
REHABILITATING THE HERITAGE OF THE MEDITERRANEAN COAST, COMBINING ORIGINALITY AND CONTEMPORARY

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Abstract

The various cognitive processes are rooted through the interaction of the individual towards the information coming to him from the surrounding environment with the cognitive balance and experiences that result in the actual experiential perception of his previous scaffolding processes. This stimulates mental support processes by creating implicit links between concepts and symbols and extrapolating from the meaning of what they narrated. This contributes to enhancing embodied cognition in the design of the corporate identity, and drives the impulses to mental persuasion, and then Multi-sensory experience, stimulating the unconscious response of the recipient. Hence, the research problem is summarized in how to employ mental support to discover the relationship between metaphorical concepts and the meaning to be communicated to enrich design. This study aims to revive the cultural and artistic heritage through conceptual knowledge, and to support it by developing, modifying and consciously borrowing from different cultures with a new perspective. This achieves knowledge exchange, and reflects positively on the upgrading of the Glocal market value of the corporate identity in the global local markets. The research follows the descriptive analytical approach by presenting some modern graphic techniques based on mental support to enhance the sensory experience in design. One of the most important results is to shed light on the effectiveness of the supportive mind in enriching meanings and values and upgrading them to inspire new concepts, and this study concludes the importance of setting standards on scientific grounds by employing sensory features in design elements such as symbols, decorative patterns, textures and others in a tight artistic consistency to benefit from the influence of the mind Supporter in discovering the content of the advertising idea and deepening its mental image in the memory.

Keywords

Multi-Sensory Experience, Embodied Cognition, The Scaffolded Mind, Exaptation, Conceptual Knowledge, Multi-Sensory Experience, Global Markets.

Introduction

The Mediterranean concept is much more than a climate zone located between the tropics and temperate regions with long, dry summers and mild, wet winters. The pioneering French historian Fernand Braudel wrote more than half a century ago that the average is:

A thousand things at a time. Not just one natural scene but countless landscapes, not just one sea but a series of seas. Not just one civilization, but rather a number of civilizations harmonizing with each other. "

When we hear the word "Mediterranean," it comes to mind buildings painted white on steep slopes and soft blue waves in Santorini. Or perhaps Tuscan wineries, architecture of Valencia or the twinkling city lights of Monaco.

You can even conjure up images from the picturesque white sandy beaches of the Turkish coasts or the busy rugs hanging in the Moroccan market. Whatever it is, Mediterranean culture has a profound influence on the world, be it in food, music, and of course, architecture

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and design style.

There is no doubt that the architecture of the Mediterranean coast has been affected by a number of local and regional influences, and because of this, the style may differ in one region from another. However, at the same time, there are some features, which are common to buildings all over the Mediterranean region, possibly because of the geographical location of the area and the climatic conditions in it.

In other words, construction in the Mediterranean coast may require some architectural elements to be present in it. Then, these elements, transferred to become the distinguishing features of the style, which are used when adopting this style anywhere in the world.

But many factors caused the deterioration of the ancient traditional cities that decorated the coast of this sea, so the distortion that we see today in the buildings of these cities is tampering with the heritage and originality of the past, as cities without their historical centers are without memory, which requires intervention to rehabilitate those cities and revive their buildings. Through Adaptive Reuse, to benefit from it in multiple activities.

Statement of the problem:

- Lack of interest in reviving the old traditional buildings belonging to the style in a number of Mediterranean cities - whether the job or the new use achieves maximum benefit from it - which leads to their extinction.

Great dependence on the use of design vocabulary of a technical nature, lack of interest in drawing inspiration from the environment or lack of respect for a particular style with its design standards in the interior architecture of hotels in Mediterranean cities.

Overlooking the possibility of achieving streamlining in the interior design of hotels in this region by merging the old with its features and traditions and the contemporary and its simplicity.

1- The nature of the Mediterranean Sea

The Mediterranean Sea or the Mediterranean Sea - the Arabs called it the Sea of Rum in the past - is a sea connected to the Atlantic Ocean, surrounded by the Mediterranean region and it is almost completely surrounded by the mainland: from the north Anatolia and Europe, from the south, North Africa and from the east, the Levant in the northeast, reaching The black sea. The Mediterranean Sea covers an area of approximately 2.5 million square kilometers (965,000 square miles), it represents only 0.7% of all Earth's seas and oceans, and the Mediterranean extends between 30.2 and 40 latitude circles. 2 In the north, it is 3900 km long, 850 km in width between the far south and north, and an average depth of 1430 meters. 32.

