

Towards a New Agenda for Design in the Mediterranean Region



PAD. Pages on Arts and Design

International, peer-reviewed, open access journal

founded by Vanni Pasca in 2005

Editor-in-Chief

Marinella Ferrara

Design Professor, Politecnico di Milano, Italy

Advisory Board

Tevfik Balcıoğlu

Yaşar University, Izmir, Turkey

Murat Bengisu

Izmir University of Economics, Turkey

Isabel Campi

Design History Foundation, Barcelona, Spain

Eduardo Corte Real

UNIDCOM/IADE, Lisbon, Portugal

Antonio da Cruz Rodrigues

Universidad Lusofona, Lisbon, Portugal

Soumiva Mikou

Moroccan Design Association, Casablanca, Morocco

Vanni Pasca

Italian Association of Design History, Milan, Italy

Ely Rozenberg

IED Rome and Ely Rozenberg Design, Italy and Israel

Mireia Frexia Serra

Gracmon, Universitat de Barcelona, Spain

Andreas Sicklinger

Università di Bologna, Italy

Fedja Vukić

University of Zagreb, Croatia

Managing Editor

Chiara Lecce

Politecnico di Milano, Italy

Editorial Board

Helena Barbosa

University of Aveiro, Portugal

Stefania Camplone

Università di Chieti-Pescara, Italy

Cinzia Ferrara

Università degli Studi di Palermo, Italy

Francesco E. Guida

Politecnico di Milano, Italy

Ashley Hall

Royal College of Art, London, England

Elif Kocabivik

Izmir University of Economics, Izmir, Turkey

Lia Krucken

Creative Change, Brazil and Germany

Carla Langella

Università degli Studi della Campania Luigi Vanvitelli, Italy

Giuseppe Lotti

Università di Firenze, Italy

Tomas Macsotay

Pompeu Fabra University, Spain

Nicola Morelli

Aalborg University, Copenhagen, Denmark

Alfonso Morone

Università Federico II, Napoli, Italy

Raquel Pelta

Universidad de Barcelona, Barcelona, Spain

Anna Cecilia Russo

Politecnico di Milano, Italy

Daniele Savasta

Yaşar University, Izmir, Turkey

Rosanna Veneziano

Università degli Studi della Campania Luigi Vanvitelli, Italy

Artemis Yagou

ICOHTEC, Munich, Germany

Li Zhang

Beijing Information Science and Technology University, China

Publishing Consultant

Vincenzo Castellana, Architect, Italy

Art Direction

Francesco E. Guida

Correspondents

Amina Agueznay, Morocco

Hèla Hamrouni, Tunisia

Vesna Kujovic. Montenegro

Can Özcan, Turkey

Ana Perkovic, Croatia

Filip Roca, Montenegro

Azadeh Sabouri, Iran

Marco Sousa Santos, Portugal

Pascale Wakim, Lebanon

Reviewers 2018

Murat Bengisu, Eduardo Corte Real, Elena Della Piana, Giuseppe Di Bucchianico, Emre Ergul, Elif Kocabiyik, Chiara Lecce, Rodolfo Maffeis, Alfonso Morone, Francesco E. Guida, Paola Proverbio, Anna Cecilia Russo, Carlo Santulli, Maria Antonietta Sbordone, Carla Sedini, Davide Spallazzo, Raffaella Trocchianesi, Fedja Vukic, Artemis Yaqou

PΔN

via Festa del Perdono 1 – 20122 Milano – Italy via Roma 171 – 90133 Palermo – Italy info@padjournal.net – editors@padjournal.net

Publisher

Aiap Edizioni – via A. Ponchielli 3 – 20129 Milano – Italy aiap@aiap.it – www.aiap.it

