be either homogenized or even vulgarized.

Homogenization associated with culture is actually proceeding highly through various facets of life because fashion, vocabulary, music, press, and movie industries as well as slightly via commercial items. The worldwide reach associated with American lifestyle products provides a huge as well as complex assortment of images as well as values in order to inhabitants all over the world (Appadurai 1996). Such homogenization could produce a uniform globe culture form loss and become demolishing of the important social feature that is cultural variety. The phrase cultural variety reflects the actual uniqueness as well as distinctiveness associated with local identity of communities.

The strain between social homogenization as well as cultural heterogenization may be the most questionable issue within the interpretation upon increasing interactions around the world. Moreover, he handles two various terms that are more associated with the link between location, culture, area, and identity(Appadurai 1996). The previous embraces a number of processes which range from diffusion using their origin throughout borders to determine in a brand new place as well as form, as the latter requires roots within places from their conventional locations as well as origin. Traditional communities are struggling to understand to their own inheriting when confronted with the brand new tides while simultaneously taking advantages of the brand new technology to resolve their difficulties, which isn't always easy. Accordingly, a gap may be produced in between traditional (who haven't or possess weak access) as well as network communities (who personal the technology).

Due to the digital revolution, a digital divide happened to indicate the gap in between ICT, leading to what is recognized as social polarization (Abu-Lughod 1995). Culture identity has become being changed, to a particular

extent, through global identification. Global identities tend to be shaped by globalization via sharing wider terms amongst people with the exceeding utilization of ICTs. An apparent example associated with global identification exists between your business top notch; a typical identity is actually noticed all over the world; they're vacationing between nations, accommodation associated with same resorts, lifestyle, as well as needs, and so on. Although they might differ when it comes to nationality these people share exact same interests as well as lifestyle

3.3. Heritage, Globalization and Sustainability Trends.

Architects and planners considering globalization the distinguishing trend from the present second, whereas theorists view it either like a necessary as well as the positive vehicle of improvement and variety or like a force associated with insipid homogenization as well as destruction. Structures address the metaphysical, philosophical, and social identities inside a material context(El-Husseiny, 2004). Within the early twentieth century, many designers argued stridently how the modern grow older demanded to brand new architecture in reaction to new business, technologies, a range of motion, and interpersonal and politics orders. Thus was created the "International Design, " epitomized by German designers Mies truck der Rohe, Walt Gropius, yet others.

Today, globalization is actually fundamentally pushing on architecture and comes from two resources: the lifestyle of commerce and also the culture associated with design. The actual global lifestyle of business is powered by altering consumer anticipation, market possibilities, and company agendas. Their own architectural manifestations consist of iconic, sky-scraping financial towers, stores of standardized hotels, business restaurants, and departmental stores full associated with all-too-familiar name-brand shops. The worldwide culture associated with design is actually supported through architects that study the other architects tend to be creating, wherever. With fantastic photographs within slick publications and expert journals, trend-conscious creative designers can check out and span the world, sharing high-style ideas rendered within stylish supplies. Answering the very first of the key queries, we may symbolize the actually accelerated impetus of globalization within architecture through the glossy facades associated with mega funds, which possess changed the actual skylines associated with major cities all over the world. Office systems house international corporations, transnational banking institutions, world industry centers, as well as five-star resorts (Oncu A, Weyland, 1997).

To develop our findings about each global trends impact on UI like a raging subject of discussion recently and it's impact, we ought to study the actual technological modifications and their own consequences about the modern actions of structures that led to our modern built atmosphere, where new history signifies that modifications in new styles happen.

3.4. Information And Communication Technology.

Complicated construction, as well as advanced creating design, need a mastery associated with structures as well as construction technologies, and because(Michelle Addington 2006) brings up, "Technology is usually considered the actual handmaiden associated with design as well as, as this kind of, is designed to be subordinate: design may be the why and also the what, whereas technology may be the how-to. ". In among the oldest treatises on architecture, Vitruvius suggested three important requirements for those good structures: firmitas, resources, and venustas (Morgan, 2014). To be able to guide the caliber of a creating, one should think about the specialized means, the useful and functional facets of the creating, and the actual aesthetic outcomes.

