

IN FOCUS

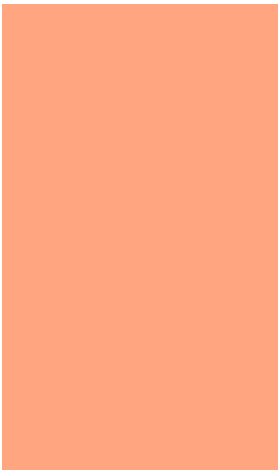
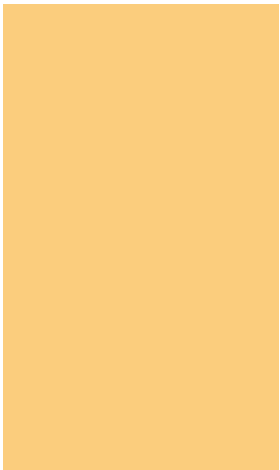
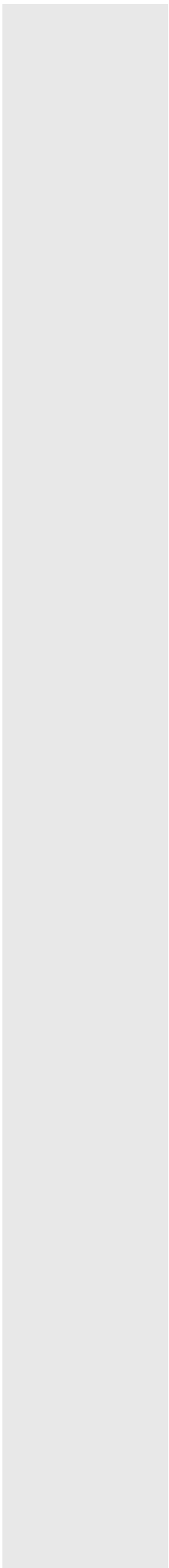
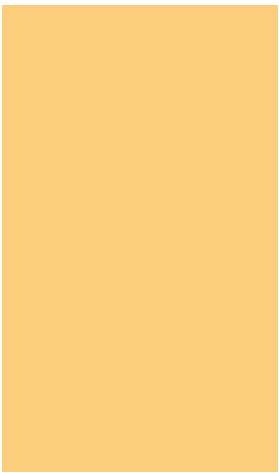
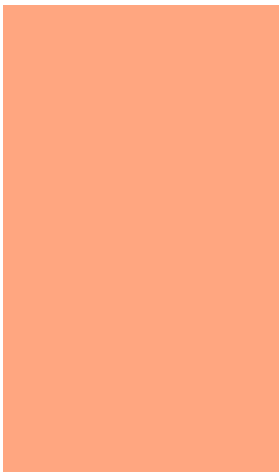
**URBAN SKETCHING IN
HISTORIC AL-BALAD**

FINAL STUDIO JURIES

**PG PURIFICACIÓN GARCIA
X
DAR AL-HEKMA UNIVERSITY**

**MEETING WITH THE SAUDI
CENTER FOR ENERGY
EFFICIENCY**





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I. WELCOME STATEMENT





A WELCOME STATEMENT

CHAIR OF THE ARCHITECTURE DEPARTMENT
DR. MOHAMMED GOMAA

Greetings fellow architects: We are thrilled to announce the release of the latest edition of Shababik Al Hekma, the magazine of Dar Al-Hekma University's Architecture Department. This edition showcases the hard work and achievements of our students and faculty, as well as updates on the exciting events, projects, and initiatives underway in our department. Stay informed and stay connected with the latest happenings in our department by accessing the magazine online at: <https://www.dah.edu.sa/en/academics/hsda/programs/Pages/Architecture-Magazine.aspx>

II. ACADEMICS



**A. DR. MOHAMMED GOMAA:
THE ARCHITECTURE DEPARTMENT'S
NEW CHAIR**

**B. DR. NADER YEHIA AZAB:
THE ARCHITECTURE DEPARTMENT'S
NEW PROGRAM DIRECTOR**

**C. THE ARCHITECTURE DEPARTMENT'S SEMI-
ANNUAL ADVISORY BOARD MEETING**

**D. DR. DJIHED BERKOUK: NEW FACULTY
JOINING THE ARCHITECTURE DEPARTMENT**

E. FINAL STUDIO JURIES

DR. MOHAMMED GOMAA: THE ARCHITECTURE DEPARTMENT'S NEW CHAIR



Dr. Mohammed Mansour Gomaa has recently been appointed as the Chair of the Architecture Department at Dar Al-Hekma University and the Director of the Master of Architecture Program. With a Ph.D. in Urban and City Planning from the University of Florida, a Master's in Transportation Planning and Land Use from the same institution, and another master's in urban management and development from the Institute for Housing and Urban Development Studies (IHS) at Erasmus University Rotterdam, in the Netherlands, Dr. Gomaa brings a wealth of knowledge and expertise to the role.



Dr. Gomaa's research and teaching are focused on the role of urban design and planning in promoting sustainability in the built environment. He has successfully disseminated his research in many top venues, including peer-reviewed journals and international conferences. His research encompasses the emerging field of environmental design and resiliency, with a key focus on spatial analysis, transportation planning, environmental studies, and resiliency issues, particularly on issues related to the field of climate change impacts and vulnerabilities. Moreover, he has been awarded several funding from the National Science Foundation, the Science and Technology Development Fund (STDF-EG), the National Oceanic and Atmospheric Administration, and the Florida Sea Grant.

Dr. Gomaa, as an educator, is passionate about imparting his knowledge and experience to students and has had the opportunity to teach at multiple universities over the years. Before joining Dar Al-Hekma University, he worked as an assistant professor of architecture and urban studies at several universities in Egypt, including Aswan University and the Arab Academy for Science, Technology, and Maritime Transport. He also had the opportunity to work as a research associate at the University of Florida and a fellow at the International Center for Adaptation Planning and Design

Dr. Gomaa is a Fulbright alumnus with academic and professional experience in the fields of architecture, planning, and urban design. Professionally, he has over 15 years of experience in the architecture field and has been actively involved in various academic and professional endeavors. He practiced architecture and urban planning in the United States, the Netherlands, and Egypt. He has consulting and public service track records with national and international organizations (the European Union and the German Agency for International Cooperation), collaborating with local communities and governmental institutions. He is also a member of the American Planning Association, the International Society of City and Regional Planners, the Urban and Regional Information Systems Association, and the Egyptian Society of Engineers.

In his new role as Department Chair, he aims to enhance the curriculum and provide students with practical, hands-on experience through collaboration with industry professionals and community outreach programs. As Director of the Master of Architecture Program, he is committed to providing students with a comprehensive education that prepares them for leadership positions in the field.

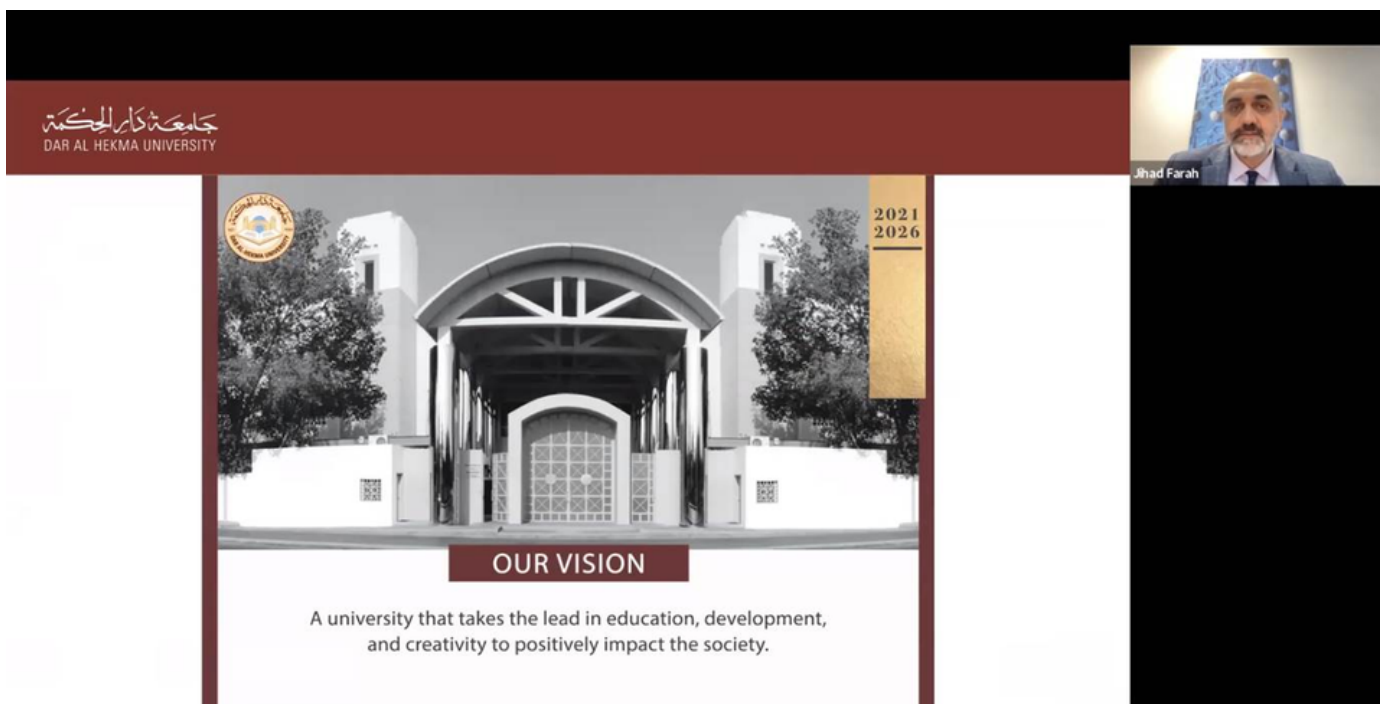
**DR. NADER YEHIA AZAB:
THE ARCHITECTURE
DEPARTMENT'S NEW
PROGRAM DIRECTOR**



Dr. Nader Azab, the new Program Director of the Bachelor's Program, is an Associate Professor in the Architecture Department at Dar Al-Hekma University. He holds a Ph.D. from Portland State University in Portland, Oregon, where he majored in Environmental Planning and Design. He has been practicing architecture and urban planning since 1984 in his private firm Azab and Ayyad ... Architects & Planners. In addition, he has taught at several universities, including The University of The Bahamas; Zayed University in Dubai, United Arab Emirates; the New York Institute of Technology in Abu Dhabi, United Arab Emirates; and Alexandria University in Egypt. Through his architecture and urban planning firm, he won competitions and received research grants from the Egyptian government. Furthermore, he has several publications in the fields of environmental policy and human behavior. Recently, he has developed an interest in Arabic calligraphy as an artistic endeavor. In 2012, he participated in Zayed University's Faculty Art Show as well as in the Architecture, Culture, and Spirituality Forum (ACSF) in Chechen Itza, Mexico. In 2015, he had a solo exhibition at the Muslim Educational Trust in Portland, Oregon.

**THE ARCHITECTURE
DEPARTMENT'S
SEMI-ANNUAL ADVISORY
BOARD MEETING**

At the end of the 2022-23 fall semester, Ms. Sima Refae organized the Architecture Department's semi-annual Advisory Board meeting. To help familiarize board members with the department, Ms. Refae produced a detailed booklet of its Programs of Study, which included an appendix showcasing student work. On December 8, the Architecture Department's seven full-time faculty convened in person for an online meeting with the 16 Advisory Board members, an international body of architecture faculty and professionals boasting a breadth of expertise and experience. Under the oversight of Ms. Refae, the meeting began with each member introducing him- and herself. Dr. Jihad Farah, then department chair, followed the introductions with a 20-minute presentation about the department, after which he asked for input from each board member. Thereafter, participants were divided into two breakout groups: one concentrated on academic issues and the other focused on community engagement. The academic group agreed that architecture students benefit more from professional experience than obtaining a certificate. They stressed the importance of linking students with the professional field through a residency program in architecture firms. They also recommended creating courses focused on culture and community in which students developed critical thinking skills to assess the appropriate architectural style for different regional contexts. The community group proposed students fulfill their community service hours by working on design-related volunteer projects for both the government and private sectors. For instance, students could seek sponsors to fund small projects that solve everyday problems in the community through design. In addition, they recommended that students help educate the community about the urban environment and the importance of designing for walkability and other sustainable modes of transport such as cycling.



AY 2022-23 Advisory Board Members



1. Arch. Elaf Al-Aamri

Design Manager at The Royal Commission for AlUla, Head of Public Realm and Placemaking – County Management



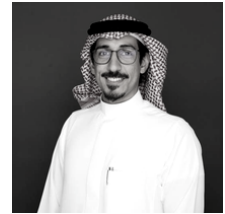
2. Arch. Fahad Allwihan

CEO of Bawtaqah Foundation



3. Arch. Atef Alshehri

Senior Consultant, Cultural Innovations



4. Dr. Alsaleh Sugati

Advisor to the CEO at Quality-of-Life program



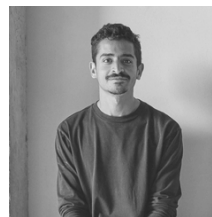
5. Dr. Hossny Azizalrahman

Planning Advisor, Royal Commission for Makkah City and Holy Sites



6. Arch. Hattan Basrawi

Founder of Collaborative Architects + Partners



7. Arch. Turki Gazzaz

Co-Founder of BRICKLAB



8. Dr. Ahmad Khan Alhashimi

Previously Architectural Designer at Polymanners Architecture
Previously Chair of the Department of Architecture, King Abdulaziz University



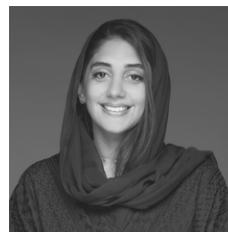
9. Arch. Tony Miki

Partner at Foster + Partners



10. Arch. Fernando Perez Fraile

IDOM
General Manager, Kingdom of Saudi Arabia at IDOM



11. Arch. Noha Radwan

Vice President, Ritaj Engineering and Consulting Company

AY 2022-23 Advisory Board Members-Alumni



12. Arch. Nada Bakari

Freelance Architect



13. Arch. Sara Abou Alhamayel

Project Engineer, Ministry of Culture,
Jeddah Historic District Program



14. Arch. Lara AlKhouli

Freelance Architect
Former Lecturer at Dar Al-Hekma
University

**DR. DJIHED BERKOUK:
NEW FACULTY JOINING
THE ARCHITECTURE
DEPARTMENT**



Dr. Djihed Berkouk earned his Ph.D. in Architecture, Environment, and Heritage in 2017 from the University of Mohamed Khider University of Biskra in Algeria. He currently serves as an Associate Professor at Dar Al-Hekma University as well as the University of Mohamed Khider University of Biskra in Algeria. His research focuses on the relationship between the physical environment and space occupancy, indoor and outdoor thermal and luminous comfort, the soundscape, noise pollution, and urban morphology. He regularly participates in international conferences and has published articles in indexed journals (See <https://orcid.org/0000-0002-2925-3015>). His recent publications include “Assessing the Effect of Building Skin Adaptability on Energy Consumption in Hot Arid Regions,” which was published in the Scientific Journal of King Faisal University Basic and Applied Sciences, and “Evaluation of Soundscape Variations through the Open Public Spaces in Saharan Cities: A Case Study of Biskra, Algeria,” which was published in Environmental Research, Engineering and Management.



