

Abstract

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MODERNIZATION and REGIONALISM, APPORACHES FOR SUSTAINABLE REVIVAL OF LOCAL URBAN IDENTITY

Place identity is a fundamental aspect that contributes to shape the identity of communities. This research investigates a deeper understanding of urban identity. It aims at studying the different approaches of remodeling and re-establishes identity in local urban spaces in a way that matches modern design principles and sustainability while conserving the local identity. As a guide to this process, study of a relevant example that attempt to revive place identity will be explored. In the end, the guidelines formulated will be applied to develop Al Morsi Abul-Abbas Mosque Complex public square in Alexandria, to put emphasis on the place's identity. Keywords : Identity- heritage- regionalism- revival- urban design-social sustainability.