Transitional types of architecture tend to be traversing nationwide boundaries as well as becoming a part of a " new world " culture. The brand new wave associated with technologies within electronics, robotics, telecoms, new supplies, and biotechnology offers given rise to some new technologies paradigm which accentuates the actual role from the world metropolitan areas (Lo and Yue-man Yeung, 1998). Therefore, the ownership of suitable technologies is really a natural as well as an unforced result of suitable architecture. Collectively, they provide valid types and pictures to replace models provided by industrialized countries, "The exercise of architecture is really a delicate stability of artwork and science an innovative endeavor that also requires how the architect master an extensive array associated with technical abilities, including engineering"(Shahin Vassigh 2004).

4. Urban Identity Metamorphosis Of Cities.

The actual UI of town has witnessed a sizable metamorphosis due to the industrial revolution. It was evident within its looks through standardization associated with urban techniques, as the actual width associated with roads, levels of structures, zoning as well as segregation associated with use…etc. In addition, the electronic revolution offers affected the actual urban type differently. The distributing of comparable planning ideas and structures work in a variety of cities started through the modern movement and also the spread associated with utopian's ideas since the ideas associated with Ebenezer Howard, The Corbusier, Frank Lloyd Wright yet others.

Postmodern structures, ethnic roads, amusement recreational areas, and social centers have grown to be the most crucial visual images of numerous cities. Frank Lloyd Wright imposed the thought of decentralization via his broad-

acre town but using advanced technologies made this kind of idea easy to occur. The look of satellite television cities upon city sides, districts based on (ICT) and also the born associated with cyberspace like a new trend, is another type of the effect of globalization about the urban identity of cities.

The actual fabric of numerous cities, specifically developed types, is right now becoming familiarly mediated along with technological techniques while building countries continue to be trying in order to catch upward. The world isn't becoming similar and exact same rather it's in particular parts getting alike.

4.1. Metamorphosis Urban Identity of Arab cities Through Global Trends(A New Slogan Form Follow Finance).

In the last few many years, the majority of Arab globe has seen an excellent shift through non-urbanized empty lands in to intensively urbanized metropolitan areas. The technology was a strong tool, also it became utilized excessively to style highly complicated designs and also to "manufacture" the actual image associated with millennium cities for example Dubai. There's an important have to establish a vital methodology considering versus the actual excessive eaten built environment, the program of ideas, and the possible lack of creativity.

Egypt, an Intensifying liberalization associated with national monetary markets since the 1980s, as well as 1990s offers, constituted a good insidious worldwide driver within city property construction. This happened One of the complex characters of modern cultural alter and turmoil are progressively dense as well as interconnected circulation of suggestions, values, images, and lifestyles in line with the consumerism which flourished due to the capitals motion in Egypt through end associated with 20th hundred years.

Egypt begins to react to the globalization power with no resistance which will result in losing environmental, social and practical aspects, along with the issues associated with the cultural identity. During the actual globalizing period, architecture comes with an increasing architecture possesses an increasing purpose in aiding the circulation and deposition of capitals. While style schools still propagate Mies truck der Rohe's well-known dictum which "Form Comes after Function", the truth in the actual world's excellent cities is actually that "Form Comes after Finance"(Carol Willis 1995). This motion enhances Customer demand has turned out to be encouraged through a number of specialized brands new architectural as well as an urban task like City Stars shopping mall. At the same time frame, the free of charge movement associated with global companies and funds has restricted the power of their state to preserve an autonomous economic climate.