PAD © ISSN 1972-7887 #16, June 2019

www.padjournal.net

O. EDITORIAL #16

Towards a New Agenda for Design in the Mediterranean Region Marinella Ferrara and Chiara Lecce	005
I. DESIGN FOR SOCIAL AND ENTEPRENERIAL INNOVATION	
Design for the Mediterranean Social Inclusion Emilio Rossi and Paola Barcarolo	013
<i>Mondiale!</i> Open-ended Game-tools to Stimulate Possibility Thinking for the Intercultural Education Valentina Frosini	035
Bio-inspired Design System for the Egyptian Market: a Short-term Project Case Study Dina Bahgat and Nariman G. Lotfi	058
Design Entrepreneurs' Challenges in Cairo's Ecosystem Jomana G. Attia	080
II. CONNECTING DESIGN AND CULTURE OF TERRITORIES	
Mediterranean Critical Regionalism. A Methodological Concept Linked to the Southern Space Designs of Post-War II Sara Coscarelli Comas	103
Fatimid Secular Architecture: a Visual Reconstruction Mona A. Marie and Ahmed Wahby	124
Vernacular Design Examples to Study Climate's Role on Design Decisions: an Example of Nomadic Yörüks in the Turkish Mediterranean Bilge Merve Aktaş	136
Design and Culture of the Territory: <i>Ecomuseo del Grano e del Pane</i> in the Salemi Museum System Serena Del Puglia, Laura Galluzzo, and Viviana Trapani	157
III. SUGGESTIONS FOR DESIGN	
Giochi di Strada	180
IV. BIOGRAPHIES	
About the Authors	188

CONNECTING DESIGN AND CULTURE OF TERRITORIES

Fatimid Secular Architecture: a Visual Reconstruction

Ahmed WahbyGerman University in Cairo

Mona A. Marie German University in Cairo

Keywords

Historical Architecture, Fatimid, Egypt, Illustrations, Written Description, Secular

Abstract

The Fatimid dynasty was established in the Tenth century in what is modern day Tunis. Their capital was founded in the city of Al-Mahdya from which they expanded their realm to encompass North Africa and Egypt. They founded Cairo in 969 AD and moved the capital to this newly established centre of what was the Fatimid Caliphate. The Fatimids were known to be a lavish dynasty with a lot of pomp and exuberance. They initiated a lot of cultural activities that are still part of the Egyptian inherited culture up till today. The Fatimids also had many exchanges and influences on Sicily and Southern Italy. The Fatimids as a shi'i dynasty have left a lot of religious buildings that are still standing and functioning today, however their secular architecture is long gone. Despite many accounts on the Fatimid double palaces of Cairo, the manzaras, and the amazing throne halls, none of these buildings survive today. Consequently, this paper focuses on reconstructing the Fatimid secular architecture through historical textual narratives in books and traveller testimonials and descriptions. A visual presentation of Fatimid secular architecture is achieved through creating illustrated frames that can serve in backgrounds in printed material, or studio setups for media purposes such as television series or movies.

A meticulous frame of enquiry is used in order to define the characteristics of Fatimid secular monuments and details by comparing to neighbouring regions and styles of the time. Furthermore, building techniques and terminology were examined. The resulting data is transformed into a visual language using manual sketching techniques with colored pencil and ink and edited digitally using photo editing software.

Introduction

Fatimid Islamic arts are manifested clearly in Architecture as well as in the decorative arts.

However, Architecture can be labelled as either religious like mosques, schools, *Khanqah* (sufi establishment), *Tekaya* (a place to distribute free food) and tombs, or Secular like houses, palaces, *Bimarestan* (hospital), public water taps, agencies, hotels, *khans* (shops) and animal troughs.

The Fatimid dynasty was established in the Tenth century in what is modern day Tunis. Their capital was founded in the city of Al-Mahdya from which they expanded their realm to encompass North Africa and Egypt. They founded Cairo in 969 AD (Anno Domini) or 358 AH (Anno Hegirae) and moved the capital to this newly established centre of what was the Fatimid Caliphate. The Fatimids were known to be a lavish dynasty with a lot of pomp and exuberance. They initiated a lot of cultural activities that are still part of the Egyptian inherited culture up till today. The Fatimids also had many exchanges and influences on Sicily and Southern Italy. Their life style was also reflected on their architecture mainly the secular buildings. However, a visitor to Cairo will be surprised by the abundance of Fatimid mosques yet the total absence of any of the secular buildings today. The reasons for this is mainly due to the destruction campaign by the Ayyubids once they conquered the city. All our knowledge of the Fatimid palaces that once stood proudly in the centre of Cairo is owed to description accounts mentioned in the history books. Examples of these palaces are the great Eastern palace and the small Western palace as described by Al Magrizi in his book *Al-Khitat*.

In addition, the Persian traveller Nasir-i Khusraw who visited Fatimid Cairo in the fifth century AH, He described the city as being developed to be one of the elegant cities of its time, it had stylish neighbourhoods with lofty building of fourteen levels, associated with gardens and flowers of all types. It is clear that luxury and richness was not limited only to palaces, but to the whole capital and its surroundings.