FINAL STUDIO JURIES



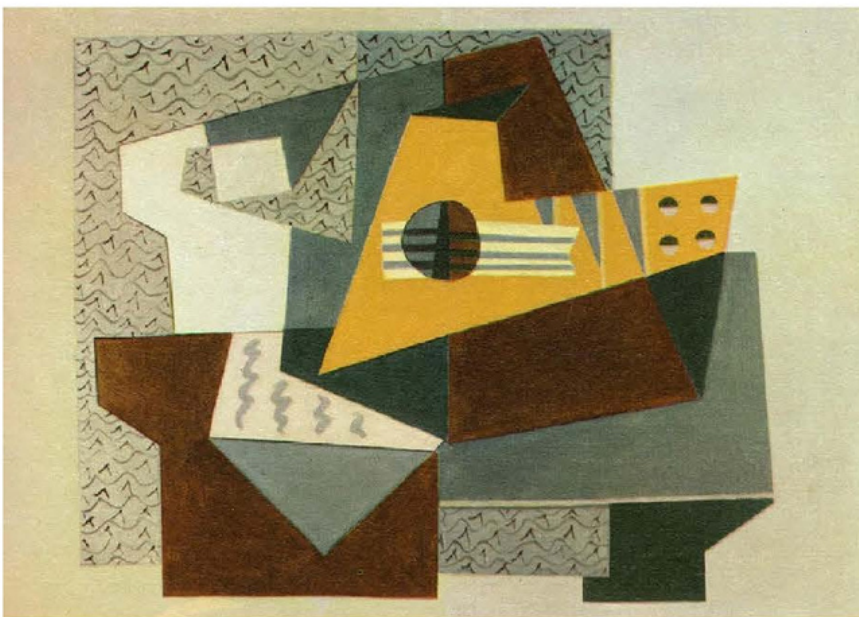


The final architecture design juries for the AY 2023 Fall semester were held from December 26 until January 4. Due to heavy rain, seven of the nine juries were held online due, but faculty, students, and jury members deftly pivoted in response to the change in plans.

FDSA 1305: Architectural Design Fundamentals I

Painting Analysis

Guitar by Pablo Picasso

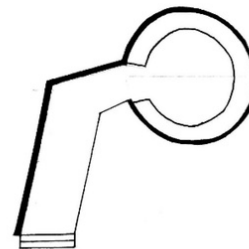


Painting Analysis:

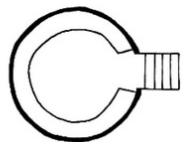
Guitar by Pablo Picasso is one of several artworks within his guitar series. This series was marked as a transition from analytical cubism to synthetic cubism.

The artist haven't revealed the meaning behind this very piece, but my interpretation was mainly ruled by the cold colors. My first impression was that the painting illustrates a feeling of calmness and comfort. The guitar and the water in the background create a dynamic feeling of inner peace, where one would mainly bide in a specific place for the sole intention of clearing their mind and achieving peace of mind.

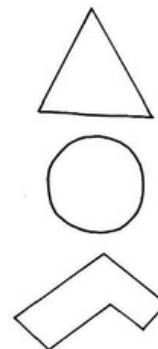
Ground Floor
Scale 1/100



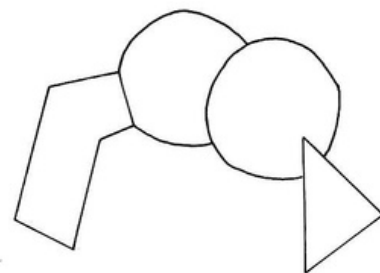
First Floor
Scale 1/100



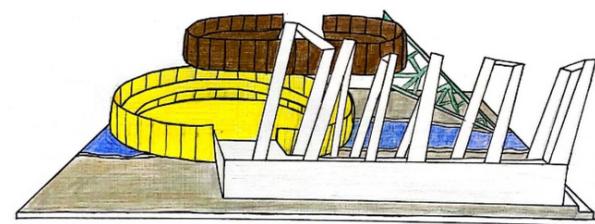
Shapes:



2D Juxtaposition:



Side View
Scale 1/50



Brief: The final project was designed to enhance the student's critical thinking abilities and creativity by offering students the opportunity to explore and learn about essential architectural principles and elements. Students selected an abstract 2D painting to serve as the starting point from which they developed a foundation design language, which they used to design and construct a 3D model. Although 3D, the architectural model was expected to relate to the painting's 2D design and meaning.

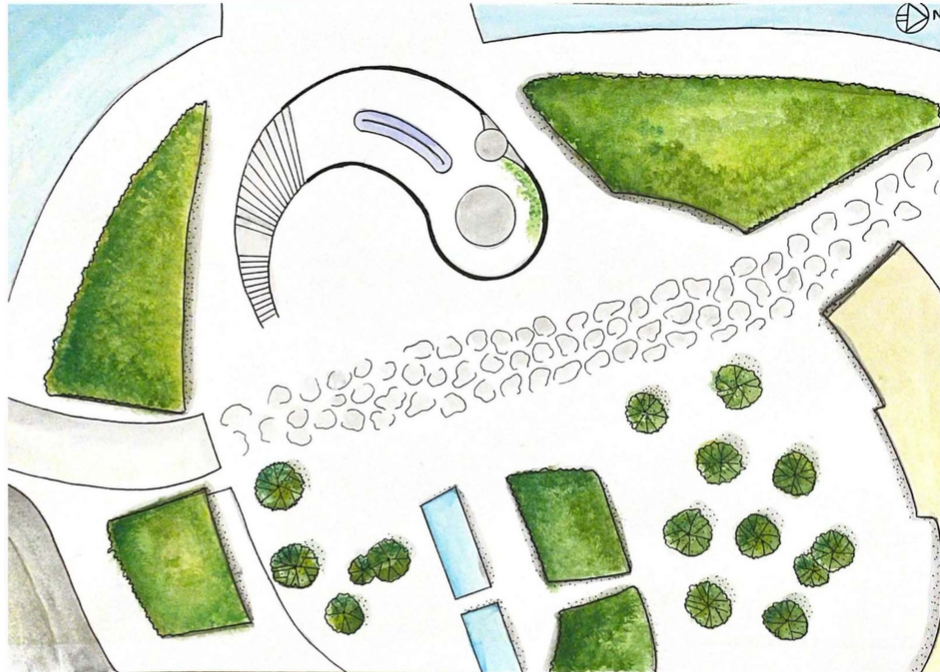


Instructor: Ms. Sima Refae

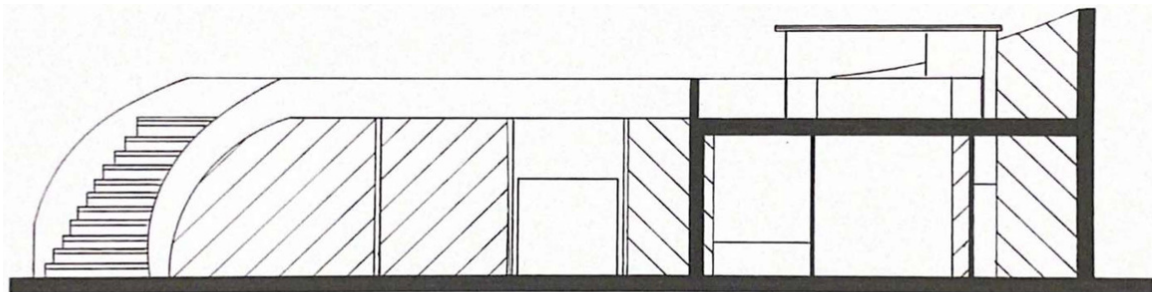
Notable Project: Rawan Idris



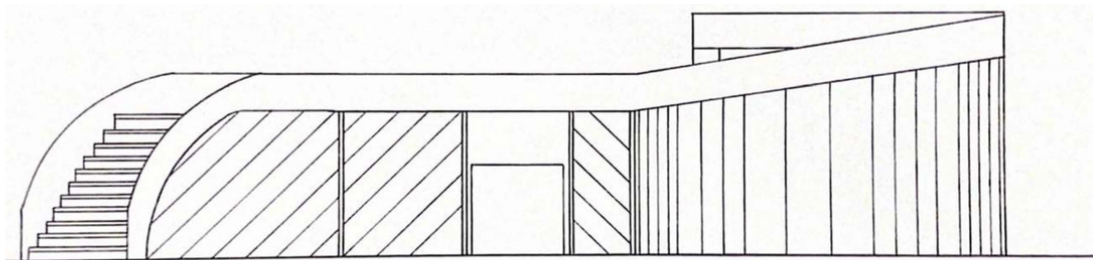
FDSA 1307: Architectural Design Fundamentals II



SITE PLAN SCALE 1:200



SECTION SCALE 1:100

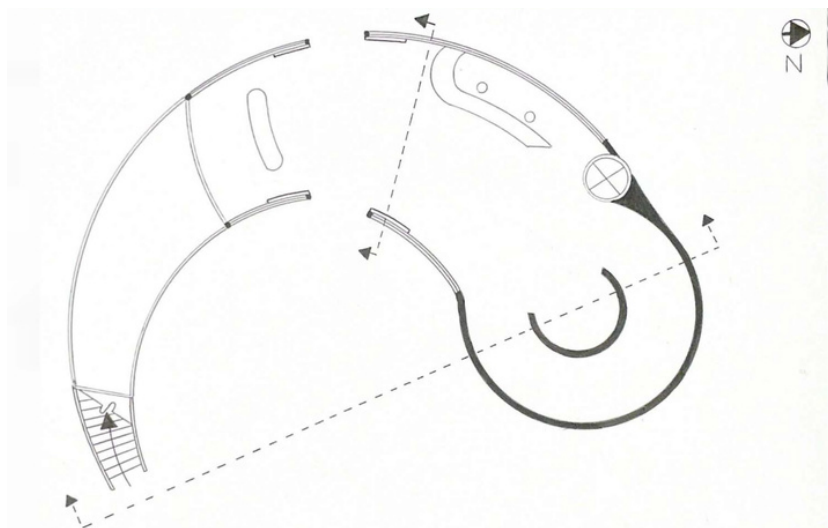


ELEVATION SCALE 1:100

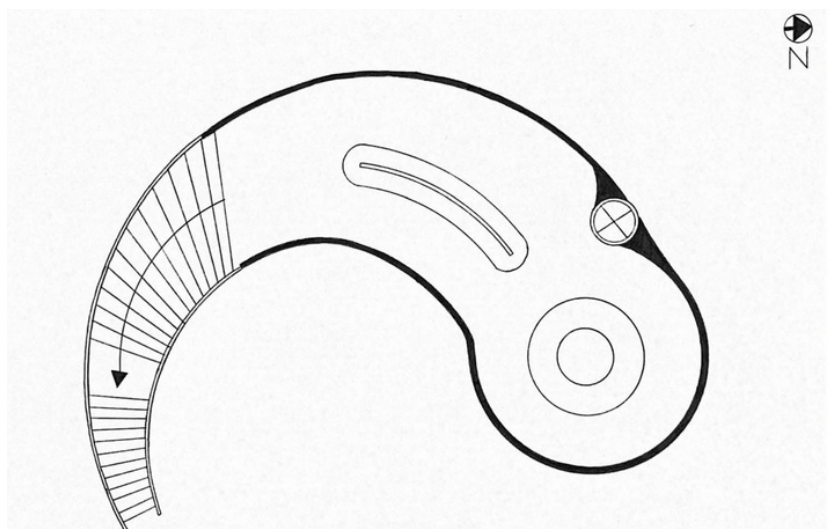
Brief: In the final project, students were asked to design a one- or two-story Visitor's Center in Jeddah, either in Al Balad, the Corniche, or near the Formula 1 area. The programmatic requirements included: an entrance hall, a reception area, a gallery space, a lounge or viewing deck, a gift shop, and an administration space. Students were instructed to design a Visitor's Center that reflected the 21st century while relating to its context, including the surrounding buildings and landscape.