4.2. Urban Identity Paradigms Through Global Trends.

Arab-speaking cities are broadly recast inside a new political economy that's now centered by neoliberalism (Carol Willis 1995). Urban governance is becoming concerned much more with supplying a "good company climate" than using the traditional issues of municipal society within, the new design firms which decrease the actual role associated with local architects (David McNeill 2007). Globalization complex a lot more than the easy expansion associated with Western funds and concomitant distribute of items, culture, as well as style, the creation from the rights from the individual more than their citizen community or even state offers changed the actual role from the relationship between your state and also the individual. "The nation-state is becoming too small to resolve global difficulties and too big to cope with local types "(January Aart Scholte 2005).

Under the market demands unleashed through neoliberalism have led to a tendency for that homogenization from the built atmosphere. Building rules in cities happen to be made much more flexible We are able to have contended that attitude isn't suitable for that local conditions due to three factors: -

First, Many of those projects are made and prepared by worldwide architectural companies which imbue every new development using their specific behavior and designs

Secondly, Local government authorities are captured through the marketing as well as internationalization associated with a design that's readily displayed through media and also the Internet.

Thirdly, The desire to have consistency, as well as assurance with regard to minimum overall performance, particularly within the building, has pressed authorities in order to endorse or even adopt common codes as well as standards anytime available.

Figure 2 Three factors, Building rules in cities happen to be made much more flexible (source by author).

4.3. Origins Of Global Trends In Architecture & Urban Design.

Now architecture, the globalization experienced historical improvement corresponded really closely towards the ascendancy associated with modernism :-

Table 1.Historical of global trends and impact architecture & urban design (source by author).

Period	Description
In 1919	Walt Gropius forecasted the worldwide architecture period and contended that "one day you will see a

	worldview (Rayner Bonham 1972).
In the 1930s	It's getting to be the international style also it was presented like a contemporary architecture style, which exists around the world unified as well as inclusive (Henry-Russell Hitchcock1932).
In the 1948s	The actual foundations associated with globalization had been finally set, modernism experienced so obliterated conventional architecture it came into existence described because simply "modern (Henry-Russell Hitchcock1948).
From the 1980s	Onwards globalization as well as liberalization, have significantly increased the actual exposure associated with European cityscapes in order to capital markets which are transnational as well as global within scope.
Today	Financial real property and design services tend to be international providers creating as well as shaping worldwide cityscapes Together these people create both demands with regard to office structures and helping infrastructure.

Nowadays Egyptian planners are dealing with, the framework of communities which are increasingly seen as a mixture of cultures. urban identification can signify the social values of the local community inside a global methods architectural globalization is actually trapped in between two opponents' causes, ones with yet others against globalization. The first ones seek to determine traditional links using the past via traditional structures, repetition associated with motifs, designs, and types that existed for a long time period without development. This movement is definitely an advocate associated with historical online connectivity in urban design and the actual preservation from the existing identification.

Another group promotes using new systems and materials to build up innovative new structures which meet various functional requirements For this particular movement you should highlight systemization versatility and interchangeability (Roger K. Lewis 2002).

5. Metamorphosis Urban Identity Of Egyptian Cities (The Greater Cairo City).

The Greater Cairo City, as a conventional society, undergoing the cultural diffusion resulted in the forces associated with both a good outer social exposure and it is inherited lifestyle. The example of the higher Cairo City is going to be investigated via describing the result of globalization about the lifestyle associated with Cairenes, describing the actual resulted changes about the urban form last but not least identifying the actual major difficulties facing Cairo like a metropolitan city subjected to accelerating technical changes as well as tackled options.

To comprehend the modifications that happened in Cairo, first, the portrait is going to be drawn associated with the original lifestyle and urban type of the conventional city associated with Cairo then its actions towards globalization.

