

IMMERSIVE MEDIA AND REINTERPRETING HERITAGE

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IMMERSIVE MEDIA AND SPACIAL ARTS

My background in Street Art
and interest in public space



RESTRICTIONS IN ACCESS

“ (...) since the 1980s, the authorities increasingly protected monuments by keeping “them under lock and key”, said conservation and cultural heritage expert Omniya Abdel Barr.

“This idea is rooted in 19th-century beliefs that Egyptians don’t deserve their heritage, that you have to erect fences or else they’ll ruin it”, she added.

<https://www.digitaljournal.com/world/in-old-cairo-residents-reconnect-with-their-heritage/article#ixzz8HonJ4rhz>

Shajar al-Durr Mausoleum in al Khalifa fenced off preventing local residents from entering



HISTORY AND IDENTITY

Importance of historical references and contemporary Egyptian identity.
Street Art during the time of 2011 Revolution



Street Art Mohamed Mahmoud Street Cairo (Alaa Awad)

MOTIFS AND TOPICS RELEVANT TO LOCAL INHABITANTS

Images inspired by the local scenes mixed with the traditional visual styles from the area - reinterpreting heritage



Murals in Al Qusair and Tunis Village, Fayoum ⁵

FAMILIAR STORIES AND NARRATIVES

MEGAWRA BEC

Athar Lina Initiative

Heritage and urban upgrade



FAMILIAR STORIES AND NARRATIVES

Relations between history
and the present

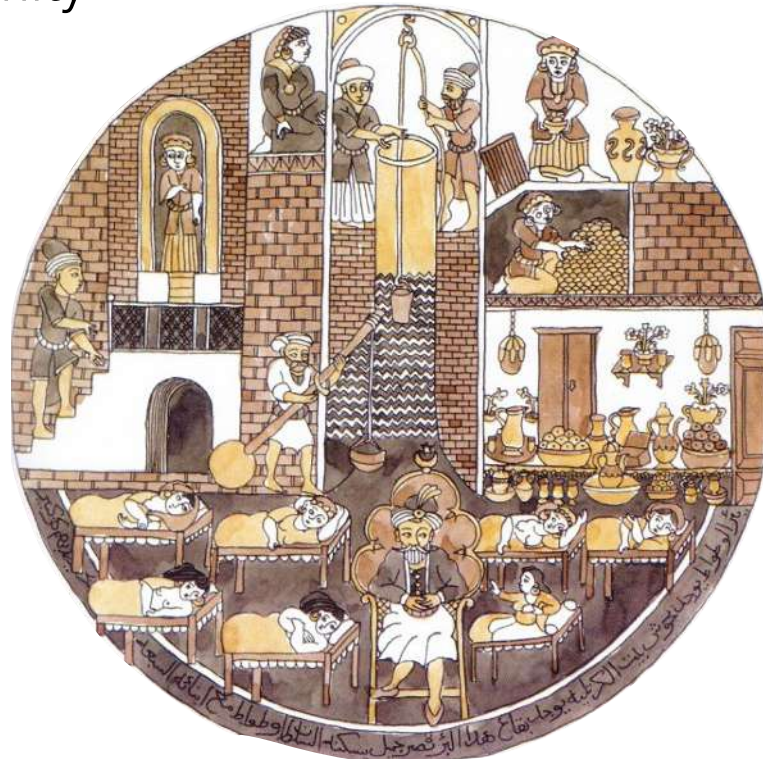
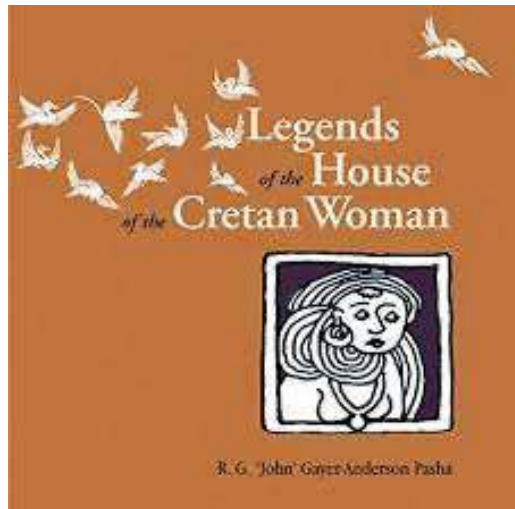
- bring awareness of history,
- relevance to the people (especially the young generation)
- foster a sense of ownership and belonging
- benefit the community

The mural in Al Khalifa was inspired by the illustrations by Abdelrahman Abdu in *Legends of the Creatan Women's House* collected by John Gayer Anderson