Over the course of time, new buildings were erected adjacent to the two main palaces as Al Aziz son of Al Mo'iz constructed the gold palace, the great divan and Pearl palace. Other caliphs and ministers added other buildings and repaired earlier existing ones. Fatimid palaces were designed with great audience halls, in addition to a conduit system with adequate water supplies to resist any potential fire. The luxury state of these palaces was extraordinary as the gold palace, was fitted with two halls: the "gold hall" and the "silver hall", the former was allocated for the throne and the latter was designated for the meetings. The walls were reported to have been coated in gold and the throne itself was encrusted with gems and elevated on a golden table, surrounded by gold palms with fruits and flowers made of precious stones. Nasir-i Khusraw added:

when I entered the palace gate, I saw a great number of buildings and halls if I describe them, my book would swell pages. There are 12 free-standing square structures connected to each other by subterranean passages. Each structure is about one hundred cubic square (40 meters), except one of them which was sixty cubic square (24 meters). In the last kiosk, the throne was fixed and three faces of it were coated in gold, above it is a triangle of hunting scenes, knights on their horses and other subjects. The throne

In light of the absence of any physical remains of the Fatimid palaces in Cairo, it was logical to shift the attention to North Africa for the analysis of any comparable examples, of which the Qal'at *Bani Hammad*, in Masila, Algeria stands out as a fitting example. This castle contained three palaces: *Qasr Al-Manar*, *Qasr Al-Bahr* and *Qasr Al-Tahyaa*.



Figure 1. Picture shows the Maquette of the whole castle in the museum of Algeria. Retrieved April 25, 2019. https://en.wikipedia.org/wiki/Beni_Hammad_Fort#/media/File:Maquette_de_Kalaa_de_Beni_Hammad.jpg.

Considering one of the palaces as an example (*Qasr Al Manar*) is reconstructed as an example of Fatimid palatial architecture. The resulting three-dimensional representation was based on several aspects: a reconstruction of the Castle as shown in the

video (Figure 2), the openings for ventilation and lighting as Shown in the cross section of the same palace (Figure 3), the plan of the palace (Figure 4) and an aerial photograph showing archaeological remains of the pillars (Figure 5).



Figure 2. Screen shot from a video Al Qala of Beni Hammad shows a reconstruction of the castle. Retrieved April 26, 2019. https://www.youtube.com/watch?v=wznWksgJ2Zc

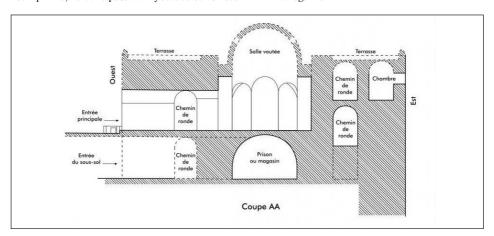


Figure 3. A cross section view of Al-Manar palace shows the openings for ventilation and lighting. Retrieved April 26, 2019. http://islamicart.museumwnf.org/database_item.php?id=monument;ISL;dz;Mon01;26;en.

Figure 4. A plan of Al-Manar palace. Retrieved April 26, 2019. http://islamicart.museumwnf.org/database_item.php?id=monument;ISL;dz;Mon01;26;en.



Figure 5. An aerial view of the original palace site shows the square plan that the palace followed, also the pillars and how they are parallel to each other. Retrieved April 26, 2019. https://archnet.org/sites/16740/media_contents/106668.

As per the decorations of both the pillars and drawings of scenes on the walls, they were inspired by Figure 6, 7 and 8 respectively.





Figure 6. Dome of the Rock, Qubbat As-Sakhrah, Jerusalem, completed 691/692 AD; detail of the interior mosaics showing hanging crowns, jewellery, and inscriptions. Retrieved July 22, 2012, from http://www.metmuseum.org/exhibitions/listings/2012/byzantium-and-islam/blog/where-in-the-world/posts/dome-of-the-rock.

Figure 7. Palermo, Zisa castle, 12th century, Fatimid art mosaic. Sicily. Credits: Melania Messina Photojournalist. Retrieved April 26, 2019. https://melaniamessina.photoshelter.com/image/I0000KkGwxm-LIEE0.



