Paradox of Arab Architectural Identity in the Informatics Era

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Abstract:

In the globalization era, the earth has changed to a small village directed by mass media, thus the cultural privacy has disappeared and the local cultures have deteriorated as a result of the western cultural invasion on the local communities as Paul Ricoeur mentioned in 1961 in his essay “The International City and Local Cultures” which led to the appearance of the paradox of human deprivation from great cultures in the future as a result of the western cultural invasion to these communities.

The American Culture Control on the people’s taste was assured for example, the wide-spread of western music, American films, their live, style and clothes models and their decor and furniture model. The matter which directly affects the person’s desire in the Arab Community in designing his house and architecture in general which doesn’t symbolize the society privacy as technology has enchanted people and they surrendered to it. Thus, the paradox appeared which should be searched which is the Arab Architecture (building culture) alienation from its identity and its environmental and cultural roots.