Instructor: Dr. Nader Azab

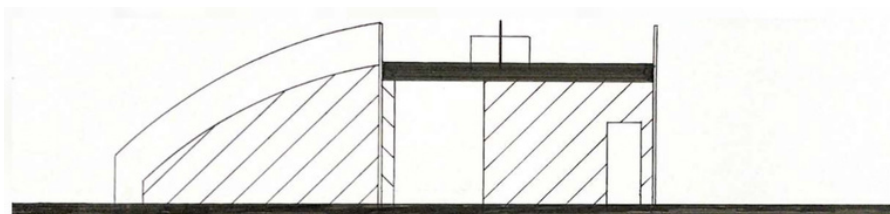
Notable Project: Farah Alqazlan



GROUND FLOOR PLAN SCALE 1:100

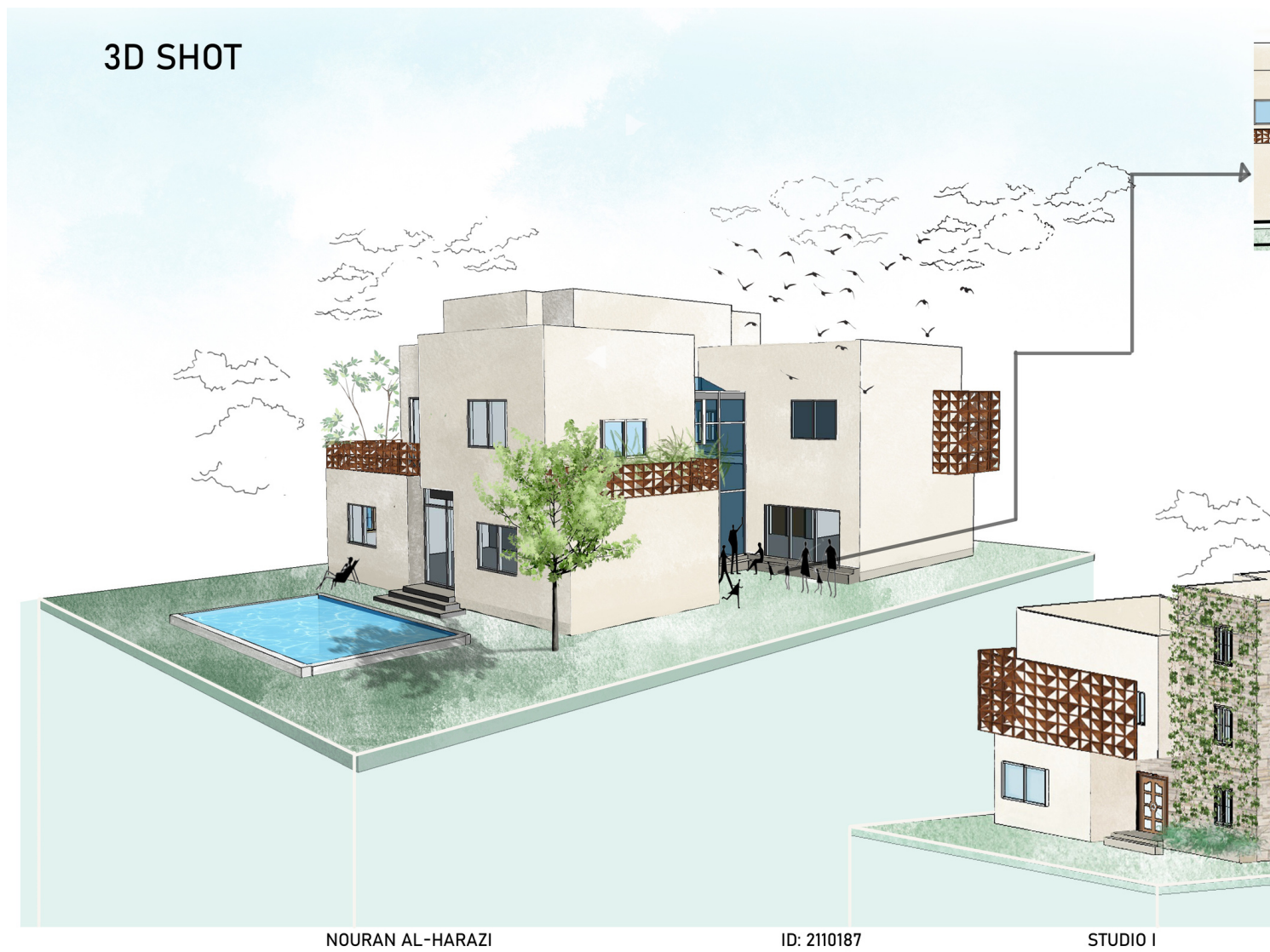


FIRST FLOOR PLAN SCALE 1:100

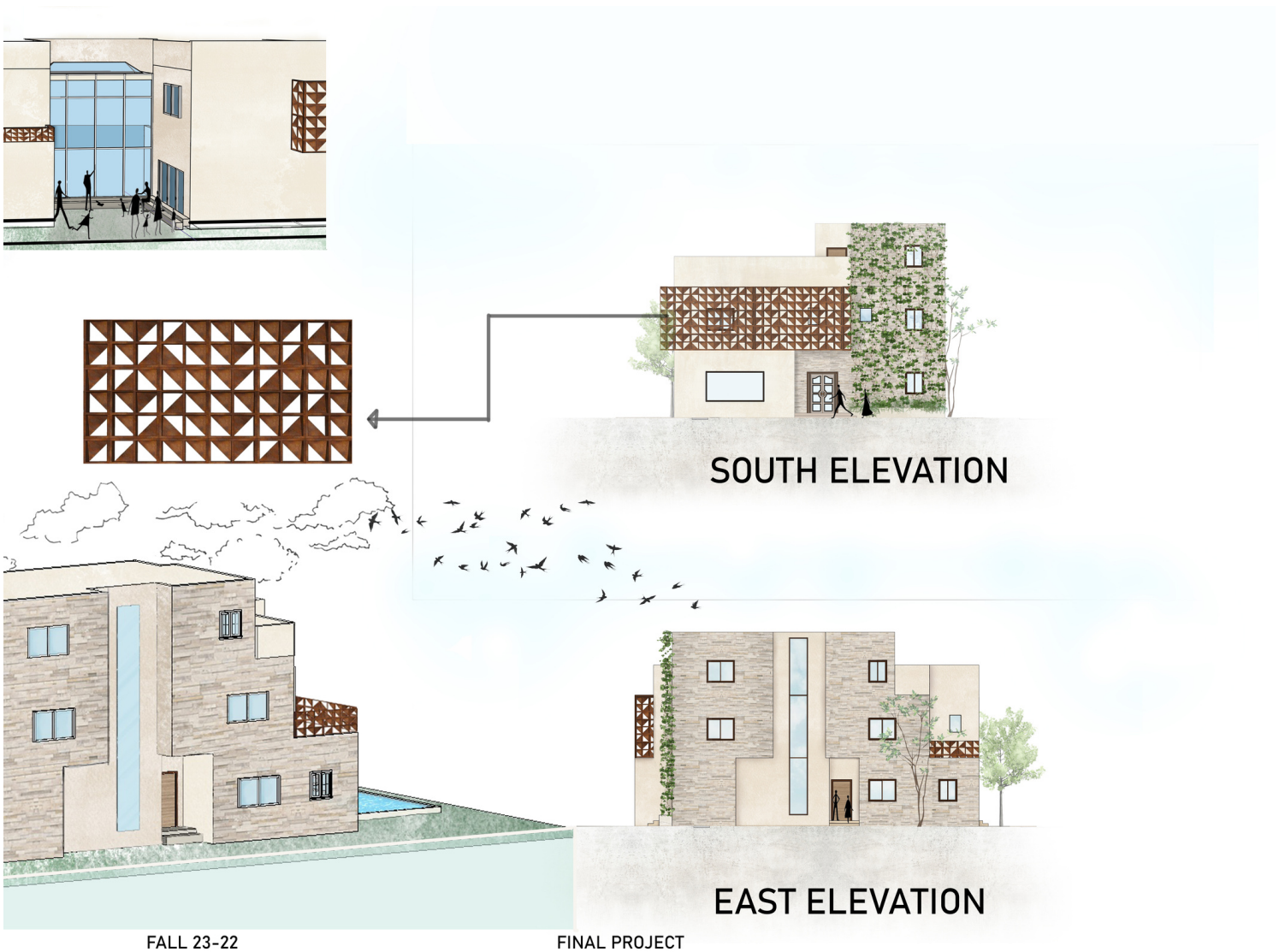


SECTION 01 SCALE 1:100

ARCH 2401: Studio I: Form and Order in Cultural Context



Instructor: Arch. Khaled Fallatah
Notable Project: Nouran Al-Harazi



Brief: For the final project, students designed a two-story residence for a married couple with two children, ranging in age from 10 to 20, in Al Khalidiya, a mixed-use district in Jeddah. Students were asked to design a residential program that satisfied the family's daily needs. Special attention was expected to be paid to circulation and the relationships between zones to enhance the user's interior and exterior experience. Moreover, students were asked to fit the house within its cultural context.

ARCH 3501: Studio III: Contextual, Cultural and Environmental Design

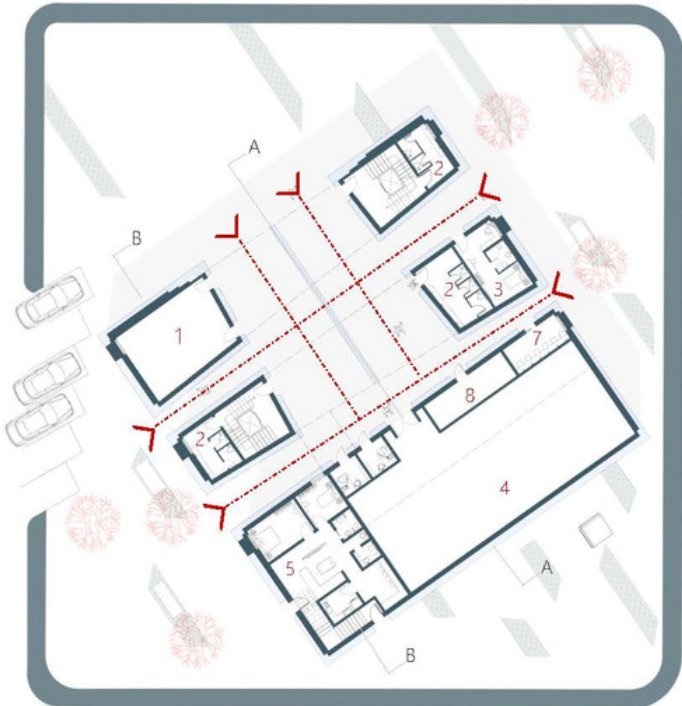


اهْدِنَا الصِّرَاطَ الْمُسْتَقِيمَ
Final ARCHITECTURAL PROPOSAL

GF PLAN

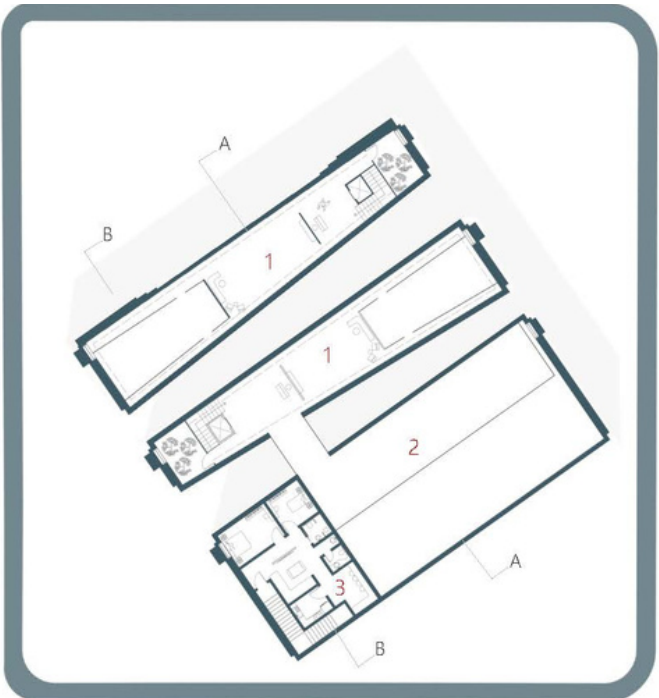
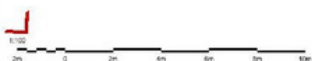


- 1. Shops
- 2. WC
- 3. Security Room
- 4. Prayer Hall
- 5. Residential
- 6. Technical Room
- 7. Ablution
- 8. Offices

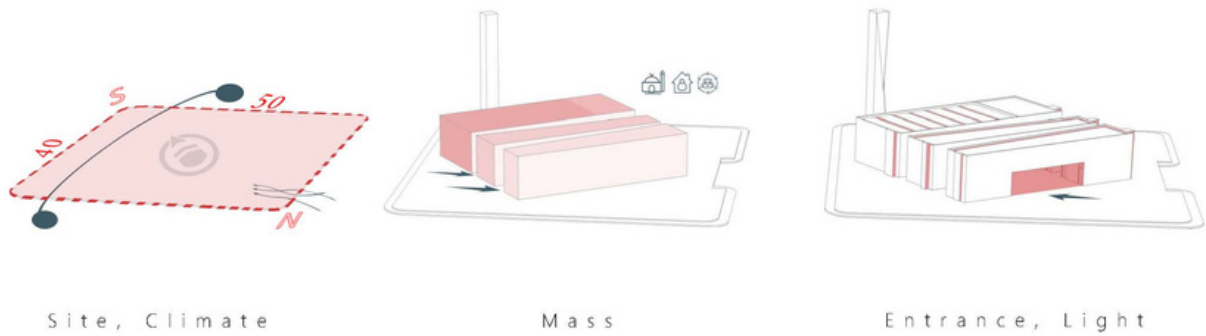


FF PLAN

- 1. Multipurpose Hall
- 2. Woman Prayer Hall
- 3. Residential



FORM GENERATION



S. ELEVATION

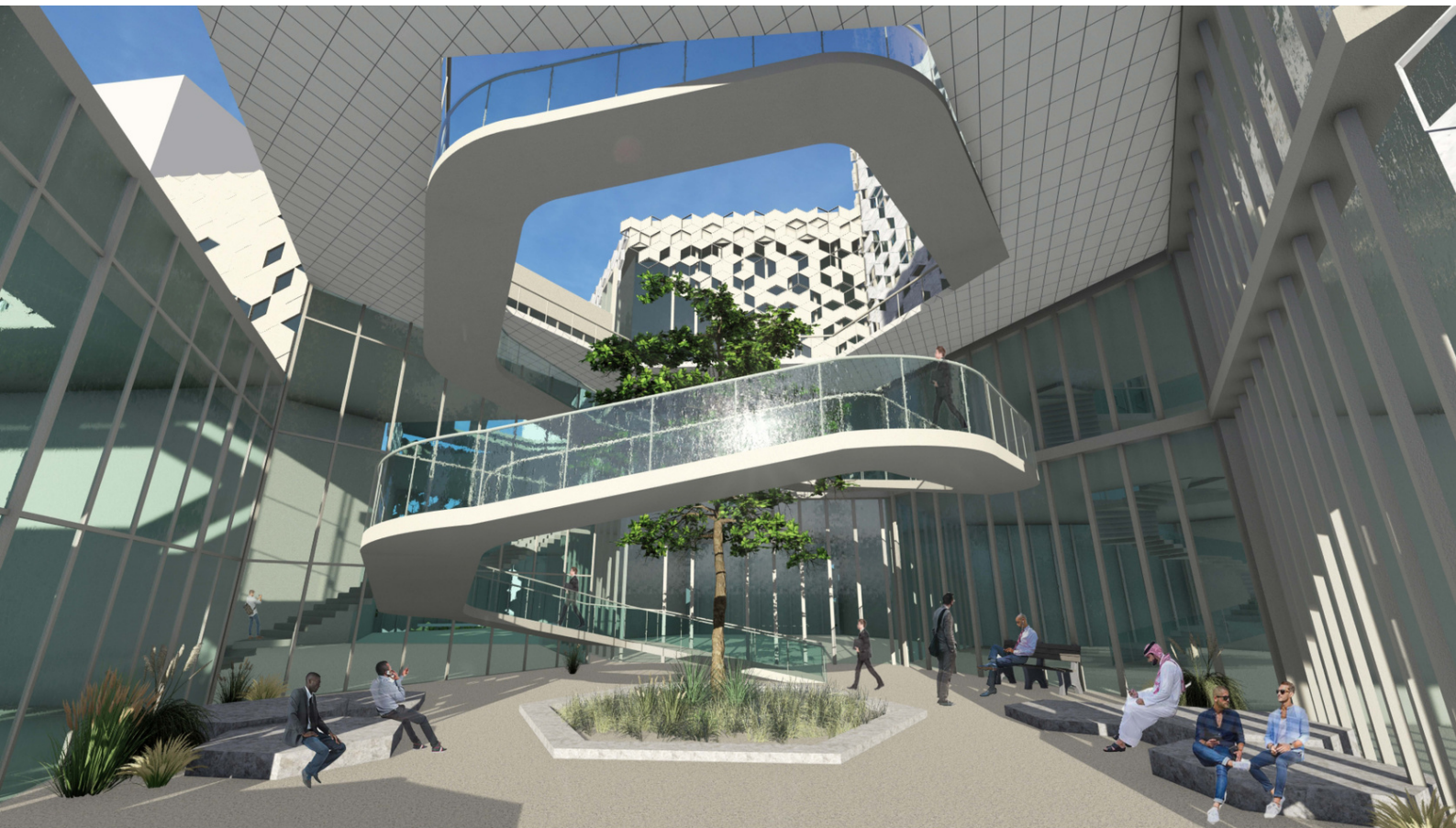
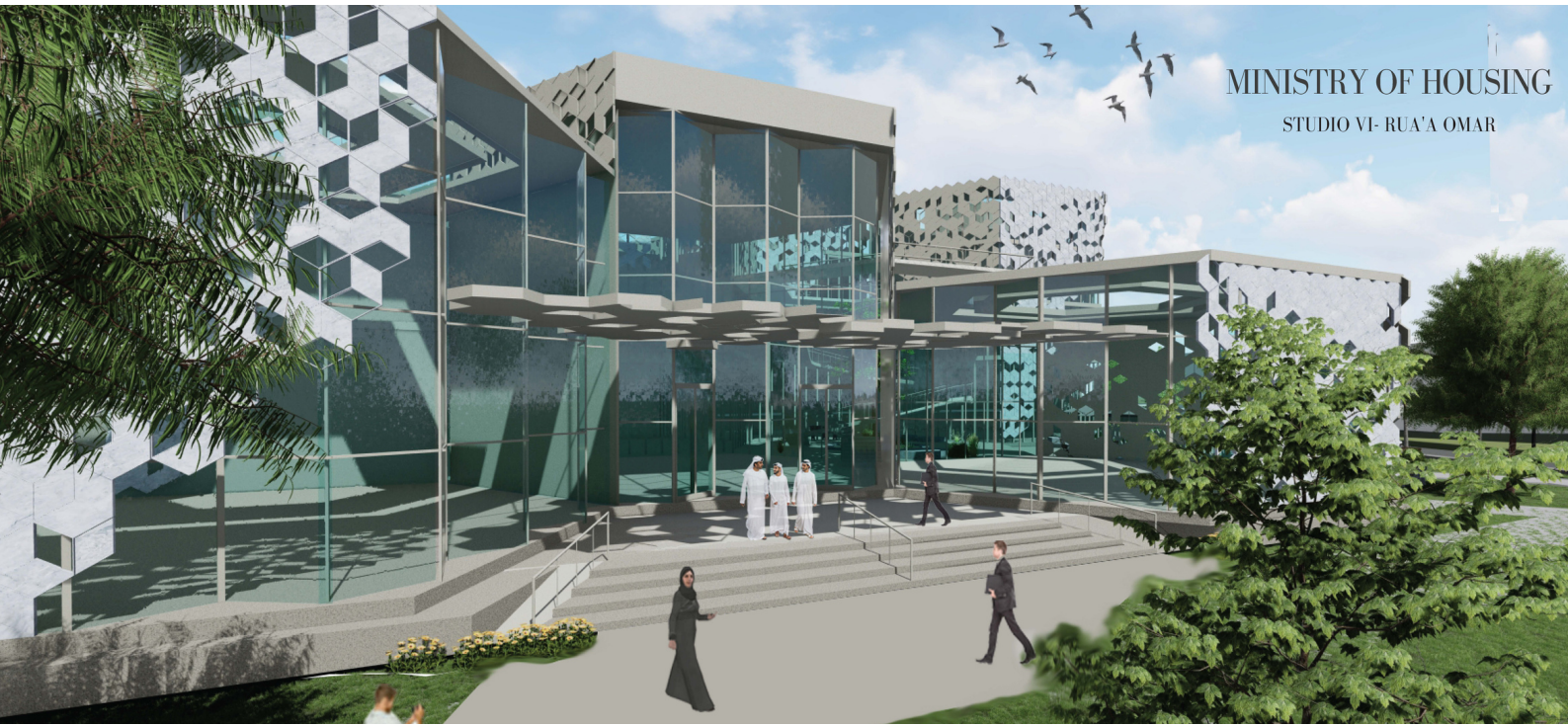


Instructors: Dr. Nader Azab and Ms. Sima Refae

Notable Project: Naseem Hussein

Brief: In the final project, students were asked to design a community mosque that related to the cultural and environmental context of Al Sud neighborhood in Al-Madinah Al-Munwara. In the process of developing their project, students learned that contextualism has a close link to sustainable development. Contextual architecture focuses on linking land and the environment with space. As a result, a building becomes a small part of the surrounding natural environment. Architects who adhere to this design philosophy consider cultural, social, historical, physical, and climactic conditions as well as specific site conditions, including the surrounding buildings.