Figure 8. The emblem of Hisham Palace in Jericho Arabic Umayyad mosaic called the Tree of Life in the audience room of the bathhouse (125 AH - 743 AD). Retrieved April 26, 2019 from https://en.wikipedia.org/wiki/Hisham's_Palace#/media/File:Arabischer_Mosaizist_um_735_001.jpg.

As a result of the careful study and inspection of the above mentioned items, an illustration of the Fatimid throne hall is produced. The Hall has a square plan. Rays of light can be seen in the illustration reflecting the ventilation openings in the dome. Parallel pillars surrounding decorated with patterns from the original figure; scenes painted on the walls were also taken from the original scenes can be seen in the following comic panel (Figure 9):



Figure 9. Illustration shows the reconstruction of the "Throne Hall" (Marie, 2015, p.78).

Another element of architecture appeared in this era called *Al Manazer* (similar to a balcony), They were originally used before this era only in military purposes as monitoring points linked to the palaces and built in the highest places facing the sea in order to oversee the boats of enemies before coming close to the coast. They also were considered communication tools as a lighthouse. In Egypt and the East, they were com-

Manazer were constructed out of stone and wood. Some assumed the forms of kiosks. These balconies were well groomed, they were well decorated and furnished with luxury fittings and furniture to be used around the year. *Al Manzara* disappeared completely from the Cairene architectural repertoire by the end of the Fatimid era. However, these structures remained in use up till the present in Egyptian villages and morphed into *Almanadera*, which are rooms created in Grand mansions that overlook the street and connected with the external spaces the ground floor level. Here too, a visualization was created based on the written descriptions and images (Figure 10).

Dar Al Fetra was the first sweet factory built in Cairo by the caliph "Al-Aziz B Allah" outside his palace and It had a secret passage linked to the caliph's palace directly. This establishment was essential in the preparation of the holy Mawlid day of the Prophet (birthday) in the Fatimid era. The illustration was created based on descriptions and images (Figure 11).



Figure 10. Illustration shows the reconstruction of Al Manzara (Marie, 2015, p. 104).



Figure 11. Illustration shows the reconstruction of Dar Al Fetra (Marie, 2015, p. 102).

A visual presentation of Fatimid secular architecture is achieved through creating illustrated frames to reflect the era characteristics that can serve in any visual mean like, backgrounds in printed material, or studio setups for media purposes such as television series or movies. A meticulous frame of enquiry was used in order to define the characteristics of Fatimid secular monuments and details by comparing to neighbouring regions and styles of the time.

Furthermore, building techniques and terminology were examined. The resulting data is transformed into a visual language using manual sketching techniques with coloured pencil and ink and edited digitally using photo editing software.

References

'Allām, N. I. (1982). Funūn al-Sharq al-Awsaṭfī al-'uṣūr al-Islāmīyah. Cairo: Dār al-Ma'ārif bi-Misr.

Yalman, S. (2001, October). The Art of the Fatimid Period (909–1171). Retrieved May 03, 2019, from https://www.metmuseum.org/toah/hd/fati/hd_fati.htm

Kuehnel, E. (1970). *Islamic Arts. Translated from the German by Katherine Watson*. London, Bell.

Maqrīzī, T. A. (2002). *Al-Mawāʻiz wa-al-iʻtibār fī dhikr al-khiṭaṭ wa-al-āthār*. London: Muʻassasat al-Furqān lil-Turāth al-Islāmī.

Marie, A. M. (2015). Egyptian Popular Heritage Comics as a Designed Method for Knowledge Preservation Case Study: The Fatimid Era's Popular Products. Master thesis, German University in Cairo.

Russel, D. (1964). *Are there any remains of the Fatimid palaces of Cairo?* New York: American Research Center in Egypt.

Necipoglu, G. (1993). An Outline of Shifting Paradigms in the Palatial Architecture of the Pre-Modern Islamic World. In G. Necipoglu (ed.), *Ars Orientalis, Vol. 23*. Ann Arbour: Department of History, University of Michigan.

