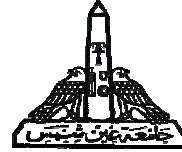


**Ain Shams University  
Faculty of Engineering  
Department of Architecture**



# **Visual Contextual Integration through Contrast in Architecture**

By

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<b>Statement</b>
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This thesis is submitted to Ain Shams for the degree of Masters of science in Architecture

The work included in this thesis was accomplished entirely by the author at the Department of Architecture, Faculty of Engineering, Ain Shams University, during the period, September 2002 to June 2006

No part of this was ever submitted for any degree or qualification or certification at any other University or institute.

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## Abstract

This thesis is an approach to the process of urban aesthetic control and the creation of visual contextual integration in cityscape from the other end of the spectrum. It is the investigation of how visual contrast, diversity and variety could be applied (demanded and guided like it is generally the case with harmony and unity) in systems of aesthetic control, in a purposeful and properly justifiable manner, for the sake of creating an integral visual environment where every element is given its right weight and value.

Despite the essentiality of the concept of design guidance in cityscape, the concept of design and aesthetic control in general is not yet in the reliable form that could be granted and agreed upon by all involved parties. The process of design review and control is still good earth for debate and research, and the challenges that currently face its integrity are bigger than be neglected.

The American experiment proved to be rich with examples that indicate a promising understanding of different meanings and purposes of visual variety in a given district, and a purposeful approach towards contrast as a tool for the creation of a natural, integral, healthy and above all, a realistic human environment. Thus the research focuses its case study entirely on American cities and towns engaged with a flexible and discretionary process of design review. It is a search for a progressive attitude towards design review and guidance in general, an attitude that adopts a form of guidance that will enhance creativity and imagination rather than restrict it or stall it.

In terms of architecture and urban design, contrast is as valuable a tool of creation as it is to any other practice of visual arts. As research proceeds with the case study, different forms and levels of contrast and its application, and the approach to individual variety are revealed. The question of functional and public value is also approached. The impact and role of guidelines is given direct focus and is viewed to be essential and effective to a great extent in achieving a mutual understanding between the community, and its committee on one hand, and the infill owner or the client and his/her architect on the other hand.

The way different methods of communication of design guidelines affect the conception and the process of an architect, and the ways they could be interpreted are also topics of deep value.

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*It is with the utmost humility to the Lord Allah that I present this work... on the hope that He, who has bestowed support and prosperity upon it all along the way, will grant me fidelity, faithfulness and truthfulness, and give this work the value and effect I prayed it would have.*

*No words can describe the way His divinity facilitated this work...  
No words can describe the way He delivered it through all that came along...*

*No words can ever describe His graceful openhandedness with one who does ever so little to pay Him the homage He deserves...  
No prayer will ever do me enough... No act of gratitude will ever suffice...*

*May Allah grant this humble sinner that is I, forgiveness and salvation from sin and misdeed... May He grant us all the Mercy we all need... May He grant us all the power and willingness to worship Him and no other, for so long as He spares our mortal lives... May He grant us all the power to hold His name high where it belongs... May He give us the light of the truth, and eternity in the house of His Mercy... the highest paradise of Heaven beneath His mighty throne...*

*With all Gratitude I can afford... I praise thee my Lord ... Sole Lord of all the worlds..  
Praised be thy almighty name...*

*The humble author...  
Hossam Massoud  
7 Jamada Awal 1427, 3 June 2006*



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