ARCH 3502: Studio IV: Civic Design



Brief: In the final project, students developed a master plan and site plan for the Saudi Ministry of Housing. Students were asked to develop a clear vision for their projects as well as an aspirational description of what their project would achieve. Their words served as the basis for a conceptual diagram and collage showing the critical project objective through the program as well as through the form and spaces.

Instructors: Dr. Mohammed Gomaa and Ms. Rasha Farsi

Notable Projects: Ruaa Omar and Maryam Bagaber



Studio IV - Maryam Bagaber

Concept:

Using spaces and architectural elements so that people can feel still (Alsukoon) in such a crowded civic building

{وَكُلٌّ فِي فَلَكٍ يَسْبَحُونَ}

House → Stable environment
سكن → السكون

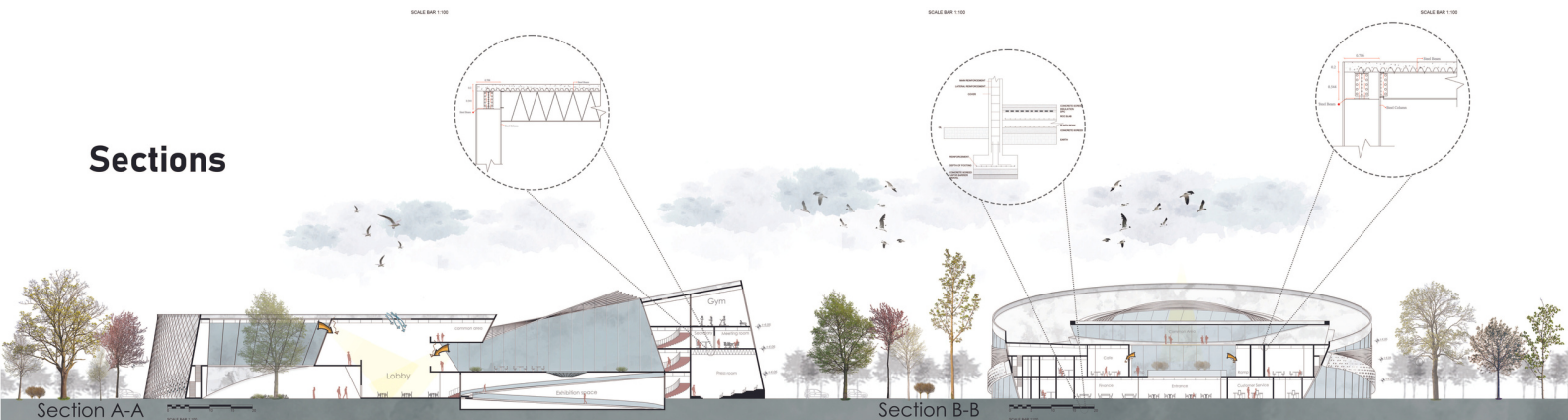
Everybody devoid of movement and stillness

Key words:
Stable, Calm
Unchanged, Pure
Clear identity, Inner

Quotation:

Some of the coolest experiences are to be ["in the busiest of places and to foster an internal and external stillness for yourself," said ,Karin Lawson

Sections



Elevations





ARCH 4501: Studio V: Mixed-Use Design

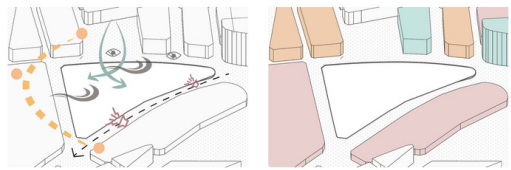
STUDIO V: MIXED USE

LIAL AZAN

PROJECT BRIEF

Near Al-Madinah's Prophet's Mosque lies the decades-old Al-Tabakha Market, home to over 60 popular restaurants that offer a wide range of traditional Saudi dishes. The Al-Madinah Regional Development Authority aims to improve its design and reflect the city's heritage better. The location is very important as a tourist destination for many visitors and residents of Madinah.

SITE ANALYSIS

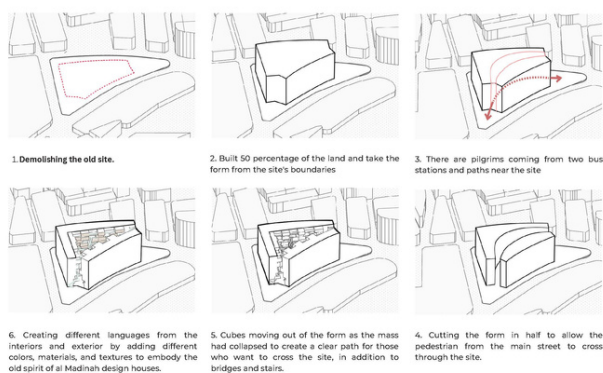


Visula Pollution in the east, Odor Pollution of the existing restaurants, and Noise Pollution in the west

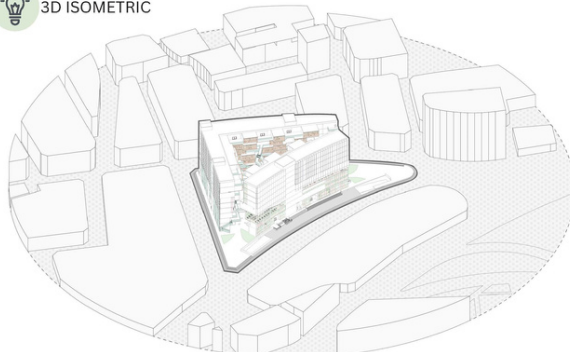
CONCEPT & INSPIRATION



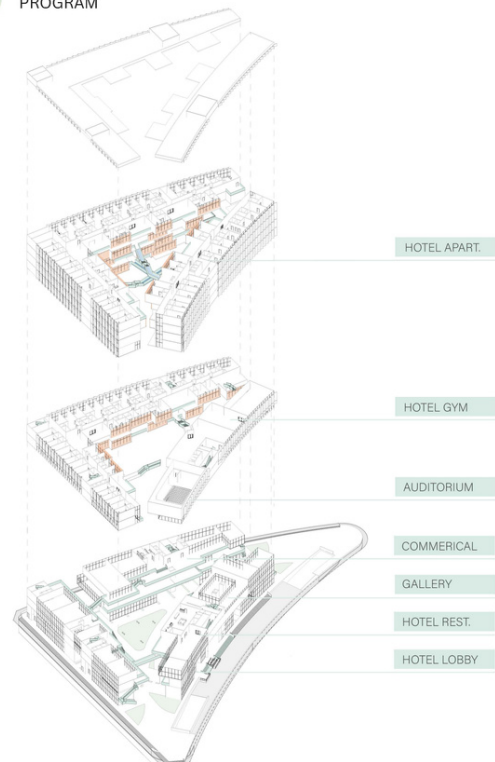
FORM GENERATION



3D ISOMETRIC



PROGRAM



Brief: In Studio V, students worked on a mixed-use project organized and supported by Al-Madinah Region Development Authority (MRDA), which fosters community design and development. Near Al-Madinah's Prophet's Mosque lies the historic Al-Tabakha Market, home to many popular restaurants serving a wide range of traditional Saudi dishes. MRDA seeks to redevelop the area to improve the tourist experience. Students were tasked with designing an iconic and memorable complex. The mixed-used development consists of a hotel, apartments and dormitories, as well as other necessary services. Students were also asked to include a welcome center and exhibition area that connect to Al-Tabakha Market. The most successful projects not only met the programmatic requirements but balanced innovation with sensitivity to the historic context.

Instructors: Arch. Abdulmohsin Adas and Ms. Shatha Abualfaraj

Notable Projects: Lubna Shukri and Lial Azan



AUTHENTICITY

urban and architectural spaces that express the originality and distinction of the place.



CONTINUITY

the growth and development of a local community that celebrates national identity and pride, respects the past, and is rooted in an understanding of society's fabric and local culture.



HUMAN-CENTRICITY

focuses on both individuals and communities at the center of any design to improve experiences, inclusivity, and social equity.



LIVABILITY

is the active pursuit of elevating the quality of life by creating a safe, attractive, socially cohesive, and healthy built environment suitable and convenient to all citizens.



INNOVATION

providing a space to explore new approaches in collaboration with those with different perspectives.



SUSTAINABILITY

is the practice of protecting and promoting the environmental, social, economic project objectives and its strategic decision making.

مشاق
الملك
سلامات
الجمرائع

TABAKHA MARKET HALL

LUBNA SHUKRI DAR AL-HEKMA UNIVERSITY ARCHITECTURE DEPARTMENT, JEDDAH, SAUDI ARABIA

BRIEF INTRODUCTION

This project focuses on designing an iconic place that combines hospitality, social and activity purposes. The project will consist of a mixed-use development: a hotel apartment and dormitories and other necessary services, in addition to a welcoming center and an exhibition area that connects to Al-Tabakha Market.

VISION, AIM & OBJECTIVES

AUTHENTICITY

Creating spaces that are emotionally and physically representative of the location.

HUMAN-CENTERED

Centering design around both individuals and communities.

CONTINUITY

Creating harmony between the 'physical' proposition and the 'place'

SUSTAINABILITY

Practicing environmental, social, and economic consciousness

INNOVATION

Engaging in design discourse and creating mental space to explore new approaches.

LIVABILITY

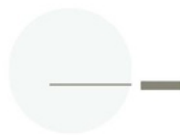
Elevating quality of life by creating a safe, attractive, socially cohesive and healthy environment.

CONCEPT

EPHEMERAL SUBSTANCES



JUXTAPSTION



PERIPHERY

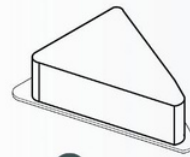


DYNAMISIM

The sensitive play between volume and mass, light & shadow, as well as rectilinear and organic dynamism.

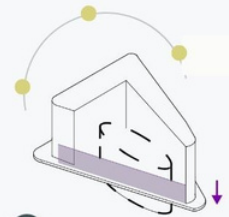
FORM GENERATION

BASED ON CONCEPT & SITE RESPONSE



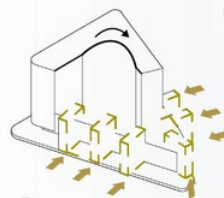
1

Extruding the mass based on the setbacks and regulations



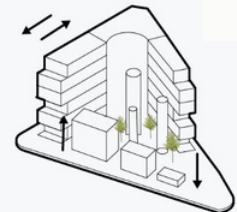
2

Adjusting form heights based on sun path + street views. creating a datum court and recessing it as a sound buffer following the authenticity of the site.



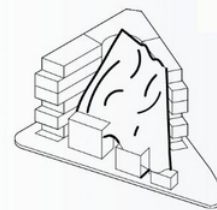
3

Creating paths to the datum - for a human-centric design - and rounding the hotel mass to maximize the unit's visual connection.



4

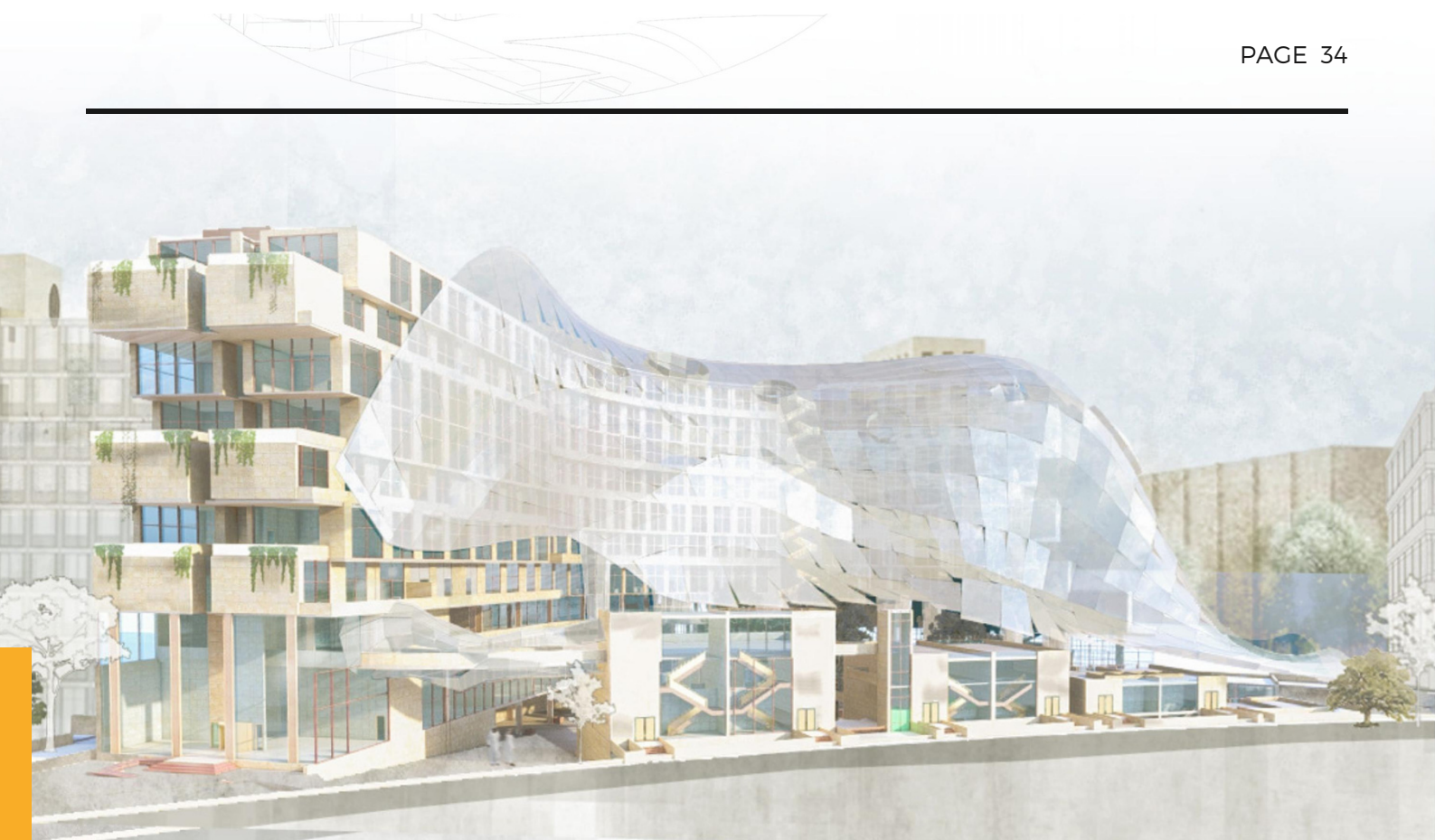
Playing with dynamism to increase daylight and introducing greenery to the datum



5

Shading the datum creates continuity & juxtaposition of rectilinear and organic dynamism.

Markthall creates an important impulse to its surrounding area which is a strong contribution to the urban economy. Markthal with its daily fresh food market, shops, and dwellings creates coherence and connections in the neighborhood which will reach a new centrality.



ARCH 5501: Studio VII: Urban Design



HOW CAN WE RELATE IT TO OUR DESIGN?

Designers are able to influence the way in which people feel about the design and ultimately, how they perceive what the shapes stand for.



every shape has its own meaning and influence differently to the viewer's mind. This doesn't happen by coincidence; this is called the **PSYCHOLOGY OF SHAPES**.

how different shapes can affect people behaviour

It means, we can use these shapes to transmit different feelings to the viewer as people may not notice these shapes directly but they will get an important impact on their feelings and behavior after they see it and we as architects can use these elements to reinforce a message through our design.