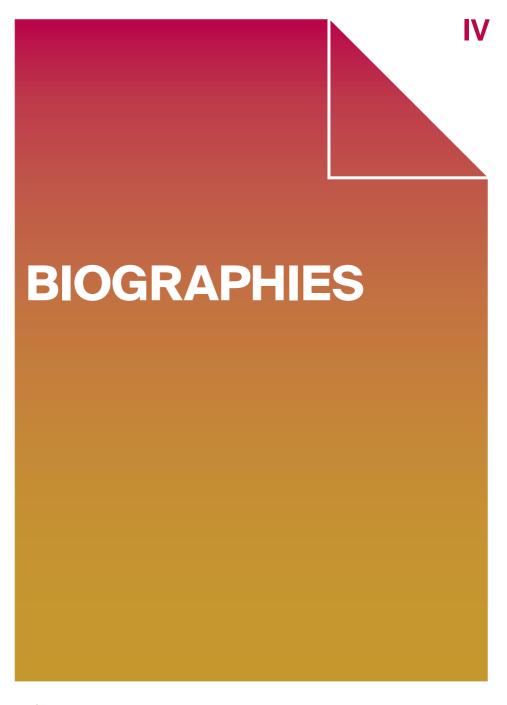
Khusraw, N. (2001). *Nasir-I Khusraw's Book of Travels: Safarnamah* (W. M. Thackston, Ed.). Mumbai: Mazda Publication.

Mazot, S. (2012, January 19). Architecture of the Fatimid. *Islamic Arts and Architecture*. Retrieved May 03, 2019, from http://islamic-arts.org/2012/architecture-of-the-fatimid/

الششتاوي, م. (١٩٩٩). متنزهات القاهرة في العصرين المملوكي والعثماني. القاهرة: دار الأفاق العربية

Reda, J. I. (1998). *The Manzara: Its form and function in Fatimid Egypt*. Master thesis, American University in Cairo.

Halm, H. (2001). *The Fatimids and Their Traditions of Learning*. London: I.B. Tauris, London and New York, in association with The Institute of Ismaili Studies.



Bilge Merve Aktaş

Bilge Merve Aktaş is a maker-designer and doctoral candidate at the Department of Design at Aalto University. Her research interests cover issues like textile crafts, making, materiality and nonhuman agency. Her master thesis examined ways to build a bridge between traditional woman crafts and contemporary design. In her practice-led doctoral research, she examines the interaction between human material interaction during making processes to understand how material actively affects making. From a nonhuman agency perspective, she explores the field of design as an entanglement and examines material's participation in that landscape. For her research, she examines her own felt making processes and observes expert makers.

bilge.aktas@aalto.fi

Jomana G. Attia

M.Sc. degree in Design from the German University of Cairo-Egypt. Attia has experience in Marketing, Marketing Consulting and Market research. She has worked with several NGOs and SMEs in the areas of participatory design, branding and communication. She is currently teaching in the Design Theory department at the GUC, while working on her Ph.D. jomana.gamaleldin@guc.edu.eg

Dina Bahgat

Dina Bahgat is an industrial product designer, after graduating university with highest honors, she worked as a junior designer in the Egyptian household appliances company Universal Group. After gaining practical experience from the market she applied to work at the German university in Cairo as a Teaching Assistant in the Product design department. Bahgat is currently working on her Master's degree with topic "Low-income Amputees in Egypt" exploring the difficulties that they face and how to optimize solutions fitting to the context and Amputees situation.

dinaeldahesh@gmail.com

Paola Barcarolo

She is a researcher, professional consultant and designer working in the field of Design for Social Inclusion and ICTs. She got a Ph.D. in Civil-Environmental Engineering and Architecture – Industrial Design curriculum – and graduated with honours in Architecture-Building Engineering at the University of Udine. Her main research interests concern: a) Strategic-sustainable enhancement of physical and virtual environments, b) Multisensory environmental accessibility, c) Breaking down of physical and sense-perceptive architectural barriers, d) Inclusive and participative communication design, e) Tourist enjoyment and f) inclusive education, also in the field of visual and cognitive disability, in the context of ergonomic and photogrammetric aspects related to the accessibility of UNESCO Heritage Sites and to the 2.5/3D augmented modelling "for All" of parts of the same heritage. Her studies have been published in several scientific publication, with which she participated to national and international research projects. In addition, she is a certified specialist and she carries out professional activities and applied researches in Design, Research and Innovation as: Disability and Case Manager, Typhlology Advisor, Professional in Design for All, Euro-Project Designer and Manager and Visual Merchandiser.

