Abstract

Abdelaziz Farouk A. Mohamed

Building Landmark, its influence on Environment &amp; Urban Spaces
Case Study: AASTMT, Alexandria Campus.

Landmark is a fad style designed to catch attention and make a building stand out from the competition. In the study of Art History and Architecture this is related to novelty architectural in which a structure is built in an unusual shape to attract attention and serve as a landmark in this case for product identification. A landmark is a recognizable natural man-made feature used for navigation, a feature that stands out from its near environment and is often visible from long distances. In modern use, the term can also be applied to smaller structures features that have become local national symbols. Building landmark can be a positive negative feature according to its influence on surrounding environment.