HOW CAN WE RELATE IT TO OUR DESIGN?



Circles—and other circular shapes like ovals and ellipses—are some of the most classic shapes in design. Circles, unlike other geometric shapes, don't have angles, and it makes circles feel softer and milder than other shapes.

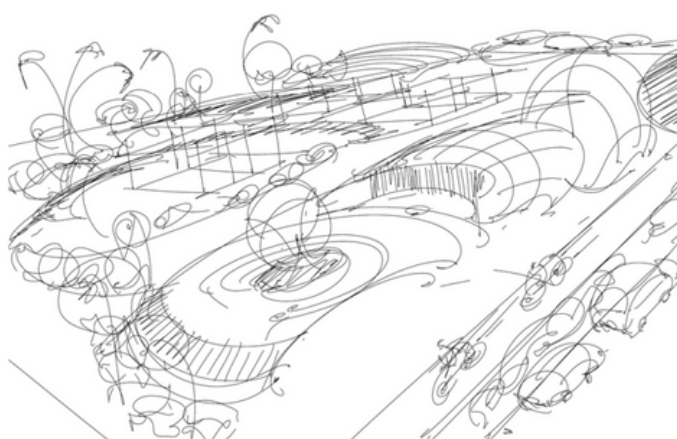
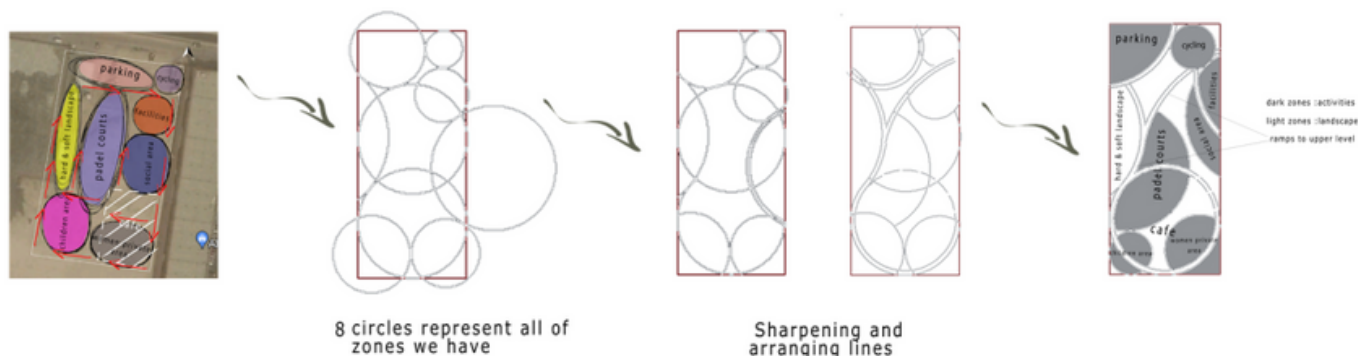
Commonly they represent both **UNITY** and **PROTECTION**. Circular shapes are much **FRIENDLIER** shape than the others for encompassing other images within.

Circles never stop, and so neither does the eye when viewing them, giving them a **CHILDLIKE WHIMSY**.

The majority of **curved lines** create familiarity and comfort; they also suggest relaxation.

Curved lines are very easy on the eyes and are interesting to follow.

Curvy lines are associated with nature — they feel very organic.



Brief: For the final project, students worked in teams of three. Their task was to explore and identify a specific urban problem in Jeddah. To help ensure the urban project was manageable, they focused on small-scale problems, either at the neighborhood scale or a specific urban public space. After consultation with their instructors, students selected a design problem for which they developed a design solution based on a cohesive process following the conventions of urban design practices. Students were evaluated based on six dimensions of urban design: functional, morphological, perceptual, social, temporal and visual aesthetic.

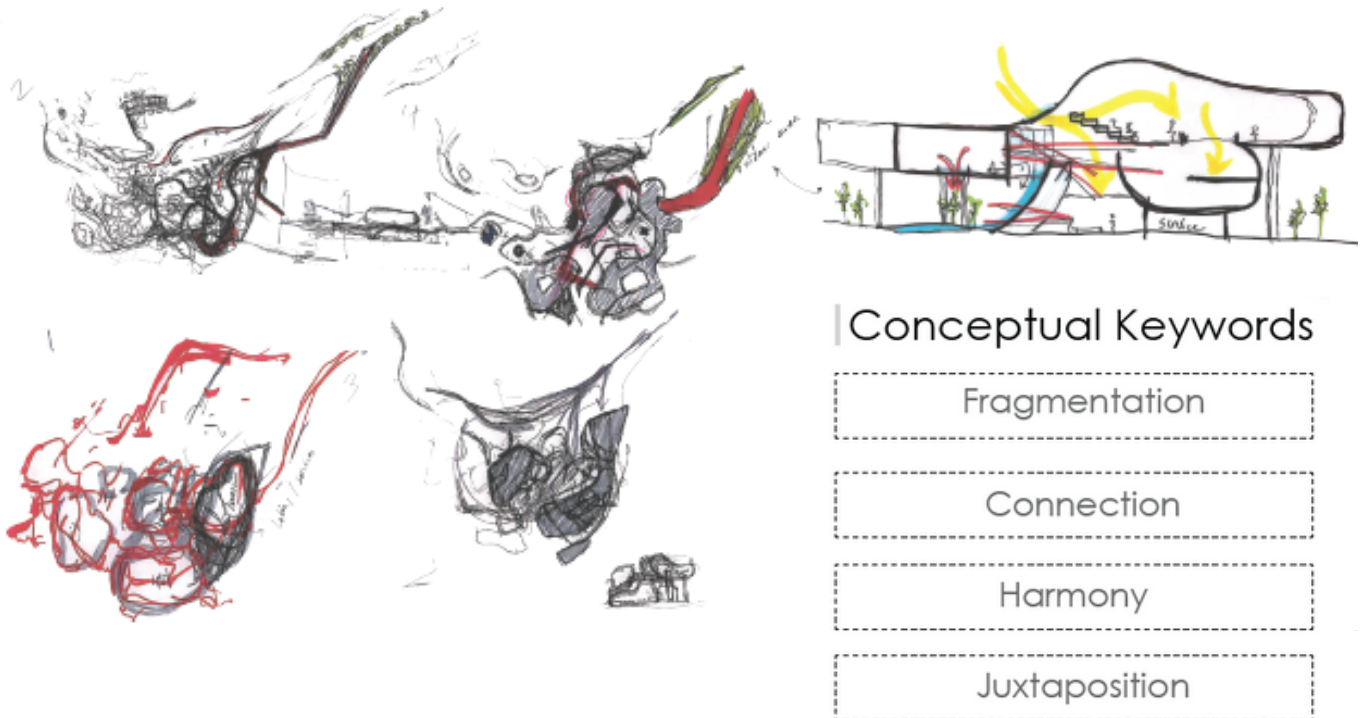
Notable Projects: Haneen Alshoukairy, Ebtisam Sharbatly, and Toulain Tabbash

Instructors: Dr. Nader Azab and Ms. Suman Faruqui

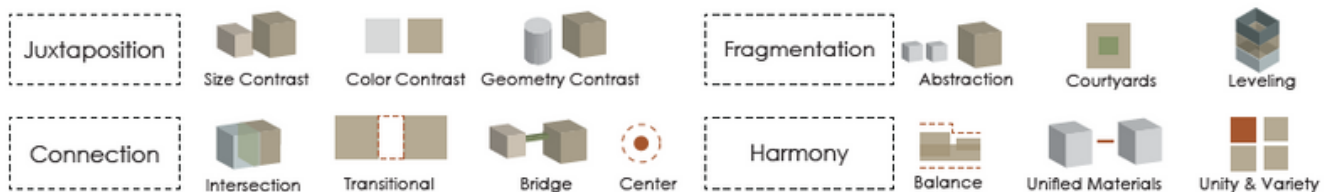
ARCH 5502: Studio VIII: Capstone Project

THE LOST PLACE OF FOCUS

The capstone thesis highlights the problem of distractions in the age we live in. Therefore, the project aims to consider distraction (Aural, Visual, Behavioral) in the architectural designs to design a project that minimizes the effects of distractions on users and designs an experience with distractions in a positive matter.



Concept Application Design Strategies



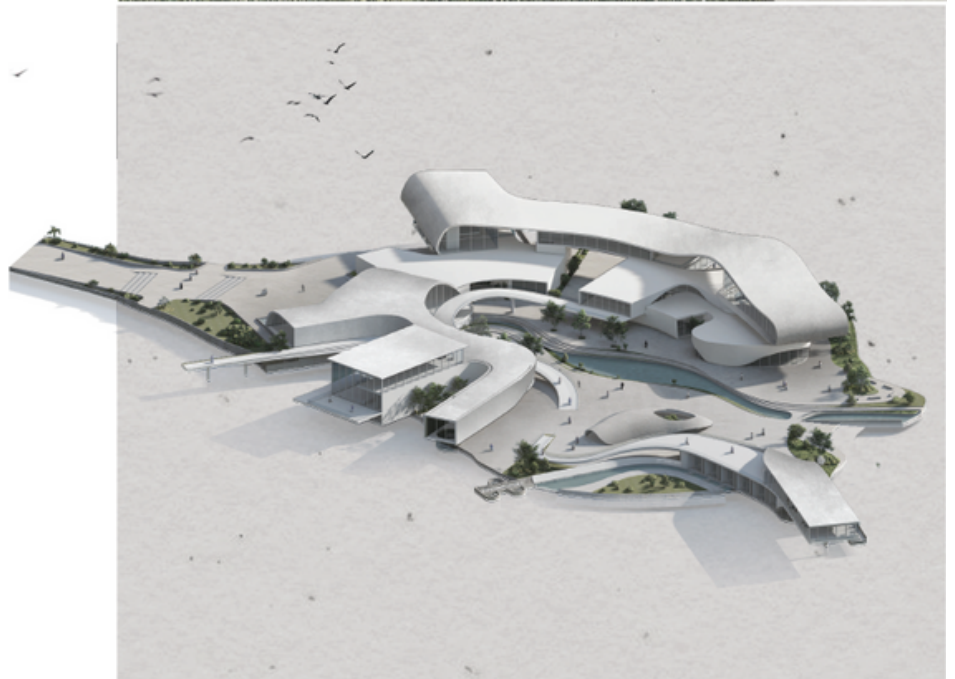
Design Process and Development



Brief: For their final jury, students were asked to develop an advanced, complex, and sustainable architectural project that provided new insights on local, regional, and global challenges. As part of the design process, they were expected to apply knowledge of cultural, economic, environmental, and global contexts.

Instructors: Dr. Mohammed Gomaa and Ms. Rasha Farsi

Notable Project: Zainah Bagaber



III. TALKS AND WORKSHOPS



**A. HOW TO BE A SUCCESSFUL ARCHITECT:
LESSONS FROM THE PROFESSION**

**B. WHEN ARCHITECTURE BECOMES A CANVAS:
ARTISTIC INTERVENTIONS BY ALAIN BONY,
1981-2022**

**C. REINVENTING CITIES:
A NEW URBAN REGENERATION PROCESS IN
CIRCULATION**

**D. MAPPING HISTORIC URBAN LANDSCAPES
THROUGH SOCIAL MEDIA DATA**

HOW TO BE A SUCCESSFUL ARCHITECT:

Lessons from the Profession

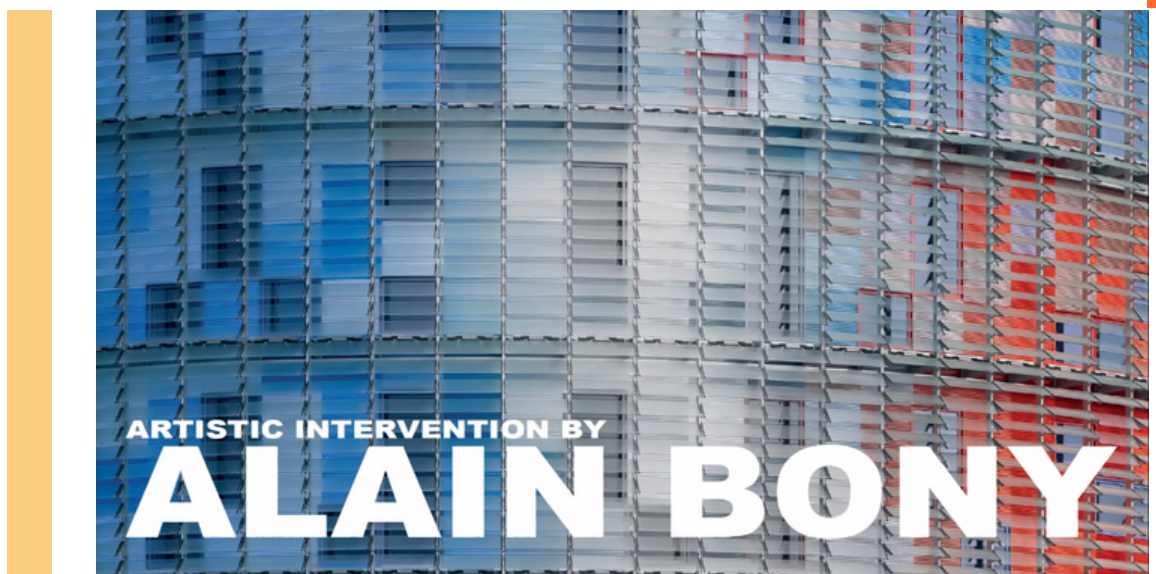


On December 7, Ms. Sima Refae organized a talk on “How to Be a Successful Architect” for her Professional Practice (ARCH 5202) students, who were given an assignment to go through the steps of opening their own architecture firms. The speakers included Arch. Noha Radwan, Vice President at Retaj Engineering and Consulting Co., who discussed how to prepare a financial report and quote for clients. The second presenter, Arch. Mohamed Waez, explained how to write client contracts that cover each stage of the design and construction process. In response to the strong interest in the topic, Ms. Sima opened the talk to all students from the Architecture and Interior Design departments.