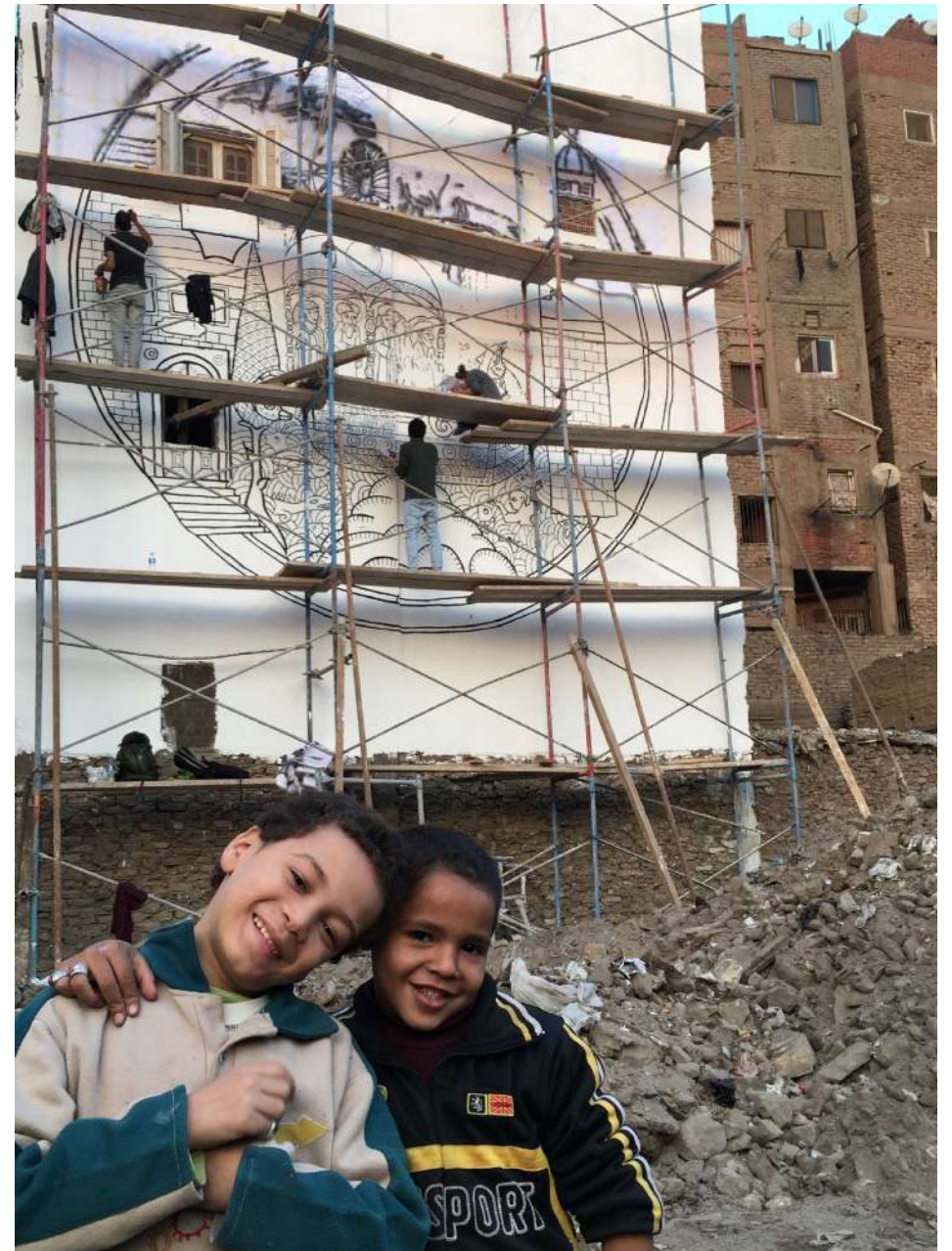


FAMILIAR STORIES AND NARRATIVES

The personal relation to history - the stories of the area's glorious past are well known and important to the community

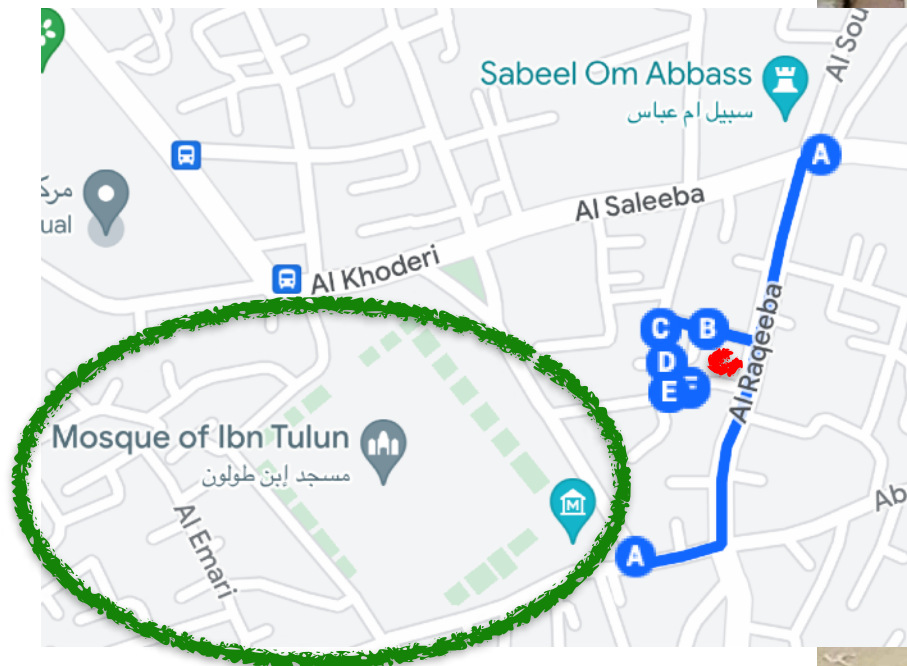


Illustrations from *Legends of the Cretan Women's House* collected by John Gayer Anderson based on the copper plates executed by Abdelrahman Abdu



AR MURALS

The 4 walls create a close circuit around the historic mosque Ahmed Kohya (red dot) located in close proximity to the touristic attractions - Ahmed Ibn Toulon Mosque and Gayer Anderson Museum (green circle)



AR MURALS

Densely populated historic area



AR MURALS

Added value through creative uses of heritage and a point of connection between tourists and the local population through the treasure hunt-like experience.



AR MURALS



AR MURALS



AR MURALS

Using new technologies creates a connection to with the future - allows to imagine various futures rather than focus solely on the past.



AR MURALS

The experience is accessible on any reproduction of the images

- postcards, puzzles, etc. were created as merchandise to promote Athar Lina's Activities