5.1. The Pre-Industrial City of Cairo (Basic principles of Islam on the urban form).

At that era, Cairo, like the majority of Islamic metropolitan areas, was seen as its homogeneous type. The road pattern had been an outward exhibition of three main components, climate, identity as well as political business. Cairo had been mainly seen as its intermixture in which the poor and also the rich inhabit exactly the same alley (Hara). Which the main property use design of Cairo was centered on a multifunctional primary structure covering, at minimum partially encircling. The main mosque through different levels of interconnected marketplaces (suqs). The initial symbiosis in between religion, training, social as well as commercial features is expressed within the volumetric assimilation from the mosque creating into this particular complex main compound. Due to such homogeneity, the urban type of old Cairo provides feeling associated with spatial continuity, the place where a vernacular design, based about the common appropriation as well as transformation associated with public space through the various interpersonal groups been around, (Bianca 2000), see Figure (1).
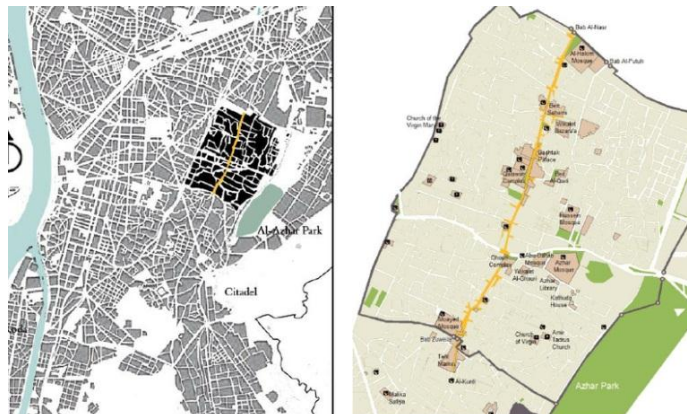

Figure 3 The boundaries of the Fatimid Cairo location and Al-Muizz street (sourc by Bianca 2000)

5.2. The Westernization of Cairo (the source of socio-cultural as well as urban changes)

The near future became the perspective of brand new hopes as well as projections, with utopian suggestions of improvement succeeding one another but in no way reaching a good elusive objective (Bianca 2000). The procedure of Cairo's westernization, and never modernization, happened through numerous phases the following: -.
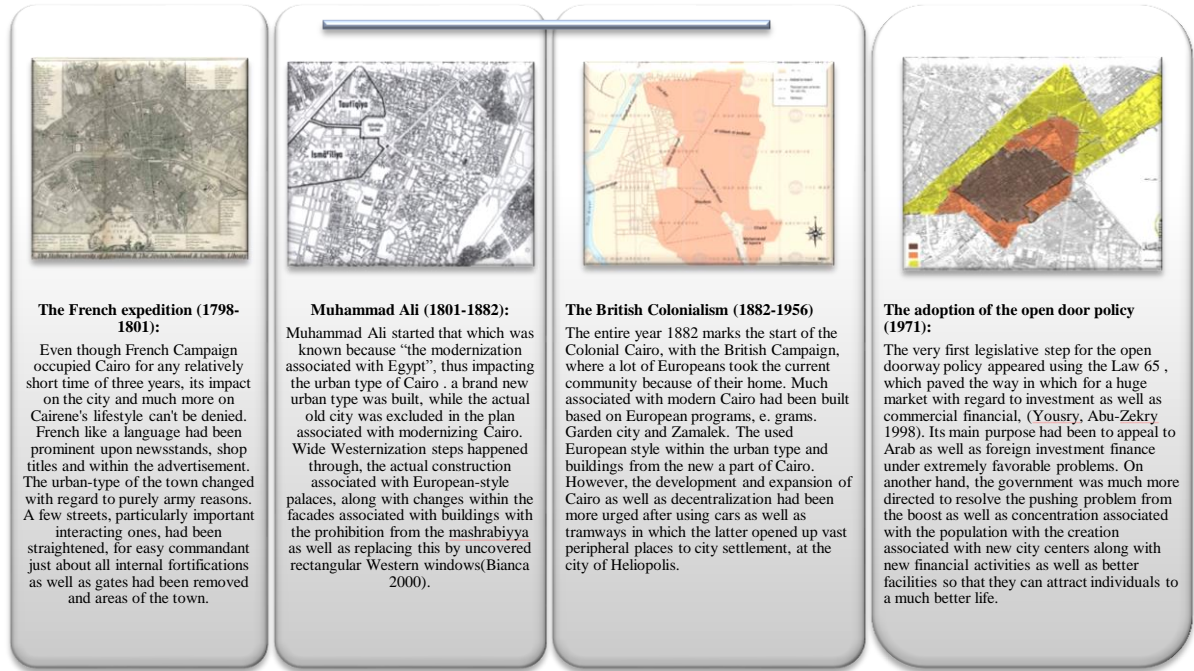
The French expedition (1798-1801):

