



Cairo University

ARCHITISEMENT THE ROLE OF ARCHITECTURE IN THE ADVERTISING INDUSTRY

By

Salah ELDin Ahmed Salah Derbala

A Thesis Submitted to the
Faculty of Engineering at Cairo University
In Partial Fulfillment of the
Requirements for the Degree of
MASTER OF SCIENCE
In
Architectural Engineering

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Title of Thesis:

Architisement: The Role of Architecture in the Advertising Industry

Key Words:

Architisement; Architecture; Advertising

Summary:

The research discusses the role that architecture plays in the advertising industry for non architectural products. A categorization framework was conducted to show the different ways of using architecture in advertising for non architectural products. An empirical study was conducted to gather opinions and insights of architects and laypeople from Egypt on the different new ways architecture can be used in advertising. The results were gathered and analyzed to rank the uses of architecture in advertising from the most appealing to the least and are they applicable in Egypt or not.

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I give all the thanks and gratitude to Allah for supporting and giving me the strength & courage to try to add something new to the field of architecture.

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Dedication

I thank thee Allah for giving me the strength and ability to move forward in this project and reach this current stage. Then I thank my family for their support and encouragement that pushed me further and increased my morale when I needed it, I could not have completed this project without the help and aid of them, my friends and colleagues. So, I dedicate this work to all of you and thank you for all your support and help.

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