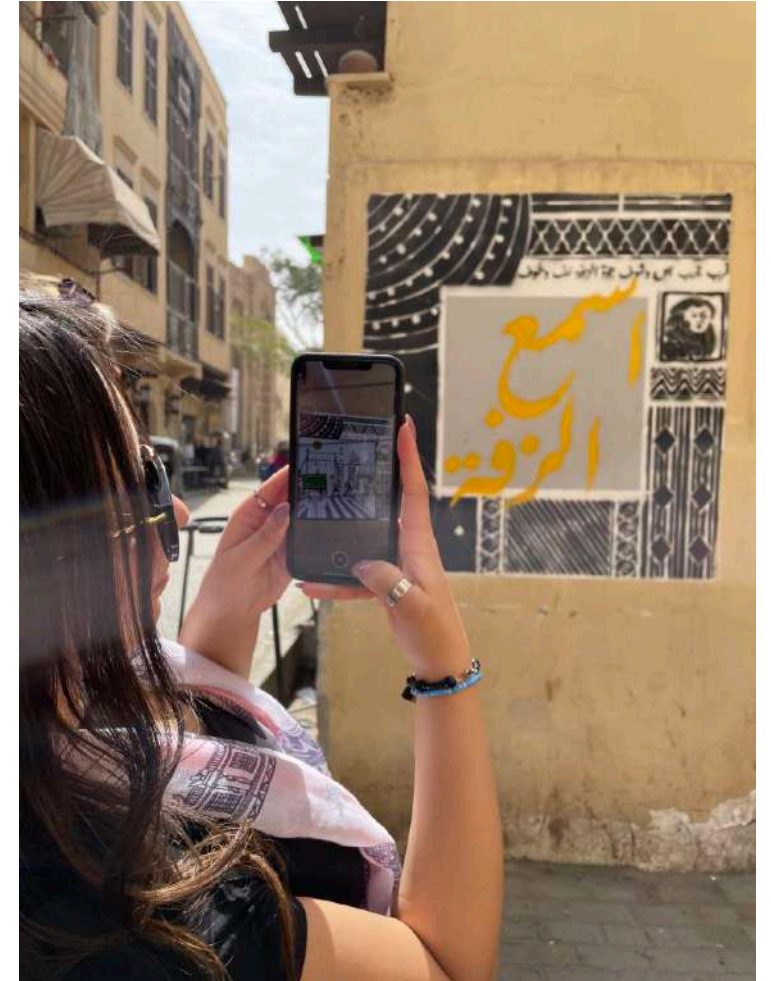
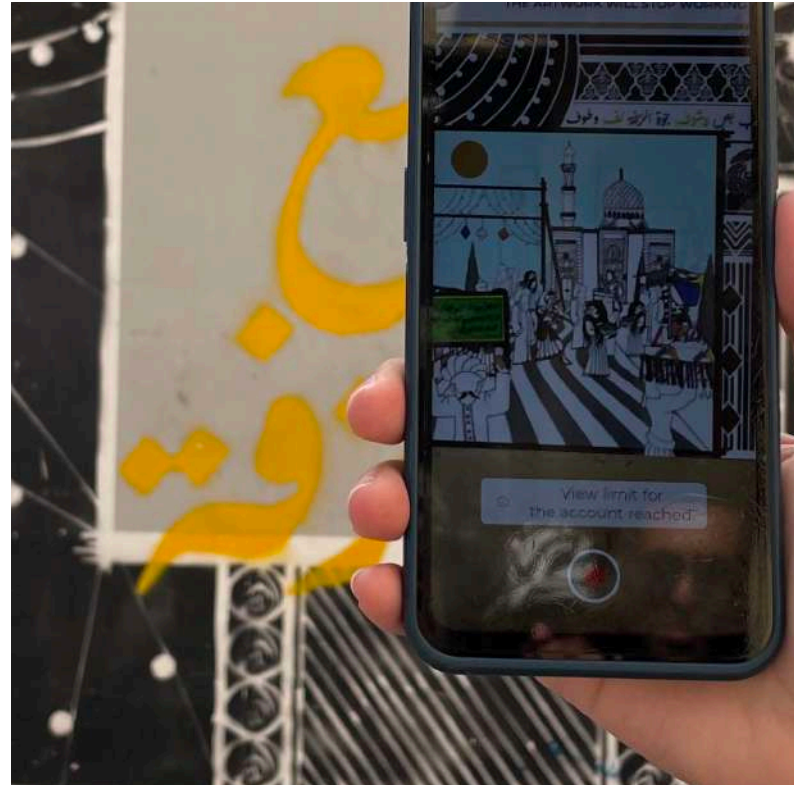
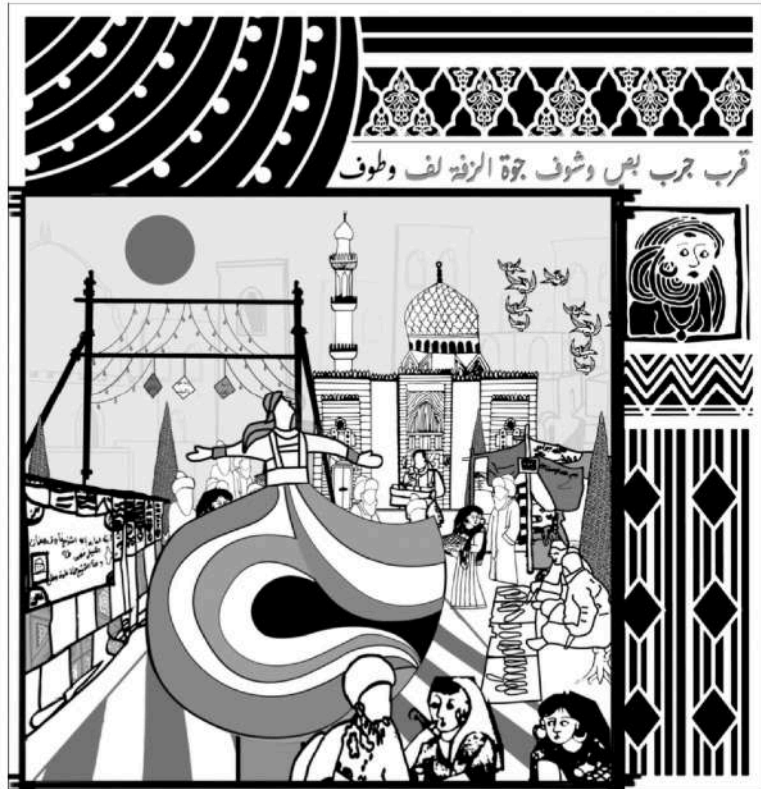
NUART JOURNAL

Augmented reality effects. Al Khalifa, Cairo, Egypt, 2021. Photographs

AR MURALS - FOLLOWING PROJECTS

AR Workshop resulted in other AR projects in the area such as

Listen to the procession – Isma' al-Zaffa



AR MURALS - FOLLOWING PROJECTS

Wings of Khalifa - Participatory Design Project - a mural for the local park co-designed with the youth from Athar Lina's Summer School



ADDRESSING CONTROVERSIAL SOCIAL TOPICS

Discussion on socially important (and potentially divisive topics) such as women in public space - choosing the right media