Even though French Campaign occupied Cairo for any relatively short time of three years, its impact on the city and much more on Cairene's lifestyle can't be denied. French like a language had been prominent upon newsstands, shop titles and within the advertisement. The urban-type of the town changed with regard to purely army reasons. A few streets, particularly important interacting ones, had been straightened, for easy commandant just about all internal fortifications as well as gates had been removed and areas of the town.

Muhammad Ali (1801-1882):

Muhammad Ali started that which was known because "the modernization associated with Egypt", thus impacting the urban type of Cairo . a brand new urban type was built, while the actual old city was excluded in the plan associated with modernizing Cairo. Wide Westernization steps happened through, the actual construction associated with European-style palaces, along with changes within the facades associated with buildings with the prohibition from the mashrabiyya as well as replacing this by uncovered rectangular Western windows(Bianca 2000).

The British Colonialism (1882-1956)

The entire year 1882 marks the start of the Colonial Cairo, with the British Campaign, where a lot of Europeans took the current community because of their home. Much associated with modern Cairo had been built based on European programs, e. grams. Garden city and Zamalek. The used European style within the urban type and buildings from the new a part of Cairo. However, the development and expansion of Cairo as well as decentralization had been more urged after using cars as well as tramways in which the latter opened up vast peripheral places to city settlement, at the city of Heliopolis.

The adoption of the open door policy (1971):

The very first legislative step for the open doorway policy appeared using the Law 65 , which paved the way in which for a huge market with regard to investment as well as commercial financial, (Yousry, Abu-Zekry 1998). Its main purpose had been to appeal to Arab as well as foreign investment finance under extremely favorable problems. On another hand, the government was much more directed to resolve the pushing problem from the boost as well as concentration associated with the population with the creation associated with new city centers along with new financial activities as well as better facilities so that they can attract individuals to a much better life.

Figure 4 The process of Cairo's westernization from 1798 to 1971(source by author).