The Mediterranean region - as a region inhabited by humans - has a long history. And many of

the most important and powerful civilizations in the world have risen and flourished in the region. These include Minoan, Greek, Roman, Byzantine, and Islamic, along with other civilizations. Many different architectural styles have flourished in this region, and have influenced all parts of the world. The interaction between the countries of the Mediterranean led to the unification of the character in the cities of the Mediterranean, and this interaction was a product of migrations, colonies and trade movements between them. As well as their similarity in natural conditions such as geography and climatic. We find the Turkish influence in Greece, and the influence between Portugal and Spain, and between Andalusia and the Maghreb. All this resulted in distinctive traditional buildings that decorated the shore of this sea.

2- Rehabilitation of traditional buildings of the Mediterranean style

Rehabilitation and Renovation:

In general, heritage preservation is the work that is taken to maintain and prevent the damage or fading of part or all of the building elements of value and influence on the whole, whether from a historical, artistic or archaeological point of view. The concept includes all methods that allow the maintenance and prolongation of the life of these works and their continuation. This concept is not born in the modern era, but has been around since ancient times. Under the umbrella of this concept there are levels and degrees that form an integrated system of dealing and treatment methods for a building of value that contains thirty-two procedures starting from repair and restoration, ... to re-employment and rehabilitation,. And it ends with rebuilding.

(A) Factors that led to the deterioration of traditional city centers:

The distortion that we see today in ancient cities is tampering with the heritage of the past, its originality and aesthetics, as cities without their historical centers are without memory, so it is necessary to mention the reasons that led to the presence of these negatives in city centers and their reflection on the archaeological areas, including the buildings of value and can Summarize them as follows:

1- human factors:

- A deterioration caused by citizens due to neglect of maintenance: it results from a lack of awareness among citizens and a lack of understanding of the historical and artistic value of the building, especially if it does not yield a tangible benefit to the residents of the area, which does not encourage preservation and interest in it.
- The human being, in general, his needs and his desire change rapidly that exceeds the speed of the change in the urban fabric, which creates a gap between the required job and the inherited form or style, which leads to unjustified destruction of some of the inherited planning units,

making them compatible with the new jobs.

- Migration of indigenous people: The continuous migration of indigenous people from their old neighborhoods is a social phenomenon. With the displacement of indigenous people and the disintegration of the social structure, deterioration begins in the neighborhoods of the city center.

The limited information available on the inherited urban fabric diminishes the value of this heritage for them.

2- A deterioration caused by government agencies:

- Some state agencies rent archaeological buildings to perform functions that are inconsistent with their original functions. There are insufficient heritage centers to care for, maintain and register archaeological and historical buildings. Or the absence of planning supervision by the municipal or tourism authorities.

3- Freshness factor:

- The introduction of modern technologies and the necessity of providing extensions that lead to visual distortion of traditional buildings.

- Attempting to provide the missing services in inappropriate ways, which creates damage to the urban and architectural heritage when these services are introduced without studying and without supervision of girls that distort the heritage buildings.

Degradation resulting from environmental conditions, including:

Factor of time and obsolescence:

1- Dust accumulation on ceilings and walls, causing damage to paint and decorations.

2- Seepage of moisture and water into ceilings and walls.

3- The emergence of many construction problems.

Earthquakes, which lead to the demolition of large parts of historic buildings due to their inability to withstand seismic hazards.

The climate factor, which leads to the deterioration of the stone and building walls.

(B) problems experienced by traditional city centers:

Among the most important problems that traditional cities suffer from are the following:

1- Aspects of modernization:

- The use of modern building materials that results in their use being far removed from the traditional pattern prevailing in the city.

- The use of modern means of living in old buildings in a distorted way.

- A change in some of the traditional ways of life that prevailed inside the city, which led to the loss of many residential buildings, due to their lack of suitability for the current era.

2- Negative human and social aspects:

The human factor is the main reason for the existence of negative human and social manifestations, which are represented in the following:

- Encroachment on traditional residential buildings that are distinguished, archaeologically and architecturally, and the abuse is by using a contradiction to the building's original function.

Violations by adding extraneous elements and attachments to the original building composition, Figure No. (6,7).

Dividing or splitting the original building into more than one part for rental or commercial use, which leads to distorting its basic design.

2- Manifestations of neglect:

- This neglect has arisen as a result of stopping the use of some buildings, which are no longer appropriate with time, in the periodic maintenance work that leads to the exacerbation of many environmental and construction problems in the building.

Distortion of the traditional architectural style in many buildings due to neglect and lack of importance.

Adaptation & Rehabilitation is one of the recent trends that have received the attention of those working in the field because of the positive support they represent for the operations of preservation and ensuring the success and continuity of the restoration process.

