

**Rehabilitation of open public markets through environmental design
(A comparative study between Ataba Market in Cairo and Garment Market in New York)**

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Abstract:

Open public squares are an important part of the urban fabric of cities to preserve the social role between individuals and their environment, as it is a promising field for investment and diversification of economic cities resources, and therefore the interest in public markets and open public places and their design raises the level of their performance for the functional and aesthetic aspects in them, which reflects positively on the users and their lives. And with the weakness of the management role of those places in terms of the demand for them by merchants or users; This resulted in the emergence of many urban, social and security problems. Where these problems led to the emergence of obstruction of movement, and an increase in violence rates and the occupation of public squares by vendors, which has a negative impact on the citizens' right to a public space. Therefore, the concept of "Placemaking" and its approach to open public spaces from a new perspective, which is the utilitarian function of the space and the activities that are practiced in it and provided by its formal design; this concept has become a vital extension of the urban space. The research also addresses the problem of the presence of markets heritage areas and the connection of the concept of Placemaking to them through an analytical - comparative - study of Ataba markets in Cairo and Garment markets in New York - and the effect of mutual interaction between users of markets and the use of the place as a public urban square by presenting some concepts with the aim of reaching how to integrate these concepts and clarifying a direct relationship between them and their association with the concept of Placemaking. The research has reached several results, the most prominent of which is that the less the human, administrative and follow-up role of public places, this leads to the creation of chaotic activities and the control of illegal activities over it, and the lack of community participation from the users of the place in the decision-making and development processes negatively affects how it is used.

Research Problem:

The lack of attachment of individuals to open public places and the lack of positive interaction with the surrounding place, and even may goes to the negative interaction with it.

Research Importance: -Emphasizing the role of the environmental designer in making open public spaces.

-Finding standards to ensure the sustainability of environmental design projects in open public spaces.

Research Objectives: Reaching proposed standards for the rehabilitation of markets by linking the principles of place-making through environmental design, which contribute to confirming the human dimension within urban spaces. Contribute to intellectual maturity and awareness of the environmental context, which supports specialization with a new perspective for the study of environmental design by meeting the needs of society and its interaction with them

Keywords:

Environmental Design -Public Open Markets – Placemaking- Sustainability.

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