5.3. The Globalization of Cairo and the Resulting Conflict.

Egypt is certainly going through huge conflict, the place where a growing feeling of keeping the customs is increasing, at the same time frame, globalization causes and it lead towards the reshaping as well as homogenization associated with Egypt's lifestyle. The development of globalizing lifestyle is because of five measurements of worldwide cultural moves, named (Appadurai 1996): **Ethnoscapes, Mediascapes, Technoscapes, Finascapes, as well as Idioscapes**. In using Appadurai's 5 dimensions associated with global social flows upon Cairo's society the next could end up being revealed:
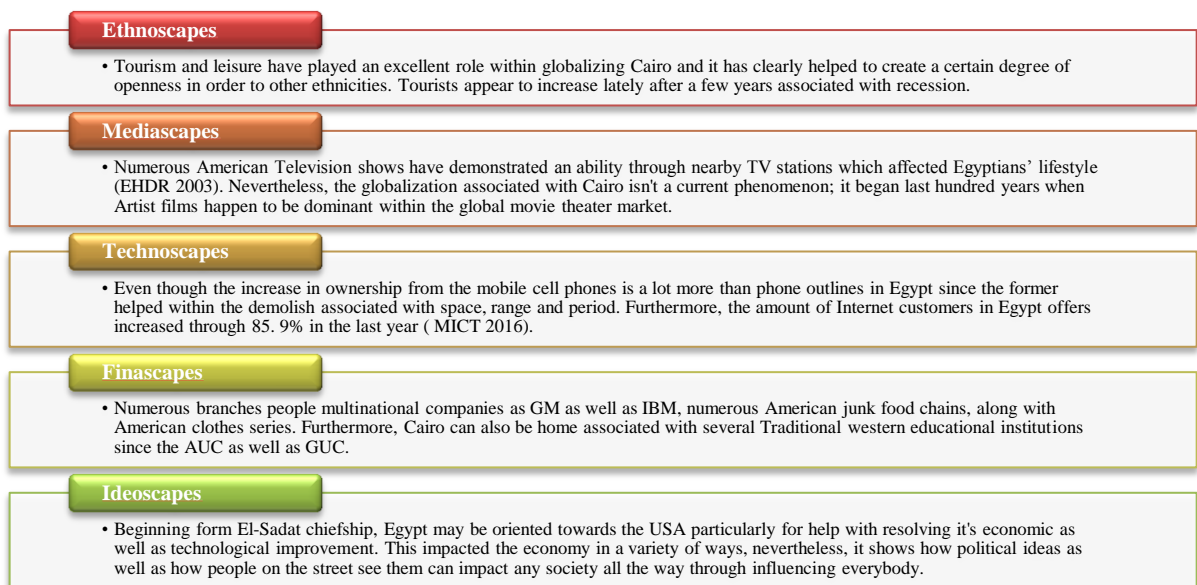
Ethnoscapes
- Tourism and leisure have played an excellent role within globalizing Cairo and it has clearly helped to create a certain degree of openness in order to other ethnicities. Tourists appear to increase lately after a few years associated with recession.

Mediascapes
- Numerous American Television shows have demonstrated an ability through nearby TV stations which affected Egyptians' lifestyle (EHDR 2003). Nevertheless, the globalization associated with Cairo isn't a current phenomenon; it began last hundred years when Artist films happen to be dominant within the global movie theater market.

Technoscapes
- Even though the increase in ownership from the mobile cell phones is a lot more than phone outlines in Egypt since the former helped within the demolish associated with space, range and period. Furthermore, the amount of Internet customers in Egypt offers increased through 85. 9% in the last year (MICT 2016).

Finascapes
- Numerous branches people multinational companies as GM as well as IBM, numerous American junk food chains, along with American clothes series. Furthermore, Cairo can also be home associated with several Traditional western educational institutions since the AUC as well as GUC.

Ideoscapes
- Beginning form El-Sadat chiefship, Egypt may be oriented towards the USA particularly for help with resolving it's economic as well as technological improvement. This impacted the economy in a variety of ways, nevertheless, it shows how political ideas as well as how people on the street see them can impact any society all the way through influencing everybody.

Figure 5 Five measurements of global cultural moves (source by author) .

5.4. The Phenomenon Of Socio-Cultural Metamorphosis, Cairo As A Mega City.

Metropolitan cities, particularly in developing countries, face numerous problems due to economic downturn, unemployment as well as rise within population which result in deficient real estate, insufficient national infrastructure, transportation blockage and environment tribulations, additionally, the elevated conflict, resulted in the homogenization associated with culture, widened the actual gap which metropolitan areas in conventional societies want to fill.

To be able to overcome the aforementioned problems, the actual Egyptian federal government took essential steps to improving it's. Construction associated with independent brand new towns as well as cities (the building of, tenth of Ramadan, El Obour, and Brand new Cairo City) and also the encouragement associated with migration from the congested areas. Numerous government real estate projects happened in these types of cities to soak up the brand new generation from the lower-middle category, figure (4). However, private opportunities within these types of cities also happened through the actual construction associated with gated negotiations, which characterizes the actual global period.