paolabarcarolo@gmail.com

Sara Coscarelli

is a PHD Fellow Professor at EINA since 2011, Centre Universitari de Disseny i Art de Barcelona, at the UAB. She is doctorate in Humanities (2023), at UPF, and Graduate in Interior Design (2004) at EINA. She combines teaching and researching in Space Design Bachelor at university. She coordinates the Master in Space Design and also she has her own studio of space design Sara Coscarelli Creación de Espacios (2008). Her researches are related with Interior Domestic and Commercial Architecture in the Mediterranean context during the Post War II. She is developing consequences of the Mediterranean Critical Regionalism concept. She has published in many international conference.

scoscarelli@eina.cat

Serena Del Puglia

Architect, PhD in "Disegno Industriale. Arti Figurative e Applicate". She carries out research at the Department of Architecture of Palermo. She deals with Light Design and Exhibit Design, with particular reference to the field of Design

for cultural heritage, subjects that she writes articles about and took her to attend several international congresses and meetings. She takes care of the design and construction of museum systems, with particular attention to the relapse that technological innovations and the use of digital tools have in the exhibition design. Since 2011, she has been Contract Professor in Interior Design, Scenography, Industrial Design Laboratory and Industrial Design Laboratory II in degree courses in Architecture and Industrial Design at the University of Palermo.

serena.delpuglia@unipa.it

Valentina Frosini

Valentina Frosini is a Designer with a remarkable experience in work, Research and Academy. Design Degree and PhD in Design (focused on Design and Sustainability), she has 5 years of field intercultural experience in European Design-driven projects around the Mediterranean area. ADI Targa Giovani Award in 2016 with the project Ninananna®, she works in Design and Sustainability with a special focus on the relationship between Design and Education. Currently she's working on a training for Didacta "Design for Education: a call for a middle-long term co-design project between designers and teachers to re-thinking tools teaching".

valentinafrosini@gmail.com

Laura Galluzzo

PhD, Research Fellow and Contract Professor in Spatial and Service Design at Design Department, Politecnico di Milano. She is part of POLIMI-DESIS Lab within the DESIS Network (Design for Social Innovation and Sustainability). She works for research on public spaces, community centered design project, design for social innovation with a particular focus on spaces and services. She is the coordinator of the research ADESSO, Aesthetics for Design of Social Innovation. She works in different research programs dealing with Design for Social Innovation. In the last years she worked on campUS, a local research that was awarded of the XXV Compasso d'Oro (2018) and Human Cities- Challenging the City Scale, a European research project funded by the Creative Programme (2014-18). She was part of the Editorial Team of the Italian Pavillon for the XXII Triennale (2019).

laura.galluzzo@polimi.it

Nariman G. Lotfi

Lotfi is an instructor at the German University in Cairo where she was awarded a Master's degree in Product Design in 2014 focusing on Design and Bionics. She has focused on research in the fields of Product design, Biomimicry, and Sustainability which she presented in workshops and talks including a TEDx talk at Zeweil City University in 2017. She was awarded the Grand Prize by the Biomimicry Institute for an irrigation solution for Fayoum's agriculture in 2013. She is currently working on her PhD degree focused on Design Education and the future of the industrial design scene in Egypt. nariman.gamal@guc.edu.eg

Mona A. Marie

Mona A. Marie graduated in 2009 from the faculty of Fine Arts, Graphic design - animation department, Helwan University in Cairo. She Obtained a M.Sc. degree in Graphic design from the German university in Cairo- Egypt (GUC) in 2015. She is currently teaching in the graphic design department at the GUC since 2010, while working on her PH.D. Also she had the chance to be a TEDx speaker.

mona.marie@guc.edu.eg

Emilio Rossi

He until recently was the Director of Emilio Rossi Design Consulting (Italy) and an Adjunct Professor in Industrial Design at the Department of Architecture, University of Chieti-Pescara (Italy). From October 23 rd, 2019, he joined as a Senior Lecturer in Product Design (equivalent to Associate Professor) in the Lincoln School of Design at the University of Lincoln (UK). He got a Ph.D. in Architecture and Urban Planning, with curriculum in Industrial Design, at the University of Chieti-Pescara (Italy) in 2014. He carries out advanced studies in the area of industrial design and on products' technological innovations; specific areas of research and work are: Design for Social Inclusion, Sustainable Human Centred Design, Knowledge Sharing, 3D Printing and Innovation Design in/for SMEs. His researches have been published in several publications, including: books (as

an editor), conference proceedings, peer-reviewed journal articles, book chapters; he also wrote six encyclopaedic entries for The Bloomsbury Encyclopaedia of Design. Since 2010 he is member of the Technical Committee on 'Human Factors and Sustainable Development', at the International Ergonomics Association (IEA) and, from 2017, he co-chairs the International Conference on 'Additive Manufacturing, Digital Modelling and 3D Prototyping' at Applied Human Factors and Ergonomics (AHFE).