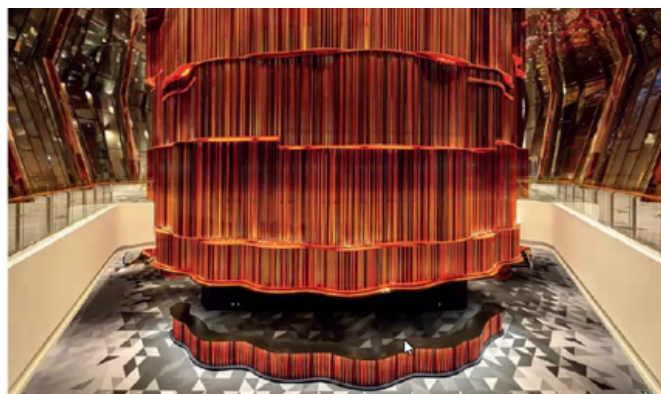


WHEN ARCHITECTURE BECOMES A CANVAS:

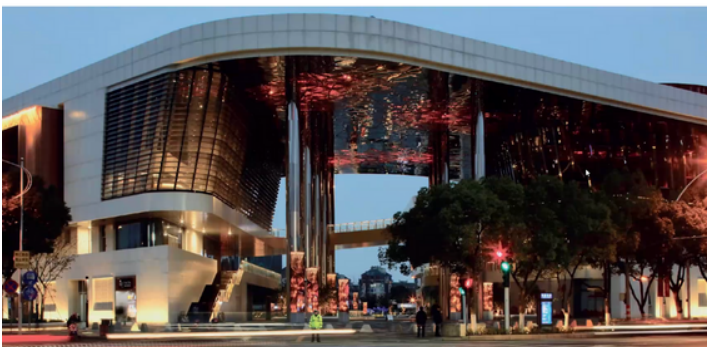
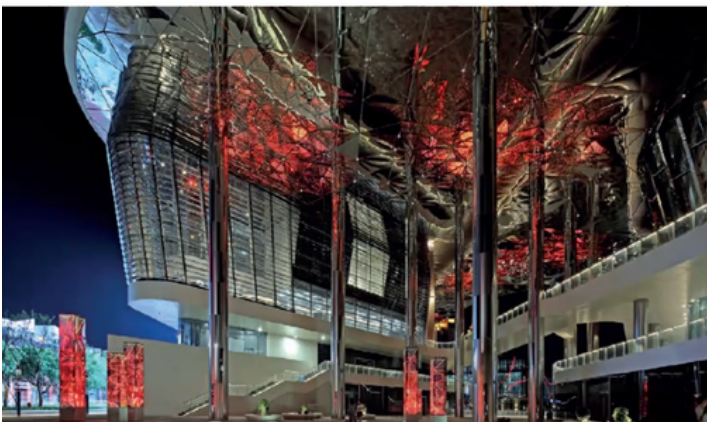
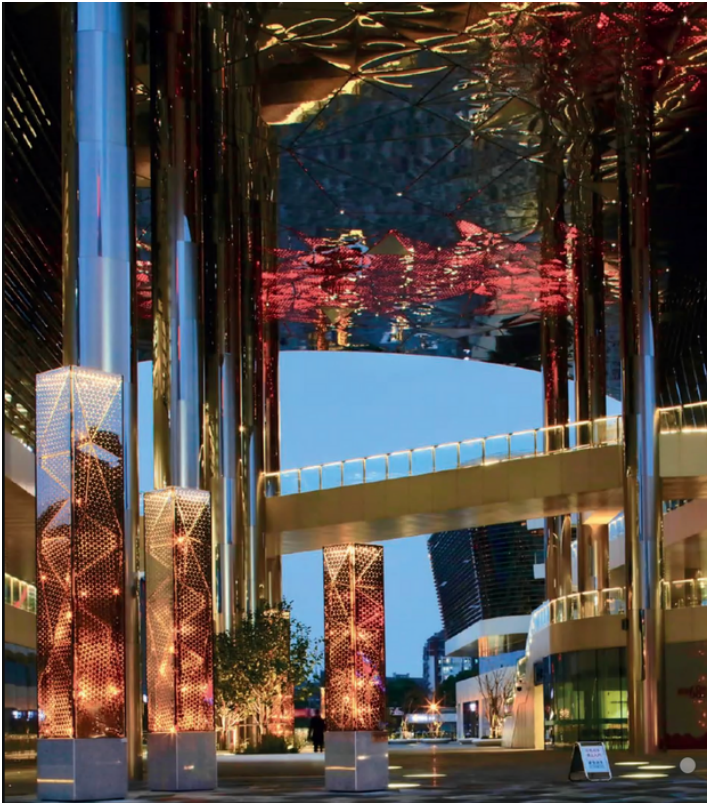
Artistic Interventions by Alain Bony, 1981-2022



On December 13, French artist Alain Bony spoke to architecture students about the important impact that artistic interventions can have on architecture and its users. For more than 40 years, Bony has closely collaborated with leading international architects to enhance the sensory effects of architecture by creating unique immersive environments. He has received widespread recognition for his work with the French Pritzker Prize-winning architect Jean Nouvel. Among their most famous collaborations is the Glòries Tower, which opened in Barcelona, Spain, in 2005. The 38-story skyscraper was originally built for the Agbar Group, the parent company of the Water Company of Barcelona, which inspired Nouvel's geyser-like form.



. To enhance the liquid effect, Bony carefully composed a palette of more than 40 shades for the lacquered aluminum sheets cladding the concrete tower. Bony emphasized that artistic interventions in architecture should respond to the context, whether the surrounding natural or built environments or the history and culture of a particular place. Thus, beyond creating a novel effect, the Glòries Tower's polychrome façade also alludes to the Trencadís mosaic technique, famously used by the Catalan architect Antoni Gaudí. In 2012, Bony completed work on another project with Nouvel: The Life Marina condominium complex in Ibiza, Spain. To capture the exuberant spirit of the island as well as to create a distinctive identity for different parts of the complex, the balcony ceilings on each level were painted a signature color: purple, orange, green, pink, yellow and blue.



The lively combination of color enlivens the building's façade while visually connecting it to the vibrant Mediterranean landscape. In recent years, Bony has been working extensively in China. In 2018, he partnered with NBBJ, a Seattle, Washington-based architecture firm, on the design of Tencent Headquarters Hall in Shenzhen. To enhance the distinction between public and private spaces, Bony clad the walls on the ground and first floors with stainless steel panels, above which he hung warm golden metal fabric. The striking contrast between the solid and translucent types of cladding enhanced the emotional impact of the otherwise spare, minimal space. For Bony, artistic interventions are more than mere aesthetic additions to architecture. They have the potential to awaken, inspire, and engage by striking an emotional chord with users.



Life Marina

Ibiza, Spain
 Architect: Jean Nouvel
 Dates: 2005 - 2012
 Status: Finalised

From the notion of granting a different solid colour to each floor, the idea was to «contaminate» the ceilings and balconies with both the nature and other bright colours in such a subtle way as to convey a feeling of colourful vibration, creating an integration of colour. A technique of filtering or masking was

created and applied in-situ after experimentation at the atelier. This was meant to make each apartment unique, with an authentic and original artistic intervention of their own, where colours play with each other in successive touches creating an unrepeatable singular pattern.



Natural erosion

Life Marina, Ibiza, Spain
 Photo credit: Alain Bony Lab
 2012



REINVENTING CITIES:

A New Urban Regeneration Process in Circulation

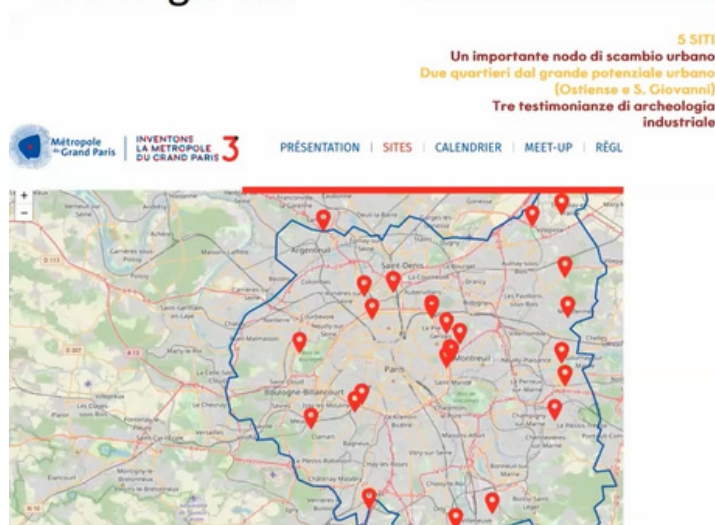
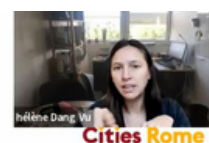


On January 24, H       Dang Vu, an Associate Professor at the        d'Urbanisme, Lab'URBA, Universit   Gustave Eiffel in Paris, France, shared her current research on the actors involved in the urban redevelopment projects in Paris planned for the upcoming 2024 Summer Olympics. Building on her previous work, Vu's new research project focuses on the process of urban development, paying special attention to the logic, tools, and modalities of urban actors as well as the restraints they face in the production of urban districts. In her talk, Vu addressed the important role that calls for innovative urban projects (CIUPS) play in current urban redevelopment projects, including those planned for the 2024 Summer Olympics in Paris.



Grouping sales of public goods in a single call

ROMA 

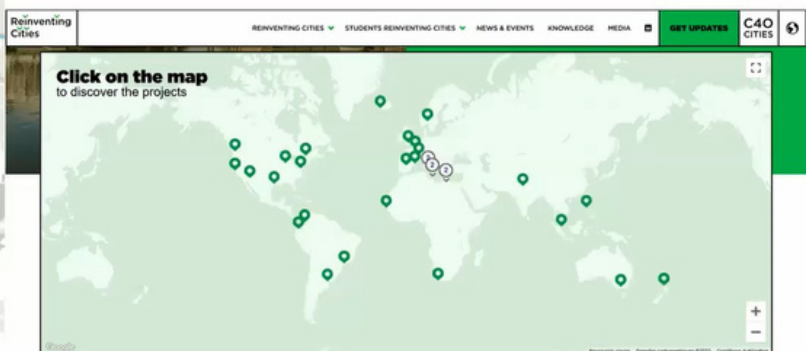
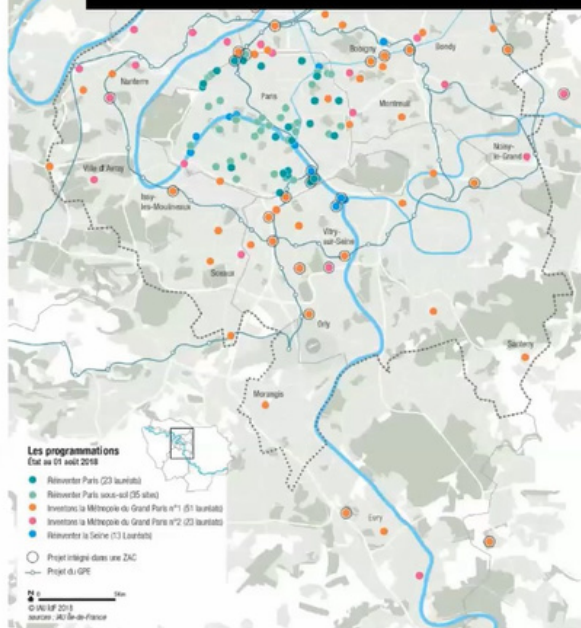


the Morland Mixité Capitale carried by the developer (Emerige)



The 40 architecture students who attended the online talk learned that urban development is a highly complex process that involves actors beyond architects and urban planners. In today's globalized world, elected officials, bureaucratic administrators as well as a multi-skilled consortium of investors, developers, architects, urban planners, and managers are involved in the development of public land, in the hope of producing creative, innovative, and ecological urban projects that will revitalize some of the most challenging parts of 21st century cities for the public good.

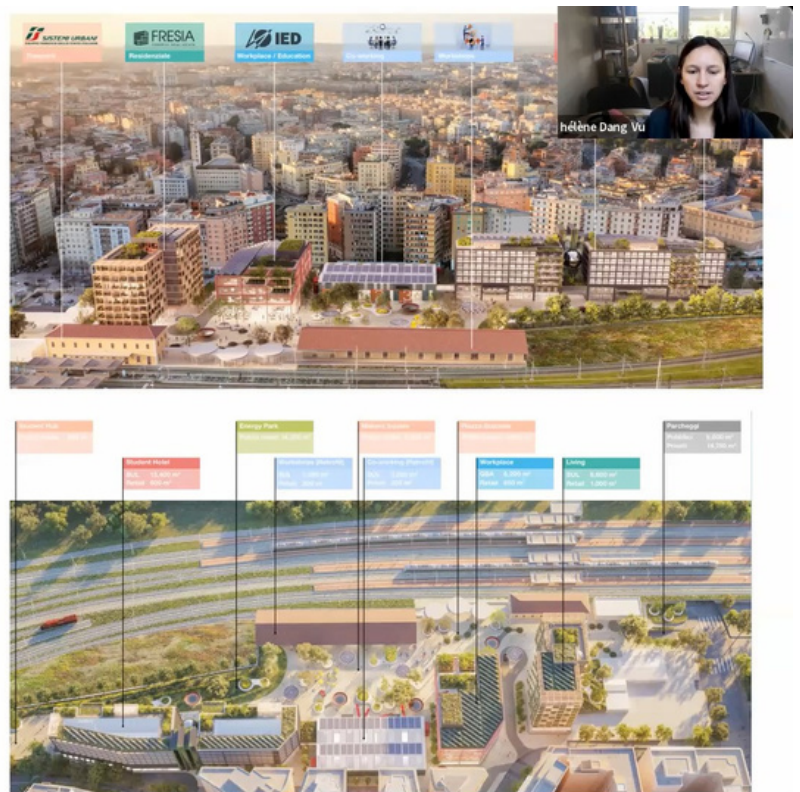
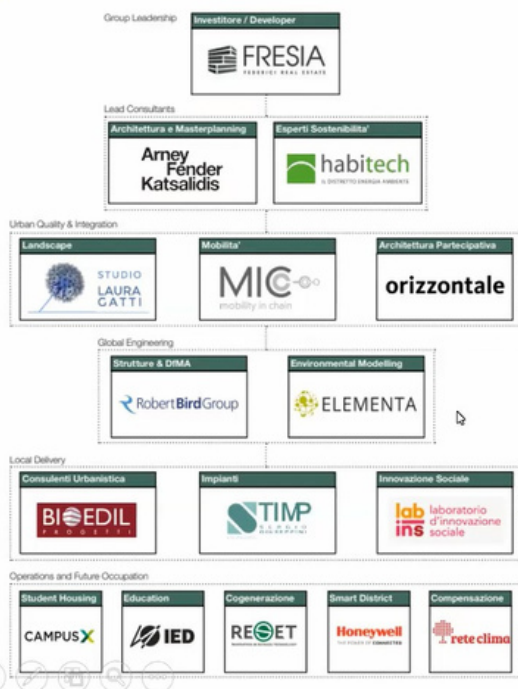
Circulation of Calls for innovative urban projects (CIUPs) from Paris 2014 to C40 2022



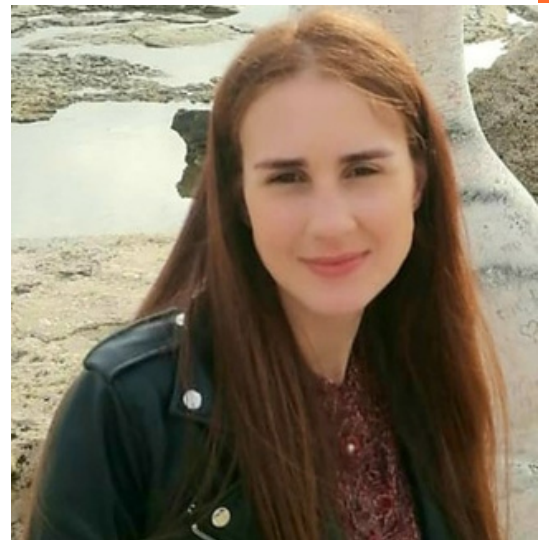
The Edison lite



The Tuscolana winner: Campo Urbano project



MAPPING HISTORIC URBAN LANDSCAPES THROUGH SOCIAL MEDIA DATA



On January 31, Dr. Manal Ginzarly, a Postdoctoral Research Fellow in the Department of Information Technology and Operations Management in the Adnan Kassab School of Business at the Lebanese American University in Beirut, Lebanon, introduced her innovative research methodology, which involves the collection and analysis of big data culled from social media platforms. Her multidisciplinary inquiry combines urban governance, sustainable development, heritage management, and tourism management. In her research, she focuses on people's construction and definition of heritage and on the co-production of heritage knowledge.