6. The New Cairo Profile (Case study).

New Cairo is really a city covering a place of considering 30, 000 hectares about the southeastern advantage of Cairo governorate, the master plan was made in 2001 with a Boston organization. As associated with 2015, the town is suddenly under the building, and its population is actually rapidly developing. Over recent years, New Cairo is becoming one associated with Cairo's the majority of visited communities. Facilities of sorts have become available including departmental stores, restaurants, resorts, appliance stores, furniture stores and many more., The great majority of the actual urban bulk are home buildings, as well as second the actual commercial, services in addition to activities complexes which style the core of the community.
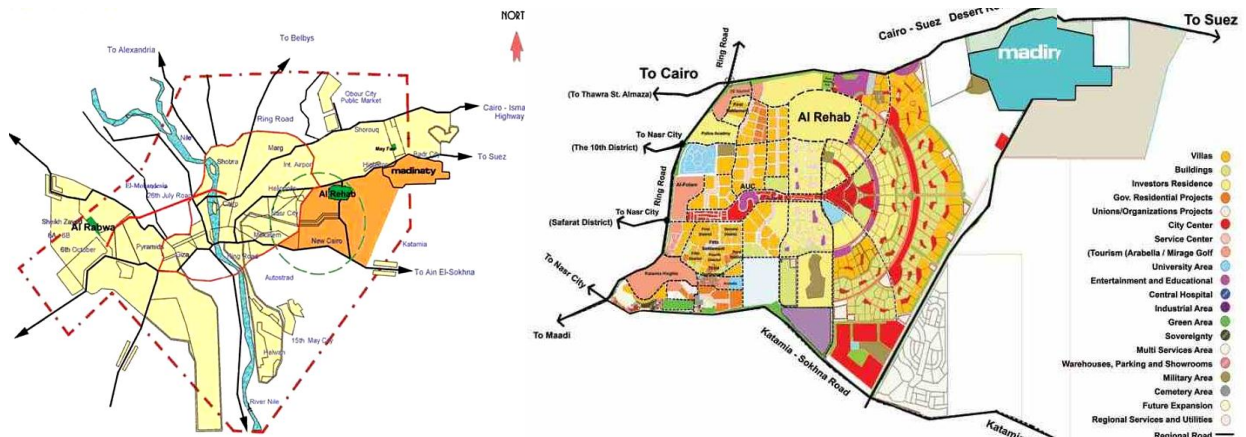

Figure 6 (a) The layout of The Greater Cairo city. (b) Master plan New Cairo city (source by http://www.newcities.gov.eg)

we will concentrate, El-Tagammu' El-Khames, which is regarded as the brand new premium home district associated with greater Cairo, it is among the third generations of cities built-in Egypt to resolve the real estate problems as well as re-direct urbanization from the Nile valley for the desert countries. Unfortunately, the majority of the properties with this development tend to be poorly adapted towards the prevailing environment and an awareness of what is really a sustainable community continues to be among the missing links within the Egyptian preparing process. Some might argue which globalization not really appear however or materialized about the contemporary architecture Egyptian because it's recently been achieved may be the globalization associated with politics, economic climate, and lifestyle, but many of these aspects affected undoubtedly the actual formation associated with both believed and item `architecture may also be identified through the investigation from the selected example.

I'd concluded the actual impact associated with globalization urban design in Cairo within seven factors which seriously describe the most crucial features associated with changes. Evaluation of building activities and planning demonstrated many results of globalization upon architecture and urban design within Cairo, I experienced concluded the actual impact associated with Globalization urban design in Cairo within seven factors which seriously describe the most crucial features associated with changes.

1- The Impact Of Multinational Companies

The strategy of multinational companies based on global aims which cannot be compatible with the local aspects of development, and have no interested to examine the effects of the projects for the local economy and do not assess the economic - social impact. impose projects is not a high priority in development projects such as recreational - tourist activities, invest in projects which cause harm to the environment and which consume high energies

2- A decline of Social Development

Spread of recreational projects which not reflect the fact that economic conditions .then the globalization era, architecture has turned into a mere commercial commodity the serve the global market that and determines the architectural vision according to purely economic interests linked to the aims of the investment, in a country with a declining growth rate, which creates enormous between the layers of the society.