Murals in a local Ahwa in al Khalifa

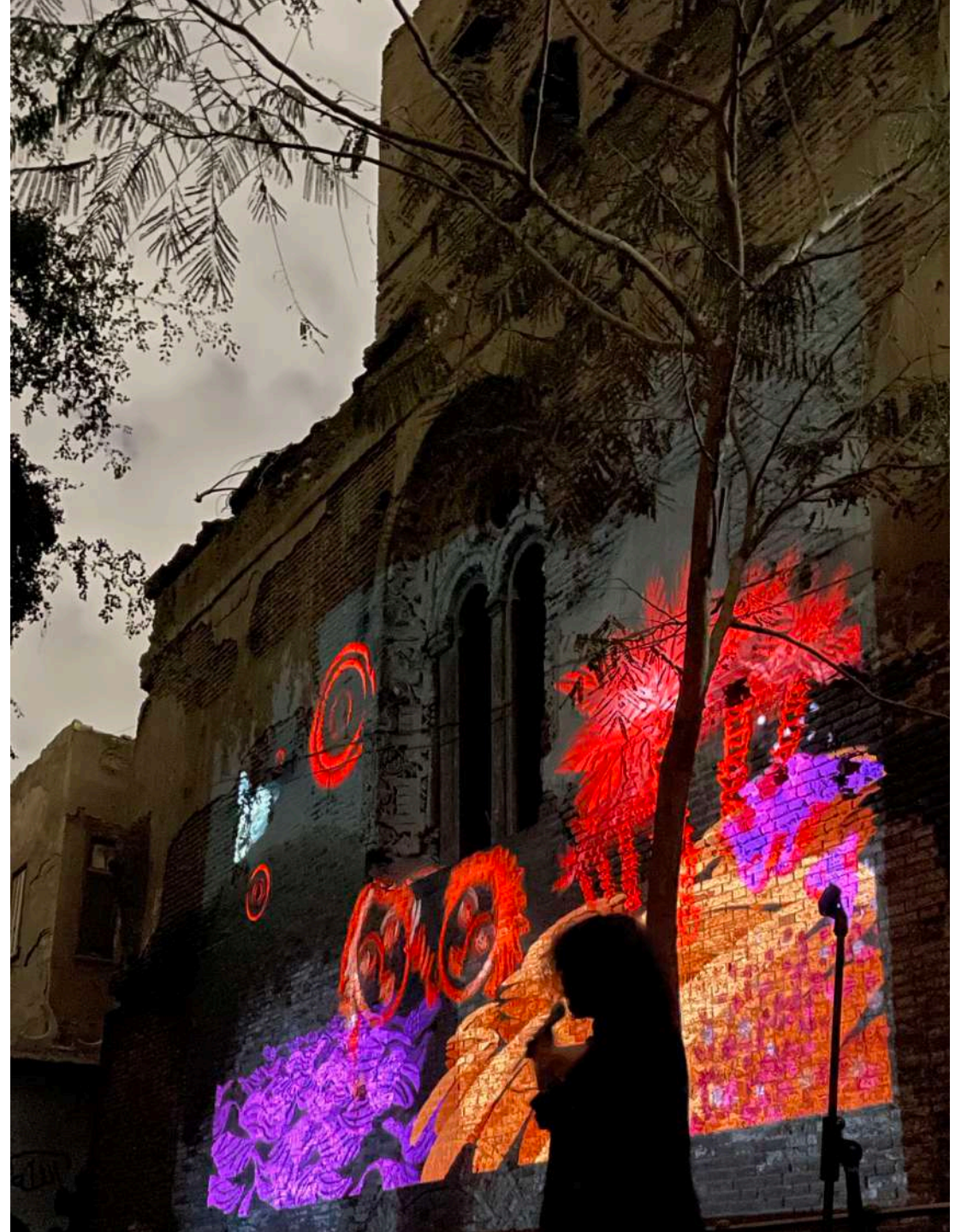
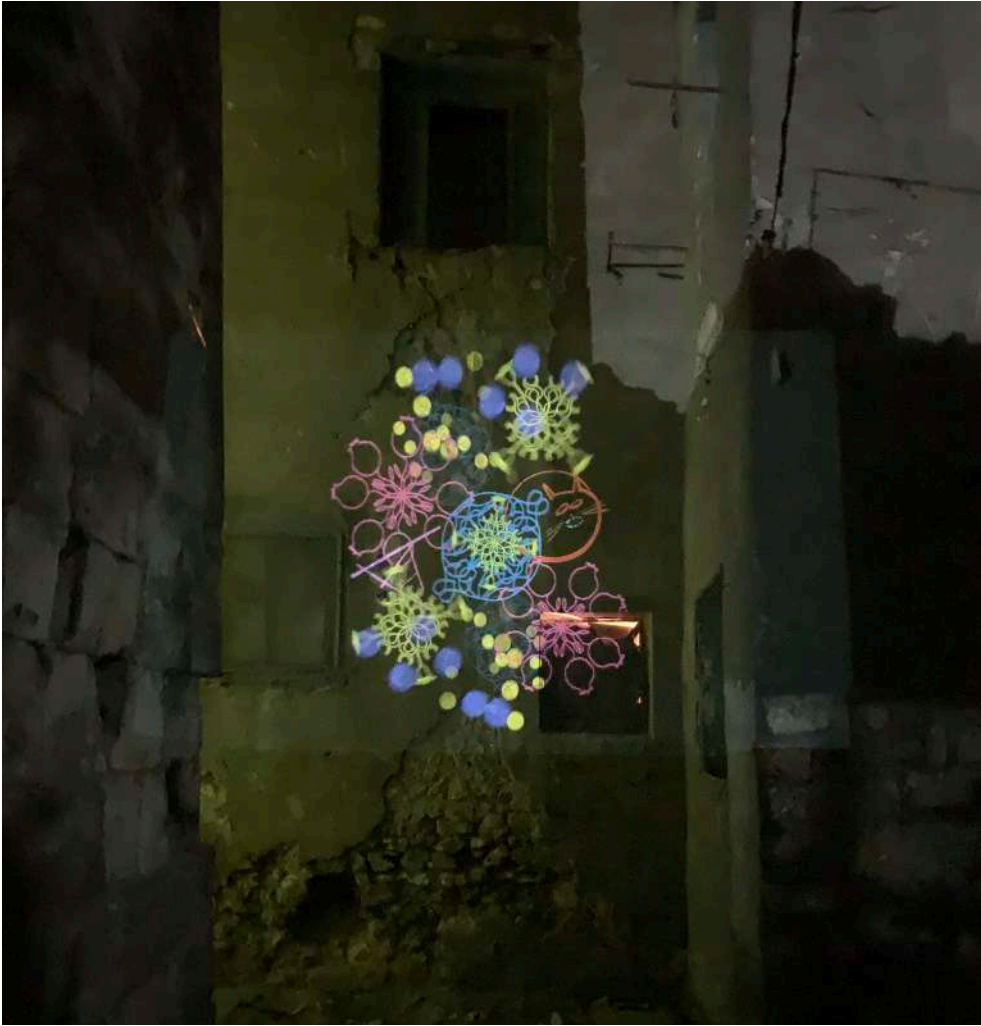