Children's perceived image of WH



2030 Sustainable Development Goals

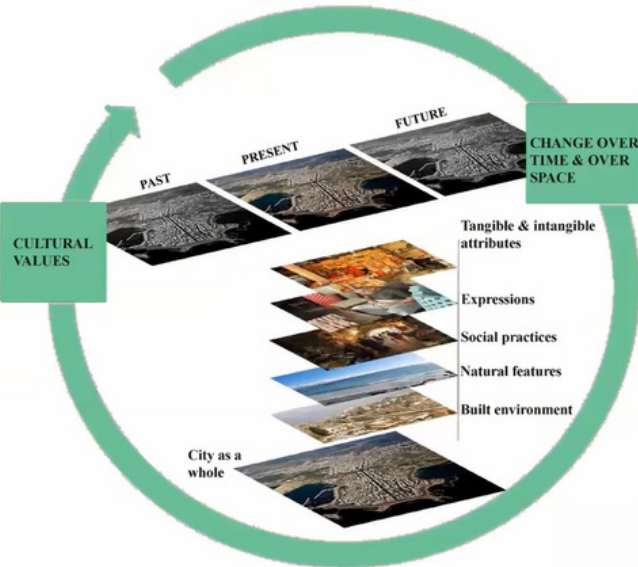
Cultural heritage is mentioned, inter alia, in goals 4, 8, 11, 16, 17



(UN-HABITAT III, 2016)

Historic Urban Landscape (HUL)

A Landscape Approach to Urban Management



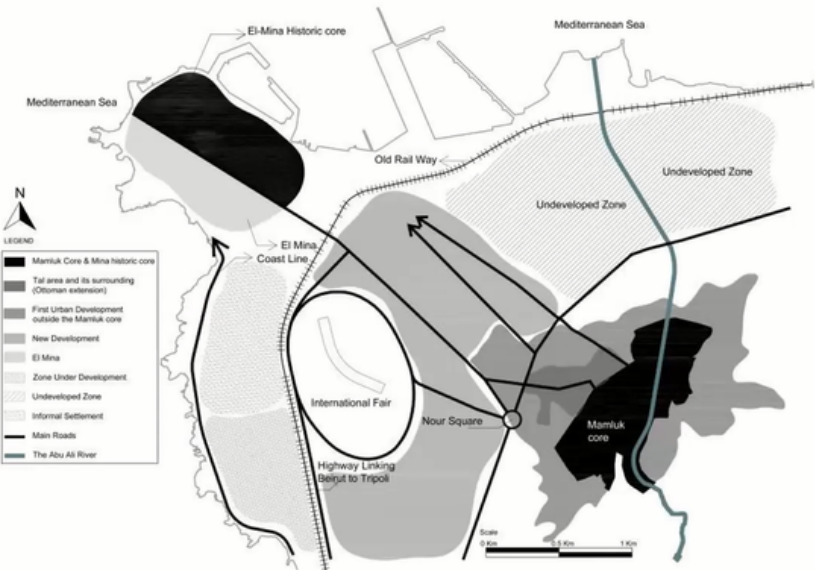
(UNESCO, 2011, 2015, 2016)

She develops novel methods that integrate traditional and innovative tools to grasp the range of cultural values attributed by the different stakeholders—including locals, tourists, and decision-makers—to the historic urban landscape. She uses social media data to foster civic engagement in heritage management and to provide additional knowledge on the diversity of heritage places and attributes. In her research on Tripoli, Lebanon, she retrieved valuable data from Flickr, the popular online photo-sharing site, to help understand the different experiences and practices of locals and tourists in the city. In using social media as evidence, Dr. Ginzarly stressed the importance of analyzing textual and visual information closely and critically as well as using other more traditional types of evidence to corroborate and support findings.

Study Area



manal.ginzarly



Prospects and Challenges for HUL Implementation



HUL Characterization – Geographical distribution of p



Density and spatial distribution of photos (locals)

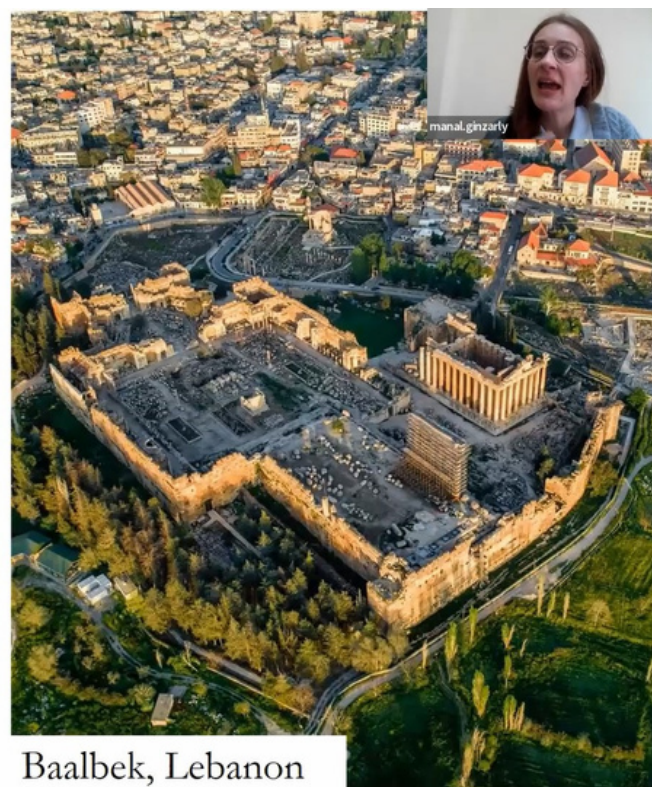


Density and spatial distribution of photos (tourists)

The Interplay of Context, Experience, and Emotion at World Heritage Sites: a Qualitative and Machine Learning Approach



Byblos, Lebanon



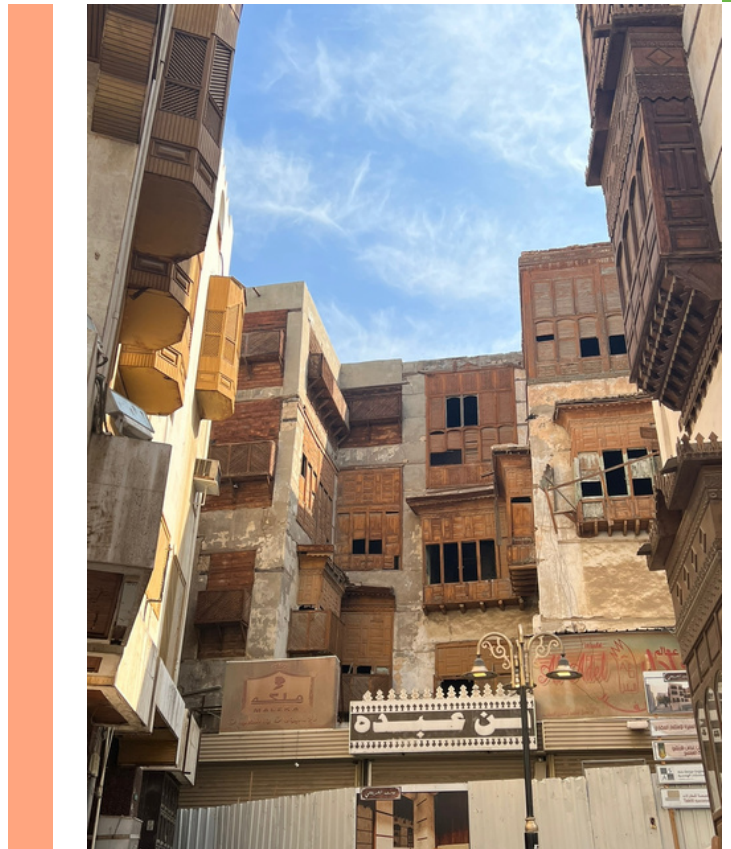
Baalbek, Lebanon

IV.VISITS AND TRIPS

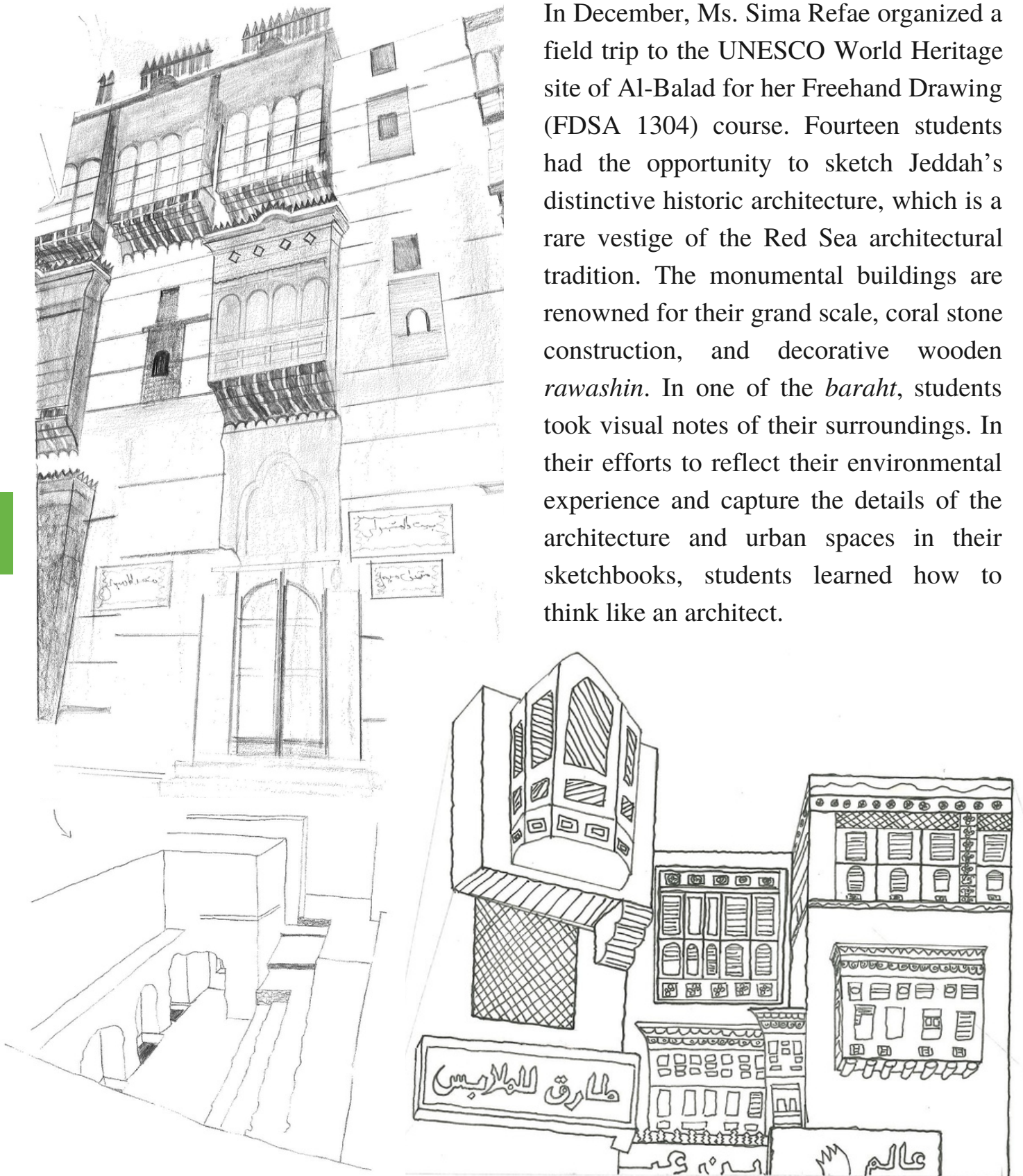


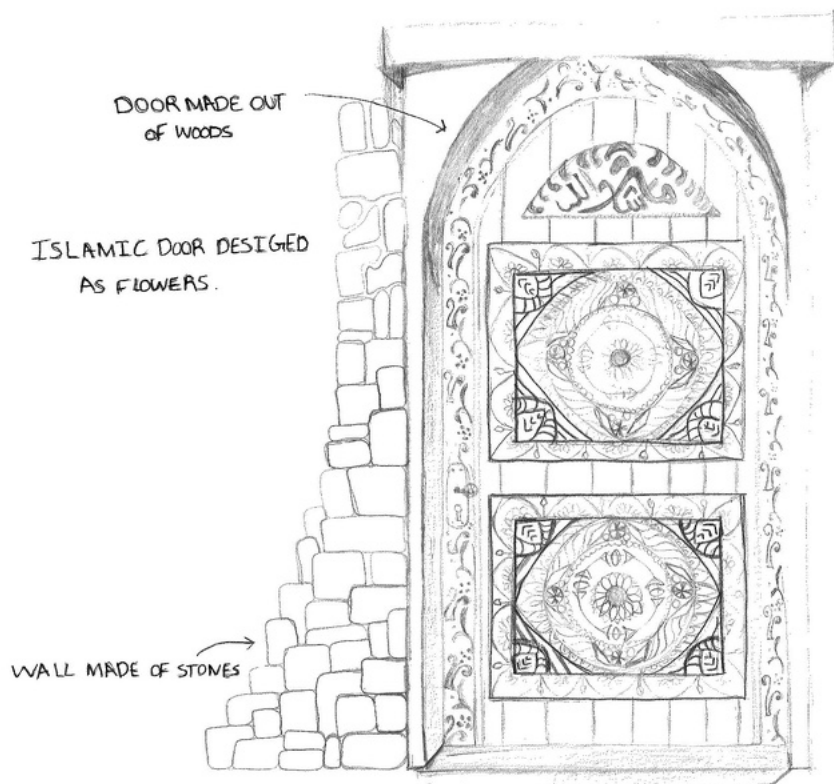
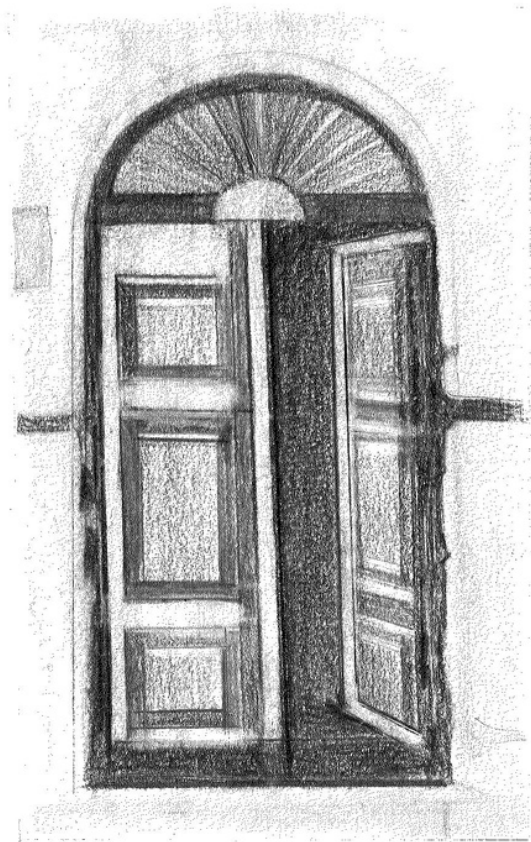
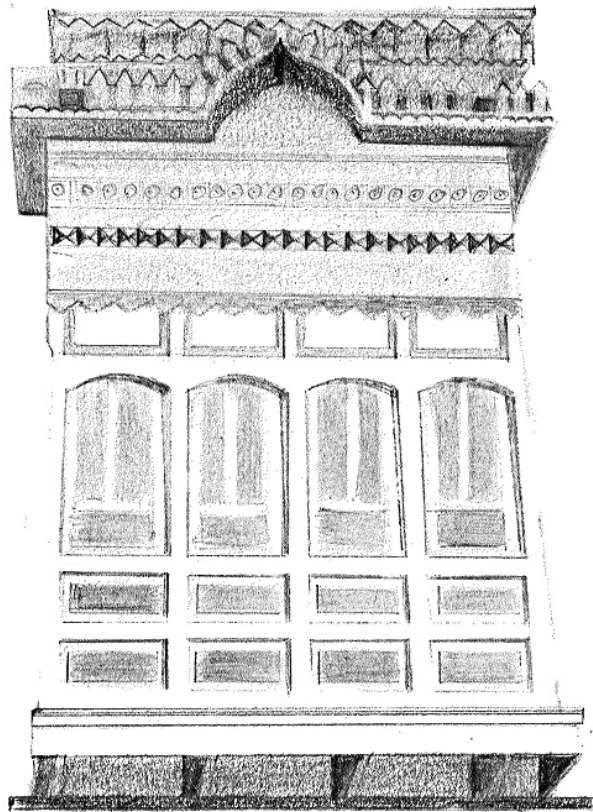
URBAN SKETCHING IN HISTORIC AL-BALAD