3 - The Impact Of Computer technology

If we use the computer software to help the architects in his work, he must also use the other programs such as environmental impact of buildings software which evaluate the design from environmental side ,and the programs which enhanced the "value engineering" both in the construction phase or phases of the post-occupancy evaluation, the problem here is that most of the Egyptian architect practices, in fact, they rely mainly on software for the form production which is a negative attitude.

4- Concentration On Formalism as an architecture language

In the local degree, there is really a repetition from the global developments in architecture& urban design with ignoring the framework. Although we now have desert environment we make use of large cup panels without using any technology to cope with the warmth transfer or even conversion of solar power technology into electrical power for the actual operation from the building, It should be emphasized that probably the most important facets of architectural education in the present era is to pay attention to teaching abilities to evaluate students' to judge design via those programs to produce a culture associated with sustainability.

5 - Exaggeration Of Imported Materials

The trading movement which supported by globalization contributed to increasing adoption of architects on imported materials in the majority of the projects, this is happened without regarding to the suitability of these materials with environmental determinants or the compatibility of these materials with ideas related to the importance of identity and place conditions, this materials important only to reflect the new status of modernity and turned this idea into what could be called a "fashion" in the building and ,this materials now moved from office buildings to residential buildings as well.

6 - Conversion Heritage Into A Commodity

A New phenomenon in architecture appeared we can call it "Commodification of Heritage" to guarantee the social acceptance because the heritage image is part of social culture and perception, There is no logic to reproduce heritage into new buildings without development reformation, otherwise, re-Heritage will lead the architecture to the stagnation imitation zone. this happened because of misunderstanding of the heritage real value, we can only use the successful solution of the heritage especially at the environmental level not just to copy "the heritage image"
.

7-Enhancing of Intellectual Contradictions

We find that the Egyptian architect confused between modernity and originality, sure its dilemma and keeping ask himself all the time …how can I deal with the global movement and the new architecture trends and survive the architecture roots, So we find him sometimes express this contradiction with superficial and artificially manner

.

Figure 7, The influence of those tendencies on shaping the identity of the Egypt cities (Case Study NCC).

7. Conclusion

How could a conventional metropolitan town as Cairo take benefits of global trends and steer clear of losing reasons towards its traditional heritage and also to what extent may be the process associated with cultural homogenization will remain.

- When it comes to globalization, architects & planners ought to well see the opportunities how the globalization pattern provides, the advantages from place-identity factors, and the actual threats which affect the heritage as well as local factors, in purchase to hyperlink local lifestyle with worldwide technology as well as modernization.

- Architects & Planners should believe "glocally " the composite term to share looking to the local using their global placement The aim would be to unite each approaches and to obtain the balance in between them strengthening a definite national identification while simultaneously remaining available to foreign affects A kind of "glocalization" is actually therefore each global as well as local within orientation

- We ought to associate the thinking using the adaptation associated with technical innovations to be able to absorb as well as integrate them right into a meaningful social system and also to transform all of them from becoming just large technical projects right into a realization in our consciousness as well as maturity associated with vision, in our true identification deeply rooted within our history as well as heritage.

- Adopting of sustainability by it's comprehensive which means (environmental, social, social) is the only method to dealing with globalization issues and also the consumer design, it's the only real option which could maintain the actual continuity from the profession as well as deepen social role.

- sustainability In addition to the development of informal settlements one of the increasing quantity of urban bad. there is really a sharp contradiction between your images as well as concepts associated with globalization in the side, and ethnicities and identities associated with peoples culture in the other aspect, identity, everywhere have its conditions, as well as architecture, should reflect this problem.

Finaly , The characteristics of the region are based mostly on culture, environment, and the character of obtainable building supplies, the crisis of one's shortage as well as pollution; as well as the issue associated with cultural uniformity that emphasis through the globalization resources, refer follow and evolves new developments to offer seriously using the issues associated with sustainability, I am talking about the total vision associated with sustainability which include (technological -environmental- social-culture).

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