Cafe owner Amm Moustafa 18



SHADOW THEATER

Audio-visual Performance and the temporary transformation of the urban space



INSPIRATION - SHADOW THEATER

Using New Media to reinterpret heritage



Shadow puppet from the Kahle Collection



Hekau Company Tarakeeb Performance

INSPIRATION - PROJECTION MAPPING

Transformation of architecture
and space through immersive
projection

Light performance

Private space as a museum

Daughter, Mother, Grandmother
Sally Skerrett



INSPIRATION - STORYTELLING PERFORMANCE

Hakawy tradition - artform
More sustainable for women

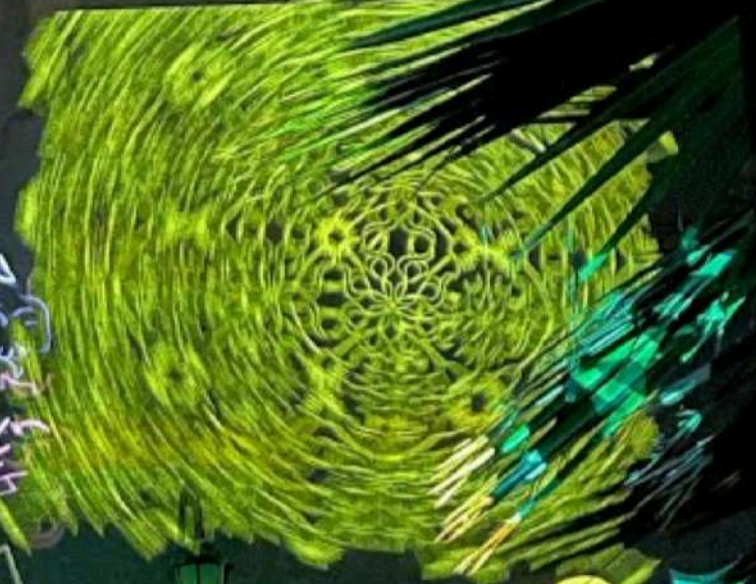
Public performance



Wonderbox



BuSSy Project
Sondos Shabayek





Transformation of the urban space

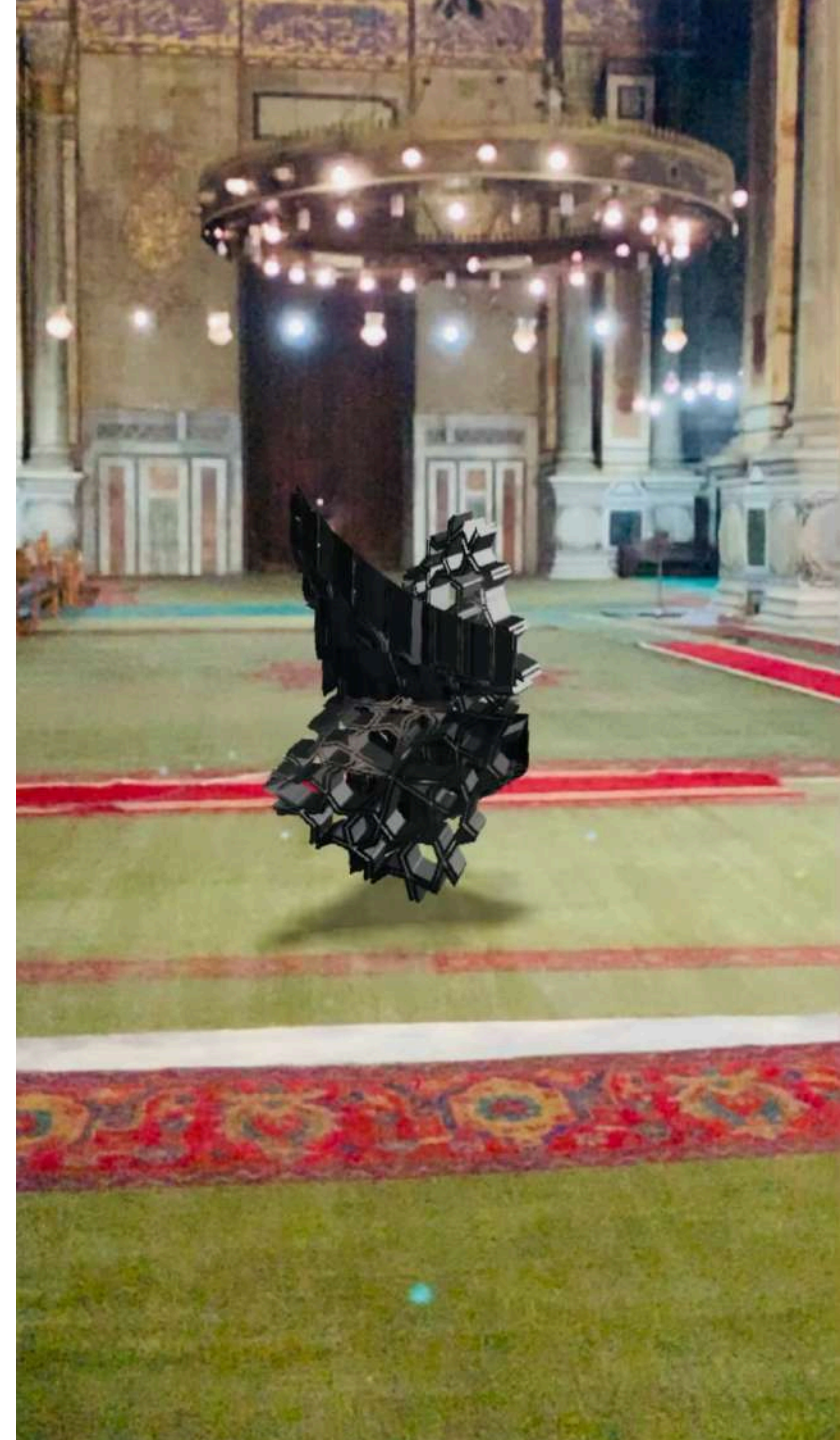
(even if temporary)

- created a moment of connection between different groups
- Allowed imagining of a different future



