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Visitors' Experience as Related to Cultural Message in The Architectural Design of Museums

By

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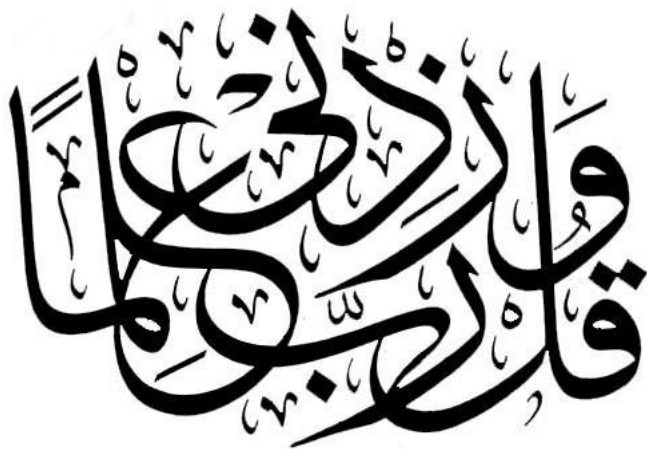
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**To
MAM, DAD,
MY BROTHER AHMED,
&
MY COLLEGES OF JICA J1604426**

STATEMENT

This thesis is submitted to Ain Shams University for the degree of Doctoral of Philosophy in Architecture. The work included in this thesis was accomplished by the author at the Department of Architecture, Faculty of Engineering; Ain shams University from 2015 to 2018. None of this thesis's parts has been submitted for a degree or a qualification at any other university or institute.

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ABSTRACT

Over the past centuries, museums have evolved as a cultural institute that represents a different type of experience in addition to its important social and educational role. Moreover, the physical context of the museum has been acknowledged for its important role in drawing the visitor experience. However, no research studies has focused on the way that visitors perceive, and respond to the various types of exhibition environments.

The thesis demonstrates the evolution of the architectural design of museums, and explores the relationship between exhibition environment and visitors' experience in depth. This is discussed through illustrating the development of how visitors perceive different exhibition environments. In addition, the role that architecture plays in representing the cultural message of the museum, and the way it affect the visitors' behavior, and forming their experience of the museum context is observed and documented through thick descriptions of some selected museums. The results that were extracted from the observations and the theoretical studies are introduced through a comparative analysis in order to present an advanced theoretical understanding of the context-experience relationship in the museum. The thesis findings are presenting a practical and methodological contributions to the field of museology & architectural design.

SUMMARY

From display to experience, the main function of museums has changed over time. The old cabinet of the world has become a public space that displays culture, art, and history. Within the context of the museum the message is coded, decoded, and delivered to the visitor through an experience. The visitors' experience has a complex form, generated from the body movement, and mental recognition inside the space. The experience is passing through different stages, and affected by the visitor's subjective reality.

The thesis is discussing the visitors' experience generation within the museum space, and asserting how Architecture could affect the deliverability of the message of the museum, guided by the belief that the design of space is the common point of reference for architecture and museology theoretically as well as practically.

Different surveys and observations have taken place during the research period to observe the visitors' experience within number of museums in different spots around the world, and presented through a thick description method. The observations are classified following the evolution of the architectural design of museums, and represented in a comparative analysis form in order to explore the articulation of the cultural message of the museum through the architectural design, and the way it affects the visitors' experience.

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