erossidesign@gmail.com

V. M. Viviana Trapani

Architect and designer, associate professor in Industrial Design. She is member of the Department of Architecture of Palermo. She is Coordinator of the Master's Degree in Design and Culture of the Territory. She carried out an intense didactic and research activity in the fields of design for sustainable development in the Mediterranean areas, design strategies for territorial resources and the art-design relationship. Now she is mainly developing a research on design for the Cultural Heritage enhancement and fruition, through forms of technological and social innovation that make it possible to activate and communicate in particular the intangible aspects of cultural heritage.

viviana.trapani@unipa.it

Ahmed Wahby

Graduated in 1992 with a degree in Architecture from Ain Shams University, Cairo Egypt. In 2000 he obtained an MA degree in Islamic Art and Architecture from the American University in Cairo, AUC where he had worked as a research assistant for almost 4 years. In 2008 he was awarded his Ph. D degree in Islamic Art, Architecture and Archaeology from the Oriental Department of the Otto-Friedrich University, School of Human Sciences, Art and Culture, in Bamberg, Germany. Dr. Wahby has been teaching since 2008 at the German University in Cairo GUC, the Faculty of Applied Sciences and Arts in the Design Theory Department. He has also served as the Faculty's Vice Dean for 8 years. He has numerous publications in local and international journals.

ahmed.wahby@guc.edu.eg

Subscribe to ② issues of *Progetto grafico* magazine for only ��€* instead of ③⊙€ by sending an email to →aiap@aiap.it← using the code [PAD2018]

For further info please visit: www.progettograficomagazine.it www.aiap.it/progettografico

eeestudio.it (typeface: favorit by Dinamo)

Progetto grafico is an international graphic design magazine founded in 2003 and published by Aiap, the Italian association of visual communication design. A point of reference for such design in Italy from its start, it has also been fully translated into English since 2012. • In December 2017, Jonathan Pierini and Gianluca Camillini became the current editors. • The new Progetto grafico offers a critical look at graphics and visuals through a narrative broken up into fragments. Its aim is to offer articles connected in different ways so as to foster a series of transdisciplinary, historical and contemporary considerations. This multiple viewpoint, ranging from very distant to very close, seeks to look at the real both in the broadest terms as well as in a more specialist context. Our belief is that observation, whether of artifacts or representations, as well as production of visuals or graphics can add to today's cultural debate. • Contributions can include visual material, essays and interviews. Each issue







intends to explore the storytelling opportunities of the journal.

TI SENTI POCO BENE? AIAP HA TUTTE LE SOLUZIONI PER TE. SCOPRILE.





Aiap CDPG, the Graphic Design Documentation Centre. Working to collect, catalogue, archive, enhance and promote any documents related to graphic design and visual communication. These documents (originals as well layouts of projects, books, posters, prints, catalogues, correspondence, photographs) help reconstruct the history of graphic design in Italy and support research and educational activities, as it is the CDGP's intention to make these documents widely available.







alap CDPG



Aiap

via A. Ponchielli, 3, Milano aiap.it — aiap.it/cdpg @Aiap ita







CONSERVARE. VALORIZZARE. L'ARCHIVIO DELLA GRAFICA ITALIANA. SCOPRILO

Aiap CDPG, the Graphic Design Documentation Centre. Working to collect, catalogue, archive, enhance and promote any documents related to graphic design and visual communication. These documents (originals as well layouts of projects, books, posters, prints, catalogues, correspondence, photographs) help reconstruct the history of graphic design in Italy and support research and educational activities, as it is the CDGP's intention to make these documents widely available.









Aiap

via A. Ponchielli, 3, Milano aiap.it — aiap.it/cdpg @Aiap_ita



PAD. Pages on Arts and Design

International, peer-reviewed, open access journal ISSN 1972-7887

#16, june 2019

www.padjournal.net