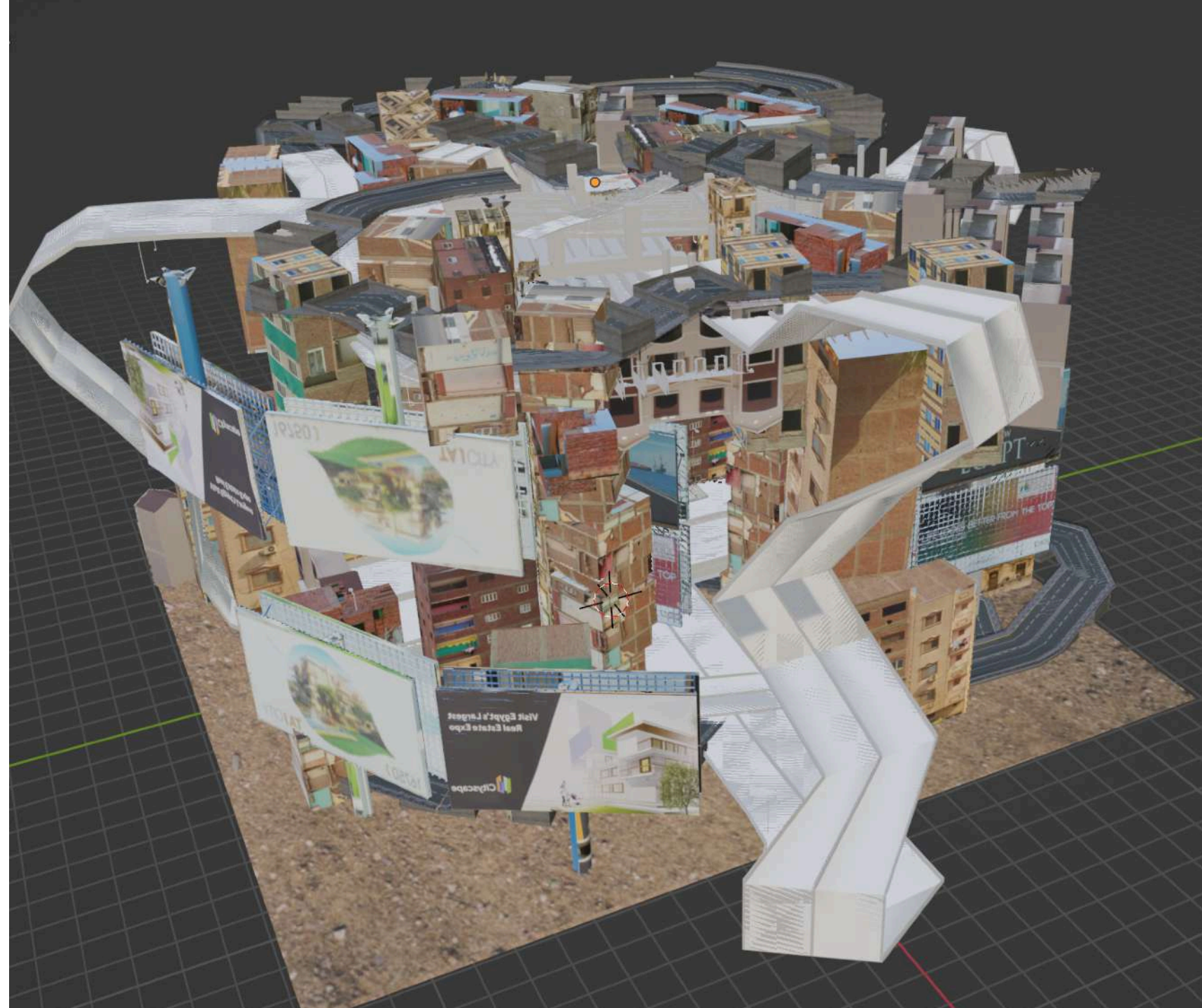
AR 3D - URBAN MEMORY AND FUTURE

Various 3D AR trials using local architecture as a point of departure for a dialogue of forms and imagining different art experiences in public space.