The concept of architectural preservation is directly related to the definition of value, as the preservation of value in general in preservation policies is one of its main objectives, and in turn, value standards help in setting priorities and making decisions related to those policies:

(C) Rehabilitation:

Rehabilitation is defined as an intervention aimed at employing the antique or old building for the same purpose for which it was created (the Renovation), as in the private housing model in Hydra, Greece. Or to employ it for other purposes without change or with minimal change to the original planning of the building. Adaptive Reuse), and the building is subject to re-employing it to a precise budget aimed at achieving the highest artistic, architectural, historical and economic return on society.

Rehabilitation operations can be divided into three types as follows:

1- Rehabilitation of buildings of historical, aesthetic and architectural value with the same basic functions of those buildings in order to preserve the antiquity and merge it with the surrounding environment. As in the next model for the "Hydra" house, Greece.

2- Rehabilitation of buildings with changing their job with a new job that is compatible with the conditions of the antiquity and its architectural and artistic standing. In this case, the process

of determining the optimal use of the antiquity comes first in order to ensure the maximum social and cultural return.

3- Rehabilitation of buildings by including them within the context of a civilized urban project that maximizes the benefit and raises the value of the place as a whole, by adding contemporary civilizational development projects.

(D) Adaptive reuse of traditional building:

The process of reasoning and limiting the impact of destructive or harmful factors after determining them, and the optimal and appropriate reuse of the old building type, i.e. its functional restoration, are basic and vital processes for the purpose of investing the non-replaceable urban heritage and protecting it from demise and loss.

Globally, many successful experiences have been achieved in employing 'reuse adaptive' in heritage and historical buildings.

The process of adaptive reuse can be defined as a group of processes that employ a new type of use for an old building or site other than for which it was designed for the purpose of extending its functional life by adapting and adapting its performance to contemporary functional needs.

Factors affecting the selection process for the new use of the old building:

The process of adopting a new and specific type of use for an old building includes a set of standards and principles that must be taken into consideration and that contribute efficiently to determining the type of best use for such buildings, which requires not to negatively affect the architectural and heritage value of the facility, and it also works to ensure the durability and continuity of its performance and its functional life for the longest period Possible in parallel with its physical age. There are criteria that affect the process of choosing a new use for the old building and the success of changing the use of the current buildings to new uses:

Physical factors:

related to the nature of the building, its architectural features, structural features, location and neighborhoods, microclimate, the characteristics of the environment in which it is located, the nature of its functional performance, the infrastructure available on the site, the techniques of building the mini, the extent of the possibility of damage to the building elements, the type of finishing materials and the details of the facades of the building, and the level of change in The parent building, the building's physical age and durability, and other factors related to these aspects. Cultural factors: related to the identity of the building, its heritage value and the characteristic of the place spirit in its urban fabric. Social factors: such as the nature and demographic of society, the availability of the professional and technical cadres necessary for

constructive changes, the availability of the professional and technical cadres necessary for the new use, the restrictions of property owners and management, the level of technological and commercial development, the type of investor goals, the type of community and people goals within the region, and the ability for people and society to participate in decision-making. , The comfort and entertainment requirements of the customer and the user and the extent to which the building can support the continuity of the surrounding community. Economic factors: including the economic feasibility of making the necessary changes in exchange for reconstruction. The building's ability to create financial and economic opportunities for the community when adopting the new use, the possibility of self-financing the building through the new use, the rental laws in place, the current and future market requirements, the expected financial results in the distant future, and the balance between costs and the cultural value of the building. The available funding sources and the costs required to implement the modifications or to sustain the activation of the new use or the costs of maintaining the future building upon the new use, legislative factors: related to local government policies, the type of official approvals and licenses, and the adequacy of corporate laws

Government sponsors.

Making the wrong choice for the new type of use of the heritage building in isolation from the above criteria may in most cases harm its architectural value and accelerate its level of disappearance, and it may deprive another building that may be more appropriate and receptive to the type of use with less cost and more benefits. By conducting a comparison process between the analytical results of multiple buildings within the old city center - taking into account the influencing criteria - it is possible to determine the extent of the suitability and suitability of the proposed use and determine the best economic and practical building for its adoption and employment.

In the event that additional spaces are needed for the purpose of adapting and employing the new use of a particular old building - especially in the event that it is necessary to avoid damaging its distinctive elements or its structure and its historical value - it is possible through the annexation of an adjacent building (or more) to achieve the required results, especially when you do not own these adjacent buildings. High architectural value. It is also possible to merge a group of traditional contiguous buildings or part of a heritage fabric for the purpose of providing the required spaces for the new use program,

As the conversion of a group of residential buildings to a motel or government service and administrative buildings in the following model for adaptive reuse, an old traditional building of aesthetic and architectural value has been transformed into a new branch of LINEA PIU

BOUTIQUE.

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