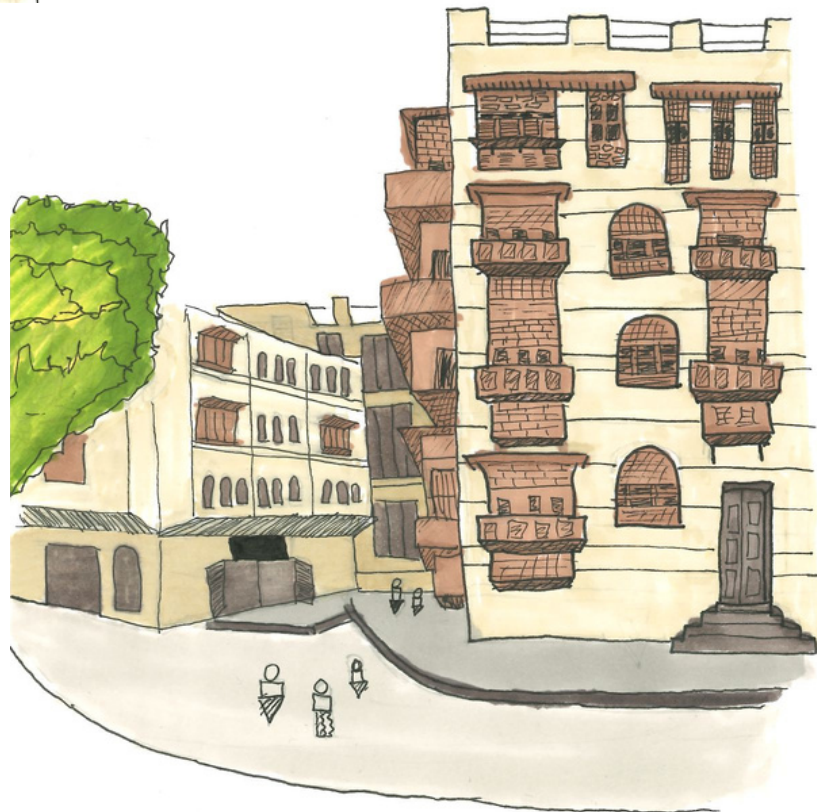
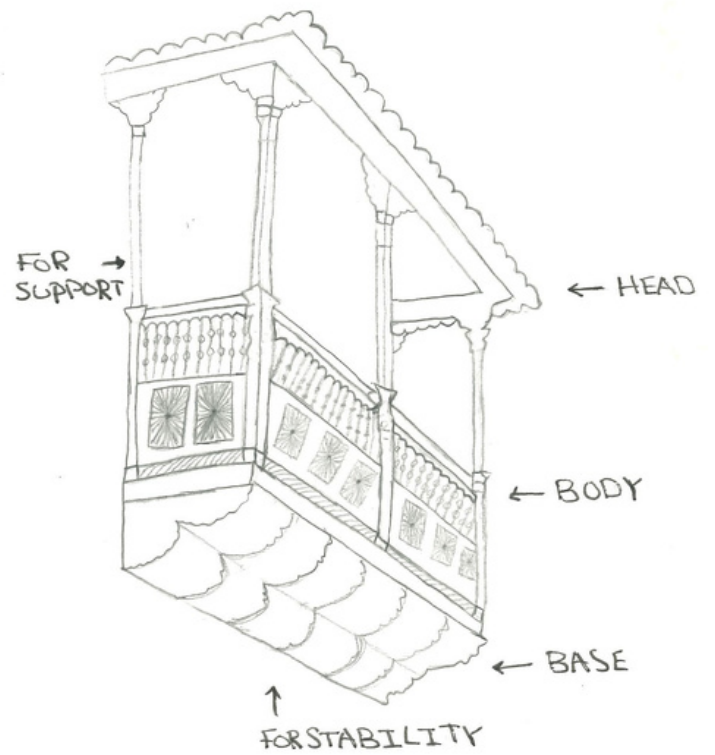
URBAN SKETCHING IN HISTORIC AL-BALAD



In December, Ms. Sima Refae organized a field trip to the UNESCO World Heritage site of Al-Balad for her Freehand Drawing (FDSA 1304) course. Fourteen students had the opportunity to sketch Jeddah's distinctive historic architecture, which is a rare vestige of the Red Sea architectural tradition. The monumental buildings are renowned for their grand scale, coral stone construction, and decorative wooden *rawashin*. In one of the *baraht*, students took visual notes of their surroundings. In their efforts to reflect their environmental experience and capture the details of the architecture and urban spaces in their sketchbooks, students learned how to think like an architect.







V. OTHER EVENTS



**A. DAR AL-HEKMA UNIVERSITY'S ANNUAL
SPRING OPEN HOUSE**

**B. PG PURIFICACIÓN GARCIA X DAR AL-HEKMA
UNIVERSITY FINAL JURY**

**C. MEETING WITH THE SAUDI CENTER FOR
ENERGY EFFICIENCY TO DISCUSS POTENTIAL
COLLABORATIONS**

DAR AL-HEKMA UNIVERSITY'S ANNUAL SPRING OPEN HOUSE



لقاء اليوم التعريفي
OPEN DAY TALK



Dar Al-Hekma University's Annual Spring Open House was held on December 21 and January 10. The Architecture Department welcomed prospective students interested in the Bachelor's and Master's programs. For their convenience, guests were able to scan a Shababik Al Hekma code for access to detailed information about the Architecture Department, including the Plan of Study and Program Learning Outcomes. Five attendees expressed interest in the Bachelor's program and four attendees indicated interest in the Master's program, a gratifying result for the hardworking faculty and staff who participated in the event.

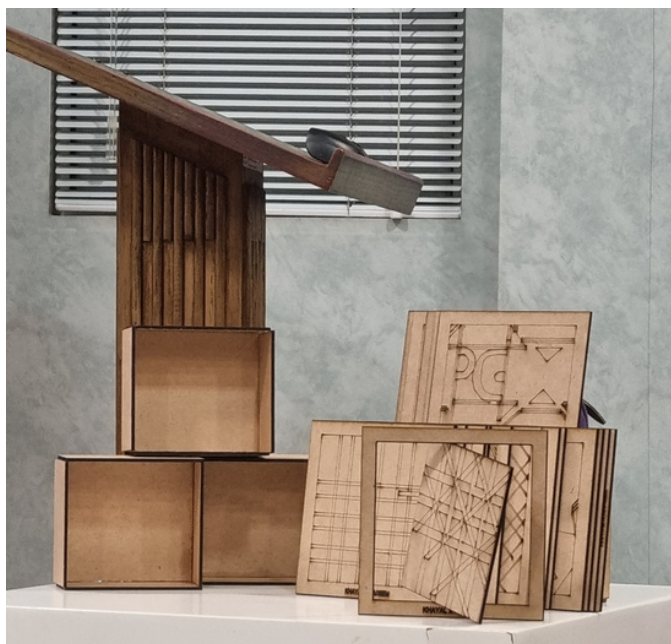


PG PURIFICACIÓN GARCIA X DAR AL-HEKMA UNIVERSITY FINAL JURY

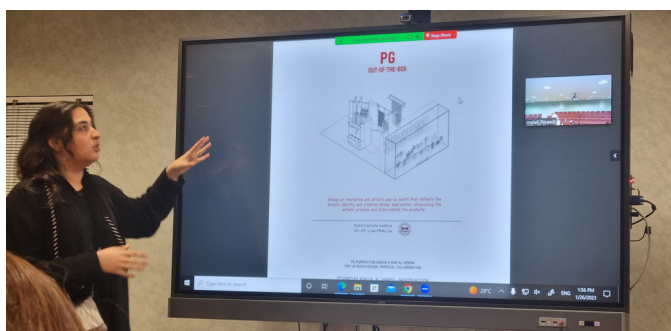


PG

PURIFICACION GARCIA



Founded in 1981, the Spanish fashion house PG Purificación Garcia is famous for collaborating with innovative global creators as part of its mission to support talented international designers from a variety of artistic disciplines. This year, Purificación Garcia has invited Dar Al-Hekma University's architecture students to submit concept proposals for the Purificación Garcia pop-up installations, which will be prominently displayed at the Mall of Arabia and the Red Sea Mall in Jeddah; Nakheel Mall and Riyadh Park in Riyadh; and Al Rashid Mall in Abha.



The final jury for the PG Purificación Garcia x Dar Al-Hekma University collaboration was held on January 26, under the supervision of Ms. Shatha Abualfaraj. The jury members included three PG Purificación Garcia representatives: Mr. Santiago Lameiro, Global Communications and Retail Marketing Director; Ms. Sarah Alshenawi, Senior Marketing Executive in the Kingdom of Saudi Arabia and Qatar; and Ms. Ghazal Zagzoog, Visual Merchandiser in the Kingdom of Saudi Arabia. The fourth jury member was Ms. Sohad Refae, a Partnership Specialist at the Chalhoub Group, the leading partner for luxury goods retailers and distributors in the Middle East. Architecture faculty Dr. Nader Azab and Ms. Refae also participated in the event, which consisted of 28 attendees.



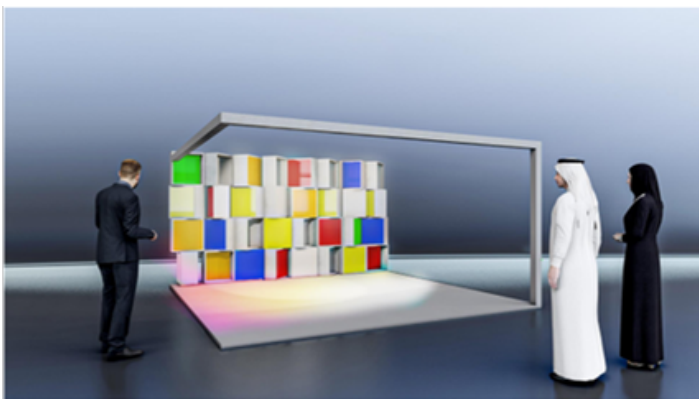
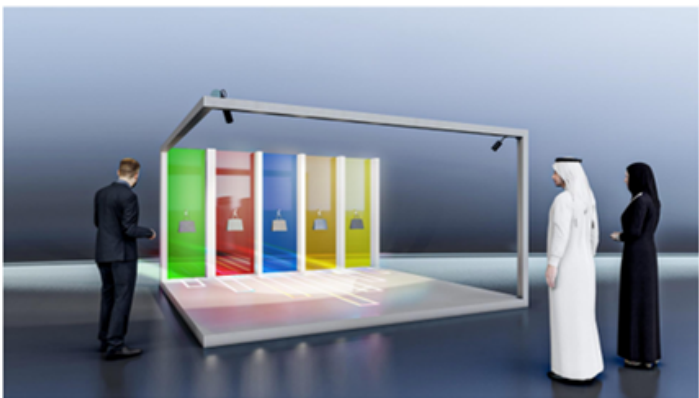
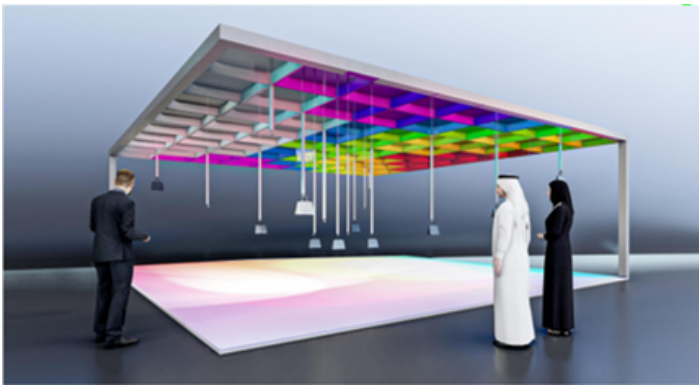
Students were asked to design a pop-up installation that reflected Purificación Garcia's timeless yet playful brand identity in cube form, using the keywords "minimal, geometric, fun, cube, color and ironic" as inspiration. In Project 1, recent graduate Khayal Al Sharef and junior Naseem Hussein sought to showcase the artistic process and story behind Purificación Garcia's products. Inspired by art and fashion, they juxtaposed different brand patterns along with colored cubes that also served as display cases. In Project 2, recent graduate Morooj Ghoneim's design was inspired by the classic connect the dots game, resulting in a lively interplay of color that enhanced the pavilion's different cubic surfaces. In Project 3, junior Raseel Al-Bokari designed a minimal yet elegant cubic enclosure with Dichroic glass walls, which shift in color depending on lighting conditions and the position of the viewer.

The PG Purificación Garcia x Dar Al-Hekma University collaboration provided an exciting opportunity for architecture students to develop creative design ideas that addressed the aesthetic and functional needs of a real client in the world of luxury retail. Students were challenged to use fundamental architectural elements, including color, light and texture, to produce an engaging sensory experience to attract the interest of potential customers in a competitive commercial environment.

Project 1: Khayal Al Sharef and Naseem Hussein



Project 2: Morooj Ghoneim



Project 3: Raseel Al-Bokari

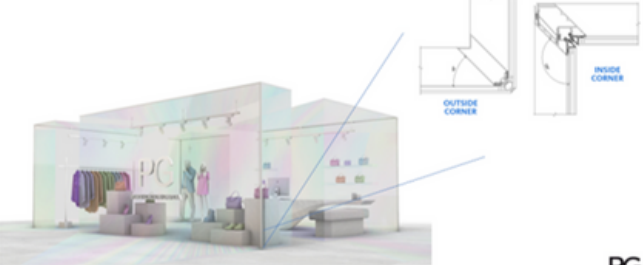
PURIFICACION GARCIA MATERIALS



THE REFLECTION OF THE DIHEDRIC GLASS, AROUND THE CONCEPT POP UP WILL ATTRACT CUSTOMERS

PG

PURIFICACION GARCIA STRUCTURE



PG

PURIFICACION GARCIA



PG

PURIFICACION GARCIA COLORS



PG

MEETING WITH THE SAUDI CENTER FOR ENERGY EFFICIENCY TO DISCUSS POTENTIAL COLLABORATIONS



المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center

The Architecture Department at Dar Al-Hekma University is pleased to announce that it held a meeting with representatives from the Saudi Center for Energy Efficiency (SCEE) to discuss potential collaborations. The purpose of the meeting was to explore ways in which the Architecture Department can collaborate with the SCEE to promote energy efficiency in the Kingdom of Saudi Arabia.

During the meeting, the SCEE presented its vision for energy efficiency in Saudi Arabia and discussed various types of collaborations that could be undertaken. These include workshops, training sessions, research projects, public awareness campaigns, and capacity building initiatives.

The SCEE representatives present at the meeting expressed their enthusiasm for working with Dar Al-Hekma University and agreed that energy efficiency is an important issue that needs to be addressed in Saudi Arabia. They also expressed their commitment to working together to achieve this goal.

"We are honored to be meeting with the CSEE to discuss ways in which we can work together to drive energy efficiency in the Kingdom," said Dr. Mohammed Gomaa, Chair of the Architecture Department. "Our university is committed to promoting sustainable practices and reducing our environmental impact, and we believe that working with CSEE will allow us to make a meaningful impact in this area."

Dar Al-Hekma University is committed to working with the CSEE and other organizations to drive energy efficiency and promote sustainable practices. The meeting is just the first step in a long-term partnership aimed at creating a more sustainable future for the Kingdom of Saudi Arabia.

**VI. QUTUF:
A CREATIVE HARVEST**

**A. FATIMA HASSAN, COLORS UNDER THE
BLACK CLOUD**

**B. JANA ALFASE, CHURCH OF OUR LADY
BEFORE TYN, PRAGUE, CZECH REPUBLIC**

COLORS UNDER THE BLACK CLOUD

Fatima Hassan





Mixed media: acrylic and oil pastel

CHURCH OF OUR LADY BEFORE TYN, PRAGUE, CZECH REPUBLIC

Jana Alfase





Medium: Acrylic and fine liner on canvas

VIII. ANNOUNCEMENTS





READ IN THE NEXT ISSUE

- Select architecture students participated in a workshop hosted by KAUST.
- The Department of Architecture planned an Urban Sketch Field Trip to Al-Balad as a part of its Founding Day celebrations, where students from all departments of Dar Al-Hekma University participated in sketching old buildings.
- The Department of Architecture will hold Midterm juries in which students present their projects.

IX. CREDITS AND CONTACTS



NEWSLETTER CREDITS

- Dr. Mohammed Gomaa, Editor-in-Chief
- Dr. Tamsen Anderson, Managing Editor
- Ms. Amal Alhumrani and Ms. Wejdan Abdrabuh, Co-Editors
- Ms. Alanoud Aljadaani, Layout Design
- Ms. Alanoud Aljadaani, Logo Design
- Featured cover photo is a 3D shot of Alumna: Zainah Bagaber's Capstone project.

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