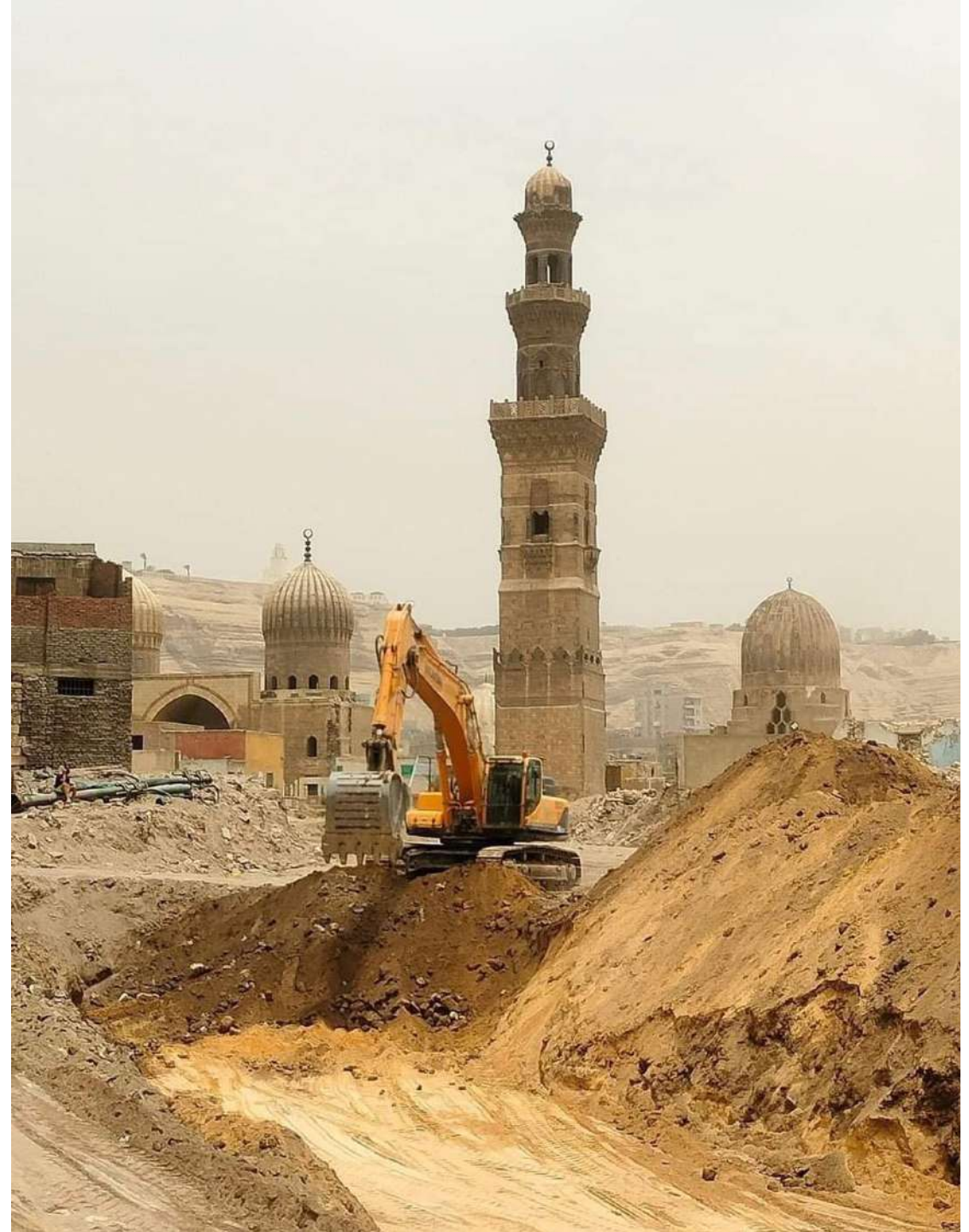


WIP - THE BRIDGE

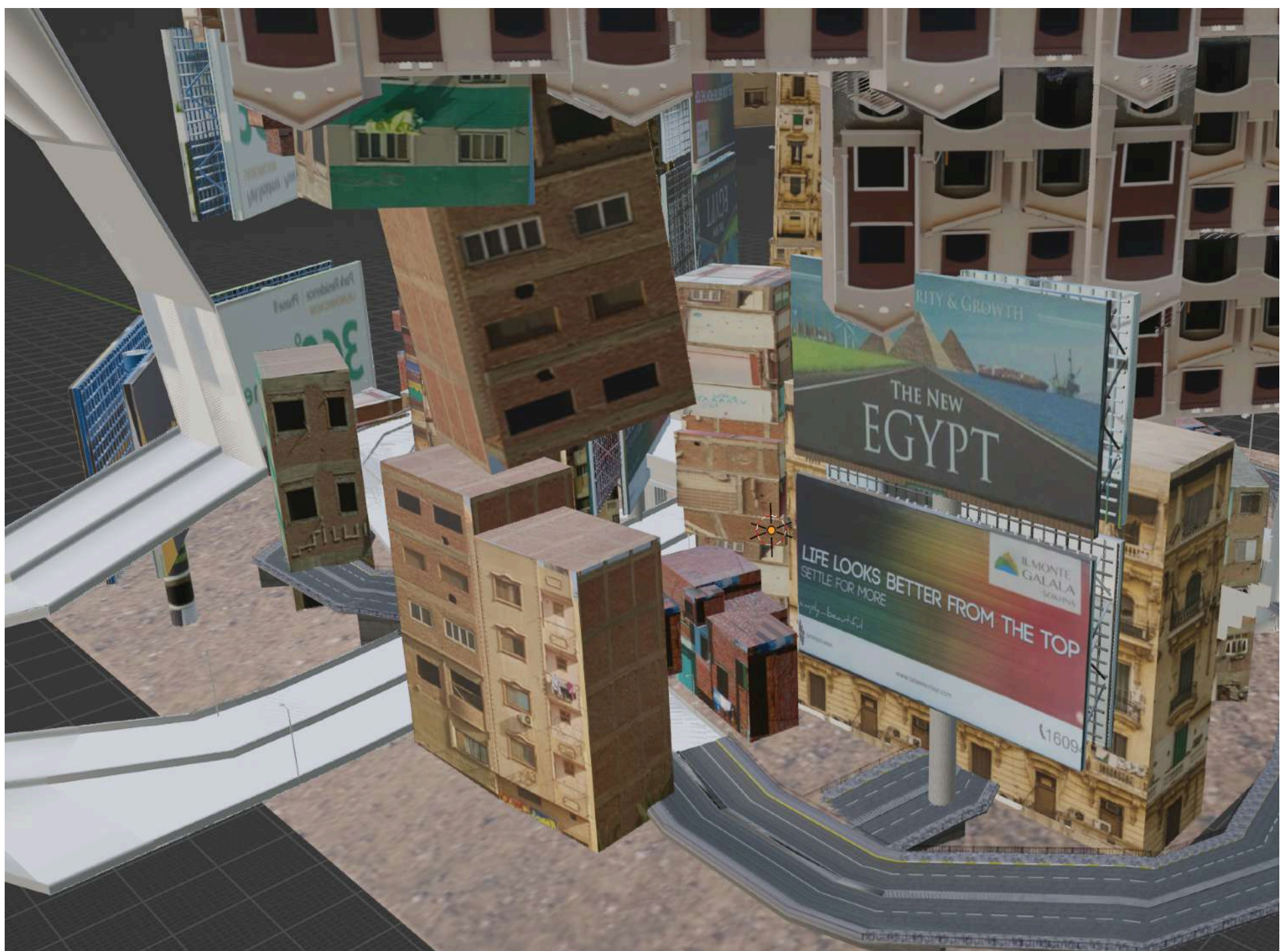
VR installation inspired by the current violent urban transformation of Cairo.



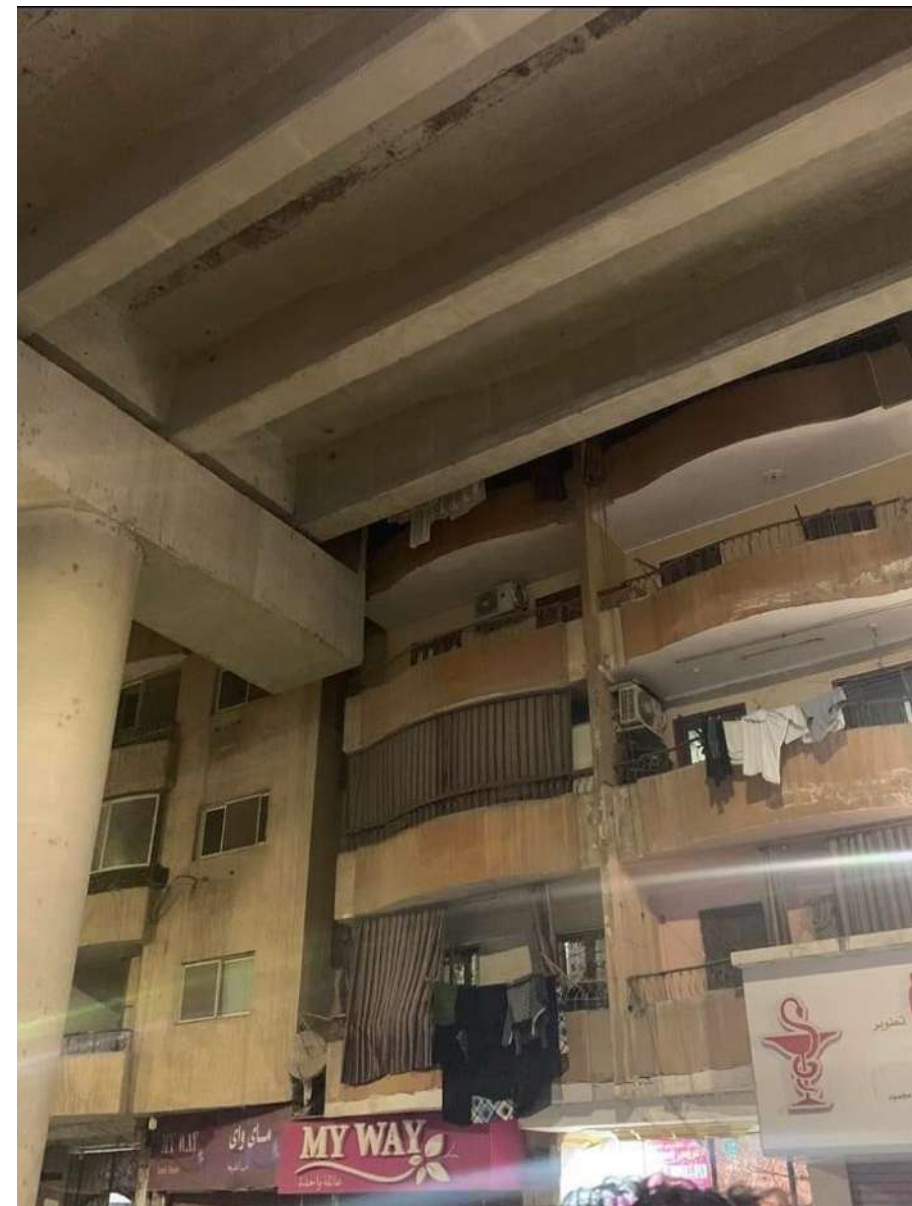
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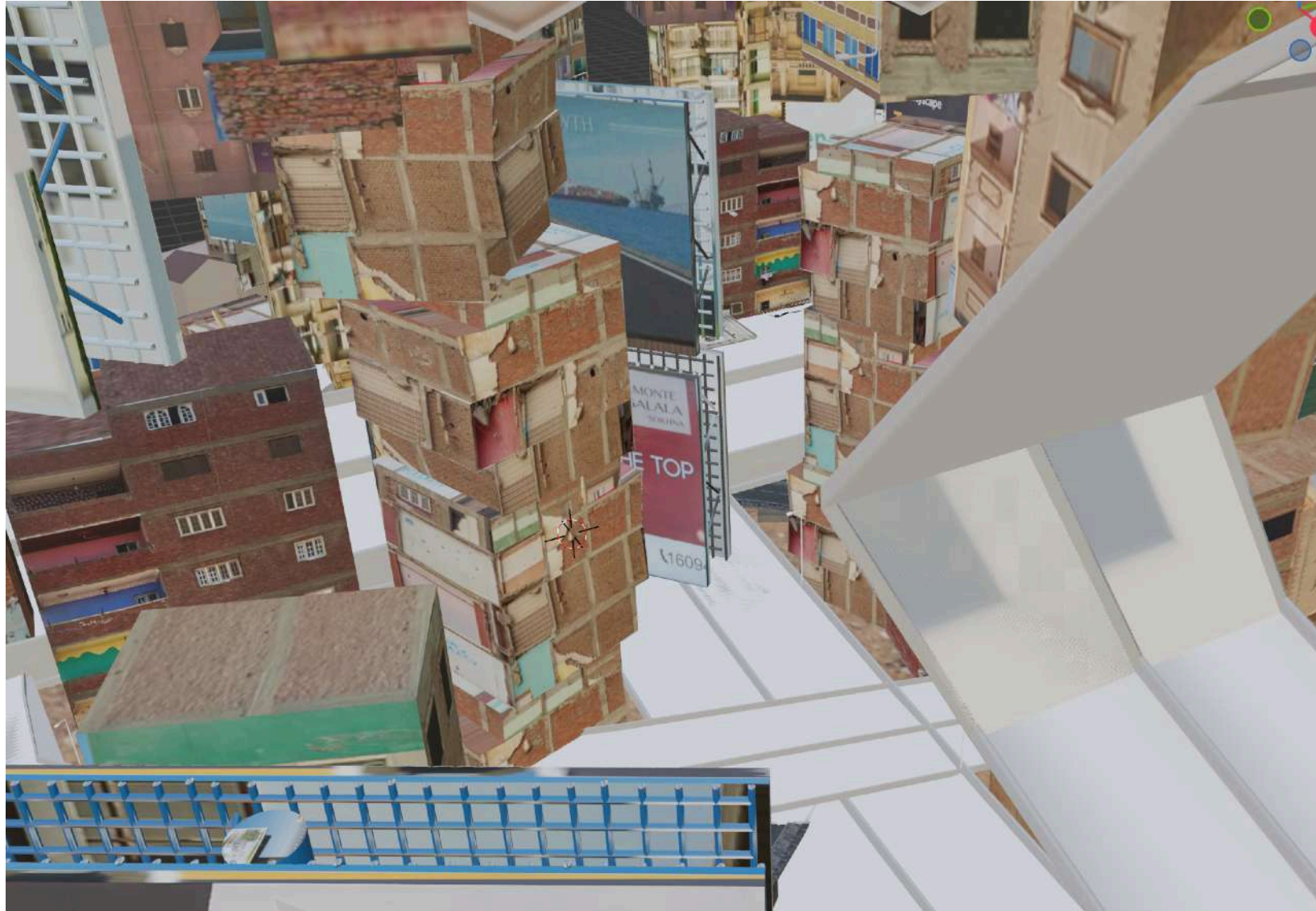
WIP - THE BRIDGE



THE BRIDGE



THE BRIDGE



THANK YOU!

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